

Expo Daily Edition

Sunday, September 26, 2021

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ATTENDEE INFORMATION

Create your schedule

Download Expo's mobile event app for complete show details, today's schedule of events, maps and interactive features. Find it by scanning this QR code.



#WDE21



Welcome back to World Dairy Expo!



KRISTA KUZMA/DAIRY STAR

Ashley Swenson refreshes the pack while her husband, David Hanson, brings a cow back from the washrack the morning of Sept. 25 at World Dairy Expo in Madison, Wisconsin. Swenson and Hanson dairy farm with Swenson's parents, Paul and Cindy Swenson, near Nicollet, Minnesota. They are part of a show string with 15 animals.

Make the most of the show

Free mobile app helps attendees plan their day, provides real-time results

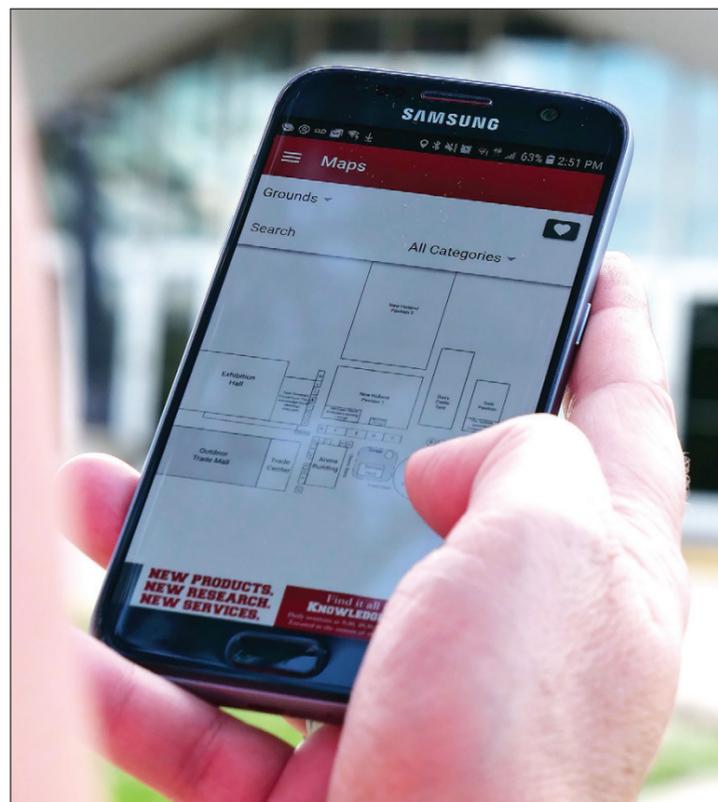
BY STACEY SMART
Staff Writer

Expo's Mobile App is back in 2021 and loaded with new features to make time spent at World Dairy Expo as productive as possible. Users can find their favorite Dairy Cattle Show and Trade Show exhibitors, schedule meetings, receive Dairy Cattle Show results in real time, and much more with Expo's app. Through a seamless user experience, Expo attendees can receive quick highlights of what is happening on certain days and even be informed of the flavors of the day at the GEA Ice Cream Stand and UW-Madison Cheese Stand.

"The Expo app is information at your fingertips," said Laurie Breuch, World Dairy Expo Dairy Cattle Show Coordinator. "It contains all the knowledge you would find in the Official Program along with current updates. Everything on our website and more is in the app."

Introduced in 2019, the new and improved Expo app is a great tool for navigating World Dairy Expo. Attendees are invited to create a custom schedule by favoriting the things they want to be sure to attend or receive information about. General updates are sent through push notifications and are tailored to the individual. Each person sets up the notifications he or she wants to receive, and the app notifies the user when their favorite things are coming up.

Available on Android platform and iOS devices, the mobile app can be downloaded for free by searching "World Dairy Expo" in Google Play or the App Store. App users can favorite the booths they want to visit during World Dairy Expo, and the maps feature will help guide attendees through the Trade Show. With new locations for events and booths in 2021, this tool will help visitors have a great Expo experience.



WORLD DAIRY EXPO FILE PHOTO

Interactive maps in the app include a "You are here" feature to help you navigate Expo.

"Mark your favorite items on the schedule, make note of Trade Show exhibitor locations or request a meeting with commercial exhibitors to make your valuable time at Expo the most efficient," Breuch said.

Scheduling meetings with

exhibiting companies is easier than ever and can be done from the convenience of the attendee's smart phone. The Exhibitor Connect feature is designed to save time at the

Turn to MOBILE APP

DAIRY STAR

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show by giving each app user a custom QR code that can be scanned by Trade Show exhibitors to enter drawings, schedule meetings, or share contact information.

“We know attendees have a super busy schedule, and their time is limited,” Breuch said. “We want to make sure they have time for discussions with different companies and this is a cool feature that helps them do that.”

New in the app this year is an Animal Search feature that will provide the aisle in the New Holland Pavilions or Cattle Tent an animal is housed in when searching for the exhibitor or animal name. The Trade Show Search makes it easy to find specific products or companies located in the WDE Trade Show. The location can be made into a favorite for easy future reference.

“If you’re looking for a particular animal at Expo, she’ll now be easy to find through the app,” said Kyle Davis, software developer at Envision IT, who helped create the Expo app. “We’ve taken the website’s interactive maps search feature and applied it to the app. This feature also works

“Download the Expo App today and start bookmarking items and requesting exhibitor meetings for specific times.”

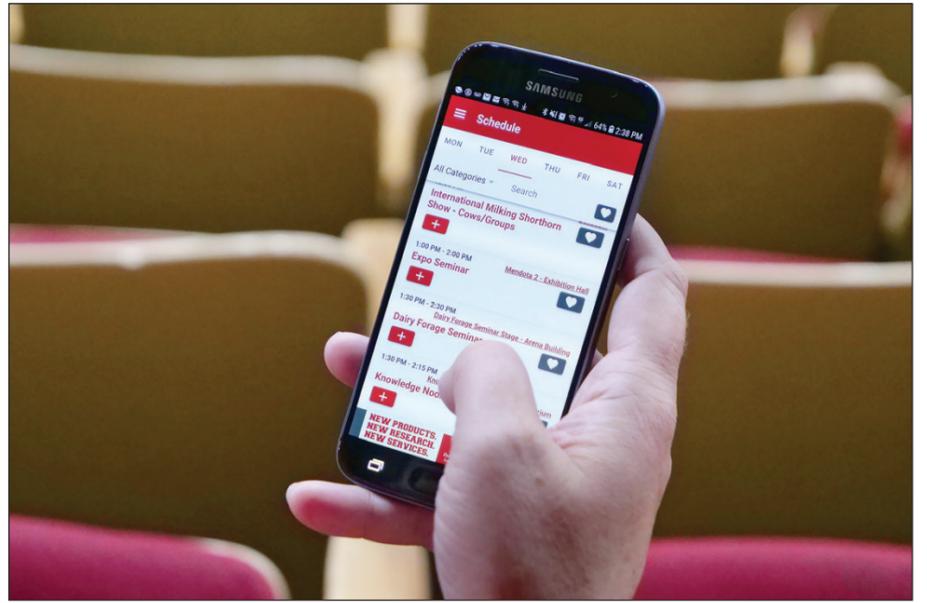
Laurie Breuch,
WDE Dairy Cattle Show Coordinator

offline if you don’t have an internet connection. The schedule works of fine as well once the app is downloaded to your phone.”

Items previously texted, such as the Railbird Judging Contest, are now push notifications within the app. This app-based contest allows audience members to choose the top four animals in a class for a chance to win a prize.

“We hope to get more people participating in this fun little contest by bringing it to the app,” Breuch said.

Sharing results in real time is a major highlight of the newest version



WORLD DAIRY EXPO FILE PHOTO

View the Expo schedule by day and filter by category to plan your time. Selecting the "heart" adds it to you personal schedule.

of Expo’s app. App users can receive notifications when a class has been placed and champions named in the Dairy Cattle Show. The user can specify the breeds and shows of their choosing, and a link will be provided to the website to see full results. Users have the ability to turn their preferences on and off.

“In this version of the app, we’ve greatly expanded and upgraded the usage of push notifications to include Dairy Cattle Show results, the Railbird Judging Contest, and general updates,” Davis said. “In prior years, World Dairy Expo had a texting service that announced class winners, etc. Now, you’ll get that info through a push notification on the app. We also added a button that takes you to the website to see full class results. It’s a little nicer because texting has strict data limits, and you can only send a certain number of characters.”

Providing streamlined communication with the WDE attendee base, Expo’s upgraded mobile app promises efficiency and convenience when planning a day at the dairy industry’s premier event.

“Download the Expo App today

Special notice!

In addition, users of Expo’s app will automatically be entered in a drawing to win a Nashville Dairy Experience. This exciting package includes two tickets to the Opry album release party for Dillon Carmichael on Oct. 19, two tickets to a private Mitchell Tenpenny concert Oct. 20, and a \$2,000 travel voucher. To enter, download the WDE mobile app by Saturday, Oct. 2 and create a user profile. Three winners will be randomly selected on Monday, Oct. 4 from the list of Expo App users. To be eligible for prizes, winners must be 21 years of age or older.

and start bookmarking items and requesting exhibitor meetings for specific times,” Breuch said. “It’s your go-to resource for Expo information.”

EXCELLENCE IN DAIRY VIDEO MARKETING

TLAY

Dairy Video Sales

OCTOBER DAIRY VIDEO SALE @ WDE
FRIDAY OCTOBER 1, 2021 @ 11AM CDT
LOCATION: THE SHERATON
RIGHT ACROSS FROM THE GROUNDS!
 SELLING POT LOADS OF HIGH QUALITY DAIRY CATTLE
 VIA VIDEO SALE WITH LOTS AVAILABLE FROM COAST TO COAST!

Live Broadcast & Online Bidding via:
WWW.TLAYDAIRYVIDEOSALES.COM

Come See Us!
 BOOTH LOCATED
 IN TRADE CENTER #498

LIVE SALE DAY BID LINE:
2096338115 OR 2092624019

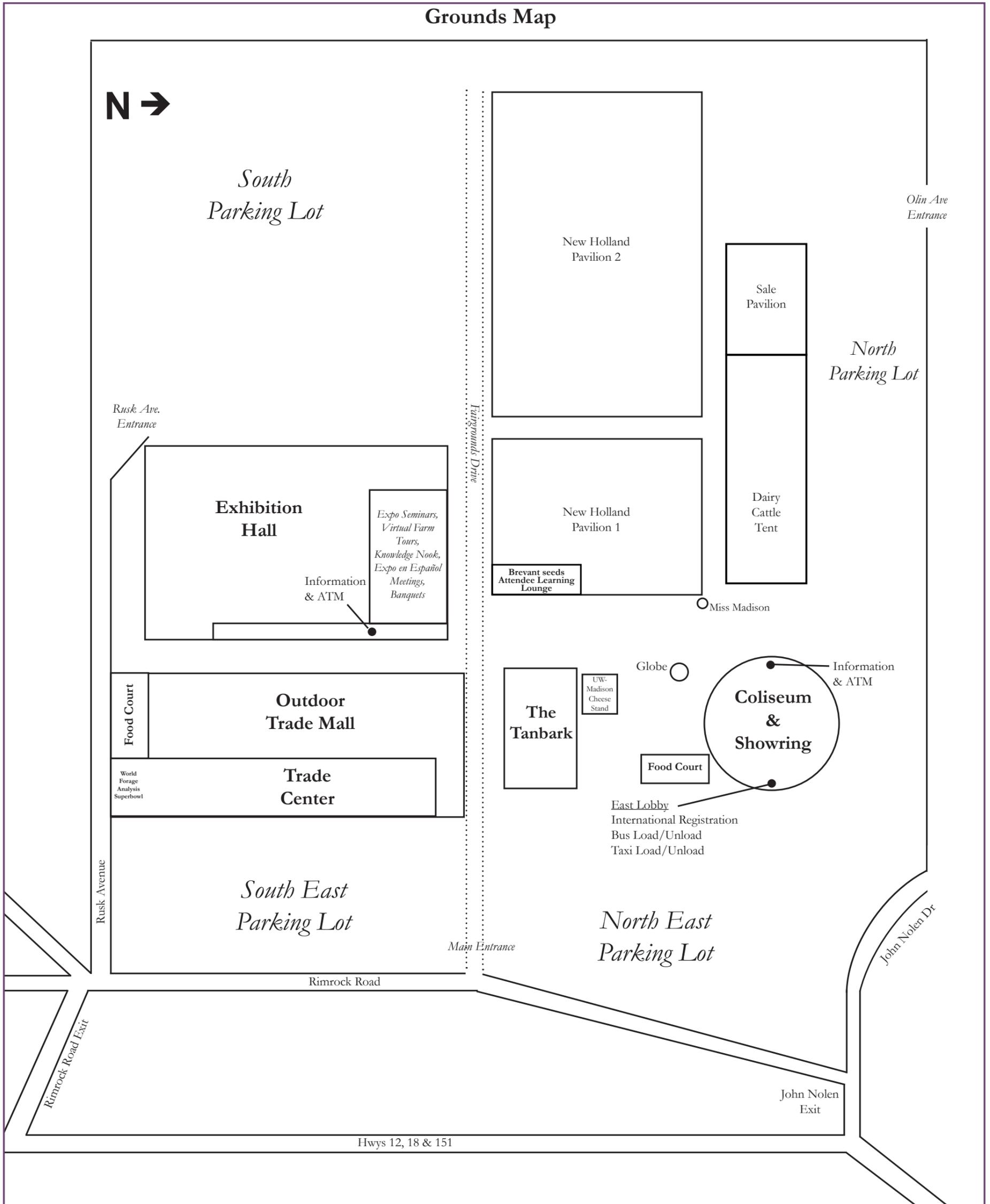
QUALITY ~ TRANSPARENCY ~ ADDED VALUE

DAIRY STAR

STOP BY AND SEE US!
Booth MC 33

Where to go at World Dairy Expo

Grounds Map



Something for all ages

WDE programs focused on youth development

Fitting Contest

World Dairy Expo Youth Fitting Contest will take place at 10 a.m. in the Sale Pavilion on Sunday, September 26, 2021. This contest is open to all youth ages, 13 to 21.

Showmanship Contest

Open to all youth, ages 9 to 21, the World Dairy Expo Youth Showmanship Contest will take place at 2 p.m. in the Coliseum on Monday, September 27, 2021. Registration deadline is 4 p.m. Sunday, September 26. This contest is open to all youth ages, 13 to 21.

Career Connections

Looking for something new professionally or struggling with where to begin? Career Connections is your newest tool to connect with job and internship opportunities in the dairy industry! With Career Connections, high school and college students as well as young dairy professionals will connect with World Dairy Expo's commercial exhibitors, sponsors, Dairy Cattle Show exhibitors and non-exhibiting farms. Thanks to the program sponsor, National Dairy Shrine, a free networking event will be

held at World Dairy Expo on Friday, October 1 at 9:30 a.m. in Mendota 4 to connect job and internship seekers with hiring companies and farms.

FFA Seminars

Tuesday, September 28, 9 a.m., Mendota 1

Interested in pursuing an agricultural career or just wondering what options are after high school? World Dairy Expo has assembled a panel of agricultural professionals who represent a variety of career options for students looking to learn from current members of the dairy industry and beyond. Panelists will share about their various jobs, companies and what they have done to be successful beyond high school including their education paths.

Agricultural Careers Panel
 Panelists: Cassie Endres, ABS Global; Josh Jens, Lely North America; Kristin Paul, American Jersey Cattle Association; Cyndee Smiley, John Deere
 Moderator: Aaron Zimmerman, Midwest Farm Report
 Sponsored by: Alliant Energy Corporation

Tuesday, September 28, 10 a.m., Mendota 1

Diving Deeper into FFA
 Presenters: 2021-2022 Wisconsin State FFA Officer Team



WORLD DAIRY EXPO FILE PHOTO

Youth are judged during the 2019 Fitting Contest at World Dairy Expo in Madison, Wisconsin.

Sponsored by: Alliant Energy Corporation

Premier leadership, personal growth, and career success are all key points of the FFA mission. We hear these words a lot, but what do they actually mean? In this workshop, students will dive into what they mean and how they can fulfill them through FFA and agricultural education.

Trade Show Booth Activities

FFA T-Shirts

Be sure to stop by the Brevant seeds Attendee Learning Lounge, located in the front of New Holland Pavilion 1, to grab a FFA t-shirt sponsored

by: Fleet Farm, Turner Inc., Agri Feed International, LLC and Central Life Sciences. *Available while supplies last.

FutureCow Drawing FFA

FutureCow will award 10 lucky winners \$75 in gift cards for the "Shop FFA" online store. Stop by the FutureCow booth EH 3817-3918 to enter for your chance to win.

The Insight FS Simulator

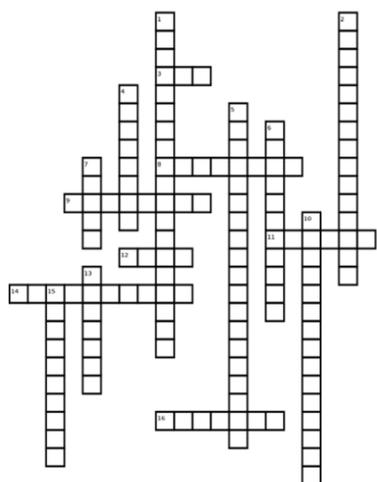
The Insight FS Simulator is the first of its kind used to train custom applicators in agriculture. Developed to elevate the training curriculum being offered, it provides a means to quickly assess and evaluate the current operator's navigation of the next generation technology

and help recruit top talent. Try out the Insight FS simulator in their new booth location in the Trade Center, TC 518.

John Deere Judging Contest

World Dairy Expo is home to one of the best-known dairy cattle shows in the world. Want to prove your dairy judging skills are top notch? Join the John Deere FFA Alumni and Supporters at the John Deere booth TM M - OO to judge a class of dairy cattle.

WDE Crossword



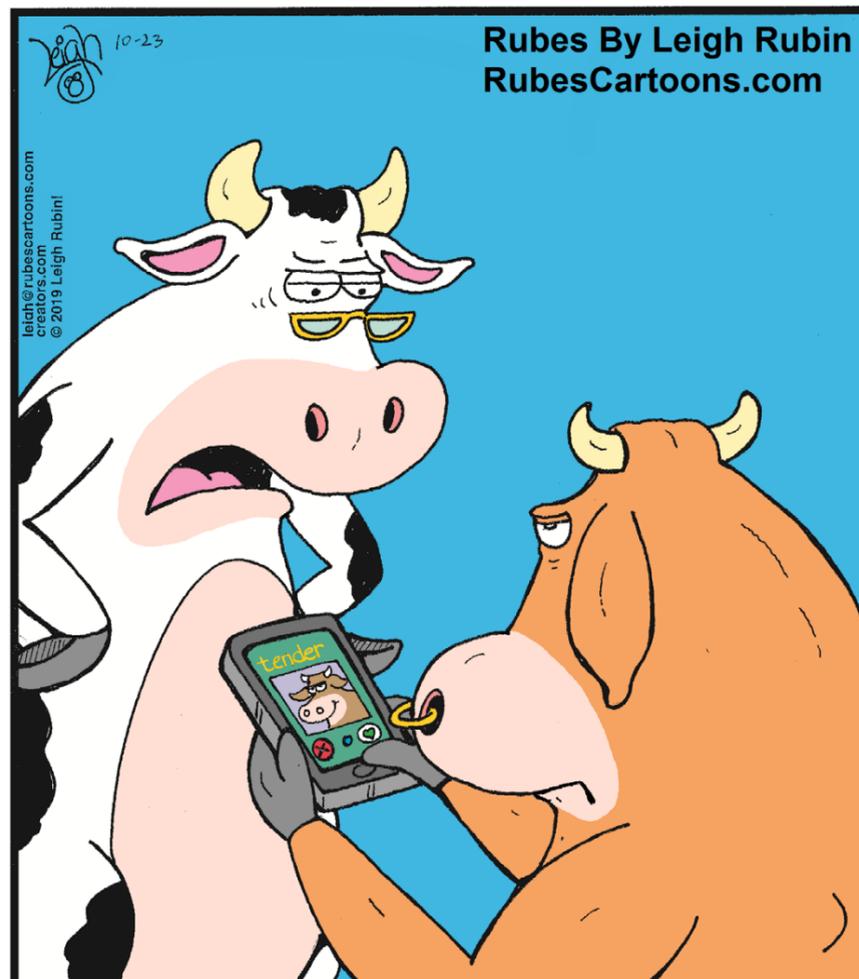
Down:

- where some of the best cows in the world call home during WDE
- organization that provides much of the on-site labor for WDE
- place where cattle are cleaned
- first contest of the week, takes place Sunday morning in the sale pavilion
- requirement for animals to enter the grounds
- material commonly used to make a bedding pack for show cattle
- everyone tries to guess the color of these coliseum floor coverings
- how many of the cows in attendance arrive at WDE
- an emotion many feel about the return of WDE

Across:

- vital feedstuff for dairy cattle, particularly for show cows
- common term for the person who cares for the animals overnight
- how many exhibitors make meals during their long stay at WDE
- what many exhibitors enjoy most about exhibiting dairy cattle
- a unique identification tag required on all animals exhibited at WDE
- popular fitting adhesive in short supply in 2021
- city that is home to World Dairy Expo

KEY ON PAGE 10



Rubes By Leigh Rubin
 RubesCartoons.com

"You kids and your online hookups. Why, back in my day, we met the old-fashioned way ... at the meat market!"

Madison to showcase elite cattle, farms

World Dairy Expo is home to one of the best-known dairy cattle shows in the world. This is made possible by the numerous outstanding breeders, barn crews, owners, volunteers and so many others involved. In 2019, 1,642 owners exhibited 2,331 head of cattle from 34 states and 7 provinces.

The group of judges for the 54th World Dairy Expo is as follows*:

International Ayrshire Show

Official: Michael Creek, Hagerstown, Maryland
Associate: Jamie Howard, Burgessville, Ontario, Canada

International Brown Swiss Show

Official: Lynn Harbaugh, Marion, Wisconsin
Associate: Phillip Topp, Botkins, Ohio

International Guernsey Show

Official: Molly Sloan, Lake Mills, Wisconsin
Associate: Mike West, Orangeville, Ontario, Canada

International Holstein Show

Official: Mike Berry, Powell Butte, Ore.
Associate: Tom DeGroot, Rosedale, British Columbia, Canada

International Junior Holstein Show

Official: Brandon Ferry, Hilbert, Wisconsin
Associate: Tyler Reynolds, Corfu, New York

International Jersey Show

Official: Chad Ryan, Fond du Lac, Wisconsin
Associate: Kevin Doeberiner, West Salem, Ohio

International Milking Shorthorn Show

Official: Dean Dohle, Pleasant Hope, Missouri
Associate: Keith Fisher, New Enterprise, Pennsylvania

International Red & White Show

Official: Pierre Boulet, Montmagny, Quebec, Canada
Associate: Richard Landry, Ste-Brigitte-des-Saults, Quebec, Canada

*Complete bios of all the judges can be found in the Official Program published by *Dairy Herd Management*.

Virtual Farm Tours

World Dairy Expo Virtual Farm Tours have brought the best operations in North America to Madison for more than 15 years. Dairies are featured each year that excel in a variety of farm aspects including genetics, technology, community engagement, environmental stewardship, cow comfort and multi-generations, while also representing a wide variety of sizes, locations and breeds. Virtual Farm Tours are presented daily during World Dairy Expo in Mendota Room 1 of the Exhibition Hall, and are led by the farm's owner or manager with time for questions and an open discussion to follow.

Below is information about the 2021 Virtual Farm Tours.

Tuesday, September 28

12:00 p.m.: Newalta Dairy LLC of Pipestone, Minnesota
Sponsor: Milk Specialties Global Animal Nutrition

Wednesday, September 29

10:00 a.m.: Royal Dairy of Royal City, Washington

Sponsor: Advanced Comfort Technology & BioFiltro, Inc.

Thursday, September 30

10:00 a.m.: Steinhurst Dairy, LLC of Creston, Ohio
Sponsor: Purina Animal Nutrition, LLC
12:00 p.m.: Donley Farms of Shoshone, Idaho
Sponsor: GENEX

Friday, October 1

10:00 a.m.: Hildebrand Farms Dairy of Junction City, Kansas
Sponsor: Kansas Department of Agriculture
12:00 p.m.: Hendrickson Dairy of Menahga, Minnesota
Sponsor: Quality Liquid Feeds, Inc.

Saturday, October 2

10:00 a.m.: Prairieland Dairy of Belleville, Wisconsin
Sponsor: CowManager



WORLD DAIRY EXPO FILE PHOTO

A World Dairy Expo attendee examines forage samples at the 2019 event in Madison, Wisconsin.

Dairy Forage Seminars to focus on quality

Dairy Forage Seminars at World Dairy Expo are hosted by the organizing partners of the World Forage Analysis Superbowl. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers work together to present seminars on cutting-edge research and information. These experts will also be available throughout the week in the new World Forage Analysis Superbowl space, now located in the Trade Center at World Dairy Expo.

The following schedule of 2021 Dairy Forage Seminars will be presented on the Dairy Forage Seminar Stage at the south end of the new Trade Center.

Wednesday, September 29

10:00 a.m.: "Keeping the Rumen Healthy: A New Approach to Working with Fiber in Rations"
Mary Beth Hall, Ph.D., U.S. Dairy Forage Research Center, Madison, Wis.

1:30 p.m.: "Forage Production and Quality at Sand Creek Dairy"
Luke and Ethan Haywood, Sand Creek Dairy, Hastings, Mich.

Thursday, September 30

10:00 a.m.: "Considerations for Using Warm-Season Annuals as Part of Your Forage System"
John K. Bernard, Ph.D., P.A.S., Dipl. ACAN, University of Georgia, Tifton, Georgia.

1:30 p.m.: "LEAF (Leaves Enhance Alfalfa Forage) Testing Provides Opportunities for Improving Alfalfa Quality"
David C. Weakly, Ph.D., Forage Genetics, West Salem, Wis.

Friday, October 1

10:00 a.m.: "Forage Storage: Life After Harvest"
Michelle Chang-Der Bedrosian, Ph.D., Vita Plus, Madison, Wis.
1:30 p.m.: "How Do Handheld NIRS Instruments Measure Up?"
Matthew Digman, Ph.D., University of Wisconsin-Madison, Madison, Wis.

Saturday, October 2

10:00 a.m.: "Further Considerations for Making Baled Silages"
Wayne K. Coblenz, U.S. Dairy Forage Research Center, Marshfield, Wis.

The World Forage Analysis Superbowl is organized in partnership between Dairyland Laboratories, Inc., Hay & Forage Grower, US Dairy Forage Research Center, University of Wisconsin and World Dairy Expo. To learn more about the Dairy Forage Seminar series or the World Forage Analysis Superbowl competition, visit foragesuperbowl.com.



WORLD DAIRY EXPO FILE PHOTO

Tiffany Schneider, from Paulus Dairy, LLC, presents a Virtual Farm Tour sponsored by Select Sires, Inc., during the 2019 World Dairy Expo in Madison, Wisconsin.

New Booth Location!

UDDER TECH

Come visit us in the Exhibition Hall
Booth EH 4412-4414

Free long sleeve shirt with
\$50 purchase from the booth!

ON THE ROAD TO MADISON

World Dairy Expo exhibitors and attendees have been sharing their excitement on social media. Check out what some have to say!

“My first in-person event in a handful of years! Looking forward to helping dairy farmers understand their cows and manure.”

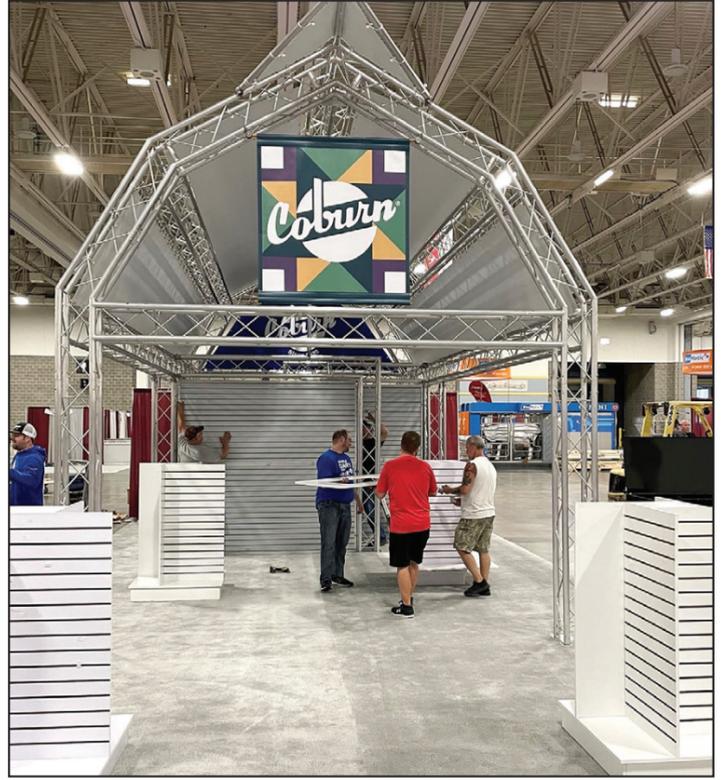
ASHLEY EYLES

“Show Time with Heritage Holsteins at World Dairy Expo. Thanks to Kayla, Isabelle & Madison for washing show heifers at home! #Hammertime #GenerationNext #velthuis”

NICK SARBACKER

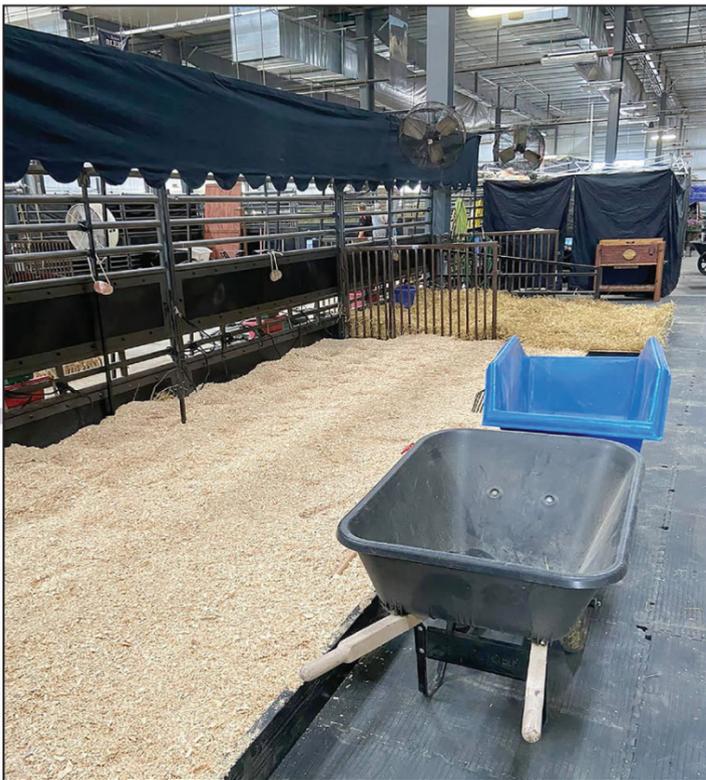
“World Dairy Expo is right around the corner... who's ready?!”

DAIRY GIRL NETWORK



“The barn is up, and the quilt is hung!”

THE COBURN COMPANY, INC.



“The most anticipated dairy event is back! As dairy enthusiasts start their travels to the meeting place of the dairy industry, we invite you to join us ... It's show time again!”

STGENETICS

“All roads lead to Madison! World Dairy Expo is right around the corner and we can't wait to see you there ...”

PROFESSIONAL DAIRY PRODUCERS - PDPW



“The cows are loaded and heading west to @WDE expo. Safe travels everyone!”

OAKFIELD CORNERS

“All ready for the girls at World Dairy Expo!”

SHAWN BANOWETZ

“The cattle have all settled in at World Dairy Expo! Good-Vue Ayrshires, D-N-A & Kara-Kesh can be found in Aisle 25 in Barn 2.”

KARA-KESH HOLSTEINS

REMEMBER TO USE #WDE21 FOR YOUR CHANCE OF A SOCIAL SHOUTOUT THIS WEEK!

Immense opportunity for education at Expo

Expo Seminars

Presented daily by industry leaders in the Mendota 2 meeting room of the Exhibition Hall, these seminars address topics centered around finances, climate, management practices and dairy markets. Seminars consist of a 45-minute presentation and time for questions and answers.

Many of the 2021 Expo Seminars are approved for continuing education credits from the American Registry of Professional Animal Scientists (ARPAS).

The schedule of 2021 Expo Seminars is below.

Tuesday, September 28

1:00 p.m.

"Spreadsheets, Apps and Software for your Dairy"

Presenters: Dr. Larry Tranel, Jennifer Bentley and Fred Hall, Extension Dairy Field Specialists, Iowa State University Extension Dairy Team

Sponsor: VAS

Continuing Education Credits: ARPAS (1)

Wednesday, September 29

11:00 a.m.

"How We Are Evaluating Farm Loans"

Panelists: Sam Miller, BMO Harris; Roger Murray, Farm Credit East; and Matthew Wilson, Rabo AgriFinance

Moderator: Millaine Wells, WFRV-TV, Green Bay, Wisconsin

Sponsored by: Micro Technologies

1:00 p.m.

"Dairy Cow Productivity: More Important to the Profitability of Your Dairy Operation Than You Think"

Presenter: Peter Vitaliano, Ph.D., Vice President, Economic Policy & Market Research, National Milk Producers Federation

Sponsored by: National Milk Producers Federation

Continuing Education Credits: ARPAS (1)

Thursday, September 30

11:00 a.m.

"The Changing Landscape of Milk Marketers and Processors"

Presenter: Corey Geiger, Managing Editor, Hoard's Dairyman

Sponsor: Micro Technologies

Continuing Education Credits: ARPAS (1)

1:00 p.m.

"Practical Employee Management Strategies"

Presenter: Dr. Robert Hagevoort, Associate Professor and Extension Dairy Specialist, New Mexico State University

Sponsored by: The National Dairy FARM Program

Friday, October 1

11:00 a.m.

"The Future of Beef on Dairy, Heifer Inventory Management"

Presenter: Dr. Larry Corah, Emeritus Professor, Kansas State University; Supply Chain Consultant, Select Sires, Inc.

Sponsored by: Quality Liquid Feeds, Inc.

Continuing Education Credits: ARPAS (1)

1:00 p.m.

"Value-Added Products and Niche Marketing"

Panelists: Chris Casiello, Arethusa Farm Dairy; Garry Hansen, Garry's Meadow Fresh; Alise Sjostrom, Redhead Creamery

Moderator: Kaitlyn Riley, Wisconsin Beef Council

Saturday, October 2

11:00 a.m.

"What Would the Food Supply Look Like Without Animal Agriculture?"

Presenter: Dr. Mary Beth Hall, Research Scientist, USDA-Agricultural Research Service

Continuing Education Credits: ARPAS (1)

Knowledge Nook Sessions

Located in the Atrium of the Exhibition Hall, the Knowledge Nook is a space designed for companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo. There will be six, 45-minute sessions per day beginning at 9:30 a.m.

Tuesday, September 28

9:30 a.m.: "Improving Passive Transfer in Calves – Presented in Spanish"

Speaker: Jorge Botero, MV, Wet Calf Health and Nutrition Consultant, Dairy Tech, Inc.

Presenting Company: Dairy Tech, Inc.

10:30 a.m.: "Addressing Cow Comfort at Dry-Off: A Novel Approach"

Speaker: Curtis Vlietstra, DVM, Sr. Professional Services Veterinarian, Boehringer Ingelheim

Presenting Company: Boehringer Ingelheim

11:30 a.m.: "Improving Passive Transfer in Calves"

Speaker: Jorge Botero, MV, Wet Calf Health and Nutrition Consultant, Dairy Tech, Inc.

Presenting Company: Dairy Tech, Inc.

12:30 p.m.: "Driving Sustainability for Dairy Farms: Manure Management"

Speaker: Trond Lund, Head of Business Development, N2 Applied AS

Presenting Company: ProStar Energy Solutions

1:30 p.m.: "Cow-Side Mastitis Management"

Speaker: Julia Somerdin, CEO and Cofounder, Labby Inc.

Presenting Company: Labby Inc.

2:30 p.m.: "Mineral Nutrition is Instrumental to the Dairy Industry's Success"

Speaker: Angela R. Boyer, Ph.D., Mineral Nutrition Technical Manager, Phibro Animal Health

Presenting Company: Phibro Animal Health

Wednesday, September 29

9:30 a.m.: "How Computer Vision Technology Transforms Productivity and Herd Welfare on the Farm"

Speaker: Tyler Bramble, Ph.D., Growth Lead Manager, Cainthus

Presenting Company: Cainthus

10:30 a.m.: "Do You Have Clean Feed?"

Speakers: John Goeser, Ph.D., Rock River Lab, and Renato Schmidt, Ph.D., Technical Services - Forage Expert, Lallemand Animal Nutrition

Presenting Company: Lallemand Animal Nutrition

11:30 a.m.: "Rumen Protected Glucose For Dairy Cows"

Speaker: David Casper, Ph.D., PAS, DPL ACAS, Technical Service Manager, Soy Best

Presenting Company: Soy Best

12:30 p.m.: "Developing a Calf Program for Your Farm"

Speakers: Bob James, Ph.D., Professor Emeritus, Virginia Tech University and Kimberley Morrill, Ph.D., Technical Services Manager, Chr. Hansen

Presenting Company: Chr. Hansen

1:30 p.m.: "New Technologies for Producing Highly Digestible Forages for Feeding Dairy Cattle"

Speaker: David P. Casper, Ph.D., Dairy Nutritionist and Research Consultant

Presenting Company: Ralco

2:30 p.m.: "High Moisture Corn Feeding System For Any Robotic Milking Farm"

Speaker: Bradley Biehl, Farmer & President, AMS Galaxy USA

Presenting Company: AMS Galaxy USA

Thursday, September 30

9:30 a.m.: "Smart Barn Technology at Your Fingertips"

Speaker: Mark Doornink, Vice President of Product Management, VES-Artex

Presenting Company: VES-Artex

10:30 a.m.: "Optimizing Rumen Function with Native Rumen Microorganisms"

Speaker: Lisa Marotz, Ph.D., Microbiome Scientist, Native Microbials

Presenting Company: Native Microbials

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Speakers: Bob James, Ph.D., Professor Emeritus, Virginia Tech University and Kimberley Morrill, Ph.D., Technical Services Manager, Chr. Hansen

Presenting Company: Chr. Hansen

2:30 p.m.: "High Moisture Corn Feeding System For Any Robotic Milking Farm"

Speaker: Bradley Biehl, Farmer & President, AMS Galaxy USA

Presenting Company: AMS Galaxy USA

Friday, October 1

9:30 a.m.: "The Buddy System"

Speaker: Laura Raatz, Calf and Youngstock Manager, Wagner Farms

Presenting Company: Agri-Plastics Mfg.

10:30 a.m.: "Smart Barn Technology at Your Fingertips"

Speaker: Mark Doornink, Vice President of Product Management, VES-Artex

Presenting Company: VES-Artex

11:30 a.m.: "Predict Herd Risks When Needed Most: The Transition Period"

Speaker: Ray Nebel, Ph.D., Research and Technical Consultant and Marcus Hollmann, Nutritionist

Presenting Company: CowManager

12:30 p.m.: "Rumen Protected Glucose For Dairy Cows"

Speaker: David Casper, Ph.D., PAS, DPL ACAS, Technical Service Manager, Soy Best

Presenting Company: Soy Best

1:30 p.m.: "Make Longevity Her Legacy"

Speaker: Chuck Sattler, Vice President of Genetic Programs, Select Sires, Inc. and Jeff Ziegler, Vice President of Dairy Cattle Breeding, Select Sires, Inc.

Presenting Company: Select Sires Inc.

2:30 p.m.: "Sand Bedding and Anaerobic Digestion"

Speaker: Andrew Wedel, P.E., Director of International Business - Agricultural

Presenting Company: McLanahan Corporation

Saturday, October 2

9:30 a.m.: "Mineral Nutrition is Instrumental to the Dairy Industry's Success"

Speaker: Angela R. Boyer, Ph.D., Mineral Nutrition Technical Manager, Phibro Animal Health Corp.

Presenting Company: Phibro Animal Health Corp.

10:30 a.m.: "On Farm Analysis for Instant Insights"

Speaker: Erik Deutsch, Vice President of Innovation and Customer Solutions, Si-Ware Systems

Presenting Company: Si-Ware Systems

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ONE ON ONE

with Jason Danhof, Youth Fitting Contest Judge from Waukon, Iowa

Tell us about yourself and your background in dairy cattle fitting. I grew up in Marshfield, Wisconsin. I did not grow up on a farm. I joined 4-H to do the dairy project because my dad grew up on a farm. We had Guernseys for our project, and I learned to do a lot of our own clipping, fitting and showing. I enjoyed it all throughout high school, then went to college at the University of Wisconsin-Madison and paid my way through school by clipping and fitting. When I got done with school, I had a lot of work and enjoyed it, so I kept doing it full time for about 20 years. I traveled to 16 countries working, met a lot of great people and saw a lot of interesting things.

What are you looking forward to most about judging this year's contest? I'm looking forward to seeing young people interested in this end of the business. The contest, from what I know, has really developed and has more interest every year. It's great to see young people who want to do their own work. That's how I got started, and I think there's a lot of opportunity for people who are interested in doing the clipping to travel and see a lot of things and meet a lot of great people. There's a lot of opportunity for young people who maybe don't have the farm at home to get involved in the dairy business.

How does a well-fitted animal make a difference in the Showring? Just the first look you get, the amount of style and balance they have can really change your perception of them at first glance. If they're straight lined and show some femininity and quality, that makes a huge difference, especially in heifers. You can really make a difference with a heifer in the showring more so than cows. You have an opportunity to give them a look that the judge will really remember; the "dairy-ness" and the femininity and the straight lines.

How have fitting techniques changed since you first began fitting? They've changed quite a bit. When I first started, people left more hair and left it longer, especially on heifers. They don't leave as much hair trying to cover faults. Now, the trend is to make animals look more feminine and clip the hair shorter with thinner blades. It gives a more dairy look instead of a full, square, strong look. Most judges are more interested in seeing a long dairy neck than a really big front end on a cow or a heifer.

Describe your favorite memory while fitting. For me, my best memories are all the interesting people who I met while I got to travel in different countries and all the cultures. You always end up in a barn but get to meet a lot of great people from all over. I've met so many really interesting people who love cows and love showing. When we have a common interest, we get to see how different people are doing different things. I've



had a lot of great individual times, but for me that's what made it worthwhile when I was doing that on a more regular basis.

What was the most valuable advice you received about fitting? I'm not sure if anyone ever really told me this, but one thing I've figured out is if you work hard in this business, your opportunities are endless. You don't necessarily have to be the most talented person in the world but working hard will get you a long way and will give you a ton of opportunities in this business, like anything in life. Whether it's traveling or getting to work with the best cows or the best people, you get there by working hard.

Expo en Español

Expo en Español es un programa educacional nuevo para hablantes de español involucrados en la industria lechera. Estos seminarios que se presentan en español se concentran en las herramientas que son de beneficio para los gerentes y los gerentes de nivel intermedio de las granjas lecheras.

Expo en Español se presente de miércoles a viernes durante la feria del World Dairy Expo en la cuarto Mendota 1 en el edificio llamado Exhibition Hall a las 2 PM, e incluye un segmento para preguntas y respuestas.

Calendario de la 2021 Expo en Español:

Miércoles 29 de septiembre a las 2 p.m.

Patrocinado por: Progressive Dairy
"Cinco Prácticas para Fortalecer un Equipo Agrícola Diverso"

Presentadora: Elsie González, M.S., propietaria, Motiva Consulting

Un equipo agrícola culturalmente diverso presenta desafíos únicos que podrían, si no se manejan correctamente, llevar a una menor colaboración, malentendidos y distracciones de los objetivos. En este seminario, Elsie González, propietaria de Motiva Consulting, discutirá cómo reconocer las principales barreras culturales en la finca, implementar formas de comunicarse de manera más efectiva con los empleados y la gerencia, y profundizará en formas de encontrar puntos en común para construir un equipo más comprometido.

Sirviendo la industria lechera de Wisconsin durante más de 10 años, en varios puestos universitarios y gubernamentales, Elsie González, propietaria de Motiva Consulting, ahora trabaja con operaciones lecheras progresivas y sus equipos para desarrollar sistemas consistentes y capacitar a los empleados sobre las mejores prácticas de cuidado animal, calidad del trabajo

y eficiencia.

Jueves 30 de septiembre a las 2 p.m.

Patrocinado por: Progressive Dairy
"Como tener éxito en una posición de Liderazgo"
Presentadora: Santiago Ledwith, DVM, MSc, CEO y Fundador de Action Dairy

No hay forma de evitarlo ... En este mercado laboral, es muy difícil encontrar, capacitar, motivar y retener empleados. Por lo tanto, las operaciones lecheras deben desarrollar una cultura que cree un ambiente positivo y de bienvenida para todos los miembros del equipo. Los líderes son los que crean este entorno, que va de la mano con el compromiso de los empleados. Para sobresalir en una posición de liderazgo, debemos establecer intencionalmente prácticas de liderazgo diarias efectivas. Este seminario ofrecerá acciones e ideas que los gerentes/managers pueden ejecutar para sobresalir como líderes y desarrollar equipos comprometidos.

Durante casi 30 años, Santiago Ledwith ha trabajado con operaciones ganaderas en América del Sur y del Norte. Es un especialista certificado en Capacitación en Desarrollo de Liderazgo, Capacitación Ejecutiva y Desarrollo Organizacional que ha estado trabajando en "El Factor Humano" de las operaciones ganaderas desde 2006. Actualmente, Santiago se desempeña como consultor, entrenador, capacitador y facilitador con sus empresas Action Dairy y Talentum4.

Viernes 1 de octubre a las 2 p.m.

Patrocinado por: Progressive Dairy
Panel de discusión: Estrategias para tener empleados comprometidos y reducir la rotación

Presentadores: Santiago Ledwith DVM, MSc, Action Dairy; Carolina Pinzón MSc., FORTE Dairy Consulting; Juan Quezada, Milk Source, LLC

Invertir en sus empleados puede ser una de las estrategias más exitosas que un propietario de granja lechera puede implementar. Durante esta discusión, los panelistas describirán cómo desarrollar inteligencia emocional para liderar mejor a su equipo, comunicarse de manera efectiva con los empleados durante situaciones difíciles, y crear programas de capacitación exitosos.

Con décadas de experiencia en el desarrollo e implementación de programas de capacitación exitosos, nuestros panelistas no solo tienen una pasión por las vacas lecheras, sino también por las personas. Los panelistas incluyen:

- Santiago Ledwith DVM, MSc, CEO y Fundador de Action Dairy & Talentum4. Además de ser un médico veterinario, Ledwith se desempeña como consultor de Establos, entrenador ejecutivo, entrenador y facilitador.

- Carolina Pinzón MSc., propietaria y consultora en FORTE Dairy Consulting. Pinzón desarrolla y lleva a cabo programas de capacitación personalizados, proporciona apoyo de comunicación bilingüe y ayuda a los productores de leche a lograr orden, claridad y funcionalidad en sus negocios y equipos de trabajo.

- Juan Quezada, Director de Capacitación y Desarrollo de Milk Source, LLC. Antes de unirse al equipo de Milk Source, LLC, Quezada trabajó en establos en Texas, Nuevo México, California y Wisconsin. También trabajó como consultor en establos en Dinamarca, México, Suecia, España, Finlandia, Eslovaquia, Holanda, Alemania.

Happenings in The Tanbark

Newly relocated to the Arena Building, The Tanbark, is a full-service bar and restaurant that serves as the gathering place for attendees and exhibitors. Milk, compliments of World Dairy Expo, will also be available during food service hours.

Breakfast

Tuesday - Saturday 7 a.m. - 9:30 a.m.

Lunch

Monday - Saturday 11 a.m. - 2 p.m.

Dinner

Tuesday - Friday 4:30 p.m. - 7 p.m.

Bar

Monday 11 a.m. - 3 p.m.

Tuesday - Saturday 11 a.m. - close

Happy Hours

4 p.m. - 6 p.m., Tuesday - Friday

Join fellow attendees and exhibitors in The Tanbark for Happy Hour!

Happy Hour includes light refreshments, live music and complimentary beer, while supplies last.

Tuesday: Danone North America

Wednesday: Phibro Animal Health Corp.

Thursday: Phibro Animal Health Corp.

Friday: Phibro Animal Health Corp.

Get social with *World Dairy Expo*

CULVER'S DAIRY CATTLE EXHIBITOR APPRECIATION PICNIC

Join fellow exhibitors as we kick off World Dairy Expo 2021 with free food and entertainment tonight in The Tanbark. Enjoy a picnic-themed meal, music and entertainment by Soggy Prairie, and an opportunity to mingle with and meet your fellow exhibitors, Expo staff, and show volunteers. Pick up pre-purchased season passes, junior show shirts and complimentary exhibitor hats and welcome bags. The exhibitor picnic is generously sponsored by Culver's of Prairie du Sac, Wis.

REAL-TIME RESULTS

Get a notification when a Dairy Cattle Show class is placed along with information about the winning entry and a link to the complete results in the WDE mobile event app. Be sure to turn your notifications on in the settings of the app to receive these updates.

RAILBIRD JUDGING CONTEST

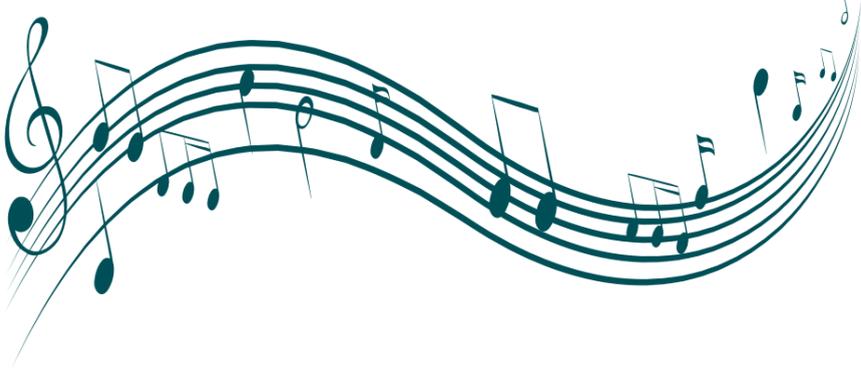
Discover if you are the best railbird judge at Expo by competing in this free contest, now in the WDE mobile event app. Simply pick out the top four animals in a select cow class, one in each breed show, before the first pull and wait to see how your placings match up with the judges.

EXPO'S MOBILE EVENT APP

Download today for schedule updates and show details throughout the week. Find the QR code on the front page of the paper.

ON SOCIAL MEDIA

Tag Expo on social media and use #WDE21 for your chance to be featured in the Expo Daily Edition!



Tanbark Talks

While at World Dairy Expo, members of the global dairy industry are invited to start their mornings with educational and insightful Tanbark Talks. This new opportunity to learn takes place in The Tanbark at 8 a.m. Wednesday, Thursday and Friday morning of Expo.

Topics of this year's Tanbark Talks range from dairy adaptability to current ag outlooks. Each session is presented by industry experts from all over the United States. With The Tanbark offering optimal seating, Tanbark Talks are the ideal way to begin your mornings at World Dairy Expo.

The following is a current description of the 2021 Tanbark Talks. Download World Dairy Expo's free mobile event app or visit worlddairyexpo.com for an up-to-date schedule and for more information about each session.

Wednesday, September 29

"Farming Forward Through Enhanced Innovation and Farm Profitability"

Dairy Management Inc. (DMI), which manages the national dairy check-off, has kept its focus on today and tomorrow in its quest to drive sales and trust in dairy. Bob Johansen, from the Institute for the Future, will kick off the session sharing insights from his work with farmers, industry leaders and eventually dairy checkoff. Afterwards, a panel discussion to take place to dive deeper into the checkoff's strategy of envisioning a secure future for dairy farmers. Panelists include Tom Gallagher, DMI CEO, Dwyer Williams, DMI Chief Transformation Officer, Lee Kinnard, Kinnard Farms CEO, Peter Vitaliano, National Milk Producers Federation Vice President of Economic Policy and Market Research, and Eve Pollet, DMI Senior Vice President of Strategic Intelligence.

Thursday, September 30

"U.S. Farm Report - LIVE"

U.S. Farm Report host Tyne Morgan will host and film a one-hour session featuring a panel of experts, focused on markets, industry news and trends. Content captured during this Tanbark Talk will be broadcast on the U.S. Farm Report, to air the weekend of October 2-3. This Tanbark Talk is your chance to experience a live taping of a national TV program and learn from some of the best in the business. Panelists include Mike North, *ever.ag*, and Ben Laine, Rabo AgriFinance.

Friday, October 1

"This Business Called Agriculture," Presented by Damian Mason

Damian Mason will deliver a crisp, current ag outlook and insights presentation in a humorous manner. Through his public speaking, the two podcasts he hosts, and the several books he has authored, Mason strives to spread accurate information and dispel misinformation about the world's most important industry: Agriculture.

Back at WDE

Callum McKinven

Look Out Farm, Aisle 24 South
Canton de Hatley, Quebec, Canada
Dairy Farmer

How many years have you attended World Dairy Expo, and why? I first came to World Dairy Expo in 1980 as a fitter, and in 1986, I exhibited for the first time. It is a collection of the best cattle in North America. It is great from a marketing standpoint as well, selling animals and genetics or trying to buy a good one.

What does it mean to you to be back at World Dairy Expo? It feels great. We missed it terribly last year, not being able to come down and show.

What did you miss most about not having the event in 2020? We missed not seeing many of the people who we only see here. We are very excited to see everyone again.

What did you do to fill the void from last year's cancelation? Because of the coronavirus pandemic, we did not get to do too much. We pretty much had to stay at home, and we also were short on help at home. We just kept caring for the animals and preparing them the same way, figuring eventually we would be able to get back to a show.

What part of this year's World Dairy Expo are you most looking forward to? There is not just one thing I am looking forward to. I am excited for all of it – the cows and the people.

Tell us about your favorite World Dairy Expo memory. Explain. My favorite Expo memory was in 1996, which was the first time I judged here. I judged both the Jersey and Holstein shows, one right after the other. It was the biggest honor of my life. My Jersey champion, Waymar Patrick Nadine, was the Supreme Champion, and my Holstein Champion, Buggs Blackstar Buffy, was the Reserve. Another would be leading Elleeta Skybuck Lucy when she was Grand Champion for Doug Nelson. I had sold Lucy to him, and to be able to lead her when she was selected as Grand Champion was really special.





DANIELLE NAUMAN/DAIRY STAR

Exhibitors go about the business of moving in necessary supplies and settling their animals in on Sept. 25, preparing for the upcoming week of competition.



KRISTA KUZMA/DAIRY STAR

Donna Greiwe washes a Jersey heifer the morning of Sept. 25. The 71-year-old from Sidney, Ohio, said she has been showing cows since the age of 4.



DANIELLE NAUMAN/DAIRY STAR

Exhibitors – (from left) are Jordan London of Punxsutawney, Pennsylvania; Will Rumovicz of New Berlin, New York; Jason Lloyd of Middleburgh, New York; Andrew Post of Delaware, New York and Tim Coon of Armenia, New York – work together to move large bales of hay for their show strings Sept. 25.



KRISTA KUZMA/DAIRY STAR

Billy Zeimet, UW-Madison Cheese Stand Chair, and Tamra Ihm, UW-Madison Cheese Stand worker, carry boxes into the tent in its new location on the Expo grounds. Zeimet is a senior from Cottage Grove, Wisconsin, while Ihm is a freshman from Barneveld, Wisconsin. Both are studying dairy science at the University of Wisconsin-Madison.



DANIELLE NAUMAN/DAIRY STAR

Exhibitors enjoy the early fall sunshine Sept. 25 while washing their animals at the 2021 World Dairy Expo in Madison, Wisconsin.

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Econoprint

ENDOVAC Animal Health

FarmFirst Dairy Cooperative

Feedworks USA, Ltd.

Forage Genetics International

GENEX

Kansas Department of Agriculture

Klussendorf Memorial Association

Labby Inc.

McLanahan Corporation

Milk Movement

Milk Specialties Global Animal Nutrition

Misty Meadow Dairy

National Milk Producers Federation

O&T Farms

Passion Ag, Inc.

Paul Mueller Company

ProStar Energy Solutions

Provimi

Provita Supplements

Purina Animal Nutrition, LLC

Red & White Dairy Cattle Association

Sheraton Madison Hotel

Si-Ware Systems

The Madison Concourse Hotel & Governor's Club

The National Dairy FARM Program

Tuffy Tilt Tables

Udder Tech, Inc.

VAS

Vita Plus Corporation

Woodchuck Bedding Spreader