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# WELCOME

# TO THE 2017 WORLD DAIRY EXPO



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**WORLD DAIRY EXPO ADMISSION**  
**12 & OLDER: \$12 DAILY / \$35 SEASON**

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**TRADE SHOW HOURS**  
**TUESDAY-SATURDAY: 9 a.m. to 5 p.m.**

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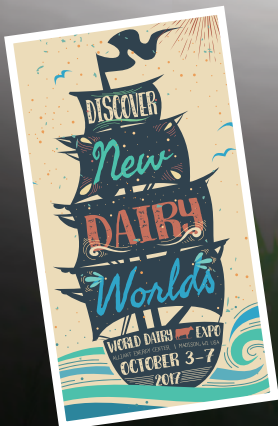
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# THE EXPO "MUST DO" LIST



With so much to see and do, plotting out a strategy to make the most of your time at World Dairy Expo (WDE) can be a daunting task. To help get you started, we've offered up the following list of activities considered absolute "musts."

1

## 1 Attend a world-class Dairy Cattle Show

From early Tuesday morning through late Saturday afternoon, some of the world's finest dairy cattle are found gracing the colored shavings in shows featuring all seven dairy breeds. In all, more than 2,400 dairy cattle and 1,700 exhibitors from throughout North America compete in the shows. If you aren't able to catch one of the breed shows earlier in the week, not to worry. You can still attend the Parade of Champions and witness the selection of Expo's Supreme Champion on Saturday afternoon beginning at 5 p.m. in the Coliseum.

## 3 Get 'wowed' at the Trade Show

Featuring nearly 900 exhibitors from 30 countries, WDE's Trade Show is the biggest and best of its kind. Along with providing opportunities for seeing the newest and best in dairy products and services, the dairy-specific show offers the chance to pick up information and knowledge from key company representatives staffing the exhibits. Venues include the Coliseum, the New Holland Trade Center, the Arena Building, Exhibition Hall and the Outdoor Trade Mall. Tip: Bring your best pair of walking shoes.

## 2 Invest in a future champion

With sales throughout the week, WDE offers opportunities for purchasing top-flight dairy cattle genetics, both live animals and embryos. Included are the Top of the World Jersey Sale and World Ayrshire Event Sale on Wednesday, the World Premier Brown Swiss Sale and World Premier Milking Shorthorn Sale on Thursday, and International Guernsey Classic Sale on Friday, all will be held in the Estrumate Sale Pavilion. The World Classic '17 Holstein Sale will be held in the Coliseum on Friday.







4



5



6



7



8

#### 4 Create a visual memory

Since its construction in 1967, a 20'-tall globe has served as the perfect background for visitors looking to capture a photographic souvenir of their visit. Last year, the WDE Board of Directors gifted guests with another photo opportunity and introduced Miss Madison, a 6,900-lb. granite cow statue. This new landmark is found across the street from the globe, outside the northeast corner of New Holland Pavilion 1.

#### 5 Indulge your sweet tooth

What would a trip to the greatest dairy show on earth be without an opportunity to sample a scoop of tasty ice-cream? Thanks to the GEA Ice Cream Stand, in the lobby of the Exhibition Hall, the question is moot. Tempting offerings have run the gamut from traditional flavors like strawberry and black cherry to more exotic varieties like Caramel Collision and Pirates Bounty.


#### 6 Recharge in the family lounge

World Dairy Expo is a great family outing, but the excitement can over-stimulate even the calmest of young ones. The family lounge (on the Mezzanine Level of the Exhibition Hall) gives families an opportunity to recharge. It features a changing table and nursing station and is stocked with beverages, snacks, diapers, wipes and other baby care essentials.

#### 7 Munch on a grilled cheese sandwich

You're bound to work up an appetite covering the miles of aisles woven throughout the Alliant Energy Center during World Dairy Expo. A quick stop at the Cheese Stand, located between the Coliseum and Arena Building, is the perfect way to refuel. And it's cost-efficient, too. A grilled cheese sandwich—American, Swiss or cheese of the day, featuring some of Wisconsin's finest specialty cheeses—and milk shake will set you back just a few bucks.

#### 8 Shop the Purple Cow

Whether you're trying to find a souvenir to take back to those who weren't able to come with you to Expo, get a head start on holiday shopping or pick up a memory of your trip to Madison, you'll want to make a stop at Expo's Purple Cow Gift Shop. There you will find hundreds of items including apparel featuring the official World Dairy Expo logo, toys and stuffed animals and dairy-related novelty items. Open daily during Expo, the shop is located on the first floor of the Exhibition Hall. 

## ATTEND TO WIN

### Reveal Forage Analysis Meter

World Dairy Expo is excited to announce that one lucky attendee will receive a Reveal Forage Analysis Meter and one year of service from Cargill Animal Nutrition. This brand-new technology performs instant dry matter analysis of silage, haylage and dry hay.

Watch for ways to enter on-site at this year's World Dairy Expo!



# MAKING SURE THE SHOW GOES ON

The job of an Expo breed show superintendent

Any way you look at it, the Dairy Cattle Show at World Dairy Expo (WDE) is a massive undertaking. Over the course of five days, each of the seven major dairy breeds hosts a show, with Holstein hosting a second show for Junior exhibitors, in the Coliseum. Competing in these various events are more than 2,400 of North America's finest dairy cattle with their 1,700 hopeful exhibitors.

The responsibility for making sure each of the shows goes off without a hitch is on the shoulders of 10 volunteer breed superintendents. It's their job to make sure cattle exhibitors have an opportunity to compete in a fair, ethically-conducted competition, while those attending the show as spectators walk away feeling they've been treated to a truly world-class event. The superintendents are also charged with doing everything they can to make sure WDE's reputation as the planet's premier dairy cattle show remains intact.

Jon Rasmussen, superintendent of the International Jersey Show for the past five years, is representative of the group. "The superintendent's



For the past five years, Jon Rasmussen has been tasked with overseeing the International Jersey Show at World Dairy Expo and works as the show's volunteer superintendent.

job is to help facilitate the show," says Rasmussen, a dairy technology specialist for Vita Plus Corporation. "I arrange for lining up volunteers that are needed to conduct the show, and I familiarize myself with the show rulebook so I can help participants have a rewarding, enjoyable experience."

Rasmussen's preparation for the next year's show begins as soon as the current show wraps up. "It's mostly a matter of walking through the barns in the days after our show and asking exhibitors about their experiences," he explains.

Questions he asks of exhibitors might include: What did they think about the housing arrangements? How was the move-in process?

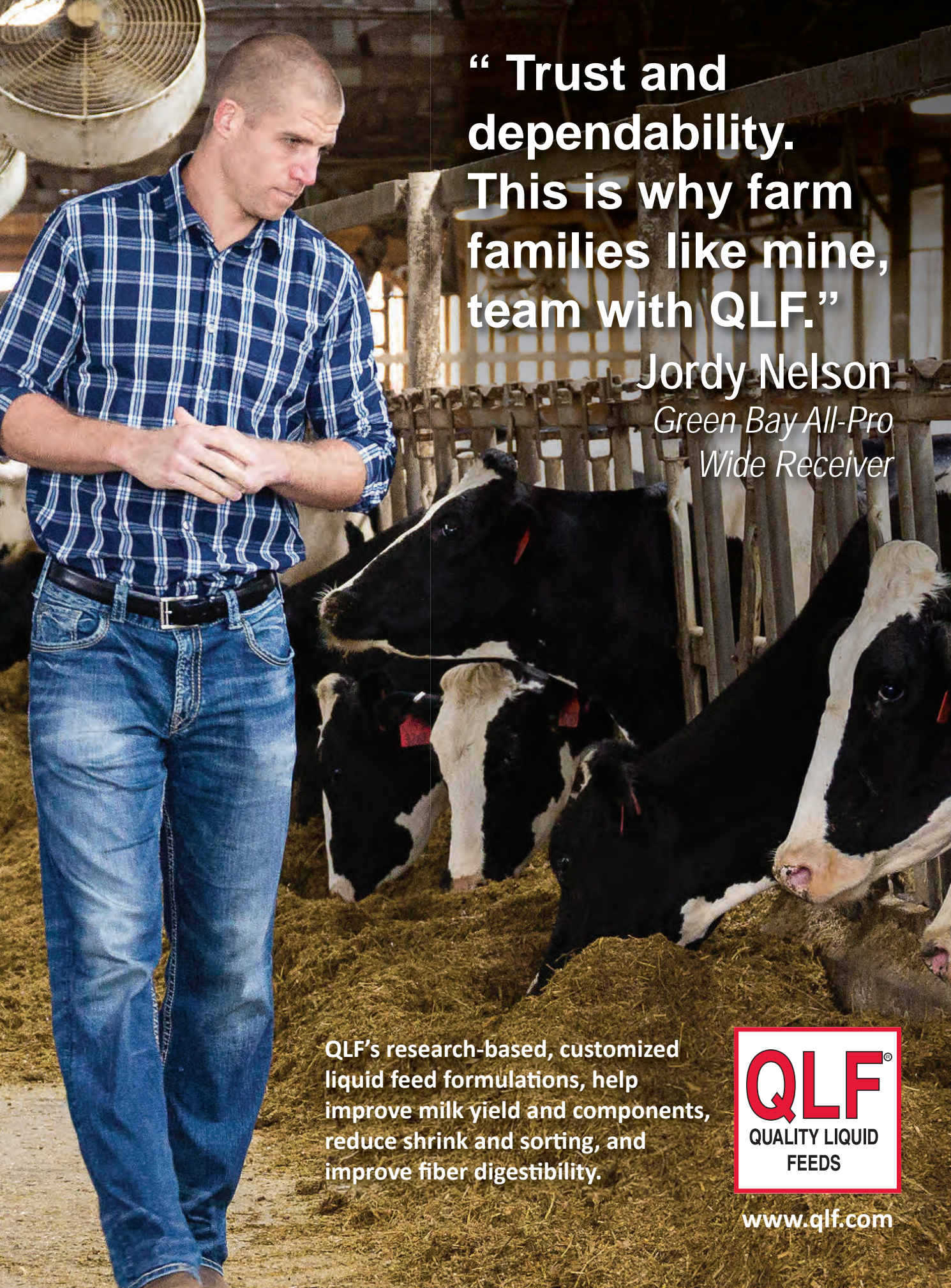
Was there anything we could have done differently in the Showing? Were there things that didn't go as smoothly as they could have gone? "Then, I pass that feedback along to the committee that's responsible for the show so they can update the rulebook and adjust the guidelines accordingly," he says.

## When cattle arrive

The real grind for Rasmussen and his crew of volunteers begins on the Thursday evening prior to Expo as cattle start arriving at the Alliant Energy Center. Over the next three days, Rasmussen and his "check-in crew" of about six people roam the aisles in the New Holland Pavilions to find the 400 or so Jerseys entered ▶

*"I familiarize myself with the show rulebook so I can help participants have a rewarding, enjoyable experience."*

—JON RASMUSSEN



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Rasmussen and his check-in crew roam the aisles in the New Holland Pavilions to find the 400 or so Jerseys entered. While the job can be stressful, Rasmussen says, “Knowing that you played a role in all that (camaraderie) by managing a successful show is pretty exciting and satisfying any way you look at it.”

---

the Coliseum and Pavilions on the PA system, ExpoFM and the world on ExpoTV. “They do a good job of keeping me moving along,” Rasmussen says.

Addressing questions or concerns that arise while the show is in progress is a big part of the superintendent’s job. Examples include handling situations where animals come into the Showring without being checked in or when an exhibitor shows up without the right back tag. “I have to make a quick decision about how to help get that animal into the show.”

### Dealing with the mundane

Much of the superintendent’s job revolves around handling numerous, seemingly mundane chores. “It might be something as simple as someone pointing out that we don’t have any water on the Showring floor and the judges are getting thirsty,” Rasmussen explains. “I have to figure out who to contact to get them a quick bottle of water.”

As he deals with each situation, Rasmussen is aware that the Jersey show is scheduled to end by 2 p.m. on Wednesday afternoon. “There’s another show scheduled to start right after ours and they’re always

eager to get going,” he notes. “We do our best, but it doesn’t always work out. There are so many classes, and just a few extra minutes in each class can make a big difference in keeping the show on time.”

The last few minutes of the show every year can be extremely hectic. “The champions are announced and you’re trying to get everybody over in one corner (of the Coliseum floor) for photos. At the same time, you have the group classes coming in. You have to get them all checked in and lined up quickly so that the judge can get them placed in a timely fashion. It’s a lot of animals and a lot of different groups. It can get pretty chaotic.”

Rasmussen’s duties don’t end when the last Jersey leaves the Showring. “I still have to go through the results to make sure everything was recorded correctly and that everyone got their ribbons and awards,” he notes. “It usually goes pretty smoothly. But some years, things will get mixed up and awards will be handed out to the wrong animals. It can take a couple extra hours to get everything all straightened out.”

While acknowledging the job carries a fair share of pressure and stress, Rasmussen says any drawbacks are more than offset by one big benefit.

“It’s great to walk through the barns after the show is over and see just how really happy everyone is. Maybe they won, maybe they didn’t. You see people standing in groups talking about how good it is to be here with their friends and laughing and joking with one another. Knowing that you played a role in all that by managing a successful show is pretty exciting and satisfying any way you look at it,” he says.

in the show. Among other things, the crew checks information on registration papers for each animal to make sure it matches up with what was entered in the computer.

As the International Jersey Show gets underway on Tuesday afternoon, Rasmussen’s focus shifts to overseeing a group of another dozen volunteers. Included in this group are the people who check back tags as exhibitors and cattle arrive at the Coliseum and then help line up the animals as they enter the Showring. Others are tasked with helping guide animals around the Showring and aiding judges in lining up cattle as decisions are made about placements. Two other volunteers—one working with pencil and paper, the other with a tablet—are responsible for recording the judge’s placings. “It’s all about keeping the flow of the show going,” Rasmussen says.

Rounding out the Showring crew are the announcers who broadcast results from the show throughout

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# NEW PORTS OF CALL

Expo's Trade Show is the place to be for dairy companies looking to connect with the world

More and more companies offering products and services aimed at helping dairy producers are finding the World Dairy Expo (WDE) Trade Show is a great way to start, and continue, building a presence in the international marketplace.

Veterinarian Geoffrey Westfall of Brooklyn, Conn., can attest. Westfall is the inventor of Fight Bac, a patented, aerosol disinfectant teat spray that offers an alternative to more traditional postmilking dip cup and spray products.

Having an opportunity to introduce Fight Bac to more U.S. dairy farmers led Westfall to start exhibiting at the WDE Trade Show in the mid-1990s.

He's been back every year since. "World Dairy Expo is the biggest and best dairy show anywhere," he says. "That was true when we first started coming here, and it's true today. If you want to be considered a serious player in the dairy industry, you have to have a presence here."

In recent years, Westfall has directed more of his marketing efforts to building international product awareness. "The U.S. market for our product has been very steady" says Westfall, who marketed his first cans of Fight Bac in 1984. "For a company of our size, we have to look at doing more business internationally if we want

to continue to grow."

The sheer number of international visitors at Expo makes this show the logical place to

---

The size of World Dairy Expo's international audience makes the show an ideal spot to grow Fight Bac's global brand presence, says Veterinarian Geoffrey Westfall.

implement such a strategy. In 2016, more than 3,100 people from 102 countries attended. "Depending on the year, we'll be at 14 to 17 shows (in the U.S.)," Westfall says. "None of them will have anywhere near the number of people from other countries that Expo does."

Westfall has seen his efforts to reach international customers start to pay off. He has made sales to several countries in Asia and the Middle East, including South Korea, Pakistan, Jordan and Kuwait. He's also working with potential clients in Central and South America. "All of that has come about because of contacts we've made here," he says.

"You have to have some patience," he adds. "Typically, someone will stop by our booth just to see what we're about. The next year, they'll come back to see that we're still here. By the third year, they're ready to discuss pricing."

Westfall believes WDE's ability to attract so many international visitors is owed, in large part, to the fact that the show is dairy-specific. "Many of the shows we go to try to appeal to a lot of different segments of farming," he explains. "Here, it's dairy, dairy, dairy. People who come to this Trade Show can focus and zero-in on things that they're interested in. They're not distracted by all the other things that don't relate to what they're doing. That means a lot to people when they're coming from a long distance and have only a limited amount of time to spend at the show." ▶



*“If you want to be considered a serious player in the dairy industry, you have to be at the World Dairy Expo.”*

—GEOFFREY WESTFALL



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**Animart, LLC**, which distributes animal health products and livestock supplies and assists dairy producers in finding innovative solutions, has also made exhibiting at Expo a central focus of its strategy for building an international presence. "It's a small part of our business," says Sandy Rishel, international accounts manager, "but it's a growing part of our business."

Based in Beaver Dam, Wis., Animart serves customers from 52 countries on five continents. Rishel says exhibiting at the WDE Trade Show (something the company has done since the early 1970s) has played a major role in their growth.

"Expo is where our international department has its roots," she says. "We're at a lot of major farm shows throughout the year. But we think of Expo as our signature show, mostly because there are so many people—farmers, veterinarians, distributors and others—from all over the world here in this one place. This is where we get our leads, meet new customers and build new relationships."

The value of having face-to-face contact with existing and potential customers can't be overemphasized when it comes to doing business internationally, Rishel says. "It takes a while to build relationships," she explains, "but as people come back to your booth year after year, they start to realize that they can trust you and that you are someone they can depend on."

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"We think of Expo as our signature show, mostly because there are so many people—farmers, veterinarians, distributors and others—from all over the world here in this one place," says Sandy Rishel, international accounts manager with Animart, LLC.

**“Our goal is to create a bigger presence in the U.S. by building a network of dealers throughout the country.”**

**—MATHEW WIGGANS**

**For U.K.-based Northern Dairy Equipment Ltd.**, the opportunity to establish contacts with U.S. dealers and distributors is what brought them to World Dairy Expo for the first time in 2015, then back again last year. Founded in 2007, the company manufactures the Teat Sanicleanse System, a pre-milking teat scrubber designed to carry out cow teat washing, sanitizing, stimulating and drying with a single process.

"Our goal is to create a bigger presence in the U.S. by building a network of dealers throughout the country," says sales manager Mathew Wiggans, noting that as of 2016, the company had placed its product on 60 dairy farms throughout the U.S., with herd sizes ranging from 200 to 10,000 cows. "The Trade Show at Expo has



given us a way to do that. There are so many companies represented here. It's a great place to make face-to-face contacts and introduce ourselves and our product."

While the North American marketplace is the company's target at Expo, being at the show has also proved to be worthwhile for broadening its reach internationally. Along with the U.K., the company does business throughout Europe, Canada, Australia and Japan.

"The number of people coming here from all over the world is amazing," Wiggans says. "Two years ago, here at Expo, we met the person who is now our dealer in Germany. It just shows you never know who you will meet at a show. Last year, during just the first three days of the show, we were able to attract some business from China and Taiwan. We also saw a lot of interest from Mexico, Costa Rica, Argentina and Uruguay."

Wiggans says it's easy to see why so many dairy producers are drawn to Expo year after year. "The best thing about the show is the tremendous variation in stands (exhibits)," he says. "Dairy farmers can come here and see everything that has to do with their farm. It's just a brilliant show throughout."





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—Marty Erickson, Oak Hill Dairy



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# SCHEDULE OF EVENTS

(AR) Arena Building  
(C) Coliseum

(EH) Exhibition Hall  
(SP) Estrumate Sale Pavilion

## ADMISSION

12 and older: **\$12**  
Season Pass: **\$35**

**FREE** parking included  
with admission

## DAILY: OCT. 3-7

- 9:00 a.m. to 5:00 p.m. Commercial Exhibits Open
- 10:00 a.m. to 2:00 p.m. Expo Bistro Open (EH)
- 11:00 a.m. to Close The Tanbark Open (SP)

## MONDAY, OCT. 2

- 8:00 a.m. National 4-H, National Intercollegiate & International Post-Secondary Dairy Cattle Judging Contests (C) presented by Lely
- 3:00 p.m. Purple Cow Gift Shop Open (EH)
- 7:30 p.m. National 4-H Dairy Cattle Judging Banquet (EH)
- 8:00 p.m. National Intercollegiate and International Post-Secondary Dairy Cattle Judging Banquet (EH)

## TUESDAY, OCT. 3

- 7:15 a.m. International Junior Holstein Show (C)
- 7:30 a.m. International Ayrshire Show (C)
- 8:00 a.m. Central National FFA Judging Contest & Events (SP)
- 1:00 p.m. Expo Seminar (EH)
- 2:00 p.m. Virtual Farm Tour (EH)
- 3:00 p.m. International Jersey Show—Heifers (C)  
International Milking Shorthorn Show—Heifers (C)
- 5:00 p.m. Commercial Exhibitor Party (EH)

## WEDNESDAY, OCT. 4

- 7:30 a.m. International Jersey Show—Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar Stage (AR)
- 11:00 a.m. Expo Seminar (EH)  
World Forage Analysis Superbowl  
Awards Luncheon (EH)
- 12:00 p.m. Virtual Farm Tour (EH)
- 12:30 p.m. International Milking Shorthorn Show—  
Cows/Groups (C)
- 1:00 p.m. Expo Seminar (EH)
- 1:30 p.m. Dairy Forage Seminar Stage (AR)
- 2:00 p.m. International Brown Swiss Show—Heifers (C)  
Virtual Farm Tour (EH)
- 4:00 p.m. Top of the World Jersey Sale (SP)
- 5:00 p.m. WDE Welcome Reception (EH)
- 7:00 p.m. Dinner with the Stars Recognition Banquet (EH)  
*Tickets Required*
- 7:30 p.m. World Ayrshire Event Sale (SP)

## THURSDAY, OCT. 5

- 7:30 a.m. International Brown Swiss Show—Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar Stage (AR)
- 11:00 a.m. Expo Seminar (EH)
- 12:00 p.m. Virtual Farm Tour (EH)
- 1:00 p.m. Expo Seminar (EH)
- 1:30 p.m. International Red & White Show—Heifers (C)  
International Guernsey Show—Heifers (C)  
Dairy Forage Seminar Stage (AR)
- 2:00 p.m. Virtual Farm Tour (EH)  
World Premier Brown Swiss Sale (SP)  
Following Brown Swiss Sale: World Premier  
Milking Shorthorn Sale (SP)
- 6:00 p.m. World Dairy Expo Youth Showmanship Contest (C)

## FRIDAY, OCT. 6

- 7:30 a.m. International Red & White Show—Cows/Groups (C)  
International Guernsey Show—Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar Stage (AR)
- 11:00 a.m. Expo Seminar (EH)
- 12:00 p.m. International Holstein Show—Heifers (C)  
Virtual Farm Tour (EH)
- 1:00 p.m. Expo Seminar (EH)
- 1:30 p.m. Dairy Forage Seminar Stage (AR)
- 2:00 p.m. Virtual Farm Tour (EH)  
International Guernsey Classic Sale (SP)
- 5:00 p.m. International Reception (EH)
- 7:00 p.m. World Classic '17 Holstein Sale (C)
- 8:00 p.m. Expo in the Evening (SP)

## SATURDAY, OCT. 7

- 8:00 a.m. International Holstein Show—Cows/Groups (C)
- 10:00 a.m. Dairy Forage Seminar Stage (AR)
- 11:00 a.m. Expo Seminar (EH)
- 12:00 p.m. Virtual Farm Tour (EH)
- 5:00 p.m. Parade of Champions and Selection of the  
2017 Supreme Champion (C)
- 6:00 p.m. World Dairy Expo 2017 Closes

Schedule subject to change. Visit [WorldDairyExpo.com](http://WorldDairyExpo.com) for current schedule information and details.



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# WORLD DAIRY EXPO AMENITIES

## TRADE SHOW:

**Hours:** Tuesday to Saturday,  
9 a.m. to 5 p.m.

### Locations:

- Arena Building
- Coliseum
- Exhibition Hall
- New Holland Trade Center
- Outdoor Trade Mall

## INFORMATION BOOTHS:

### Locations:

- West Coliseum Lobby
- New Holland Pavilion 1 Lobby
- Fairgrounds Drive
- Exhibition Hall Lobby

## PURPLE COW GIFT SHOP:

**Hours:** Tuesday to Saturday,  
9 a.m. to 5:30 p.m.

**Location:** Exhibition Hall Lobby.

View a sample of available items at  
[facebook.com/PurpleCowGifts](https://www.facebook.com/PurpleCowGifts)

## SHUTTLES:

**Hours:** Each day, 6:30 a.m. to 6:30 p.m.

World Dairy Expo offers a free shuttle service that runs during the show from the Alliant Energy Center to downtown hotels.

### The route will run as follows:

- The Edgewater
- The Graduate Madison
- The Madison Concourse Hotel and Governor's Club
- Best Western Premier Park Hotel
- Hilton Madison Monona Terrace
- The Hyatt
- Alliant Energy Center

Each loop takes approximately 45 minutes and visits each property twice an hour.

## TAXI:

World Dairy Expo works closely with Madison's taxi companies.

**Hours:** Each day, during show hours

**Location:** Outside east Coliseum lobby

### Taxis can also be reached by calling:

Badger Cab: (608) 256-5566  
Green Cab: (608) 255-1234  
Union Cab: (608) 242-2000  
Madison Taxi: (608) 255-8294

## LOST AND FOUND:

**Location:** Expo Office on the top floor of the Coliseum or by calling (608) 224-6455

## EXPO FAMILY LOUNGE:

Sponsored by: *Dairy Girl Network*

This area is a place for families with small children to rest and recharge. This quiet lounge features abundant seating, a changing area and more.

**Location:** 2<sup>nd</sup> floor of the Exhibition Hall by the elevator in the Madison room

## DINING GUIDES:

Find menus and locations to sample the local fare of Madison on the restaurant page. We have compiled a list of establishments to try during Expo.



## THE TANBARK:

**Hours:** Opening daily at 11 a.m.

This pub-style restaurant features a specialized menu and full bar. Located on the east end of the Estrumate Sale Pavilion, this bar and grill will serve as the meeting place for attendees and exhibitors.

## SEE MORE ONLINE!

Visit [WorldDairyExpo.com](http://WorldDairyExpo.com) for show coverage and up-to-the-minute cattle show results. View class highlights under "Photos & Videos" and utilize the Dairy Cattle Show Animal and Exhibitor On-Grounds search tool to locate dairy cattle in the New Holland Pavilions. See a full list of commercial exhibitors, create a customized "Must-See" list and view company contact information with Expo's searchable, interactive maps. Check out the "Innovation Unveiled" section to browse the latest products featured. Cattle Logs and the *Expo Daily Edition*, published by *Dairy Star*, are also posted online.



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## EXPOTV:

World Dairy Expo's Dairy Cattle Shows, and **NEW** this year, Trade Show coverage, are webcast live from [WorldDairyExpo.com](http://WorldDairyExpo.com). It's the next best thing to a ringside seat. This free coverage is made possible by the following sponsors: *Bioret Agri, Boehringer Ingelheim, Madero Dairy Systems and STgenetics.*

## ATMS:

### Locations:

- West Coliseum Lobby
- Exhibition Hall Lobby
- New Holland Pavilion 1 (in the front)
- Estrumate Sale Pavilion
- BECO Dairy Automation Dining Pavilion in the Outdoor Food Court

## WDE WELCOME RECEPTION:

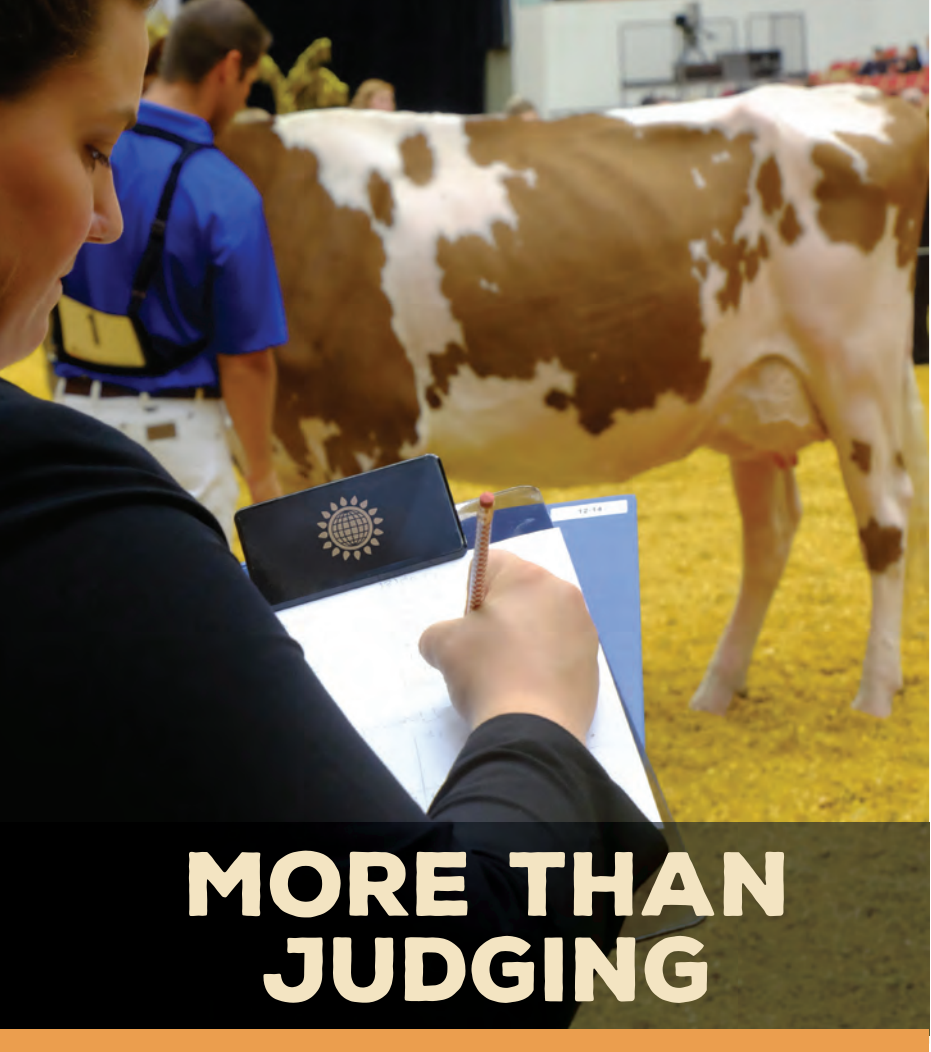
On Wednesday, make plans to attend the WDE Welcome Reception, hosted by World Dairy Expo in the Alliant Energy Center's Exhibition Hall from 5 p.m. to 6:30 p.m. This event is open to all Expo attendees and stakeholders, from all walks of life.

## EXPO IN THE EVENING:

We are looking forward to hosting a dance once again this year during Expo in the Evening on Friday at 8 p.m. in The Tanbark. Everyone is welcome to join us at this free event, which will feature live music and refreshments.

## TEXTING RESULTS

Back again this year, you can opt in to have real time Dairy Cattle Show results (the first place winner of each class and champions) sent to your cell phone via text. Individuals can choose a specific breed(s) or have results for all breed shows sent to them. To get results, text "**WDERESULTS**" to 727-4-WDEXPO (727-493-3976).



# MORE THAN JUDGING

## Competing in Judging Contests readies college students for challenges they'll face in careers

To a casual observer, dairy cattle judging contests held in conjunction with World Dairy Expo each year—the National 4-H Dairy Cattle Judging Contest, the National Intercollegiate Dairy Cattle Judging Contest and the International Post-Secondary Dairy Cattle Judging Contest—might seem to have a singular, straightforward purpose: helping young people develop skills in evaluating dairy animals.

Spend time talking to coaches leading some of the country's most successful judging teams, however, and you're likely to hear just as much about the importance of commitment, respect and teamwork

as under confirmation, dairy strength or functional type.

"When it comes right down to it, we really could be judging anything—tomatoes, cars, pop cans," says Joe Domecq, an academic specialist at Michigan State University who has been heading up the school's successful intercollegiate and post-secondary teams, along with the state's 4-H dairy judging program, for 26 years.

"Our goal is to help students develop a set of skills they'll need to be successful once they leave college and enter the workforce. Dairy cows and judging just happen to be the vehicles we use to get a

particular set of concepts across," Domecq explains.

Improving the communication skills of his team members is a focal point in Domecq's program. He says a major part of the scoring in the judging contest revolves around a student's ability to defend the decisions they've made in evaluating a class of cattle. "To be successful in the contest, they have to be able to stand in front of a group of people and communicate their ideas clearly," he says. "As a coach, a big part of my job is to help them develop the confidence to do that.

"It's something they're going to be doing every day in their lives. Over the years, my experience has been that you can really tell which kids have participated in dairy judging because their communication abilities and confidence are so much greater than that of other kids," he adds.

One of the first things Domecq looks for in team members is an ability to get along with people. "I'm always reminding the kids that wherever we go, whether it's out to a farm for a practice or to one of the contests, there's always someone watching and evaluating them.

"They need to learn how to conduct themselves accordingly. That's important in any job, but it's especially so in dairy because our industry is very, very small. We all know each other." ▶

*"You can tell which kids have participated in dairy judging because of their communication abilities and confidence."*

—JOE DOMECCO

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“To be successful in the contest, [students] have to be able to stand in front of a group of people and communicate their ideas clearly,” says Joe Domecq, Michigan State University.

### Can't Google everything

Bill Hobby takes a similar approach in coaching the judging team at Modesto Junior College in Modesto, Calif. The Modesto team was the first to capture a team championship when the Post-Secondary Dairy Cattle Judging Contest was introduced at Expo in 1989.

“The contest itself is about making a decision and then backing it up,” says Hobby, a dairy science professor now in his 14<sup>th</sup> year coaching the Modesto squad. “I tell the kids, ‘That’s what you’re going to be doing on the job site. A boss is going to ask you what you did and why you did it. And they’re going to want an answer on the spot. They’re not going to give you time to go look it up on Google.’”

“It doesn’t matter if you’re going back to the home farm or going to work for a company, knowing what you’re talking about and being able to communicate with confidence plays a major role in success,” he adds.

Hobby believes judging competitions remain valuable to the future of the dairy industry. “We’ll always need to develop people who can look at a cow and say she has a mobility problem, or she has a rear-end problem or she’s just not correct, even though on the computer she shows up as a terrific cow.”

“I know there are a lot of people who think that judging is old-school. But the evaluation of cows is huge. It’s a big reason why we have one-half the number of cows now in this country compared to a few years ago, but we’re getting another 50% more milk,” he says.

### Learning under pressure

Helping students perform under pressure is a key concept in Kevin Ziemba’s approach to coaching the intercollegiate judging team at Cornell University. “Once students graduate, they’ll be dealing with stressful situations on farms or in other ag careers,” he says. “One of my goals is getting students to a point where they not only recognize that they’re undergoing stress, but also understand they can channel stress to create a positive outcome.”

Competing in the national championship at Expo can be especially stressful for the Cornell team given the school’s impressive history. Since 1977, when the contest was first moved to Madison at WDE, Cornell has captured nine first-place team awards.


“We take all of the contests we participate in every year seriously,” says Ziemba, who also works as a genetic and reproductive adviser for Select Sire Power, Inc. “But this one

this is World Dairy Expo. What else do you need to say?”

The Cornell program is structured to continuously remind team members about the importance of commitment in setting and reaching goals. Typically, 15 to 20 students try-out for the team in January. Practices are bi-weekly, and at the end of the school year, seven to eight candidates are chosen for a week-long “boot camp” traveling to area farms to judge cattle.

“It’s pretty intense,” Ziemba says. “We load up the van on Monday morning and go through late Friday afternoon. Days start at about six in the morning and often don’t end until 10 or 11 p.m. By the time the week is over, the kids will have judged 35 to 40 classes.”

Next, the group heads to the New York State Fair to judge eight more classes of Holsteins. Ziemba combines the points each candidate has accumulated during the boot camp and state fair and selects the four individuals who will represent Cornell in the fall contest season.

“It’s highly-competitive,” Ziemba says. “We want to convey the message that to be successful in anything worthwhile, you have to be totally committed. You have to put the time in, stay focused and keep pushing yourself forward.” 





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**World Dairy Expo** is pleased to honor four dairy leaders as the 2017 World Dairy Expo Recognition Award winners. These individuals have dedicated their careers to improving and impacting the global dairy industry. They are herd owners and managers, serve in public office and own international businesses. The achievements of the 2017 awardees have reached all corners of the globe and facets of the dairy industry.

The 2017 Dairy Woman of the Year is Marilyn Hershey, Ar-Joy Farms, LLC in Cochranville, Pa.; Charles Ahlem, Charles Ahlem Ranch in Turlock, Calif., is Dairyman of the Year. The Industry Person of the Year is awarded to Ben Brancel, former secretary of the Wisconsin Department

of Agriculture, Trade and Consumer Protection from Endeavor, Wis., while Derrick Frigot, owner of JISEX International, Jersey, Channel Islands, United Kingdom, is the 2017 International Person of the Year.

These dairy influencers will be recognized at the Dinner with the Stars banquet on the evening of Wednesday, Oct. 4, 2017 in the Exhibition Hall at the Alliant Energy Center. The celebration will begin with a WDE Welcome Reception featuring hors d'oeuvres and drinks at 5 p.m., followed by a ticketed banquet at 7 p.m. Everyone is invited to attend this event honoring the award recipients. Following is a brief biography of each of the honorees.



## Marilyn Hershey

Ar-Joy Farms, LLC  
Cochranville, Pa.

Marilyn Hershey is a dairy farmer, industry leader and published author. Managing finances, assisting with milking and overseeing calf care on her family's dairy farm, Ar-Joy Farms, LLC, Hershey has an active role in the dairy's success. Ar-Joy is home to 600 Registered

## DAIRY WOMAN OF THE YEAR

Holsteins with a rolling herd average of 27,963 lb. of milk and maintains a less-than-one percent calf and heifer loss. Hershey, her husband, Duane, and their family have bred 15 Dams of Merit, nine Gold Medal Dams and one Gold Medal Sire, resulting in eight Pennsylvania Progressive Breeder Awards. Earlier this year, the Hersheys broke ground on a methane digester that will utilize manure from the dairy and food waste from the surrounding community to produce electricity. When not on the farm, Hershey is active in the board room; she serves as the vice-chair of Dairy Management, Inc., is the secretary of the Mid-Atlantic Dairy Association Speakers Bureau and serves on

the National Dairy Promotion and Research Board among other various community organizations. After her son Robert battled leukemia as a child, she authored, "Oncology, Stupidology...I Want to Go Home"; a book now sold at hospitals around the world helping children and their families deal with childhood cancer. Hershey also offers her insight on farming, family and faith in her regular column in Hoard's Dairyman, Common Threads. Here, she provides a positive and empowering message for farm women across North America. Hershey and her husband reside in Cochranville, Pa., and have four adult children, Stephen, Kelby, Robert and Kacie and one grandson, Wyatt. ▶



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™



## DAIRYMAN OF THE YEAR

### Charles Ahlem

Charles Ahlem Ranch  
Turlock, Calif.

With an entrepreneurial spirit, Charles Ahlem has played an important role in shaping the California dairy industry. As the owner of Charles Ahlem Ranch in Turlock, Calif., he became one of

the first dairymen to install a rotary milking parlor and robotic post-dipping system, while also inventing milking hose support for rotary parlors. Ahlem piloted RFID chips for identification and management of his herd and uses the latest technology to apply manure water through a pivot irrigation system. The herd at Charles Ahlem Ranch is composed of 6,500 Jerseys with a rolling herd average of 18,632 lb. of milk, 5.1% fat and 3.6% protein while ranking 70<sup>th</sup> in the U.S. for Jersey Performance Index through the American Jersey Cattle Association's REAP program. Ahlem is a founding co-owner of Hilmar

Cheese Company, Inc., and Hilmar Ingredients, and is a founding member of Jerseyland Sires. In 2004, he was appointed to serve as the California Department of Food and Agriculture undersecretary. In this appointment, Ahlem used his previous experiences as former chairman of the California Dairy Quality Assurance Program and a former board member of the California Milk Manufacturing Boards, among others. Today, he serves as chairman of the Dairy Council of California and Dairy CARES. Ahlem and his wife, DruAnn, have three children, Lisa, David and Mark, and 10 grandchildren.



## INDUSTRY PERSON OF THE YEAR

### Ben Brancel

Former Secretary of Wisconsin Department of Agriculture, Trade and Consumer Protection Endeavor, Wis.

Ben Brancel recently retired as secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection, but has deep roots in the dairy industry. In 1975, Brancel and his wife,

Gail, purchased his family's dairy farm; they managed the herd of Registered Holsteins at Brancel Farms for two decades. During this time, Brancel began his 10-year service as representative for the 42<sup>nd</sup> Assembly District in the Wisconsin State Assembly. While in this role, he was co-chair of the Joint Finance Committee and was appointed as Assembly speaker. Brancel's positions in Wisconsin's government have allowed him to be a voice for farmers as he helped develop and pass three major farm laws, including the Right to Farm Law. In 1997, Brancel was appointed as secretary of the Wisconsin

Department of Agriculture, Trade and Consumer Protection. This appointment led to his time as USDA Farm Service Agency's Wisconsin director. He returned to his position as secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection in 2011. Brancel was a key player in the construction of the New Holland Pavilions at the Alliant Energy Center and can be found every year at World Dairy Expo volunteering with cattle check-in, presenting the Cow of the Year award or talking with attendees. Brancel and his wife have three grown children, Tod, Michleen and Brandon, and six grandchildren. ▶

# 6

# REASONS WHY **ZACTRAN**<sup>®</sup> (gamithromycin) IS THE SMART CHOICE.

## 1 PATHOGEN SUSCEPTIBILITY.

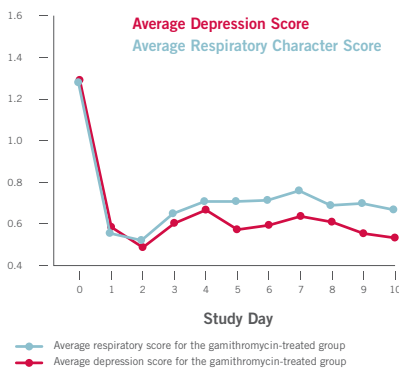
Bovine Respiratory Disease (BRD) often involves more than one bacterial pathogen, including *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis*. These pathogens are sensitive to gamithromycin, the active ingredient in ZACTRAN.

And unlike some antimicrobials, ZACTRAN is labeled to treat all four of these major BRD pathogens.

## 2 SPEED TO ACTION IS IMPORTANT.

When it's BRD, you want antimicrobials to get to work quickly to minimize lung damage. With ZACTRAN, you should start to see improvement in sick cattle the next day.<sup>1</sup>

Cattle treated with ZACTRAN responded within 24 hours, they had lower temperatures, were more alert and were breathing easier.<sup>1</sup>



## 3 GETS TO THE SITE OF INFECTION.

The pulmonary epithelial lining fluid (PELF) covers the surfaces in the lung and is the primary site for BRD.<sup>2</sup> ZACTRAN travels with immune cells to the site of infection – the PELF.<sup>3</sup> And it gets there in just 30 minutes.<sup>3\*</sup>

*\*Clinical relevance has not been determined.*

## 4 STAYING POWER IN A SINGLE DOSE.

The animal's immune system needs time to fight off BRD. ZACTRAN gives them that time with 10 days above MIC<sub>90</sub> in the lung and PELF cells.<sup>3\*</sup>

*\*Clinical relevance has not been determined.*



## 5 SAFETY AND EASE OF USE MATTERS.

Accidental needle sticks can and do happen. So you want a product that offers minimal risk while also minimizing the need to break up doses among multiple sites. ZACTRAN can be used with automatic syringes and offers a low dose volume. Plus, it has excellent syringeability even in freezing temperatures, which is safe for you and your heifers.<sup>4</sup>

## 6 SAVES YOU MONEY.

Last but certainly not least, economically managing BRD is critical to maintaining a profitable herd. When you compare costs per dose and add in all the other benefits, you'll find ZACTRAN is a great value.

Compare and see for yourself at [ZACTRAN.com/calculator](http://ZACTRAN.com/calculator).

BRD is a serious condition in heifers. That's why choosing an antimicrobial is an important decision. When you look at all of the above, you can see it's a potent combination – and why ZACTRAN is the smart choice.



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<sup>1</sup>Sifferman RL, Wolff WA, Holste JE, et al. Field efficacy evaluation of gamithromycin for treatment of bovine respiratory disease in cattle at feedlots. *Intern J Appl Res Vet Med*. 2011;9(2):171-180.

<sup>2</sup>Giguere S, Tessman RK. Rational Dosing of Antimicrobial Agents for Bovine Respiratory Disease: The Use of Plasma Versus Tissue Concentrations in Predicting Efficacy. *Intern J Appl Res Vet Med*. 2011;9(4):342-355.

<sup>3</sup>Giguere S, Huang R, Malinski TJ, et al. Disposition of gamithromycin in plasma, pulmonary epithelial lining fluid, bronchoalveolar cells and lung tissue in cattle. *Am J Vet Res*. 2011;72(3):326-330.

<sup>4</sup>Viscosity Measurements of ML-460 Injectable at Different Temperatures, data on file at Merial.



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**IMPORTANT SAFETY INFORMATION:** For use in cattle only. Do not treat within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older or in calves to be processed for veal. The effects of ZACTRAN on bovine reproductive performance, pregnancy and lactation have not been determined.

# ZACTRAN<sup>®</sup>

(gamithromycin)

150 mg/mL ANTIMICROBIAL

NADA 141-328, Approved by FDA

For subcutaneous injection in beef and non-lactating dairy cattle only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

**Caution:** Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

**READ ENTIRE BROCHURE CAREFULLY BEFORE USING THIS PRODUCT.**

#### INDICATIONS

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

#### CONTRAINDICATIONS

As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

**WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.**

The material safety data sheet (MSDS) contains more detailed occupational safety information. To report adverse effects, obtain an MSDS or for assistance, contact Merial at 1-888-637-4251.

**RESIDUE WARNINGS:** Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

#### PRECAUTIONS

The effects of ZACTRAN on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection of ZACTRAN may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter.

#### ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

#### EFFECTIVENESS

The effectiveness of ZACTRAN for the treatment of BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* was demonstrated in a field study conducted at four geographic locations in the United States. A total of 497 cattle exhibiting clinical signs of BRD were enrolled in the study. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10. The percentage of successes in cattle treated with ZACTRAN (58%) was statistically significantly higher ( $p < 0.05$ ) than the percentage of successes in the cattle treated with saline (19%).

The effectiveness of ZACTRAN for the treatment of BRD associated with *M. bovis* was demonstrated independently at two U.S. study sites. A total of 502 cattle exhibiting clinical signs of BRD were enrolled in the studies. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. At each site, the percentage of successes in cattle treated with ZACTRAN on Day 10 was statistically significantly higher than the percentage of successes in the cattle treated with saline (74.4% vs. 24% [ $p < 0.001$ ], and 67.4% vs. 46.2% [ $p = 0.002$ ]). In addition, in the group of calves treated with gamithromycin that were confirmed positive for *M. bovis* (pre-treatment nasopharyngeal swabs), there were more calves at each site (45 of 57 calves, and 5 of 6 calves) classified as successes than as failures.

The effectiveness of ZACTRAN for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida* was demonstrated in two independent studies conducted in the United States. A total of 467 crossbred beef cattle at high risk of developing BRD were enrolled in the study. ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline was administered as a single subcutaneous injection within one day after arrival. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10 post-treatment. In each of the two studies, the percentage of successes in the cattle treated with ZACTRAN (86% and 78%) was statistically significantly higher ( $p = 0.0019$  and  $p = 0.0016$ ) than the percentage of successes in the cattle treated with saline (36% and 58%).

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## INTERNATIONAL PERSON OF THE YEAR



### Derrick Frigot

Owner of JISEX International Jersey, Channel Islands, United Kingdom

A native to the birthplace of the Jersey breed, Derrick Frigot has foraged a lifelong career promoting and improving Jersey cattle around the world. Frigot began his career at the Royal Jersey Agricultural and Horticultural Society as the editor of the organization's magazine, *The Jersey at Home*, at 16 years old; he returned to the society 34 years later to serve as its president. In 1970, he became the manager of the Island of Jersey's newly established Artificial Insemination Centre. The center,

which was later renamed Jersey Island Semen Exports Limited, or JISEX International, soon was the only exporter of Jersey cattle genetics on the island, exporting to 46 countries. As sole owner of the business in 1986, Frigot began working to amend a law banning importation of Jersey genetics to the Island. He served as the secretary-treasurer for the World Jersey Cattle Bureau for nearly three decades before being elected vice-president and—subsequently—president, a position he still holds today. Frigot is an avid traveler and has spent the past 30 years leading and mentoring international dairy tours for young beginning farmers. As a humanitarian, he also led projects in Rwanda, helping produce enough dairy products to feed their growing population. In 2014, Her Majesty Queen Elizabeth II honored Frigot with the Member of the Order of the British Empire for his “services to agriculture, particularly the Jersey breed of cattle.” He continues to live in Wuthering Heights on the Island of Jersey with his wife, Jenny. They have two adult children, Andrew and Sarah, and five grandchildren.



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# DAIRY FORAGE SEMINAR STAGE SCHEDULE

The World Forage Analysis Superbowl is once again hosting forage seminars for those attending World Dairy Expo. This year's schedule includes discussions about small grains, impacts of genetic changes in forages, limiting leaf loss in alfalfa and safety protocols. **Seminars are held daily on the Dairy Forage Seminar Stage, located on the east end of the Arena Building at the Alliant Energy Center.**

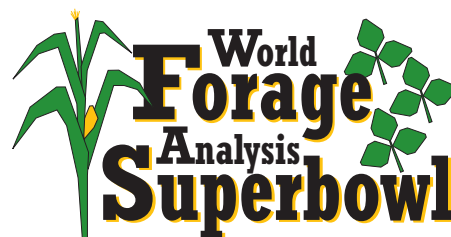
## WEDNESDAY, OCT. 4

**10:00 a.m. Cereal-Grain Forages: Providing Nutrient Management Options and Dairy Forage**

**Wayne Coblenz**, Research Agronomist/Dairy Scientist  
U.S. Dairy Forage Research Center

**1:30 p.m. Cereal-Grain Forages: Points to Consider When Adding Them to Dairy Cattle Diets**

**Matt Akins**, Assistant Scientist, Department of Dairy Science  
Marshfield Agricultural Research Station,  
University of Wisconsin-Madison



## THURSDAY, OCT. 5

**10:00 a.m. What Are the Cows Saying About Reduced Lignin Alfalfa?**

**Mark McCaslin**, Vice President of Research  
Forage Genetics International

**1:30 p.m. How Do Advances in Corn Breeding Improve the Corn for Silage?**

**Natalia de Leon**, Professor of Agronomy  
University of Wisconsin-Madison

## FRIDAY, OCT. 6

**10:00 a.m. Bunker and Pile Safety: Get Your Wake-Up Call Today**

**Keith Bolsen**, Professor Emeritus  
Kansas State University

**1:30 p.m. Undigested Fiber in Forages: What Does It Mean to a Dairy Cow?**

**Dave Combs**, Professor of Dairy Science  
University of Wisconsin-Madison

## SATURDAY, OCT. 7

**10:00 a.m. Reducing Leaf Loss During Alfalfa Harvest**

**Dan Undersander**, Forage Extension Specialist  
University of Wisconsin-Madison

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The World Forage Analysis Superbowl is organized in partnership with DairyBusiness Communications, Dairyland Laboratories Inc., Hay & Forage Grower, US Dairy Forage Research Center, University of Wisconsin-Madison and World Dairy Expo. To learn more, visit [ForageSuperbowl.org](http://ForageSuperbowl.org).



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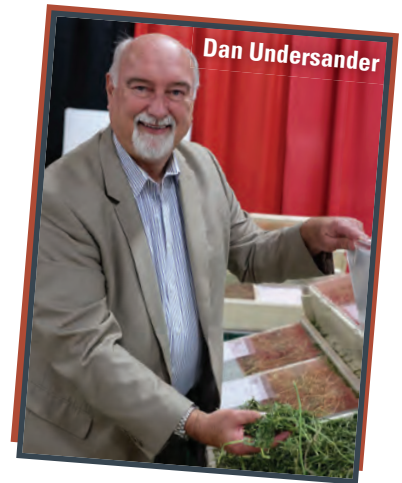


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# FORAGE CONTEST MOVES FORWARD

More than 30 years after its launch, the World Forage Analysis Superbowl continues to grow



Making sure the World Forage Analysis Superbowl (WFAS), held in conjunction with World Dairy Expo since 1984, continues to reflect developments in the forage industry is an ongoing challenge.

“Dairying has changed so much in the last 30 years,” says Dan Undersander, a University of Wisconsin forage agronomist who has been involved in the WFAS since its beginning. “We’re growing different crops than we used to, we’re feeding differently and herd averages are much higher. We want the categories in the contest to reflect that.”

When the contest first started, Undersander notes, there were just two categories—hay and haylage. As the contest grew over the years, categories were added for corn silage (both BMR and traditional), baleage and grass hay.

**The newest category, organic hay, was added in 2016.** “We’ve been thinking about it for a while,” Undersander explains. “There is a significant amount of organic hay grown in many parts of the country now, and a market has developed for it. It just makes sense to include it in the contest and put the winning samples on display at World Dairy Expo.”

As in other categories, the organic hay entries are judged on forage quality and visual traits including color, leafiness and other

characteristics that come into play when buying and selling hay. Producers who want to enter in this category must provide organic certification with their entries.

As contest categories have evolved over the years, so too have the tests used to evaluate the forages.

“We’re always trying to update and use some of the newest analyses that are available for sorting hays,” Undersander says. “The bottom line is that we want the samples in the contest to be judged in the same way farmers evaluate forages when they’re looking at them in their dairy rations.”

The future of the contest seems stable as Undersander doesn’t expect many major changes. “There

are a lot of different forages out there, and we’re always open to suggestions and thoughts,” he says. “But, at this point, we don’t want to add more categories unless there is a strong use of that forage within the dairy industry.”

In 2016, the WFAS attracted 385 entries from producers in more than 20 states. Be sure to view the 2017 forage entries in the east end of the Arena Building, next to the Dairy Forage Seminar Stage. 

**WINNERS WILL BE ANNOUNCED:**  
Wednesday, Oct. 4, 2017



# FIELD TRIP!



An essay from a St. James Elementary School student about his experiences at World Dairy Expo.

## World Dairy Expo's school tour program aims to introduce youngsters to the dairy industry

Giving kids an inside look of how the dairy industry works is a primary goal of the School Tour program that's been carried out at World Dairy Expo (WDE) each year since the mid-1980s.

In recent years, dozens of schools, mostly from Madison and surrounding communities, have participated in the program. In 2016, more than 1,200 students visited Expo Wednesday and Thursday.

The three-hour tours are structured around five stations to give students an overview of WDE activities. As part of the tour, the Wisconsin Milk Marketing Board does a presentation on dairy product nutrition. The students also visit a U.S. Dairy Forage Research Center feeds display offering information on the forages and feed dairy cattle eat and how it compares to human nutrition.

Also included are a trip to the BouMatic milking parlor to see

cows being milked and a stop in the Coliseum to watch a cattle show and hear presentations on cattle breeds and cattle judging.

### St. James Elementary

Teacher Chris Eshun has been bringing students from her fourth-grade class at Madison's St. James Elementary School to Expo for nearly 30 years. "Most of our kids aren't from farms," Eshun says. "Many of them have never touched a cow. In fact, the only time they see a cow is through the window when they're riding in the car with their parents."


Leading up to their visit, students learn about how and why dairy farming came to the state, where farms are located and the importance of dairying to the state's economy.

The day before coming to the show, they watch an ExpoTV live-stream presentation of a breed

show in the Coliseum. They are also introduced to some of the basics of dairy production. "We talk about how much work it is to take care of the baby calves, what the cows eat, how cows are milked and a lot more," Eshun explains.

The actual trip to Expo reinforces classroom lessons. "They really like walking through the New Holland Pavilions and getting up close to the animals," she says. "I've been impressed with how many of the (cattle) exhibitors are willing to stop what they're doing for a few minutes to answer the kids' questions."

Favorite parts of the tour for the kids include touring the Trade Show exhibits in the Exhibition Hall and visiting the BouMatic milking parlor. "They get to stick their finger in the milking machine and get a feel for what a cow feels when she's being milked," Eshun says.

"That's so important with kids. You can tell them about something. But if you really want them to remember it and have it sink in, you need to show them." 

# VIRTUAL FARM TOURS

# SHOWCASED AT WORLD DAIRY EXPO

World Dairy Expo Virtual Farm Tours have been bringing the best dairy operations in North America to Madison for more than 15 years. The eight dairies selected this year are no exception, featuring technology and innovation, outstanding milk production and genetics, strong community ties and first-generation U.S. farmers, top-notch cow and calf care, and an expanding dairy. These tours begin with a half-hour visual presentation of the operation by the owner or herd manager, followed by time for questions and an open discussion. Tours are presented daily, Tuesday through Saturday, in the Mendota 1 of the Exhibition Hall.

Provimi, Innovation Center for U.S. Dairy, Lely, American Jersey Cattle Association, Kansas Department of Agriculture, Quality Liquid Feeds, Inc., Purina Animal Nutrition, LLC and CRV USA are sponsors of the 2017 Virtual Farm Tours. Following is a short biography and description of each tour.



## TUESDAY, OCT. 3, 2 P.M.

Hosted by: **Fustead Holsteins, Wausau, Wis.**

Highlights: **475 milking/Milk Production and Genetics**



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**Provimi**



Fustead Holsteins began in 1905 as a wedding gift to Brian Fust's great-grandparents.

Today, it is operated by Brian, his wife Wendy, two of their children, Jennifer and Tyler, and their spouses, Adam and Shannon, respectively. The current herd consists of 475 cows with a rolling herd average of 31,500 lb. of milk, 3.85% fat and 3.15% protein, being milked three times daily. In the past decade, the Fusts have focused on genetics and marketing by increasing E.T. and IVF work on their top animals. The Fusts export embryos to ten countries and have had a global impact with Fustead Emory Blitz-ET, Select Sires' All-Time Breeding Bull, selling more than 1.6 million units of semen worldwide. For their breeding success, the Fusts were recognized with the Wisconsin Holstein Association Distinguished Breeder Award in 2012.

## WEDNESDAY, OCT. 4, NOON

Hosted by: **Oregon Dairy Farm LLC, Lititz, Pa.**

Highlights: **475 milking/Community Partners**



Sponsored by: **Innovation Center for U.S. Dairy**

Located in Lancaster County, Pa., Oregon Dairy Farm, LLC is composed of a herd of 525 dry and milk cows and 1,000 acres of corn, soybeans and triticale. George Hurst is the general manager, while his daughter, Maria, and son-in-law, Tim Forry, oversee finances, employees and the dairy herd. George's son, Chad, is the crop and forage manager. Since adding a small store to the farm in 1974 to sell milk and produce, the family has embodied the farm-to-fork experience. Annually, the dairy welcomes more than 15,000 visitors through various events and school tours. The farm is also committed to being stewards of the land with no-till practices, composting waste from the dairy with food waste from the community and operating the longest-running anaerobic digester in Pennsylvania. Their environmental efforts were recognized in 2015 when the farm was presented with the U.S. Dairy Sustainability Award. ▶

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## WEDNESDAY, OCT. 4, 2 P.M.

Hosted by: **Good-Vue Farms,  
Goodridge, Minn.**

Highlights: **120 milking/Utilizing  
Technology**



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Mike and Linda Hanson and their sons, David, Matthew and Steven, own and manage Good-Vue Farms in Goodridge, Minn. Last year, the Hansons completed construction on their new freestall facility with two Lely A4 automatic milking systems and a Lely Vector automatic feeding system. The system uses a “kitchen” to automatically create PMR’s (Partial Mixed Ration), leading to the elimination of human error from the mixing, batching and feeding process. The forages used in the PMR are grown on 2,800 acres, along with cash crops of soybeans, spring wheat and malting barley. The Hansons’ Ayrshires have topped classes in the International Ayrshire Show at World Dairy Expo and have earned several All-American nominations. The family currently markets embryos and cattle across the U.S.

## THURSDAY, OCT. 5, NOON

Hosted by: **Piedmont Jerseys,  
Lincolnton, N.C.**

Highlights: **250 milking/Jersey  
Genetics**



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Cattle Association**



Piedmont Jerseys is one of the oldest Registered Jersey herds in North Carolina. In 1997, Corey Lutz and his wife, Bridgette, moved their herd from a conventional dairy facility, where their family had farmed since 1882, to a year-round intensive grazing operation. Their herd now maintains a rolling herd average of 18,438 lb. of milk with 5.0% fat and 3.7% protein. Piedmont has bred and developed 273 Excellent cows during its tenure. Genetics are marketed in the U.S. and Puerto Rico. Piedmont’s breeding philosophy focuses on cows with good udders, longevity, high milk production and the ability to perform in all dairy systems. Corey and Bridgette recently formed an LLC to help transition the farm to their son, James, and his wife, Danielle, their daughter, Mandy, her husband Chris, and their daughter, Olivia.

## THURSDAY, OCT. 5, 2 P.M.

Hosted by: **Meier Dairy of  
Palmer Inc.,  
Palmer, Kan.**

Highlights: **650 milking/Innovation**



Sponsored  
by: **Kansas  
Department of Agriculture**



Duane Meier is a third-generation dairy farmer. Duane, with his wife, Ronda, purchased his family’s farm and herd of 80 cows in 1978. Since the beginning, there has always been a focus on adopting new technology. After the successful installation of two automatic calf feeders in 2010, the Meier family began researching automatic milking systems. In 2015 they retrofitted their facilities and became the first dairy farm in Kansas to use this technology in the form of 12 Lely robots. This decision has allowed four of their five children to return to the farm. The Registered Jersey herd has become one of the top 35 herds for Jersey Performance Index in the U.S. The combined Jersey and Holstein herd averages 2.7 milkings per day and has a rolling herd average of 25,000 lb. of milk with 3.75% fat and 3.30% protein.

## FRIDAY, OCT. 6, NOON

Hosted by: **VanBedaf Dairy LLP,  
Carrington, N.D.**

Highlights: **1,500 milking/First  
Generation U.S. Farm**



Sponsored by: **Quality  
Liquid Feeds Inc.**



Conny and Corne van Bedaf have dairy farmed in the Netherlands, Canada and now North Dakota. After moving to the U.S., the van Bedaf family built VanBedaf Dairy LLP from the ground up. Starting with 800 springing heifers in 2009, the 1,400-cow herd has increased the rolling herd average to more than 28,000 lb. of milk. The van Bedaf family has worked hard to build relationships in the community. Every other year, the family opens their doors for LegenDAIRY, a community appreciation open house. They also lease dairy calves and heifers to local 4-H members to show. To minimize environmental impact, the farm collects rain water and the waste water from the parlor to aid in sand separation. VanBedaf Dairy will welcome two new partners in the operation this year, Conny and Corne’s sons, Piet and Dries.

**FRIDAY, OCT. 6, 2 P.M.**

Hosted by: **Night Hawk Dairy, Stratford, Wis.**

Highlights: **900 milking/Cow and Calf Care**



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Nearly 100 years after the Leick brothers chose to manage separate farms, their grandsons are again farming together. With both farms in need of updates, Chris and Steve Leick, and their cousins Peter and Jim Leick, began discussing options of merging their operations. Peter later opted out of the ownership group but assumed responsibility as herdsman. In 2013, the freestall barn at Chris and Steve's was expanded and converted into a tunnel-ventilated building, a double-12 parlor was built and the herds were combined to form Night Hawk Dairy LLC. With cow comfort in mind, the holding pen also is tunnel-ventilated to maximize comfort. The transition cow barn serves as a "vacation destination" with tunnel ventilation, sand-bedded stalls, cobblestone flooring and natural light for all far-off dry cows, pre-fresh dry cows and heifers, and post-fresh heifers and cows. The transition barn features maternity pens and a fresh cow parlor. The calves are cared for in a starter nursery. At nine weeks, the calves are moved to group housing with bedding packs for four months. From six to 13 months, the heifers are raised in the grower barn and taught to use freestalls with rubber mattresses and wood shavings. The decisions the Leicks have made show the commitment to animal health and welfare at Night Hawk Dairy. ▶

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# WHAT

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# ARE

**MILK YIELD GAIN:** More than 2 Lb per Cow per Day

Calcium Salts: 33 of 100 • Palm Fat: 0 of 100 • Energy Booster: 90 of 100

# THE

**MILK FAT GAIN:** More than 0.10 Lb per Cow per Day

Calcium Salts: 59 of 100 • Palm Fat: 100 of 100 • Energy Booster: 89 of 100

# ODDS

**Milk PROTEIN GAIN:** More than 0.05 Lb per Cow per Day

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## SATURDAY, OCT. 7, NOON

Hosted by: **Woods Hill Farms, Turin, N.Y.**

Highlights: **743 milking/Expansion**

Sponsored by: **CRV USA**



Woods Hill Farms in Turin, N.Y. began with 134 acres and 60 cows when Ted Seaver purchased it in 1947. Three decades later, a barn fire destroyed most of the buildings, resulting in the Seavers constructing a freestall barn and a double-four herringbone parlor. Since then, steady growth has been a key part of the success at Woods Hill Farms. At the turn of the century, a new freestall barn was built. A few years later, a new double-16 parlor and a second freestall barn were built to accommodate the growing herd. After numerous land acquisitions, the farm currently consists of 743 lactating cows and 1,540 acres of grass hay, alfalfa and corn. Mike Branagan joined Ted as a partner in 2008 after working on the dairy for nearly 20 years. After seven years of partnership, Ted passed away and Mike's wife, Emily, and their son, Corey, stepped into ownership roles. The two freestall barns total 700 stalls and house a milking herd with a rolling herd average of 28,541 lb. of milk

with 4.1% fat, 3.1% protein and 132,000 SCC. Woods Hill regularly opens its doors for local and international tour groups. The farm has also developed a camping area for visitors and conservation land near their duck pond.

## MORE WAYS FROM FARM TO TABLE.



Mike Meier, Meier Dairy, Monett, Mo.

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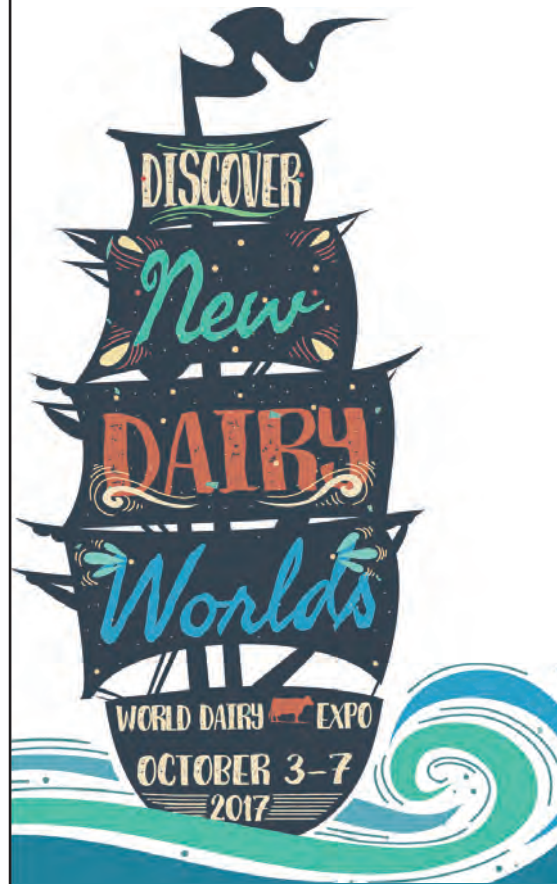
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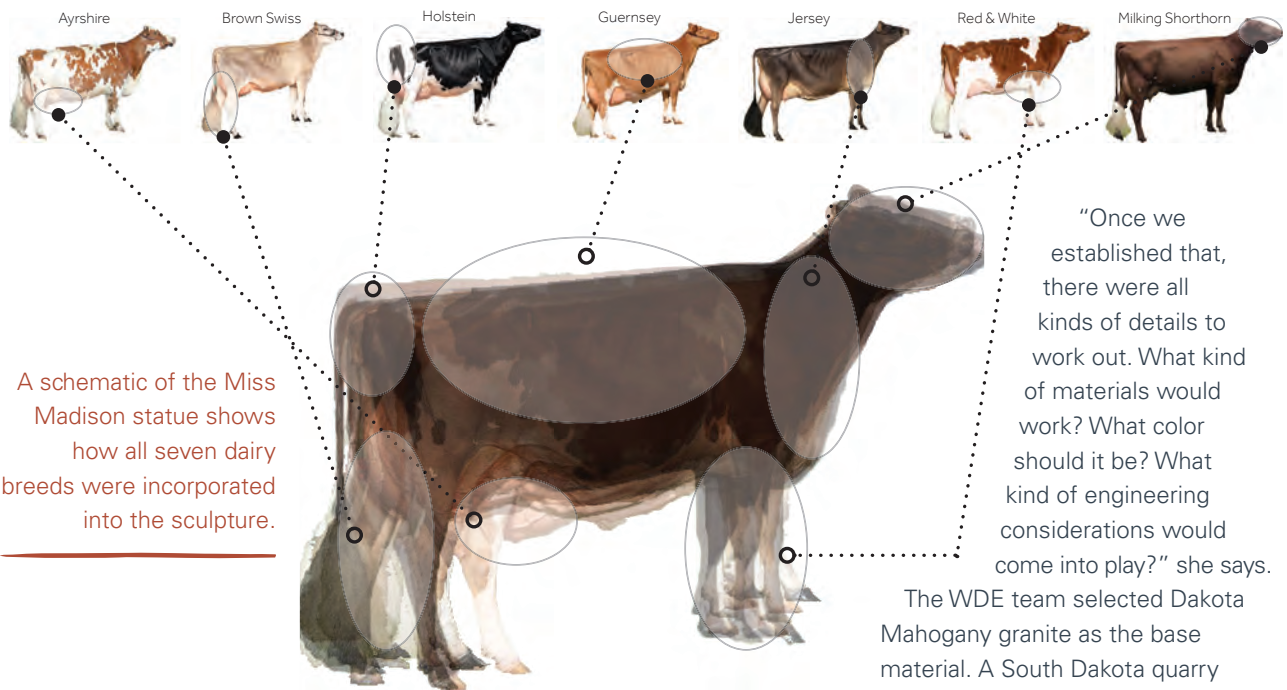
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A schematic of the Miss Madison statue shows how all seven dairy breeds were incorporated into the sculpture.

“Once we established that, there were all kinds of details to work out. What kind of materials would work? What color should it be? What kind of engineering considerations would come into play?” she says.

The WDE team selected Dakota Mahogany granite as the base material. A South Dakota quarry furnished the granite in a single block measuring 10’x6’x3’ and weighing 47,000 lb. When the cutting was finished, the original block had been whittled to 6,900 lb.

# MISS MADISON COMES TO LIFE

As you plot a strategy for making the best use of your time at World Dairy Expo (WDE), be sure to leave a few minutes to visit the event’s newest icon—a life-size bovine sculpture known as Miss Madison.

The sculpture, located on the outer northeast corner of New Holland Pavilion 1, was unveiled on the opening day of last year’s 50<sup>th</sup> anniversary celebration. The idea came from a team of World Dairy Expo staff members, and the project was headed up by Dairy Cattle Show coordinator Laurie Breuch.

“Staff wanted to make a unique gift for everyone who has come to Expo in the past and will be coming in the future,” Breuch says. “The basic idea was to do something similar to the giant globe that the organizers of the very first Expo (called World Food Expo at the time) donated to the grounds back in 1967.”

“We started brainstorming, and the idea of a dairy cow sculpture that would be a composite of all seven breeds shown at Expo each year came up. It seemed to be a natural fit. The focus at Expo has always been on all things related to the dairy cow,” she says.

The staff contacted Quarra Stone Company, a Madison firm with experience creating monuments and other large structures for high-profile events throughout the U.S. “First, we wanted to know if it would be possible to create a substantial structure supported by four legs,” Breuch says.

**The completed sculpture was moved to the Alliant Energy Center in late September.** After several rounds of polishing, the sculpture was covered with a tarp to await unveiling. “Very few people knew what was under the cover until the official unveiling,” Breuch says.

The sculpture was an immediate hit. “It was fun walking by during the show,” she relates. “You’d hear people ‘oo-ing’ and ‘ah-ing’ and talking about the sculpture. And you’d see them taking pictures of their friends and family members with Miss Madison.”

“That’s what we were looking for when we started. She

represents all the hard work our dairy cattle breeders and the dairy industry have done to improve the dairy cow. Fifty years from now, Expo-goers will have the opportunity to look at her and have an appreciation for that (hard work),” Breuch says. 



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# EXPO SEMINARS



**World Dairy Expo** features the best and the brightest during its world-class seminars. This year's Expo Seminars include topics on robotic milking systems, A2 milk, transition cow health, mycotoxin in feedstuffs, consumer perceptions, cover crops and future farm labor.

Continuing education credits can be earned by members of the American Registry of Professional Animal Scientists (ARPAS) and the American Association of State Veterinary Boards—RACE Program (RACE).

Seminars will be showcased Tuesday through Saturday in the Mendota 2 meeting room, located in the Exhibition Hall. A special thank you to the following sponsors for making the Expo Seminars possible: Compeer Financial, Quality Liquid Feeds, Inc., Phibro Animal Health Corp., and Feed Supervisor Software. Following is a brief synopsis of each Expo Seminar.

## TUESDAY, OCT. 3, 1 P.M.

### "Building a Stronger Relationship Between Dairy Owner and Dairy Banker"



**Arthur Moessner,**  
Vice President—Dairy  
Team Lead, American  
AgCredit

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Continuing Education  
Credits: **ARPAS (1), RACE (1)**

Dairy owners require a stable and reliable source of borrowed capital from dairy bankers to maintain and grow their operations. Dairy bankers rely on dairy owners to operate profitably and make good business decisions to repay loans. The relationship between owner and banker can be complex but is necessary for dairy success. Arthur Moessner, vice president—Dairy Team Lead, American AgCredit, will examine the owner/banker relationship, propose ways to elevate relationships to the next level, and discuss why investing time and energy into relationships can add to the profitability of a dairy. He will share ideas to strengthen the owner/banker relationship in a volatile dairy industry and changing lending environment. Moessner has financed dairy operations in the West, Southwest and Midwest U.S. for three decades with commercial banks and the farm credit system.

## WEDNESDAY, OCT. 4, 11 A.M.

### "Economics of Robotic Milking Systems"



**Larry Tranel,**  
Dairy Specialist,  
Iowa State University  
Extension and Outreach



**Lance & Jonna  
Schutte,** owners,  
Jo-Lane Dairy



**Doug Gernes,**  
owner, Gernes  
Dairy LLC



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Continuing Education  
Credits: **ARPAS (1), RACE (1)**

Robotic milking systems continue to gain in popularity for milking and managing dairy herds. Producers considering these systems are trying to balance two big factors: labor issues and investment costs. This seminar will highlight these factors and other variables to consider by using a partial budget analysis to help determine if positive profits and cash flow are possible with robots. Larry Tranel will lead the presentation and include Lance and Jonna Schutte and Doug Gernes, producers using robotic milking systems. Larry Tranel has spent nearly three decades with Extension, first in Iowa County, Wis., as a dairy/farm management agent, then as dairy field specialist for Iowa State University Extension and outreach. Lance and Jonna Schutte own and operate Jo-Lane Dairy, which uses Lely Astronaut A4 robotic units to milk its herd of 140 Holstein and Brown Swiss cows. Doug Gernes owns and operates Gernes Dairy LLC. In 2016, he transitioned his 240-cow herd from a double-12 parlor to four DeLaval VMS units.

**WEDNESDAY, OCT. 4, 1 P.M.**

**“Making Sense of Dairy and Anti-Inflammation: Yogurt, Obesity and A2 Milk”**



**Bradley Bolling,**  
Assistant Professor, Department  
of Food Science, University of  
Wisconsin-Madison

Continuing Education Credits:  
**ARPAS (1), RACE (1)**

A2 milk is gaining recognition in the dairy industry, in part, because of its health claims, and more producers are choosing to breed cattle to express the A2 gene. Bradley Bolling will lead a discussion on the complex demand of A2 milk and the claims and evidence for its beneficial effects on the human body. Bolling is an assistant professor in the food science department at the University of Wisconsin-Madison. He leads research on dietary components that can reduce the risk of chronic diseases, focusing on anti-oxidant and anti-inflammatory efforts. In this seminar, Bolling will outline the connection between inflammation and chronic diseases and claims of how A1 and A2 milk can improve health.

**THURSDAY, OCT. 5, 11 A.M.**

**“Health and Immunity in Transition Cows”**



**Marcus Kehrl,**  
Director, National Animal Disease  
Center—USDA-ARS

Sponsored by:  
**Phibro Animal Health Corp.**

Continuing Education Credits:  
**ARPAS (1), RACE (1)**

The transition period for dairy cows is a critical time when cows are at risk for developing mastitis and metritis. Marcus Kehrl will present research on immune suppression and changes for a transition dairy cow. He will also highlight methods to restore a cow's immune capacity, thus reducing mastitis incidence and severity. This research is part of a study at USDA's National Animal Disease Center where Kehrl is the director. For more than 35 years, Kehrl has worked with infectious and emerging disease research. He is also credited with the discovery of bovine leukocyte adhesion deficiency (BLAD) and the development of the diagnostic test to genotype cattle for BLAD, leading to its elimination in dairy cattle. ▶

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**THURSDAY, OCT. 5, 1 P.M.**

**“Limiting Mold and Mycotoxin Problems in Dairy Herds”**



**Lon Whitlow,**  
Professor Emeritus, North Carolina  
State University

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Continuing Education Credits:  
**ARPAS (1), RACE (1)**



Mycotoxin and molds in forages wreak havoc on a dairy cow's production and health. To address these issues, the key is understanding the occurrences, effects and prevention efforts. Lon Whitlow will focus on the impacts mycotoxins have on the digestive system and immunity of dairy cattle. He will also cover relevant information regarding feed handling, specifically for silage, and prevention and treatment methods of molds and mycotoxins. Whitlow is professor emeritus of dairy nutrition at North Carolina State University. His Extension work and research focuses on applied nutrition and mycotoxin issues. Through his research, Whitlow has discovered mycotoxins routinely occur in a variety of feedstuffs and that specific feed additives and management practices are effective in reducing mycotoxin toxicity and milk residues.

**FRIDAY, OCT. 6, 11 A.M.**

**“Consumer and Public Perceptions of the U.S. Dairy Industry: Implications for Practices, Policy and Market Demand”**



**Christopher Wolf,**  
Professor, Michigan  
State University

Continuing  
Education Credits:  
**ARPAS (1), RACE (1)**

Increasing public scrutiny of production practices in agriculture has significant implications for dairy producers. This creates a need to understand public attitudes and perceptions. The decisions farmers make about production practices have the potential to impact public trust and their social right to farm. This presentation, led by Christopher Wolf, will assess these perceptions of the public and issues relating to dairy cattle welfare, allowing for discussion and monitoring. He will also discuss the economic impacts public opinions can have on dairy farm profitability. Wolf is a professor of agricultural, food and resource economics at Michigan State University where he has worked for the past two decades. His primary focus is the effect of public policy on farm behavior and financial outcome, aiming to focus on issues of current and future importance to policy-makers and industry decision makers.

*This program 395-29959 is approved by the AAVSB RACE to offer a total of 8.00 CE Credits (8.00 max) being available to any one veterinarian and/or 8.00 Veterinary Technician CE Credits (8.00 max).*

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FRIDAY, OCT. 6, 1 P.M.

**“Cover Crop Management for Dairy Producers”**



**Karla Hernandez,**  
Forages Field Specialist,  
South Dakota State  
University Extension  
Continuing  
Education Credits:  
**ARPAS (1), RACE (1)**

For years, cover crops have been used as a conservation tool. They help eliminate erosion, increase soil fertility and now they have a role in dairy farming, too. Karla Hernandez will discuss the use of cover crops as a supplemental forage in grazing operations and how they can extend the grazing season. She will also address how cover crops affect soil nutrients as producers look for ways to increase soil health. As the Forages Field Specialist for South Dakota State University, Hernandez works with many livestock producers and will spend time discussing rotations and over wintering species. In her position, Hernandez works to develop research-based programming and support for South Dakota’s growing number of forage producers, in addition to managing alfalfa variety research plots.

*This RACE approval is for the subject matter categories of:*  
**Category One:** Scientific  
**Category Three:** Non-Scientific-Practice Management/Professional Development using the delivery method of Seminar/Lecture Non-Interactive-Distance. This approval is valid in jurisdictions which recognize AAVSB RACE; however, participants are responsible for ascertaining each board’s CE requirements. RACE does not “accredit” or “endorse” or “certify” any program or person, nor does RACE approval validate the content of the program.

SATURDAY, OCT. 7, 11 A.M.

**“Who Will Work on America’s Farms in 2025?”**



**Don Albrecht,**  
Director, Western Rural Development Center  
Continuing Education Credits:  
**ARPAS (1), RACE (1)**

Advancements in technology have led to a decline in the number of farm workers. At one point, agriculture was the largest economic segment of the U.S. population. As farm worker numbers continue to decline, rural towns, especially farm dependent communities, feel the effects. This leaves many to wonder who will work on America’s farms in 2025? Don Albrecht deals with challenges facing rural America, including the changing characteristics of farm workers, in his position as the director for the Western Rural Development Center. Albrecht spent 27 years at Texas A&M University and has authored five books and numerous articles on rural America.

**WHAT’S YOUR PERSPECTIVE ON MILK FEVER?**

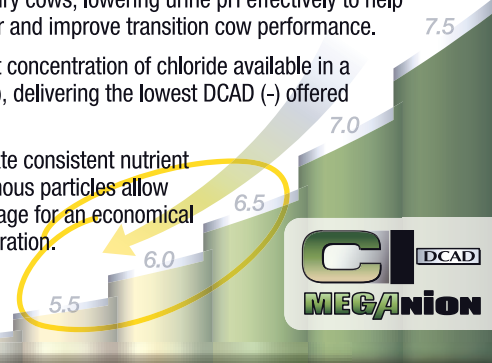


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# SHRINKING THE PLANET

## How World Dairy Expo is building connections with its worldwide audience of dairy enthusiasts

Whether you're on the grounds of the Alliant Energy Center in Madison or halfway around the world, it has never been easier to keep tabs on all the action and excitement of World Dairy Expo (WDE)—thanks to advances in technology.

ExpoTV is the centerpiece of Expo's efforts along these lines. Produced by Token Creek Television, Waunakee, Wis. ExpoTV offers livestream coverage of all the breed shows taking place during the week, starting with the International Junior Holstein Show on Tuesday morning and continuing non-stop through the Parade of Champions and election of Supreme Champions gala on Saturday evening.

Expo attendees who find themselves on the Expo grounds,

but outside the Coliseum during the week, can keep up on what's going on in the Showring by heading to one of the monitors strategically positioned throughout the Trade Show and New Holland Pavilions.

Those who can't make it to Madison can link up with the Dairy Cattle Show broadcasts by going to WDE's home page ([WorldDairyExpo.com](http://WorldDairyExpo.com)) and clicking the ExpoTV icon. "The show can be accessed by anyone who has an internet connection," says Liz Matzke, WDE Attendee Services Manager. "And unlike the broadcasts of a lot of other shows, ours is free."

WDE data shows, in 2016, ExpoTV made connections with nearly 112,000 viewers. With an average viewing time of nearly 20

ExpoTV is the centerpiece of Expo's efforts to livestream coverage of all the breed shows taking place during the week, either through monitors on the Expo grounds or at [WorldDairyExpo.com](http://WorldDairyExpo.com) and clicking the ExpoTV icon.

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minutes per connection, these viewers watched more than 2.1 million minutes of Expo events. "That's over four years of viewing time," says Matzke, noting the U.S., Canada, the Netherlands, United Kingdom and France registered as the top countries for viewership. "The growth (in viewership) has been phenomenal."

Matzke is quick to credit the Token Creek Television staff with helping build the growth. Before teaming up with WDE on ExpoTV in 2008, the company was known for its expertise in college sports programming. ▶



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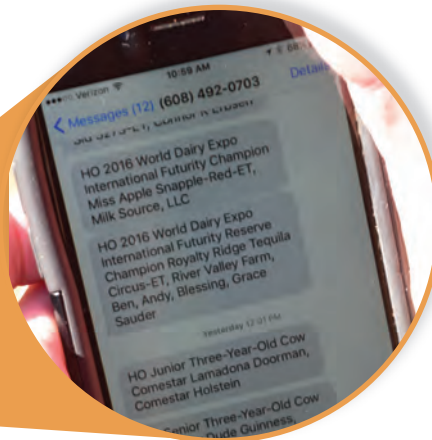
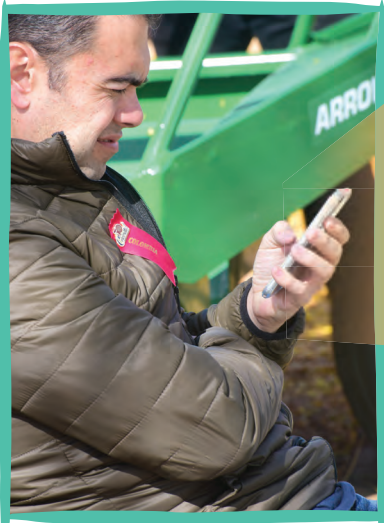
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“Over the past decade, they’ve really developed a knowledge and understanding of dairy cattle judging and the dairy industry in general,” Matzke says. “They know how to get just the right angles and deliver images of cows in the Showring that will mean something to knowledgeable show enthusiasts watching the broadcasts. They bring a tremendous amount of creativity and new ideas to the effort we’re making to build the ExpoTV brand.”

This year, ExpoTV will be expanding its coverage to include

livestreams of other WDE events, including Expo Seminars, which feature top flight speakers offering presentations related to a wide-range of timely dairy industry topics, and the Virtual Farm Tours, which highlight some of North America’s most successful dairy operations.

There will also be live broadcasts from the Trade Show featuring exhibitor profiles, special events and more. “Expo is more than just a cattle show,” Matzke says. “This expanded coverage will help us get that message across.”

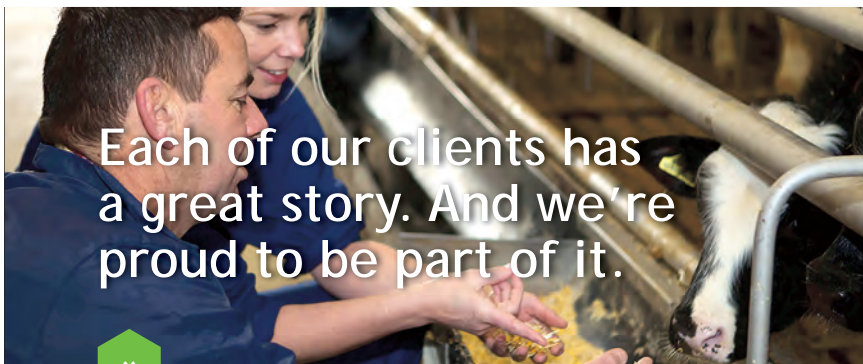
As a supplement to ExpoTV, WDE will continue offering a texting feature focusing on breed show results. Introduced at last year’s show, the service enables Expo fans to receive updates on first-place winners in every class with their mobile devices.

“It was well-received last year, and we’ve been working to get the word out about it,” Matzke says. “If you’re in the field to harvest corn silage, in the parlor milking cows or at another meeting or event at Expo, being near a screen to watch the show isn’t always possible. This feature will give you a quick glance of what’s happening in the Showring in real time.”

**To access the feature, send a text with the message WDERESULTS to 727-493-3976 or 727-4-WDEXPO.** Then, follow the prompts to choose any combination of breed shows, including the option to receive results from all breed shows.

Expo also uses a variety of social media platforms to provide content before, during and after the show. For example, WDE’s YouTube channel carries recordings of all breed show classes, Expo Seminars, Virtual Farm Tours and more, while Expo’s presence on Facebook, Twitter, Instagram and Snapchat carries a consistent stream of new information about the goings-on at the show.

“We’re able to keep messages about Expo in front of people, no matter where they are on the globe,” Matzke says. “Now, Expo is not something they think about for just five days in the fall while the show is going on; it’s something that they can connect with and enjoy for the other 360 days of the year as well.”



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## INTERNATIONAL AYRSHIRE SHOW

OFFICIAL JUDGE:

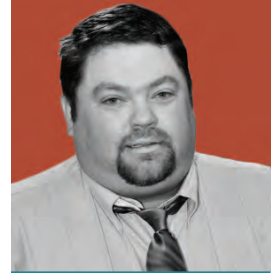
**Allyn "Spud" Paulson, Arlington, Wis.**

Allyn Paulson owns and operates Paule-View Transport, LLC and Paule-View Boarding in Arlington, Wis., with partner, Tammy Voegeli, and sons Sutton and Dakota. Over the years, Paulson has been a dairy cattle fitter, allowing him to work with a two-time Reserve Junior Champion Milking Shorthorn at World Dairy Expo (WDE), several Grand Champions and Junior Champions at the Southern National Spring Holstein Show and at the Southwest National Brown Swiss Show. Paulson returns after judging the International Milking Shorthorn Show in 2015, in addition to numerous state and local shows.

ASSOCIATE JUDGE:

**Kurt Wolf, Epworth, Iowa**

Kurt Wolf, a former dairy cattle fitter, works as an AI technician for Cannon ABS. The Iowa native also serves on the Marketing Committee for the U.S. Ayrshire Breeders' Association. Wolf was raised on Wolf Farm, home to Old Bankston Ayrshires, where his family continues to milk 150 Holsteins and 30 Ayrshires. Over the past decade, Wolf, his family and their business partners, have developed 51 All-American Nominees, including the 2011 Grand Champion and 2012 Reserve Grand Champion Ayrshires at WDE. In 2015, he was the official judge for the Ayrshire and Milking Shorthorn Shows at the Indiana State Fair.



**Allyn Paulson**



**Kurt Wolf**



**Keith Topp**



**Dean Dohle**



## INTERNATIONAL BROWN SWISS SHOW

OFFICIAL JUDGE:

**Keith Topp, Botkins, Ohio**

Keith Topp is a partner in Topp-View Farms, which is owned with brothers Eric and Phillip, and mother, Mary Lou. Topp-View is home to a 60-head herd composed of all seven major dairy breeds. The farm has exhibited several champions at World Dairy Expo, including the 1999 Grand Champion Brown Swiss, the 2005 Reserve Grand Champion Brown Swiss and the 2013 Brown Swiss and Milking Shorthorn Junior Champions. Topp stands center ring this year with an impressive judging career resume, including the 2013 International Ayrshire Show, the 2014 Fort Worth Stock Show and numerous state and local shows. Topp lives in Botkins, Ohio with his wife, Kindra, and their children, Keaton and Kinley.

ASSOCIATE JUDGE:

**Dean Dohle, Halfway, Mo.**

Dean Dohle lives in Halfway, Mo. with his wife, Stacy, and son, Grant, where he owns and operates Starstruck Farms. The farm is home to 50 Jerseys, of which 26 are classified Excellent and 19 Very Good. Dohle owned the 2003 Grand Champion Milking Shorthorn at WDE, has owned three All-American Brown Swiss and bred a Reserve Junior All-American Jersey in 2014. Dohle has judged the National Brown Swiss Show in Mexico and state and national shows in 27 states in the U.S., including the 2005 International Brown Swiss Show. In 2007, Dohle was honored with the A.C. "Whitie" Thomson Memorial Award, and in 2008 he was selected as the Top Male Showman at the All-American Jersey Show. ▶





## INTERNATIONAL GUERNSEY SHOW

OFFICIAL JUDGE:

**Chris Lahmers, Marysville, Ohio**

Chris Lahmers has worked for COBA/Select Sires for nearly two decades and is currently the north marketing director. He and his family own Brown Velvet Swiss and Lah-Dale Holsteins, consisting of 20 and 15 head, respectively. Brown Velvet has bred five All-American Brown Swiss and exhibited the 2005 Intermediate Champion Brown Swiss at World Dairy Expo. This year marks Lahmers' fourth appearance as an Expo judge. His previous shows include the 2011 International Brown Swiss Show, 2012 International Junior Holstein Show and 2016 International Jersey Show. Lahmers has also judged cattle at local, state and national shows, such as the 2016 Mid-East Fall National Holstein Show. Lahmers, his wife, Elizabeth, and children Elaina, Ava and Audrey live in Marysville, Ohio.

ASSOCIATE JUDGE:

**Bernie Heisner, Fairview Heights, Ill.**

Bernie Heisner retired in 2013 after 20 years as General Manager of COBA/Select Sires. During his industry tenure, he served on the National Dairy Shrine Board of Directors, was a founding member of the Ohio Livestock Coalition and coached dairy judging teams at Ohio State University and the University of Illinois. Heisner has judged the Arizona State Fair, the Indiana State Fair and several shows across Illinois, Michigan and Ohio. He has also supported Ohio State's College of Food, Animal and Environmental Sciences and 4-H judging programs. For his accomplishments, Heisner was inducted into the Ohio Agricultural Hall of Fame and the Ohio State Fair Hall of Fame. He lives in Fairview Heights, Ill., with his wife, Sue, and enjoys visits from his two adult children and his three grandchildren.



**Chris Lahmers**



**Bernie Heisner**



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## INTERNATIONAL HOLSTEIN SHOW

OFFICIAL JUDGE:

**Adam Liddle, Argyle, N.Y.**

Adam Liddle and his wife, Nicole, own and operate Littleholme Farm in Argyle, N.Y. with their children, Anthony, Brock and Hailee. Littleholme, a 200-acre farm, is home to 70 Holsteins with a BAA of 113.4% and numerous All-New York and Junior All-New York award winners. Liddle's showring accomplishments have culminated in having bred or owned an All-American Nominee each of the past eight years. Liddle serves on the State Show Committee for the New York Holstein Association, is a tri-county director and is a delegate for Holstein Association USA. His past judging experiences include multiple state and local shows, along with the International Junior Holstein Show in 2011, International Red & White Show in 2012, and the 2014 Supreme Dairy Show.



**Adam Liddle**



**Carl Phoenix**

ASSOCIATE JUDGE:

**Carl Phoenix, Sunderland, Ont.**

Carl Phoenix and his wife, Kera, along with their children Clara, Carson and Weston, operate Phoenixholm Holsteins near Sunderland, Ontario. The 240-acre farm is home to 45 Holsteins and has garnered several All-Canadian and All-American Nominations. Phoenix previously was in partnership with Phoenix Bros. when they received the prestigious Master Breeder Shield in 2010. For 12 years, Phoenix has been an accredited judge, placing cattle at the Irish National Show, the Wisconsin State Championship Holstein Show, The Royal Agricultural Winter Fair and numerous shows across Canada. Phoenix has also judged the Youth Showmanship Contest at World Dairy Expo and at the TD Canadian 4-H Dairy Classic. ▶



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## INTERNATIONAL JUNIOR HOLSTEIN SHOW

OFFICIAL JUDGE:

**Lynn Harbaugh, Marion, Wis.**

Lynn Harbaugh works as an Area Sales Representative for NorthStar Cooperative. He also owns and operates Bella-View Holsteins with his family, where they raise and develop elite heifers on 20 acres. He has served as a director on the Wisconsin Holstein Association Board, including a term as president. Harbaugh was a co-owner of the 2000 Grand Champion Red & White at WDE, co-breeder of the 2011 Reserve Grand Champion Red & White at Expo and has developed numerous Holstein and Red & White All-American Nominees. This is Harbaugh's sixth time judging at World Dairy Expo. Harbaugh lives in Marion, Wis., with his wife, Sara, and their children Jacob, Logan and Madison.

ASSOCIATE JUDGE:

**Ryan Krohlow, Poyette, Wis.**

Ryan Krohlow is the Heifer Manager at Milk Source Genetics and a professional dairy cattle fitter. Krohlow, his wife, Haley, and their children, Callie and Conway, live in Poyette, Wis., where they raise a dozen show heifers each year. In 2013, they bred and exhibited the Junior Champion at the Wisconsin State Championship Holstein Show and the Wisconsin State Red & White Show. As a fitter, Krohlow prepared cattle for showrings around the world and numerous Grand Champions at World Dairy Expo, including the 2014, 2015 and 2016 Supreme Champions. Krohlow judged the 2015 All-American Guernsey Show, 2016 Midwest Fall National Red & White Show and various local and state shows.



**Lynn Harbaugh**



**Ryan Krohlow**

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## INTERNATIONAL JERSEY SHOW

OFFICIAL JUDGE:

**Mike Berry, Albany, Ore.**

Mike Berry—a former professional dairy cattle fitter—is currently a partner in Robinhood Cattle Company, composed of elite Jersey, Holstein and Brown Swiss show cattle. Berry has bred, owned and developed many All-American Holsteins, Red & Whites and Jerseys throughout his career. Off the farm, he has judged major cattle shows from coast to coast, including the California State Holstein and Jersey Shows and the 2013 International Red & White Show. Berry lives in Albany, Ore., with his wife, Kristin.

ASSOCIATE JUDGE:

**Corey Couch, Victoria, Australia**

Corey Couch owns and operates Riverside Jerseys in Nirranda, Victoria, Australia with his partner, Karin, and their children, Brody, Jackson, Ella, Ruby and Ethan. The farm is home to 200 Jerseys. As one of the highest producing Jersey herds in Australia, Riverside has also exhibited four National Champions, one Reserve National Champion, four Intermediate Champions and two Junior Champions at International Dairy Week. Couch has officiated several shows across Australia including the 2015 Tasmanian On-Farm Challenge Jersey Show.



## INTERNATIONAL MILKING SHORTHORN SHOW

OFFICIAL JUDGE:

**Jack Lomeo, Jr., Hermon, N.Y.**

Jack Lomeo, Jr. is the regional dairy adviser for Cogent Breeding International's North American Team, based in Canada. The New York native owns 40 Holsteins and Jerseys housed throughout the U.S. and Canada. These animals have been named Junior Champion and Reserve Junior Champion of three breeds at World Dairy Expo and The Royal Agricultural Winter Fair and earned All-American and All-Canadian Nominations. Lomeo returns to Expo as an official judge after serving as the 2014 associate judge for the International Milking Shorthorn Show.

ASSOCIATE JUDGE:

**Simon Lalande, St. Placide, Qué.**

Simon Lalande is the owner of Ferme Blondin in St. Placide, Qué., where he lives with his wife, Kim Côté, and sons Olivier, Nicolas, Thomas and Anthony. Blondin is home to 145 Holsteins, consisting of 28 Excellent, 84 Very Good and 21 Good Plus cows. A few notable Blondin cows to grace the colored shavings include the 2008 Intermediate Champion Holstein, the 2015 Supreme Champion of the Junior Show and a two-time Grand Champion Red & White that also became the first EX-97 Red & White cow.



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OFFICIAL JUDGE:

**Chad Ryan, Fond du Lac, Wis.**

Chad Ryan resides in Fond du Lac, Wis. with his wife, Amy, and sons Dylan and Cameron. He assists his parents at Ryan-Vu Holsteins, while also traveling for sales and shows across the U.S. The Ryan-Vu herd has a BAA of 111.8% and has accumulated 14 All-American Nominations and 13 Junior All-American Nominations to date. Ryan has evaluated cattle across North America, including the 2013 Mexican National Holstein Show, the 2015 International Junior Holstein Show and several breed shows at the All-American Dairy Show.

ASSOCIATE JUDGE:

**Brian Kelroy, DeForest, Wis.**

Brian Kelroy is the dairy programs manager at East Central/Select Sires. A former classifier for Holstein Association USA, he now serves as a co-coach for the University of Wisconsin-Madison Dairy Judging Team. Kelroy has evaluated cattle at the 2015 Yamagata Holstein Show, the 2015 Arequipa National Holstein and Brown Swiss Shows, the Southern National Junior Spring Show and many more shows across the Midwestern U.S. Kelroy lives in DeForest, Wis., with his wife, Dana, and children, Kian and Ava. 





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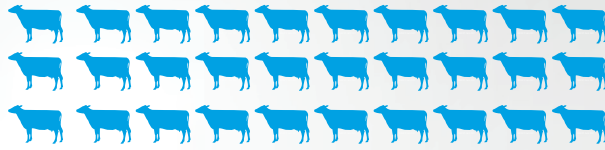
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# EXHIBITOR LOCATOR-ALPHABETICAL

The World Dairy Expo Exhibitor Locator was up to date at press time. The latest exhibitor updates are available at [www.WorldDairyExpo.com](http://www.WorldDairyExpo.com). Click on the "Attendee Information" tab and go to "Participating Companies."

**Exhibitors in orange are advertisers in the Official Program.**

**EH**-Exhibition Hall

**AR**-Arena Building

**TM**-Outdoor Trade Mall

**IL**-International Lounge

(IL accessible only to registered international visitors)

**AL**-Coliseum, Arena Level

**MC**-Coliseum, Main Concourse

**TC**-New Holland Trade Center

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The World Dairy Expo Exhibitor Locator was up-to-date at press time. The latest exhibitor updates are available at [www.WorldDairyExpo.com](http://www.WorldDairyExpo.com); click on the "Attendee Information" tab and go to "Participating Companies."

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**EH**-Exhibition Hall

**AR**-Arena Building

**TM**-Outdoor Trade Mall

**IL**-International Lounge

(IL accessible only to registered international visitors)

**AL**-Coliseum, Arena Level

**MC**-Coliseum, Main Concourse

**TC**-New Holland Trade Center

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<b>Forage Genetics International</b>	<b>AR 472 pg. 13, 23</b>
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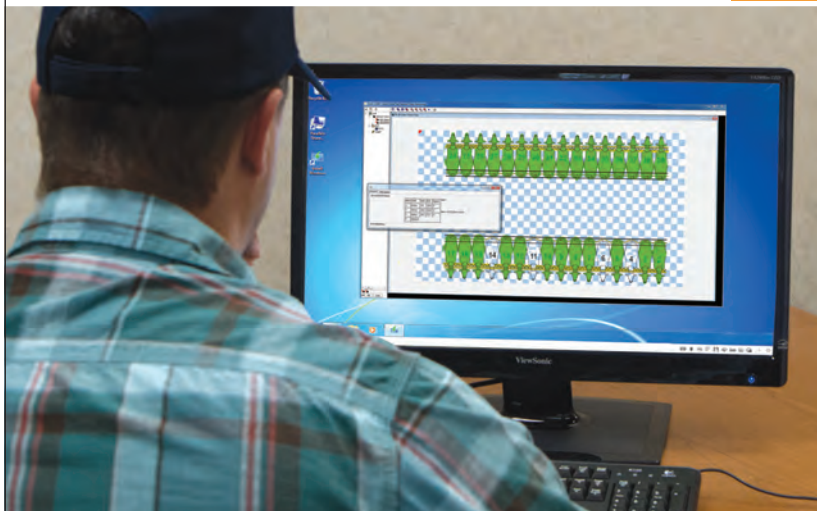
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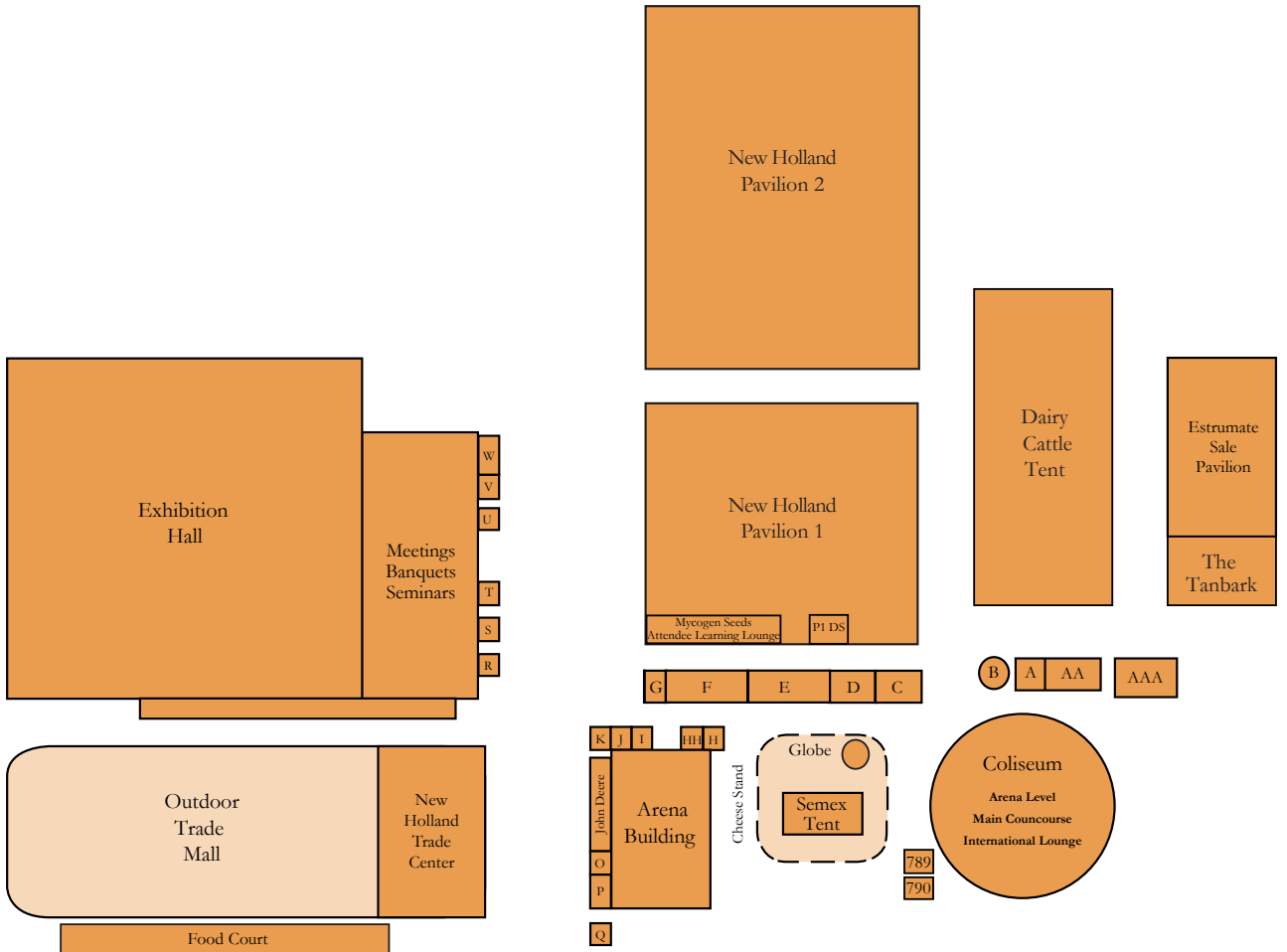
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# GROUNDS MAP

## Booths TM A-Z



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# AND MEETING ROOMS



# NEW HOLLAND TRADE CENTER

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823	848	873	898	923	948
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801	826	851	876	902	927
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				900	925



# ARENA BUILDING

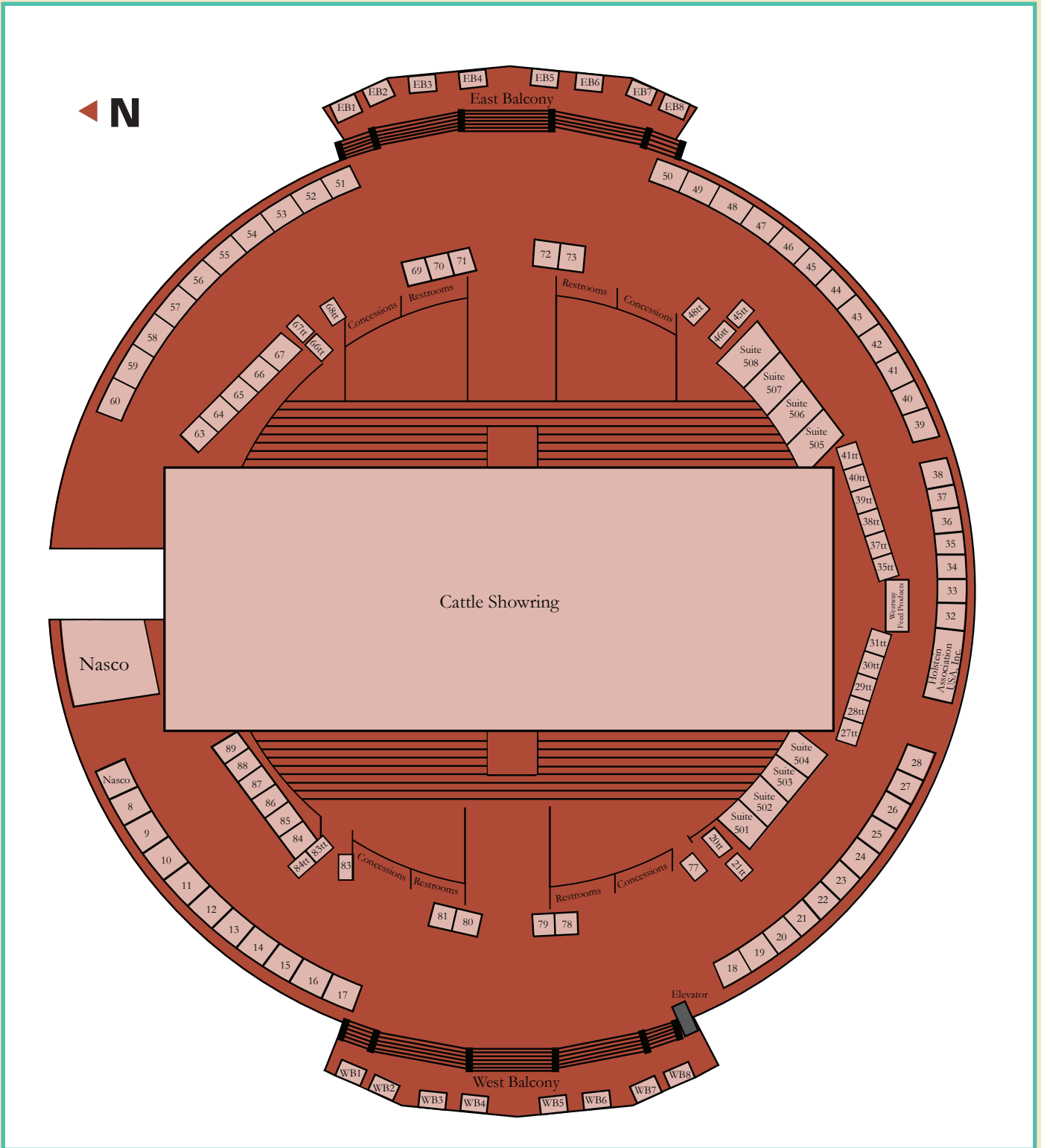
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World Forage Analysis Superbowl			Forage Seminar Stage		
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517	497		457	437	417
516	496		456	436	416
515	495		475	455	435
514	494	474	454	434	414
513	493	473	453	433	413
512	492	Forage Genetics Intl.	Diamond Grid Intl.	432	412
511	491	471	451	431	411
510	490	470	450	430	410
509					
508	488	468	448	428	408
507	487	467	447	427	407
506	486	466	446	426	406
505	485	465	445	425	405
504	484	464	444	424	404
503	483	463	443	423	403
502	482	462	442	422	402
501	481	461	441	421	401
500					400
	499	480	420	400.5	

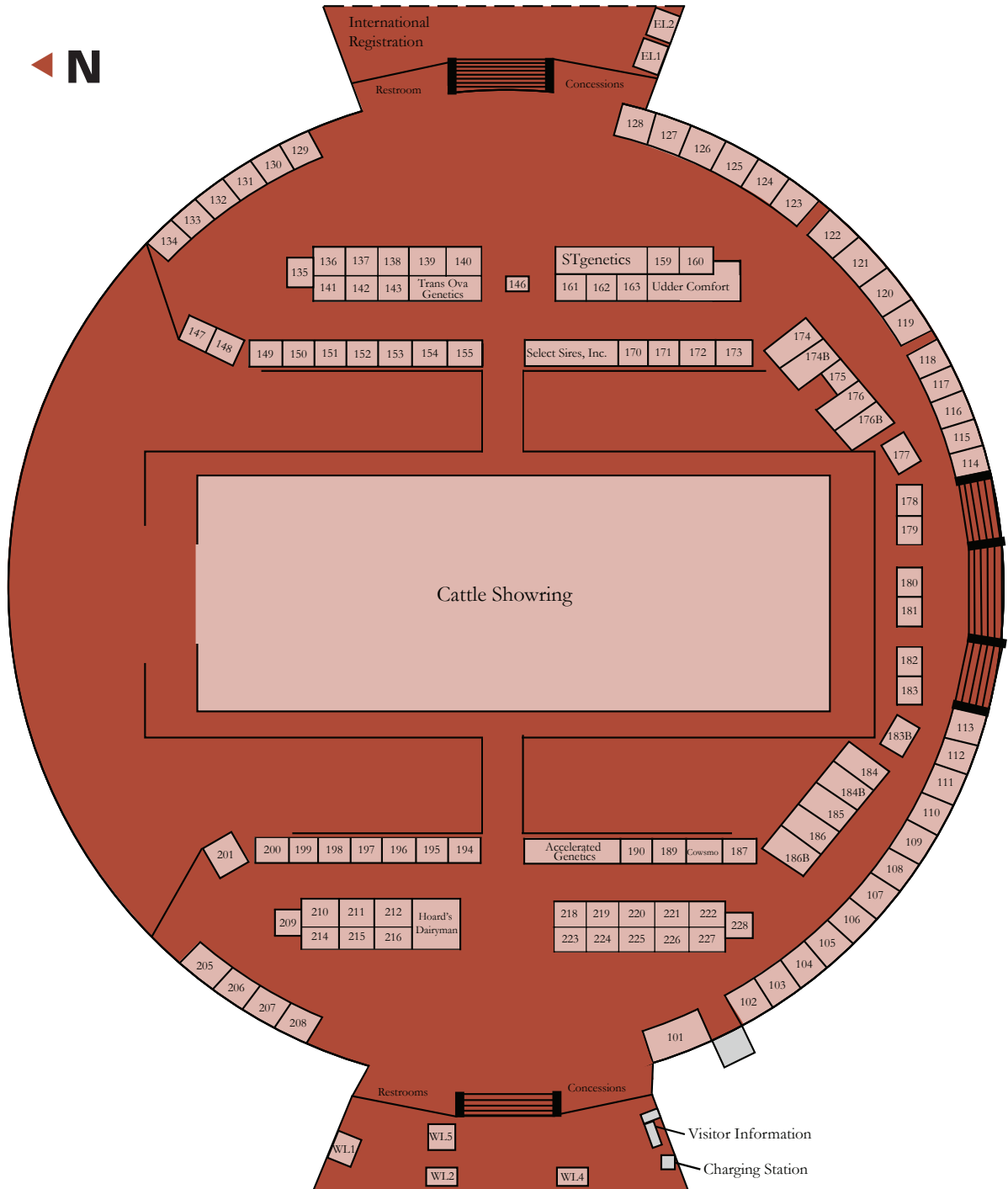
# COLISEUM MAIN CONCOURSE

Booths MC 1-99



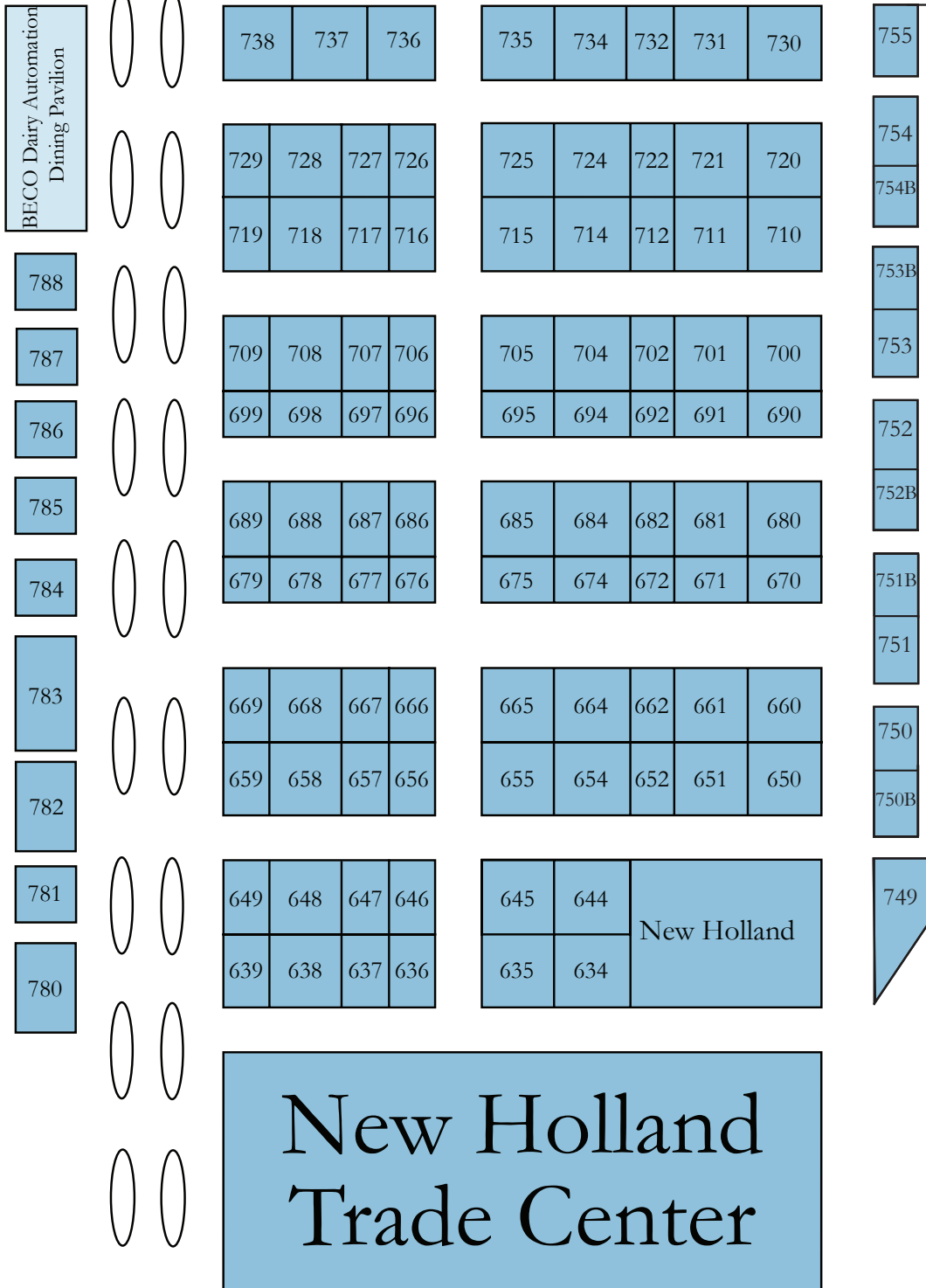
# COLISEUM ARENA LEVEL

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- June 16: Increase 2017-crop cash wheat sales
- June 15: No changes
- June 14: Extend feed coverage
- June 13: Increase 2017-crop cotton coverage
- June 12: No changes
- June 9: Increase old- and new-crop cash corn sales

**Corn**  
2016 crop: 70% sold - Basis locked on

## Chart Trend Updates

Doane economists provide updates on short-term, intermediate and long-term trends for commodity and key outside markets.

**CHART TREND UPDATE**

Arrow color code:  
**Black** = unchanged from last week  
**Green** = shift towards bullish from last week  
**Red** = shift towards bearish from last week

AG MKTS:	Shorterm (daily chart)	Intermed. (wkly chart)	Long-term (mthly chart)
* CORN	→	→	→
* OATS	↑	→	→
* SOYBEANS	→	↓	→
* SOY MEAL	→	↓	→

## 2017 Farm Journal Midwest Crop Tour Data and Analysis

Sortable data at your fingertips to easily view specific states, crop districts and measurable data.

**Farm Journal Midwest Crop Tour Data Tracker - 2017**

**Corn - Last 3 Year vs 2016 vs 2017 Avg.**

State	Measurements	Last 3 Year Avg	2016	2017	% Change
Ohio	Ear Count	87.97	0.00	0.00	0.00%
Ohio	Grain Length	6.79	0.00	0.00	0.00%
Ohio	Kernels Around	15.47	0.00	0.00	0.00%
Ohio	Yield Estimate	148.87	0.00	0.00	0.00%

**Bean - Last 3 Year vs 2016 vs 2017 Avg.**

State	Measurements	Last 3 Year Avg	2016	2017	% Change
Minnesota	Growth Stage	4.60	0.00	0.00	0.00%
Minnesota	Moisture	4.62	0.00	0.00	0.00%

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50	7.14 lbs.	2,606 lbs.	1.75¢	\$45.61	\$22,805	\$45,610

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\*Based on 12.5% average shrink loss vs. bagged silage. If a cow eats 50# of silage per day, then 57.14# of silage is required initially in the bunker due to the average shrink factor. (Bunker shrink losses are typically higher than the average used in this example which would provide even greater savings, depending on pile and bunker management.)

\*\*Based on an average value of \$35.00 per ton of silage.

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## FAMILY LOUNGE

Tues., Oct. 3rd - Sat., Oct. 7th

- Families with small children may rest and recharge in a quiet atmosphere. An area for nursing mothers is also available.

## Empower

Young Women's Workshop

Tues., Oct. 3rd

- High school and college age women are invited to a short leadership session designed to inspire and empower them to make the most of their future.

## connect

Annual Networking Event



Wed., Oct. 4th

- This annual networking session offers a welcoming environment for dairywomen in town for Expo. Great conversation and useful connections will be the result of spending your evening with us.

## Sharing Wisdom

Educational Session

Thurs., Oct. 5th

- Combining a panel of esteemed dairywomen and quick hot topics this session will have you thinking about progress resiliency and diversity in a new way.

For more information and to register visit:

[DairyGirlNetwork.com](http://DairyGirlNetwork.com)

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