

Expo Daily Edition

Wednesday, Oct. 5, 2022

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FLAVORS OF THE DAY

Grilled Cheese

Colby Swiss, Decatur Dairy, Monroe, Wis.
UW-Madison Cheese Stand next to The Tanbark

Ice Cream

Cookies N' Cream • Mackinac Island Fudge • Praline Pecan
GEA Ice Cream Stand located in the Exhibition Hall

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.



#WDE22



Vierra Dairy sweeps International Jersey Show

California farm exhibits Grand, Reserve Grand

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. – Rivendale VIP Eloise was the last cow standing at the end of the International Jersey Show, claiming both the Intermediate and Grand Champion banners for Vierra Dairy Farms of Hilmar, California.

Stoney Point Impression Blenda, the winning Lifetime Cheese Production Cow, was named the Senior and Reserve Grand Champion. Blenda is also owned by Vierra Dairy Farms.

Another Vierra Dairy Farms cow, River Valley Colton Juliette-ET, was named the Reserve Senior Champion cow after winning the Five-Year-Old Cow Class. Budjon-Vail Jordan C Shaneese-ET took home the Reserve Intermediate Champion banner for Carly and Rebecca Shaw and Kash-In Jerseys of Tulare, California.

In the heifer show, Junior and Reserve Junior Champion honors went to the pair of fall calves, with Rivendale Venue Colby Jack-ET taking home the winning banner for Trace Johnson and Sarah Fitzgerald of Poplar Grove, Illinois, and Reserve honors going to Stookeyholm Gentry Treasurer, owned by Mallarie Stookey of Milford, Indiana.

Pacific Edge of Tillamook, Oregon, was named the Premier Breeder. Meanwhile, Vierra Dairy Farms was the Premier Exhibitor. Chilli Action Colton tallied up enough points to rise to the top of



PHOTO PROVIDED BY COWSMOPOLITAN

Rivendale VIP Eloise is named Intermediate and Grand Champion of the International Jersey Show after winning the Junior Three-Year-Old Cow Class. The winning Lifetime Cheese Production Cow, Stoney Point Impression Blenda, is named the Senior and Reserve Grand Champion. Both cows are owned by Vierra Dairy Farms of Hilmar, California.

the heap as Premier Sire.

Vierra Dairy Farms was named the Premier Breeder of the Heifer Show, while Glamourview-Iager & Walton of Walkersville, Maryland, was named Premier Exhibitor of the Heifer Show. Rapid Bay Indiana Gentry captured the banner for Premier Sire of the Heifer Show.

Official judge Keith Topp, of Botkins, Ohio, and his associate judge Ryan Krohlow, of Poynette, Wisconsin, were charged with placing 439 head in the International Jersey Show. Complete show results are available at www.worlddairyexpo.com.

Vierra Dairy Farms of Hilmar, California
Rivendale VIP Eloise

Tell us about your animal. Eloise was bred in Pennsylvania by

Rivendale Farms. She has a great story. A 4-H kid from North Carolina had bought her as a heifer, and then, Michael Heath and Kelly Barbee bought into her after she calved. Then, last year at Expo, we knew she was going to be a class winner, so I got up and left the hotel at 2 a.m. and came out to the grounds and bought her. She sold in our AMPLIFY Sale last spring, and we bought our partners out to become sole owners.

What does receiving this title mean to you? We are so humbled and honored; shocked even. Having the Grand Champion Cow three consecutive years at WDE with two different cows is quite an amazing feeling.

How did you prepare for the show and who helped you? Na-

than and Jenny Thomas and their entire team, both at home and here at the shows, are instrumental in the success of these cows. They are the absolute best in the business, and they have become like family to us. They are the most wonderful people, and we could not be more thankful or grateful to them.

What trait do you like most about your animal? Eloise's udder puts her in a league of her own.

Why do you enjoy showing at WDE? We love the dairy community. We are dairy farmers ourselves, and we love being with, working with and connecting with other dairy farmers. We are big believers in the future of this industry.

An honor of lifetime achievements

Ruedinger named Producer of the Year

BY DANIELLE NAUMAN
Staff Writer

VAN DYNE, Wis. – John Ruedinger always knew he wanted to be a dairy farmer, but as a young man entering the industry, he had no idea the path his career would take.

Ruedinger is being honored as this year's Dairy Producer of the Year during the Recognition Awards Banquet at World Dairy Expo tonight.

"I am truly humbled and honored to be selected as the Producer of the Year by WDE," Ruedinger said. "It is an honor of a lifetime of achievements as a dairy producer and an industry partner. This award represents all producers around the world who work hard every day providing nutritious products to feed the world. It is exciting to be chosen among the candidates submitted."

Ruedinger said he tries to attend WDE every year because

he can witness the highlights of the dairy industry. But, attending WDE this year will be extraordinarily special for him.

"The people and technology are the two things that drive the industry, and Expo delivers on both of these," Ruedinger said. "I enjoy meeting with industry leaders and seeing the latest and greatest in technology advancements. Connecting with an industry through people is really exciting for me."

Ruedinger began his dairy farming career by joining his father on the family's farm in Van Dyne following his 1976 graduation from the University of Wisconsin-Madison Farm and Industry Short Course program.

Prior to coming home to join Ruedinger Farms, Inc., Ruedinger's parents milked 50 cows and farmed 300 acres. Upon Ruedinger's return, the farm grew to encompass 500 acres, and the family milked 80 cows in a flat barn parlor and housed the herd in a freestall barn.



PHOTO SUBMITTED

John and Karen Ruedinger stand in a freestall barn on their 1,500 cow dairy farm in Van Dyne, Wisconsin. John is the Dairy Producer of the Year and will be recognized at the Recognition Awards Banquet.

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DAIRY STAR

www.dairystar.com

ISSN 020355

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TODAY IN THE TANBARK

The Tanbark, located in the Arena Building, is a full-service bar and restaurant that serves as the meeting place for attendees and exhibitors. Join us for meals, happy hours, Tanbark Talks or the Sunset Celebration on Thursday night.

LUNCH: 11 A.M. - 3 P.M.

BAR: 11 A.M. - CLOSE

**HAPPY HOUR
4 P.M. - 6 P.M.**

Join fellow attendees and exhibitors in The Tanbark for happy hour.

Happy hour includes light refreshments, live music and complimentary beer, while supplies last, made possible tonight by Danone North America.



Thursday: Phibro Animal Health Corp.

Educational opportunities at WDE today

Virtual Farm Tour: 10:00 a.m.

World Dairy Expo Virtual Farm Tours have brought some of the best dairy operations from near and far to Madison for over 20 years. Dairies featured each year excel in a variety of farm aspects including genetics, technology, community engagement, environmental stewardship, and cow comfort, while also representing a wide variety of sizes, locations and breeds.

10:00 a.m. Homestead Dairy, LLC, Plymouth, Indiana
Sponsor: Quality Liquid Feeds

Expo Seminar: 12:00 p.m.

Presented daily by industry leaders in the Mendota 1 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.

Carbon Credits: What Do They Mean and How Do They Affect Dairy?

Presenter: Jamie Vander Molen Boehl, Vice President, Sustainability Initiatives & Outreach, Newtrient
Sponsor: McLanahan Corporation

Expo en Español: 2:00 p.m.

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 intermediario de las granjas lecheras.

2:00 p.m. Como Motivar y Mejorar la Retención de Empleados

Ponente: Maristela Rovai, Médico Veterinario, Ph.D., Profesora Titular, Universidad Estatal de Dakota del Sur
Sponsor: Progressive Dairy

Dairy Forage Seminars

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 expert are also available throughout the week in the World Forage Analysis Superbowl space, located in the Trade Center at World Dairy Expo.

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.

9:30 a.m. Rumen Protected Glucose for Dairy Cows
Speaker: Tim Brown, Ph.D., Nutrition Technical Service Manager, Soy Best
Presenting Company: Soy Best

10:30 a.m. Application of Manure In-Season with a Permanent Underground Irrigation System
Speakers: Kurt Grimm, Founder and CEO, NutraDrip Irrigation Systems
Presenting Company: NutraDrip Irrigation Systems

11:30 a.m. A New Opportunity to Enhance Transition Cow Health and Performance through Vitamin D Nutrition: Calcidiol A New Form of Vitamin D Now Available to Feed Dairy Cattle

Speaker: Ken Zanzalari, Ph.D., Dipl. ACAN, Product Director, Phibro Animal Health Corp.
Presenting Company: Phibro Animal Health Corp.

12:30 p.m. Behind a Successful Lactation is a Proper Dry-off
Speaker: Luciano Caxieta, DVM, Assistant Professor of Dairy Production Medicine, College of Veterinary Medicine, University of Minnesota
Presenting Company: Boehringer Ingelheim

1:30 p.m. Supporting Normal with Effective Probiotics
Speaker: Steve Lerner, Ph.D., Head of Marketing & Product Management, Chr. Hansen
Presenting Company: Chr. Hansen

2:30 p.m. Fueling The Future: Smells Like Methane
Speakers: Mark Lowery, Commercial Marketing Director, New Holland North America, and Tom Taylor, Production Lead, Bennamann LTD
Presenting Company: New Holland

10:00 a.m. Pre- and Post-Harvesting Practices to Maximize Corn Silage Production and Utilization
Presenter: Gonzalo Ferreira, Associate Professor & Extension Dairy Scientist, Virginia Tech, Blacksburg, Va.
Approved for: (1) Crop Management CEU from Certified Crop Advisors

1:30 p.m. Here's How We Produce Top-Quality Baleage
Presenter: Kendall Guither, Guither Farms, Walnut, Ill.
Approved for: (1) Crop Management CEU from Certified Crop Advisors



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A third serving of Malt

Wisconsin cow repeats as Champion Guernsey

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. – Valley Gem Atlas Malt-ET, the winning Aged Cow, was named the Senior and Grand Champion of the International Guernsey Show for the third straight time. Malt is owned by Valley Gem Farms of Cumberland, Wisconsin. Following her as the Reserve Senior and Reserve Grand Champion was Springhill Kojack Uno-ETV, the second-place Aged Cow. Uno is owned by Ty and Ean Mader and Faith Ling of Springfield, Missouri.

Heritage Brook Lb Trillium-ET took home Intermediate Champion honors for the partnership of Springhill and Elmhurst, after winning the Junior Two-Year-Old Cow class. The winning Senior Two-Year-Old, Knapps Copper Tambi Wiz, was selected to be the Reserve Intermediate Champion. Wiz is owned by Knapp Guernseys, Adam Fraley and Frank and Diane Borba of Epworth, Iowa.

Gladheart Beau Desi-ET was named Junior Champion after winning the Spring Yearling class for Edward Crossland of Cumberland, Maryland. Prairie Gem Midnight Storm-ETV, the winning Fall Calf, took home Reserve Junior Champion honors for Dylan and Cameron Ryan of Fond du Lac, Wisconsin.

The Premier Breeder and Exhibitor banners were awarded to Knapp Genetics, of Epworth, Iowa. The Premier Sire for the Guernsey Show was Indian Acres American Pie.

Knapp Genetics also secured the Premier Breeder of the Heifer Show title. Meanwhile, Misty Meadows Farm, of New Paris, Pennsylvania, was named the Premier Exhibitor of the Heifer Show. Hi Guern View Levi Drone tallied up enough points to earn the title of Premier Sire of the Heifer Show.

Official judge Phillip Topp of Botkins, Ohio and his associate judge Tim Abbott of Enosburg, Vermont were charged with placing 197 head in the International Guernsey Show. Complete show results are available online at www.worlddairyexpo.com.

Valley Gem Atlas Malt-ET

Valley Gem Farms, Cumberland, Wisconsin

Tell us about your animal. Malt is scored EX-95 with a 96 point udder. She has been milking since last year. She was the Grand Champion here in 2019 and 2021 and was the Supreme Champion at the North American International Livestock Exposition the last two years. She is a three-time unanimous All-American and she was Reserve All-American Junior Three-Year-Old in 2018. She was also the Supreme Champion of the 2019 Minnesota State Fair. To us, she is just incredible.



PHOTO PROVIDED BY COWSMOPOLITAN

Valley Gem Atlas Malt-ET, owned by Valley Gem Farms of Cumberland, Wisconsin, was selected as the Grand Champion Guernsey of the International Guernsey Show for the third year in a row at WDE Oct. 4. The Reserve Grand Champion Guernsey is Springhill Kojack Uno-ETV, owned by Ty and Ean Mader and Faith Ling of Springfield, Missouri.

What does receiving this title mean to you? We are speechless, just speechless. The older cow classes this year, they were all just phenomenal. We are so proud of the Guernsey breed and the advancements the breed is making!

How did you prepare for the show and who helped you? We have such a huge team, both here and at home. They are phenomenal, just the absolute best. Everybody plays a huge role in this, we have so, so many people to thank, all of the people that have supported us the last two years. We owe so much to both our parents, for everything they do for us.

What trait do you like most about your animal? Malt is just the complete cow. We love her extreme dairy strength. We love her balance, her udder, her feet and legs. She just brings it all to the table, and now we can add in that we love her longevity. She just keeps bringing it.

Why do you enjoy showing at WDE? We love showing here for the camaraderie, the competition, the sportsmanship, really the whole package that makes a person love showing anywhere. Expo is the greatest cow show on Earth. We are so blessed to have so many great friends and such a wonderful dairy industry family.

Stay in tune with all the World Dairy Expo daily happenings.



Fabulous Farm Babe, Pam Jahnke, will be on the grounds all week with updates!

Tune in or stream Q106 106.3FM and The Farm 97.7FM/1550AM for ag updates and follow the Fabulous Farm Babe on social media.



Today, Ruedinger and his wife, Karen, milk 1,500 cows and crop 1,500 acres in partnership with his daughter and son-in-law, Jamie and David Zappa. The cows are milked in a double-18 parallel parlor and are housed in sand-bedded free stalls. The herd is averaging 90 pounds of milk per day with 6.65 pounds of combined fat and protein. In addition to his family, the farm employees 18 full-time people.

The Ruedingers grow corn for silage, alfalfa, wheat and soybeans. They work with neighboring farmers to purchase corn as well as additional alfalfa and corn silage. Custom operators are used for planting, forage harvesting, spraying and manure hauling.

In Ruedinger's mind, the turning point of his dairy career

came in 1996 when the family suffered a fire that destroyed the barns and killed 100 head of cattle.

"In hindsight, that barn fire was the best thing to happen to me; not the fire itself, but that it forced me to do something different," Ruedinger said. "It completely changed my life."

Ruedinger said a lot of soul searching led him to press on.

"I could not see myself doing anything else, so Karen and I decided to start the expansion process," Ruedinger said. "We knew we needed to go from being the sole laborers to managing people and systems."

Ruedinger said the next 10 years of his life were challenging, as he navigated the process of growing the farm.

During this time, Ruedinger was involved in two industry organizations. He began his first term on the Genex Board of Directors in 1989, a seat he continues to hold today. He also served as a board member for the Professional Dairy Producers from 2001-06.

"I learned the industry being on the PDPW board, and I learned business being on the Genex-CRI board," Ruedinger said. "Both of those experiences have been instrumental into growing and expanding our farm."

Ruedinger said one of the most valuable lessons he learned was the importance of building a team and relying on the experience and knowledge of those people.

To build his business and ensure the farm's success, Ruedinger has surrounded himself with a team of experts who can help him focus on not only the financial aspects of operating the farm but also the production-oriented details of the farm.

Ruedinger said his team consists of a banking partner, financial consultant, nutrition advisor, commodity marketing and brokerage specialist, veterinarian, genetic and reproduction specialist, and agronomist.

"I believe you need to have long-term relationships with these consultants," Ruedinger said. "They need to have the



PHOTO SUBMITTED

John Ruedinger considers building his farming operation to its present state, while being a dedicated board member for both Professional Dairy Producers and Genex-CRI, to be one of his greatest accomplishments in his career.



PHOTO SUBMITTED

Ruedinger Farms, located in Van Dyne, Wisconsin, is home to 1,500 cows and consists of 1,500 acres of cropland. John and Karen Ruedinger are working on a transition plan with their daughter and son-in-law, Jamie and David Zappa.

ability to know the business well enough to offer advice that is relevant; they need to be consistent, reliable, open-minded and look at the best interests of the whole business not just their certain area of expertise."

Like most dairy producers, Ruedinger said he sees the challenges that lie ahead for the industry, both domestically and globally, and he is concerned how those challenges will translate for his own farm.

"The challenges that face our industry are monumental," Ruedinger said. "The world economy is in a tailspin; world inflation is at an all-time high; political and civil unrest are amplified from the effects of COVID-19 and its variants. Polarized governments around

the world are unwilling to make good business decisions and compromise to achieve results. The world state is truly something to be aware of."

Domestically, Ruedinger sees the unprecedented price swings for milk, meat and grains in combination with out-of-control inflation, rising input costs and interest rates being a concern. Those factors give him cause for concern.

"The impacts of a possible reduction in dairy and beef demand around the world will have a direct impact on all producers," Ruedinger said. "As a producer, managing all avenues of risk will be extremely important along with setting short- and long-term goals and understanding the true cost of business income and expense."

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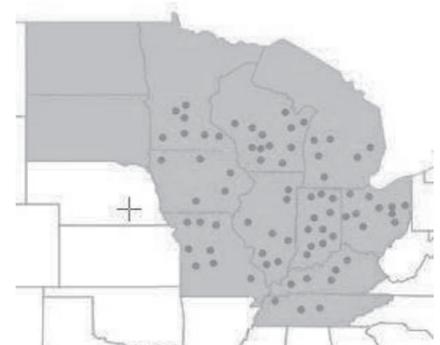
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Making a TV show

U.S. Farm Report produces program at World Dairy Expo

BY MAGGIE MOLITOR
Staff Writer

Live from The Tanbark, Tyne Morgan is hosting the weekend program of the U.S. Farm Report on the grounds of World Dairy Expo.

“Dairy is not just made up of dairy producers, but it’s a big family,” Morgan said. “At Expo, we can really showcase that family feel. It’s something that can’t be just told about, it must be shown to understand.”

All attendees of Expo are welcome to watch and participate in the live taping of the U.S. Farm Report from 6-9 a.m. Thursday, Oct. 6.

While the U.S. Farm Report prepares live tapings around the country often, this is only the second year they are hosting live from WDE. After receiving great feedback from last year, the nationally syndicated television show is excited to be back at Expo airing the show.

“The entire show is dairy focused,” Morgan said. “We are able to really talk about dairy not only from a policy and market standpoint but also with producers to learn what challenges they are facing and the issues on their minds. We’re able to showcase that on a national scale.”

This year, Dan Basse of AgResource Company, Mike North of ever.ag and Scott Brown with the University of Missouri are invited on the show to share their viewpoints on markets, industry news and trends.

“These three together will be a very nice blend of information,” Morgan said. “We will drill it down to what you need to be watching over the next couple months and what these economists and market analysts are watching for 2023.

We will cover a lot.”

Morgan said this group of people will allow for great conversations and allow farmers the chance to ask questions that directly affect their livelihood.

“This taping of U.S. Farm Report answers all of those questions that you may have,” Morgan said. “And make an experience that you walk away with things you can take back to the farm.”

The show will be taped Thursday of Expo and aired for the weekend show on Saturday and Sunday, Oct. 8-9. To accomplish the quick turnaround, the production team at U.S. Farm Report will work on overdrive to produce the show on a short deadline while meeting the quality they achieve in studio.

“We put in long days and many hours,” Morgan said. “We have an amazing team, and we can accomplish a lot in a short amount of time.”

Morgan works alongside two videographers and a managing editor to create the show at Expo. While Morgan handles the content, the managing editor sends her the news block and the videographers capture the shots. The crew works as a team to produce, log and edit the content into a TV package.

Morgan is thankful for the technology they use because it allows the team to produce the show from a remote location in a timely matter with a surprisingly small crew, she said.

The crew works ahead as much as possible with teammates at Farm Jour-

nal’s *MILK* to ensure a smooth experience at Expo, such as setting up interviews with dairy producers in advance of Expo; however, most of the producing for the show is done on-site with the backdrop setting of Expo.

The Tanbark meeting room where the show is filmed is equipped with a stage and proper lighting allowing Morgan and her team to bring less equipment along to produce the show.

A major difference hosting the show in a remote location, rather than the studio, is the live audience.

“We always have so much fun with the live audience,” Morgan said. “Being at World Dairy Expo among industry representatives, farmers and different leaders in the audience takes the show to

another level.”

Morgan said she enjoys filming in this way because it adds a unique energy audience members and viewers enjoy. She encourages all Expo attendees to join the audience for the live taping.

“More people in the audience allows us to get the pulse of what is really happening in the dairy industry,” Morgan said.

Morgan and her crew are thankful for the opportunity to capture the meeting place of the global dairy industry on their show.

“A big thank you to WDE for having us back,” Morgan said. “We are excited to create great content and spend a week really highlighting dairy on a national level.”



WORLD DAIRY EXPO FILE PHOTO

Karen Bohnert (left) introduces U.S. Farm Report host Tyne Morgan (front, right) and the 2021 panelists. The U.S. Farm Report taping will take place in The Tanbark today at 9 a.m.

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HERDSMANSHIP DAILY WINNER



SHERRY NEWELL/DAIRY STAR

The World Premier Brown Swiss Sale crew – (front, from left) Curtis Barber, Cooper Barber, Delaney Barber and Kalli Barber; (back, from left) Doug Seidel, Jason Robinson, Eric Daschal and Heidi Barber – are awarded the Herdsmanship Award Oct. 4 at World Dairy Expo. Not pictured is Norman Magnussen.

WORLD DAIRY EXPO EXHIBITOR PROFILE



DANIELLE NAUMAN/DAIRY STAR

Dale and Deanna Bendig run a tie-in string of 38 head at World Dairy Expo.

Dale and Deanna Bendig
Gettysburg, Pennsylvania

Tell us about your farm. We milk 75 cows and have about that many replacements on the farm. We board about 40 head. We have all breeds except Guernsey and Jersey. We milk in a flat parlor, and the cows are housed on packs in loose housing and some in free stalls. We have about 90 acres that we have our forages custom made on, and we buy our hay.

Describe the animals in the string at World Dairy Expo. We have 38 head in the string here at Expo, which is maybe a little more than average. We have all breeds except Jersey in the string.

Who is tied in with you? How did that relationship develop? We have several people who have one animal tied in, but primarily, we have animals for two of our boarding clients: Peter Vail and the Rucks family's RAD-ical Genetics. We have been working with both Peter and the Rucks family for over 10 years. We first became acquainted showing at Expo, and the friendships grew into what we have today.

How do you share responsibility of the string during the show? Besides Deanna and myself, we have seven people on our crew at Expo. Everyone has their job, and they all do it well. I come out with the cattle right away; Deanna stays home a couple of extra days to make sure everything is going well there before she heads to WDE.

How is showing at WDE beneficial to you and your dairy? Being here is everything; this is what we work for the other 360 days of the year. We build our business around WDE and the connections we make here.

What has been your best experience showing at WDE? We have been fortunate to have owned or exhibited several breed champions, but the best experience was when we were selected by our peers to receive the Klussendorf-MacKenzie Award in 2016. That was truly an honor and is not something either of us are likely to forget.

What do you enjoy about WDE when not participating in the Dairy Cattle Show? We enjoy seeing all the people we only see this one time a year. We have a great spot at the end of the tent. We see everything go by us on their way to the Showing. It's like a front-row seat.

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DANIELLE NAUMAN/DAIRY STAR

Brinton Cordell cares for the Interstate Heifer Care show string overnight Oct. 3 at World Dairy Expo.

Brinton Cordell
Mercersburg, Pennsylvania
Interstate Heifer Care

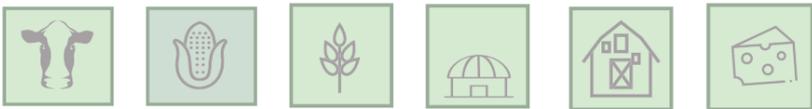
Tell us about your responsibilities as a nightline worker. I keep the cows clean and make sure the aisle is swept up and clean. I clean up any messes that might happen. I also push a lot of hay, and most importantly, I keep everyone alive.

What do you like about your role working nightline? I probably get the most sleep of anyone on the crew. There is usually less stress at night. I'm just feeding hay and keeping them clean. The crew during the days have the stress of getting them all ready to show.

Describe a unique experience you have had working nightline at World Dairy Expo. Once I had a heifer get loose. I was kind of concerned about keeping her contained here in our aisle until I got her caught.

How did you become involved in showing dairy cattle? I got started in showing dairy cattle through a family friend back home who farms.

What do you like to do or see at WDE when you are not working with the string? I like watching the shows, walking around and seeing people and networking.



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ESSENTIAL TO THE INDUSTRY

World Dairy Expo Volunteers



Dave Gietzel
Monticello, Wisconsin
Ringman

Tell us about your role as a volunteer. Before the show, I do check-ins for the Ayrshires, reviewing identification, ownership, registration papers, and do scratches, adds or substitute entries. During show day for Ayrshire, Brown Swiss and Holstein, I check animals into the ring. I started working last Friday and will be here through this coming Friday.

Why do you volunteer at WDE?

I'm not directly connected to the dairy industry anymore, so this gives me an outlet. Also, Dave Bollig, the dairy cattle superintendent, made me do it. I've been at it at least five years.

How do you spend your time at WDE when you are not volunteering? I go through the barns and visit my friends. I also like to pick up memorabilia.

Describe your favorite memory of volunteering at WDE. I enjoy seeing the people I know and watching the youth, and I know bringing their cattle here makes for great memories.

What is your day job and connection to the dairy industry? I'm a part-time cheesemaker at Edelweiss Cheese in Monticello, Wisconsin, and a part-time insurance agent at Mt. Pleasant-Perry Middleton Mutual.



Dave Bollig
Belleville, Wisconsin
Overall Dairy Cattle Superintendent, Brown Swiss Superintendent

Tell us about your role as a volunteer. I serve on the World Dairy Expo Board of Directors and WDE Executive Committee, which is a year-round commitment. As superintendent, I work with stalling and dealing with any show-related issues that come up.

Why do you volunteer at WDE? I volunteer because of the exhibitors, the people you meet, and it is

a way to be a part of keeping the show going.

How do you spend your time at WDE when you are not volunteering? There is always something to do during Expo; the days are all very busy.

Describe your favorite memory of volunteering at WDE. I couldn't begin to pick a favorite memory, but I have many fond ones of the exhibitors and cows over the years. This is my sixth year serving as the Overall Dairy Cattle Superintendent and the 12th year I have been the Brown Swiss Superintendent. Before that, I served as the assistant under Jim Crowley for many years.

What is your day job and connection to the dairy industry? I work at Voegeli Chevy-Buick-Ford in Monticello, Wisconsin. I work with many farmers on a daily basis for their vehicle needs. We also have a small hobby farm where we raise show heifers.



Cheryl Ehrke and Cierra Ehrke-Essock
Fort Atkinson, Wisconsin
Ring leaders for the International Post-Secondary Dairy Cattle Judging Contest

Tell us about your role as a volunteer. We have volunteered at the International Post-Secondary Dairy Cattle Judging Contest for over a decade. We have seen the evolution of highlighting scant-rons to an ear tag ID system on the iPads. At the conclusion of the judging portion, we are group lead-

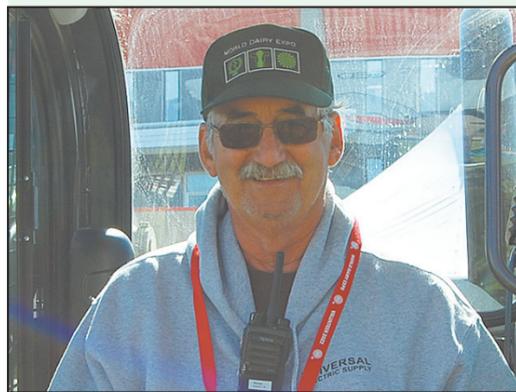
ers for reasons rooms in the Exhibition Hall.

Why do you volunteer at WDE? We were asked to help by one of our county dairy leaders. We've continued to help because we enjoy helping on the colored shavings and being a part of a national contest. We have enjoyed meeting members and coaches of dairy judging teams from across the country.

How do you spend your time at WDE when you are not volunteering? As an agricultural education teacher and FFA advisor, Cierra brings her students to WDE for the FFA dairy judging contest and other FFA activities. Cheryl will return to watch the International Junior Holstein Show, International Holstein Show and International Red & White Show as well as catch up with friends and family who are exhibiting.

Describe your favorite memory of volunteering at WDE. Cierra: One of my favorite memories of helping with the contest is being one of the first people to see the colored shavings each year. It is also fun to watch the showmanship leadsperson teams during the contest. Cheryl: I enjoy working with young adults who share my passion for the dairy cow and helping to provide them with a pleasant experience.

What is your day job and connection to the dairy industry? Cierra is the ag teacher and FFA advisor at Hustisford High School. Cheryl is a paraprofessional at Rockwell Elementary School in Fort Atkinson, Wisconsin, as well as the owner of Cheri's Couture Custom Sewing & Design. When they are not in school, Cheryl and Cierra help feed calves and heifers at Ehrke Farms Registered Holsteins. Cierra and Cheryl are the next generations of Ehrke Farms, owned by Bill Ehrke. The Ehrke family has exhibited at WDE throughout the last 50 years.



Pete Hoffman
Montfort, Wisconsin
Grounds

Tell us about your role as a volunteer. I try to make the place presentable for exhibitors and guests. I sweep up the barn, push up and haul manure, and anything else that's needed by the Badger Dairy Club in their work managing the grounds. Cleaning up manure was my first job as a kid. If you did that by hand, then you got to drive the tractor. I also fill in for any of the Badger Dairy

Club members who need to leave to take care of other things.

Why do you volunteer at WDE? It's fun. I have two brothers who volunteer; Kevin does ingress and gates, and Pat does ingress and then Showring. They knew a guy in the previous position who moved, and I had retired so it was a good fit. I'm a retired technical college instructor and used to work with student clubs so working with the Badger Dairy Club is great. Working with dairy students is so unique and interesting. From top to bottom here, everyone is so dedicated; it's fun to be a part of it all.

How do you spend your time at WDE when you are not volunteering? Well, on Sunday, I was busy every minute until 6:30 p.m. But, I do walk through the barns and look for what needs doing. I talk with exhibitors and make connections.

Describe your favorite memory of volunteering at WDE. Last year at our get-together before we started, the Badger Dairy Club student running this said, "Do you remember me?" I said no, and he said, "You taught me tractor safety when I was 12 years old." I told him I didn't recognize him because back then he didn't have a beard.

What is your day job and connection to the dairy industry? I'm a retired Southwest Technical College instructor. I taught ag power and equipment technician courses. But, I grew up on a dairy near Verona, Wisconsin, and intended to farm. Being from a large family and not being the baby, I didn't have the chance, but a guidance counselor sent me in the right direction. I worked for several ag dealerships and then took the instructor job.

just excellent to work with. And, there is always someone new volunteering here that we meet and get to know.

How do you spend your time at World Dairy Expo when you are not volunteering? We like to look around. I (Marge) come early and like to walk through and see the vendors. And, I like to watch the young people leading their cows. I tell them all to come to the Purple Cow.

Describe your favorite memory of volunteering at WDE. The Purple Cow Gift Shop Manager, Annette Ziegler, has this purple stuffed cow that we sold once. I love that she brings it every year, and it's on display. We've never had them again.

What is your connection to the dairy industry? I (Marge) am retired from office work at the Walgreen's Distribution Center. Now, I volunteer at the Waunakee Senior Center. I was raised in a rural area, and when I was small, we had two cows.



Marge and Bob Kaether
Waunakee, Wisconsin
Purple Cow Gift Shop

Tell us about your role as a volunteer. The Purple Cow volunteers do a little of everything: sell merchandise, fill in the shelves, replenish the items, get product and run the cash register.

Why do you volunteer at World Dairy Expo? We love to meet all the people from all over the world, and the staff is



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Describe your sponsorship for World Dairy Expo. As a Five Star Sponsor, Brevant seeds is proud to support WDE. Our sponsorships include the World Forage Analysis Superbowl, Attendee Learning Lounge located in the New Holland Pavilion 1, FFA Forage Management Cup, FFA Advisor Appreciation, FFA Scavenger Hunt and the Purple Cow Gift Shop.

Why is having a strong relationship with WDE important to your business? Dairy is a pillar of the Brevant seed business, and WDE is a place for dairy producers, students and the general public to learn more about the industry and the value it brings. With attendees from all over the world, it gives us a chance to promote our global brand. Brevant is the technology leader in corn genetics for dairies, and we enjoy showcasing our products through events like the World Forage Analysis Superbowl.

How is the dairy industry essential to your business? Dairy producers have been a critical portion of the Brevant seeds business from day one, and we take pride in having one of the strongest silage corn development programs



in the industry. Our legacy of leadership is providing high-quality forage to producers to improve both herd health and producers' bottom line. Our joint goal with dairy producers is to improve income over feed costs with our corn silage genetics, and we look forward to continuing to support the dairy industry and dairy producers for years to come.

Tell us about your company. Brevant seeds is a high-performance corn and soybean brand that provides industry-leading seed and service exclusively to retail. Brevant seeds draws on the strengths of Corteva Agriscience, built on 100 years of experience, science and support. As a leader in the dairy industry, Brevant offers a complete lineup of forage products including our new Brevant brand Bovalta BMR products, Unified corn silage, TMF hybrids, Forage Quality products and alfalfa.

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TODAY AT WDE



DANIELLE NAUMAN/DAIRY STAR

Whitney Yerina (left) and Reagan Kime present the Allen Hetts Grand Champion Trophy to Valley Gem At-las Malt-ET at the conclusion of the International Guernsey Show.



SHERRY NEWELL/DAIRY STAR

Students participate in the Central National FFA World Forage Management Cup Oct. 4 at World Dairy Expo.



SHERRY NEWELL/DAIRY STAR

Luis Angel Andres Carrasco takes a photo of Clemante Peláez in front of World Dairy Expo's International Lounge in the Exhibition Hall. The two men, from Oaxaca, Mexico, work at Multi-Rose Jerseys Inc. in Rock Rapids, Iowa.



SHERRY NEWELL/DAIRY STAR

(Left) Dave Schmocker, of Go-Sho Cattle in Whitewater, Wisconsin, prepares hooves on a Red & White heifer Oct. 4. The International Red & White Show begins with the heifer show this afternoon.



SHERRY NEWELL/DAIRY STAR

The World Dairy Expo Trade Show opens Oct. 4, drawing a crowd that packed the Exhibition Hall. Nearly 700 companies are participating in the Trade Show.



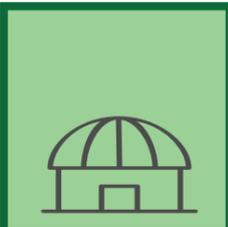
SHERRY NEWELL/DAIRY STAR

The Central National FFA Dairy Cattle Judging Contest is among the events Oct. 4 at World Dairy Expo. Members judged four classes of various breeds, some of which included answering questions about the animals.



SHERRY NEWELL/DAIRY STAR

At the Southwest Wisconsin Technical College display, staff member Ryan Wiegel helps Travis Brogren learn how to place a needle in a model cow. Brogren's fellow FFA members from Elkhorn, Wisconsin – Joseph Christman (left) and Jaden Degner – also took a turn.



A great day for Africa, Alaina

Illinois Guernsey captures top Junior Show banners

BY DANIELLE NAUMAN
Staff Writers

MADISON, Wis. – Hi Guern View Asias Africa brought home banners galore for owner Alaina Dinderman of Orangeville, Illinois.

Africa was named the Senior and Grand Champion of the International Junior Guernsey Show after being the top-placing Five-Year-Old Cow. She was followed by Valley Gem Hit It Devora who garnered the Reserve Senior and Reserve Grand Champion banners after winning the Four-Year-Old Cow Class. Devora is owned by the partnership of Hannah Hurst, Brynn Grewe and Kyle Polk of Waynesville, Ohio.

Dix-Lee Kojack Dont Doubt Me-ETV, the top-placing Senior Two-Year-Old Cow, was selected to be the Intermediate Champion of the Junior Show for the partnership of Haley Beukema, Lauryn Weisensel and Brynn Grewe of New Richmond, Wisconsin. Following her as the Reserve Intermediate



PHOTO PROVIDED BY COWSMOPOLITAN

Hi Guern View Asias Africa is named the Senior and Grand Champion of the International Junior Guernsey Show after winning the Five-Year-Old Cow Class. Africa is owned by Alaina Dinderman of Orangeville, Illinois. Valley Gem Hit It Devora is named Reserve Senior and Reserve Grand Champion after winning the Four-Year-Old Cow Class. Devora is owned by the partnership of Hannah Hurst, Brynn Grewe and Kyle Polk of Waynesville, Ohio.

Champion was the top-placing Junior Three-Year-Old Cow, Warwick Manor Fireman Scotch, exhibited by Karli and Kolby Stoltzfus of East Earl, Pennsylvania.

Dylan and Cameron Ryan of Fond du Lac, Wisconsin, took home Junior Champion of the Junior Show with their winning Fall Calf Prairie Gem Midnight Storm-ETV. Reserve Junior Champion of the Junior Show was the top-placing Winter Calf, TwinCounty Tappys Trifecta-ETV, exhibited by Landree Fraley of Muncy, Pennsylvania.

Official judge Phillip Topp, of Botkins, Ohio, and his associate judge Tim Abbott of Enosburg, Vermont, were charged with placing 70 head of junior-owned Guernseys in the International Junior Guernsey Show. Complete show results are available at www.world-dairyexpo.com.

Alaina Dinderman of Orangeville, Illinois
Hi Guern View Asias Africa

Tell us about yourself. I am

a 15-year-old sophomore at Orangeville High School. In school, I play basketball and softball. I am involved in 4-H and FFA and am a member of the both the Illinois and the national junior Holstein, Guernsey and Ayrshire associations.

Tell us about your animal. Africa is a Five-Year-Old Cow and is scored Excellent 91. She was Grand Champion at the Illinois State Fair Junior Show in 2019 and this year. My parents gave her to me so I could learn that

I couldn't always win the class. I took Africa to the Illinois State Fair as a heifer, and she was last. She is a great showmanship animal. I was Honorable Mention Supreme Champion showman at the Illinois State Fair this year.

What was your reaction when your cow was named Grand Champion of the Junior Show? I was pretty excited; I really was not expecting that.

How did you get involved in dairy cattle showing? I grew up on the farm and have always showed. I have been doing it ever since I can remember.

Who has been a mentor for your showing career? What has been the best advice they have given you? My mom has been a great mentor. She has given me so much good advice. She keeps me calm when I get nervous and rallies me when I get down. She gives me confidence.

What has been your favorite memory showing dairy cattle? Before this, I would say the Illinois State Fair this summer and how well Africa did being Supreme Champion of the Junior Show and helping me win honorable mention Supreme Champion Showman.

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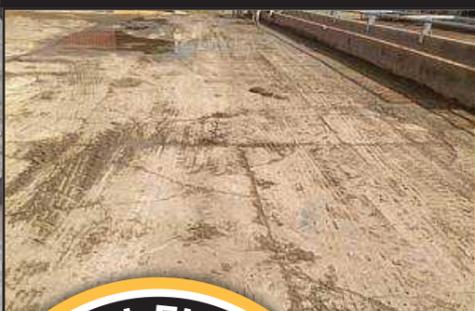
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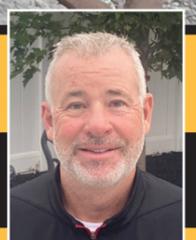
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Another one for Annette

Wisconsin cow wins International Junior Jersey Show

BY DANIELLE NAUMAN & SHERRY NEWELL
Staff Writers

MADISON, Wis. – Homeridge T Annette, the top-placing Four-Year-Old Cow, took home both the Senior and Grand Champion banners in the International Junior Jersey Show. Annette is owned by the partnership of Budjon, Vail, Cunningham, Powers and K. and D. Nickels of Lomira, Wisconsin. Reserve Grand Champion honors went to the Intermediate Champion, the winning Junior Three-Year-Old Cow, Four-Hills Lola Guns N Roses, exhibited by Sarah and Megan Hill of Bristol, Vermont.

Taking home Reserve Senior Champion honors was the winning Aged Cow, LC Success Abilene, exhibited by Taylor, Erin and Sophie Leach of Linwood, Kansas. The Reserve Intermediate Champion was the top-placing Senior Three-Year-Old Cow, ZBW Masons Fizzy Cola, exhibited by Mason Ziemba of Durhamville, New York.

In the heifer show, the winning Fall Calf, Rivendale Venue Colby Jack-ET, exhibited by Trace Johnson and Sarah Fitzgerald of Poplar Grove, Illinois, was selected as the Junior Champion of the Junior Show. Four-Hills Velocity Precious, the top-placing Spring Yearling owned by Emory Bewley of Susquehanna,

Pennsylvania, was named the Reserve Junior Champion.

Official judge Keith Topp, of Botkins, Ohio, and his associate judge Ryan Krohlow, of Poynette, Wisconsin were charged with placing 132 head. Complete show results are available at www.worlddairyexpo.com.

Kylie Nickels
Homeridge T Annette

Tell us about yourself. I'm 21 and a senior at the University of Wisconsin-Madison studying dairy science with a certificate in agricultural business.

I'm from Watertown, Wisconsin, and have shown cows my entire life as a junior member and in 4-H and FFA.

Tell us about your animal. This is the second time she has won here in the Junior Show. Last year, she was also Reserve Supreme Champion of the Junior Show. I have been an owner of her for the last three years, but we also housed her as a calf before buying her as a cow. Earlier this year, she won the Wisconsin State Junior Show, and last year, she was Intermediate Champion in Louisville, Kentucky. I have

ownership of six animals and three are her's. She was my favorite even before she won last year.

What was your reaction when your cow was named Grand Champion of the Junior Show? Shock. Happy. This morning was really stressful because we know what she can look like, and she wasn't looking like that on show morning.

How did you get involved in dairy cattle showing? Our neighbors had us show in little britches at the county fair, and one thing led to another.

Who has been a mentor for your showing career? What has been the best advice they have given you? Both the Wendorf and Cull families have mentored me. Their advice was always to work hard and be dedicated; it would pay off.

What is your favorite memory of showing dairy cattle? When I got Reserve Supreme of the show here last year. It's always a dream to be in that parade as a kid, and I got to be there.



PHOTO PROVIDED BY COWSMOPOLITAN
Homeridge T Annette, owned by Budjon, Vail, Cunningham, Powers and K. and D. Nickels, of Lomira, Wisconsin, was selected Grand Champion of the International Junior Jersey Show Oct. 4. The Reserve Grand Champion honors went to Four-Hills Lola Guns N Roses, exhibited by Sarah and Megan Hill of Bristol, Vermont.

"In the past it would take me four to five hours to feed the calves and then another hour to clean. Now I can come into this barn for an hour or two and then move onto other things."

- Christina Carmichael,
Cedar Grove Farm, Hersey, MI

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Bill Rademacher
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Tell us about your business. Development Resources of Iowa Inc. is a family-owned small business established in 2001. We designed and developed the Roll-O-Matic curtain systems for barn ventilation. We focus on customer service and providing the best product for customer needs.

How did you prepare for World Dairy Expo? We plan ahead for the shows to make sure we have everything updated and ready. We try to make sure we bring the information and items needed to answer potential customers' questions.

What is something new you are displaying at WDE? We are displaying the variety of applications for our Roll-O-Matic curtain systems. There are a lot of building design options, and every customer has unique wishes. We strive to find the best system to meet the building structure and animal needs for each project.

How does attending WDE benefit your business? Our primary focus is on the dairy and beef industry, and WDE is a great place to see those customers all in one place. We like to meet with the farmers face to face to discuss their needs. The show allows us to communicate and show options that are available and explain what sets our products apart.

What do you enjoy about exhibiting at WDE? We get to see and talk to several current customers all in one place. The show also draws a lot of potential customers from all over the U.S. and internationally who are looking for innovative ways to elevate the industry and improve cattle comfort.

How does WDE's Trade Show compare to other promotional events or initiatives you do in a year? WDE is among the larger shows we attend annually. The show location makes it accessible to many of our customers in the Midwest. Because our business focuses on the dairy and beef industries, it provides us great exposure to that market. We wouldn't miss this show.

What do you like to do or see at WDE when not at your Trade Show booth? It is great to look around and see what new things are at the show; we enjoy networking with our dealers, and of course, the grilled cheese sandwiches and cheese curds.

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An international view of dairy

What to expect at the Global Dairy Symposium

BY ABBY WIEDMEYER
Staff Writer

World Dairy Expo's Global Dairy Symposium is back for the first time since 2016.

Four guest speakers will offer insight into the current landscape of the global dairy industry. The event is being put on by the Wisconsin Department of Agriculture, Trade and Consumer Protection. The symposium is from 8 a.m. to noon Thursday, Oct. 6.



Jennifer Lu
economic development consultant - DATCP

"We are honored to be able to serve the industry for Wisconsin and global industry for the dairy community," Jennifer Lu said. "This will provide our industry with up-to-date information, knowledge and a networking opportunity."

Lu is an economic development consultant

for the DATCP.

The event will feature two international speakers, Torsten Hemme and Ad van Velde, and two domestic speakers, Krysta Harden and Sheryl Meshke. The symposium will be moderated by Corey Geiger. The event is free to attend, but registration is limited due to room capacity.

Harden serves as president and chief executive officer of the U.S. Dairy Export Council. Harden

offers insight into the vision, strategy and future plan for dairy's environmental commitment and the important role of dairy in a sustainable food system.

Meshke is the co-president and chief executive officer of Associated Milk Producers Inc. Meshke serves on the boards of the Innovation Center for U.S. Dairy, the National Milk Producers Federation, the U.S. Dairy Export Council and the Minnesota AgriGrowth Council. She is past chairman of the Minnesota Dairy Research, Teaching and Consumer Education Authority, The Cooperative Foundation, Cooperative Communicators Association and the Minnesota FFA Foundation.

"AMPI has so many farmers throughout the Midwest who provide their milk," Lu said. "I think the president will be able to deliver the topic of their services to the farmers; how they develop new product, their innovations, where the market is going and the opportunities for dairy."

Hemme is the founder and CEO of the International Farm Comparison Network Dairy Research Center. He studied agricultural economics at the University of Göttingen in Germany and at Texas A&M University. Hemme will bring to light the latest information on the global demand for dairy.

"He is the leading think tank person providing global dairy analytical data of dairy production around the world," Lu said. "He is globally sought after."

Velde is the owner of Husingo Farm in the Netherlands and president of Global Dairy Farmers. Velde will bring a European farmer's perspective on a number of issues like supply chain and sustainability. His experience in dairy business provides him with insight into regulations and

trends on a global level, which he is able to apply to everyday practices on farms.

"By inviting someone like him to speak from his experience and his practice, it gives a platform for us to learn; for Wisconsin and U.S. dairy farmers to be informed without traveling," Lu said.

WDE offers an optimal site for a symposium of a global nature.

"For the world's production and consumption, U.S. dairy farmers supply so much and have such quality products," Lu said. "We need to hear that from the CEO of USDEC and AMPI president and from people like (Velde)."

Hosting a global symposium in Wisconsin will highlight the strength of the state's industry by offering a view into what the state has to offer, Lu said.

"We are America's Dairyland," Lu said. "We are the premier global producer in this industry already. This event will elevate Wisconsin as the international dairy player."

Lu said WDE is an ideal location for a global event because people are already gathering from all over the world. Expo is host to exhibitors, buyers, consumers and farmers and offers an opportunity for everyone to come together and learn from each other.

Lu hopes the takeaway from this event will be an understanding of trends. Whether it is agriculture, global demand, environmental concerns or supply chain issues, Lu hopes people will leave informed of a better marketplace and be able to better position themselves in the industry.

"This is the best platform for us," Lu said. "It's a great gathering of the industry from our farmers and producers, to the suppliers, exhibitors and buyers. This is the best place to meet and learn and network."

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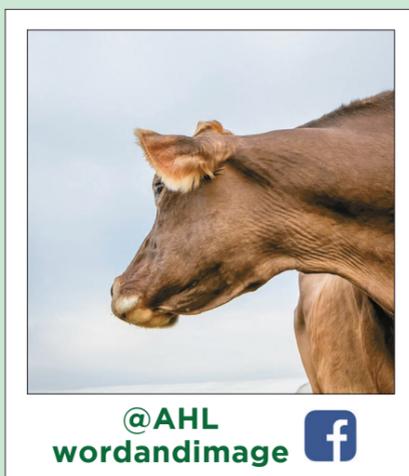
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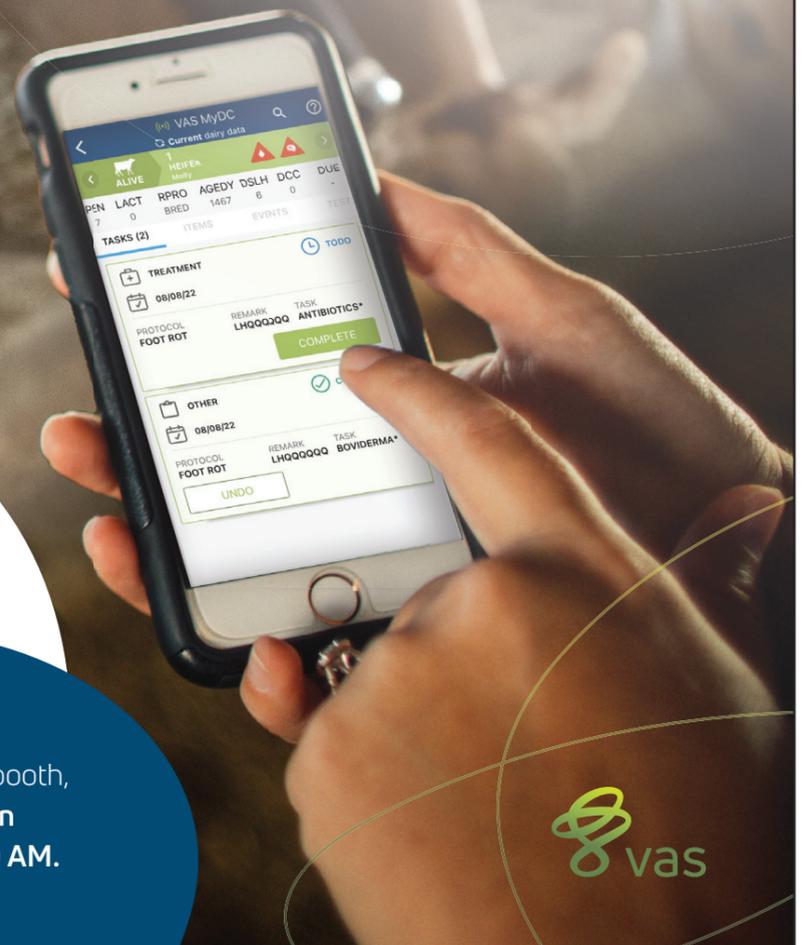
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