

# Expo Daily Edition

Tuesday, Oct. 4, 2022

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## FLAVORS OF THE DAY

### Grilled Cheese

Roth® 3 Chile Pepper Gouda, Emmi Roth, Monroe, Wis. UW-Madison Cheese Stand next to The Tanbark

### Ice Cream

Caramel Collision • Monster Cookie Dough • Shipwreck GEA Ice Cream Stand located in the Exhibition Hall

## ATTENDEE INFORMATION

### Create your schedule

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



#WDE22



# Showring takes on new look in 2022

## Improvements create more space to exhibit cattle

BY STACEY SMART  
Staff Writer

When walking into the Coliseum at World Dairy Expo this year, exhibitors and attendees will immediately notice something different – the Showring is bigger than it used to be. A condensed Showring display and the removal of the west rail has added approximately 30 feet of additional Showring space – a change that will accommodate large classes and allow every animal to receive a fair look from the judge.

“Any time exhibitors can gain real estate to exhibit their cattle on, I think it’s a positive,” said Lynn Harbaugh. “These people work pretty hard and put a lot of time and financial commitment into what they do. All anyone asks for is a fair look on the biggest day of the year on the biggest stage of the year. I think some of the changes we’re making in 2022 are going to allow for that to happen.”

Responding to exhibitor frustrations about tight accommodations in the ring, the expansion of the Showring was deemed necessary as heifer class sizes continue to



WORLD DAIRY EXPO FILE PHOTO  
The Fall Heifer Calf Class is placed during the 2019 Junior Holstein Show at World Dairy Expo where two classes share the ring simultaneously.

grow. Last year, the largest class came from the Jersey show where 51 animals were placed in the Fall Heifer Calf Class.

“When showing that many animals in a split ring, there is no conceivable way to fit everyone in so that a judge can get a decent look,” Harbaugh said.

Harbaugh has judged at Expo eight times, serving as the Holstein associate judge as well as the official judge

for all breeds except Jersey.

“Expo committees and the Board of Directors are always listening and doing the best they can to find ways to make changes that are good for the greater cause of everyone,” Harbaugh said.

While honoring the history of the Showring, the theme displays transitioned to a more two-dimensional format, adding 15-to-20-feet of Showring space for cattle presentation. Substantially

scaled back in depth and breadth from past displays that may have featured a farmhouse, covered bridge or giant cornucopia, the smaller display will provide more room for cattle to be evaluated. In an attempt to maximize available show space, displays of significant substance like those of the past will no longer be part of the show.

Turn to NEW LOOK | Page 3

# Bringing back a tradition

## Brown Swiss, Ayrshire breed sales make return this year

BY STACEY SMART  
Staff Writer

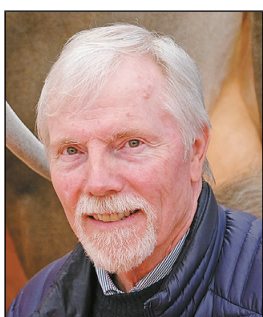
The Sale Pavilion will once again be brimming with excitement as the Brown Swiss and Ayrshire breed sales return to World Dairy Expo this year. These live auctions featuring top-tier cattle attract dairy enthusiasts from all over the world and bring an unmatched energy to the industry’s largest gathering. Live animals, embryos and picks of flushes will be on the docket at both sales. Some of the lots will even be strutting their stuff on the colored shavings.

“To have a live sale when so many are going virtual is special,” said Norm Magnussen, executive secretary of the Brown Swiss Association

and manager of the World Premier Brown Swiss Sale. “From the exhibitors to the availability of transportation, the format of WDE opens up a way to merchandise cattle to many different areas. There are trucks and trailers and people from all across North America that can help move animals.”

The World Premier Brown Swiss Sale will take place at 3 p.m. Wednesday, Oct. 5, in the Sale Pavilion. Approximately 30 lots will sell. Highlights include offspring from former Expo grand champions, including the 2018 and 2019 Supreme Champion, Cutting Edge T Delilah, who has two daughters in the sale. In addition, several daughters out of EX-95 cows – the highest score a Brown Swiss can achieve – will be up for grabs.

“We’ll also have some of the highest genomic animals in the U.S. available at the sale,” Magnussen said.



Norm Magnussen executive secretary of the Brown Swiss Association



WORLD DAIRY EXPO FILE PHOTO  
A crowd of people gather for the World Premier Brown Swiss Sale at World Dairy Expo in 2014. The last five World Premier Brown Swiss Sales averaged \$4,864 per lot – the highest of any breed sale except for Holstein.

In 2019, 28 head of Brown Swiss averaged \$4,642 per lot. Twenty different buyers came from 10 states as well as Peru. The last five World Premier Brown Swiss Sales averaged \$4,864 per lot – the highest of any breed sale except for Holstein.

“By the time you get to Madison, it’s been a long year

of showing cattle and preparing for WDE,” Magnussen said. “It’s exciting to stand up in the box and know you have a tremendous group of cattle and a big crowd waiting to bid. The excitement surrounding Expo, and the quality of cattle available, creates a buzz.

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# DAIRY STAR

www.dairystar.com

ISSN 020355

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

Tiffany Klaphake - Assistant Editor

320-352-6303 • tiffany.k@dairystar.com

Danielle Nauman - Staff Writer

608-487-1101

danielle.n@dairystar.com

Stacey Smart - Staff Writer

262-442-6666 • stacey.s@dairystar.com

Abby Wiedmeyer - Staff Writer

608-487-4812 • abby.w@dairystar.com

Grace Jeurissen - Staff Writer

320-352-6303 • grace.j@star-pub.com

Jan Lefebvre - Staff Writer

320-290-5980 • jan.l@star-pub.com

Maria Bichler - Copy Editor

320-352-6303

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 meals, happy hours, Tanbark Talks or the Sunset Celebration on Thursday night.

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

**Lunch**

Monday - Friday

**11 A.M. - CLOSE**

**Bar**

Monday - Friday

**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 World Dairy Expo.

**Wednesday: Danone North America**

**Thursday: Phibro Animal Health Corp.**

## Educational opportunities at WDE today

**Virtual Farm Tour: 10:00 a.m.**

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

**10:00 a.m.** Walnutdale Farms, Wayland, Michigan  
**Sponsor:** Allflex Livestock Intelligence

**Expo Seminar: 12:00 p.m.**

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

Milking Quickly, Gently, and Completely:  
Can We Consistently Achieve All Three?  
**Presenter:** Paul D. Virkler, DVM, Senior Extension Associate, Cornell University College of Veterinary Medicine  
**Sponsor:** Conewango Products Corp.

**Expo en Español: 2:00 p.m.**

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

**2 p.m.** Rutinas de Ordeño: Como Afectan la Eficiencia de Ordeño y la Producción de Leche  
**Ponente:** Paola Bacigalupo-Sanguesa, Médico Veterinario, Maestría, Educadora de Extensión, Universidad Estatal de Michigan  
**Sponsor:** Progressive Dairy

**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.** Revolutionizing Animal Health with Quorum Quenching Technology  
**Speaker:** Jeff Brose, Ph.D., Technical Services Consultant, AHV USA  
**Presenting Company:** AHV USA

**10:30 a.m.** Rumen Protected Glucose for Dairy Cows  
**Speaker:** Tim Brown, Ph.D., Nutrition Technical Service Manager, Soy Best  
**Presenting Company:** Soy Best

**11:30 a.m.** Meet the New Generation of Herd Management  
**Speaker:** Joya McCarthy, Product Manager, VAS  
**Presenting Company:** VAS

**12:30 p.m.** The Environmental Benefits of Modern Dairy, Hay, and Forage Production Technologies  
**Speaker:** Austin Gellings, Director, Agricultural Services, Association of Equipment Manufacturers  
**Presenting Company:** Association of Equipment Manufacturers

**1:30 p.m.** Reducing Pathogen Loads in Recycled Manure Solids Used as Dairy Bedding to Decrease SCC and Incidence of Mastitis  
**Speaker:** Ben Saylor, Ph.D., Dairy Technical Services Manager, ARM & HAMMER Animal and Food Production  
**Presenting Company:** ARM & HAMMER Animal and Food Production

**2:30 p.m.** IgY Technology: Unlocking Future Improvements in Health and Sustainability  
**Speaker:** Roger Saltman, DVM, RLS Management Solutions LLC and Shawn Jones, PhD, Arkion Life Sciences  
**Presenting Company:** Arkion Life Sciences

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In addition, the west rail along the Showring floor has been removed to provide an additional 10- feet of exhibit space. Removal of the rail provides the necessary room to fit more animals in the ring and hopefully avoid stacking heifers in the more popular calf classes.

Ann Marie Magnochi is the Dairy Cattle Show Manager for WDE.

“We understand the west rail is prime real estate for a lot of attendees to watch the show,” she said. “However, we also recognize our goal as WDE is to give every exhibitor an equal stake at getting their animal seen in the ring.”

Kelly Reynolds, a WDE exhibitor for the past 20 years, and member of the Showring Utilization Committee, agreed.

“Having no west rail will be really different, but hopefully people understand we’re just trying to make it better for exhibitors,” she said. “No one wants to travel 800 miles to a show and have to stack up heifers in the ring. It’s hard for judges, and it’s hard for the leads people. It also makes it difficult for judges to keep the show going in a timely manner.”

Reynolds farms in western New York with her husband, Tyler, and his family at Reyncrest Farm. The Reynolds milk 1,450 cows and have 40 head of show cattle, including Holsteins, Red and Whites and Jerseys.

“We want to make the ring as big as possible to accommodate larger class sizes, and the removal of the west rail was part of that decision,” Reynolds said.

To further alleviate crowded ring conditions, a change in the breed show schedule is also occurring at this year’s WDE with the introduction of a new three-breed, three-year rotation for the Milking Shorthorn, Guernsey and Ayrshire breeds. Also this year, cattle shows kicked off one day earlier



Kelly Reynolds shows HS-Hotstuff An Spicy in the Red and White Holstein Winter Calf Class at the 2019 World Dairy Expo where she placed second. Reynolds has been exhibiting at Expo for 20 years and is a member of the Showring Layout Committee.

PHOTO COURTESY OF THE BULLVINE

and starting Monday.

“We are trying to satisfy the request of exhibitors the best that we can by finding ways to give different breeds exposure earlier in the week and some later in the week,” Harbaugh said. “If some of these breed shows grow, they take up more ring space, so then we have to find a breed that can work simultaneously with that breed to help with ring flow. In extremely large classes, we want to provide more

room in the ring so judges can get a better look.”

A different Showring configuration and show schedule will allow for a more equitable split of the Showring, versus simply splitting the ring down the middle. For example, the ability to split the ring off center would provide more room for a large calf class on one side while the opposite side shrinks down to accommodate a smaller class. In some cases, heifer

classes will have access to the entire ring.

“Some classes have 50 head and were being shown in half of the ring,” Reynolds said. “We’re trying to ensure that bigger classes like that get the full ring. It’s a cow show, and we’re there to serve exhibitors. It takes a lot of time, work and money to get to the show, and we want to give exhibitors the best possible experience.”

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Continued from BREED SALES | Page 1

That tent will be full of people, and this will be the largest crowd in the country to see a Brown Swiss sale.”

Also returning this year is the World Ayrshire Event Sale which will take place tonight at 7 p.m. in the Sale Pavilion. Enticing buyers with embryo packages and picks of flushes out of WDE Grand Champions, this year’s Ayrshire sale promises to be a cannot-miss event as well.



**Becky Payne**  
executive director  
of Ayrshire Breeders'  
Association

Becky Payne is the executive director of the Ayrshire Breeders' Association and manager of the World Ayrshire Event Sale

“We had a year full of really great Ayrshire sales and are very encouraged

about this year’s sale at Expo.” Payne said. “We’ve had good participation from our breeders and seen new buyers in 2022 along with lots of interest in our breed. Prices are strong, and we feel really good about going into Expo with an in-person sale.”

During the Grand National Ayrshire Sale held at the Ayrshire National Convention this summer, live animals and picks of flushes averaged \$5,330. Payne said the Ayrshire Breeders' Association is hoping to continue to build on this success.

Buyers from nine states bid on 14 lots during the 2019 World Ayrshire Event Sale which averaged \$4,183 for live animals and picks of flushes. The top seller was a pick of flush with the granddam of Palmyra Berkely P Ruth-ET EX92-2E – two-time WDE Grand Champion and three-time Ayrshire Unanimous All-American. Ruth is a former No. 1 index cow with a son in stud and records to 32,000 pounds of

milk. Another popular lot was the daughter of Bear-Ayr Burdette Ray EX94-2E – a two-time WDE Reserve Grand Champion and three-time Ayrshire All-American.

“We had a great sale in 2019 and are looking forward to being back in 2022,” Payne said. “This is a small breed promotion sale for us, with 21 lots being the most ever sold, but we usually have between 15 and 18 lots.”

Most lots selling in the World Ayrshire Event Sale are set up ahead of time; however, a few animals are drafted at the show. Unlike Ayrshire sales at Expo in the past, this year’s sale falls prior to the Ayrshire show in which heifers will be shown on Wednesday and cows on Thursday.

“That puts a unique spin on the sale that we’re looking forward to,” Payne said. “In the past, our sale committee was able to approach people who had shown well to see if there was an animal they wanted to consign. With the sale now taking place before the show, the draft will feel and look a little different than in years past. Someone may want to draft an animal they think looks promising for the show, so it will be more speculative.”

Another unique aspect of the Ayrshire sale is the absence of a sale pack lineup prior to the event. Consignments are housed with breeders and brought into the lineup a couple hours before the sale – a practice that Payne said helps control overhead sale crew costs.

“We’ve been pleased to meet so



WORLD DAIRY EXPO FILE PHOTO

**Lot No. 12 – the daughter of a two-time World Dairy Expo Reserve Grand Champion and three-time Ayrshire All-American – is bid on during the World Ayrshire Event Sale at World Dairy Expo in 2019. Buyers from nine states bid on 14 lots during the sale which averaged \$4,183 per lot.**

many new Ayrshire owners this year at sales, and we welcome all to join us for this Ayrshire promotional event at WDE,” she said.

The Ayrshire Breeders' Association is also hosting the World Ayrshire Federation Interim meeting on Sunday and Monday of Expo, which will bring in three delegates from every country to Madison for the event. Aligning this meeting with WDE is advantageous for the Ayrshire sale, providing greater international reach.

Furthermore, the Brown Swiss Association is hosting the World Brown Swiss Conference at Expo this year – an event sure to draw an even larger crowd than normal to their breed sale as well.

“People are looking forward to Expo and the World Conference, and between the two, it should make for a good sale,” Magnussen said. “This is an

opportunity to showcase U.S. genetics to foreign guests, and we’re going to have additional people on the grounds because of the conference. The market is strong right now for the type of cattle and the quality of cattle that will be in this sale.”

In addition, the World Classic ‘22 will continue its strong run in the Coliseum this year, while the Top of the World Jersey Sale will remain a virtual event. The breed sales at WDE provide an opportunity to tap into elite genetics and are known for creating an electrifying environment. From the time the first animal enters the ring and the bidding begins to the moment the gavel drops and the auctioneer declares an animal sold, attending a sale at Expo is a beloved tradition for attendees and one many are looking forward to being a part of in 2022.

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# ONE ON ONE

with **Jeff Bewley**,  
analytics and innovation scientist

**Jeff Bewley**  
Judging contest volunteer  
Rineyville, Kentucky  
Analytics and innovation  
scientist



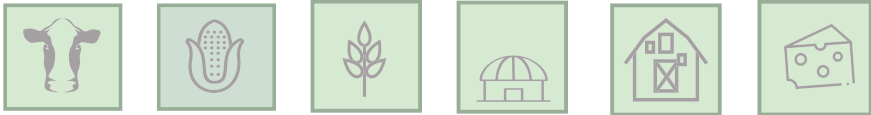
**Tell us about your involvement in the dairy industry.** I am the analytics and innovation scientist at Holstein Association USA. I oversee the WKU SmartHolstein Lab where we work with over 30 dairy technologies to explore their usefulness.

**Describe your role in the judging contest this year.** I oversee the scoring process for the judging contest.

**How long have you been a part of the youth dairy cattle judging contest?** I have been helping with the contest for about four years.

**What do you enjoy about your role?** I enjoy the people involved in the contest, from the volunteers to the participants. So many hours are dedicated to this activity. Judging contests help fuel a passion for the dairy industry for young people that extends throughout their lives.

**When you are not volunteering at World Dairy Expo, what is your favorite part about the event?** I really enjoy the networking at the Trade Show.



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# ESSENTIAL TO THE INDUSTRY

## National Dairy Shrine Scholarship Recipients



**Ross Herber**  
Utica, Minnesota  
South Dakota State University  
Merton Sowerby Junior Merit Scholarship

**What has been your involvement in the dairy industry?** I have worked on my family's farm much of my life. I assist with herd health, vaccinations, calf feeding, chopping corn and hay, and maintaining milking and farm equipment. Over the past few years, I have worked more closely with our farm business management advisor, herd nutritionist and veterinarians. While attending South Dakota State University, I competed as one of four members of the SDSU national dairy challenge team. I have also been an active member and treasurer in the SDSU Dairy Club and a member of the SDSU Agronomy and Precision Ag Club.

Dairy Club and a member of the SDSU Agronomy and Precision Ag Club.

**How do you hope to be involved in the dairy industry in five years?** After completing my degree at SDSU, I plan to return to my family's dairy as its fifth generation and eventually enter into partnership with my parents.

**What does it mean to you to receive a National Dairy Shrine scholarship?** I am honored and humbled to be recognized by the National Dairy Shrine. I have a great deal of respect and admiration for the organization, its members and the dairy industry.

**What role do you think events like World Dairy Expo can play in developing the next generation of dairy leaders?** WDE showcases the best of the best in the dairy industry. Future generations of dairy leaders can witness the top tier of the dairy breeds from around the world, meet dairy experts, learn about the latest in research and technology, and develop relationships with other industry leaders.

**What do you hope to learn or experience while at Expo?** I look forward to meeting a variety of people passionate about the dairy industry including dairy producers, industry experts and exhibitors. I am also looking forward to attending the educational sessions, the international dairy shows and the Parade of Champions.



**Brenna Connelly**  
Byron, Minnesota  
University of Minnesota-Twin Cities  
National Dairy Shrine/Dairy Management Inc. Education and Communication Scholarship

**What has been your involvement in the dairy industry?** I grew up working on my cousins' dairy farm, Connelly's Terra McCree Holsteins, located in Byron, Minnesota. I was involved in 4-H and FFA and showed our registered Holsteins through my involvement in these organizations. Additionally, I competed on my county's dairy judging and dairy knowledge bowl teams. At college, I continued my involvement in dairy-related organizations by joining the Gopher Dairy Club. Most recently, I served as the 67th Princess Kay of the Milky Way, the goodwill ambassador for Minnesota dairy farmers.

67th Princess Kay of the Milky Way, the goodwill ambassador for Minnesota dairy farmers.

**How do you hope to be involved in the dairy industry in five years?** I am a senior at the University of Minnesota where I am studying animal science and agricultural communication and marketing. After graduation, I am looking for a career that includes communicating with consumers about agriculture, especially the dairy industry. I am grateful for the opportunities, experiences and network that the dairy community has given me thus far. I hope to continue making meaningful connections with others in the dairy industry as I enter the workforce.

**What does it mean to you to receive a National Dairy Shrine scholarship?** I am honored to be the recipient of a National Dairy Shrine scholarship this year. This scholarship will help alleviate the financial burden of my studies. It will help me pursue my passion for agriculture and connecting with others through effective communication. The National Dairy Shrine is a prestigious organization, and receiving a scholarship from them is an incredible opportunity.

**What role do you think events like World Dairy Expo can play in developing the next generation of dairy leaders?** Events like WDE provide unique opportunities for people of all ages. The youth activities and contests are excellent events for emerging young dairy leaders to be involved in. It is a great way for people to connect with others and for dairy leaders from many different locations to come together in one place.

**What do you hope to learn or experience while at Expo?** I unfortunately won't be attending this year, but in the past, I have loved attending WDE and building new connections within the dairy industry. It is a great place to learn more and find inspiration from other dairy leaders. I am excited to cheer on friends from afar this year as they compete in dairy judging and in the Showing.

**Miriam Cook**  
Pewamo, Michigan  
Purdue University  
Merton Sowerby Junior Merit Scholarship



**What has been your involvement in the dairy industry?** I was blessed to grow up on a 300-cow rotational grazing dairy in the middle of Michigan. It was there that my passion for dairy started and continues to grow. I was always helping on the farm doing everything I could from milking cows, feeding calves to working fields, among other things. I have built my own herd from the age of 9 with my first cow Clover, a Holstein. I have expanded my herd with the help of partners in friends and family to own around 50 head of Jerseys and Holsteins. Beyond the farm, I competed in 4-H for 10 years and FFA for two, where I did dairy judging, quiz bowl and management, competing on state and national teams. I have been named All-American at World Dairy Expo and a state FFA star farmer because of my dairy projects. This has led me to continuous engagement throughout college. I have attended the Jersey Youth Academy, URUS Dairy Consulting Experience and served on our university dairy club. I did part-time milk testing for Indiana State Dairy Association. I have traveled to the home of the Holstein in the Netherlands and studied abroad there, helping with their animal science study association and visiting many farms. I have had a sales internship with STgenetics, a public policy internship with Michigan Farm Bureau and a tropical genetics and global development internship with PEAK Genetics.

**How do you hope to be involved in the dairy industry in five years?** I hope to serve farmers and make them better. I have taken a liking to international work in helping developing farmers progress their farms in genetics along with better farming practices. I could work in politics to help make policy to assist dairy farmers through regulations or milk pricing. I could work in an on-farm domestic capacity assisting or working for farmers. I would love to continue to be involved in an advocating capacity for agriculture and potentially own and operate our family's fifth-generation farm or help my siblings run it. I want to give back to the industry that has given so much to me.

**What does it mean to you to receive a National Dairy Shrine scholarship?** Most college students



**Rosalee Zehr**  
Pontiac, Illinois  
Illinois State University  
Klussendorf Scholarship and Iager Scholarship

**What has been your involvement in the dairy industry?** I've been showing cattle in 4-H since I was young and was a finalist in the national FFA dairy production-entrepreneurship category in 2020 along with earning my American FFA Degree. I'm in the Junior Holstein Association and have been on the Illinois quiz bowl team. I attended Kaskaskia College for two years, and last year, I was on the dairy judging team and was second high individual in the International Post-Secondary Dairy Cattle Judging Contest.

**How do you hope to be involved in the dairy industry in five years?** I hope to be the fourth generation on our dairy farm. When my brother, Wyatt, graduates with a degree in dairy processing, we want to figure out how to process our own milk on the farm.

**What does it mean to you to receive a National Dairy Shrine scholarship?** It helps me continue my education and get further into dairy, with my associate degree already finished. It shows me that hard work pays off.

**What role do you think events like World Dairy Expo can play in developing the next generation of dairy leaders?** It teaches about hard work and dedication to your project. It also helps us meet new friends who become our fair family.

**What do you hope to learn or experience while at Expo?** I'd like to place well enough with my Red & White spring yearling and winter yearling to get a Junior All-American nomination. They are bred and owned by me; I've done it all on my own.



**Jessica Schmitt**  
Fort Atkinson, Iowa  
Purdue University  
H.H. Kildee Scholarship for Graduate School

**What has been your involvement in the dairy industry?** My involvement with the dairy industry has been extensive from a young age. Being born into a dairy farm family, I learned all hands are on deck. Ever since I could walk, I could be found tagging behind my parents as we completed the daily chores on our dairy farm. As I got older, I began competing in dairy judging, showing at local and state dairy shows, and even served as the Iowa Dairy Princess. At Iowa State University, I majored in dairy science, agricultural communications and international agriculture. During those four years, I was active in the dairy science club, the dairy judging team, college council, college ambassadors and Sigma Alpha Agricultural Sorority. Additionally, I had three agricultural communications internships including serving as the editorial intern at *Hoard's Dairyman*.

**How do you hope to be involved in the dairy industry in five years?** I am pursuing my master's degree in communication through Purdue University with an emphasis in strategic communications and public relations and marketing and advertising. While studying, I am working full time as the integrated communications coordinator at Dairy West. Dairy West is the checkoff organization representing Utah and Idaho dairy farmers. In five years from now, I hope to have my studies finalized and apply that knowledge to continuing to communicate on behalf of the dairy community.

**What does it mean to you to receive a National Dairy Shrine scholarship?** The most impactful part of receiving a National Dairy Shrine scholarship is that I am supported by an industry that is extremely meaningful to me. Growing up on a dairy farm, I learned the truth behind agriculture. Unfortunately, less than 2% of Americans are farmers so that means 98% of the population has to find the truth somewhere else and are often misinformed by other sources telling our story. This desire to share the truth filled me with a strong commitment to ensure the public understands and appreciates the product dairy farmers work so hard to produce. Because of the Kildee scholarship, I am able to be the needed voice to correct misconceptions and promote the reality.

**What role do you think events like World Dairy Expo can play in developing the next generation of dairy leaders?** Something I admire about WDE is that it is the premiere opportunity for collaboration. Everyone in the industry from all over is able to gather to reflect on memories of the past and rejoice in celebrations for the future. As a member of the next generation of the dairy industry, I enjoy being able to connect with the past and the future while strengthening and growing my relationships with others. I admire WDE for being futuristic and progressive which pushes me to work harder for the success of the industry.

**What do you hope to learn or experience while at Expo?** I have been able to go to WDE in the past for dairy judging and other Dairy Shrine banquets. However, this will be my first Expo since I moved from the Midwest to Idaho. Being so far from many of my family and friends, I hope to use this year to reconnect. I am excited to see those I established relationships with during my time at Iowa State University and past Expos.

face the dreaded tuition and housing cost, and that can become one of their biggest burdens. There are countless people and organizations that are more than willing to help with this potential burden. Generosity is an essential part to the education and agricultural community. Organizations and families have chosen to be so generous to myself and my fellow dairy enthusiasts. I am able to pursue my academic and career aspirations. Scholarships have allowed me to claim an exceptional collegiate foundation. Within my time at Purdue, I have found the value of learning outside of the classroom through the opportunities provided to me by scholarships.

**What role do you think events like WDE can play in developing the next generation of dairy leaders?** WDE is the meeting grounds for the brightest dairy minds across the world. It is a place known for its attractiveness for all dairy producers alike. It is here where experiences like the National 4-H Dairy Conference are held and here where young people start to build lofty goals. I can remember getting my first night string jobs at WDE and being in awe that I got to work with animals that got to walk on the colored shavings. Many, as they grow older, take for granted the colored shavings, but as a youth who did not grow up with show cows, it was and still is a privilege to be part of such a respected event across the globe. I have my best memories at WDE and have made my closest friends. I would not have such an ambition if it weren't for the dreams and goals the colored shavings foster in young minds like myself. WDE sparks a light in youth and makes us want to do bigger and better things to change the industry to be spotlighted at the prestigious event.

**What do you hope to learn or experience while at Expo?** I hope I can experience that awe and wonder I always get when I pull into the Alliant Energy Center. I hope I never lose that spark and wonder of what will happen next. Watching the sun rise over the Coliseum while you walk a freshly washed cow among legends in the industry isn't like any other, and I am grateful to be part of the tremendous tradition. I hope I continue to meet and learn so much more about the international agriculture industry and have the chance to foster those relationships.



# Practice makes perfect



PHOTO COURTESY OF DAIRY AGENDA TODAY

The top 10 Senior Youth Showmanship Contest contestants are pictured with judge Claire Swale (far left) Oct. 2. The contest's Senior Division had 168 youth participate.

## Talent showcased in Youth Showmanship Contest

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** — The Youth Showmanship Contest saw 463 young showing enthusiasts parade across the black shavings Oct. 2, competing to come out on top of one of three age divisions.

Senior Division judge Claire Swale selected Emory Bewley, 19, of Susquehanna, Pennsylvania, as the top Senior Division showman. In the Intermediate Division, judge Brian Kelroy chose Hannah Visser, 14, of Hutchinson, Minnesota, as the winner. Winning the Junior Division for judge Jason French was Cameron Ryan, 13, from Fond du Lac, Wisconsin.

A sophomore at Penn State University, Bewley said she has been showing dairy cattle for as long as she can recall.

"I really enjoy doing showmanship because I like being competitive," Bewley said. "Showmanship is all about the showman and the work put into it ahead of time."

Working with her animals nearly every day is a priority for Bewley. She also spends time watching videos and looking at photos from shows to glean techniques.

Bewley advises younger showing enthusiasts to find a showman they admire and learn from them.

"I grew up watching Sabrina and Cassie Clark in my county, and I was able to learn a lot from them," Bewley said. "Then, as I got older, I had the opportunity to work with Ernie Kueffner and Terri Packard. I really admire Terri's abilities in the showing, and I have taken lots of lessons from watching her."

Continually working to hone her skills is a key to Bewley's success.

"The challenge I am working most to overcome right now is remembering that presenting myself in the ring is as important as presenting my heifer," Bewley said. "I sometimes am so focused on my heifer and how she looks, I forget to make sure I am standing up straight myself."

For Kelroy, Visser rose to the top of the Intermediate Division because of the control she showed throughout the contest.

"I really try to keep step with my heifer," Visser said. "When she steps with her left foot, I step with my left foot. I try to keep the pace for controlled and smooth."

Visser started showing dairy cattle around the age of 10 by leasing animals from Chad and Stacy Bohn and eventually purchasing her own animals which she continues to board at the Bohns' Stadviv Genetics. She credits her dad and the Bohns for teaching her everything she knows about showmanship and presenting her animal in the ring.

"I have always loved doing showmanship at county fair and state fair," Visser said. "Coming here to do showmanship here on the colored shavings, these are the best showman I can compete with, and they are the people I will be showing with for the rest of my life."

Visser said the fact that she was on top of the final lineup took a few minutes to sink in.

"It didn't really hit me that I had won until they put the medallion around my neck," Visser said. "Being in the final lineup was very intense."

Rising to the top of a contest like the Youth Showmanship Contest did not just happen for Visser.

"I practice every day, and I start doing things like pulling throat and setting them up right away," Visser said. "That way it just becomes part of their normal



PHOTO COURTESY OF DAIRY AGENDA TODAY

The top 10 Intermediate Youth Showmanship Contest contestants are pictured with judge Brian Kelroy (far left) Oct. 2. The contest's Intermediate Division had 139 youth participate.



PHOTO COURTESY OF DAIRY AGENDA TODAY

The top 10 Junior Youth Showmanship Contest contestants are pictured with judge Jason French (far left) Oct. 2. The contest's Junior Division had 156 youth participate.

routine of being led."

At a young age, Ryan has learned the value of having confidence in himself and in his animal when showing. Ryan has been showing since he was 5.

"Having the confidence to keep calm if your heifer starts to act up is really important," Ryan said.

Ryan said he puts the time in every day to wash, walk and work with his heifers, so they become used to being handled and being on the halter.

"My dad is a great teacher," Ryan said. "He has given me so much good advice; I couldn't even pick out the best. Everything he tells me is something that I find out is really important."

The experience of showing on the colored shavings is not something Ryan takes for granted.

"Just being out here on these colored shavings is an amazing experience," Ryan said. "Showing and the entire dairy business is an awesome opportunity. There is so much you can learn and do."

### Intermediate Division top 10

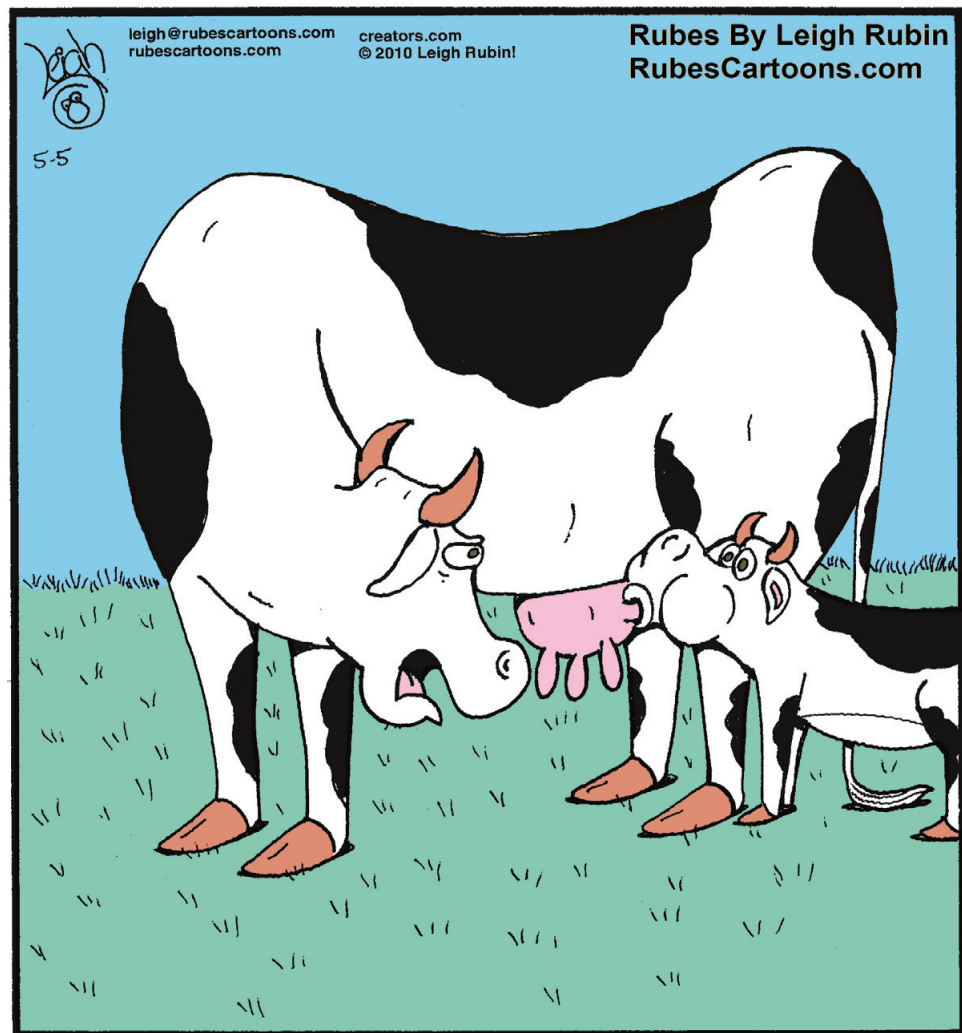
1. Hannah Visser, Hutchinson, Minnesota
2. Mason Ziemba, Durhamville, New York
3. Logan Harbaugh, Marion, Wisconsin
4. Peyton Voegeli, Poynette, Wisconsin
5. Liviya Russo, Lunenburg, Vermont
6. Tessa Schmocker, Whitewater, Wisconsin
7. Aubree Topp, Botkins, Ohio
8. Tyler Leuch, Pulaski, Wisconsin
9. Matthew Winch, Fennimore, Wisconsin
10. Brianne Vandoske, Cleveland, Wisconsin

### Junior Division top 10

1. Cameron Ryan, Fond du Lac, Wisconsin
2. Livia Sandelier, Loyal, Wisconsin
3. Stella Schmocker, Whitewater, Wisconsin
4. Benny Uhe, Janesville, Wisconsin
5. Kestin Martin, Tulare, California
6. Justin Brandel, Lake Mills, Wisconsin
7. Reid Vandoske, Cleveland, Wisconsin
8. Natalie Mauk, Plymouth, Wisconsin
9. Madalynn Arnold, Earlville, Iowa
10. Tristen Upchurch, Hebron, Illinois

### Senior Division top 10

1. Emory Bewley, Susquehanna, Pennsylvania
2. Nadia Uhr, Crysler, Ontario
3. Emi Lange, Utopia, Ontario
4. Kylie Konyon, Madison, Wisconsin
5. Jordan Hawthorne, Listowel, Ontario
6. Amy Hughes, Killbuck, Ohio
7. Jack Lange, Utopia, Ontario
8. Emma Finch, Utopia, Ontario
9. Courtney Orser, Sydenham, Ontario
10. Olivia Finke, London, Ohio



"For the last time, Junior, stop blowing milk bubbles! ... You're giving me gas!"

## PURPLE COW

## ITEM OF THE DAY

Visit the Purple Cow Gift Shop today from 9 a.m. to 5:30 p.m.



# WORLD DAIRY EXPO EXHIBITOR PROFILE

**The Franchise Kind** of Ashville, Ohio  
**Bos Dairy LLC**, of Lovington, New Mexico

**Tell us about your farm.** The Franchise Kind has 60 head of cattle, 15 of which are milking. We raise Jerseys but have some Holsteins as well. My wife, Nicole, my boys, Wyatt, Chase and Lane, and myself run our farm. We specialize in marketing cattle for other people and boarding and preparing cattle for shows and sales. We try to individually feed a majority of our herd, because so many of the cattle at our farm are being prepared for sales and shows. We've helped develop high caliber cattle with over 50 of the cattle we've worked with receiving All-American nominations. Bos Dairy LLC is a 10,000-cow dairy, and our partnership with them stimulated from their interest in getting into the show aspect of the dairy industry. They milk 10,000 cows, but they are starting to do a lot of work with embryos. This will be their second year with us at World Dairy Expo. Our string has 18 head.



DANIELLE NAUMAN/DAIRY STAR

**Mark Brindeiro (from left), Isaak Bos, of Bos Dairy LLC, and Nicole and Dusty Schirm, of The Franchise Kind, are sponsors of classes during the shows at World Dairy Expo. Their show string has 18 head at Expo this year.**

**How are you sponsoring World Dairy Expo?** We are sponsoring some of the groups of classes by providing a larger amount to give back to the industry. The cattle industry does so much for us. This is a great way to give back to an event that is great for marketing our business. This is the Superbowl of the dairy industry. We are looking forward to giving back.

**Why did you take an interest in supporting the event as a One Star Sponsor?** We wanted to give back to the community that we base our livelihood from. Sponsors are behind so many aspects of showing. We wanted to be part of that. This is also a great way to market our brand and showcase what we are all

about: good cattle and good people.

**How else are you involved in WDE and have you been a part of the show in the past?** I'm also a Jersey representative on the Dairy Cattle Exhibitor Committee for the first time. I'm excited to be able to represent both sides of WDE. It's amazing the amount of work that goes on to put this show together. I'm hoping to bring new ideas to the table as a committee member. I have been exhibiting at Expo for 25 years. Now, it is an event both my family and I look

forward to every year. This is the second year for Bos Dairy exhibiting cattle at WDE. They enjoy this show and fell in love with it their first year here. We credit our success as breeders to the incredible crew we have here and at home; this takes a team, and we have a good one.

**What are you looking forward to most about this year's WDE?** Besides competing in the Showring, we enjoy the people. We get to see friends from across the United States all in one spot. Education is a huge part of Expo, and when we

leave the show, we already know what we want to see next year because there is no chance we can soak it all in throughout the week.

**How does exposure at WDE benefit your dairy farm?** The exposure from WDE 100 percent benefits our dairy. WDE introduces us to different markets, locally and overseas. That is our drive on the business side; we want people to see our product. We can also go home after Expo and implement new things we learned.

## Byron Seeds LLC: A Leader in Forage

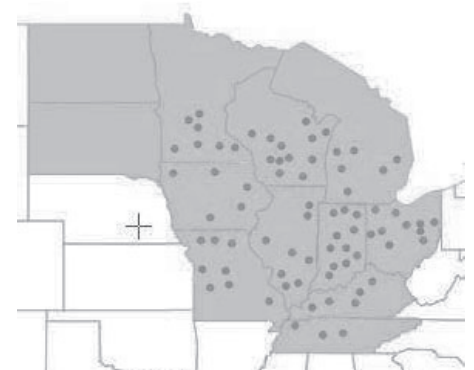
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# Grateful for the win

## Ohio cow named champion of International Junior Holstein Show

BY DANIELLE NAUMAN & SHERRY NEWELL  
Staff Writers

**MADISON, Wis.** – Ms Triple-T Grateful-ET, the top-placing Senior Three-Year-Old, was named Intermediate and Grand Champion for Colton Thomas of North Lewisburg, Ohio. Senior and Reserve Grand Champion honors went to the winning 150,000-Pound Production Cow, Kevetta Chelios Brooks, exhibited by Kyra and Griffin Lamb and Margaret Winspear of Oakfield, New York.

The top Four-Year-Old Cow, R-John Crushin On Courtney, was named Reserve Senior Champion for Jacey and Hadley Ross of Delavan, Wisconsin. The banner for Reserve Intermediate Champion was awarded to the top-placing Junior Three-Year-Old, Kings-Ransom CR Dazzling, exhibited by Nathaniel King of Schuylerville, New York.

The Champion Bred & Owned of the Junior Show was Forward Blossum, the winning Aged Cow, bred and exhibited by Emma, Sara, Wyatt and Claire Dorshorst of Marshfield, Wisconsin.

When the heifer classes wrapped up, Kiko Solo Jawdropping 1891-ET, the top-placing Winter Yearling owned by Elizabeth Kiko of Salem, Ohio, was named the show's Junior Champion, followed by the winning Spring Calf, Weigland Denver Athena-ET, taking

home Reserve Junior Champion honors for owners Ella, Adam and Caire Bindl of Plymouth, Wisconsin.

Official judge Pat Conroy of Angola, Indiana, and his associate judge Callum McKinven of Canton de Hatley, Quebec, Canada, were charged with placing 258 head of junior-owned Holsteins. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Colton Thomas**  
North Lewisburg, Ohio  
Ms Triple-T Grateful-ET

**Tell us about yourself.** I am 14 and in eighth grade at Triad Middle School. I have been involved in showing cows my whole life.

I also play football, basketball and baseball. I am the oldest of three; my sisters are Kendall and Cameron, and my parents, Nathan and Jenny Thomas, are partners in Triple-T.

**Tell us about your animal.** Grateful is a third-calf Senior Three-Year-Old that I first showed at the Ohio State Fair this year, where she was Reserve Grand Champion. Her sire is Goldwyn, and she is bred and owned by Triple-T. She was pretty nervous as a cow at first, but once she got going, she's been doing pretty well.



PHOTO PROVIDED BY COWSMOPOLITAN

**Triple-T Grateful-ET is named Intermediate and Grand Champion of the International Junior Holstein Show after winning the Senior Three-Year-Old class. Grateful is owned by Colton Thomas of North Lewisburg, Ohio. The winning 150,000-Pound Production Cow, Kevetta Chelios Brooks, was named Senior and Reserve Grand Champion for Kyra and Griffin Lamb and Margaret Winspear of Oakfield, New York.**

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I was pretty excited and happy for both myself and the cow. I thought I had a good shot after Intermediate Champion was picked, and once I shook the judge's hand it was all party.

**How did you get involved in dairy cattle showing?** I have been showing since I was about 4 years old, just because Mom and Dad were showing at places like this. I first showed a calf here when I was 9.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My parents. Their best advice was that all hard work pays off eventually as long as you put in the time.

**What is your favorite memory of showing dairy cattle?** In 2020, at the North American Open Holstein Show, I won Grand Champion with the cow that is now my production cow. It was my first time winning something big.

*"With the Vector, one thing I have noticed is we don't have a lot of feed refusals. The diesel and labor savings plus the flexibility really make sense for us."*

- Josh Poulin,  
Poulin Farms, Newport, VT

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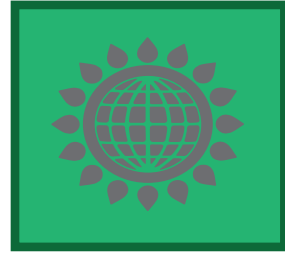
# TODAY AT WDE



SHERRY NEWELL/DAIRY STAR  
Brenda Medick, of Honey View Guernseys in Cherokee, Iowa, browses through the *Expo Daily Edition*, published by Dairy Star, Oct. 3 while her husband, Dave, relaxes.



SHERRY NEWELL/DAIRY STAR  
Alison Gartman, of Sheboygan, Wisconsin, is the 2021 recipient of the Hellenbrand Lasting Legacy Award. This week during World Dairy Expo, she is exhibiting her Guernsey calf, Springhill TK Jazprit-ETV, out of the 2017 WDE Guernsey Grand Champion, Springhill Mentor Jazzy-ET.



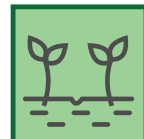
DANIELLE NAUMAN/DAIRY STAR  
Expo attendees stand in line at the UW-Madison Cheese Stand Oct. 3.



SHERRY NEWELL/DAIRY STAR  
Outside New Holland Pavilion 1, Adam Johnson, of Lida-Acres in Pelican Rapids, Minnesota, organizes feed and bedding for a string of cattle Oct. 3.



SHERRY NEWELL/DAIRY STAR  
(Left) Cousins Brooklyn Wills (from left), Reagan Sarbacher and Logan Wills play on the World Dairy Expo globe while they wait for their family to pick up food at Expo. The Willses are from Verona, Wisconsin, and Sarbacher is from Paoli, Wisconsin, with Fischerdale Holsteins.



DANIELLE NAUMAN/DAIRY STAR  
Nicole Broege oversees the making of hundreds of grilled cheese sandwiches Oct. 3 at Expo.



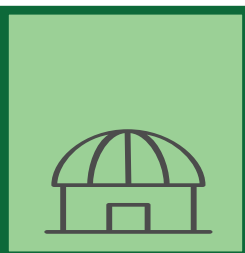
SHERRY NEWELL/DAIRY STAR  
Tracy Mitchell, of Ellsworth, Wisconsin, hauls warm water to a heifer Oct. 3 at World Dairy Expo. Mitchell is working with the Woodmohr string from Bloomer, Wisconsin.



SHERRY NEWELL/DAIRY STAR  
Members of Cal Poly's dairy judging team stayed an extra day at World Dairy Expo and enjoyed happy hour at The Tanbark. The team – (clockwise, from left) coach Morgan Wonderly, Marcus Marsigli, Ashley Waymire and Katy Diniz – took second place in Sunday's National Intercollegiate Dairy Cattle Judging Contest.



DANIELLE NAUMAN/DAIRY STAR  
Lynn Harbaugh (right) and Amy Ryan wash heifers Oct. 3 at World Dairy Expo.





# Genette tops International Milking Shorthorn Show

**Maiers win Premier Breeder, Exhibitor**

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** – Lazy M Wildside Genette-EXP, the winning Senior Three-Year-Old Cow exhibited by Peter Vail of Englewood, Florida, was named the Intermediate and Grand Champion of the International Milking Shorthorn Show. Following Genette as the Reserve Grand Champion was the Senior Champion, Pine-Valley-P Junebug-EXP. Junebug was the winner of the Aged Cow Class for Corstar Farm: Cory and Kristin Salzl and Leah, Jason and Jessica James of Litchfield, Minnesota.

The winning Five-Year-Old, Molehill Lottery Caliente, exhibited by Mike Gregory and Tyler Endres of Oxford, Wisconsin, took home the Reserve Senior Champion honors while Henkeseen Royalty Reason-EXP, the top-placing Junior Three-Year-Old, earned the Reserve Intermediate Champion honors for breeders Trent Henkes and Matt Henkes of Luana, Iowa.

Lands-Brook KNH Chili-Pepper, the winning Fall Calf owned by Peter Vail took home the banner as the show's Junior Champion. The animal was fol-

lowed by the top-placing Winter Yearling, Heavenly Lookin Good-ET, owned by Brian and Traci Neely of Utica, Pennsylvania, as the Reserve Junior Champion.

Lazy M Farm LLC, Michael and Herman Maier, of Stitzer, Wisconsin, were awarded the banners as Premier Breeder of both the overall show and the Heifer Show, and was Premier Exhibitor of the show. Meanwhile, Peter Vail received the recognition of Premier Exhibitor of the Heifer Show. Halpins Muddy Rockstar-TW was named Premier Sire of the Heifer Show.

Official judge Joe Sparrow of Worthville, Kentucky, and his associate judge Matt Fry of Chestertown, Maryland, were charged with placing 243 head of Milking Shorthorns. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Peter Vail**, Englewood, Florida  
Lazy M Wildside Genette-EXP

**Tell us about your animal.** We purchased Genette in spring 2021. Mike McConnell told Dale Bendig he should stop in at Mike Maier's place and look at some young cows when he was in Wisconsin. Dale found Genette and bought her. She was Grand Champion at Harrisburg last month, and she won here at Expo last year as well.

**What does receiving this title mean to you?** It is pretty spe-



PHOTO PROVIDED BY COWSMOPOLITAN

Lazy M Wildside Genette-EXP is named Intermediate and Grand Champion of the International Milking Shorthorn Show for Peter Vail of Englewood, Florida. Pine-Valley-P Junebug-EXP was named Senior and Reserve Grand Champion for Corstar Farm – Cory and Kristin Salzl and Leah, Jason and Jessica James of Litchfield, Minnesota.

cial. We had a good day and also had Junior Champion with a Fall Calf that was Supreme Junior Champion at Iowa State Fair earlier this summer. We have been working to build a base with the Milking Shorthorn breed. Genette is one of three cows we have here this year. It was also special because my wife came with me this year for her first time at Expo.

**How did you prepare for the**

**show and who helped you?** Dale and Deanna Bendig deserve all the credit. They take wonderful care of my animals, and they have a top-notch crew here that works hard to get these animals out looking phenomenal.

**What trait do you like most about your animal?** I love her extreme dairyness. She is probably the best Milking Shorthorn I have seen.

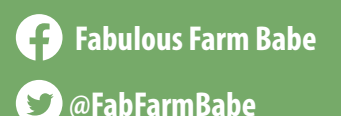
**Why do you enjoy showing at WDE?** I love getting to see all the people and exhibit at what I consider to be the best dairy show on earth. This year is easily the best year; every year it gets better. I love seeing all the green shirts out there, all the kids working so hard and doing so well. With all of the stuff in in the world, seeing these kids work so hard and accomplish so much is wonderful.

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



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

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





# Four-Year-Olds steal the show

## Indiana, Minnesota cows top International Junior Milking Shorthorn Show

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** – Heavenly Zora-ET was tapped as the Senior and Grand Champion of the International Junior Milking Shorthorn Show after winning the Four-Year-Old Cow Class for Dillon Freeman of Bremen, Indiana. Reserve Senior and Reserve Grand Champion honors went to the second-place Four-Year-Old, DND Pirelli Onsite-EXP, owned by Jaxon Burris of Mable, Minnesota.

Aubree, Aiden and Alaina Topp of Botkins, Ohio, were presented the banner for the Intermediate Champion of the International Junior Milking Shorthorn Show for their winning Junior Two-Year-Old Cow, Jomill Mr Right Aloha. Reserve Intermediate Champion honors went to Brand-New Z Fall In Love-ET, the winning Junior Three-Year-Old Cow exhibited by Colton and Ashley Brandel of Lake Mills, Wisconsin.

Woodsey-Dell Lran Chopper-EXP was selected as the Junior Champion of the Junior Show after winning the Winter Calf class for Alora Sprout of Springville, Pennsylvania. Reserve Junior Champion went to Colt and Owen Halpin of Halpin Farms in Buckingham, Illinois, with their winning Spring Yearling, Halpins Rockstar Dixie.

Official judge Joe Sparrow of Worthville, Kentucky, and his associate judge Matt Fry of Chestertown,

Maryland, were charged with placing 91 head of junior-owned Milking Shorthorns. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**Dillon Freeman** Bremen, Indiana  
Heavenly Zora-EXP

**Tell us about yourself.** I am 18 years old and a senior in high school. I attend school online. We milk 150 cows on a commercial dairy operation and have 10 show cows we milk on buckets.

**Tell us about your animal.** I purchased Zora in 2019 when she was a yearling. She won at the National Convention Junior Heifer Show that year and was Honorable Mention Junior Champion of the Junior Show at both Harrisburg and here at Expo. She is only 13 days fresh this year.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** It was complete happiness; all of the hard work my sis-



PHOTO PROVIDED BY COWSMOPOLITAN

Heavenly Zora-EXP is named Senior and Grand Champion of the International Junior Milking Shorthorn Show after winning the Four-Year-Old Cow Class for Dillon Freeman of Bremen, Indiana. The second-place Four-Year-Old, DND Pirelli Onsite-EXP, owned by Jaxon Burris of Mable, Minnesota, was named Reserve Senior and Reserve Grand Champion.

ter and I have put in paid off.

**How did you get involved in dairy cattle showing?** My family has always showed dairy cattle, even before I was born. My brother and I both started 4-H right away. I have probably been showing since I was 4 years old.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** There have been lots of people who

have helped us out. I have probably learned the most about fitting from Kelly Epperly. We have learned so much from so many people about taking care of show animals. We have picked out what works for us on our farm and developed our own program.

**What is your favorite memory of showing dairy cattle?** Other than today, my favorite memory would have been having the Reserve Supreme Champion of the Junior Show here at Expo in 2019.

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**Why is having a strong relationship with WDE important to your business?** WDE and the dairy industry are a vital part of our portfolio of brands targeted to livestock producers nationwide.

**How is the dairy industry essential to your business?** *Dairy Herd Management* and Farm Journal's *MILK* are part of the livestock division within Farm Journal.

**Tell us about your company.** Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 146 years ago with the preeminent Farm Journal

# FARM JOURNAL

magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, e-newsletters and phone apps; business magazines; live events including conferences, seminars and tradeshows; nationally broadcasted television and radio programs; a robust mobile-text-marketing business; and an array of data-driven, paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.

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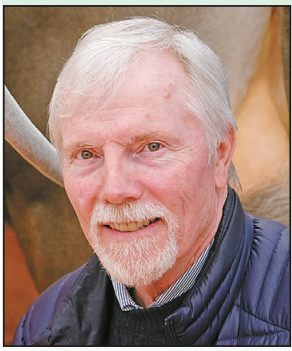
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# TODAY'S TRADE SHOW EXHIBITOR



**Norman C. Magnussen**, executive secretary, Brown Swiss Cattle Breeders' Association

**Brown Swiss Cattle Breeders' Association**  
Booth location: AL 189

**Tell us about your business.**

The Brown Swiss Cattle Breeders' Association was established in 1880, registers about 10,000 animals per year and serves about 1,800 combined adult and junior members. It is governed by a 10-person board of directors elected by and from the membership. The association moved into the current building in Beloit, Wisconsin, in May 1937 and has resided there ever since.

**How did you prepare for World Dairy Expo?**

We have had a booth on the lower level of the Coliseum for many years. We change the look of our booth every year. Top cows and association programs are featured. This year, the new Brown Swiss breed fat and protein champion will be highlighted with over 60,000 pounds of milk and a combined fat and protein record of 6,300 pounds. Our team handles the staffing and setup.

**What is something new you are displaying at WDE?**

The association is hosting the World Brown Swiss Conference this year. It was

originally set for 2020. We are planning to have more informational material available because of the nearly 300 additional registered guests the conference will be attracting.

**How does attending WDE benefit your business?** If you are going to promote your product in the dairy industry, here is where you need to be.

**What do you enjoy about exhibiting at WDE?**

Expo gives people, from many parts of the dairy industry, the opportunity to exchange ideas. The best part is they come from many countries and still have like interests. To be able to promote U.S. genetics to such a diverse international audience is very important.

**How does WDE's Trade Show compare to other promotional events or initiatives you do in a year?**

My father, Norman E. Magnussen, was one of the original founders of what has become WDE as we know it. It is awesome to see how the cattle shows and commercial exhibits have blended together into this fantastic event. With that said, for me, at the end of the day, it's all about those Brown Swiss cows.

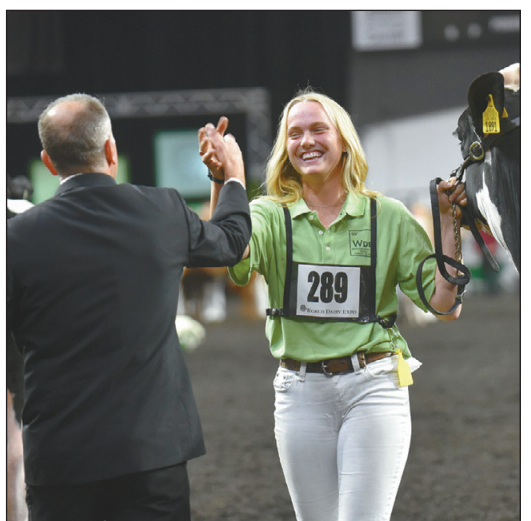
**What do you like to do or see at WDE when not at your Trade Show booth?**

I like to visit the Coliseum during the cattle shows. I also enjoy conversing with people from near and far about genetics and the dairy industry.

## SOCIAL MEDIA SHOUTOUT



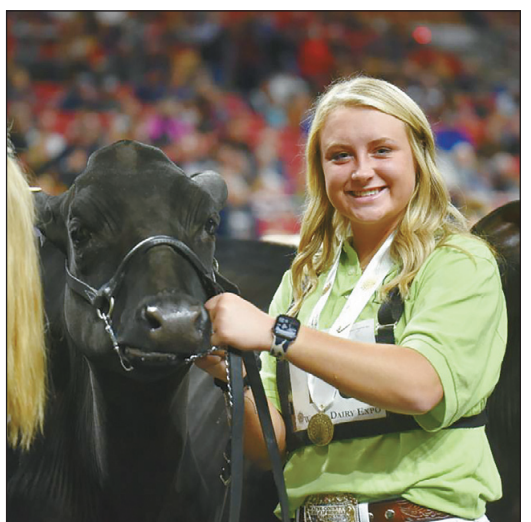
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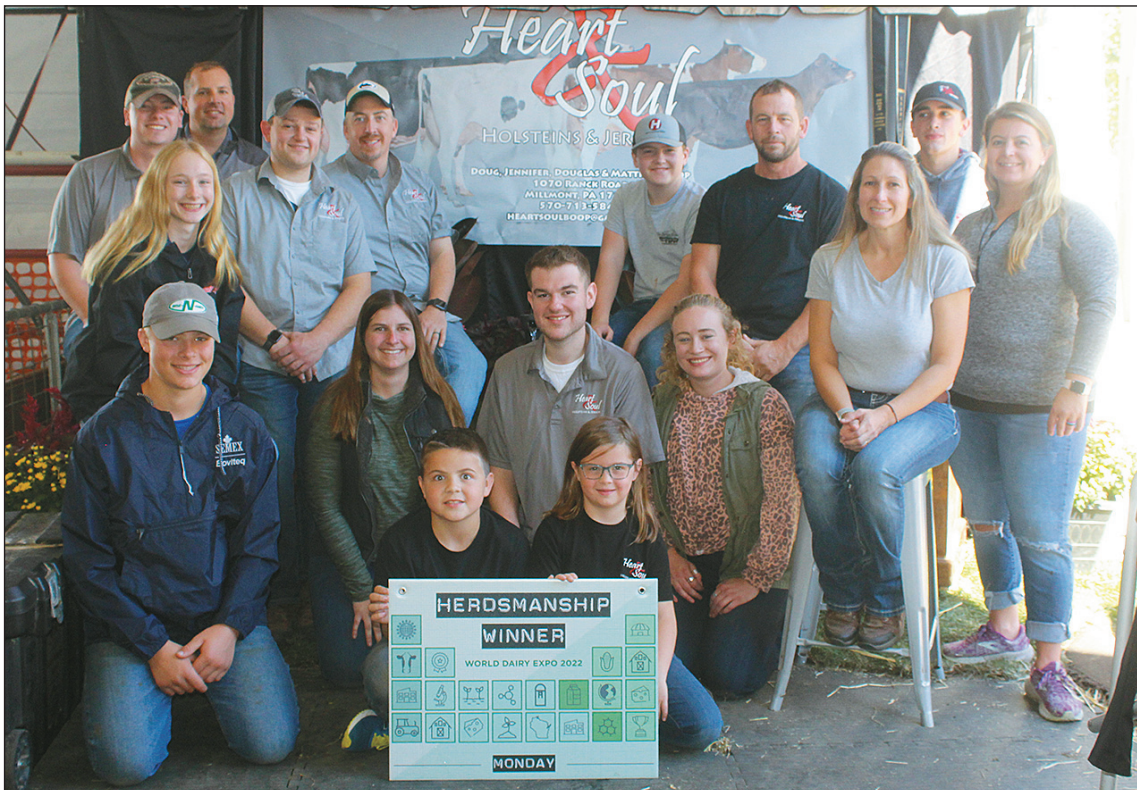
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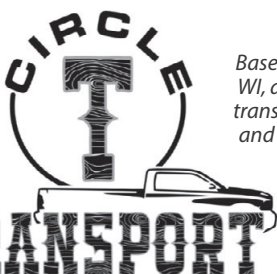
## HERDSMANSHIP DAILY WINNER



DANIELLE NAUMAN/DAIRY STAR

Heart&Soul Holsteins – (front, from left) Jackson Cloninger and Kenndy Cloninger; (second row, from left) Oliver Nisen, Taylor Wolf, Doug Boop and Madison Weaver; (third row, from left) Hannah Balthaser, Matt Boop, Jenn Boop and Rachel Cloninger; (back, from left) Cory Zimmerman, Rick Nisen, Ben Cloninger, Luke Tanis, Adam Tanis and Hayden Weaver – win the Herdsmanship Award Monday at Expo.

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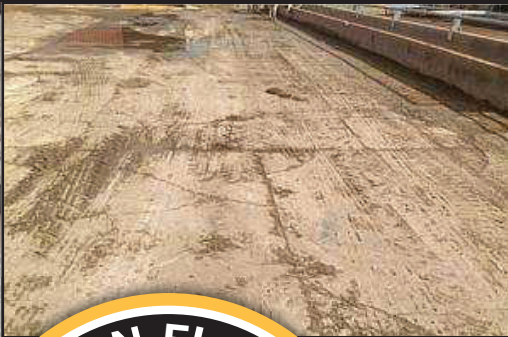
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