



EXPO DAILY EDITION

Thursday, Oct. 5, 2023

IN THIS ISSUE



Expo Milestones: Scott Bentley

page 5



World Forage Analysis Superbowl

page 7



Creating the Dynasty

page 15



Junior Brown Swiss Results pages 16 & 17



Virtual Farm Tour

page 19

FLAVORS OF THE DAY

Grilled Cheese

Maple Bacon Cheddar made in Shullsburg, Wis. UW-Madison Cheese Stand next to the Arena Building

Ice Cream

Chocolate Chip Cookie Dough
Elephant Tracks • Strawberry Cheesecake
GEA Ice Cream Stand located in the Exhibition Hall

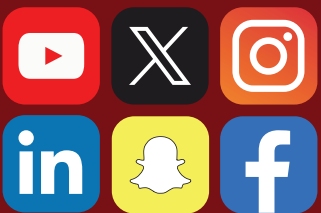
ATTENDEE INFORMATION

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.



#WDE23



56th

Like mother, like daughter



PHOTO COURTESY OF COWSMOPOLITAN

Iroquois Acres Jong Cali is named Senior and Grand Champion of the International Brown Swiss Show after winning the Component Merit Cow Class, and her daughter Iroquois Acres Total Candy is named the Reserve Senior and Reserve Grand Champion after winning the Aged Cow Class. Both cows are owned by Brian Pacheco of Kerman, California. Ritchi View Nuck Hum Dinger is named the Honorable Mention Senior and Honorable Mention Grand Champion after winning the Four-Year-Old Class. She is exhibited by Ken Main, Kenny Joe Manion and Allan Brisson.

Iroquois Acres duo tops International Brown Swiss Show

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — Iroquois Acres Jong Cali and her daughter Iroquois Acres

Total Candy claimed the top honors of Senior and Grand Champion and Reserve Senior and Reserve Grand Champion, respectively, in the International Brown Swiss Show.

Both cows are owned by Brian Pacheco of Kerman, California, and housed at Lookout Farm in Canton de

Hatley, Quebec, Canada. Cali topped the Component Merit Cow Class while her daughter Candy won the Aged Cow Class.

Honorable mention recognition for both Senior and Grand Champion went to the winning Four-Year-Old, Ritchi View Nuck Hum Dinger, exhibited by Ken Main,

Kenny Joe Manion and Allan Brisson of Copake, New York.

Topp B-3 Woodford, the winning Junior Three-Year-Old, exhibited by the partnership of Topp-View and Brothers Three of Water-

Turn to OPEN BROWN SWISS | Page 3

Immersed in dairy

Morris honored as Industry Person of the Year

BY TIFFANY KLAPHAKE
Staff Writer

AMERY, Wis. — Tom Morris has been involved in the dairy industry his entire life.

From dairy farming to teaching to owning and publishing a dairy publication as well as owning and operating a dairy sale management business where he served as auctioneer, Morris has entrenched his life's work in the dairy industry and the people who revolve around it.

"We did a lot of things, but it was all connected to the dairy business and the Holstein cow primarily," Morris said. "It is still our life. It's in our blood."

This year, Morris was named World Dairy Expo's Industry Person of the Year, an honor which was highlighted Oct. 4 during the Recognition Awards Banquet at WDE.

Morris and his wife, Sandy,



PHOTO COURTESY OF WDE

Tom Morris is the 2023 World Dairy Expo Industry Person of the Year. Morris has been managing the World Classic Holstein Sale at WDE for over 30 years, where he serves as auctioneer.

own and operate Tom Morris Ltd., a sales management business that has managed over 500 Holstein sales across the country, and Morris has wielded the

gavel at over 1,000 sales in nearly 40 states across the U.S. and also in Canada and Europe. The Morrises have also been managing the World Classic

Holstein Sale at WDE for over 30 years, where Morris serves as auctioneer.

The couple also owns and operates Deronda Farm. Their three herd dispersals in the 1980s were each the highest averaging herd sale for the year, Morris said. Today, they maintain interest in select registered Holsteins, many with partners across the U.S.

Morris and his wife both grew up on dairy farms in Wisconsin and started showing animals at a young age.

"I've probably shown at Expo for over 35 years," Morris said. "My years at Expo go back to when my dad and uncle farmed together and had a marvelous herd of cattle."

Even while attending college at the University of Wisconsin-Madison, Morris, along with a group of peers, worked on fitting crews and helped set up for Expo.

"It's a lot of good times," Morris said. "Through the thrills of winning and the agony

Turn to MORRIS | Page 4

DAIRY STAR

www.dairystar.com

ISSN Print: 2834-619X • Online: 2834-6203
 522 Sinclair Lewis Ave.
 Sauk Centre, MN 56378
 Phone: 320-352-6303
 Fax: 320-352-5647

Published by Star Publications LLC
 General Manager/Editor

Mark Klaphake - mark.k@dairystar.com
 320-352-6303 (office)
 320-248-3196 (cell)
 320-352-0062 (home)

Ad Composition - 320-352-6303
 Nancy Powell • nancy.p@dairystar.com
 Karen Knobloch • karen.k@star-pub.com
 Annika Gunderson • annika@star-pub.com

Editorial Staff

Jan Lefebvre - Assistant Editor
 320-290-5980 • jan.l@star-pub.com
 Maria Bichler - Assistant Editor
 maria.b@dairystar.com • 320-352-6303
 Stacey Smart - Assistant Editor
 262-442-6666 • stacey.s@dairystar.com
 Danielle Nauman - Staff Writer
 608-487-1101 • danielle.n@dairystar.com
 Abby Wiedmeyer - Staff Writer
 608-487-4812 • abby.w@dairystar.com
 Tiffany Klaphake - Staff Writer
 320-352-6303 • tiffany.k@dairystar.com
 Amy Kylo - Staff Writer
 amy.k@star-pub.com

Consultant

Jerry Jennissen 320-346-2292

Advertising Sales

Main Office: 320-352-6303
 Fax: 320-352-5647

Deadline is 5 p.m. of the Friday
 the week before publication

Sales Manager - Joyce Frericks
 320-352-6303 • joyce@dairystar.com

Mark Klaphake
 (Western MN)

320-352-6303 (office)
 320-248-3196 (cell)

Laura Seljan

(National Advertising, SE MN)
 507-250-2217 • fax: 507-634-4413

laura.s@dairystar.com
 Jerry Nelson

(SW MN, NW Iowa, South Dakota)
 605-690-6260 • jerry.n@dairystar.com

Mike Schafer

(Central, South Central MN)

320-894-7825 • mike.s@dairystar.com

Amanda Hoefler

(Eastern Iowa, Southwest Wisconsin)
 320-250-2884 • amanda.h@dairystar.com

Megan Stuessel

(Western Wisconsin)
 608-387-1202 • megan.s@dairystar.com

Kati Kindschuh

(Northeast WI and Upper MI)

920-979-5284 • kati.k@dairystar.com

Julia Mullenbach

(Southeast MN and Northeast IA)

507-438-7739 • julia.m@star-pub.com

Bob Leukam

(Northern MN, East Central MN)

320-260-1248 (cell)

bob.l@star-pub.com

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 9 A.M.

U.S. Farm Report LIVE!

Presented by Farm Journal Media & World Dairy Expo and hosted by Tyne Morgan featuring panelists Dan Basse, Economist & Founder, AgResource Company; Ben Laine, Senior Dairy Analyst, Terrain; and Katie Burgess, Director, Risk Management, Ever.Ag

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 Supervisor Systems.



Educational opportunities at WDE

Virtual Farm Tour: 10 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.

Feltz Family Farms Stevens Point, Wisconsin
Sponsored by: DeLaval, Inc.

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.

What the 2023 Farm Bill Has in Store for Dairy
Panelists: Pete Kappelman, Senior Vice President, Member & Government Relations, Land O' Lakes, Inc. Gregg Doud, President & Chief Operating Officer, National Milk Producers Federation
Moderator: Katie Schmitt, Outreach Specialist, Council on Dairy Cattle Breeding
Sponsored by: National Milk Producers Federation

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 intermedio de las granjas lecheras.

Cosechando Alto Rendimiento: Liberando el Potencial de Tu Equipo Lechero
Ponente: Elsie González, Motiva Consulting
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. Corn Silage Production: The Key to Unlocking Your Farm's Potential

Presenter: Joe Lauer, Ph.D., Professor, University of Wisconsin-Madison, Madison, Wis.
Approved for: (1) Crop Management CEU from Certified Crop Advisors
1:30 p.m. Linking Forage Quality Measures to Economic Value
Presenter: Bill Weiss, Ph.D., Emeritus Professor, The Ohio State University, Ohio Agricultural Research & Development Center
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. Double Team Forage & Silage Sorghums
Speaker: Scott Staggenborg, Ph.D., Director of Product Marketing, Sorghum Partners
Presenting Company: S&W Seed Company/Sorghum Partners

10:30 a.m. Reduce Your Risk: Successfully Manage Your Milk Components when Changing Forage Sources
Speaker: Hannah Tucker, Ph.D., Ruminant Technical Manager, Novus International, Inc.
Presenting Company: Novus International, Inc.

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. Digitizing Dairy Barn Design
Speaker: Mario Mondaca, Ph.D., Senior Technical Applications and Research Engineer, VES-Artex
Presenting Company: VES-Artex

1:30 p.m. Focusing on Income Over Feed Rather Than Just Milk Price
Speaker: Robin Schmahl, Dairy Analyst
Presenting Company: AgMarket.Net

2:30 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

3:30 p.m. Sparking a Change: Electric Tractors on the Dairy
Speaker: Lena Bioni, Product Marketing Manager, New Holland Agriculture North America
Presenting Company: New Holland Agriculture






How Smart Is YOUR Dairy?

Take the Tru-Test! ▶▶

Get a **FREE** pair of Datamars Livestock gloves.

Visit Booth **EH3206-3307**

Must be a U.S. resident with a valid mailing address. No purchase necessary. One gift per person. Gift will be sent approximately (30) days after promotion ends. Promotion is valid through October 31, 2023. By opting in, participant grants Datamars Livestock to send future promotional materials. May unsubscribe from promotions at any time. Datamars Livestock is not responsible for any disputes or damages. Datamars, Inc. does not share or sell information. Tru-Test is a registered trademark of Datamars, Inc. © 2023 Datamars, Inc. - All rights reserved. REV08022023

Your Feed Ingredient Link!



Visit us in Booth EH 2405

AMERICAN AGCO TRADING COMPANY

Specializing in Agricultural Commodities

What you need when you need it. On time and at a price that's right.

CANOLA MEAL CORN GLUTEN FEED CORN DISTILLERS GRAINS CORN STARCH LINSEED MEAL FLAX SEED	OAT HULLS RICE HULLS SOYBEAN MEAL SOY BEST SOYBEAN HULLS SOY FLOUR	SOY PLUSAMINO PLUS SOY ISOLATE WHEAT MIDDS WHEAT GERM MEAL BEET PULP CASEINATES	CHEESE SCRAPS SAW DUST FOOD BY-PRODUCTS LACTOSE NONFAT DRY MILK SUGAR/DEXTRASE WHY PROTEIN POWDER
-------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------

Servicing THE Upper Midwest

(MN,ND,SD,WI,IA,NE) SEAN LASCHINGER ☎ 800-836-5674 COTTONSEED & GRAIN BY-PRODUCTS ✉ SLASCHINGER @AMERICANAGCO.COM	(WI) JOHN JOHNSON ☎ 800-836-5646 COTTONSEED & GRAIN BY-PRODUCTS ✉ JJOHNSON @AMERICANAGCO.COM	(MIDWEST/MI) KATIE ILLI ☎ 651-268-2105 COTTONSEED & GRAIN BY-PRODUCTS/STARCH ✉ KILLI @AMERICANAGCO.COM
-----------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------

7900 97TH STREET SOUTH, COTTAGE GROVE, MN 55016

FAX: 651-268-2121 WWW.AMERICANAGCO.COM

Continued from OPEN BROWN SWISS | Page 1

town, Wisconsin, took home the title of Intermediate Champion. Reserve Intermediate Champion honors went to Just So D Fortune-ET, the winning Senior Three-Year-Old, exhibited by Just So Farm of Lake Mills, Wisconsin. Following that pair as the Honorable Mention Intermediate Champion was Knapp Woody Pamela, the winning Summer Junior Two-Year-Old, exhibited by Peter Vail of Englewood, Florida.

Jenlar Rasta Westlynn-ETV captured the Junior Champion banner after winning the Fall Calf Class for Siemers Holsteins of Lomira, Wisconsin. Following her as the Reserve Junior Champion was the first-place Winter Yearling, Shelburne BR Dells Designer NP, exhibited by Hayleigh Geurink and Kelvin Webster of Blue Mounds, Wisconsin. The second-place Winter Yearling, Pit-Crew Devils Rhythm, leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota, garnered the Honorable Mention recognition.

Pit-Crew Genetics of Cambridge, Minnesota, dominated the heifer classes, claiming both the Premier Breeder and Premier Exhibitor of the Heifer Show. Garnering enough points to claim the Premier Sire banner in the Heifer Show was Brown Heaven R Famous-ET.

The overall Premier Breeder award was presented to the Cutting Edge partnership of Ken Main and Peter Vail of Copake, New York. There was a tie for Premier Exhibitor with both Peter Vail of Englewood, Florida, and the partnership of Ken Main and Kenny Joe Manion of Copake, New York, garnering the top

number of points. Voelkers TD Carter was named the show's Premier Sire.

Official judge Chris Lahmers of Marysville, Ohio, and his associate judge Rick "RT" Thompson of Darlington, Wisconsin, were charged with placing 374 head of Brown Swiss during the International Brown Swiss Show. Complete show results are available online at www.world-dairyexpo.com.

Iroquois Acres Jong Cali

Brian Pacheco, Kerman, California Housed at Lookout Farm, Canton de Hatley, Quebec

Tell us about your animal. (Calum McKinven) I bought Cali as a bred heifer. My wife, Kathy, and I were driving away from Iroquois Acres and spotted her from the road. We called to inquire about her, asked for a photo of her udder promise and bought her. A week later, I sold her to Brian Pacheco, who was looking to buy a good Brown Swiss. Cali was carrying Candy, and she was still at Iroquois Acres when she calved. She came up shortly after that, and then the calf came a couple months later. What makes me the happiest about today is that these two cows helped Iroquois Acres win the Best Three Females Class. Cali is scored EX-96 4E and has been All-American twice: as a Junior Three-Year-Old in 2018 as a Four-Year-Old in 2019. She has been Reserve All-American twice as well, as an Aged Cow in 2021 and 2022. Candy is scored EX-93 2E, and she was Honorable Mention All-American Five-Year-Old in 2022.

What does receiving this title mean to you? It really has not sunk in yet — and the fact that both cows won, mother and daughter. I don't technically own these cows, but I think of them as if they were my own. It is just such an amazing feeling to think of what these two cows accomplished. Just amazing.

How did you prepare for the show and who helped you? Preparing for World Dairy Expo is a year-round pursuit. My wife and my daughter do a lot of the work with the cows at home. This year, with me judging, they came down and took care of our cattle until I could be back in the barn after the Junior Holstein Show. We have a great crew in the barn, most of which are new to us, but they are doing a great job for us.

What trait do you like most about your animal? They are both so easy to work with, not difficult at all. You pretty much just have to put the right amount of milk in them and get them filled right. I love the dairy strength and width Cali possesses, and she has an incredible udder and perfect feet and legs, and her rump is incredible. She has bred that through to her daughters.

Why do you enjoy showing at World Dairy Expo? It is probably our favorite show to come to. It is a long hard trip, and we are all tired from traveling, but the atmosphere being here is so terrific. Then, you add in the quality of animals in all the breeds, and it is exciting. If you win here, you know you are among the best of the best. It is also the only show we have to show our Brown Swiss at.

SIGN UP FOR OUR NEWSLETTER



DAIRY STAR
MILK BREAK

Visit www.dairystar.com to sign up!

IF YOUR IDEA OF A ROAD TRIP IS LOOKING AT

your neighbors crops...

YOU'RE IN *the right place.*

Tune in to The Mid-West Farm Report with Fabulous Farm Babe, Pam Jahnke, for all the World Dairy Expo daily happenings!



SCAN TO DOWNLOAD

WELCOME to the FARM



THE FARM
1550AM 97.7FM

DOWNLOAD THE APP!
Check out MidwestFarmReport.com

Listen Today!

Continued from MORRIS | Page 1

of defeat, I've been there. But you know what? Great cows come and go, but it's the friendships and the bonds with other people that I enjoy."

Prior to selling their cows, the Morrises hosted trainees and herdsmen from Europe on their farm. Morris and his wife remain in close contact with several of them to this day and have gone to visit them in their home countries.

"I always thought early on you have to surround yourself with gifted and talented people," Morris said. "I've noticed when I travel that it helps to have the best people out there working for you."

Morris said it is because of the talented and gifted individuals who helped him launch Cattle Connection that it has grown to be what it is today.

"Our publishing business was one of the really neat things we got into," Morris said. "That has been very, very successful."

Morris was spurred with the idea to start Cattle Connection while driving home from a cattle sale late at night in the spring of 1990.

"I pulled into this service station to get a cup of coffee to help me stay awake," Morris said. "I picked up a shopper with snowmobiles on the front. On the way home, I started asking myself, 'Why can't there be something like this that can connect buyers and sellers from coast to coast?'"

The next morning, Morris got to work. Six months later, Cattle Connection was launched at World Dairy Expo. Morris wanted something that buyers and sellers could look over and read quickly. It soon became the largest publication for all breeds of dairy cattle across North America.

"It was a little innovative, and some people thought it was nuts," Morris said. "The editors we've had over the years did a marvelous job."

In 2021, Cattle Connection was purchased by Holstein International and is published under the same name.

Another innovation Morris helped

launch was the nine-month Dairy Herd Management Program with Wisconsin Technical College System, which was the first of its kind in the country. Morris served as an instructor for 10 years.

"It was pretty exciting," Morris said. "The first year, we had 10 or 12 students, and the next year, we had 25 or 28. It just took off, and it was great. I enjoyed that as much as anything I have ever done."

The goal was to build a program for local dairy farmers, but the program regularly received students from across the country and Canada. Those students would live with and work for local farmers while going to school.

Even though Morris no longer teaches agriculture professionally, he continues to mentor young people in the industry.

"I've had a lot of mentors over the years who I have listened to," Morris said. "Now it is my turn to give back."

Having attended every World Dairy Expo since its inception in 1967, Morris sees the value WDE brings to the upcoming generations of dairy enthusiasts. He has been an industry representative on the Dairy Cattle Exhibitor Committee for decades and has served as chairman for 12 years. He presently serves on the World Dairy Expo Executive Committee and as vice president of the World Dairy Expo Board of Directors.

Along with having had mentors, Morris said the key to his success is working alongside other like-minded people.

"It's all about who you surround yourself with," Morris said. "If you are surrounded by honest, good, hard-working people, you can achieve a lot."

As Morris reflects on his time in the dairy industry, he says he has no regrets.

"We loved what we did every day," Morris said. "The sales, the farming, the Cattle Connection and even my days in education — some days were better than others, but we never worried about recognition. It's been a really great run for us through life."



PURPLE COW ITEM OF THE DAY



Visit the Purple Cow Gift Shop today from 9 a.m. to 5 p.m.

EXTRUTECH FORM Wall System Perfect for Robotic and Parlor Walls

U.S. Patent 8,677,713
Canadian Patent 2833,490
Mexican Patent 344,648



HOLY COW!
Those panels are bright!

ICC LISTED
ESR-4250
P824
P684

- Concrete Form System
- Water and corrosion-proof
- Custom cut panel lengths to 20 feet
- 6" and 8" thick stay-in-place concrete form
- Cleans easily - low maintenance
- Brightens the interior of any building
- Fewer seams - 2 foot wide panels
- Resists mold, mildew, bacteria growth
- Available in a bright white, high gloss, hard surface
- Low maintenance, easy-to-clean, with water/mild cleaner
- Protective film on both sides keeps panels clean during construction

BOOTH EH2814
World Dairy EXPO
OCT 3-6
Madison, WI

Suspended Ceiling Panels,
Partition Walls, and Doors
also Available



ICC LISTED
ESR-4583

Poly Board® Panels
P1300 - 12" wide
P1600 - 16" wide
P2400 - 24" wide

20 YEAR WARRANTY
EXTRUTECH PLASTICS, INC.

See our new FORM PANEL construction video on our web site.

Manufacturing American-Made PVC Panels for 31 Years!

EXTRUTECH PLASTICS, INC.
www.eplastics.com
Ph: 888-818-0118

DAIRY BEEF?

CALL FOR CURRENT PRICING

EBJ Livestock



The Best Market for Your Farm

- Multiple Day Pick Up
- Paid Immediately
- No Trucking · No Commission

See us at Booth #TC617

LOOKING FOR NEW MARKETS! CALL DAN AT 715-651-1466 • 1-800-428-1429



CHECK OUT ONE OF OUR NEW SPREADERS, THE PS6138 PPWERSPREAD!

Hats, apparel, farm toys & more for sale

Booth # EH 3415-3518, TM 910, 911

EXPO MILESTONES

Scott Bentley

Navigating uncharted territory

Bentley looks back on pandemic impacts to WDE

BY ALEX MIDDENDORF
Staff Writer

Even after his retirement from the position of General Manager for World Dairy Expo in 2022, Scott Bentley describes himself as a passionate follower, fan and volunteer for all things Expo.

Having served in the role of General Manager from 2013 to 2022, Bentley has participated in the Expo subsequent to his retirement in 2022 as a Purple Cow Gift Shop volunteer and said he hopes to continue that venture for future Expos.

"I'm humbled to have been a part of the storied legacy of the organization," Bentley said. "I'm excited to watch the current leadership continue to progress the event and the organization forward."

Looking back on his time as the General Manager of Expo, Bentley said the greatest part of the role was the interaction with the people who make

WDE what it is.

"The volunteers, the exhibitors and the attendees are the Expo family not only across the United States, but globally as well," Bentley said. "The most rewarding part for me was certainly being able to interact with those dairy enthusiasts from all around the world."

Bentley's background in dairy contributed to his dairy-filled career. After graduating from Iowa State University, he accepted a position with the American Jersey Cattle Association based out of Ohio.

From there, he worked for ABS Global for nearly 20 years before he was presented with the opportunity to serve as General Manager.

"It was an exciting chance for me to be part of a globally known and valued event that was such an important part of my growing up and professional career," Bentley said. "It was a great challenge to seek that opportunity and ultimately a gratifying moment to be named

as General Manager."

After taking the position in 2013, Bentley said he was met with numerous opportunities as well as challenges along the way.

Between developing Expo's prior strategic plan, executing the transition from barns to pavilions and formatting changes to the show schedule, Bentley saw growth and evolution of WDE during his years of service.

Bentley said the biggest challenge he faced throughout his WDE career was the coronavirus pandemic of 2020 and the tough decisions that came with it.

"The pandemic was a hyper unique challenge for everyone, no matter their walk of life," Bentley said. "The Expo leadership worked very closely with city and county officials to come to the unfortunate conclusion to cancel Expo in 2020 for the better interest of the entire organization."

After navigating the unprecedented year of 2020, Bentley and the leadership team were able to organize Expo for 2021 but with restrictions in place for safety.



PHOTO SUBMITTED

Scott Bentley served as World Dairy Expo General Manager from 2013 to 2022. Since retirement from the position, Bentley has continued to volunteer his time with the organization.

"The 2021 Expo is one that we were extremely proud to hold," Bentley said. "It was one that was not without challenges, but I take a tremendous measure of pride that as an organization elected leadership and staff, we were able to host that event successfully."

Bentley said he is now excited to see the new leadership

continue to improve the evolution of Expo.

"Being able to continue to volunteer and attend Expo while the current leadership and staff manage the show and adapt to industry trends are something I am looking forward to this year and into the future," he said.

Visit us in the trade show
at booth #EH 1613/1614!

Reach for Last Stand® when calves need rapid support.

Calves that maintain normal digestive health and have healthy immune function early in life grow fast and tend to mature early. Starting calves right can aid in establishing a foundation for life-time productivity. The extensive list of eubiotics and other novel ingredients combined to deliver support in Last Stand® include:

Encrypt® (a unique, organic acid containing fiber source), probiotics, whey proteins (including specialized condensed whey solubles), egg proteins, prebiotic, mannan-oligosaccharides (MOS), essential oils (flavoring), B Vitamins and Vitamin D3 to support gastrointestinal health in dairy and beef calves.

**VISIT US AT
WORLD DAIRY EXPO**
stop in and shop with us



show whites, shirts, belts and sullivan show supplies

casual and workwear

**Let's Ride
BOOTS & APPAREL**

FIND US next to Cybil Fisher's Photography tent

www.letsridebootsapparel.com // Find us on Facebook

FIVE STAR SPONSOR

John Deere
TM M, N OO

Describe your sponsorship for the World Dairy Expo. John Deere has been a sponsor of World Dairy Expo for about a decade. We raised our sponsorship level in 2021 to Five Star Sponsor. We remain committed to the dairy industry, as well as the multitude of industry partners, and we are proud once more to be a Five Star Sponsor for 2023. As part of our sponsorship, we're thankful and honored to have the World Dairy Expo staff use a fleet of our high-performing John Deere Gator utility vehicles.

Why is having a strong relationship with WDE important to your business? Having a strong relationship with World Dairy Expo continues to be vital to John Deere and its leap ambitions for growth in the critical dairy segment. Our dairymen and dairywomen run important operations to support the need for healthy and nutritious food sources. To do so, innovative equipment and efficient data and technology is crucial to their business and meeting their respective goals. World Dairy Expo offers John Deere a highly visible platform for us to showcase the solutions we bring to market and how those options can help them run their operations more sustainably and more effectively.

How is the dairy industry essential to your business? The dairy industry is a core component of the John Deere ag business strategy. For 2024 and beyond, our goal is to continually bring forth products, performance, and key partnerships to not only meet our own ambitions, but also meet the needs of dairy farmers everywhere. From herd health to ease of operation, our top priority is to help customers be at their best.

Tell us about your company. John Deere innovates on behalf of humanity. Our role is to help produce food, fiber, fuel, and infrastructure. In that regard, we work for every single person on the planet.



JOHN DEERE



K KRAIBURG

*** Superior Comfort**
*** Unmatched Quality**

Agromatic Visit us in Booth EH2011



Target Your Customers!

Advertise Online at www.dairystar.com

**If you would like to advertise,
call 320-352-6303
for more information.**

Have you already sold or are planning to sell your business, land, crops equipment, livestock or minerals this year?

Mitigate or defer **ALL** the taxes owed. No Deferred Sale Trust or CRT used. If you currently have a DST and are not happy, we can help you while maintaining all the benefits.

Opinion letter available from tax professionals.

Retain the money for your family.
DON'T GIVE IT AWAY!!

Creative Tax Planning, LLC
1-877-500-8990

Repeat performance for Colorado grower in World Forage Analysis Superbowl

Archer named Grand Champion with commercial hay entry

BY SHERRY NEWELL
Staff Writer

MADISON, Wis. — For the second straight year, a Colorado forage grower was named Grand Champion Forage Producer in the World Forage Analysis Superbowl. But whereas last year's win was in the Quality Counts Hay and Haylage Division, this year it was Rodney Archer's entry in the Commercial Hay Category that earned top honors Oct. 4 during World Dairy Expo in Madison, Wisconsin.

The contest drew 293 entries which were scored with 70% of the total on lab analysis for items like NDF, ADF and crude protein, and 30% to visual qualities such as color, texture and fiber length. More than \$26,000 in cash awards were provided to winners honored at the Brevant seeds Forage Superbowl Luncheon.

Archer's Milk per ton score of 4,270 was slightly above his 2022 score of 4,007. His 2023 entry had a Relative Forage Quality of 430.

"We think it's the altitude," said Luke Archer, Rodney's son, who attended on behalf of the farm, which raises about 500 acres of forage crops for a dairy farm in Clovis, New Mexico.

The Archer farm is located in Alamosa, Colorado, which is 7,500 feet above sea level.

Archer said the crop was irrigated, which made a difference during what he called a season that "wasn't the best."

It was the family's third year of entering the contest, motivated by the opportunity to pinpoint their crop's quality and its potential use as a marketing tool. The Archers are former Minnesota dairy farmers.

Kevin Jarek, University of Wisconsin Extension in Out-



SHERRY NEWELL/DAIRY STAR

Champions in various categories of the World Forage Analysis Superbowl were honored Oct. 4 during the Brevant seeds Forage Superbowl Luncheon at World Dairy Expo in Madison Wisconsin. They include Dan Gerrits (front, from left), of Cozy Nook Farm, Waukesha, Wisconsin; Chris Kestell of Rainbows End, Waldo, Wisconsin; and David Hinman of Lazy 2K Livestock, Wheatland, Wyoming; (back, from left) Mike Jenson of Jenson Family Farms, Elk Mound, Wisconsin; Melinda Martin and Brittany Martin of Martin Farms, Strykersville, New York; Luke Archer representing his father, Rodney Archer, the Grand Champion Forage Producer, of Alamosa, Colorado; Luke Haywood of Sand Creek Dairy, Hastings, Michigan; Mark Rueth of Church Farm, Grand Marsh, Wisconsin; and Derek Jacobs of Jacobs Hillview Dairy, Hilbert, Wisconsin. Not pictured were class winners Zirbel Dairy Farm, of De Pere, Wisconsin; and Albano Farms SRJF Inc., of Stamford, New York.

agamie County, provided growers attending the luncheon some perspective on trends in forage production. He highlighted what he called the "elephant in the room," a season of the lowest level of hay stocks ever in Wisconsin and the second lowest across the U.S.

Nonetheless, he shared projections of a slight increase in total hay at the end of the 2023 season.

Jarek's other data noted that since 2013, the number of times Wisconsin's first cutting of hay took place in June have increased. He also highlighted the rapid annual acceleration of average hay prices, showing how they have zoomed upward toward a J-curve pattern when charted from the 1940s to today.

World Forage Analysis Superbowl Champions

- Champion Baleage** — Jacobs Hillview Dairy, Hilbert, Wisconsin
- Champion Commercial Hay** — Lazy 2K Livestock, Wheatland, Wyoming
- Champion Dairy Hay** — Church Farm, Grand Marsh, Wisconsin
- Champion Grass Hay** — Cozy Nook Farm, Waukesha, Wisconsin
- Champion Alfalfa Haylage** — Rainbows End, Waldo, Wisconsin
- Mixed Grass Haylage** — Albano Farms SRJF Inc., Stamford, New York
- Champion Standard Corn Silage** — Sand Creek Dairy, Hastings, Michigan
- Champion Brown Midrib Corn Silage** — Zirbel Dairy Farm, De Pere, Wisconsin
- Quality Counts Corn Silage** — Zirbel Dairy Farm, De Pere, Wisconsin
- Quality Counts Hay/Haylage** — Jenson Family Farms, Elk Mound, Wisconsin
- Champion First-Time Entrant** — Martin Farms, Strykersville, New York
- Grand Champion Forage Producer** — Rodney Archer, Alamosa, Colorado

Prevent your cows from doing the splits!

CONCRETE FLOOR GROOVING:
P & D Grooving cuts grooves 3/4" wide, spaced 3-1/2" in between grooves, to give you protection against slips and falls that cause serious injuries to your cattle!

"Grooving Doesn't Cost... It Pays!"

- Reduce Injuries
- Increase Milk Production
- Increase Heat Detection
- Better Drainage

FREE STALL ALLEYS CROSS OVERS | RETURN ALLEYS

HOLDING PENS COW YARDS

BEFORE GROOVING

AFTER GROOVING

I GROOVE NEW AND OLD CEMENT:
To give maximum protection, we recommend "double cutting" where there are no existing grooves to make a diamond pattern or cutting diagonally over existing grooving to make a diamond pattern.

Recommended by veterinarians, nutritionists, breeders and hoof trimmers

Due to low milk prices, I will take payments so you can get your grooving done!

608-225-3595 | www.PandBarnFloorGrooving.com

WE GROOVE SLATS! | SERVICING THE ENTIRE U.S.

Appleton, WI | Grooving America's dairies since 1992!

Call Doug Today!

Visit us at World Dairy Expo

Booth #EH3506

Quality feed ingredients for high producing livestock

www.qualityroasting.com

World Dairy Expo

BREEDER PROFILE

Joe Sparrow
Fairdale Farm
Owenton, Kentucky

Tell us about your farm. We farm about 800 acres. We have lots of pasture and lots of hay ground. We raise some corn for silage. We milk about 30 cows and have about 100 head of youngstock and recipients. My dad is the only one on the farm full time. My brothers and I each work full-time jobs, and help on the farm as we can.

Describe your string at World Dairy Expo this year. We have nine head: six cows and three heifers. We have an Aged Cow who has been seventh here twice and a Four-Year-Old who won here last year as a Junior Three-Year-Old. For everything else, this is their first trip to Madison.

How is showing at WDE beneficial to you and your dairy? This is our Superbowl; it is what keeps us striving to get better. By November, we will be thinking and planning for next year. This is a great place to market our herd and our genetics, to visit and connect with other breeders, and to see bulls we like and bulls maybe we don't like. But mostly, we come to show and to try and get those All-American nominations.

What has been a highlight for your farm at WDE? We have had Intermediate Champion here, and we have won seven classes, I believe. Personally, being asked to judge here is a highlight for me as well.



The Sparrow family — Callie holding Lilly (back, from left), Ben holding Hallie, Kirby, Kylie, Joe and Roger; (front, from left) Wylie, Archie, Angie and Micah — stand with their cows Oct. 2 at World Dairy Expo in Madison, Wisconsin. The Sparrows milk 30 cows in Owenton, Kentucky.

DANIELLE NAUMAN/DAIRY STAR

What is your breeding philosophy? We strive for the more modern kind of Brown Swiss. Udders are our focus, and we want balanced dairy cows. Daughter pregnancy rate is getting to be a big focus in the Brown Swiss breed because getting cows pregnant is so important. If you have a great Two-Year-Old, but you can't ever get her bred back, you really have nothing.

What value does your herd bring to the Brown Swiss breed? There are not a lot of Brown Swiss herds in the south, so it is good have Brown Swiss herds spread out over the country. Between our sales and what we buy, we provide value as a source of genetics. We try to be good ambassadors for the breed, breeding the best cows we can.

What are your goals for the future of your herd? We'd love to have the Grand Champion cow someday and to be Premier Exhibitor. I'd love to see my son show here on the colored shavings someday. We keep striving to make progress within our herd to reach those goals.

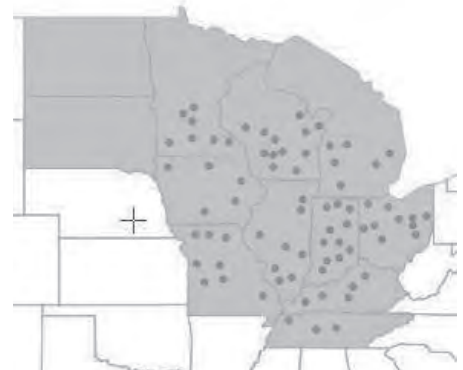
Byron Seeds LLC: A Leader in Alfalfa

Looking for Help with Alfalfa and other Forage Systems?

We are here to guide you in the selection and management of:

- Alfalfa
- Silage Corn
- Hay Mixes
- Grazing
- Alternative Forages
- Sorghums

Stop by **Booth 554-555** to Discuss with one of our Attendants or Request a Visit with one of our Certified Forage Specialists located throughout the Midwest.



FIVE STAR SPONSOR

Masters Choice Hybrids
TC 672-713

Describe your sponsorship for World Dairy Expo. We are a Five Star Sponsor that provides the daily vlogs to World Dairy Expo. We take video footage throughout the week, and it gets slowly released after the show.

Why is having a strong relationship with WDE important to your business? It draws people together from a large pool from all across the country. We are a dairy-focused seed corn company which is rare, so a trade show that is also focused on dairy is unique. It's important to us to be involved.

How is the dairy industry essential to your business? Our dairy-focused seed corn directly serves the people who make up the dairy industry.



MASTERSCHOICE
SEEDCORN.COM

Tell us about your company. We select and develop silage specific hybrids of seed corn. Masters Choice Hybrids is a brand of Rob-See-Co. We are based in Elkhorn, Nebraska, and have been in operation since 2006.

BouMatic
For the life of your dairy™

LIVING THE DAIRY LIFE

The work is hard. The hours are long. The reward isn't always measured in that milk check. But you give it your all, every day. You're a dairy producer because caring for cows is more than a business. This is your life.

BouMatic understands what that really means. We've spent the last century improving the way cows are milked with a focus on redefining the dairy of tomorrow for the dairymen.

Today, BouMatic is ready to help you create the dairy you need to succeed and live the life you envision. With innovative products, forward-thinking solutions, and boots-on-the-ground service, BouMatic offers a full-range of milking products developed to improve the life of your dairy.

Stop by our booth — located at 3011-3315!
And visit the BouMatic parlor inside Barn 2.

CELEBRATING 40 YEARS DAIRYCOMP

vas

40 Years of innovative herd management solutions

Help us celebrate! Stop by Booth EH4331 for your chance to take 40% off a new or existing 2024 DairyComp Unlimited Subscription.*

*Terms and conditions apply. Must enter in person at Booth EH4331.

This week, sharpen your skills and explore VAS' product line at one of our educational sessions.

Scan the QR code for the full schedule!

vas.com

A-5118109778

Growing US export opportunities at Expo

Program helps exhibitors conduct international business

BY STACEY SMART
Staff Writer

MADISON, Wis. — A strong international presence has been part of World Dairy Expo since the show's beginning. Approximately 3,000 international guests make the trip to Expo each year. In 2016, guests from 102 countries traveled to the dairy industry's largest trade show — the most in its history.

This year, the depth and breadth of international visitors will be amplified as Expo takes its global ties one step further to initiate connections with buyers from all over the globe. WDE partnered with the U.S. Department of Commerce's International Trade Administration to deploy the Trade Event Partnership Program at Expo. Through this program, Expo will host buyers from multiple countries seeking to establish export markets with U.S. partners.

"We're excited to invite

between 75 and 100 buyers to the Expo grounds this year," said Cassi Miller, who oversees the international aspect of World Dairy Expo as Attendee Programs Manager. "TEPP is meant to connect international buyers directly with companies or farms looking to expand their export services pretty much anywhere in the world."

The program is open to all Trade Show and cattle exhibitors free of charge whose primary product source comes from the U.S. The idea was brought to WDE by one of the show's commercial exhibitors who had past experience and success working with TEPP at another trade show he attends.

The ITA partners with trade show organizers to promote U.S. company interests at trade shows around the globe and in all industries. The objective of the program is to leverage ITA's networks and resources and trade show organizers collectively to promote U.S. exports at trade events.

"ITA supports trade events and U.S. pavilions at those events because they serve as vital access vehicles for U.S. firms to enter and



Cassi Miller is the World Dairy Expo Attendee Programs Manager.

PHOTO SUBMITTED

expand to foreign markets," said Haley Milan, senior international trade specialist and global agribusiness dep-

uty team leader at ITA's U.S. Commercial Service. "Innovative U.S. products and services are often best featured

and marketed face-to-face where the buyer can experience the value-add of U.S. ingenuity firsthand."

Working with ITA's TEPP builds awareness of the event's value and excellence, Milan said.

"This partnership expands the recruitment capability for World Dairy Expo by using our network and knowledge of foreign business communities to target purchase-ready buyers with real interests in this sector," Milan said.

The program was introduced to exhibitors in 2022 but because travel to the U.S. was still limited, Miller said buyers were not present at Expo last year.

"Because travel restrictions aren't as intense, and people are able to get travel visas, we're planning to host buyers on-site this year," Miller said.

Countries that expressed interest in attending as part of TEPP include Montevideo, Uruguay; Nairobi, Kenya; Belo Horizonte, Brazil; Cairo, Egypt; and Dar es Salaam,

Turn to MILLER | Page 12

THE SAME HERD. MORE MILK. MORE PROFITS.

You don't have to increase your herd size in order to increase your milk production

Dairy cows treated with Posilac™ had an additional average production of up to 5.2 kg/day of milk when compared to animals not treated with bST. This means, in a herd of 50 cows that produce an average of 20 kg/day, considering that 70% of these cows are treated with Posilac™, the herd would be producing an average of up to 23.6 kg/day (production of 1,180 kg/day), an increase equivalent to 9 cows in the original herd (50 cows).

Practicality!



Ready for use!

Features

- Slow release of active ingredient.
- Cumulative effect.
- Prolongs the life of secretory cells.
- Reliable.
- Safe.

Differentials

- Response every day of the 14 day administration cycle.
- Increased long-term response.
- Increased persistency, supports milk production.
- Approved by the FDA.
- Does not pose a threat to animal or human health.

Formula / Indication / How to Use

- **Indications for use:** increase milk production in healthy dairy cows.
- **Syringes 500 mg** sometribove zinc (1 dose).
- **Application every 14 days**, subcutaneously.
- **Starting from week 9** of lactation (57-63 DEL) up to 2 weeks before drying off.

Posilac™ and Sustainability



By significantly increasing the efficiency of milk production supplementation with Posilac™ reduces its environmental impact

Posilac™

30 years of success and safety

To order, please call
1-844-952-0330

To set up an account, please send an e-mail to:
ar@unionagener.com

**UNION
AGENER**
ANIMAL HEALTH

www.unionagener.com

Visit Union Agener Inc. booth Number EH 1101, 1102

The cow who changed a girl's life

Expo experience laid foundation for Sears Randle's career successes

BY DANIELLE NAUMAN
Staff Writer

DEERFIELD, Mass. — When then 18-year-old Ashley Sears Randle and her 5-year-old Guernsey cow left their Deerfield farm, heading west to Madison, Wisconsin for the 2007 World Dairy Expo, Sears Randle had no idea how bright the lights would be nor how big the show would turn out to be — or the history that would follow them home to Massachusetts.

“My hope was for Pie to be in the top three,” Sears Randle said. “It was the first time I showed in a type class at Expo; I’d done showmanship, but showing in the type class was a completely different experience.”

While many top-contending cows are handed off to the most consummate leads people, Sears Randle and her family made the decision to continue Indian-Acres MM Pistachio Pie’s junior show career with Sears Randle at the halter.



Ashley Sears (Randle) stands with her Supreme Champion Indian-Acres MM Pistachio Pie at the 2007 World Dairy Expo. Pistachio Pie was the first cow to be named Supreme Champion of both the Open and Junior Shows at Expo.

PHOTO COURTESY OF WORLD DAIRY EXPO

Sears Randle is the fifth generation of her family to be involved in her family’s dairy farm and had grown up sharing her mother’s love of the Guernsey breed.

“Pie and her mother had always been part of my 4-H project,” Sears Randle said. “Pie had a rough start to life and had always been special to me. I really wanted

to show her, and my parents trusted me enough to be confident in my decision.”

Not only was it Sears Randle’s first experience walking the colored shavings

during a breed show, it was Pie’s first trip to Madison as well.

While Sears Randle was hoping for the top three, Pie had different plans as she stepped onto the purple-tinted shavings. Coming off a recent victory at the All-American Dairy Show in Harrisburg, Pennsylvania, Pie was ready to begin making history happen.

From the moment she entered the Coliseum, Pie captivated official judge Bill Langel, topping the Five-Year-Old Class on her way to being named Senior and Grand Champion of both the open and junior divisions of the International Guernsey Show.

“Pie was an exceptional cow in an exceptional show that day,” Langel said. “I was struck by her dairyness, openness and strength. She wasn’t just strong. She was dairy strong, and then there was that fantastic udder. There were some really good cows in the center of the ring, but Pie stood out among a terrific group.”

After the photos were taken and Pie was settled back into the pack, Sears Randle said she took a mo-

Turn to SEARS RANDLE | Page 12

Phibro

ANIMAL HEALTH CORPORATION

HEALTHY ANIMALS. HEALTHY FOOD. HEALTHY WORLD.®

Visit us at World Dairy Expo — EH 4516-4517 and TM FF

Talk With a Phibro Expert 800.677.4623 | pahc.com

MS170821USA-R0223 ©2023 Phibro Animal Health Corporation. Phibro, Phibro logo design, AB20, Animate, Cellebrate Yeast Solutions, Phi-Chrome and OmniGen are trademarks owned by or licensed to Phibro Animal Health Corporation or its affiliates. Hy•D is a trademark of dsm-firmenich Animal Nutrition and Health. Phibro Animal Health Corporation is the exclusive distributor for Hy•D in the U.S. dairy market.

Tanzania.

“This program will allow Expo to expand our international reach, which will create opportunities for our Trade Show and dairy cattle exhibitors to enter new markets,” Miller said. “Our goal is to gather individuals passionate about the dairy industry in one place and provide them with as many resources as possible. This is how we foster conversations for positive change in the industry; creating a location where like-minded people can come together and share ideas.”

WDE worked with the Department of Commerce to facilitate the buyers’ travel to Wisconsin — from securing flights and hotel rooms to providing transportation to and from the show. TEPP will likely draw buyers who have never heard of World Dairy Expo but can benefit from the show, Miller said.

“World Dairy Expo is for anyone interested in the dairy cow,” Miller said. “You don’t have to be an active producer to enjoy your time at the event.”

Miller said TEPP will further enhance the experience for everyone at Expo by providing additional opportunities to network and make connections.

“Expo is the meeting place for the global dairy industry, and we’re excited to be able to connect people looking for a specific product or service and help them bring it back to their country,” Miller said. World Dairy Expo was awarded a grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection that will run through the 2024 show to help Expo make enhancements to promote Wisconsin products on an

international scale.

“We’re grateful we were able to receive those funds,” Miller said. “They will be used to help enhance our international presence and program and improve exports specifically for Wisconsin.”

The funds are helping Expo market the show more efficiently on a global scale. The money also provided opportunities to make enhancements on the grounds and promote the event at other international events.

WDE is also working with DATCP to provide off-site tours for the buyers during their time in Madison. Along with facilitating exports, Miller said WDE wants to showcase Wisconsin and the abundance of agriculture the state has to offer.

“DATCP is a great partner that knows the ins and outs of Wisconsin agriculture,” Miller said. “Not only do we have dairy here but opportunities for those interested in other facets of agriculture as well.”

Miller and her colleagues are excited about facilitating international trade at World Dairy Expo through TEPP and helping exhibitors grow their businesses.

“Again, our goal is to create opportunities for our Trade Show and dairy cattle exhibitors that they might not have considered previously,” Miller said. “World Dairy Expo is the place to meet individuals from all over the world and exchange ideas. If you’re willing to break out of your comfort zone and chat with someone new at Expo, you’ll meet someone extraordinary who could turn into not only a business partner, but a lifelong friend.”

ment to think about what her cow had achieved.

“It is a memory that will be with me for the rest of my life,” Sears Randle said. “I didn’t think Pie could ever top that day.”

The Massachusetts Guernsey had other plans, determined to continue writing her page of Expo history while writing one for Sears Randle too.

As the Coliseum lights went down on Saturday afternoon, Sears Randle and Pie strolled under the spotlight, and Pie claimed the crown of Supreme Champion of the Junior Show.

As the lights dimmed again, an elated Sears Randle took Pie for another walk in the spotlights, thinking she had experienced a moment that could never be topped.

Pie had other plans.

The memory of what happened next is etched not only in Sears Randle’s memory but in the hearts and minds of dairy industry enthusiasts worldwide.

“It’s the Guernsey,” said Seth Johnson, co-master of ceremonies for the event, and the spotlight again settled on Pie.

Sears Randle recalled her reaction of astonishment, adding that Pie’s reaction was one of expectation.

“She jumped forward when she heard her name,” Sears Randle said. “It was like she was expecting it. She knew what she had just done and what it meant.”

That afternoon, Pie became only the second Guernsey cow in WDE history to be named America’s Supreme Champion and the first cow in WDE history to be named Supreme Champion of both the Junior Show and the Open Show.

Following that day, Pie was retired and began a second career as a brood cow. Her story continued to grow with offspring impacting the Guernsey breed for generations. Her son, Indian-Acres American Pie-ET, has been influential on the colored shavings, racking up multiple Premier and Reserve Premier Sire banners over the past seven years.

“It is humbling to see how Pie has impacted the Guernsey breed,” Sears Randle said. “As a breeder, you can only dream of your own breeding program being appreciated like that.”

Special cows are often credited

with shaping the lives of the people who care for them. Pie was that special cow for Sears Randle, who said her experiences with Pie took that a step further, bringing her out of her shell.

“As a kid, I was very shy and quiet,” Sears Randle said. “Pie’s win at Expo completely changed my life. That moment helped me begin to develop more confidence in myself and my abilities.”

Sears Randle, who was beginning her schooling at Cornell University, said she began making the most of opportunities offered on campus that helped shape her career.

She became involved in the judging program and began to seek out leadership-driven activities in campus organizations.

Sears Randle led her judging team to a third-place finish in the 2010 National Intercollegiate Dairy Cattle Judging Contest, placing sixth overall and eighth in reasons. To this day, Sears Randle continues to embrace WDE’s storied youth judging contests and has served as a contest official.


By building a network of women in various sectors of agriculture, Sears Randle said she began forging her path in the industry.

Connecting with those mentors — who included longtime Guernsey breeder Berneta Gable, agricultural attorney Leah Ziemba and fellow dairy judging enthusiast Laurie Winkelman — helped Sears Randle begin to direct her own passions.

“Growing up, I always had an interest in ag policy, but I had never really thought about attending law school,” Sears Randle said. “Once I began seeking out different learning opportunities, I began to discover how I could best serve the industry through a career in ag policy.”

Since March, Sears Randle has served as the Massachusetts Commissioner of Agriculture, the first female to fill that role, which she was appointed to after serving as the department’s deputy commissioner and legislative and policy director since 2018.


“I have found my calling sharing my experiences growing up on a dairy farm and advocating for agriculture in our state government,” Sears Randle said. “I am honored to be able to be that voice for our farmers.”



DAIRY STAR

STOP BY AND SEE US!

Booth MC 33



SURIACHEM

Visit us at
Booth #TC505
In the World Dairy Expo



Energy Booster
Rumen Bypass Fat

sales@suriachem.com
sales@erafeed.com

LR GEHM LLC TRIDENTPULSATION™

User selectable rate/ratios • Functional monitoring
On/off with detach • Positive pressure fresh air system
25% faster milking speed, 4% increased production

You have been lied to for 60 years
Visit us to see our demo showing how damaged
teat ends are created by your milking system

Trident@TridentPulsation.com
607-849-3880

EH-1306

Rural Wisconsin Mental Health Resources

NAMI
National Alliance on Mental Illness
Wisconsin



namiwisconsin.org/ag/

SIGN UP FOR OUR NEWSLETTER



DAIRY STAR
MILK BREAK

Sign up at www.dairystar.com

LEADER IN FORAGE!

Byron Seeds' customers have just won 5 SUPER BOWL GRAND CHAMPIONS!

- 🏆 Grand Champion Dairy Hay
- 🏆 Grand Champion Grass Hay
- 🏆 Grand Champion Mixed/Grass Haylage
- 🏆 Grand Champion Baleage
- 🏆 Grand Champion BMR Corn Silage

OTHER HIGHLIGHTS!

- QUALITY COUNTS CORN SILAGE WINNER** – from the BMR Silage category
- QUALITY COUNTS HAY/HAYLAGE WINNER** - from the Grass Hay category
- HIGHEST MILK PER TON IN THE STANDARD CORN SILAGE CATEGORY**
- 17 OTHER FINALISTS** in the Forage Superbowl

The results confirm what our customers already know, Byron Seeds LLC has the best in grass, alfalfa, and corn forage in the World
Visit our booth (TC 554, 555) in the Trade Center and let's make your farm a winner next year.



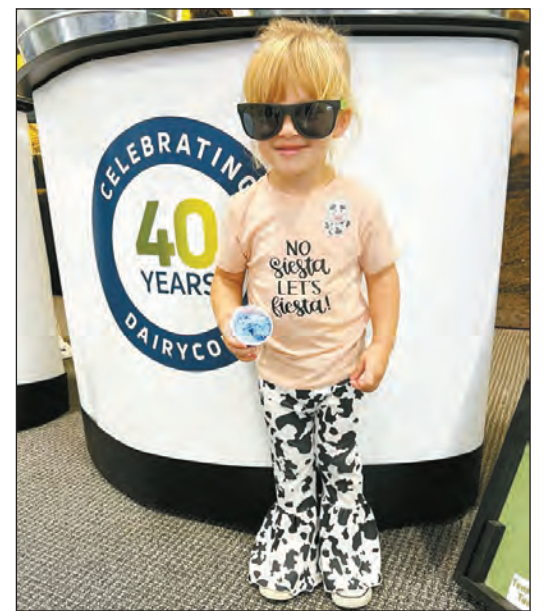
Call 800-801-3596
for more information.



Social Media SHOUTOUT



@brightonagency 



@valleyagus 



@grairosecattleco 



@nicoletbank 

#WDE23

STAR SPONSORS



BouMatic
Brevant seeds
Dairy Herd Management
Golden Calf Company
Hoard's Dairyman
John Deere
Masters Choice Hybrids
Select Sires, Inc.



ABS Global (St. Jacobs ABC)
Amlan International
Calf-Star
Channel Seed
Dairy Management Inc.
Dairy Star
Dane County
Diamond V
E-Zee Milking Equipment, LLC
New Holland
Ostrom Family
Philbro Animal Health Corp.
Semex/Boviteq
State of Wisconsin
STgenetics
Trans Ova Genetics
Udder Comfort, Inc.
Zoetis



Agri-Plastics Mfg.
Allflex Livestock Intelligence
Aurora Pharmaceuticals
Cargill Animal Nutrition
Cattle Connection
Comfort Hoof Care
Compeer Financial
Corteva
Council on Dairy Cattle Breeding
Cowsmopolitan Dairy Magazine
Dairy Global
Datamars Livestock
Destination Madison
Eagle Builders
Fight Bac
Frenchville Trailer Sales, LLC
FutureCow
Jefo USA
Jetstream Genetics, Inc.

Kemin Animal Nutrition & Health
Lallemand Animal Nutrition
Legacy Seeds
Lely
Milk Specialties Global Animal Nutrition
MilkSource Genetics, LLC
Progressive Publishing
Supervisor Systems
VAS
VES-Artex
Wisconsin Department of Agriculture,
Trade and Consumer Protection
Woodchuck Bedding Spreader



Ag-Bag by RCI
Agri-King, Inc.
Andis Company
Arkion Life Sciences
Ayrshire Breeders Association
Barenbrug USA
Brown Swiss Cattle Breeders Association
Chr. Hansen
Coburn Company Inc.
Dairy Farmers of America
Dairy Farmers of Wisconsin
DeLaval, Inc.
Extrutech Plastics, Inc.
GenOvations
Holstein Association USA, Inc.
Holstein International
International Protein Sires
JDJ Solutions
Kemps Dairy Products
Kingsdale Farms
Kwik Trip
Madero Dairy Systems
MVE Biological Solutions
National Milk Producers Federation
Novus International, Inc.
Provita Animal Health LLC
Quality Liquid Feeds, Inc.
Red & White Dairy Cattle Association
Scherer Inc.
Sheraton Madison Hotel
Soy Best
TriCal Superior Forage
US VET
UW-Madison Division of Extension
Agriculture Institute
Vytelle LLC



AC Hotel by Marriott Madison Downtown
Accelerated Genetics
ADM Animal Nutrition

AgMarket.Net
AgPack LLC
Agpro, Inc.
AgroChem USA, LLC
American Guernsey Association Youth Fund
American Jersey Cattle Association
American Milking Shorthorn Society
Anicam Enterprises, Inc.
ARM & HAMMER Animal and Food Production
Arthur W. Nesbitt
Barentz
BASF Corporation
Best Western Premier Park Hotel
Bos Dairy LLC & The Franchise Kind
Clarion Suites at Alliant Energy Center
Clipper Parts & Repair
CNH Industrial America LLC
CROPLAN
Dairy Girl Network
Danone North America
Dynasty Genetics
Econoprint
ENDOVAC Animal Health
FarmFirst Dairy Cooperative
Feedworks USA, Ltd.
Hampton Inn & Suites Madison-Downtown
Holiday Inn Express & Suites
Madison West-Middleton
Hotel Indigo Madison Downtown
Intermizoo
International Stock Food Corporation
IVS
Klussendorf Memorial Association
Livestock Exporters Association of the USA
McLanahan Corporation
Mid-West Farm Report
Misty Meadow Dairy
National Dairy Shrine
O&T Farms
Provimi
Purina Animal Nutrition, LLC
Ritchie Industries, Inc.
S&W Seed Company
SiloSTOP
SMITH Surface-Prep Solutions
Sorghum Partners
The Madison Concourse Hotel
& Governor's Club
Tom Morris Ltd.
trinamiX
Udder Tech, Inc.
Vita Plus Corporation
World Wide Sires, Ltd.

CREATING THE DYNASTY

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



Luis Felipe Buenano
Ecuador

Does your country require a visa to come to World Dairy Expo? If so, how difficult is it to get one? Yes, Ecuador requires a visa to travel to the U.S. It is complicated because the interview process to grant the visa takes around eight months. In my case, it took that long, but thanks to the invitation letter, it helped me get a visa and attend the Expo exclusively.

What value does attending WDE have for you and your business? For me, and for the association, it is important to leave the country first and get to know your work. It is evident that there is greater efficiency in milk production

than in our region. Bringing that knowledge will help transmit that knowledge to ranchers. Personally, it will help a lot on my resume as a learning experience and at work. I will add this to the other trips to neighboring countries. Technology is one of the things that interests me the most, even as a business option.

What is the dairy industry like in your country? The Santo Domingo Livestock Farmers Association ASOGAN-SD is located in the city of Santo Domingo in Ecuador. Here we market dairy and beef cattle for the entire country. It is the largest association in Ecuador, with almost 600 livestock members.

What is your role in the dairy industry? I fulfill the role of director in the association, secretary and chancellor of ASOGAN-SD. The association plays the role of supporting the country's dairy and meat farmers. We have projects, a genetic center and the warehouse with the lowest prices on its products in all of Ecuador. We give help to producers in every sense. In addition to training and field days, we hold two livestock exhibition fairs and judging with international judges each year, so I also want to learn from the organization of WDE.

How long will your stay here be, what do you plan to do while you are at the exhibition, and what do you plan to do outside of the exhibition? I will be at WDE from Oct. 3-6, learning as much as I can to bring contacts and ideas to my country. I want to learn more about the processes you carry out in dairy production and about the fair and livestock judging. Outside of WDE, I investigated some places that I can visit. Mobilization is a bit difficult, but I am also interested in Madison's culture and city. I know that it is a very important university city in the U.S.

What intrigues you about WDE and the dairy industry in the U.S.? We reviewed the efficiency of dairy production in Wisconsin, and it is very important to bring that experience to our farmers, thus improving and applying to our reality and conditions. From WDE, I am interested in the talks in Spanish, the technology contacts and the experience both in production and in the organization of the fair.



Pablo Berdayes
Asturias, Spain

Does your country require a visa to attend World Dairy Expo? If so, how difficult is it to obtain one? I was not required to get a visa, only to print out a simple certificate from the internet. If I wanted to stay more than six months, it would be more complicated and require a visa.

What value does attending World Dairy Expo have to you and your farm or business? I meet so many new people and see so many new farms. It is good for me to connect with people from a lot of different countries. Being able to see the cows from the U.S. is great. They are very different from many of the cows in Europe. They are very good.

What is the dairy industry like in your country? There are not many dairy farms in Spain. Every year there are less and less. There are not a lot of young people who want to have dairy farms.

What is your role in the dairy industry? I work with cows at cattle shows in Europe and like to come to the U.S. to go to cattle shows here, trying to meet new people and learn new things. I would like to work full-time at the cattle shows. When I finished my schooling, I worked at a bull stud caring for the bulls.

How long are you staying in the U.S.? What do you plan to do while at World Dairy Expo, and what do you plan to do outside of attending World Dairy Expo? I will be in the U.S. for about six weeks. I have been here since the beginning of September. I have gone to cattle shows and spent time at farms. While I am at Expo, I am spending time learning about preparing show cattle in the U.S.

What intrigues you about World Dairy Expo and the dairy industry in the U.S.? I have always loved the cow shows, and I do not have these kinds of opportunities in Spain. The people in the dairy industry here are always looking to become bigger and better in their operations.



Simone Ross
Australia

Does your country require a visa to come to World Dairy Expo? If so, how difficult is it to obtain one?

Australia does not need a visa to visit, but you are required an ESTA which is done online in 10 minutes.

What value does attending WDE have to you and your farm? Our farm, Class Farms, enjoys seeing the new technology and seeing how we can implement that on our dairy farm. We also like to see the sires that are emerging show winners and look to buy embryos to bring home.

What is the dairy industry like in your country? The dairy industry in Australia is shrinking very rapidly. In

2016, we hit 12 billion liters of milk. This year, we will be lucky to hit 8 billion. There is a shift away from major processors into small niche markets that support farmers better. In 2016, we had a major shift in sentiment when our biggest dairy cooperative, Murray Goulburn, overpaid suppliers, and it resulted in suppliers owing money back. It was then sold to Saputo. Fonterra followed by paying farmers just 9-12 cents per liter in May and June to recoup already paid money to drop the annual farm gate milk price by 60 cents a liter. It sent many farmers broke and then trust was lost in the system. We have never recovered financially or mentally from that and are now not prepared to do all the hard work for a break even or loss while milk processors post huge profits. That is why farmers continue to exit the industry.

What is your role in the dairy industry? We own our own family farm in Katamatite, and it is run with little external staff. We milk 300 cows on a 50-unit rotary platform. My dad, Adam, and brother, Lachlan, are at home milking and running the farm while we are over here learning new things. My mom Simone also runs her own consulting



Maksuda Abdullaeva
Uzbekistan

Does your country require a visa to attend World Dairy Expo? If so, how difficult is it to obtain one? Yes. It can be very difficult to obtain a visa, and most people begin applying for it three months in advance. We got one very quickly because Adam Kask from the Wisconsin Soybean Research and Promotion Council wrote a letter on our behalf.

What value does attending World Dairy Expo have to you and your farm or business? We have gotten good advice, made contacts, been able to see new technology and see farming in the U.S.

What is the dairy industry like in your country? There are some big farms over 1,000 cows, but many have two or three cows per family. Farming in Uzbekistan is more like a tradition. We have 50 million cows, but the big farmers are not holding most of them. All the land in Uzbekistan is owned by the government, and farmers can rent the land to farm for up to 50 years at a time. The farmers own the buildings on the land, but the land itself and anything within it is owned by the government. Recently, the law was changed to allow people to own the land their home is on, and we believe farmland will be able to be purchased eventually.

What is your role in the dairy industry? I own a dairy farm with 1,200 cows and 1,300 acres. It is one of the largest dairy farms in western Uzbekistan. I also have a medical degree, but I am interested in developing the dairy and eventually implementing on-farm processing. I hope to develop the dairy industry further and improve milk and meat quality in the country.

How long are you staying in the U.S.? What do you plan to do while at World Dairy Expo, and what do you plan to do outside of attending World Dairy Expo? Several of us received financial assistance from the Wisconsin soybean checkoff to come here. We arrived Sept. 30 and are going home Oct. 6. Soybean farmers set up visits for us on area dairy farms, and that was a very valuable experience. Everyone we talked to on the farm tours were so open and hospitable, much like we are in Uzbekistan. They answered every question that we asked.

What intrigues you about World Dairy Expo and the dairy industry in the U.S.? Agriculture technology, farm machines, cattle genetics and farm management. It is very interesting how many people are working on the farms and harvesting. In Wisconsin, everything is green, and the air is fresh and clean. The people in Wisconsin have fire in their eyes, especially the women. They are passionate about their work.



Miyu Hashizume, Aichi Prefecture, Japan
Yuhei Miagawa, Chiba Prefecture, Japan

Does your country require a visa to attend World Dairy Expo? If so, how difficult is it to obtain one? We have been here on a program and needed a visa to come, but it was not difficult. We went to the Embassy and answered questions.

What value does attending World Dairy Expo have to you and your farm or business? Miyu: It is good to see the best cows. I have never been to a big show. I will work at a dairy when I return to Japan and have been learning. Yuhei: I am on a dairy farm at home. I hope to learn more about genetics and big machines. I also want to learn better

showing because I want to show at our farm.

What is the dairy industry like in your country? Miyu: When the Coronavirus spread in Japan, many farmers dumped milk because schools closed and children drink milk for their lunches. It is better now.

Yuhei: The cost is so expensive now so dairies cannot keep going. Our farm is 150 Holsteins, Brown Swiss and Jerseys, and we make fresh cheese so it is better for us.

What is your role in the dairy industry? We have been working for a year at Olmar Farms with Brian and Jill Nelson in Sleepy Eye, Minnesota. Miyu: Before coming here, I have been working for a family dairy in Japan, mostly milking and feeding calves. At the Nelsons' farm, I do the same thing but have also learned to scrape manure with the skid loader. At first it was scary and I was very slow, but now I am fast. Yuhei: On our dairy in Japan, I just help out, but I haul bedding. At the Nelsons' farm, I milk, feed calves and do fieldwork.

How long are you staying in the U.S.? What do you plan to do while at World Dairy Expo, and what do you plan to do outside of attending World Dairy Expo? We will have spent one and a half years in the U.S. We were at a community college in Washington state for two months, then to the Nelsons' for about a year, and then we will be at University of California-Davis after World Dairy Expo. While we are in Madison, we also will visit Ocean View Genetics. We also went to the Minnesota State Fair and the Central Plains Dairy Expo in South Dakota. Miyu: I want to see the top three cows in the world. Yuhei: I want to see Shakira. She is a very beautiful cow.

What intrigues you about World Dairy Expo and the dairy industry in the U.S.? Miyu: More people eat dairy products like cheese and butter every day here. One stick of butter on the table is gone in one meal. In Japan, we don't really eat cheese and butter. Yuhei: Sand bedding is interesting to me. It is very good for cows but bad for machines. In Japan, we use rice hulls.

business and works with Coles, a major supermarket, in the milk department to supply all the white milk and some cheese to the supermarket. She looks after 110 dairy farms all over Australia to supply about 5 million liters of milk. We are also heavily involved in connecting people to help the perception of dairy farmers. In the week leading up to the trip to come to WDE, we were at Melbourne Royal Show with a dairy exhibit called Dairy Experience where city people got to watch us milk cows and ask questions and then participate in feeding calves. It was sensational and is hopefully something we will grow on in the coming years.

How long is your stay here, what do you plan to do while at expo and what do you plan to do outside of attending expo? Sienna and Simone are just staying for Expo and leaving Oct. 10. Claudia is staying to go to a few dairy shows in Canada and then Royal Winter Fair before coming home. Claudia is keen to strengthen her fitting skills, and Sienna is keen to strengthen her showmanship skills during the trip. We are also squeezing in a night at Universal Studios to do Halloween and a few farm visits to look at effluent management and GHG emissions reduction technology.

What intrigues you about WDE and the dairy industry in the U.S.? The dairy industry in the U.S. is so intriguing because it is so far ahead of Australia in terms of cow housing and feeding automation. We are a grass-based system for the most part. We do not have to deal with snow like you do here so it makes sense to use sunlight and green grass to keep the cost of production down. Also, the standard of showing and amount of shows available to visit is overwhelming here. One thing we would love to do is have something like 4-H or even a specific dairy degree like that offered in the U.S. Maybe we will just come back to do it here. We do love WDE and the U.S.

An amazing day for Allie

Kentucky cow tops International Junior Brown Swiss Show

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — This year's World Dairy Expo is one that 13-year-old Hadleigh Jones of Edmonton, Kentucky, says she will never forget, as her winning Component Merit Cow, Dutch-Marie Dundee Allie, hit a home run, earning the Senior and Grand Champion banners in the International Junior Brown Swiss Show. Hadleigh owns the cow in partnership with Ezra and Kenna Jones and Kelly Jo Manion.

Following Allie as the Reserve Senior and Reserve Grand Champion was the winning Aged Cow, Northkill Creek Groovy. Groovy is owned by Hannah and Mark Balthaser of Bernville, Pennsylvania. The Honorable Mention Senior Champion was the first-place Four-Year-Old, Royal Hill Rich Nori exhibited by Brayton, Ryland and Camdyn Nierman of Brownstown, Indiana.

The Intermediate Champion cow, Pit-Crew Phantom



PHOTO COURTESY OF COWSMOPOLITAN

Dutch-Marie Dundee Allie is named Senior and Grand Champion of the International Junior Brown Swiss Show after winning the Component Merit Cow Class. Allie is owned by Hadleigh, Ezra and Kenna Jones and Kelly Jo Manion. Northkill Creek Groovy, the winning Aged Cow, is named the Reserve Senior and Reserve Grand Champion. Groovy is owned by Hannah and Mark Balthaser. Pit-Crew Phantom Kristine is named the Intermediate and Honorable Mention Grand Champion after winning the Summer Junior Two-Year-Old Class. Kristine is leased by Abby Foss and Owned by Pit-Crew Genetics.

tom Kristine, was named the Honorable Mention Grand Champion. Kristine, the winning junior-owned Summer Junior Two-Year-Old, is leased by Abby Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota.

Following Kristine as the Reserve Intermediate Champion was Colebrook Creek Dt Alina. Alina, the winning junior-owned Junior Three-Year-Old, was

exhibited by Abigail Wilber of New Hartford, Connecticut. For Honorable Mention, the judges selected Pit-Crew Formula Tawny, the top-placing junior-owned Senior Three-Year-Old, also leased by Abby Foss and owned by Pit-Crew Genetics.

In the heifer show, Junior Champion honors went to the winning Winter Yearling, Shelburne BR Dells Designer NP exhibited by Hayleigh

Geurink and Kelvin Webster of Blue Mounds, Wisconsin. The second-place Winter Yearling, Pit-Crew Devils Rhythm, is leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota. Edge View F Taylor-ETV, the top-placing junior-owned Fall Calf, is owned by Seth and Shawn Nehls and Steve and Dori Lichty of Beaver Dam, Wisconsin.

Official judge Chris La-

hmers of Marysville, Ohio, and his associate judge Rick "RT" Thompson of Darlington, Wisconsin, were charged with placing 148 head of junior-owned Brown Swiss during the International Junior Brown Swiss show. Complete show results are available online at www.worlddairyexpo.com.

Turn to JR. BROWN SWISS
| Page 17

Nedap Now isn't the solution to a farm's pain points —
It's the missing part of the equation.



+



=



Nedap Now harnesses all the data collected by an operation's suite of CowControl tools to create something not every farmer has — insight. Now, instead of standing knee-deep in meaningless numbers, a farmer has the context they need to act.

Ready to solve for profitability? Contact a dairy innovation partner today, or visit nedap.com/now



Continued from JR. BROWN SWISS | Page 16

Dutch-Marie Dundee Allie
Hadleigh, Ezra and Kenna Jones and Kelly Jo Manion
Edmonton, Kentucky

Tell us about yourself. (Hadleigh) I am 13 years old and in seventh grade. I play soccer and basketball, and my favorite color is blue. I have been showing cows as long as I can remember. In 2021, I had another cow that won Intermediate Champion of the Junior Show, but I didn't get to show her myself that year.

Tell us about your animal. My family owns Allie with Kelly Jo Manion. Allie is six years old and has had five calves and was fresh in March. She can be a little stubborn sometimes, but she is a big baby, and I like to lie on her sometimes and take naps at the shows. She is scored EX-93 and is in the top 150 cows of the breed for genomics. There is only one other cow scored that high in the top 150. She received the production award in the Four-Year-Old class here in 2021. She was also Grand Champion at the Kentucky State Fair in 2021, and she was nominated All-American Senior Three-Year-Old.

What was your reaction when your cow was named Grand Champion of the Junior Show? I was really in shock. I couldn't believe he was shaking my hand. I was not expecting it.

How did you get involved in dairy cattle showing? My family is a third-generation family farm. My dad grew up showing, and so did my uncles and cousins. My dad fits dairy cattle too.

Who has been a mentor for your showing career? My dad has been my greatest mentor. One time, I got upset after a show when I was nine. I was third or fourth with a March calf at the North American, and he sat me down and told me that if I loved showing, to keep doing it, but if I didn't love it, I didn't have to.

What is your favorite memory of showing dairy cattle? My favorite memory was showing my first cow at the state fair when I was 10 years old. Her name was Skyler and she was in the Junior Two-Year-Old Class.




COME AND SEE US!

Experience our robotic feeding system and our self-propelled Triotrac

Inside Exhibition hall - Booth #1409
 Outside Trademall - Booth #830



REGIONAL SALES MANAGER
UPPER MID-WEST
Justin Petterson
320-405-4281 / j.petterson@trioliet.com

Trioliet. Invents for you. **TRIOLIET.US**

DAIRY STAR E-EDITION




www.dairystar.com



Visit us in the
Exhibition Hall
Booth EH 4412 at
World Dairy Expo






NEW!

NEW!

VET JACKET

LONG SHOULDER GUARD

FREE LONG SLEEVE SHIRT WITH \$50 PURCHASE
AT THE BOOTH AT WORLD DAIRY EXPO WHILE SUPPLIES LAST

TRANSFORMING MANURE FROM A CHALLENGE INTO AN OPPORTUNITY

Providing sand recycling, manure handling and anaerobic pre-treatment solutions for dairies of all sizes to improve cow comfort, herd health and overall profitability






McLanahan

See Our Manure Handling Solutions In
Booths TM 852-863 & EH 4111-4112

A VITAL STEP



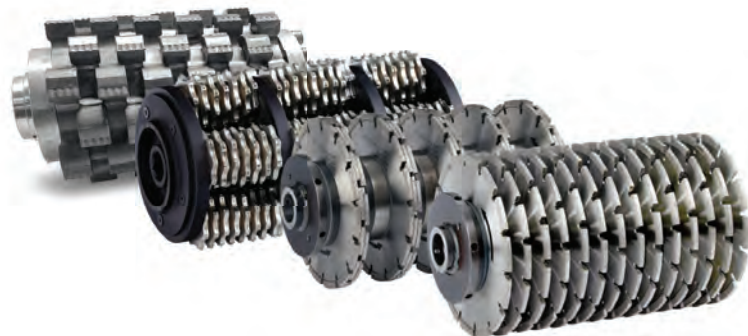
IN PROTECTING YOUR LIVESTOCK



Slippery barn floors are a common cause of injuries to cows, and can create big problems for dairy farmers. They can avoid this problem by grooving their floors to create traction. **SMITH's FS351 DCS** heavy-duty scarifier is the perfect tool for creating these grooves.

The FS351 DCS is designed to tackle the most demanding removal and surface preparation jobs. It is capable of removing a path up to 16 inches wide, and can be equipped with a wide variety of cutters to create nearly any groove pattern or surface profile. The FS351 DCS also features SMITH's exclusive electronic **DCS Depth Control System**, which allows users to precisely adjust the cutter depth without stopping production.

- Self-propelled with easy speed adjustment
- Side plate for faster drum changes
- Vacuum ports for dust collection
- Available in gasoline, electric, and propane-powered versions



**AVAILABLE WITH
OUR POPULAR**



**ELIMINATE MEASURING
AND GUESSWORK!**

- Easy adjustment via display and handlebar controls
- Set zero point where cutter meets surface
- Displays active depth from zero point
- English and metric units
- Eliminates damage from dropped drums and more!



CONTACT US ABOUT OUR BARN-GROOVING SOLUTIONS TODAY!

800-653-9311



smithmfg.com

See us at World Dairy Expo
Trade Center Booth #603-604

Feltz Family Farms to host virtual tour

Robots, diversification at heart of operation

BY STACEY SMART
Staff Writer

STEVENS POINT, Wis. — The decision to deploy a robotic milking system and open an on-farm store happened simultaneously at Feltz Family Farms six years ago. It was a move not done without feeling trepidation as the Feltzes stepped into new terrain, but it would produce success beyond anything they could have imagined.

Ken and Jackie Feltz and their children — Taryn, Jared and Jake and their spouses — milk 700 cows and farm 700 acres near Stevens Point on their sixth-generation dairy farm. Diversification has enabled the entire family to return home to the farm.

During a virtual tour of the dairy today at World Dairy Expo in Madison, the Feltz family will focus on the technology and diversification they have implemented to grow their operation. The tour, which is sponsored by DeLaval Inc., takes place at 10 a.m.

Sharing their farm with the community is a way of life for the Feltz family whose store doors are open six days a week. In addition, the farm's agritourism branch includes farm tours, a pick-your-own pumpkin patch, corn mazes, hayrides and the hosting of events.

"We've had a lot of growth in these areas, and our gross sales have increased year over year as we attract more tourists," Jared Feltz said.

From food and beverage options such as cheese curds made fresh on-site to gifts, décor and more, Feltz's Dairy Store is doing its fair share to generate revenue for the farm.

The farm's storefront and robotic milking system will be featured topics during the presentation as Feltz shares how the farm has changed and adapted to technology.

"Robots have been a big part of what we've done over the last six years and have certainly helped us achieve our ultimate goal of producing quality milk," Feltz said.

The farm has a rolling herd average of 33,000 pounds of milk and a somatic cell count of 150,000.

"Our focus has been on pounds of solids shipped with a goal of 8 pounds, and we've been very close to that," Feltz said.

Richard Franta, solution support specialist at DeLaval, assists Feltz with robot opportunities and challenges.

"When a farm chooses robots as a way to milk their cows, they are heavily investing in their future and looking at how they want to manage cows at the next level," Franta said. "Jared is an excellent manager who continues to trial and innovate."

Franta has been impressed by the herd's success.

"This is an amazing herd that was averaging 111 pounds of milk when I was there on a 93-degree day this summer," Franta said.

To achieve this level of production, Franta said Feltz looks at how to remove any limiting factor whether it

be nutrition, cow comfort or the milking system.

"They do everything to the best possible level working to the best of the animal, and milk follows that, which is why I love working with this farm," Franta said.

Nearly three-fourths of the herd is milked by 10 robots — four VMS Classic models and six VMS V300 models. The biggest improvement between the Classic robot and the V300 is the time-of-flight camera.

"You no longer have to train the robot on teat locations," Franta said. "The TOF camera recognizes the teats as the V300 physically moves with the cow."

Franta said the camera makes the robot workable with more types of cows and more udder shapes.

"This feature has made attachment time faster and smoother and reduced box time while

also being easier on the cow," Franta said.

The farm installed their first two robots in 2016 in a new barn built at the same time their store went up. The robotic barn and store share the same facility and include viewing windows, allowing customers to watch as cows are milked by the robots.

The family retrofitted two more robots in a second barn in 2019 and four robots in a third barn in 2021. In July, the Feltzes put in two more used Classic robots in their original Classic pens.

"We love the environment that robots give the cows," Feltz said. "This includes the way cow flow works, how stress is minimalized, the short walks to get milked and the consistency in milking."

The retrofits made switching to robots an economical investment for the family.

"One of our biggest successes was being able to convert these barns for relatively low input," Feltz said. "We continue to utilize old barns while converting to robots and have had great success with it."

The farm experienced more than a 50% reduction in labor when switching to robots. They went from having a nine-person team prior to installing robots to a four-person team accomplishing robot tasks as well as parlor milking.

"That has been a big positive for us," Feltz said. "Alley scrapers, automatic feed pushers and monitoring collars have improved labor efficiency also."

The Feltz family continues to milk about 200 cows in their double-12 parallel parlor.

"I really like what the parlor offers for us as far as flexibility for cows," Feltz said. "We purchase all of our replacement cows, and we don't always get 100% robot-ready animals. This way, we still have options via the parlor, and for the foreseeable future, the parlor will be part of the operation."

Feltz said the most important takeaway from the tour will center around the importance of embracing technology.

"There are a lot of neat things coming and a lot already in play in our industry," Feltz said. "Things are changing so quickly, and you have to use technology to your advantage."



Jared Feltz
Dairy farmer



ABBY WEIDMEYER/DAIRY STAR

Westcoast Holsteins — Kenny Mcrae (front, from left), Jodie Leffers, Maria Kraakman, Gord Rendle, Corey Charlton; (back, from left) Jeff Kooyman, Ken Kooyman, Kevin Kooyman, Chris Lindhout and Jason Kooyman — won Wednesday's herdsman award Oct. 4 at World Dairy Expo in Madison, Wisconsin. The team traveled from Chilliwack, British Columbia, Canada with their string. Not pictured are Darren and Brandon Kooyman.

HERDSMANSHIP DAILY WINNER

Wednesday



Quality agricultural supplies
and milking equipment
SINCE 1925.

Coburn **HAND TOOLS**
Shovels, Scoops, Scrapers, Forks, and Rakes

- Grade A hardwood handles
- Single piece steel head construction
- Strong steel D-grip with wood center



Stop by and see us!

Booths EH 2801-2905 | EH 2703,2704
TC 440, 441

coburn.com

TODAY AT WORLD DAIRY EXPO



Judge Chris Lahmers (left) congratulates Callum McKinven as he names Iroquois Acres Jong Cali as his Senior and Grand Champion of the International Brown Swiss Show Oct. 4. Cali was the winning Component Merit Cow and is owned by Brian Pacheco of Kerman, California.



Dairy farmers Mike and Sherri Kempfer, of New Glarus, Wisconsin, enjoy ice cream from the GEA Ice Cream Stand Oct. 4 in the Exhibition Hall at World Dairy Expo in Madison, Wisconsin. Their daughter, Kaelynn, and son, Denver, joined the couple for their WDE visit. The Kempfers milk 85 cows of a variety of breeds.



Michael Johnson, of Preston, Minnesota, snaps a photo of his children — Levi (from left), Royal, Jacob, Sawyer and Clair — Oct. 4 in The Tanbark at World Dairy Expo in Madison, Wisconsin. He and his wife, Margaret, and their family took a break from their dairy farm to visit WDE.



The New Glarus Jodlerklub leads off the Parade of Champions at the International Brown Swiss Show Oct. 4. The 56-year-old tradition honors the breed's heritage.



Delegates representing Minnesota Isabella Schultz (from left) of Owatonna, Arabelle Owen of Farmington and Macey Minten of Perham visit World Dairy Expo Oct. 4 in Madison, Wisconsin. They were among the participants of the National 4-H Dairy Conference who visited Expo that day.

SIGN UP FOR A CHANCE TO WIN!

COME VISIT US AT WORLD DAIRY EXPO, OCTOBER 1-6, 2023!
Booths: Tanbark Building I&J and Outdoor Trademall TC 480-521

Scan the QR code for complete giveaway details and a chance to win!



www.lely.com/LelyGiveaways

www.lely.com



LELY LUNA
COW BRUSH



LELY JUNO
AUTOMATIC FEED PUSHER

