

the International

visitor
2018



International Buyer's Guide and Export Directory Inside

EXPLORING THE NEXT FRONTIER

NEW

Attendee Bag Check: Explore World Dairy Expo without the burden of luggage. Free bag check is available in the East Lobby of the Coliseum.

Charging Stations: Seven charging stations for your mobile devices are located throughout the grounds including in the International Lounge. Special thanks to sponsor PMI Nutritional Additives.

Interpreters: Interpreters are available in the East Lobby of the Coliseum to assist with directions, show information, tour registration or business transactions.

NEW

International Café: Located in the International Lounge, this café offers a full bar service along with food options.

International Lounge: Enjoy international exhibits, refreshments and a comfortable environment. Located on the top level of the Coliseum, this space also has computers for checking emails.

Lost and Found: Located in the Expo Office on the top floor of the Coliseum or by calling 608-224-0455.

Money: ATMs are located in the west lobby of the Coliseum, the lobby of the Exhibition Hall, in the front of New Holland Pavilion 1, next to the Sale Pavilion and near the Dining Hall in the outdoor food court.

Transportation: Taxi, Uber and Lyft drop-off and pick-up is located outside the East Lobby doors of the Coliseum. Also located here is a free hotel shuttle service, sponsored by Madero Dairy Systems.

This shuttle operates from 6:30 a.m. to 9:30 a.m. and again from 3:30 p.m. to 6:00 p.m.

For a full list of participating hotels, see your Official Program or worldddairyexpo.com.





the International visitor

World Dairy Expo - The Next Frontier

FEATURES



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Schedule of Events



(AR) Arena Building; (C) Coliseum; (SP) Sale Pavilion; (EH) Exhibition Hall

Trade Show Hours:

9:00 a.m. - 5:00 p.m. Tuesday - Friday

9:00 a.m. - 4:00 p.m. Saturday

The Tanbark (SP)

11:00 a.m. - 3:00 p.m. Tuesday - Friday Food Service

11:00 a.m. - 2:00 p.m. Saturday Food Service

11:00 a.m. - close Tuesday - Saturday Bar Service

Tuesday, October 2

7:15 a.m. International Junior Holstein Show (C)

7:30 a.m. International Ayrshire Show (C)

8:00 a.m. Central National FFA Judging Contest & Events (SP)

1:00 p.m. Expo Seminar (EH)

2:00 p.m. Virtual Farm Tour (EH)

3:00 p.m. International Jersey Show - Heifers (C)

International Milking Shorthorn Show - Heifers (C)

5:00 p.m. Commercial Exhibitor Party (EH)

Wednesday, October 3

7:30 a.m. International Jersey Show - Cows/Groups (C)

10:00 a.m. Dairy Forage Seminar (AR)

11:00 a.m. Expo Seminar (EH)

12:00 p.m. Virtual Farm Tour (EH)

12:30 p.m. International Milking Shorthorn Show - Cows/Groups (C)

1:00 p.m. Expo Seminar (EH)

1:30 p.m. Dairy Forage Seminar (AR)

2:00 p.m. International Brown Swiss Show - Heifers (C)

Virtual Farm Tour (EH)

4:00 p.m. Top of the World Jersey Sale (SP)

5:00 p.m. WDE Welcome Reception (EH)

7:00 p.m. Dinner with Stars Recognition Banquet - *Tickets Required* (EH)

7:30 p.m. World Ayrshire Event Sale (SP)

Thursday, October 4

7:30 a.m. International Brown Swiss Show - Cows/Groups (C)

10:00 a.m. Dairy Forage Seminar (AR)

11:00 a.m. Expo Seminar (EH)

12:00 p.m. Virtual Farm Tour (EH)

HAPPY HOUR in THE TANBARK

Continued Thursday, October 4

- 1:00 p.m. Expo Seminar (EH)
- 1:30 p.m. International Guernsey Show - Heifers (C)
International Red & White Show - Heifers (C)
Dairy Forage Seminar (AR)
- 2:00 p.m. Virtual Farm Tour (EH)
World Premier Brown Swiss Sale (SP)
- 6:00 p.m. World Dairy Expo Youth
Showmanship Contest (C)

Friday, October 5

- 7:30 a.m. International Guernsey Show - Cows/Groups (C)
International Red & White Show - Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar (AR)
- 11:00 a.m. Expo Seminar (EH)
- 12:00 p.m. International Holstein Show - Heifers (C)
Virtual Farm Tour (EH)
- 1:00 p.m. Expo Seminar (EH)
- 1:30 p.m. Dairy Forage Seminar (AR)
- 2:00 p.m. Virtual Farm Tour (EH)
International Guernsey Classic Sale and
World Premier Milking Shorthorn Sale (SP)
- 5:00 p.m. International Reception (EH)
- 7:00 p.m. World Classic '18 Holstein Sale (C)

Saturday, October 6

- 8:00 a.m. International Holstein Show - Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar (AR)
- 11:00 a.m. Expo Seminar (EH)
- 12:00 p.m. Virtual Farm Tour (EH)
- 4:00 p.m. Parade of Champions and Selection of the
2018 Supreme Champions (C)
- 5:30 p.m. World Dairy Expo 2018 Closes

Schedule subject to change. Visit worlddairyexpo.com for current schedule.

The Tanbark is once again located on the east end of the Sale Pavilion and serves as a meeting place for attendees and exhibitors to conduct business, socialize and enjoy ExpoTV.

Be sure to stop by each night for Happy Hour in The Tanbark from 4:00 p.m. to 6:00 p.m., hosted by sponsors, World Dairy Expo, PNC Bank, Turner Inc. and Zoetis.



World-Traveler Karel Rutten Brings 600 International Guests to WDE

Born and raised on a small cash crop farm in northeast Belgium, Karel Rutten decided to embark on an adventure to the United States when he was just 20 years old. Looking back, this decision perhaps was the turning point to his future endeavors.

Rutten had heard about the U.S. dairy industry from a dairy farmer he worked for and was intrigued. So, with 500 dollars in his pocket and the ability to speak five languages (Dutch, English, French, German and Italian), Rutten set flight to the United States of America.

“I spent six months in the United States,” Rutten said. “I worked at a number of farms, and I basically worked out my own exchange program.”

Rutten began in New Hampshire and traveled as far west as South Dakota and up through Canada. The farms he worked at included commercial dairy farms, cash crop, hogs, beef and ranches.

“Every few weeks, I was at a different place. It was a little bit of everything,” Rutten said.

With an experience to last a lifetime and a growing network, Rutten returned home. He went on to finish his agriculture schooling and obtained degrees in Dairy Management and Agri-Marketing.

In his early years, Rutten worked in the A.I. industry. He also ventured back to the United States to work for a short time in 2007 and 2008.

“I worked for a dairy development company in the states,” Rutten said. “I helped set up dairy farms ranging from 700 to 5,000 cows in Ohio, Michigan and Indiana. They hired me to help farmers buy cows.”



53 people from Slovenia enjoyed views of Chicago's skyline during their trip to World Dairy Expo in 2017. This was Rutten's largest group thus far.

During that time, the bank crisis hit, and Rutten returned to Belgium. Being the entrepreneur that he is, Rutten decided to build upon his experiences and start his own businesses which now include Bovigen, an artificial insemination company; Bovigen Dairyconcept, a dairy consultation business, and Bovigen Agritours, a world-

wide touring service for agriculture professionals.

Through his trio of businesses, Rutten works with progressive dairymen who are always wanting to improve. Whether dairymen want to make genetic improvements or update their facilities, Rutten knows that “seeing it for yourself” goes a long way.

“People know I visited dairy farms in the United States, and they would ask me how things are organized,” Rutten said. “I tell them they better come along with me and see!”

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Since 1994, Rutten has averaged at least two trips per year to the United States and one of them always includes a visit to World Dairy Expo.

“I’ve brought more than 600 international guests to World Dairy Expo,” Rutten said. “You meet the whole world at World Dairy Expo. It is magnetizing to get here!”

This past year, Rutten guided his largest group to Expo which included 53 people from Slovenia.

“The group resulted from a seminar I gave earlier in the year to a group of dairy professionals,” Rutten said. “We talked about protocol, my vision for the future, and we talked a lot about the United States.”

Rutten told them he was going to organize a trip to Madison, and if they would like to join him, they should write their name down. One month later, Rutten had to close the list down because it reached 54 people.

El viajero internacional Karel Rutten lleva 600 invitados internacionales a la World Dairy Expo

Desde 1994, Rutten ha viajado al menos 2 veces promedio por año a Estados Unidos y uno de esos viajes siempre incluye una visita a la World Dairy Expo. “He traído más de 600 invitados internacionales a la World Dairy Expo”, expresó Rutten. “Te encuentras con todo el mundo en la World Dairy Expo. ¡Es fantástico llegar aquí!” Históricamente, los grupos de excursión de Rutten incluían un promedio de diez a quince personas, pero considera que sus grupos se están agrandando. Hace cuatro años, organizó un viaje a la World Wide Sires en Alemania, que incluyó 45 personas. El año pasado, Rutten guió a su grupo más grande a la Expo, que incluyó 53 personas de Eslovenia. “La gente habla y dice, ‘Si quieres viajar, ve con Karel porque él sabe por dónde ir’”, señaló Rutten. “Cada excursión es diferente y la personalizo para que se ajuste a los intereses del grupo”. Si quieres saber por dónde ha andado Rutten, busca su marca registrada: una calcomanía de una cabeza de vaca blanca o gris que se ve en las puertas o las ventanas de las oficinas de las granjas lecheras en todo el mundo.

“I said, ‘Excuse me? This is my largest group!’”

Historically, Rutten’s tour groups averaged 10 to 15 people, but he finds his groups are getting larger. Four years ago, he organized a trip for World Wide Sires Germany which consisted of 45 people.



Rutten and his son, Laurens, nicknamed “The Pretzel,” spend time working at World Dairy Expo.

“People talk and they say, ‘If you want to do a trip, go with Karel because he knows his way around,’” Rutten said. “Every tour is different and I customize it to fit the interests of the group.”

For 95 percent of the Slovenians, it was their first time in the United States. The week-long trip began the Saturday prior to World Dairy Expo with a guided tour through Washington D.C. and the Slovenian Embassy.

Rutten then took them to Mercersburg, Pa., for a farm tour at Windy-Knoll-View. On Sunday, they visited Niagara Falls in New York and ended with a night stay in Cleveland, Ohio.

“My trips are always organized with the perfect balance of leisure and study,” Rutten said.

On Monday, they toured two dairy farms, Pine Tree in Marshallville, Ohio and Hoffland Dairy in Clayton, Michigan.

“Then we visited Cabela’s because you have to show them a little bit of everything,” Rutten chuckled. “And they loved it!”

On Tuesday, the group enjoyed a tour of Blessing Farms in Fort Wayne, Ind., and then they shopped at the Amish market in Shipshewana. After that, they went to Chicago for a guided tour of the city.

“I always go to places where we can take nice pictures,” Rutten said. “I give everyone a vest with my businesses embroidered on the back so it is a little promotion of what I do as well.”

On Wednesday, they went to Luck-E Holsteins in Hampshire, Illinois, then to Larson Acres in Evansville, Wisconsin. The group also wanted to see a beef farm, so Rutten brought them up to Green Bay, Wisconsin, to visit Jim Hoskens, owner of the Baycroft Wagyu Co.

Wednesday evening was capped off with a presentation by Wayne Glaeser, developer of KHW Kite Advent-Red-ET.

“Wayne demonstrated how a farm auction works in the United States,” Rutten said. “It all goes so fast. We “sold” a vest and the banner of Premier Sire, Advent.”

Thursday, they spent more time in Wisconsin with tours of Sandy Valley Farms in Scandinavia, Sexing Technologies in Fond du Lac and Budjon Farms in Lomira.

On Friday morning, Rutten brought them to World Dairy Expo with an afternoon tour of Ocean-View Genetics in Deerfield, Wisconsin. They then traveled back to Madison for the World Classic Sale and the World Wide Sires International Reception.

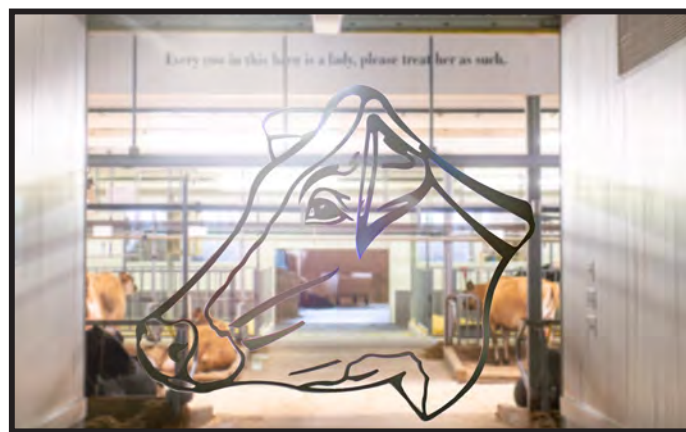
“Saturday was a full day at World Dairy Expo and at 10

p.m. they flew back home,” Rutten said.

What a week! Rutten said that the Slovenians enjoyed their trip to the United States. It resulted in an 8.5 overall rating on his survey.

“They found out that U.S. dairymen work a lot with protocol. They pencil out everything, and they know their numbers to the detail,” Rutten said. “Genetics-wise, the quality of animals is overwhelming to them. There are so many things that touch the ground around producing milk. That is something they will never forget in their whole life. I gave them the best time I could.”

One will say that Rutten has traveled a long way since he was 20. In addition to giving tours across the United States, he has taken tour groups to Brazil, Peru, Europe, Australia and New Zealand.



Rutten’s logo is prominently displayed at Arethusa Farm in Litchfield, Connecticut.

“I’ve traveled all over, well – not all over the world, I’m still working on it, but I have been all over North America and there is no hidden place in the states,” Rutten said. “There are only three states that I haven’t been to yet: Alaska, Hawaii and Alabama.”

If you are curious where Rutten has been, look for his

continued on page 8

Voyageur invétéré, Karel Rutten a servi de guide à 600 invités internationaux à la World Dairy Expo.

– Jenny Binversie

Depuis 1994, M. Rutten fait en moyenne deux voyages par an aux États-Unis, dont l'un comprend toujours une visite de la World Dairy Expo. « J'ai amené plus de 600 invités internationaux à la World Dairy Expo », explique M. Rutten. « On rencontre le monde entier à l'exposition. Elle attire des gens de partout. » Dans le temps, les groupes comptaient en moyenne entre dix et quinze personnes, mais il remarque que récemment, ces groupes sont de plus en plus importants. Il y a quatre ans, il a servi de guide à un groupe de 45 personnes de World Wide Sires d'Allemagne. L'année passée, le groupe le plus important qu'il ait jamais amené à l'exposition comptait 53 personnes de Slovaquie. « J'ai établi ma réputation grâce au bouche à l'oreille. "Allez avec Karel parce qu'il s'y connaît" », raconte M. Rutten. « Chaque visite guidée est différente et je l'adapte aux intérêts particuliers du groupe. » Si vous vous demandez où s'est déjà rendu M. Rutten dans le monde, il suffit de trouver son signe caractéristique, un autocollant de tête de vache blanche ou grise, visible sur les portes et les fenêtres de fermes laitières du monde entier.

Der Weltenbummler Karel Rutten bringt 600 internationale Gäste zur World Dairy Expo

Seit 1994 hat Rutten pro Jahr mindestens zwei Reisen in die Vereinigten Staaten unternommen, wobei eine immer einen Besuch bei der World Dairy Expo beinhaltet. „Ich habe mehr als 600 internationale Gäste zur World Dairy Expo gebracht“, sagte Rutten. „Auf der World Dairy Expo trifft man die ganze Welt. Es ist einfach ein tolles Erlebnis und man lernt immer wieder Neues!“ In der Vergangenheit bestanden Ruttens Gruppen aus zehn bis fünfzehn Leuten, in letzter Zeit wurden seine Gruppen jedoch größer. Vor vier Jahren organisierte er eine Reise zur World Wide Sires Deutschland für 45 Leute. Dieses Jahr führte Rutten seine bisher größte Gruppe, nämlich bestehend aus 53 Leuten aus Slowakei, zur Expo. „Die Leute reden und sie sagen: ‚Wenn Du eine Reise machen willst, geh mit Karel, denn der kennt sich aus.‘“, sagte Rutten. „Jede Reise ist anders und ich richte sie auf die Bedürfnisse der Gruppe ab.“ Wenn Sie neugierig sind, wo Rutten schon überall war, dann halten Sie nach seinem Markenzeichen Ausschau, einem Aufkleber mit weißem oder grauem Kuhkopf, der auf Bürotüren oder Fenstern von Milchbauernhöfen auf der ganzen Welt klebt.

continued from page 7

trademark – a white or gray cow head decal displayed on office doors or windows of dairy farms across the world.

“I have placed three or four thousand cow heads worldwide,” Rutten said. “When you see my cow head, there are good management practices, and you will see good cows.”

Rutten designed the cow head in 2001. The first one he put up was at Carrousel Farms in Orangeville, Illinois.

“Wherever you see it, you’ll know I was there!”

Still on Rutten’s bucket list is a trip in 2020 where he will charter a plane and come with +300 breeders from Europe to World Dairy Expo for a four day event. Registration is open! ★

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Guest Editorial



World Dairy Expo: Meet by the Globe

By Peggy Coffeen

Whether it's your first time visiting World Dairy Expo or you've been making the annual pilgrimage for decades, it's hard to miss the globe.

One of Expo's iconic landmarks, this giant replica of the planet has greeted attendees for more than 50 years. The rotating wonder stands as a symbol of the global dairy community, welcoming visitors from nearly 100 different countries. Upon observation, one may notice the colorful continents, which were painted by Pete Willoughby, retired University of Wisconsin agriculture journalism professor. The green land masses represented those that were food sufficient in 1967, while the orange signified a food shortage.

Weighing in at roughly 2,000 pounds, the globe's high visibility and location near the Coliseum make it a go-to meeting point amid the show's expansive 164-acre grounds. People often make their plans to "meet by the globe." It's where old friends hold annual reunions, sit down on a picnic table to swap stories over grilled cheese and make their predictions on which cow will win it all

this year. It's where business folks take a break away from the Trade Show floor to enjoy a few minutes of fresh air and slurp down a milkshake. It's the place kids sit down at the end of the day to evaluate their haul of cool trinkets snatched from the Exhibition Hall. And it's the perfect backdrop for a World Dairy Expo selfie to share on social media with envious friends who wish they too could be at the greatest dairy show on Earth.

"Meet me by the globe" is certainly something I've said more than once in the years I've been coming to World Dairy Expo, whether it was as an attendee, behind-the-scenes worker, cattle exhibitor or editor. As a starry-eyed dairy farmer's daughter, it was where I instructed my parents to find me after spending the day gawking at beautiful cows and fascinating technology. Later, as a University of Wisconsin college student, it was a logical place to meet up with friends after finishing my shift slinging sandwiches in the Badger Dairy Club Cheese Stand. As a young journalist, I'd hang out there to ask visitors the question of the day to be featured in the *Expo Daily Edition* newspaper.

These days, the globe is still my go-to spot to connect. I may plan to meet up with a contributor for Progressive Dairyman magazine there to discuss editorial content for the coming year. Or it's where I catch my husband for a quick kiss in between him running a show string in the New Holland Pavilions and me working in our booth in the Arena Building. Now, as a mother, the globe is where I watch my 3-year-old try to "touch the world" with his two little hands.

No matter how far you've traveled to come to World Dairy Expo, the globe is here to welcome you and remind you that no matter where you come from, we are all part of an ever-turning dairy community. So make your plans to meet by the globe and make your own memories at World Dairy Expo! ★

Peggy Coffeen is an Editor for Progressive Dairyman, a magazine printed twenty times each year focused on forward-thinking U.S. dairymen and dairy women.



Expo's iconic globe has become a meeting place for many as well as a perfect photo opportunity.

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Editorial de invitada: World Dairy Expo: Encuentro cerca del globo

Con un peso de alrededor 2000 libras (900 kilogramos), la gran visibilidad y la ubicación del globo cerca del Coliseum lo convierten en un punto de encuentro en torno a los terrenos expansivos de 164 acres del espectáculo (alrededor de 4047 m2). A menudo, la gente planifica "encontrarse cerca del globo". Es el lugar donde los viejos amigos se reúnen anualmente, se sientan en una mesa de picnic para intercambiar relatos mientras comen queso grillado y atinan a confirmar qué vaca se ganará todo este año. Es el lugar donde la gente de negocios se toma un descanso del ámbito de la Feria Comercial para disfrutar de unos minutos de aire fresco y tomarse a sorbos una malteada. Es el lugar donde los niños se sientan al final del día a evaluar el botín de baratijas de moda que atrapan en la Sala de Exhibiciones. Y es el telón de fondo perfecto para compartir una selfi de la World Dairy Expo en las redes sociales con los amigos envidiosos que también desearían estar en el espectáculo de la industria láctea más grande de la Tierra. Peggy Coffeen es editora de Progressive Dairyman, una revista que se publica veinte veces por año y que se enfoca en las mujeres y los hombres con espíritu proactivo y dedicados a la industria láctea de Estados Unidos.

Éditorial — Collaboration spéciale : World Dairy Expo :
Rendez-vous près du globe

Pesant près de 900 kg, le globe bénéficie d'une grande visibilité et son emplacement à proximité de l'aréna en fait un point de rendez-vous idéal au milieu des 66 hectares de l'exposition. Les membres du public prévoient souvent de se « retrouver près du globe ». C'est là où les vieux amis se retrouvent tous les ans et s'installent à une table pour échanger les dernières nouvelles en dégustant un « grilled-cheese » et pour parier sur la vache qui remportera tous les prix cette année. C'est là où les gens d'affaires prennent une pause pour profiter d'un peu d'air frais et se régaler d'un lait frappé. C'est là où les enfants se retrouvent en fin de journée pour faire l'inventaire des babioles et autres friandises dénichées dans l'exposition. Il s'agit également de la toile de fond parfaite pour un égoportrait de la World Dairy Expo à partager sur les médias sociaux et pour rendre ses amis jaloux de ne pas pouvoir participer au plus grand spectacle laitier du monde. Peggy Coffeen est rédactrice du *Progressive Dairyman*, un magazine dont les 20 numéros par an mettent l'accent sur les laitiers et laitières visionnaires qui vivent aux États-Unis.

Gastartikel: World Dairy Expo: Treffpunkt Globus

Der Globus wiegt ca. 900 kg (oder 2000 amerikanische Pfund) und ist weithin sichtbar; außerdem steht er in der Nähe des Coliseum und ist daher ein ganz natürlicher Treffpunkt auf dem ca. 66 ha (oder 164 acre) großen Messeareal. Besucher machen ihre Pläne häufig so, dass sie den „Treffpunkt Globus“ beinhalten. Hier treffen sich alte Freunde für ihr jährliches Wiedersehen, wo man sich an einen Picknick-Tisch setzt, um sich bei gegrilltem Käsesandwich Geschichten zu erzählen und Voraussagen darüber zu treffen, welche Kuh dieses Jahr wohl gewinnen wird. Hier machen Geschäftsleute eine Pause von der Messe, um ein paar Minuten frische Luft zu schnappen und einen Milchshake zu trinken. Hier setzen sich Kinder am Ende des Tages hin, um ihren Nippes zu begutachten, den Sie aus den Ausstellungshallen mitgenommen haben. Außerdem ist es der perfekte Hintergrund für einen Selfie von der World Dairy Expo, den Sie auf sozialen Medien teilen können, um Ihre Freunde neidisch zu machen, die sich auch wünschen auf der weltweit besten Messe rund um die Milchwirtschaft zu sein. Peggy Coffeen ist Redakteurin des *Progressive Dairyman*, eines Magazins, das zwanzig Mal pro Jahr gedruckt wird und sich an vorausdenkende US-amerikanische Milchbauern und Milchbäuerinnen wendet.



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*Pearson regularly consults on dairy farms in numerous countries.
Inset: Pearson stands in a room full of semen tanks imported through World Wide Sires.*

tional Person of the Year



Congratulations to Dr. Alastair Pearson

Dr. Alastair Pearson, Chairman of World Wide Sires China Co, Ltd., is known as the “father of the dairy industry” in China. Born in Australia, Dr. Pearson became a veterinarian before beginning his career in Africa and later, on one of the world’s largest dairies in Saudi Arabia. After gaining experience, Dr. Pearson soon became a dairy consultant to farming companies, investment companies and government agencies in Pakistan, Indonesia, Thailand, Egypt, Australia, China among other countries.

Championing modern farming practices and North American genetics for more than 30 years, he helped establish the first large scale dairy farm in China with 6,000 cows and World Wide Sires China. Dr. Pearson’s work led to a total revolution and evolution of China’s dairy industry that today boasts more than one million cows in large-scale, modern facilities and has imported millions of units of semen from American bulls making the country one of the largest importers of United States genetics.

Believing in empowering people, Dr. Pearson’s influences on the dairy industry in the middle east and east Asian countries can be seen through educational efforts focused on controlling and preventing Foot and Mouth Disease, Brucellosis and other impactful dairy cattle diseases as well as improving managerial practices. Many of the top herd managers in China today trained or worked under Dr. Pearson. Dr. Pearson’s service to the global dairy industry is also highly visible through his former role as CEO of Inner Mongolia Mengniu AUSTASIA Dairy Farm Co. Ltd. and most recently as the CEO of China Modern Dairy Shang He Dairy Farm Co. Ltd. ★



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Internationale Person des Jahres

Dr. Alastair Pearson, WWS China Co. Ltd, Beijing, China

Dr. Alastair Pearson, Chairman von World Wide Sires China Co. Ltd., ist in China als der „Vater der Milchwirtschaft“ bekannt. Dr. Pearson kam in Australien auf die Welt und wurde Veterinär, bevor er seine Laufbahn in Afrika begann und die ihn später auf einen der weltweit größten Milchbauernhöfe in Saudi Arabien führte. Nachdem er Erfahrung gewonnen hatte, wurde Dr. Pearson Berater in Sachen Milchwirtschaft für landwirtschaftliche Unternehmen, Investmentfirmen und Behörden unter anderem in Pakistan, Indonesien, Thailand, Ägypten sowie China, tätig. Er ist seit mehr als dreißig Jahren ein Verfechter moderner landwirtschaftlicher Praktiken und genetischen Materials aus Nordamerika, und er half so, den ersten großen Milchbauerhof mit mehr als 6000 Kühen in China zu erreichen sowie World Wide Sires China. Die Arbeit von Dr. Pearson führte zu groß angelegten, modernen chinesischen Molkereien und half so, die Maul- und Klauenseuche, Brucellose und andere schwere Erkrankungen von Milchbühen zu kontrollieren und zu verhindern. Die Dienste, die Dr. Pearson der weltweiten Milchwirtschaft geleistet hat, sind auch deutlich durch seine frühere Rolle als der Leiter der Inner Mongolia Mengniu Austasia Dairy Farm Co. Ltd. und jüngst als Leiter der China Modern Dairy Shang He Dairy Farm Co. Ltd., ersichtlich.

Personalidad internacional del año

Dr. Alastair Pearson, WWS China Co. Ltd, Pekín, China

El Dr. Alastair Pearson, presidente de World Wide Sires China Co. Ltd., es conocido como el “padre de la industria láctea” en China. Nacido en Australia, el Dr. Pearson se convirtió en veterinario antes de comenzar su carrera en África y más tarde, en uno de los productores lecheros más grandes del mundo en Arabia Saudita. Luego de adquirir experiencia, el Dr. Pearson se convirtió en asesor de la industria láctea para las compañías agropecuarias, las compañías inversoras y los organismos gubernamentales en Pakistán, Indonesia, Tailandia, Egipto, Australia y China, entre otros países. Al abogar por las prácticas agropecuarias modernas y la genética norteamericana durante más de treinta años, ayudó a establecer la primera granja lechera a gran escala en China con 6000 vacas y World Sires China. El trabajo del Dr. Pearson llevó al establecimiento de instalaciones agropecuarias chinas modernas a gran escala y ha ayudado a controlar y prevenir la fiebre aftosa humana, la brucelosis y otras enfermedades de gran impacto transmitidas por el ganado lechero. La labor del Dr. Pearson en la industria láctea mundial también es evidente en su antiguo papel de director ejecutivo de Inner Mongolia Mengniu Austasia Dairy Farm Co. Ltd. y más recientemente como el director ejecutivo de China Modern Dairy Shang He Dairy Farm Co. Ltd.

Personnalité internationale de l'année

Le Dr Alastair Pearson, WWS China Co. Ltd, Beijing, Chine

Le Dr Alastair Pearson, président de World Wide Sires China Co Ltd est connu comme le « père de l'industrie laitière » en Chine. Né en Australie, le Dr Pearson a fait des études de vétérinaire avant d'entamer sa carrière en Afrique et plus tard dans l'une des plus grandes laiteries du monde en Arabie Saoudite. Le Dr Pearson a ensuite travaillé comme expert en produits laitiers auprès de sociétés agricoles, de sociétés d'investissement et d'agences gouvernementales au Pakistan, en Indonésie, en Thaïlande, en Égypte, en Australie et en Chine notamment. Défenseur des pratiques agricoles modernes et des filières génétiques de l'Amérique du Nord depuis plus de trente ans, il a contribué à l'établissement de la première ferme laitière de grande envergure en Chine qui compte 6 000 têtes de bétail avec l'aide de la World Wide Sires Chine. Les travaux du Dr Pearson ont donné lieu à des installations laitières modernes à grande échelle en Chine, et ils ont contribué au contrôle et à la prévention de la fièvre aphteuse, de la brucellose et d'autres maladies qui affligent les vaches laitières. Par ailleurs, le Dr Pearson a rendu d'importants services à l'industrie laitière à l'échelle mondiale en tant que directeur général de la Inner Mongolia Mengniu Austasia Dairy Farm Co. Ltd, et plus récemment, en tant que directeur général de la China Modern Dairy Shang He Dairy Farm Co. Ltd.

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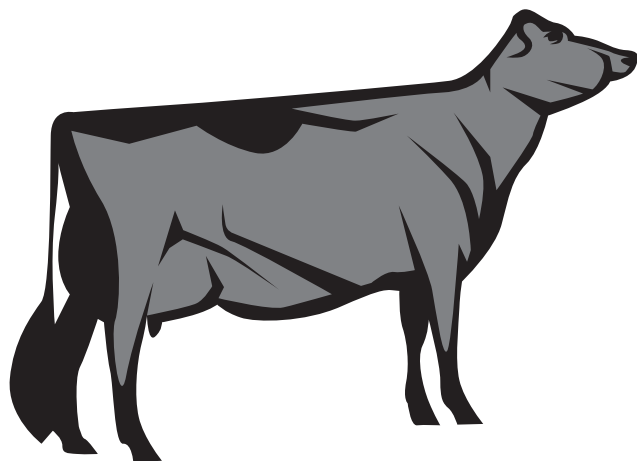
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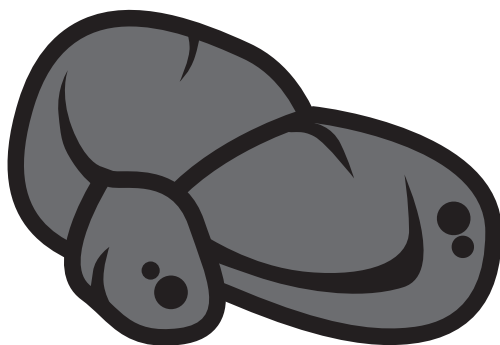
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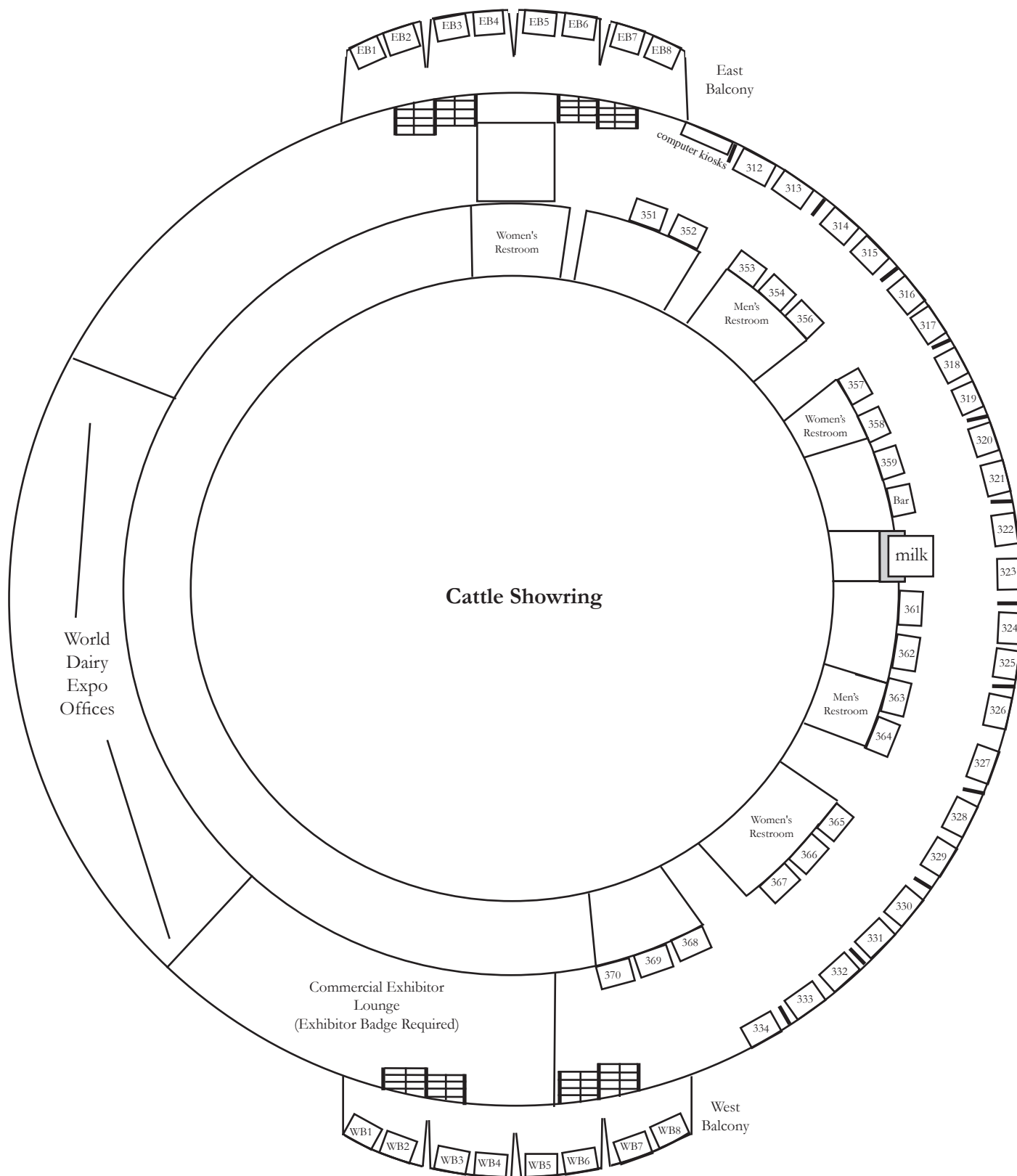
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Brazilian Dairy Farmer Returns to World Dairy Expo

Brazilian dairy farmer Mauricio Greidanus has attended World Dairy Expo three times since 2006. He enjoys visiting local farms, watching the world-renowned Dairy Cattle Show and seeing the technology in the Trade Show.

“I enjoy coming to World Dairy Expo,” says Mauricio whom traveled with a group from Semex. “You can find everything you need here. It is all in the same place.”



Mauricio Greidanus attended World Dairy Expo in 2017 with a group organized by Semex.

Mauricio manages Frank’Anna – a registered Holstein farm with 750 milking cows – in partnership with his father-in-law, Franke Dijkstra, and brother-in-law, Richard. The farm is located near Carambeí, Paraná which is in the southern region of Brazil.

“I started milking with my father-in-law in 1990,” Mauricio says. “It was a smaller farm back then, but we imported 120 cows from Argentina, and we have averaged an eight percent growth rate since then.”

Mauricio manages the dairy herd which totals 1,450 animals. He also manages the family hog farm which cur-

rently has 360 sows and 5,000 swine. His brother-in-law manages the land and the crops.

Mauricio’s wife, Elizabeth, and their grown daughters, Camila and Fabiane, also play active roles on the dairy farm. Their third daughter, Lorena, is currently studying at the university to be an architect.

“Camila and Fabiane both came back to farm,” Mauricio says. “Camila has a pharmacist degree and Fabiane has a dietician degree. They worked for a while in their areas of study, but they found that they prefer the farm.”

Camilia is in charge of the on-farm lab and monitors the daily cell count numbers and overall milk quality. She also helps Elizabeth with bookkeeping. Fabiane manages the office, and she also recently began making cheese curds after completing a three-month course at a local university.

“Making cheese curds is just for our own entertainment,” Mauricio says. “Maybe someday it will be a business, but there are a lot of regulations to follow.”

A veterinarian by degree, Mauricio says his favorite role on the farm is monitoring the milking parlor and the quality of the milk.

“I evaluate the milk every day with Camilia, and we watch for any signs of diseases such as mastitis,” Mauricio says. “Our climate is very hot and humid, so we can see more problems during certain parts of the year.”

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“We plan to build one more free-stall barn in the near future, and we will use dried manure as bedding,” Mauricio says. “If it works well, I may modify our other barns to use dried manure.”

Mauricio’s goal is to grow his herd to 1,000 cows and adding one more barn will achieve just that.

Regreso del granjero agropecuario brasilero a la World Dairy Expo

El granjero agropecuario de Brasil, Mauricio Greidanus ha asistido a la World Dairy Expo tres veces desde 2006. Disfruta visitar las granjas locales, observar el Espectáculo de Ganado Lechero, aclamado mundialmente, y apreciar la tecnología en la Feria Comercial. “Disfruto venir a la World Dairy Expo”, manifiesta Mauricio, que viajó con un grupo de Semex. “Aquí puedes encontrar todo lo que necesitas. Todo está en el mismo lugar”. Mauricio dirige Frank’Anna: una granja registrada Holstein con 750 vacas lecheras, en sociedad con su suegro Franke Dijkstra y su cuñado Richard. La granja se ubica cerca de Carambeí, Paraná, que se encuentra en la región sureña de Brasil. Mauricio no está seguro de cuándo podrá asistir a la World Dairy Expo de nuevo, pero cada vez que la visita, se lleva a casa una abundancia de conocimiento y experiencia. “Me gusta ver qué están haciendo los granjeros estadounidenses”, dice Mauricio. “Es bueno compartir ideas y recorrer para ver el manejo de las vacas”. Cuando se le preguntó si quería llevarse algo de la feria comercial a casa, Mauricio enumeró tres productos: una caja de recorte de pezuñas completamente automatizada, una máquina para acanalar los pisos de cemento y un molino de rodillos grande para el maíz.

“1,000 cows are what we can handle with our land,” Mauricio says. “We have 240 hectares of cropland.”

Crops are grown year-round and consist of soybeans, corn, winter wheat, oats, barley and ryegrass.

“We typically get three harvests per year,” Mauricio says.

Another area that Mauricio manages are the genetics. Genetics play an important role on Frank’Anna and Mauricio makes a point to study the cattle when he attends World Dairy Expo.

“Seeing the genetics at World Dairy Expo helps me know if my breeding program is going in the right direction,” Mauricio says. “I enjoy the dairy show. It is good to see nice cows.”

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Un producteur laitier brésilien revient à la World Dairy Expo

Cela fait trois fois depuis 2006 que Mauricio Greidanus, producteur laitier brésilien, se rend à la World Dairy Expo. Il aime visiter des fermes locales, assister au Dairy Cattle Show et observer les nouvelles technologies à l'exposition. « J'aime bien venir à la World Dairy Expo », raconte Mauricio qui est venu avec un groupe de Semex. « On y trouve tout ce qu'on veut ici. Tout est au même endroit. » Mauricio dirige Frank’Anna, une ferme Holstein enregistrée qui compte 750 vaches laitières, en partenariat avec son beau-père, Franke Dijkstra et son beau-frère, Richard. La ferme est située à proximité de Carambeí dans l’État du Paraná, dans le sud du Brésil. Mauricio ne sait pas quand il aura l'occasion de revenir à la World Dairy Expo, mais à chaque visite, il ramène toujours avec lui une foule de nouvelles expériences et de savoir. « J'aime bien me renseigner sur ce que font les fermiers américains », explique Mauricio. « J'apprécie les échanges d'idées et les discussions sur la façon de gérer le bétail. » Interrogé sur ce qu'il aimerait ramener de l'exposition cette année, Mauricio énumère trois produits : une rogneuse à onglons entièrement automatisée, une machine pour faire des rainures dans les sols en béton, et un moulin à cylindres pour le maïs.

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When selecting sires for his herd, Mauricio puts a 40 percent emphasis on production and a 30 percent weight on both health and type traits.

“I’ve been using a lot of Doorman and Handmade,” Mauricio says. “My goal is to have well-balanced genetics.”

In 2017, one of Mauricio’s cows, Frank’Anna Farra 3344 Handmade, was ranked number one for production in Brazil.

Mauricio recently began classifying a select portion his herd and he now has 15 Excellent cows and 24 Very Good first-lactation cows. He has sold his genetics in the past but has stepped back due to heavy competition and the high cost of marketing.

Frank’Anna’s progressive calf raising program consists of group housing with an automatic calf feeder. There are 20 calves in each group, and Mauricio’s goal is to double birth weights by 45 days of age. The calves are weaned at 80 days of age.

Mauricio manages an average of 45 employees between the hog farm and dairy farm. He is thankful that he has never had an issue finding workers.

“It is easy for me to find workers,” Mauricio says. “I am close to the city.” Mauricio also credits the regulations set in place which makes farm work attractive.

“Each worker has a seven-and-a-half-hour shift, and they can only add two hours to that a few days per week,” Mauricio says. “We can’t overwork anyone. If we do, we get a fine.”

Mauricio’s herd manager, Luis, is also a veterinarian. “The good results we have on the farm are because of

people like Luis,” Mauricio says. “They love their job and love cows.”

Mauricio is not sure when he will get to attend World Dairy Expo again but each time he visits he brings home a wealth of knowledge and experience.

“I like to see what U.S. farmers are doing,” Mauricio says. “It is nice to share ideas and visit about managing cows.”

When asked if he wanted to take anything home from the Trade Show, Mauricio listed three products: a fully automated hoof trimmer box, a machine for grooving cement floors and a large roller mill for corn.

“The taxes are high in Brazil for importing, so I will wait,” Mauricio says. “It may be delayed but the technology I see here will eventually make it to Brazil.” ★

Brasilianische Milchbauern kehren zur World Dairy Expo zurück

Der brasilianische Milchbauer Mauricio Greidannus war seit dem Jahr 2006 drei Mal auf der World Dairy Expo. Er genießt es örtliche Farmen zu besuchen, die weltbekannte Dairy Cattle Show (Milchvieh-Ausstellung) zu besuchen und sich die Technologie auf der Messe anzusehen. „Ich genieße es zur World Dairy Expo zu kommen“, sagt Mauricio, der mit einer Gruppe aus Semex unterwegs ist. „Hier kann man alles finden was man braucht. Es ist alles an einem Ort.“ Mauricio managt Frank’Anna, eine eingetragene Holstein-Farm mit 750 Milchkühen, zusammen mit seinem Schwiegervater Franke Dijkstra und seinem Schwager Richard. Diese Farm befindet sich in der Nähe von Carambeí, Paraná, im Süden von Brasilien. Mauricio weiß noch nicht genau, wann er die World Dairy Expo das nächste Mal besuchen kann, aber nach jedem Besuch kehrt er mit viel neuem Wissen und vielen neuen Erfahrungen nach Hause zurück. „Mir gefällt es zu sehen, was US-Landwirte machen“, sagt Mauricio. „Es ist schön sich über Ideen und das Management von Kühen auszutauschen.“ Als er gefragt wurde, ob er etwas von der Messe mit nach Hause nehmen wolle, zählte er drei Produkte auf: einen vollautomatischen Huf-Trimmer, eine Maschine zur Herstellung von Rillen auf Zementböden und eine große Walzenmühle für Mais.

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1973	Wataview Mark Babe	Henry Bartel, Ellsworth, WI
1974	Gene-Acres Felicia May Fury	Felicia May Associates, Ft. Atkinson, WI
1975	Oak Ridge Kellys Rosid	Pinehurst Farms, Sheboygan Falls, WI
1976	Theynor Hagen Cindy	T Robert Flett, Oshawa, ON, Canada
1977	JPG Standout Kandy	Hanover Hill Holstein, Millerton, NY
1978	Browndale Fury Echo Christie	Browndale Farm, Paris, Oshawa, ON, Canada
1979	Cleverlands Darimost Chrystal	Les Lurvey & Sons, Baraboo, WI
1980	Northcroft Ella Elevation	Woodbine Holsteins, Airville, PA
1981	JWS Monitor Racheal	Hanover Hill Holsteins, Port Perry, ON, Canada
1982	Brookview Tony Charity	Hanover Hill & George Morgan, Port Perry, ON, Canada
1983	Millervue Ultimate Rosalyn	Dreamstreet Holsteins, Millerton, NY
1984	Brookview Tony Charity	Hanover Hill Holsteins, Port Perry, ON, Canada
1985	Brookview Tony Charity	Hanover Hill & Romandale, Port Perry, ON, Canada
1986	Gil-Bar Unique Bonnie	Pinehurst, Nabholz, Fisher, Elginvue & Shamsie, West Union, IA
1987	Brookview Tony Charity	Hanover Hill & Romandale, Port Perry, ON, Canada
1988	Lyndale Convincer Elaine	Lyndale Swiss, T,R,L Hellbusch, Humphrey, NE
1989	Lyndale Convincer Elaine	Lyndale Swiss, T,R,L Hellbusch, Humphrey, NE
1990	Enns Banner Olivia	Keene, Pretz Holsteins, Osawatomie, KS
1991	C Rossland Astro Kat	Gay Ridge & Kingstead, Ijamsville, MD
1992	C Merkley Starbuck Whitney	Twin Wind/Tokachi Livestock Management, Bridgewater, CT
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1994	Hoosier Knoll Jade Monay	Steve Hendress, Wolcott, IN
1995	Rainyridge Tony Beauty	Ray Brown, Vista, MB, Canada
1996	Waymar Patrick Nadine	Elliott Kueffner, Winston Salem, NC
1997	Boalcrest Sterling Silver	Oscar Dupasquier, Guelph, ON, Canada
1998	Acme Star Lily	Alta Genetics, Continental Holsteins & Everett Simanton, AB, Canada
1999	Rainyridge Tony Beauty	Stanhope-Wedgwood & Ray Brown, Victoria, BC, Canada
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2003	Old Mill E Snickerdoodle	Allen Bassler, Jr., Upperville, VA
2004	Hillcroft Leader Melanie	Arethusa Farm, Litchfield, CT
2005	Lavender Ruby Redrose-Red	Mark Rueth, Rosedale Farm, Oxford, WI
2006	Huronica Centurion Veronica	Arethusa Farm, Litchfield, CT
2007	Indian Acres MM Pistachio Pie	Ashley Elise Sears, South Deerfield, MA
2008	Thurlane James Rose	Pierre Boulet, Montmagny, QC, Canada
2009	Harvue Roy Frosty	M. & J. Duckett, J. & N. Junemann & Dr. S. Armbrust, Rudolph, WI
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2011	Eastside Lewisdale Goldwyn Missy	Morsan, Van Ruinen Dairy, Butz and Andreasen, Ponoka, AB, Canada
2012	RF Goldwyn Hailey	Gen-Com Holsteins Ltd., N-D du Bon Conseil, QC, Canada
2013	Bonaccueil Maya Goldwyn	Ty-D, Drolet & Fils, Ferme Jacobs, A&R Boulet; Cap-Sante, QC, Canada
2014	TJ Classic Minister Venus-ET	Nic, Jeni, Ben and Andy Sauder, Tremont, Ill.
2015	Lovhill Goldwyn Katrysha	MilkSource Genetics, Kaukauna, WI
2016	Musqie Iatola Martha-ET	MilkSource Genetics, Kaukauna, WI
2017	Rosiers Blexy Goldwyn-ET	Budjon, Vail, Abbott, Van Exel and Woodmansee, Lomira, WI



International focus brings EuroTier to Madison

World Dairy Expo, the world's largest dairy-focused trade show, is the place to be when it comes to increasing international exposure and maintaining networks throughout the dairy industry. In 2017, crowds reached nearly 70,000 people from 100 countries. The internationally-focused audience is exactly why EuroTier, the world's leading trade fair for animal production based in Hanover, Germany, has been exhibiting at World Dairy Expo since 2009.

"We exhibit at various shows throughout the year, and we go where attendees and exhibitors are looking internationally," says Dr. Karl Schlosser, project manager of EuroTier. "Our goal is to not only attract new exhibitors and attendees, but we also attend to maintain our network. Exhibiting at World Dairy Expo has been very successful."

The EuroTier brand dates back to 1993 and features not only products and services related to dairy farming, but also for poultry and pig farming, sheep and goat keeping, livery yards and aquaculture. It also focuses on feed ingredients and milling, mixing and pelleting equipment.

"We don't just concentrate on dairy," Schlosser says. "We show everything around professional animal production, however, you won't see large equipment such as tractors at EuroTier. Instead, that is shown at AgriTechnica."

EuroTier and AgriTechnica are both organized by DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) and are held on alternate years. Agri-

Technica was last held November 12-18, 2017 and EuroTier will be held November 13-16, 2018.

"AgriTechnica focuses on plant production and any needs out in the field – grass to seed to harvest. One will see choppers, wagons and big equipment," says Dieter Mirbach, project manager of EuroTier's technical program. AgriTechnica is known as the world's largest trade fair for agriculture machinery and equipment.

The comprehensive offerings at EuroTier are:

- Breeding animals, breeding programs, trade, reproduction technology
- Feed and other farm inputs
- Feed storage, feed production
- Animal housing and shed construction
- Livestock management and feeding technology
- Climate control and environmental technology
- Milking and cooling technology
- Dung, solid manure and slurry technology
- Transport vehicles
- Processing and marketing; equipment and accessories
- Management and consultancy
- Bioenergy and decentralized energy supply

Both AgriTechnica and EuroTier are held at the Hanover Fairgrounds in Hanover, Germany which is the world's largest exhibition ground. To put the footprint in perspective, the fairgrounds features 496,000 square meters of covered indoor space, 58,000 square meters of open-air space, 25 halls and pavilions and a convention center

with 35 function rooms. EuroTier uses 18 halls covering 280,000 square meters.

“We [EuroTier] are working hard to fill the fairgrounds and have doubled our space in the last ten years,” Schlosser says. “Hanover is an unbelievable fairgrounds. We are fortunate to be able to tell our exhibitors that they can have more space if they need it.”

A total of 2,600 exhibitors from 57 countries participated in EuroTier’s 2016 trade fair and more than half of the exhibitors came from outside of Germany. Top exhibiting countries were the Netherlands followed by China and France. Sixty-one exhibitors hailed from North America.

The largest dairy exhibitors are Delaval and GEA with displays reaching 1,000 square meters each. Big Dutchman, market leader for pig and poultry equipment, also utilizes the same size when their two displays are combined.

One difference between World Dairy Expo and EuroTier is that EuroTier does not offer cattle competitions or cattle auctions. Instead, the cattle present represent the genetics available from artificial insemination companies. At the last trade fair, there were 180 animals present.

“The cattle are shown on a rotating platform in daughter groups. They are more so giving information to the commercial farmer about which sire would be good for their herd,” Schlosser says.

While EuroTier is massive on the exhibitor side, one can expect the crowds to be just as impressive. More than 160,000 people flocked to the last trade fair and 40,000 of them came from more than 100 countries.

Perhaps at the top of each visitor checklist is to see which exhibitors won the prestigious EuroTier Innovation awards. EuroTier is known to be a platform for innovation and exhibitors with new products can apply for this highly-sought-after award. Products must meet stringent criteria and are judged by an independent international expert committee.

In 2016, there were 251 submissions and among those, four golds and 21 silvers were awarded. The four gold winners were: Eartag LIFE by Smartbow GmbH of Austria; PiggyCheck by Meier-Brakenberg GmbH & Co. KG of Germany; Smart Calf System by Forster-Technik of Germany and Wicky by WASSERBAUER GmbH Fütterungssysteme of Austria.

Similar to World Dairy Expo, attendees and exhibitors alike deepen their knowledge of emerging topics by attending expert talks, information sessions, meetings and conferences.



Dieter Mirbach and Karl Schlosser, left to right, visit with Expo attendees from their booth in the Coliseum.

“Meeting industry experts is another reason for us to exhibit at World Dairy Expo,” Mirbach says. “The University of Wisconsin and the skill of the scientists is world-renowned.”

Prior to World Dairy Expo, Mirbach and Schlosser attend a conference at the University of Wisconsin and they also visit dairy farms to gain insight on the practical side of American dairy production. Rosey-Lane, Blue Star Dairy and Mystic Valley were among the recent tours.

During World Dairy Expo, Mirbach and Schlosser enjoy networking with attendees and exhibitors. They visit with those who plan to go to EuroTier as well as those that have already been.

“It is important to maintain our network,” Mirbach says. “For instance, there is an exhibitor in the Coliseum from Malaysia featuring their rubber mats. We ask them how

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the last EuroTier trade fair was – was it good? Do you have any complaints? Will you be with us again? The same goes for the exhibitors and visitors from North America. It is all the same in the end.”

“We also find it important to be at World Dairy Expo to showcase our brand,” Schlosser adds. “What is very important for both of us [WDE and EuroTier] is that there is no competition between us. We can both exist very good because we have a different focus and the distance between us is far.”

EuroTier also exhibits at the International Poultry Show in Atlanta, Georgia as well as the World Pork Expo in Des Moines, Iowa.

“World Dairy Expo is an unbelievable show,” Schlosser says. “When I look at the Coliseum and see all the cows, it is clear that it is a show in the end for the dairy farmer. They can find everything they need here.” ★

EuroTier llega a Madison por el enfoque internacional

La audiencia enfocada a nivel internacional es exactamente el motivo por el que EuroTier, la feria comercial internacional líder en ganadería y basada en Hanover, Alemania, ha estado organizando exposiciones en la World Dairy Expo desde 2009. “Realizamos exposiciones en diversos espectáculos durante el año, y vamos a los lugares donde los participantes y los expositores tienen una mirada internacional”, expresa el Dr. Karl Schlosser, gestor de proyectos de EuroTier. “Nuestro objetivo no es solamente atraer nuevos expositores y participantes, sino también procuramos mantener nuestra red. Las exposiciones que realizamos en la World Dairy Expo han tenido mucho éxito”. Una de las diferencias que existe entre la World Dairy Expo y EuroTier es que EuroTier no ofrece competencias de ganado o subastas de ganado. En su lugar, el ganado representa la genética disponible de las compañías de inseminación artificial. En la última feria comercial, se presentaron 180 animales. “El ganado se exhibe en una plataforma giratoria en grupos de filiales. Se le da aún más información al granjero comercial sobre qué toro podría ser bueno para el rebaño”, expresa Schlosser.



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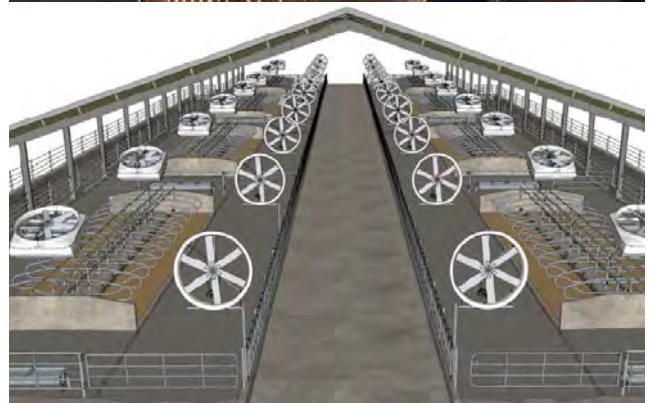
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Une dimension internationale attire EuroTier à Madison (Wisconsin)

Le public international est la raison pour laquelle EuroTier, le salon mondialement connu pour la production animale basé à Hanovre en Allemagne, fait partie des exposants à la World Dairy Expo depuis 2009. « Nous avons une présence dans de nombreuses expositions tout au long de l'année et nous nous rendons là où les exposants et le public s'intéressent à l'aspect international », raconte Dr Karl Schlosser, directeur de projet chez EuroTier. « Nous visons d'attirer non seulement de nouveaux exposants et participants, mais également de maintenir notre réseau établi. Notre présence à la World Dairy Expo a toujours eu beaucoup de succès. » EuroTier se démarque de la World Dairy Expo par le fait qu'elle ne propose pas de concours de bovins ni de ventes aux enchères de ceux-ci. Au contraire, les bovins exposés représentent les différentes filières génétiques disponibles dans les sociétés d'insémination artificielle. À la dernière exposition, on a compté 180 têtes de bétail. « Les bovins sont exposés en groupes de filles sur des plateformes tournantes. Ils permettent de renseigner le fermier commercial sur le taureau qui conviendrait bien à son troupeau, » explique le Dr Schlosser.

Der internationale Schwerpunkt bringt EuroTier nach Madison

Gerade weil die Besucher einen internationalen Schwerpunkt setzen, ist EuroTier bereits seit 2009 Aussteller auf der World Dairy Expo. EuroTier ist weltweit die Leitmesse für Tierhaltungs-Profis, die in Hannover in Deutschland stattfindet. „Wir stellen auf verschiedenen Messen während des Jahres aus, und wir gehen dorthin, wo die Teilnehmer und Aussteller einen internationalen Ausblick haben“, sagt Dr. Karl Schlosser, Projektleiter bei EuroTier. „Unser Ziel ist es nicht nur für neue Aussteller und Besucher zu werben, sondern wir kommen auch, um unser Netzwerk aufrecht zu erhalten. Unsere Besuche auf der World Dairy Expo waren und sind sehr erfolgreich.“ Ein Unterschied zwischen der World Dairy Expo und EuroTier besteht darin, dass EuroTier keine Rinder-Wettbewerbe oder -Versteigerungen anbietet. Statt dessen repräsentieren die Rinder auf der Messe das genetische Material, das von Unternehmen für die künstliche Besamung angeboten wird. Auf der letzten Messe waren 180 Tiere. „Die Rinder werden auf einer Drehplattform in Töchtergruppen gezeigt. Sie dienen primär dazu kommerziellen Landwirten Informationen darüber zu geben, welches Vätertier gut für ihre Herde wäre“, sagte Schlosser.



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AA
A

B

Information
& ATM

Coliseum
Showing
& Exhibits

Food
Court

Globe

Semex
Tent

Cheese Stand

Arena
Building

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P

Q

New Holland
Pavilion 2

New Holland
Pavilion 1

Mycogen Seeds Attendee Learning Lounge

C

D

E

F

G

Fairgrounds Drive

W V U + T S R

Expo Seminars
Virtual Farm Tours

Information
& ATM

Exhibition
Hall

Trade Center

Outdoor
Trade
Mall

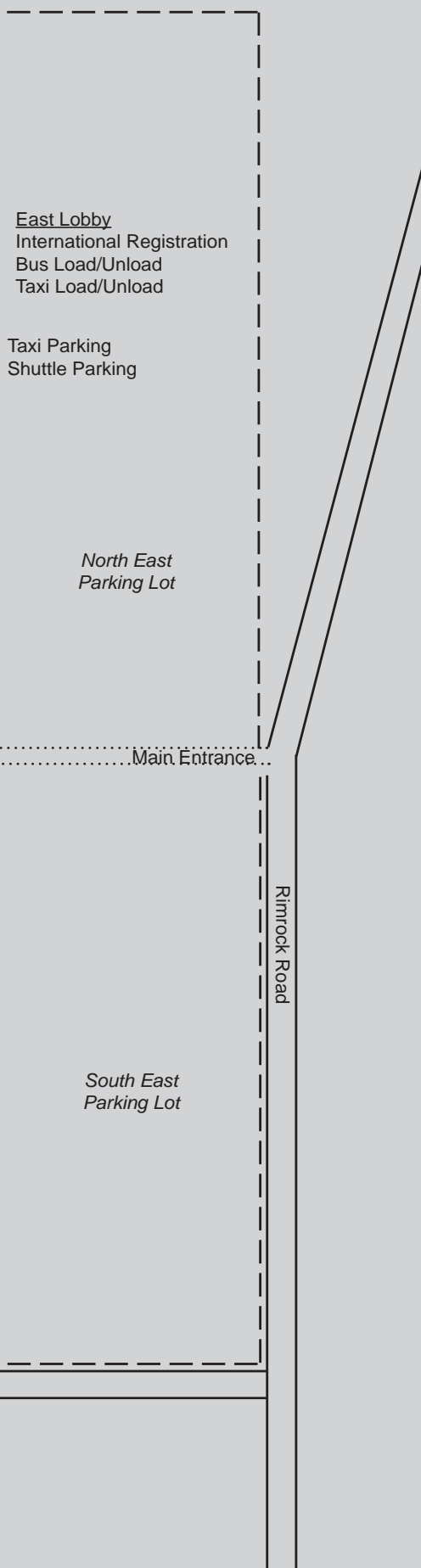
Food
Court

South
Parking Lot

Rusk Ave.
Entrance

Rusk Avenue

Expo Grounds



Coliseum - Cattle Showing
Main Concourse - Exhibitors MC 1 to MC 99
Arena Level - Exhibitors AL 101 to AL 299
International Lounge - Exhibitors IL 300 to IL 399



New Holland Pavilions and Cattle Tent - Houses all animals, including, sale animals



Arena Building - Exhibitors AR 400 to AR 599



Trade Center - Exhibitors TC 800 to TC 999



Exhibition Hall - Exhibitors EH 1000 to EH 6500



Outdoor Trade Mall - Exhibitors TM 600 to TM 799
Exhibitors TM AAA to Z

Amenities

Expo Bistro: Located in the Exhibition Hall and open from 10:30 a.m. until 1:30 p.m.

Expo Family Lounge, sponsored by Dairy Girl Network: This area is a place for families with small children to rest and recharge. This quiet lounge features abundant seating, a changing area and more. The lounge is located on the second floor of the Exhibition Hall by the elevator in the Madison room.

Mycogen Seeds Attendee Learning Lounge: Located in the front of New Holland Pavilion 1 and open during Trade Show hours.

The Tanbark: The Tanbark, Expo's bar and grill offers a full bar service from 11 a.m. to close and a lunch menu from 11 a.m. until 3 p.m. The Tanbark is located on the east end of the Sale Pavilion.

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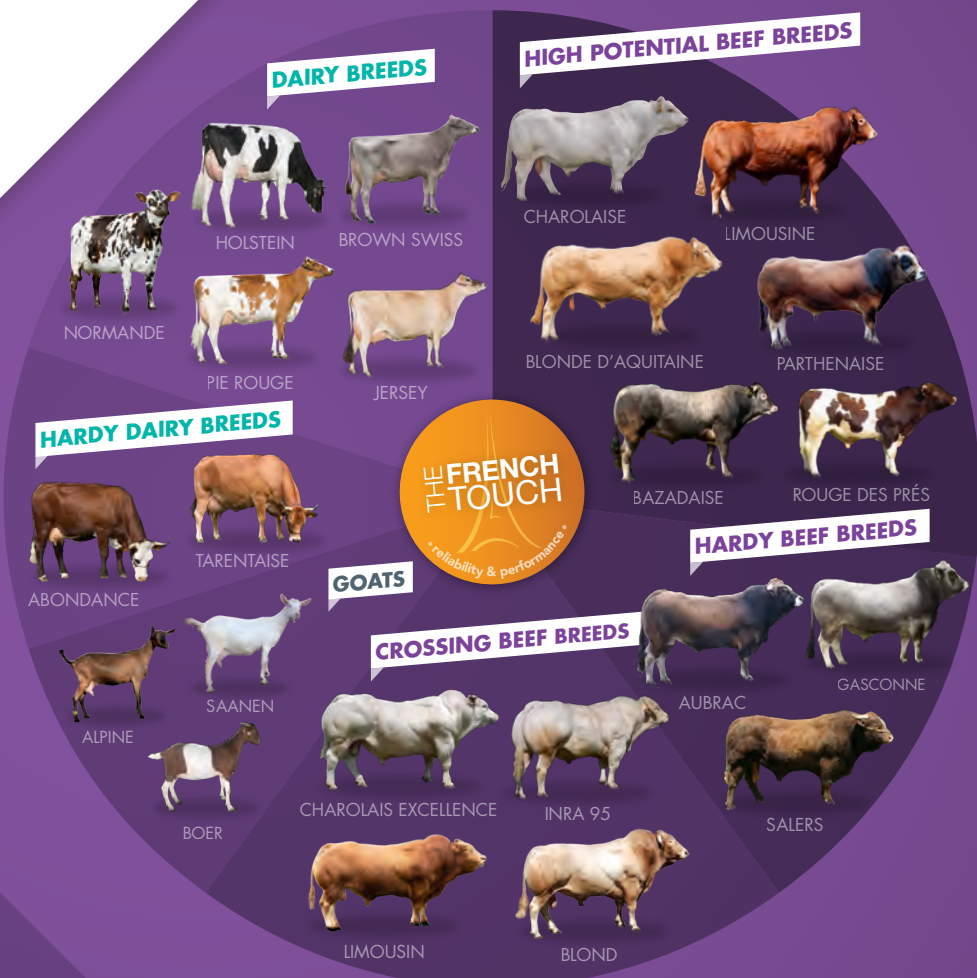


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