

Cremona, June 23rd, 2022

Messrs dairy livestock farms,

Subject: CREMONA INTERNATIONAL LIVESTOCK EXHIBITIONS 2022
FROM THURSDAY 1st TO SATURDAY 3rd DECEMBER 2022

2021 was an important turning point in our way of organizing livestock events, which are the beating heart of **Cremona International Livestock Exhibitions**. The Exhibition will take place this year **from Thursday 1st to Saturday 3rd December** while on Sunday you'll have the chance to present your quality productions to consumers. Since 2020, together with breeders, we've been developing a well-structured, innovative and international event open to all breeders and institutions who want to stand by our side to represent our excellence production model and to enhance the value of the production chain.

2021 edition of **Cremona International Dairy Show** and of **@CR European Sale at Cremona** finally took place regularly in person. They were a precious opportunity to interpret livestock competitions in an innovative way and to represent the excellence of the sector (**in 2021: 470 registered animals, 254 animals being evaluated, 54 breeders from 5 countries, 43 lots**). Thanks to this experience and to the many positive feedbacks received so far, we can face 2022 edition with the awareness that, together, we've created a successful event and that, together, we can achieve even better results. Together with breeders and institutions, we will be able to improve the organization of a highly-qualified, international, sector-oriented and inclusive event and to increase the value of the sector, thus being able to face effectively nowadays challenges, that are: the pandemic situation, the geopolitical crisis, drought and market difficulties.

The active involvement of the best livestock farms and operators is fundamental in order to present the dairy production chain in its whole to sector professionals and consumers, as our motto of 2020 **#LAZOOTECNIANONSIFERMA** (livestock doesn't stop) would suggest. Together with all Italian and international breeders who already confirmed their presence we trust to further increase and improve our event, so that livestock competition and the international dairy sale can become even larger and more involving.

We are therefore glad to invite all interested breeders to submit pre-registrations and are glad to share here below some useful information:

- Livestock competitions will be **international**.
- **Pre-registrations** to livestock competitions (intended as expression of interest for the participation) shall be submitted **by August 31st, 2022** and need to be definitively confirmed **by October 31st, 2022** by sending all the details about the animals that will be presented.
- Livestock competitions have the goal of **promoting the production chain**, also to the **consumer**, and will offer an opportunity for professionals to exchange opinions and know-how.
- The Dairy Sale will be **international**.

Attachments include:

- Short outline of logistic and organizational aspects
- Pre-registration form **LIVESTOCK FARM** – deadline **August 31st, 2022**
- Pre-registration form **ANIMALS** – deadline **September 30th, 2022**
- Code of conduct for the competitions

Further details will soon be available.

For any further information or request, don't hesitate to contact CremonaFiere staff (Ph. +39 0372 – 598011 / Email: mostrezootecniche@cremonafiere.it).

Thank you for your attention!

We trust to welcome you on board to reaffirm, all together, that livestock doesn't stop:
#LAZOOTECNIANONSIFERMA!

Best Regards

Ing. Massimo De Bellis
Director General, CremonaFiere SpA