



# EXPO DAILY EDITION

Wednesday, Oct. 4, 2023

## Vierra trio takes International Jersey Show



PHOTO COURTESY OF COWSMOPOLITAN

Stoney Point Joel Bailey is named Senior and Grand Champion of the International Jersey Show after winning the Aged Cow Class. River Valley Colton Juliette-ET, the second-place Aged Cow, is named Reserve Senior and Reserve Grand Champion. Bri-Lin Valson Spritz, the winning Lifetime Cheese Production Cow, is named Honorable Mention Senior and Honorable Mention Grand Champion. All three cows are owned by Vierra Dairy, of Hilmar, California.

### Duckett, McGriskin place 399 head

BY DANIELLE NAUMAN  
Staff Writer

MADISON, Wis. — Herd-mates Stoney Point Joel Bailey, River Valley Colton Juliette-

ET and Bri-Lin Valson Spritz swept the International Jersey Show for owners Vierra Dairy, of Hilmar, California, after placing first and second in the Aged Cow Class and first in the

Lifetime Cheese Production Class, respectively.

The Intermediate Champion banner went to the winning Senior Three-Year-Old, Oeh-My Victorious Parade, exhibited by Vierra Dairy, of Hilmar, California. Following with the nod for Reserve Intermediate

Champion was the winning Senior Two-Year-Old, Lone Pine Touchdown Booster, exhibited by Pierre Boulet and Mike Berry, of Montmagny, Quebec.

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### FLAVORS OF THE DAY

#### Grilled Cheese

Colby Swiss made by Decatur Cheese in Brodhead, WI  
UW-Madison Cheese Stand next to the Arena Building

#### 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.



#WDE23



56<sup>th</sup>

## A half-century of writing for the Holstein industry

### Cooper honored as International Person of the Year

BY JAN LEFEBVRE  
Staff Writer

NORTH YORK, Ontario, Canada — Bonnie Cooper has been to every World Dairy Expo since its launch in 1967. For most of them, she has covered Expo events for Holstein Journal and other periodicals. This year, Cooper herself is one of the headline stories as she has been named WDE's 2023 International Person of the Year.

"I was stunned; I had no idea I had been nominated, so it took me completely by surprise," Cooper said. "I'm very humbled. I share the award with Canadian Holstein breeders and the industry and my team at the Hol-



PHOTO SUBMITTED

Bonnie Cooper is the 2023 World Dairy Expo International Person of the Year. Cooper will be recognized at tonight's Recognition Awards Banquet.

stein Journal. I didn't do this alone."

Receiving the prestigious

award, Cooper said, has extra meaning because it comes from WDE. She grew up on

her family's dairy farm, Moss Oak Holsteins, near DeForest, Wisconsin, located in Dane County where WDE is held each year.

"My family has been very involved in World Dairy Expo," Cooper said. "My father at one time was on the Board of Directors. I have siblings and now the next generation of nieces who have been volunteers, and my mother was a volunteer. ... It's been very near and dear to my family's heart."

Cooper even remembers her family showing cattle a few times at WDE, especially the time they brought her cow, Moss Oak Triumph Trudy, there in 1969. Trudy went on to be Junior All-American Two-Year-Old that year. Her brother and his family now operate the Cooper family farm, which was honored as a century farm in 2017. While

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www.dairystar.com

ISSN Print: 2834-619X • Online: 2834-6203  
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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 a meal, Happy Hour, a nightly reception or an industry-hosted event.

**11 A.M. - 3 P.M.**  
**Lunch**

**11 A.M. - CLOSE**  
**Bar**

**THE TANBARK 8 - 11:30 A.M.**  
**CDCB Industry Meeting.** Hosted by Council on Dairy Cattle Breeding  
**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 *Progressive Dairy*.



## Educational opportunities at WDE

### Expo Seminar: Noon

Presented daily by industry leaders in the Mendota 1 meeting room of the Exhibition Hall, these seminars address topics centered around management practices, beef on dairy, federal orders and mental health. Seminars consist of a 45-minute presentation and time for questions and answers.

Beef on Dairy: A Focus on the End Product  
**Presenter:** Dale Woerner, Ph.D., Professor and Cargill Endowed Professor, Department of Animal and Food Sciences, Texas Tech University  
**Sponsored by:** Cargill Animal Nutrition

### Expo en Español: 2 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.

Moviéndo Vacas: Revolucionando Cómo Aprendemos las Habilidades de Manejo de Vacas  
**Ponente:** Mónica Ruiz-Ramos, Estudiante de Doctorado, Universidad de Wisconsin-Madison  
**Patrocinado por:** 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 experts are also available throughout the week in the World Forage Analysis Superbowl space, located in the Trade Center at World Dairy Expo.

**10 a.m.** How to Interseed Alfalfa into Corn Silage and the Environmental and Economic Benefits of This Practice  
**Presenter:** Mark Renz, Ph.D., Professor and Extension Specialist, University of Wisconsin-Madison, Madison, Wisconsin.  
**Approved for:** (1) Crop Management CEU from Certified Crop Advisors  
**1:30 p.m.** Producing High Quality Forage: Four Hands Holsteins  
**Presenter:** Rick and Gwen Dado, Producers, Four Hands Holsteins, Amery, Wisconsin.  
**Approved for:** (1) Nutrient Management CEU from Certified Crop Advisors

### 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.** New Standard Tests Can Verify Disease Resistance Claims  
**Speaker:** Olivia Steinmetz, Alfalfa Research Director, Legacy Seeds  
**Presenting Company:** Legacy Seeds

**10:30 a.m.** Maximizing Total Annual Forage With Triticale  
**Speaker:** Racey Padilla, Small Grain Research Director, TriCal Superior Forage  
**Presenting Company:** TriCal Superior Forage

**11:30 a.m.** From Start to Finish: The Value of Life Cycle Feeding and Probiotics  
**Speaker:** Keith A. Bryan, Ph.D. and Kimberley Morrill, Ph.D., Technical Services Specialists, Chr. Hansen  
**Presenting Company:** Chr. Hansen

**12:30 p.m.** Double Team Forage & Silage Sorghums  
**Speaker:** Scott Staggenborg, Ph.D., Director of Product Marketing, Sorghum Partners  
**Presenting Company:** S&W Seed Company/Sorghum Partners

**1:30 p.m.** New Perspectives: Managing Hoofcare & Digital Dermatitis  
**Speaker:** James Wilson, Ph.D., Foot Health Consultant, Herd Health Consultancy  
**Presenting Company:** Provita Animal Health LLC

**2:30 p.m.** What Are Our Top Producing Herds Doing?  
**Speaker:** Karen Luchterhand, Ph.D., C.O.W.S. Program Lead, Novus International, Inc.  
**Presenting Company:** Novus International, Inc.

**3:30 p.m.** Nutritional Mitigation of Stress and its Impacts on Dairy Cow Health  
**Speaker:** Zeno Hubbert, Ph.D., Sr. Product Manager - Ruminants  
**Presenting Company:** Kemin Animal Nutrition & Health

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Honorable Mention recognition was paid to the second-place Senior Two-Year-Old, Vierras Kid Rock Sable-ET, exhibited by Moretti Dairy, of Sherwood, Oregon.

The winning Winter Yearling, Miss Gayles Grace-ET, exhibited by Kendall Thomas, of North Lewisburg, Ohio, took home the banner for Junior Champion. DKG Gentry Cream, the winning Spring Yearling, followed as the Reserve Junior Champion. Cream was exhibited by Blake Greiwe, of Quincy, Ohio. Recognition for Honorable Mention went to the first-place Winter Calf, Ratliff KR Violet-ET, exhibited by Jamie Black, Carly Shaw and Matt Hawbaker, of Fairplay, Maryland.

The Premier Breeder of the show went to Misty Meadow Dairy, of Tillamook, Oregon, while Vierra Dairy took home the Premier Exhibitor award. Guimo Joel-ET tallied up enough points to rise to the top of the heap as Premier Sire.

Madison Fisher, of Frostburg, Maryland, was named the Premier Breeder of the Heifer Show, while Vierra Dairy was named Premier Exhibitor of the Heifer Show. Mr Kathies Kid Rock captured the banner for Premier Sire of the Heifer Show.

Official Judge Mike Duckett, of Rudolph, and his associate Kevin McGriskin, of Melancthon, Ontario, were charged with placing 399 head in the International Jersey Show. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Vierra Dairy**  
Stoney Point Joel Bailey  
Hilmar, California

**Tell us about your animal.** Bailey is scored 94 points. We purchased both her and last year's champion cow Eloise in the Amplify at Vierra Dairy sale in March 2022. She was bred by the Mayer family of Stoney Point Jerseys in Taneytown, Maryland, and she has a deep pedigree. Bailey was the Reserve All-American Five-Year-Old last year. We just really admire her.

**What does receiving this title mean to you?** Winning at Expo is always an exciting feeling. It's just amazing, and we give all the glory to God. He has blessed us with an amazing team to develop these amazing cows. Bailey's win solidifies her place as another cow that we will work extensively within the Vierra program, continuing to develop her already tremendous cow family, creating offspring through our on-farm IVF program and collecting her sons at the JLG Custom Services, a semen collection facility Vierra recently purchased, where we will be able to collect and work with sorting partners to package semen from sons of some of our top cows, like Bailey.

**How did you prepare for the show and who helped you?** Nathan and Jenny Thomas and their family and the entire team at Triple T deserve all the credit for these cows performing like



Kathryn Bosley was the Jersey Railbird Contest winner, correctly matching the judges' placings in the Junior Three-Year-Old Class, and being the first to submit a matching response, out of 44 participants. For her keen eye, Kathryn received a custom World Dairy Expo tumbler commemorating her Railbird win.

Kathryn and her family operate Tierney Farm Jerseys in Malone, New York, where they milk 55 registered Jersey cows. Kathryn is a graduate student at the University of Minnesota-Twin Cities where she is completing work in dairy cattle genetics. Kathryn also has a popular and informative social media blog called The Cow Nerd.



You, too, can test your dairy judging acumen against the official show judges by downloading the World Dairy Expo app and taking part in the next Railbird Contest.

they do. It is really a team effort. We have a diverse team from around the country, and the globe, actually, and they all play a huge role in our successes. We also have to credit Michael Heath. Together with Nathan, he helped us find, develop and breed these animals, and market our genetics and create interest through the Amplify Sale series. He has touched at least 90% of every-

thing we have. Without him and Nathan together, we would not be where we are today.

**What trait do you like most about your animal?** We just love Bailey. She is really the complete cow, a modern-day Jersey cow. She is square and balanced. She has a great udder and has tremendous width throughout, from nose to tail. Then there is her pedigree. She

is really the full package.

**Why do you enjoy showing at WDE?** We love showing at Expo because of the time with friends and family and camaraderie among the exhibitors. It is all about building relationships, developing marketing opportunities and promoting our herd, the Vierra brand and the breed in general.

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-Tina Hinchley,  
Hinchley's Dairy Farm, Cambridge, WI



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Cooper grew up there, she was in 4-H as a member and as a leader, served as a director on the Wisconsin Junior Holstein Activities Committee, and was named Wisconsin Holstein Girl in 1969.

Throughout her family's history, Holstein has been their breed of choice.

"We're dyed-in-the-wool Holstein breeders," Cooper said.

Her knowledge of the breed was helpful in 1973 when Cooper accepted a job as assistant editor at Holstein Journal, headquartered in Toronto. She had earned a degree in agriculture journalism with an emphasis in dairy science from the University of Wisconsin-Madison. In 1975, she became editor of the magazine and did not leave the post until March of 2019, when the owner at that time discontinued the magazine after its 81-year run.

"When the Journal started, its goal was to reflect the pulse of the industry, and that was something we always tried to do with great accuracy and integrity and attention to detail, and I think we did that," Cooper said. "That means a lot to me."

When the magazine ended, Cooper semi-retired. She has since been freelance writing for publications across Canada and some in the U.S. She also publishes a monthly notice of upcoming Holstein industry events called "Bonnie's Holstein Dairy Events Listing."

Throughout her writing career, Cooper has contributed to the Holstein industry and dairy in general in many ways. Besides administrating the Holstein Journal's distinguished



PHOTO SUBMITTED

In 1973, Bonnie Cooper accepted a job as assistant editor at Holstein Journal, headquartered in Toronto. Throughout her writing career, Cooper has contributed to the Holstein industry and dairy in general in many ways.

All-Canadian contest, she has been a member of the Curtis Clark Achievement Award Committee since it formed in 1988 and has served as secretary since 1993. The award recognizes Canadian dairy cattle exhibitors of excellence. Last fall, she wrote "Holstein Milestones at the Royal" in honor of the Royal Agricultural Winter Fair's 100th anniversary for Holstein Canada's "Info Holstein" publication. She is a member of National Dairy Shrine and of the alumni association for the College of Agricultural and Life Sciences at UW-Madison for which she prepares press stories

about scholarship winners. In 2019, she received both the Dairy Cattle Improvement Industry Distinction Award from Lactanet Canada and a Holstein Canada Award.

During a half-century of writing about the industry, Cooper has seen many changes.

"The greatest impact or change I've seen is the emergence of genomics," Cooper said. "Now people know so much earlier in an animal's career what it potentially will be. A.I. companies can pull hair or tissue from a bull and know within a matter of weeks or days what that bull has the

potential to be when he is a few years older and a proven bull."

Cooper said genomics has changed the value of cattle.

"High-numbered genomic animals, and some show cattle, are worth a lot, but sometimes your deep-pedigreed animals that years ago were worth a lot of money are not as much now," Cooper said. "Genomics has changed our entire business."

What has not changed, she said, is the dedication and passion of those in the industry.

"There's still a lot of enthusiasm for shows, particularly from young people," Cooper said. "We saw that last year at World Dairy Expo with their record numbers in all of their shows. People still enjoy competing and the camaraderie and the social side of shows. That's always stayed the same, and it's really gratifying to see that there is a future for the business because of the interest in youth, and shows are one way to bring those people together."

Cooper said she plans to keep attending dairy shows and events as a freelance writer simply because she loves the environment. This is great news to those in the industry who have enjoyed and benefitted from her journalism and advocacy.

"People were always so welcoming," Cooper said. "They invited me into their homes and into their barns and would share their stories with me, and I always enjoyed that part of the business. I want to stay involved in the industry as long as I can. As long as my health stays good and people want me to do that, I'm happy to write for them."

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# Third time is the charm for Roz



PHOTO COURTESY OF COWSMOPOLITAN

Heineman Reagan Roz is named Senior and Grand Champion of the International Ayrshire Show Oct. 3 at World Dairy Expo in Madison, Wisconsin. The winner of the Four-Year-Old Class, Roz is owned by Angela Fuller, of Attica, New York. Old-Bankston JC Banner is named Reserve Senior and Reserve Grand Champion after winning the Aged Cow Class. Banner is owned by Glamourview-lager and Walton, of Walkersville, Maryland. Vieux Village G Montana is named Intermediate and Honorable Mention Grand Champion after winning the Junior Three-Year-Old Class. Montana is owned by Florent Foley, of Piopolis, Quebec.

## New York cow tops International Ayrshire Show

BY DANIELLE NAUMAN  
Staff Writer

MADISON, Wis. — A three-time World Dairy Expo class winner, Heineman Reagan Roz, claimed the Senior and Grand Champion banners at the International Ayrshire Show Oct. 3 at World Dairy Expo in Madison. The winner of the Four-Year-Old Class, Roz is owned by Angela Fuller, of Attica, New York.

Following Roz as the Reserve Senior and Reserve Grand Champion was the winning Aged Cow, Old-Bankston JC Banner. Banner is exhibited by Glamourview-lager and Walton, of Walkersville, Maryland. The winning Lifetime Component Merit Cow, Toppplen Wishful Thinking-ET, was selected as the Honorable Mention Senior Champion. She is owned by Tanner, Brennan, Marissa and Logan Topp, of West Salem, Ohio.

The Intermediate Champion, Vieux Village G Montana, was selected as the Honorable Mention

Grand Champion. Montana, the top-placing Junior Three-Year-Old, was exhibited by Florent Foley, of Piopolis, Quebec.

Following Montana as the Reserve Intermediate Champion was the winning Senior Three-Year-Old, Heineman Kingsire Cold Brew. Cold Brew was also exhibited by Angela Fuller. B-Wil Kingsire Willow, the winning Senior Two-Year-Old owned by Pierre Boulet, of Montmagny, Quebec, was named Honorable Mention.

In the heifer show, Junior Champion honors went to the winning Fall Calf, Stylin Reynolds Monroe, exhibited by Leslie and Linda Bruchey, of Westminster, Maryland. Following Monroe as the Reserve Junior Champion was the second-place Fall Calf, Grand-View Champ Dyna, exhibited by Jacob, Logan and Madison Harbaugh, of Marion. Honorable Mention honors went to Budjon-Vail Autograph Kristina-ET, the first-place Winter Calf owned by Kenzie and Damian Ulmer of Seymour.

Sunny Acres Farm, of Georgetown, New York, was awarded both the Premier Breeder and Premier Exhibitor banners. Bear-Ayr Distinct Kingsire was named the Premier Sire of the Show.

In the heifer show, Premier Breeder honors went to the partnership of Budjon-Vail, of Lomira. Peter Vail, Mile-High of Englewood, Flori-

da, was named the Premier Exhibitor of the heifer show. The Premier Sire of the heifer show was Palmyra Lochinvar Reynolds-ET.

Official Judge Kurt Wolf, of Guttenberg, Iowa, and his associate judge Steve Searles, of Pine Island, Minnesota, were charged with placing 283 head of Ayrshires in the International Ayrshire Show. Complete show results are available at [www.world-dairyexpo.com](http://www.world-dairyexpo.com).

**Angela Fuller**  
Heineman Reagan Roz  
Attica, New York

**Tell us about your animal.** This is Roz's third year winning her class at Expo. She has previously won as a Two-Year-Old and a Three-Year-Old. She was also Reserve Grand Champion last year. She is max-scored EX-93. We don't have any daughters out of her right now, but we do have two bulls out of her, sired by Melios and Lloyd. Roz is fierce in the Showing but a kitten in the barn. She just doesn't like to have someone in control of her head.

**What does receiving this title mean to you?** This moment is everything I have worked for my whole life. The feeling is surreal. It feels like a dream, and I'm afraid to wake up. You sacrifice so much personally, fi-

nancially and socially to care for the cows, because that is your passion. My two nieces came out with me, and this is their first time at Expo. I am so thrilled they are here with me to experience this. To top it off, our other cow was Reserve Intermediate Champion. It has truly been the most amazing day ever.

**How did you prepare for the show and who helped you?** The care of the cows is a year-round pursuit. My husband and I farm in partnership with my parents, and we milk about 65 Holsteins and Ayrshires. I also teach elementary school. Here at the show, the team at Reyncrest has been invaluable. They bring the cows out for us and tie them in with them, being I am unable to be here all week because of teaching. Without any of these people, this was absolutely not possible.


**What trait do you like most about your animal?** I love everything about this cow. She is a dream come true and is so fun to get ready. I love just watching her udder fill. The rear udder just climbs higher and higher.

**Why did you enjoy showing at WDE?** The competition here is second to none, and we come to compete against the best. The exposure for our cattle and genetics is terrific.

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# World Dairy Expo

# EXHIBITOR PROFILE

**Christy Ratliff**  
Ratliff Jerseys  
Garnett, Kansas

**Tell us about your farm.** We are typically milking between 35 and 40 cows. We run about 1,000 acres. We were awarded the American Jersey Cattle Association Master Breeder Award in 2018 and the Young Jersey Breeder in 2008. We bred and exhibited the breed's only three-time National Champion, Ratliff Price Alicia EX-95. We have had multiple champions and reserve champions in the National Jersey Jug Futurity.

**Describe your string at World Dairy Expo this year.** We have six cows and five heifers here this year, including a purchase I made at Expo: B3-Ayr Tux Wilma, an Ayrshire Summer Yearling that won her class. A calf we bred, Ratliff KR Violet-ET, won the Winter Calf Class and was named the Honorable Mention Junior Champion of the Jersey Show. Another heifer we bred and exhibited, Ratliff Vibe Daisy, was the second place Winter Yearling. It was pretty exciting to have two heifers we bred out in the showing for Junior Champion, because we typically do not show many heifers.

**How is showing at WDE beneficial to you and your dairy?** World Dairy Expo is a great place to market your genetics, promote your farm and your herd, and to merchandise cattle. All those facets are vital to my business.

**What has been a highlight for your farm at WDE?** Having the two heif-



DANIELLE NAUMAN/DAIRY STAR

Christy Ratliff milks about 40 cows near Garnett, Kansas. The Ratliff herd has garnered 10 Premier Breeder banners at World Dairy Expo over the past 18 years.

ers out for Junior Champion today was definitely a highlight, along with when Alicia was Reserve Grand Champion here, and Ratliff Minister Porscha was Reserve Intermediate Champion. We have also been Premier Breeder of the Jersey Show 10 times and Premier Exhibitor four times.

**What is your breeding philosophy?** I want to breed cows that can show

and make milk. I like breeding quality cows. I want balanced cows with depth and strong front ends that run uphill and have terrific udders, and great feet and legs.

**What value does your herd bring to the Jersey breed?** People seem to like my genetics and what I am striving to breed for. I sell lots of bulls and semen off the bulls I collect.

**What are your goals for the future of your herd?** I just want to continue to breed the kind of cows I like and appreciate working with to continually breed cows that are better than the ones that came before them. Keeping my genetics up is a focus. A breeder I respect greatly once told me that when you breed good cows for a long time, it gets hard to find bulls that can continually make them better.



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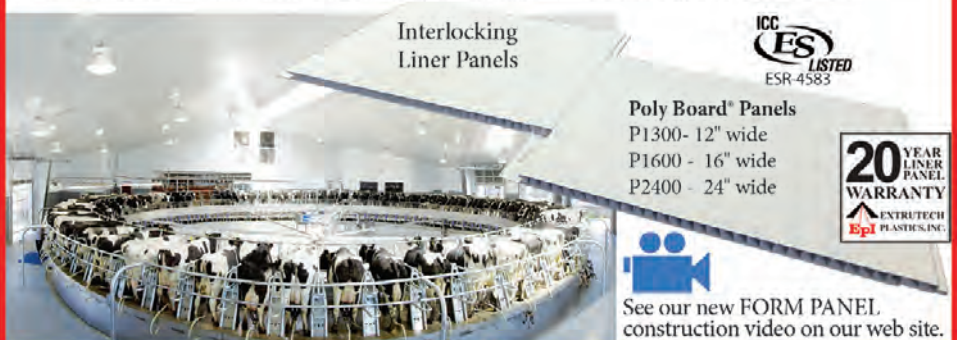
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# Celebrating agriculture excellence

## FFA Day at World Dairy Expo

BY KATRINA HOESLY  
WDE Intern

**MADISON, WIS.** — Youth filled the grounds of World Dairy Expo's opening day Oct. 3 to participate in FFA contests and experience the must-attend event in the dairy industry.

Each October, WDE transforms Madison into the hub of dairy excellence, attracting farmers, industry professionals and enthusiasts from around the globe.

Amid the hustle and bustle of this remarkable event, one day stands out as a celebration of the future of agriculture — FFA Day. On Tuesday, expo-goers were sure to see attire displaying the FFA emblem and the bright, young members who

proudly wear it.

WDE is an opportunity for students to experience the latest advancements in dairy farming, technology, genetics and so much more. It does not matter if members have a dairy background; there is something for everyone to see and participate in at WDE. FFA Day brings a youthful and dynamic energy to this prestigious gathering.

FFA members from across Wisconsin and the Midwest took center stage as they showcased their dedication and passion to the agriculture industry through competitions and opportunities. Tuesday morning showcased the forage, dairy products and dairy cattle evaluation contests for FFA members.

Over 140 chapters participated in the dairy judging contest, with three people per judging team. All teams placed four classes and answered a set of questions about one class. Wisconsin FFA State President, Mary Schreiber, was thrilled to see the remarkable turnout for the event and have her state officer team at Expo to advocate for Wisconsin's 25,249 members.

"Wisconsin is America's Dairyland, and we're very proud of our heritage, especially the fact our members can experience it here," Schreiber said. "It's an opportunity for these young individuals to apply what they've learned in the classroom to real-world situations because, without them, the work we do with Wisconsin FFA would not be possible."

Education is at the heart of FFA, and FFA Day at WDE is no exception. The state officers led an educational workshop that dove into career readiness skills. Students also attended industry seminars tailored to FFA members, which allowed them to expand their knowledge and



PHOTO COURTESY OF WDE

**FFA advisors, Noah Bestul, of Dodge, Wisconsin, and Deanna Weirsgalla, of Cochrane-Fountain City, Wisconsin, converse Oct. 3 in the Brevant seeds Attendee Learning Lounge while their students compete at World Dairy Expo's FFA Day in Madison, Wisconsin.**



PHOTO COURTESY OF WDE

**FFA members from Ohio walk the Trade Show and meet with industry professionals Oct. 3 in Madison, Wisconsin.**

gain insights into the latest developments in the dairy industry. These sessions cover a wide range of topics, from sustainable farming practices to emerging technologies in dairy production.

Beyond competitions and education, FFA Day is also an opportunity for FFA members to network with industry professionals and gain valuable connections. Members interact with farmers, agricultural companies and potential employers, creating relationships that can pave the way for future careers in agriculture. Cheryl Zimmerman, Wisconsin Association of FFA Executive Director, is grateful for the opportunities that WDE offers FFA members.

"What an outstanding place for stu-

dents to network with industry professionals as well as test their knowledge and skills in the Career Development Events hosted at World Dairy Expo," Zimmerman said. "The state officers are always excited to mingle with industry professionals at FFA Day to create connections and gain insights they can share with FFA members."

FFA Day is a day of celebration, education and inspiration. It highlights the incredible talent and potential of young agriculturists who are the next generation of leaders. As FFA members gather in Madison, it is a reminder that the future of agriculture is bright, and the next generation of industry leaders is ready to take the reins.



ABBY WEIDMEYER/DAIRY STAR

**Pacific Edge — Peyton Rawe (from left), Kara Hale, Lisa Leach, Joe Rocha, Zach Tolzman, Scott Rocha and Clancey Krahn — are the winners of Tuesday's herdsman award. Pacific Edge is from Tillamook, Oregon.**

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# CREATING THE DYNASTY

What is the most valuable thing you learned by attending World Dairy Expo?



**Elizabeth Schieferstine**  
Verona, New York

**What is your first impression of World Dairy Expo?** My first impression of World Dairy Expo was wow. There were so many people, high-quality cows and vendors to speak with.

**How many years have you attended Expo?** This is my fourth year at World Dairy Expo.

**What surprised you the most?** The thing that surprised me the most was just how many cows there are. I had never seen so many cows at a show in my life.

**What did you do to prepare for the show?** When it comes to preparing for Expo, it's a year-long commitment

to get your cows ready for the colored shavings. In the past few weeks, I have helped to clean all the tack and pack the tack trailer.

**What is the most valuable thing you learned or gained by attending WDE?** The most valuable thing I have gained from World Dairy Expo is friendships. This is a show I look forward to attending each year because I know I will get the opportunity to see old friends and meet new ones.

**Who would you like to meet in the dairy industry?** There are so many incredible people in the dairy industry, so I am not sure I could pick just one. I love meeting new people who share the same passion as me, and I am always looking to increase my connections.

**What do you want to be when you grow up?** While I do not have a specific job in mind, I do want to continue to work with dairy cattle in the future.

**What are you going to tell your friends about Expo?** I am going to tell my friends that World Dairy Expo is an amazing experience, and if they ever get the opportunity to attend, they should.



**Madison Gudex**  
Juneau, Wisconsin

**What is your first impression of World Dairy Expo?** Because I have been at Expo my whole life, the first thing I actually remember about Expo was going between the old barns. Everything has always been big — big shows, big exhibits and, of course, all the really good cows.

**How many years have you attended Expo?** I have been attending Expo literally my entire life, so since 2009. As a baby, I was in the stroller or Pack 'n Play while my mom, Brenda Damrow, and uncle Zach were showing with my grandma and grandpa Damrow as part of Easter Brook.

**What surprised you the most?** The number of exhibitors

in showmanship always surprises me.

**What did you do to prepare for the show?** We are always preparing for the show. I had my first fall calf for next year born two weeks ago, so the process has already started for next year. My sisters and I work with our calves every day by feeding, washing and walking. We've changed our feeding program this year, so it has been a lot of time making sure we have the right ration for what each calf needs. It's a lot harder during the school year than it is during the summer because we have to cram everything in after school.

**What is the most valuable thing you learned or gained by attending WDE?** Friendships are the most valuable thing. Cows come and go, but I have made friends from all over the place. I look forward to seeing them each year. These friendships have allowed me to show in many places.

**Who would you like to meet in the dairy industry?** My grandpa Damrow seemed like he knew everyone, and my mom and grandma Damrow talk a lot about people who they have met along the way. While there is no one in particular that I would like to meet, anyone who has built a legacy of dairy cattle would be interesting to meet.

**What do you want to be when you grow up?** I would like to be a large animal veterinarian.

**What are you going to tell your friends about Expo?** There are a lot of things going on at Expo every day. The Trade Show has a lot of booths, and the cows are the best in the world. The ice cream is really good too.



**Lilly Elsass**  
Wapakoneta, Ohio

**What is your first impression of World Dairy Expo?** My first impression of World Dairy Expo was shock to see how exciting the place really was. Every year my experience at WDE is always going to be something I will remember for the rest of my life. The memories you make with the friends at WDE is something that we all cherish so much.

**How many years have you attended Expo?** This year will be my sixth year attending Expo, and I plan on coming every year I can in the future.

**What surprised you most?** One thing that surprised me the most about Expo was the number of farms from differ-

ent countries. Walking around the barns and seeing the amazing cattle that have traveled so far is always something that continues to surprise me every year.

**What did you do to prepare for the show?** Preparing for Expo takes lots of effort. This year from our farm, we are bringing seven head to Expo including four Red & Whites, two Jerseys and one Brown Swiss. We built a new barn last July for our show heifers, and having that barn built has helped us with getting the animals ready. I rinse my heifers twice a day — once in the morning before I go to school and a second rinse later in the evening when it cools off. In our barn, we have an indoor wash rack where I rinse off the heifers, and after I am done rinsing them, I take the heifers over in our chute where I work and blow their hair dry to improve the growth. After I am done blowing their hair off, I will take my heifers into the grass and lead them for about 15-20 minutes to get more practice with them.

**What is the most valuable thing you learned or gained by attending WDE?** The valuable lesson I have learned from World Dairy Expo is to always make sure I have a positive attitude no matter how I do in the show. I feel honored every year on how I place just knowing that from our family farm we have brought our best cattle to compete in the show. I have learned over my years of showing at Expo that taking the time to work with your animals will make such a difference when you get into that show arena. The lesson I have learned from showing for so long is that I am always prepared



**Keaton Phoenix**  
Greenbank, Ontario, Canada

**What is your first impression of World Dairy Expo?** WDE is the biggest and best show in the world that I have ever been to. Thinking back to the first time I went to WDE, it was an overwhelming feeling walking into the Coliseum and standing on the colored shavings. I couldn't believe how good the cattle actually were when you are there in person. It's a pretty amazing place. It's where the best in North America gather.

**How many years have you attended Expo?** I have attended Expo for three years.

**What surprised you the most?** The amount of money that people are able to invest in the top end is really phenomenal. The amount of time, energy and passion that goes into WDE is impressive to me. I was also surprised by the feeling you get when you are showing on the colored shavings. It's like nothing I've ever felt before; it's unbelievable.

**What did you do to prepare for the show?** To prepare for Expo, I have done everything I can to make sure my heifers will be presented to the best of my ability. It all starts months before the show. I make sure I am feeding the right hay and watching their condition and weight. Every time I am in the barn, I am assessing whether I need to change something in their program. I keep fans on them to grow the best hair, and I rinse them off as much as possible. I make sure they get outside and get exercise daily.

**What is the most valuable thing you learned or gained by attending WDE?** The most valuable thing about going to WDE has been watching the best in the business get their heifers and cows ready. Meeting people and asking questions has helped me learn what I want to do with my own animals.

**Who would you like to meet in the dairy industry?** I have been very fortunate to meet and work with a lot of the very best in the business today. If there is anyone who I wish I could have met and worked with, it would be Peter Heffering of Hanover Hill Holsteins. He was one of the most successful men in the business, and hearing my dad tell stories about him makes me wish I was there to experience and learn from him first-hand.

**What do you want to be when you grow up?** I recently graduated from high school, and I look forward to the next few years of continuing to travel and work with different people in the industry. Fitting cattle is a great way to travel the world, learn as much as possible and meet people. After that, I hope to come home and take over the family farm and keep exhibiting cattle. I hope to pursue judging and hope to get the opportunity to judge WDE one day.

**What are you going to tell your friends about Expo?** It's a great experience to go. It's second to none. If you get the chance to go to Expo, you should jump on it.



**Curtis Griffin**  
Thief River Falls, Minnesota

**What is your first impression of World Dairy Expo?** I've always been impressed with how many people are drawn to WDE, especially the amount of people from all over the world.

**How many years have you attended Expo?** I was born in 2010 and have attended every year since.

**What surprised you the most?** In 2019, I showed a homebred Red & White Junior 2-Year-Old that we thought was pretty good, but she far exceeded any expectations when she placed first Junior (third open) in class and then went on to be Reserve Intermediate and Honorable Mention Grand of the Red & White Junior Show.

**What did you do to prepare for the show?** We worked all summer with our show cattle, walking and washing them each day and making sure we were feeding them the best we could.

**What is the most valuable thing you learned or gained by attending WDE?** It has proven to me that hard work counts. The cattle are easier to handle and more content because we work with them, and that helps them do better in the Showring.

**Who would you like to meet in the dairy industry?** I really look forward to meeting my dairy friends who I only get to see at the cattle shows, even some only once a year during Expo.

**What do you want to be when you grow up?** I'm only 13. I like a lot of different things, and I'm really not sure yet.

**What are you going to tell your friends about Expo?** It's a long week of hard work, but it's fun to see other friends. I'm glad I get to do this with my family.

for what might happen if it will be a good or bad outcome. When you place well in the class, the adrenaline rush going through your body is something I will never forget. For example, I have a Red & White cow that I have been showing at Expo for four years now, and two of those year we have been Honorable Mention of the Junior Show. Just knowing all of the work I put into getting her ready for the big dance, receiving that handshake is always going to be something I never forget.

**Who would you like to meet in the dairy industry?** Someone I would like to meet in the dairy industry is Michael Heath. Even though my dad Jeremy knew him very well, I never got the chance to speak to him much. The time we got to have Michael in our lives was way too short, and I have wished every day since his passing that I could have one more conversation with one of the smartest cow men that I have ever known.

**What do you want to be when you grow up?** When I graduate from high school, I would like to do something in designing sale books and advertising for the dairy industry. This past April we had a sale at our farm where I created the sale catalog, and ever since then I have found a passion for it. With the hope of going into the designing career, I have always also dreamed of taking over the farm. Even though my dad will probably never leave, it will feel good one day to get to boss him around. I have been helping my dad with the books for a little while now, and he has been teaching me everything he knows, hoping one day it will be me running the farm and following his footsteps.

**What are you going to tell your friends about Expo?** When I talk to my friends about Expo, I never say anything bad about the place. I tell them it is such a fun place to be for the week. I have a passion for judging in my future and seeing all the amazing cattle. My hope for having the opportunity to judge in the future is not something I leave out of the conversation with my friends. World Dairy Expo is surely the place to be, making so many great memories with the people you love to be around.



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**Describe your sponsorship for World Dairy Expo.** We supply the milking parlor for the show which is outfitted with the latest equipment such as liners, shells and claws. We also sponsor the check presentation for the Supreme and Junior Supreme Champions.

**Why is having a strong relationship with WDE important to your business?** As a whole, we love to sponsor anything in the dairy industry. Next year will be our 85th year, but BouMatic has been part of World Dairy Expo since its beginning. WDE does a great job of bringing key people from the industry together. It is a great event.

**How is the dairy industry essential to your business?** Dairy is in our DNA; it's who we are. We cover everything from the teat to the tank.

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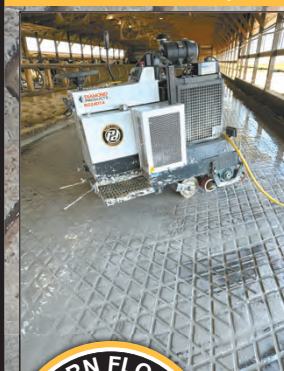
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# Tying it all together

## Bringing the farm to the city one broadcast at a time

BY ABBY WIEDMEYER  
Staff Writer

**MADISON, Wis.** — As the dairy industry gathers in Madison for their biggest event of the year, thousands of farmers and consumers tune into the Midwest Farm Report as Fabulous Farm Babe, aka Pam Jahnke, brings updates from the World Dairy Expo grounds to the radio. Since her first WDE broadcast in 1990, Jahnke has grown her own network, her staff and, most of all, her circle of friends.

Jahnke has been the host of the Midwest Farm Report on the Madison radio station for 33 years and looks forward to World Dairy Expo every year.

“World Dairy Expo is a reunion,” Jahnke said. “It is a marathon, not a sprint, and I just love it.”

During other times of the year, Jahnke’s daily marathon begins at 2 a.m., when she gets to the radio station. By 6 a.m., she has delivered reports to 32 affiliate radio stations, completed a live television segment from her office and broadcasted her hour-long network farm show. That is just a regular day.

When World Dairy Expo is in town, Jahnke adds to the marathon live broadcasts with clients from Expo grounds starting around 9 a.m. Around



PHOTO COURTESY OF REECE LEHMAN, MIDWEST FARM REPORT

**Pam Jahnke visits the grilled cheese stand at this year’s World Dairy Expo in Madison, Wisconsin. Jahnke directs the Midwest Farm Report.**

4 p.m., she is in the television studio for the CBS affiliate in Madison. Then, she can finally go home for the day.

Since she lives so close to the show, Jahnke has routinely invited farm broadcasters not only to the show but also to her home.

“For farm broadcasters in Wisconsin, it’s like our Super Bowl,” Jahnke said. “I have a wonderful group of

farm broadcast buddies, and I have always loved to be the ringleader of the circus.”

One year she had so many guests that a sponsor parked a fifth wheel camper in her yard to accommodate everyone. True to the inclusive spirit of World Dairy Expo, there were broadcasters from across the country and Canada.

As a Wisconsin farm kid turned Madison resident, Jahnke is in a unique position to bridge the gap between rural America and the state’s capital city. Her goal is to inform her producer audience and educate the nonfarm listeners by not only reporting the hard news but also the story behind why events are happening in agriculture.

For people who live in Madison, World Dairy Expo might mean extra traffic and crowded restaurants and hotels. Jahnke shares stories of families who are in the barn and their passion for the industry.

“I want people to understand the heart that’s behind the success of the show,” Jahnke said. “Those are the stories that I want to bring to our non-farm audience because my farm audience appreciates that too.”

Jahnke knows what her farm audience appreciates because she grew up like them. The oldest of three siblings on a small dairy farm in Oconto County, Jahnke and her family farmed across from her uncle and spent a lot of time tagging along with her dad on his breeding route.

Jahnke also had her first taste of showing early in life. She remembers her first time showing a calf named Jezebel. She was only 9 years old and loved the calf so much that she never thought she would not win. Jahnke entered the ring on her first show day with the utmost confidence and left with last place and a broken heart. She never won a blue ribbon with the calf, but she did learn life lessons in humility, which have served her well in her career.

Turn to JAHNKE | Page 13



## WORLD DAIRY EXPO 2023

### Exporters’ Workshop Wednesday, October 4

Exhibition Hall, 2nd Floor | Kegonsa Room  
1:00 – 4:00 p.m.

#### Topics:

- **Financing Your Sales:** Export-Import Bank of the U.S.; U.S. Small Business Administration; U.S. Department of Agriculture, Foreign Agricultural Service, Credit Programs Division.
- **Insuring Your Export Shipment:** IDEAL Agriculture & Marine Insurance
- **Genomic Testing/Export Certificates:** AgSource Dairy Intelligence Team
- **Trouble-shooting Infectious Disease Testing for Endorsement of Export Health Certificates:** Wisconsin Veterinary Diagnostic Laboratory
- **Fulfilling an Export Order:** Case Study: Stamey Cattle Co.

Refreshments will be provided. Cost is free. Registration is required.  
Registration: <https://forms.office.com/g/N1L0e39XaH>



Wisconsin Department of Agriculture,  
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### International Buyers’ Workshop and Roundtable

Thursday, October 5  
Exhibition Hall, 1st Floor | Mendota 4 Room  
9:00 a.m. – 12:00 p.m.

#### Topics:

- **Outlook for the U.S. Dairy Industry:** Univ. of Wisconsin, Dept. of Animal & Dairy Sciences
- **GSM102 Program:** U.S. Department of Agriculture, Foreign Agricultural Service, Credit Programs Division.
- **Insuring Your Shipment:** IDEAL Agriculture & Marine Insurance
- **Genomic Testing/Export Certificates:** AgSource Dairy Intelligence Team
- **Fulfilling an Export Order:** Case Study for Importers: Stamey Cattle Co.
- **Roundtable Discussion:** Share knowledge, challenges, trends, and opportunities on how the industry can grow and nourish the world with quality and safe products and sustainable farming.

Refreshments will be provided. Cost is free. Registration is required.  
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# Lucille levels the competition

Wisconsin cow takes top honors in International Junior Jersey Show

BY DANIELLE NAUMAN AND SHERRY NEWELL  
Staff Writers

**MADISON, Wis.** — Rolling Spring Premier Lucille-ET, owned by Evan Jauquet, of Pulaski, was named the Senior and Grand Champion of the International Junior Jersey Show. Lucille was the top-placing junior-owned Lifetime Cheese Production Cow.

Following Lucille as the Reserve Senior and Reserve Grand Champion of the junior show was the top placing Five-Year-Old, Lone Pine Nighthtrain Lula, exhibited by Mason Ziemba and Amy Hippen of Durhamville, New York. Honorable Mention Senior and Honorable Mention Grand Champion honors went to the second-place junior-owned Five-Year-Old, Big Guns Andreas Victory, exhibited by Lillian Finke, of London, Ohio.

Nor-Bert Andreas Dime walked away with the title of Intermediate Champion of the Junior Show after winning the Junior Three-Year-Old class. Following Dime as the Reserve Intermediate Champion was the top-placing junior-owned Senior Three-Year-Old, Arethusia Gentry Chevelle-ET, exhibited by Megan Moede, of Algoma. Brenbe Fizz Lyric, the second-place junior-owned Senior Three-Year-Old, was tapped for Honorable Men-



PHOTO COURTESY OF COWSMOPOLITAN

**Rolling Spring Premier Lucille-ET is named the Senior and Grand Champion of the International Junior Jersey Show after winning the Aged Cow Class. Lucille is owned by Evan Jauquet, of Pulaski, Wisconsin. Lone Pine Nighthtrain Lula, the top-placing junior owned Five-Year-Old, is named Reserve Senior and Reserve Grand Champion for owners Mason Ziemba and Amy Hippen, of Durhamville, New York. Big Guns Andreas Victory is named Honorable Mention Senior and Honorable Mention Grand Champion. Victory, owned by Lillian Finke, of London, Ohio, was the second-place junior-owned Five-Year-Old.**

tion honors. Lyric is owned by Ava Grace Hebgren, of Deforest.

In the heifer show, the winning Winter Yearling, Miss Gayles Grace-ET, exhibited by Kendall Thomas, of North Lewisburg, Ohio, took home the banner for Junior Champion of the Junior Show. DKG Gentry Cream, the winning Spring Yearling, followed as the Reserve Junior Champion. Cream was exhibited by Blake Greiwe, of Quincy, Ohio. Recognition for Honorable Mention went to the first-place junior-owned Fall Calf, Schulte Bros Kid Rock Gangsta-ET, exhibited by Carter and Cole Kruse and Regan Demmer, of Dyersville, Iowa.

Official Judge Mike Duckett, of Rudolph, and his associate Kevin McGriskin, of Melancthon, Ontario, were charged with

placing 145 head in the International Junior Jersey Show. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Evan Jauquet**  
Rolling Springs Premier Lucille-ET  
Pulaski, Wisconsin

**Tell us about yourself.** I'm 20, and I'm a graduate of Pulaski High School. I'm attending the University of Wisconsin-River Falls Farm and Industry Short Course and I am involved with Alpha Gamma Rho fraternity and UWRF Dairy Club. I also do fitting and clipping. My parents are Jay and Heather Jauquet.

**Tell us about your animal.** I bought her in 2019 at the Quest for Success sale as a pregnant

winter yearling. She has been at home on our farm until this year. As a Two-Year-Old, she was Intermediate Champion of the Junior Show at the Wisconsin State Show, and then Reserve Grand of the Junior Show. As a Four-Year-Old, she was Senior Champion of the Junior Show at World Dairy Expo. She's also been nominated All-American for three years. She's got a very cool temperament; she does it all herself.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I couldn't believe it. It was the best day of my life so far, very easily.

**How did you get involved in dairy cattle showing?** I grew up on our farm, Synergy, with 650

milking cows. I started showing at the county fair and district show when I was 5 or 6 years old.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My parents taught me everything I know, have taken me through the ups and downs, and are my biggest supporters. They always told me to do what I think is right. My brother, Mason, has also been a help to me, and Trent Styczynski, who has been taking care of the cow this year, has helped me a lot with this cow.

**What is your favorite memory of showing dairy cattle?** This one right here — today.

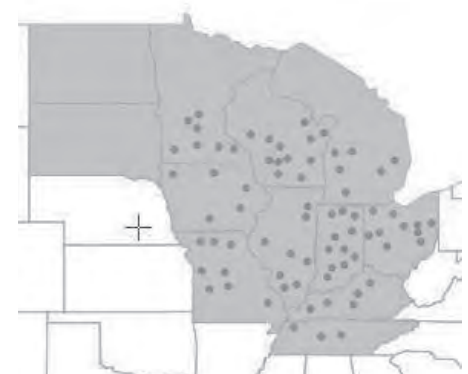
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# EXPO MILESTONES

Mark  
Clarke

## Positioning World Dairy Expo for the future

### Clarke's General Manager tenure focused on growth

BY DANIELLE NAUMAN  
Staff Writer

Making something that was good even better was the focus that Mark Clarke maintained while serving as World Dairy Expo General Manager from 2007 through 2012.

Even after departing Expo staff, Clarke remained linked to WDE, taking the position of Executive Director of the Alliant Energy Center.

"Everything was running pretty well at Expo when I took over as General Manager," Clarke said. "My main responsibility was to keep my finger on the pulse of everything the show encompassed and keep everything in line, moving forward and improving."

Clarke came to the position with a resume that put him in position to understand all of the facets of an event

like WDE. Clarke had previously served on the World Dairy Expo Board of Directors as a representative for BouMatic.

"I knew Tom (McKittrick) was planning to retire, and I began talking to some people and making inquiries about the job," Clarke said. "It seemed a natural progression for me in my career path."

Clarke, who now serves as the vice president and COO of Equity Livestock Sales Association, is a graduate of the University of Wisconsin-River Falls. He spent nine years with the transgenic cloning program at ABS Global prior to working for BouMatic.

"Those experiences at ABS and BouMatic gave me different perspectives, coming into the General Manager position," Clarke said. "I was familiar with the genetic as-

pect of the dairy industry and with the commercial equipment and service sector as well."

The first show that Clarke oversaw in 2008 was the first show that welcomed Canadian exhibitors back to America's Dairyland since 2002 following the closure of the U.S.-Canadian border to bovine traffic due to an outbreak of bovine spongiform encephalopathy.

The border closure and the impact that the five-year absence of Canadian cattle had on the show led Clarke to begin thinking about the health protocols followed by WDE.

"Animals were co-mingling for as many as two to five days before health papers were getting checked," Clarke said. "I saw that as an issue in terms of biosecurity and maintaining the integrity and accountability of the show."

Clarke and his team set about revamping the health check-in protocols. All incoming trailers were required



PHOTO SUBMITTED

Mark Clarke served as World Dairy Expo General Manager from 2007 through 2012.

to funnel through one point where health papers would be checked, and the animal inspection process would be initiated prior to unloading.

Those changes were some of the most important

work he did as General Manager, Clarke said.

"Expo is a world-class event, and we are looked to as

Turn to CLARKE | Page 13

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Continued from CLARKE | Page 12

being leaders and innovators,” Clarke said. “It was necessary to do everything we could to ensure the health and safety of all the cattle on grounds, the exhibitors and the industry in general.”

In addition to securing the health of the animals brought to WDE, Clarke focused on securing the show’s own financial health.

“Building the show’s cash reserves was vital,” Clarke said. “I felt we needed to have a reserve on-hand that would see us through if for some reason we couldn’t have a show for a year.”

While it was a consideration to cancel Expo in the weeks following the events of Sept. 11, 2001, cancellation became reality in the wake of the coronavirus pandemic eight years after Clarke left the position.

After his time serving on the WDE Board of Directors, Clarke also understood that continued investment into the Alliant Energy Center facilities would be necessary for the show’s future growth.

That investment came in the form of the New Holland Pavilions, built in 2014 to house Expo’s ever-growing Dairy Cattle Show.

“Building the Pavilions was interesting,” Clarke said. “I was involved in the planning and early design stages of the Pavilions on the Expo end of it, and on the AEC end, finalizing the design and overseeing the actual building and construction process.”

While his time at Expo was free of major challenges, Clarke said, like many aspects of the dairy industry, he dealt with labor issues in putting on an event the size of Expo.

“We counted on Badger Dairy

Club for so much of the on-site labor,” Clarke said. “I could see the declining numbers in dairy kids and how that was going to affect us. We were going to need to change how we managed the BDC piece of the puzzle. It was a struggle to meet our labor needs while ensuring that the students didn’t get burned out. We wanted working at Expo to be a good experience for them.”

Clarke witnessed rapid change in the dairy industry during his time with WDE.

“The first year I was with Expo, there were 25,000 dairy farms in Wisconsin and many of them were tiestall herds of 80 cows or fewer,” Clarke said. “If you milked 400 cows or had a double-12 parlor, you were considered a big dairy.”

One change Clarke said he began to see was the younger generation readying to take on more pivotal roles in their family farms. Growth and expansion was a natural part of that in order for the farms to support multiple families.

Because of those trends, Clarke steered WDE in a direction to attract the younger demographic, increasing educational and informational opportunities held during the event. Clarke looks back on his time at WDE with a sense of pride, having left the event better for his involvement.

“That is always the goal, in any position, to contribute and improve on what is already there,” Clarke said. “I am an Expo fan to this day and enjoy attending. It is a diverse event, encompassing all avenues of the industry. It might be cliché, but Expo really is the place where the global dairy industry meets.”

Continued from JAHNKE | Page 10



PHOTO COURTESY OF BIO-VET

**Pam Jahnke interviews Dr. William Zimmer, founder and president of Bio-Vet, on the grounds of this year’s World Dairy Expo in Madison, Wisconsin.**

“When I see these animals at World Dairy Expo, I wish I could take some of (the youth who are showing them) aside and tell them my Jezebel story,” Jahnke said. “When I see kids go in the ring and they come out with tears, I just think, ‘I’ve got you.’”

Whether it is at a county fair or at World Dairy Expo, however, Jahnke said she credits the judges for teaching people how to do better and at least making showmen feel like they have another chance.

Jahnke is involved in her home farm from a distance. While the cows are gone, she and her two siblings manage the 100 acres of crop ground together in a limited liability company. The siblings and their spouses combine their skill sets to keep the farm running as a way

to keep their mother comfortable and secure.

“We do our best, but it does keep us humble,” Jahnke said. “When there’s no rain or fertilizer prices go bananas, I live that pain.”

Jahnke said reuniting with people at World Dairy Expo helps her to keep a level head. The show has been so important to her for such a long time that she sees fit to be a sponsor as well. She said she does what she can but truly appreciates those who have the financial wherewithal within their budgets to step in and make this show so vibrant.

“This is how we reunite and build our energy off each other,” Jahnke said. “On every platform, all I want to do is help people understand what is going on. It’s why we do what we do.”



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# Wishful Thinking executes the win



PHOTO COURTESY OF COWSMOPOLITAN

Toppflen Wishful Thinking-ET is named the Senior and Grand Champion of the International Junior Ayrshire Show after winning the Lifetime Component Merit Cow Class. Wishful Thinking is exhibited by Tanner, Brennan, Marissa and Logan Topp. Moy-Ayr Predator Lively is named the Reserve Senior and Reserve Grand Champion, after winning the Aged Cow Class. She is exhibited by Steve, Pauline, Rebecca and Emily Schmidt.

## Ohio cow tops International Junior Ayrshire Show

BY DANIELLE NAUMAN AND SHERRY NEWELL  
Staff Writers

MADISON, Wis. — A cow not unfamiliar with banners won on the colored shavings and took the top spot in the International Junior Ayrshire Show.

Toppflen Wishful Thinking-ET exhibited by Tanner, Brennan, Marissa and Logan Topp, of West Salem, Ohio, was named the Senior and Grand Champion of the Junior Show. Wishful Thinking was the winning Lifetime Component Merit Cow Class winner.

Following Wishful Thinking as the Reserve Senior and Reserve Grand Champion was the top-placing junior-owned Aged Cow, Moy-Ayr Predator Lively, exhibited by Steve, Pauline, Rebecca and Emily Schmidt of Delavan. Honorable Mention Senior and Honorable Mention Grand Champion honors were bestowed upon Bricker

Farms Gibbs Carvella exhibited by T., L., A., K. and L. Bricker and C. Binckley, of Salem, Ohio.

The banner for Intermediate Champion of the Junior Show was awarded to Moy-Ayr Berkely Darling, the top-placing junior-owned Senior Three-Year-Old. Berkely was exhibited by Steve, Pauline Rebecca and Emily Schmidt of Delavan. Sco-Lo Kingsire Boom, the top-placing junior-owned Junior Three-Year-Old, received the nod as the Reserve Intermediate Champion of the Junior Show. The second-place junior-owned Junior Three-Year-Old, Farmstead Kingsire Hokey, was given Honorable Mention recognition. Hokey is owned by Keenan Thygesen and Zachary Johnson.

In the heifer show, the top-placing junior-owned Fall Calf, Grand-View Champ Dyna, took the honors of Junior Champion for owners Jacob, Logan and Madison Harbaugh of Marion. Following Dyna as the Reserve Junior Champion was Bricker-Farms Champions Choice, who was the top-placing junior-owned Summer Yearling for owners Callen and Dawson Damrow and Abby Porte of Pocatello, Idaho. The nod for Honorable Mention went to Old Bankston Kings Princess-ET, the top-placing Winter Calf, also exhibited by the partnership of Callen and

Dawson Damrow and Abby Porte.

Official Judge Kurt Wolf, of Guttenberg, Iowa, and his associate judge Steve Searles, of Pine Island, Minnesota, were charged with placing 108 head of Ayrshires in the International Junior Ayrshire Show. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Tanner, Brennan, Marissa and Logan Topp**  
Toppflen Wishful Thinking-ET  
West Salem, Ohio

**Tell us about yourself (Logan).** I am 18 years old, the youngest of six in our family. I graduated from high school this past spring and am now working full time at Quietcove Holsteins. I have been showing ever since I first could, and I am involved in FFA.

**Tell us about your animal.** Wishful Thinking is a great cow; we all love her. She is 10 years old and has had seven calves. She is scored EX-93. She's a great brood cow, too, and has many offspring. She has been Grand or Reserve Grand Champion of the Junior Show four other years.


**What was your reaction when your cow was named Grand Champion**

**of the Junior Show?** The adrenaline out there is crazy, with all the people watching you and watching the cow. The associate judge tricked me the first time for Senior Champion, and he tried again when she was named Grand Champion, but I didn't fall for it the second time.

**How did you get involved in dairy cattle showing?** I grew up with my whole family being involved in showing. When I was young, my family milked about 60 cows. They sold the herd in 2013, and we just kept a few show cows. Now, my two oldest brothers have a place where they are milking six cows. You might try to leave the dairy industry and do other things, but you always come back because it is something you are passionate about.

**Who has been a mentor for your showing career?** Definitely my family. I can't give my parents and my older brothers enough credit. If it wasn't for them, there wouldn't be any cows for me to show.

**What is your favorite memory of showing dairy cattle?** I just love watching Wishful Thinking continue to build her record and her story.

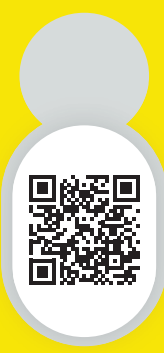


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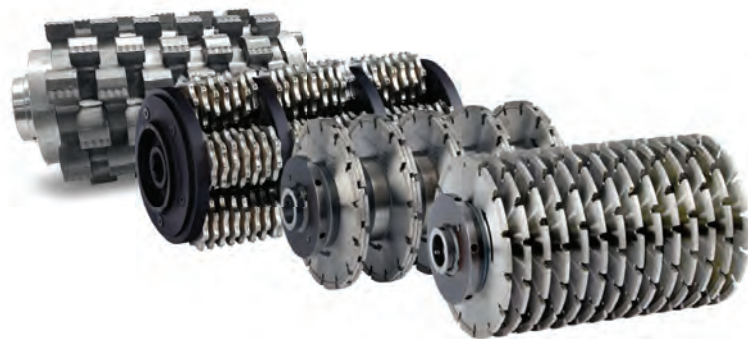
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PHOTOS BY ABBY WIEDMEYER /DAIRY STAR

(Top) Avery Metzger (from left), Paul Hartter, Jeremy Metzger, Grayson Metzger and Daniel Metzger discover the display at Made-ro Dairy Systems Oct. 3 at the Trade Show at World Dairy Expo in Madison, Wisconsin. The kids are visiting from Iowa.

(Left) Ben Ekern, of Calf-Tel, talks with Tim Keller and Lindsey Worden at the Trade Show Oct. 3 at World Dairy Expo in Madison, Wisconsin. Tim Keller is visiting from Mt. Horeb.



PHOTOS BY ABBY WIEDMEYER /DAIRY STAR

(Above) Christian Sosa, of Golden Calf, interacts with Demaris Huuliel and Alex Chevez Oct. 3 at World Dairy Expo's Trade Show in Madison, Wisconsin. Huuliel and Chevez are employees at Truttman Dairy near New Glarus, Wisconsin, where they milk 450 cows.

(Right) Bethany Dado-Senn, of Vita Plus, discusses animal nutrition with Ted Johnson, of Horse Creek Holsteins, Oct. 3 at the World Dairy Expo Trade Show in Madison, Wisconsin. Johnson is visiting from Star Prairie, Wisconsin.



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# TODAY AT WORLD DAIRY EXPO



SHERRY NEWELL/DAIRY STAR

Jack Hammock, a dairy farmer on an 850-cow operation near Chatham, Virginia, marked his location on a map at the Global Cow booth in Exhibition Hall Oct. 3. Hammock was with Justine Allyn, of Canaan, Connecticut, whose Allyndale cattle were in a string with Juniper Farm, of Gray, Maine. Both Allyn and Hammock are students at Virginia Tech.



ABBY WIEDMEYER/DAIRY STAR

Jaden Dreier leads a cow for the Central National FFA Contest Oct. 3 at World Dairy Expo in Madison, Wisconsin. Dreier is part of the Brookwood FFA from Ontario, Wisconsin.



SHERRY NEWELL/DAIRY STAR

Kalli Barber, of DeWitt, Iowa, washes heifers in preparation for today's World Premier Brown Swiss Sale.



SHERRY NEWELL/DAIRY STAR

With unusually high temps making the 2023 World Dairy Expo uncomfortable for many, the Sauder family of River Valley Farm in Tremont, Illinois, found a place to cool off after the Jersey show Oct. 3. Family members who found shade just outside New Holland Pavilion 1 were Charlotte Sauder (from left) with Harper Sauder, Finley Sauder, Grace Sauder, Cindy Sauder, Gregg Sauder and Jeni Sauder.



PHOTO COURTESY OF COWSMOPOLITAN

Kenna Jones, of Edmonton, Kentucky, celebrates FFA Day at World Dairy Expo in Madison, Wisconsin.

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