

Expo Daily Edition

Thursday, Oct. 6, 2022

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FLAVORS OF THE DAY

Grilled Cheese

Governor's Select: Limited Edition Sharp White Cheddar, Hoard's Dairyman, Fort Atkinson, Wis. UW-Madison Cheese Stand next to The Tanbark

Ice Cream

Chocolate Chip Cookie Dough Elephant Tracks Strawberry Cheesecake 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



A flashback with Faye



PHOTO PROVIDED BY COWSMOPOLITAN

Cutting Edge Thunder Faye is named Senior Champion and Grand Champion of the International Brown Swiss Show. Faye is an Aged Cow owned by Ken Main and Kenny Joe Manion of Copake, New York. Robland Norwin Bermuda-ET is named Intermediate Champion and Reserve Grand Champion after winning the Senior Three-Year-Old Cow Class. Bermuda is owned by the partnership of Tony Kohls and Goldfawn Farm of McGregor, Texas.

New York cow repeats as Champion Brown Swiss

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. – Cutting Edge Thunder Faye, the winning Aged Cow, repeated her 2021 victory to be named the Senior Champion and Grand Champion of the International Brown Swiss Show for a second time. Faye is owned by Ken Main and Kenny Joe Manion of Copake, New York.

Robland Norwin Bermuda-ET got the handshakes for Intermediate Champion and Reserve Grand Champion after winning the Senior Three-Year-Old Cow Class. Bermuda is owned by the partnership of Tony Kohls and Goldfawn Farm of McGregor, Texas.

Reserve Senior Champion honors went to the winning Five-Year-Old Cow, Northkill Creek

Groovy, exhibited by Mark and Hannah Balthaser of Bernville, Pennsylvania. The Reserve Intermediate Champion was the second place Senior Three-Year-Old Cow, Ritchi View Nuck Hum Dinger, owned by Mountain View Meadows Brown Swiss of Winlock, Washington.

In the heifer show, Junior Champion honors went to the winning Summer Yearling, Random Luck Total Perfection, exhibited by Jacob Harbaugh and Matthew Thompson of Marion, Wisconsin. Pit-Crew Daredevil Kyla-ET, the winning Spring Yearling leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota, was selected as the Reserve Junior Champion.

Pit-Crew Genetics had a big day in the banner department, being named both Premier Breeder and Premier Exhibitor of the Heifer Show. Brown Heaven R Famous was the Premier Sire of the Heifer Show.

Elite Dairy - Ken Main and Peter Vail of Copake, New York won the overall Premier Breeder banner, and Ken Main and Kenny Joe Manion of Copake, New York were named the overall Premier Exhibitor. Voelkers TD Carter was named the Premier Sire.

Official judge Gerrit DeBruin, of Lake Mills, Wisconsin, and his associate judge Hayden Hauschildt, of Ellsworth, Wisconsin, placed 390 head of Brown Swiss during the International Brown Swiss Show. Complete show results are available at www.world-dairyexpo.com.

Ken Main and Kenny Joe Manion
Copake, New York
Cutting Edge Thunder Faye

Tell us about your animal. Faye is so easy going, really a gentle giant and such an easy cow to work with. She is scored EX95-2E with a 96-point mammary system. She was the Grand Champion here last year and the Reserve Grand Champion at Expo in 2019 as a Five-Year-Old. She has been named All-American four times, including being a unanimous selection last year.

What does receiving this title mean to you? It means she is still on the money. Faye looked incredible out there, and she has looked incredible for years. It means everything. It is truly the pinnacle of what we are striving for.

How did you prepare for the show and who helped you? We have a great crew both here and at home, which is led by Tim Coon. Tim and his crew deserve the credit for getting these cows out. His daughter, Carly, led Faye and usually always does. There is so much preparation in getting these cows to the shows, and we have a 21-hour drive from the farm to Madison. Tim's dedication, and that of his crew, keeps these cows in top shape while traveling.

What trait do you like most about your animal? Without a doubt, Faye's udder; she is one of the very best uddered cows in the breed. That chrome and all those veins; that is unique for the breed. Her disposition is special. She is such an easy-going cow. As a nine-year-old cow, we can appreciate her longevity too.

Why do you enjoy showing at WDE? It is the pinnacle of the dairy industry from so many perspectives: dairy producers, farm equipment and genetics. The animals top it off; to see the best of the best, all in one location, is terrific. It is the biggest and the best show, and to compete here, with the best, is a great thing.

Introducing innovations

World Dairy Expo Tech Spotlight showcases emerging technology

BY MARIA BICHLER
Staff Writer

Being World Dairy Expo is the must-attend event for everyone in the global dairy industry, Expo playing host to the Tech Spotlight only makes sense. After all, the event, now in its third year, creates a platform for dairy technology startups, scaleups and innovations to present their ideas to dairy producers around the world.

"It's been a way to create a platform for cutting edge innovations to get in front of the leading

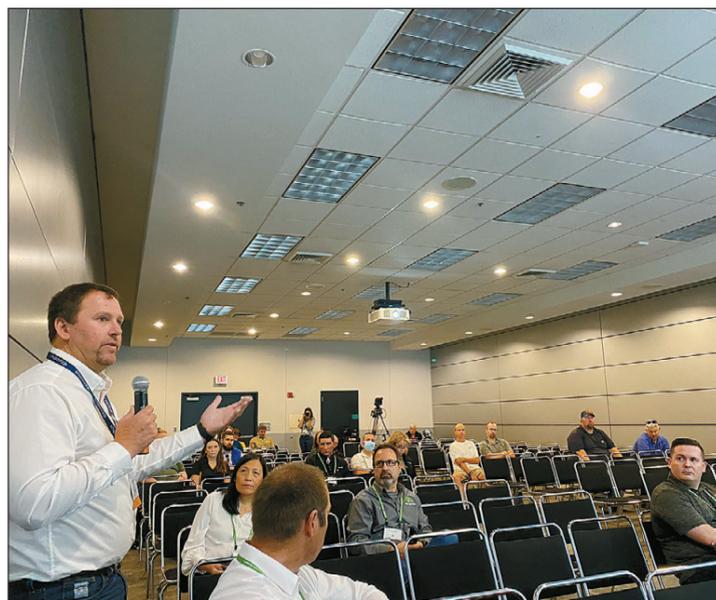


PHOTO SUBMITTED

Participants take in the Tech Spotlight at the 2021 World Dairy Expo in Madison, Wisconsin.

dairy farmers, by potential customers they are hoping to get," Aidan Connolly said. Connolly is the

president of AgriTech Capital.

Hosted by AgriTech Capital, with support from

WDE, Tech Spotlight takes place in two parts: a virtual event held three weeks prior to WDE as well as an in-person component during Expo. The showcase of innovations is then followed by a panel discussion with industry experts.

The first Tech Spotlight came about during the onset of the coronavirus pandemic. The cancellation of WDE 2020 created a challenge for those companies with new innovations which planned to exhibit at WDE and for the producers who were looking to be introduced to emerging technology.

The obstacle led to a virtual platform wherein 10 dairy technology startups presented their ideas to dairy producers around the world.

Turn to TECH SPOTLIGHT

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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 hour, Tanbark Talks or the Sunset Celebration tonight.

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 Phibro Animal Health Corp.



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

BAR: 11 A.M. - CLOSE

TANBARK TALK: 9 A.M.

U.S. FARM REPORT - LIVE!

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.

Bateman's Mosida Farms, Elberta, Utah
Sponsor: Balchem Corp.

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.

Could Activists Carry Away Your Dairy?
Presenter: Abby Kornegay, Manager, Issues and Engagement, Animal Agriculture Alliance
Sponsor: Effercept

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.

Seguridad en el Lugar de Trabajo
Ponente: Juan Quezada, Director de Capacitación y Desarrollo
Sponsor: Milk Source, LLC

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. Advances in On-site Feed Analysis for Improved Production and Herd Health
Speaker: Mostafa Medhat, Senior Director, Product and Technology Applications, Si-Ware Systems
Presenting Company: Si-Ware Systems

10:30 a.m. Supporting Normal with Effective Probiotics
Speaker: Steve Lerner, Ph.D., Head of Marketing & Product Management, Chr. Hansen
Presenting Company: Chr. Hans

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. Fast and Slow: Aerobically Stable Silage in 15 Days
Speaker: Renato Schmidt, Ph.D., Technical Services – Forage, Lallemand Animal Nutrition
Presenting Company: Lallemand Animal Nutrition

1:30 p.m. Application of Manure In-Season with a Permanent Underground Irrigation System
Speaker: Kurt Grimm, Founder and CEO, NutraDrip Irrigation Systems
Presenting Company: NutraDrip Irrigation Systems

2:30 p.m. Rumen Protected Glucose for Dairy Cows
Speaker: Tim Brown, Ph.D., Nutrition Technical Service Manager, Soy Best
Presenting Company: Soy Best

10:00 a.m. Optimizing Dietary Alfalfa and Corn Silage Ratios for Dairy Cattle, Rick Grant, President, William H. Miner Agricultural Research Institute, Chazy, N.Y.
Approved for: (1) Prof. Development CEU from Certified Crop Advisors
1:30 p.m. Optimal Fertilizer Management During and After Alfalfa Stands, Matt Yost, Associate Professor, Agroclimate Extension Specialist, Utah State University, Logan, Utah
Approved for: (1) Nutrient Management CEU from Certified Crop Advisors

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Continued from **TECH SPOTLIGHT** | Page 1

“We managed to make lemonade with the COVID-19 lemon,” Connolly said. “Thousands of people watched the event live on the day; thousands more came on after. Some of the startups raised money on the back of it; they all got customers from it. So, the second year, (WDE staff) came back and said we’d like to promote this more actively.”

In September 2021, Tech Spotlight was again held as a virtual event prior to Expo but also was present during WDE.

“WDE is the biggest event of its type in the world,” Connolly said. “There isn’t any other place that the largest dairy farms can go and see the best technology. ... The chance of being able to do it online means it is accessible to the globe to people who don’t come to the show, and then repeating again on site means people can go and see the technology and interact directly with the founders.”

During Tech Spotlight, each company has five minutes to present their technology, business model and experience with those in attendance. Afterward, a panel of industry experts pose questions. The panel includes Marcia Endres, of the University of Minnesota-Twin Cities; Jeffrey Bewley, of Holstein Association USA; and Trevor DeVries, of the University of Guelph.

“It is really, really valuable to startups because how else do you get your ideas in front of potential customers?” Connolly said.

Prior companies participating in Tech Spotlight have been MILC group, Cainthus, Labby, Zisk and Advanced Animal Diagnostics, to name a few. The technologies have ranged from robots and cameras to sensors and mobile applications and address producer needs such as feed bunk management, cow health, milk quality, manure treatment and labor efficiencies.

Connolly said all of the technologies presented improve productivity on the farm, but two additional key issues critical on the farm today are labor and sustainability.

“People are really interested in labor and how we can use the new technology to know better what is happening, even when we are not



PHOTO SUBMITTED

World Dairy Expo Tech Spotlight is today from 9-11 a.m. in the Mendota 2 Meeting Room in the Exhibition Hall.

physically on our farm with our cows,” Connolly said.

When considering sustainability, Connolly said dairy producers around the globe are being bombarded by questions, and technology is primed to help answer those questions better. Efficiencies in feeding, cow comfort, and feed and milk waste can all be positioned in terms of the environmental footprint of the farm, and technology can answer

the questions that the leading milk purchasers have been asking, Connolly said.

“Technology does help us with today’s fundamental issues of staying in business and being profitable, but I would also point out it is helping us answer the questions that are really coming down the pike at us at the moment where those are the next things we need to be able to answer,” Connolly said.

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Mayer recognized for humble service

Wisconsin woman named Industry Person of the Year

BY JENNIFER COYNE
Staff Writer

Whether seeing out the wills of forward-thinking dairy producers in Wisconsin, or playing a critical role on her own family's dairy farm and complementary businesses, Shelly Mayer is consumed with bettering the dairy industry.

And, her work is not going unnoticed. This year, Mayer is named the 2022 World Dairy Expo's Industry Person of the Year; an honor which was recognized during the Recognition Awards Banquet Oct. 5 at WDE.

"I am in complete, complete disbelief," Mayer said. "More than anything, I am so humbled to the point that it feels awkward. It's awkward that I'm being recognized for doing my job, so this is my opportunity to say, 'Thank you,' to those dairy producers I work for and their hard work."

Mayer is the executive director for Professional Dairy Producers, serving at the direction of the board of directors for the organization. She leads the organiza-

tion's Dairy's Foundation to provide funding for educational initiatives.

She and her husband, Dwight, also dairy farm near Slinger, Wisconsin, where Mayer leads the direct sale of beef and agritourism at the farm. She also oversees Folk on the Farm, a five-course dinner event at the couple's farmstead.

"The beef sales and agritourism have been the pivot for me and my involvement on the dairy," Mayer said. "I miss the cows; they're my first love. But now, I have the opportunity to bring in hundreds of people to the farm, and making those connections feels like the next calling for myself and our family."

When Mayer reflects on her time in the industry and the impact her career has created, it is not busy work but purposeful work.

"There is nothing that hasn't generated results and doesn't bring me joy," Mayer said. "I love a situation where there's a problem to solve, and, most importantly, it's the people I enjoy working with."

Professional Dairy Producers has long been an organization molded by progressive dairymen and women across Wisconsin. In the 30 years of the organization, the group has been instrumental in developing standards that



PHOTO SUBMITTED

Shelly Mayer (front, left) is this year's World Dairy Expo Industry Person of the Year and was recognized during the Recognition Awards Banquet Oct. 5 at World Dairy Expo.

have been adapted across the entire U.S. industry. Fortunately, Mayer has assisted in seeing these standards through.

One of the prominent initiatives was in the early 2000s. Other U.S. livestock sectors were at a tipping point as concerns for animal

welfare became social issues for consumers, and defining appropriate practices and implementing those were crucial to the viability of those sectors.

The dairy industry had no such way of defining animal welfare.

"It was our board that

said we must define this," Mayer said. "It was our Wisconsin farmers that first said our industry is cow-centric, and we have to be accountable for the start of the food safety chain and pulling the food system together."

Turn to **MAYER** | Page 5

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*Based on using 50 pounds of sand per day at \$15/ton.

Continued from **MAYER** | Page 4

Such discussion led to national programs implemented by Dairy Management Inc. and National Milk Producers Federation that set a standard for what animal welfare looked like for the dairy cow.

Mayer and her team also led efforts to address environmental issues, educating and advocating throughout the dairy industry on sustainable farming practices.

“If we want to continue producing food in this country, we must take the opportunity to take care of our land, animals, our community,” Mayer said. “There are many parts of the national initiative that the board has led, but our culture isn’t to say this or that was our idea. We are focused on leading so the dairy community, as a whole, can be successful.”

One of the latest initiatives Mayer has contributed to is the Dairy Innovation Hub.

The Hub, with significant funding from the state of Wisconsin, keeps America’s Dairyland at the global forefront of dairy production in terms of economic, environmental and social sustainability.

“That is a game changer for the industry,” Mayer said. “It’s an initiative that called for the best research and faculty that touch dairy.”

For Mayer, it is the epitome of her work with Professional Dairy Producers.

“This is more than farmers being able to make another 100 pounds of milk,” she said. “This is protecting and reclaiming water, developing new dairy products, enhancing animal husbandry, and the whole industry rallied around it.”

While the initiatives of this organization and the work of Mayer have large impacts throughout the industry, the executive director’s greatest accomplishment is the work of each individual farmer who is a part of the organization.

In Mayer’s time, she has witnessed people’s personal and professional growth for the betterment of their families and family farms.

“We’re a farmer-owned professional dairy organization,” Mayer said. “I’ve seen dairy farmers go through financial literacy classes, and they reach out to say that turned their business around and they saved the family farm. I’ve watched dairy farmers come in with acute business skills, but they didn’t know how to communicate; some of those have become authors or they’ve magnified the story of rural America. Most importantly, it’s helped someone discover their own brilliance and significance.”

Seeing a person’s growth and potential in the dairy industry is what Mayer enjoys most about her work.

“I am a dairy farmer, and I am proud to be a dairy farmer,” Mayer said. “As we do our work, we have a skill set that is second to none, and we really have to be on top of our craft. That’s why it is so important to me that the work we do (at Professional Dairy Producers) enables people to make an impact today and continue to make an impact.”

Coincidentally, Mayer exemplifies that purpose through her work in the industry which makes her the perfect choice for this year’s Industry Person of the Year.



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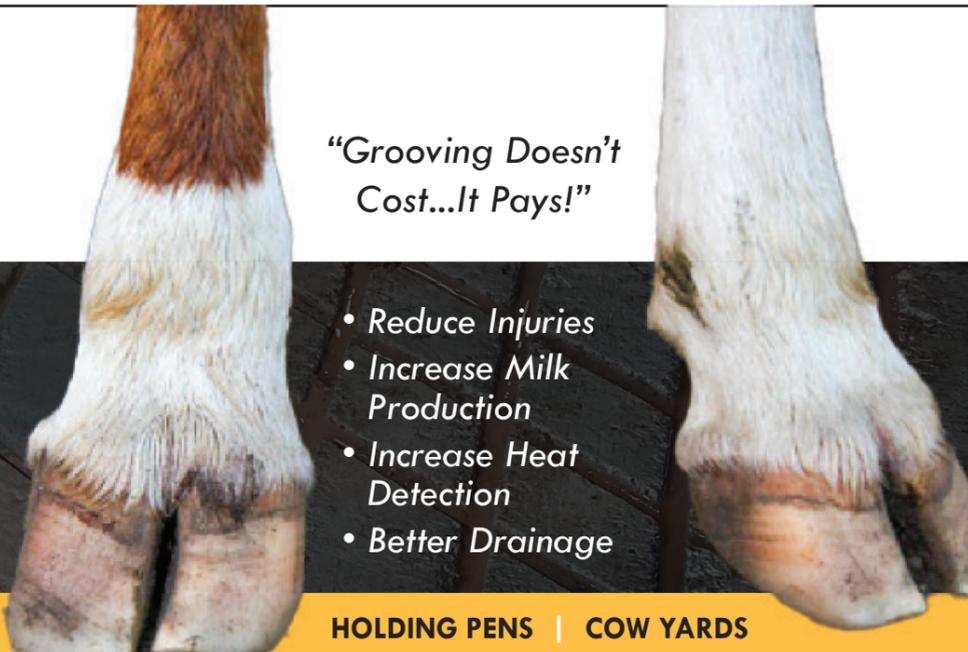


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How did you prepare for World Dairy Expo? Planning starts months in advance when we decide what products we would like to showcase at WDE. The equipment starts coming into the show grounds the week prior to the show, and setup of the equipment is done outside and inside on the Friday prior to the show. The day before the show on Monday, the entire marketing team comes to the show early and begins laying carpet, polishing the equipment, getting the TV's ready, setting up the H&S branding and apparel display, and finally decorating with fall colors and plants.

What is something new you are displaying at WDE? This has been a great year for H&S as we are introducing four new products at WDE, and they are all here so stop by the H&S booths. We are very excited about our new introduction theme, "Legacy Forward." It promotes where we've come from and where we are headed to in the future.

How does attending WDE benefit your business? Because we are a Wisconsin-based company, and WDE in Madison is so close to us logistically, it makes it easy for us to display H&S products and especially introduce new products. Anytime a customer can actually see and touch a piece of equipment, and it can be explained to them by a H&S team member, it gives the customer a better feeling about the product and how it is built.

What do you enjoy about exhibiting at WDE? Because I grew up on a dairy farm in central Wisconsin and have been in this industry my entire life, I enjoy talking to the customers. It's interesting to find out what their needs are and how we can help them. It's not just about trying to sell your product; it's also about listening to them so we can improve a product or manufacture something they need.

How does WDE's Trade Show compare to other promotional events or initiatives you do in a year? WDE is normally one of our better shows as it gives us a chance to not only connect with North American customers but customers from other countries.

What do you like to do or see at WDE when not at your Trade Show booth? I enjoy looking at the other exhibitors' displays and talking with other manufacturers, but because I used to show cattle when I was young, I really enjoy spending some time watching the judging. It's relaxing.

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HERDSMANSHIP DAILY WINNER



DANIELLE NAUMAN/DAIRY STAR

Misty Meadows Guernseys – (from left) Hayden Reichard, Skyler Reichard, Chris Reichard and Beth Clark – of New Paris, Pennsylvania, win Wednesday's Herdsmanship Award at World Dairy Expo.

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Colorado grower captures World Forage Analysis Superbowl title

Top milk per ton score over 4,000

BY SHERRY NEWELL
Staff Writer

MADISON, Wis. – More than \$26,000 in cash awards in eight categories were presented by sponsors during the World Forage Analysis Superbowl at World Dairy Expo Oct. 5. In a year when many growers struggled with weather conditions, Rodney Archer, of Alamosa, Colorado, won Grand Champion Forage Producer from among 300 entries from 19 states. Archer's entry came from the Quality Counts Hay/Haylage division with a milk per ton score of 4,007.

Forage samples in the contest are ranked with 70% of the score coming from lab analysis for items like neutral detergent fiber, acid detergent fiber and crude protein, and 30% to visual qualities such as color, texture and fiber length.

The Brevant seeds Forage Superbowl Luncheon, at which the awards were announced, included a review of the 2021 growing season and a look at the upcoming end of the 2022 forage production window. Kevin Jarek, of University of Wisconsin Extension in Outagamie County, said moisture deprivation for forage producers depended on the side of the Mississippi River upon which the grower lived.

"The severity decreased," he said. "But, you could see it creeping eastward."

Jarek said estimated acres of alfalfa this year increased, making up for a small decrease in national production. At the same time, a reduction in grass mix hay means a projected deficit in some areas of the country.

Jarek reminded participants of the

advice he gave a year ago: price your seed order and place it early, and price and place your fertilizer inputs early. This year, he said, is more difficult.

"When I talk to suppliers, they're nervous," he said.

Consequently, his advice for 2023 is somewhat different.

"If you've never done a crop enterprise budget, this is the year," he said. "You need to know your cost of production, and don't be afraid to lock in your profit."

World Forage Analysis Superbowl Champions

Champion Baleage: Harry Bontrager, Bonduel, Wisconsin

Champion Commercial Hay: Hardrock Farms, Wheatland, Wyoming

Champion Dairy Hay: Twin-Spruce Holsteins, Rose Creek, Minnesota

Champion Grass Hay: Lazy 2K Livestock, Wheatland, Wyoming

Champion Alfalfa Haylage: Sand Creek Dairy, Hastings, Michigan

Mixed Grass Haylage: Opportunity Acres, Lena, Wisconsin

Champion Standard Corn Silage: Twin Cities View, Manitowoc, Wisconsin

Champion Brown Midrib Corn Silage: Co-Vista Holsteins LLC, Arcade, New York

Quality Counts Corn Silage: Four Hands Holsteins, Amery, Wisconsin

Quality Counts Hay/Haylage: Rodney Archer, Alamosa, Colorado

Champion First-Time Entrant: Strassburg Creek Farm, Wittenberg, Wisconsin

Grand Champion Forage Producer: Rodney Archer, Alamosa, Colorado



SHERRY NEWELL/DAIRY STAR

Champions in various categories of the World Forage Analysis Superbowl were honored Oct. 5 during the Brevant seeds Forage Superbowl Luncheon at World Dairy Expo. They include (from left) Derek George and Brian George of Arcade, New York; Daniel Olson of Lena, Wisconsin; David Hinman of Wheatland, Wyoming; Rick Dado of Amery, Wisconsin; Luke Haywood of Hastings, Michigan; and James Lepich of Manitowoc, Wisconsin. Not pictured were class winners Twin Spruce Holsteins of Rose Creek, Minnesota; Strassburg Creek Farm of Wittenberg, Wisconsin; Lazy 2K Livestock of Wheatland, Wyoming; Harry Bontrager of Bonduel, Wisconsin; and the Grand Champion Forage Producer Rodney Archer of Alamosa, Colorado.

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- Cris Peterson, Four Cubs Farm, Grantsburg, WI

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Describe your sponsorship for World Dairy Expo. John Deere has been a sponsor with WDE for nearly a decade. In 2021, we raised our sponsorship to a Five Star Sponsor. We are committed to the industry and are excited to be a Five Star Sponsor again for 2022. And, as part of our sponsorship, we're proud to let the WDE staff use a fleet of high-performing John Deere Gators.

Why is having a strong relationship with WDE important to your business? Having a strong relationship with WDE is an increasingly important opportunity to John Deere. As demand grows to support our dairymen, dairywomen and industry partners, WDE offers us a vital platform to be at the forefront of that growth through our innovative equipment, new technology and continued advocacy on behalf of the industry.

How is the dairy industry essential to your business? The dairy industry has been, and remains, a core component of the John Deere business strategy. For 2023 and beyond, we have lofty ambitions for this segment that we're dedicated to meeting and exceeding. That said, of course we understand that



JOHN DEERE

for customers, keeping the animals healthy and productive – through all the challenges and concerns – is their top priority. In teaming with our unrivaled dealer network, our goal is to help customers achieve their No. 1 objective. It's a win-win proposition for all.

Tell us about your company. Deere & Company is a global leader in the delivery of agricultural, construction and forestry equipment. We help our customers push the boundaries of what's possible in ways that are more productive and sustainable to help life leap forward. Our technology-enabled products including John Deere Autonomous 8R Tractor, See & Spray™, and E-Power Backhoe are just some of the ways we help meet the world's increasing need for food, shelter and infrastructure. Deere & Company also provides financial services through John Deere Financial.

ONE ON ONE



with **Sean Michael Dargan**
Bagpiper



Sean Michael Dargan
Madison, Wisconsin

Tell us about your experience becoming a bagpiper for World Dairy Expo. I've lived in Madison, Wisconsin, for 21 years now, but I was born in Panama. I learned to play the pipes in Washington, D.C. I've been piping for WDE with my partner, Tom Greenhalgh, for over 15 years now. It's the highlight of my piping calendar.

What do you enjoy about playing for the International Ayrshire Show? It's such a cool scene with all the great cows and their keepers. I wouldn't miss it.

How have you prepared for the event? We think about this show whenever we get together to practice our pipes.

What is your favorite song to perform? One of my very favorite songs to play is a tune called "Moonstar," which was written by my childhood pipe instructor around 40 years ago.

What other events or types of events do you perform at? We play at a lot of weddings and funerals plus the occasional bar or bat mitzvah.



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- 🏆 Grand Champion Grass Hay, Byron Seeds
- 🏆 Grand Champion Mixed/Grass Haylage, KF Haylage Plus
- 🏆 Grand Champion Baleage, KF Haylage Plus
- 🏆 Grand Champion Standard Corn Silage, RT57T81

OTHER HIGHLIGHTS!

2 OF THE 10 FINALISTS in the Dairy Hay category was KF 425HD.

KF 59B70 TOOK SECOND PLACE in the BMR Corn Silage category.

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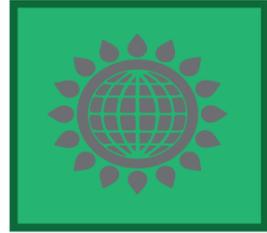
TODAY AT WDE



DANIELLE NAUMAN/DAIRY STAR
Jennifer Hill and Clay Hershberger stop during the busyness of Expo. Jennifer is a representative of the Dairy Cattle Exhibitor Committee.



DANIELLE NAUMAN/DAIRY STAR
Carly Coon leads Cutting Edge Thunder Faye victoriously from the Aged Cow Class at the International Brown Swiss Show Oct. 5.



DANIELLE NAUMAN/DAIRY STAR
The Fenrick family – (front, from left) Sophie Fenrick and Kennedy Fenrick; (back, from left) Alex Fenrick, Ariel Fenrick and Leo Muller – spend the day at World Dairy Expo Oct. 5. The Fenricks farm in Janesville, Wisconsin.



DANIELLE NAUMAN/DAIRY STAR
John Vosters shares World Dairy Expo with his granddaughter, Brenna Fehlhaber, Oct. 5.



DANIELLE NAUMAN/DAIRY STAR
(Left) Jackie Fraser, holding daughter Scarlett Fraser, takes a cookie break from caring for their showstring at World Dairy Expo Oct. 5.



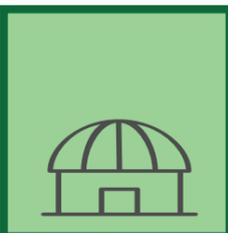
DANIELLE NAUMAN/DAIRY STAR
Frank Borba (left) and Chris Hill discuss a Red & White heifer on the washrack Oct. 5.



SHERRY NEWELL/DAIRY STAR
Members of the Verona FFA Chapter scoop ice cream by hand in the GEA Ice Cream Stand in the Exhibition Hall. A steady line takes advantage of \$3 dishes in three flavors each day.



DANIELLE NAUMAN/DAIRY STAR
Bobby Hart talks with Dr. Franz Birkenmaier of Kimpten, Germany, at the Dairy Agenda Today booth Oct. 5. Birkenmaier participated in the World Brown Swiss Conference this week.



DANIELLE NAUMAN/DAIRY STAR
Brown Swiss Junior Three-Year-Olds enter the Showing during the International Brown Swiss Show Oct. 5.

A groovy day at Expo



PHOTO PROVIDED BY COWSMOPOLITAN

Northkill Creek Groovy, owned by Mark and Hannah Balthaser of Bernville, Pennsylvania, was named the Grand Champion of the International Junior Brown Swiss Show. The Reserve Grand Champion honors went to Random Luck B Tea Rose, owned by Matthew and Allison Thompson of Darlington, Wisconsin.

Pennsylvania Brown Swiss wins junior show

BY DANIELLE NAUMAN & SHERRY NEWELL
Staff Writers

MADISON, Wis. – Owners Mark and Hannah Balthaser of Bernville, Pennsylvania, made a check on their bucket list when the Five-Year-Old Northkill Creek Groovy was named the Senior Champion and Grand Champion of the International Junior Brown Swiss Show. Random Luck B Tea Rose, the winning Component Merit Cow, was selected as the Reserve Senior Champion and Reserve Grand Champion. Tea Rose is owned by Matthew and Allison Thompson of Darlington, Wisconsin.

Cole and Carter Kruse of Dyersville, Iowa, exhibited Kruses LJ Fab Skylar-

ET, the top-placing Junior Three-Year-Old Cow, who was named Intermediate Champion. The winning Senior Two-Year-Old Terra Rose Cliff Shasta was named Reserve Intermediate Champion for owner Adele Biasini of Morrisville, Vermont.

In the heifer show, Junior Champion honors went to the winning Summer Yearling, Random Luck Total Perfection owned by Jacob Harbaugh and Matthew Thompson of Marion, Wisconsin. The top-placing Spring Yearling, Spots Pride Play It Again owned by Tristen Ostrom of Kaukauna, Wisconsin, was selected to be the Reserve Junior Champion.

Official judge Gerrit DeBruin of Lake Mills, Wisconsin, and his associate judge Hayden Hauschildt of Ellsworth, Wisconsin, were charged with placing 154 head of junior-owned Brown Swiss during the International Junior Brown Swiss Show. Complete show results are available at www.worlddairyexpo.com.

Hannah Balthaser
Bernville, Pennsylvania
Northkill Creek Groovy

Tell us about yourself. My family includes my parents, Randy and Traci, and my older brother, Mark. I am 15 and a sophomore at Hamburg Area High School. I dance and show cows. We milk 101 cows, Holstein, Red & White, Brown Swiss and crossbred in a tiestall barn. I have about 30 show animals, all of which are Brown Swiss. This is my first time at World Dairy Expo.

Tell us about your animal. She is a Five-Year-Old and has had four calves. She is bred and owned by me and won the Spring Calf Class at the All-American Dairy Show as a heifer. Last year, she was Grand Champion of the Junior Show and the Open Show at Harrisburg, Pennsylvania.

What was your reaction when your cow was named Grand Champion of the Junior Show? It was a good feeling. I never expected it. It was a mixture of relief, because I was really nervous, and excitement over winning.

How did you get involved in dairy cattle showing? I grew up doing 4-H and have always been involved. My dad showed during his childhood.

Who has been a mentor for your showing career? What has been the best advice they have given you? My parents, and the crew of Heart & Soul, the Boop family. They tell me to stay calm; you can't push things a different way. What is going to be is going to be.

What is your favorite memory of showing dairy cattle? Being Grand in the Open Show at the All-American. It was so cool to have the best Brown Swiss at an Open Show.

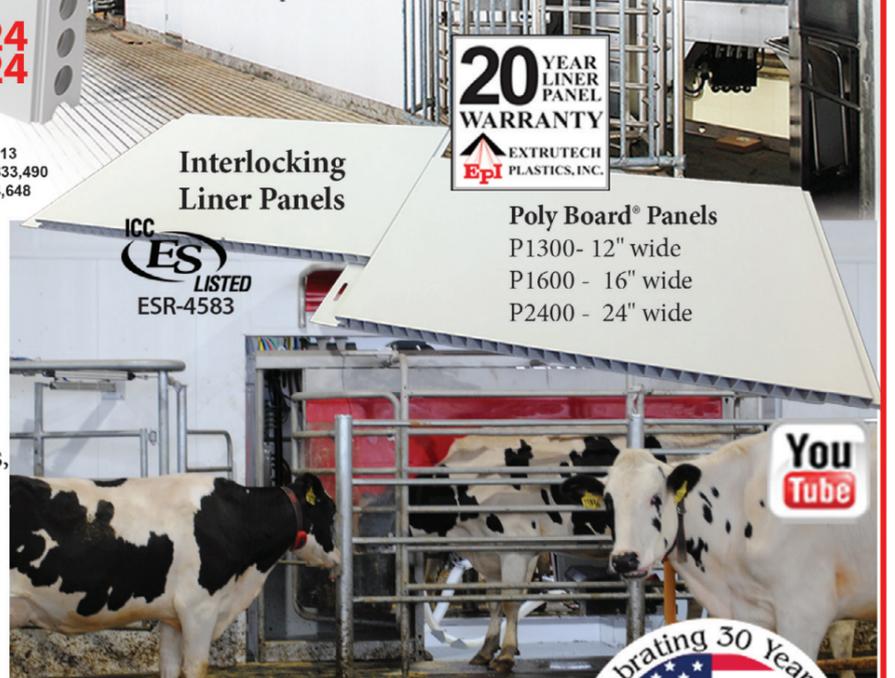
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WORLD DAIRY EXPO EXHIBITOR PROFILE

Mark Rueth
Rosedale Genetics, Ltd.
Oxford, Wisconsin

Tell us about your farm. We milk 40 cows in a tie-stall barn. We keep it small so we can tailor it to the different animals that come in. Some boarded animals stay in the tie stalls; some stay in box stalls. We have 125 animals on the farm and some of every breed. Some animals are here just for the summer; some are here for a whole year. We keep it simple, because the animals get different rations so it is labor intensive.

How did you develop your boarding business? For 20 years, I was a cow groomer and traveled. But then, I wanted to settle down, stay in one spot and have my own farm. I wanted to stay small. To help diversify the farm, I started the boarding business. We are a full-service boarding business.

Tell us about your most high-profile animals you have boarded. I've had some of my own win World Dairy Expo and had a couple of other animals win champion at WDE over the years. We have a couple of really nice ones for this year that look promising.



DANIELLE NAUMAN/DAIRY STAR

Mark Rueth and his wife, Nicky, milk 40 cows on their farm in Oxford, Wisconsin. They run a full-service cattle boarding business called Rosedale Genetics, Ltd.

How did you prepare the string for WDE? We wash, clip and feed nice, grassy hay. Just like an athlete when a big show is coming up, we help get the cows conditioned for show.

How are your responsibilities at home taken care of while attending WDE? My wife stays home, and we have a neighbor who comes out and takes care

of everything. I take quite a few cattle with me to the show, and I try to get the feed all ready to go ahead of time so it is less work for my wife and neighbor.

Why is WDE important to you and your business? It's where everybody goes. It's the biggest show for cattle and for the industry. The best cattle come to WDE; it's the Superbowl of cattle shows.

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.



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ESSENTIAL TO THE INDUSTRY

Interns help during World Dairy Expo



Kelsey Erf
Oakdale, Minnesota
South Dakota State University, dairy science

Tell us about your experiences in the dairy industry. Hailing from a farm in a suburb of the Twin Cities, I grew up with the best of both worlds and have always enjoyed connecting those from my community to the dairy community. I am the fifth generation on my family's farm where we raise 20 Brown Swiss replacement heifers that we show on the local, state and national level. I found my passion for the dairy industry while participating in dairy projects within 4-H, FFA and breed associations and challenged myself to be as involved as possible in clubs and activities while at SDSU. I have enjoyed being in leadership and advocating positions

provided by the dairy community, and I am thankful for the opportunities they have provided me within the dairy industry.

What intrigued you about interning with World Dairy Expo? When I applied to be the 2021 communications intern with WDE, I was excited to combine dairy and communications. What made the opportunity even better was that it took place at my favorite dairy event which is also the must-attend event for the dairy industry. I am excited to return as a media intern this year and assist with this incredible event.

What classes have you taken to prepare for this role? Composition and business communication are two classes I have referred to most. Composition classes have developed my writing styles and have also provided me with opportunities to write about my experiences in the dairy industry. Business communication has taught me how to increase my professionalism, which is important as WDE welcomes hundreds of companies each year.

What are your plans after graduation? Upon graduation, I hope to combine my dairy science degree with my passion for communications in a corporate communications or marketing role within the agriculture industry.

When you are not interning, what are you looking forward to doing at Expo? I am looking forward to participating in youth events, getting to show on the colored shavings and connecting with friends in the dairy industry that we may only get to see once a year.



Ashley Hagenow
Poynette, Wisconsin
University of Minnesota, agricultural communication and marketing

Tell us about your experiences in the dairy industry. My experiences in the dairy industry started through 4-H and FFA by showing and judging dairy cattle. My younger sister, Sarah, and I were fortunate to lease a few calves from local dairy farms and build our foundation in dairy judging at a young age. I have continued my involvement in the dairy industry as a college student through participating on the University of Minnesota collegiate dairy judging team, dairy challenge team, serving as a dairy ambassador with Midwest Dairy and various internships. I did not

grow up on a dairy farm and have enjoyed learning more about the commercial dairy industry through coursework and extracurricular involvement on my college campus. Along the way, I have continually built my personal and professional network through the many opportunities available to young people involved in agriculture and dairy.

What intrigued you about interning with World Dairy Expo? WDE has always served as a major event in our household, and some of my favorite memories with family and friends center around this special event that brings the dairy industry together. I was intrigued by this opportunity to share those memories and moments unique to WDE through this internship by assisting with the media and marketing efforts at the meeting place of the global dairy industry. Additionally, the chance to receive hands-on experience writing press releases, facilitating interviews, managing social media and supporting the media professionals attending WDE are skills I look forward to growing in.

What classes have you taken to prepare for this role? I am fortunate to have taken many classes that I will apply to the experience as a WDE media intern. These include classes covering digital media essentials, advanced journalism and persuasive writing, and layout and design. Additionally, I have taken various animal science courses to help develop my technical knowledge on the dairy industry and look forward to applying what I have learned at WDE this year.

What are your plans after graduation? As of now, I am solidifying my plans post-graduation this May but am excited to play a role in the agriculture and dairy industries in some aspect of marketing and communications. My motivation to continue working in the agriculture industry comes from having the incredible opportunity to fill a need and enrich the lives of others through work and volunteering, and I hope to impact men and women in the industry as well as our hard-working farmers throughout my career.

When you are not interning, what are you looking forward to doing at Expo? I am so excited to reconnect with or meet the many connections I have made in the dairy industry, whether through growing up, as a college student or through professional experiences. This summer, I had the honor of serving as the editorial intern for Progressive Dairy, and I cannot wait to meet many of the individuals I interviewed for stories related to WDE and other dairy industry topics. The people are truly what make WDE the premier dairy industry event that it is.



Allyson Cupps
Dayton, Ohio
Wilmington College, major in animal science and minor in Spanish

Tell us about your experiences in the dairy industry. I grew up on my grandpa's dairy farm of 50 registered Holsteins and started showing dairy cattle as soon as I could. Eventually, I had my own small herd of Red & White Holsteins. In 2016, my grandpa quit milking cows, and it made me want to stay in the industry even more. During college, I have been fortunate to intern with the Select Sires communications team and at McCarty VanTilburg Partnership Dairy LLC in Celina, Ohio. At MVP Dairy, I gave tours to the public which allowed me to realize my

passion for connecting with consumers.

What intrigued you about interning with World Dairy Expo? Last year, I came to WDE for the very first time. I was amazed at the global dairy industry. The cattle, the exhibit hall



Sarah Thomas
Pittsboro, North Carolina
The Ohio State University, master's student in agricultural communication, education and leadership

Tell us about your experiences in the dairy industry. When I was 5 years old, I started showing Holsteins after seeing my older brother get started showing for a neighbor. Although I did not grow up on a dairy farm, I was extremely fortunate to house my show heifers at home. In 2009, I began attending National Holstein Convention which is where I really caught the bug for the dairy industry. Showing, dairy bowl, dairy judging and all the other opportunities our industry has to offer really gave me a sense of purpose. One of my proudest accomplishments was

being named a distinguished junior member through the National Junior Holstein Association. My internships have also molded me into who I am today such as those with Harvue Farms, Hoard's Dairyman, Cargill, Animal Agriculture Alliance and Select Sires.

What intrigued you about interning with World Dairy Expo? Time is of the essence in any communications or media role. This is even more true for WDE. This week is so special for so many people. Playing a small part of that for others is deeply motivating. I also interned in this role last year, and I learned so much from Katie Schmitt. She is incredible to work with, and I have so much admiration for what she does.

What classes have you taken to prepare for this role? At Virginia Tech, I took a class focusing on writing in agriculture, and I minored in strategic communication. At Ohio State, I have taken classes such as agriculture feature writing, data visualization and applied communication theory.

What are your plans after graduation? Upon graduation, I look forward to finding a career either in communications focusing on dairy or working with dairy youth. The ultimate dream career is one that combines both. I love sharing our industry, and our youth are vital to the survivability of it.

When you are not interning, what are you looking forward to doing at Expo? I look forward to catching up with old friends, making new ones and seeing the best cattle our industry has to offer.



Katrina Hoesly
Denmark, Wisconsin
University of Wisconsin-River Falls, agricultural marketing communications and agricultural business

Tell us about your experiences in the dairy industry. Growing up on my family's dairy farm and continuing my involvement in the dairy industry through active membership in 4-H and FFA at the local, state and national levels has afforded me the opportunity to learn the value of hard work and servant leadership and has sparked my passion for advocacy. Whether in the showing or on the farm, I have witnessed firsthand the crucial role the dairy industry plays in every individual's life. My excitement for communicating the stories of agriculture

burns bright, and I have no doubt that advocating for the things we are passionate about is one of the greatest gifts we possess. Whether it is sharing the positive impact of the dairy industry with others or working to grow the next generation of agriculturalists through servant mentorship, I am dedicated to advocating for the true and inclusive story of agriculture.

What intrigued you about interning with World Dairy Expo? I cannot imagine a better place to intersect my two passions: advocacy and agriculture. Born and raised in the dairy community, I have spent much time in the barns of the Alliant Energy Center and have been lucky enough to work with outstanding individuals who are instrumental to the industry. Because of this, I know the drive, dedication and passion it takes to make WDE come to life each year. Having the opportunity to be a part of and learn from such a fantastic team is what intrigued me to intern with WDE. Throughout the week, I look forward to networking with other dairy enthusiasts while promoting youth contests and the world-renowned dairy show as well as increasing agricultural literacy among all attendees.

What classes have you taken to prepare for this role? I have taken many classes that have grown my knowledge and understanding, which has prepared me for this position. I am confident my enrollment in various journalism, communication and marketing classes has provided me with the foundation needed to succeed in this role. However, I had the opportunity to grow upon my skillset outside of the classroom. I learned new tactics this past summer while working at Culver Franchising System LLC as the marketing intern and the education and events intern at Compeer Financial. Gaining real-world experience has strengthened my knowledge, and I am excited to further my education this fall.

What are your plans after graduation? After graduation, I plan to work for an agricultural company that works to champion rural America and tells the true and inclusive story of agriculture. I have found my passion for communications and will seek employment in the industry that works to feed the world.

When you are not interning, what are you looking forward to doing at Expo? I plan to connect with friends and colleagues and work with the great team at Milk Source throughout the week when I am not in the media room. It will surely be a busy week for all, but one that is so rewarding in the end.

and the guests were top tier. When I found an opportunity to be a part of WDE, I decided to take the opportunity.

What classes have you taken to prepare for this role? Although my classes have been great, my internship opportunities throughout college have better prepared me for my role as a WDE media intern. At MVP Dairy, I interacted with industry professionals to kindergartners on farm tours, curated content for social media and worked on the fly.

What are your plans after graduation? Following graduation, I plan to work in dairy farm communications connecting consumers to where their food comes from.

When you are not interning, what are you looking forward to doing at Expo? Aside from enjoying some grilled cheese, I am looking forward to connecting with others who share the same passion about the dairy industry.



Fourth graders descend on Madison

WDE offers agricultural learning to area schools

BY GRACE JEURISSEN
Staff Writer

Every year, fourth grade students travel from the greater Madison, Wisconsin, area to embark on an adventure with their classmates at World Dairy Expo.

Since 1984, WDE has been introducing urban children to the dairy industry through educational stations. Students get to use their senses to observe components in a dairy animal's diet and watch milking protocol and explore the technology within the BouMatic parlor on the grounds. Another station exposes fourth graders to the global dairy industry as they hear dairy terms in multiple languages. Students will even attend some of the shows.

WDE coordinates with sponsors and validates the schedule for the tours. Teachers are sent information prior to WDE School Tours, including safety instructions and things the class can expect to see during the tours.

"The milking parlor is one of the best places for real-life interaction with the farms attending Expo," said Cassi Miller, WDE Attendee Programs Specialist. "The



WORLD DAIRY EXPO FILE PHOTO

A class gathers in the BouMatic Parlor at World Dairy Expo 2021 while guides and volunteers explain the technology and protocols involved in the milking process.

genuine kindness and openness the exhibitors have toward the students at WDE is incredible."

Many volunteers reflect the same observations regarding the value of WDE School Tours. Chris Eshun is a fourth grade teacher and longtime volunteer at WDE.

"For kids to be able to

see all of the different things involved in a dairy farm makes this a truly impactful field trip," Eshun said.

Eshun grew up on her family's dairy farm. When she began teaching in her Madison area classroom, she knew how important it was to expose her students to life outside of the city.

Eshun said WDE School Tours is one of the most talked about field trips the school takes students to. Her lesson plans two weeks prior to WDE include a Wisconsin dairy packet and a variety of activities prepping the students for the field trip. For some, WDE is their first experience seeing cattle up close.

"The kids are always amazed by the size of the cattle, the equipment, the different beds the cows sleep on and the different foods they eat," Eshun said.

After a few years of vis-

iting WDE, Eshun decided she wanted to become a tour guide. Her experiences made her a great fit for the role.

"I speak fourth grader," Eshun said.

She believes students are impacted by the trip to WDE, and the experience helps build trust between the students and the farmers who surround their communities. Agriculture in the classroom has always been important to her teaching philosophy.

Eshun is not the only volunteer who orates the value the dairy industry provides for students during WDE. Adam Brock is a volunteer during WDE School Tours.

"The more we can teach people about where their food comes from the better off the future of our society is," Brock said.

Brock has been a volunteer at WDE since 2017 and looks forward to partici-

pating in the WDE School Tours each year.

Brock has been moved around each year between stations. One of his most vivid memories was the face a student made during the milking demonstration.

"The kid's mouth was gapping; he was awestruck by how cows were milked," Brock said. "From those first-time reactions, you can tell the kids will go home and talk about how cool cows and dairy (are)."

Brock and Eshun are among 75 volunteers who help walk students through stations.

For all parties involved, WDE School Tours are about adding value to the way the next generation views their food source. Creating a lasting positive experience is a big part of why the School Tours have been, and continue to be, a success during WDE.



WORLD DAIRY EXPO FILE PHOTO

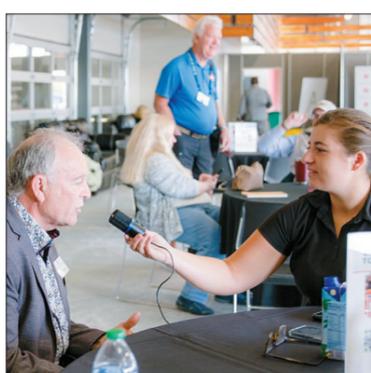
Kids observe different feedstuffs incorporated in cows' diets during the 2021 World Dairy Expo School Tours.

SOCIAL MEDIA SHOUTOUT

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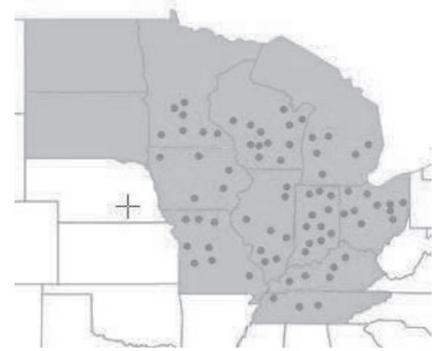
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