

DairyHerd

Management

AUGUST 2022

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ESSENTIAL ELEMENTS

55th

WDE

World Dairy Expo 2022

10.2-10.7

Madison, Wis., USA

WORLDDAIRYEXPO.COM

FARM  JOURNAL

RUMINATIONS

SEE YOU IN MADISON



Essential elements can be defined as a chemical nutrient that is vital for the successful growth and development of an organism. Essential elements, the theme of the 2022 World Dairy Expo, is perfect, especially as the structure of the event evolves to remain meaningful and manageable for both producers and the industry.

CHANGE IS OK

This year, World Dairy Expo spans six days, wrapping up on Friday. I know it can be a challenge to carve out time away from the farm, so I recommend downloading the Expo app in advance to start planning your trip to Madison, Wis. Make sure you schedule time for:

- A grilled cheese sandwich and milkshake
- Watching your favorite cattle show
- Walking through the Exhibition Hall

Days can feel lonely back on the farm, as you likely face labor struggles, rising feed costs, weather challenges and ongoing regulations. World Dairy Expo is a reunion and seeing fellow dairy producers and visiting with industry leaders is essential to help propel your operation forward.

I encourage you all to embrace the revised Expo schedule this year and block out the first week of October on your calendar to attend World Dairy Expo. You'll leave with a stimulated mind and a full heart, as you're reminded of all the essential elements that make up our great dairy industry.

Karen Bohnert
Dairy Editorial Director

Special note: This marks the 24th year Farm Journal has published the World Dairy Expo Official Program, contained in the pages of this issue. We appreciate the relationship we have built with World Dairy Expo, and we hope you enjoy the issue. See you at Expo!

CONTENT

Dairy Editorial Director: Karen Bohnert
Digital Content Producer, eMedia Analyst: Taylor Leach
Contributing Editors: Hannah Barthels, Chris Bennett, Paige Carlson, Clinton Griffiths, Greg Henderson, Maureen Hanson, Jenna Hoffman, Marge Kulba, Tyne Morgan, Machinery Pete, Sara Schafer, Jennifer Shike
Content Manager, Producer Media: Katie Humphreys
Content Projects Manager: Rhonda Brooks
Art Director: Lindsey Pound
Proofreader: Megan LaManna

ADMINISTRATION

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Vice President, Digital Solutions: Joel Hughes
Vice President, Enterprise Data Solutions: Ben Gist
Vice President, Audience Development: Donna Hansen
Vice President, Human Resources and Talent Development: Jennifer Perkins

SALES

Annie McCullough, FJMLivestock@farmjournal.com
Leah Mindemann, FJMLivestock@farmjournal.com
Peter Rupert, FJMLivestock@farmjournal.com
Nicole Starr, FJMLivestock@farmjournal.com

Advertising Production

Production Manager: Jennifer Irvine
Digital Ad Coordinator: Jennifer Kearney
Advertising Manager: Dena Lawhead
Operations Manager, Livestock: Ramona Rei

HOW TO REACH US

Reader Comments: Email editors@farmjournal.com or write to 8725 Rosehill Road, Suite 200, Lenexa, KS 66215.

Subscription Changes:

(800) 331-9310, customerservice@farmjournal.com
Farm Journal, Attn: Customer Service
820 James Street, Webster City, IA 50595

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ESSENTIAL

ELEMENTS

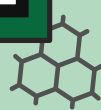
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World Dairy Expo 2022

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WELCOME TO THE 2022

WORLD DAIRY EXPO

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WORLD DAIRY EXPO ADMISSION

12 & Older: \$15 Daily / \$40 Season

Includes Free Parking

To purchase tickets scan the QR code
or visit WorldDairyExpo.com



TRADE SHOW HOURS

Tuesday-Thursday: 9 a.m. to 5 p.m.

Friday: 9 a.m. to 4 p.m.

2022 WORLD DAIRY EXPO



STAR SPONSORS



FIVE STAR



FOUR STAR





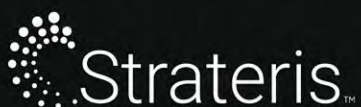
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- Bos Dairy LLC & The Franchise Kind
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- Clarion Suites at Alliant Energy Center
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- Conewango Products Corp.
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- CROPLAN
- Digested Organics LLC
- DoubleTree by Hilton Madison East
- Dynasty Genetics
- Econoprint
- EfferCept
- ENDOVAC Animal Health
- FarmFirst Dairy Cooperative
- Feedworks USA, Ltd.
- Hampton Inn & Suites Madison-West
- Hilton Garden Inn Madison Downtown
- Home2 Suites by Hilton Madison Central AEC
- Homewood Suites by Hilton Madison West
- Internizoo
- International Stock Food Corporation
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- McLanahan Corporation
- Misty Meadow Dairy
- National Milk Producers Federation
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- Woodchuck Bedding Spreader



A photograph of two men walking through a large, well-lit barn. The man on the left is wearing a dark jacket, jeans, and a beanie. The man on the right is wearing a dark jacket, jeans, and a baseball cap. In the background, several black and white cows are visible in their stalls. The barn has a high ceiling with exposed wooden beams and hanging lights. The overall tone is warm and professional.

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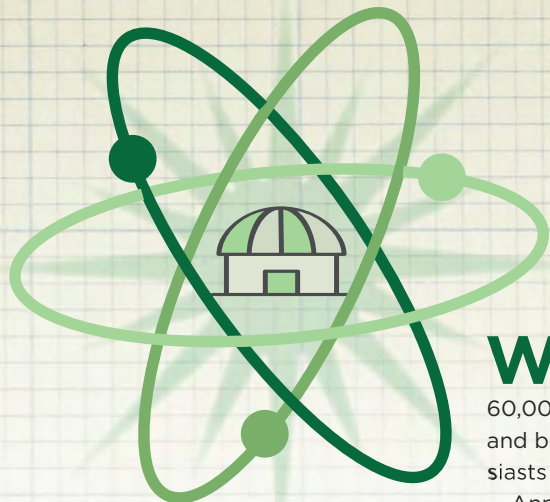
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MADISON, THE NUCLEUS OF

World Dairy Expo, and therefore Madison, Wis., serves as the meeting place of the global dairy industry — bringing together crowds of 60,000 people from nearly 100 countries. But the latest dairy innovations and best cattle in North America aren't the only things bringing dairy enthusiasts to Madison each year.

Annually, in conjunction with the global event, companies and organizations plan meetings, conferences, farm tours and events to include World

NATIONAL 4-H DAIRY CONFERENCE

The National 4-H Dairy Conference is an educational experience that takes participants on a trip through the dairy supply chain, from farmer to hauler to stores. "They're learning so much about nutrition, cow comfort — everything," Seykora says. "So many things are thrown at the kids but in such a way that they don't realize how much they are learning and absorbing."

The conference aims to bring up to 250 high school sophomores, juniors and seniors and first-year college students to Madison. According to Seykora, participants represent around 27 states and three Canadian provinces. "So many of our attendees wouldn't have the opportunity to go to World Dairy Expo without Conference, so we give them the full experience. We've upped our time at the show to eight hours this year, they get the collectible pins and of course the grilled cheese."

Seykora says the conference attendees gain even more than networking with peers and industry professionals while experiencing Madison during World Dairy Expo. "It's a once-in-a-lifetime experience. We've had kids choose their career paths because of what they learned here."



WORLD BROWN

Following a history of 11 international Brown Swiss events spanning back to 1980, the U.S. Brown Swiss Association will host the World Brown Swiss Conference in Madison for the third time. Norman Magnussen, Executive Secretary for the U.S. Brown Swiss Association, says the conference is held every four years, rotating between the U.S. and Europe.

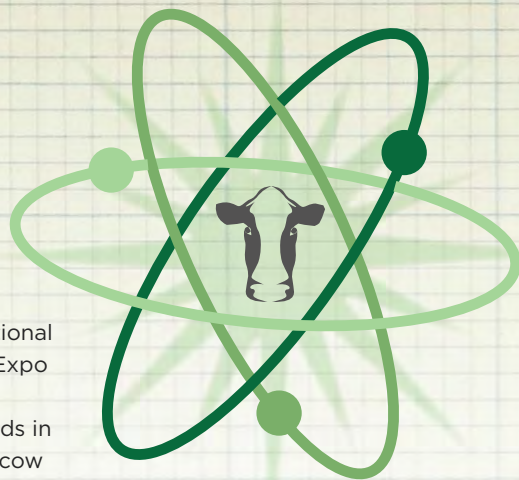
"It's for anybody that likes Brown Swiss cows, from all over the world," Magnussen says. "We're meeting with other country associations to discuss what everyone is doing as far as promotion, classification and research."



PHOTO: COW/SMO

WISCONSIN:

THE DAIRY WORLD



Dairy Expo as part of the experience. Rel Seykora, Secretary of the National 4-H Dairy Conference says, “We want these kids to enjoy World Dairy Expo because of Conference. What we love to see on our feedback forms is ‘seeing the beautiful cows,’ and ‘seeing the colored shavings.’ It’s like kids in a candy shop, they just love it, and that’s what we want: The full-body, cow experience with Conference.” Visit the World Dairy Expo website to learn about more industry events in Madison the first week of October.

SWISS CONFERENCE

With capacity for up to 300, Magnussen says international attendees represent a large portion of the conference. “They want to see cows, do farm tours, and of course with World Dairy Expo, we have North America’s best Brown Swiss all in one place — that’s what they want to come for.”

Magnussen emphasizes the significance of the U.S. being the host country, as a small percentage of the world’s Brown Swiss cattle live on U.S. soil. Although a small population, U.S. Brown Swiss genetics have a global impact and a lot to offer during the international conference.



INTERNATIONAL DAIRY SHORT COURSE

Through International Dairy Short Course, Jill Stahl Tyler strives to add value to the investment that international visitors make in traveling to Madison. With learning opportunities across three days, participants can choose from management, nutrition and genetics topics and tours that best fit their needs and interests.

“Most of our international visitors fall into two groups: you have techs, vets, managers, advisers, or they might be farmers themselves,” Stahl Tyler says. “We try to keep that in mind — that no matter what it’s going to be a bottom-line type of thing that can make a difference when they go back home.”

Stahl Tyler says this learning opportunity is something that only exists because of the draw the participants already have to Madison, and adds, “We love World Dairy Expo. I think of it as the international gathering for everybody that loves cows and makes their business from cows. We’re thrilled to be able to put out something that helps people. The course is fun, but you also walk away and see how it’s directly applicable. It may reduce costs, increase milk output or change genetics, nutrition and management.”



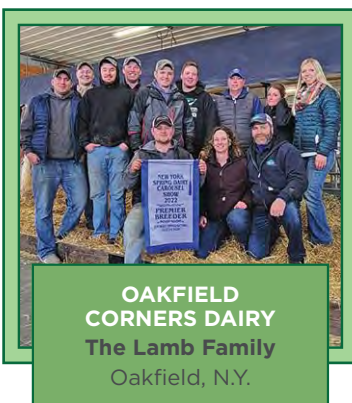
THE EQUILIBRIUM OF EXHIBITING WHILE MANAGING THE DAIRY AT HOME



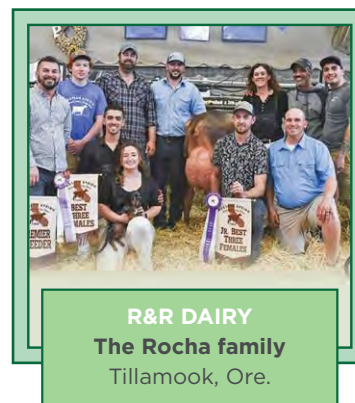
No matter the size of your herd or your show string, it is inevitably a balancing act to attend World Dairy Expo and make sure the operation continues to run smoothly at home. Yet, breeders from across the country with different size farms find value in exhibiting at Expo, while also maintaining success on the home front. Three farms share their experiences:



**JENLAR HOLSTEINS
AND BROWN SWISS**
Jennifer, Larry Meyer
and family
Chilton, Wis.



**OAKFIELD
CORNERS DAIRY**
The Lamb Family
Oakfield, N.Y.



R&R DAIRY
The Rocha family
Tillamook, Ore.

PHOTO: COWSMO

What is your home setup like, between the show cows and the rest of the herd?

JENLAR: We are a 140-cow dairy, 80% Holsteins and 20% Brown Swiss. We installed two robots in 2017, and all of the cows are milked in the robots, including the show cows. Some of our cow families are bred for type, and we're also breeding to make good, profitable, trouble-free cows that work well in a robotic system. The show cows have a separate pen, so they can have a little bit of a different diet and a supplement of hay. In addition to family, we have one employee.

OAKFIELD CORNERS DAIRY: We're milking at four locations in New York and Ohio, with a total of 9,000 milking cows. We have a small barn where there are up to 28 show cows at any one time. The show cows are in box stalls, two cows per pen, milked in a four-stall step-up parlor. This way, we're able to keep them on a show-type diet all year long, and we can make sure they're bred back to calve correctly every year.

R&R DAIRY: We milk 1,200 cows on a single property. We have seven employees outside of family and milk in a double-24 parlor. The show cows come through the parlor first; they have a separate barn. Half of our show herd is on a pack while the other half is in box stalls and larger pens, but everybody gets individual care. There are 18 in the show herd. The entire herd, including the show cows, is on heat detection and rumination collars.

>



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What is it like to prepare for World Dairy Expo?

JENLAR: What we've learned, and what the kids know now, is that when you show cattle at the biggest, best stage in the world, that work starts the day after Expo is done the year before. You take care of those heifers special year round in order to maximize them as show heifers. We feed them differently than the rest of the herd: they're hand-fed, cleaned and bedded every day of the year. The kids work with them before and after school every day, and it's the same with the show cows: when you breed them and who you breed them to, to have them in the right condition at the show.

As the show gets closer, our mindset is: What do we need to get done so we can be gone and not be behind when we come back? We start making phone calls for help with fitting and extra chores at home. It's a lot of moving parts to try to coordinate and stressful leading up to it, lots of balls in the air, but somehow, we always get through it, and everybody has a great time. The robots have made it easier to be away.

OAKFIELD CORNERS DAIRY: The big thing when you go to shows is, you have to make sure everything you need to have happen at home actually does. In addition to getting ready there, we make sure the person staying behind remembers x, y and z, taking care of those remaining cows. We need to teach a feeding routine and make sure they're comfortable with the personalities of the cows they're working with.

It's a lot of coordination of efforts. There are behind-the-scenes things every day getting them ready. Making sure the cows you want to go are broke to lead. We order grooming and clipping supplies, gather health charts and coordinate feed. It's a 14-hour drive, so making sure we have feed secured is huge. We've got an amazing team of people at the farm that help us at the shows, and it would be impossible without them. We're very fortunate to have a great team of people.

R&R DAIRY: It's a 28-hour trip, and we truck straight through, only stopping to chore. A big part of being on the road is trying to bring as much feed as you can, especially the grain. Being on the West Coast, it's hard to find hay like ours going east. It's a little sweeter here, and the cows milk differently on it. I've found hay on Facebook Marketplace, and we've been fortunate to develop friendships with other cattle people here that have it.

Mom and dad stay home: There are cows at home that are just as important even if they didn't make the cut to come to Madison. It's always hard. We have to be really meticulous about which ones go and which ones don't. Mom takes on a lot of work, especially when we're gone.



Why is it important for you to exhibit in Madison?

JENLAR: It's by far and away our favorite week of the year — for the kids, too. We love going there, seeing the people we see once a year, the camaraderie, and the kids' show friends are some of their best friends. It's such a great way to market your cattle, too. Ours are home bred, so people can see what kind of breeding philosophy you have, and how you take care of your cows and show heifers as well. We've made worldwide connections. People stop by the string and ask questions, want to see pedigrees and know what's for sale here and at home. It's cool to be a part of that.

OAKFIELD CORNERS DAIRY: It's a lot of work to be away for that long, but it's something we enjoy doing. We're very passionate about it, it's part of our business model and marketing program. It's extremely important from an enjoyment and social perspective, but also a business standpoint. Even if we didn't have cows there, we would still go watch and enjoy the Trade Show.

R&R DAIRY: My parents were really into dairy judging for Cal Poly and have always really appreciated show cows. Our goal is to be able to disperse our genetics via embryo work. We've been able to develop some really nice cows and get them into our industry through the show in Madison. We have been able to sell some really nice cows, and it's rewarding to watch them do good things for other herds. We find profitability in that marketing aspect of World Dairy Expo. 🌟

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WORLD DAIRY EXPO AMENITIES



Scan or visit worlddairyexpo.com to purchase tickets before arriving. Save to your phone or print off at home. Admission is required for those 12 years old and older, Tuesday through Friday.

\$15 - Daily
\$40 - Season

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- Keep interactive maps in your pocket
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ATM LOCATIONS

- Coliseum West Lobby
- Coliseum East Lobby
- Exhibition Hall Lobby
- New Holland Pavilion 1 Lobby
- Outdoor Trade Mall Food Court
- The Tanbark

THE DAIRY SHOW

World Dairy Expo brings you "The Dairy Show," Expo's podcast, to talk all things dairy from new technology to genetics to the colored shavings. Listen to new episodes on the second and fourth Tuesday of every month on Spotify, Apple Podcasts, Google Podcasts, iHeart Radio, Amazon Music, and worlddairyexpo.com.

EXPO FAMILY LOUNGE

This area is a place for families with small children to rest and recharge. The Expo Family Lounge is in the Madison Room on the second floor of the Exhibition Hall and is sponsored by Dairy Girl Network.

EXPOTV

World Dairy Expo's Dairy Cattle Show and educational programs are webcast live on worlddairyexpo.com. This free coverage is sponsored by: Diamond V, Dairy Management Inc., Golden Calf Company, Semex/Boviteq, STgenetics and Zoetis.

INFORMATION BOOTHS

- Fairgrounds Drive, sponsored by Building by Alphas
- Exhibition Hall Lobby

BREVANT SEEDS ATTENDEE LEARNING LOUNGE

Located in the pre-function space of New Holland Pavilion 1, open during Trade Show hours. This lounge includes a concession stand, comfortable seating and ExpoTV.

PURPLE COW GIFT SHOP

Exhibition Hall Lobby

Sunday & Monday:

3:00 p.m. to 7:00 p.m.

Tuesday - Thursday:

9:00 a.m. to 5:30 p.m.

Friday: 9:00 a.m. to 4:00 p.m.

TRANSPORTATION

Taxis are available during show hours outside the west doors of the East/West Corridor in the Exhibition Hall.

Badger Cab: (608) 256-5566

Green Cab: (608) 255-1234

Madison Taxi: (608) 255-8294

Union Cab: (608) 242-2000

Using a ride share app? Have them meet you at the designated pick-up location on the west side of the Exhibition Hall, outside of the East/West Corridor.

FOOD OPTIONS

THE TANBARK:

Food Service:

Mon. - Fri. 11 a.m. - 3 p.m.

Bar Service:

Mon. - Fri. 11 a.m. - close

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Thurs., sponsored by:



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AMENITIES FOR



INTERNATIONAL ATTENDEES



INTERNATIONAL REGISTRATION

International Registration, sponsored by Comfort Hoof Care, is the first step in taking advantage of the following amenities. Registration can be completed online at world-dairyexpo.com under the “International Attendees” tab, by scanning the QR code or at the event in the east/west corridor of the Exhibition Hall during Trade Show hours.



INTERPRETERS

At the International Registration Desk, Expo interpreters are available to assist with directions, show information and business transactions. Languages covered by interpreters include Chinese, French, German, Portuguese, Russian and Spanish.

INTERNATIONAL LOUNGE

Located in Mendota 5-7 meeting rooms with access through the east/west corridor of the Exhibition Hall, this lounge is only accessible by registered international attendees. Inside, attendees can enjoy light refreshments, dedicated Wi-Fi service, lounge furniture, ExpoTV and more.

INTERNATIONAL RECEPTION

Hosted on Thursday night, the International Reception is an opportunity to network with the global dairy industry while enjoying live music and free hors d'oeuvres. This reception is hosted in Mendota 1-4 in the Exhibition Hall.

TRADE EVENT PARTNERSHIP PROGRAM (TEPP), PARTNERSHIP WITH U.S. DEPARTMENT OF COMMERCE/ INTERNATIONAL TRADE ASSOCIATION

This program is an opportunity to accelerate the reach of WDE and expand global recruitment efforts. The International Export Center, staffed by the U.S. Department of Commerce Commercial Services/International Trade Association team, is featured in the International Lounge. The USDC/ITA team can provide export counseling to exhibiting U.S. exporters and assist foreign buyers, helping to steer them toward exhibiting U.S. exporters who can meet their purchasing and representation objectives during the event.





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¹Gadberry S., Powell J. Internal Parasites in Beef and Dairy Cattle. University of Arkansas Research & Extension website. <https://www.uaex.edu/publications/PDF/FSA-3045.pdf>. Accessed June 3, 2021.

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NEW LEADER, NEW SCHEDULE



For 55 years, the global meeting of the dairy industry has been essential to farmers, companies and enthusiasts alike. Many traditions have been maintained from year to year, while many features of the event have matched the progression and pace of change in the dairy industry.

NEW LEADER

For five decades, various leaders have taken the reins in making the event what it is today. In 2022, following the retirement of Scott Bentley, Laura Herschleb stepped into the role of World Dairy Expo General Manager.

Herschleb's background in the dairy industry and career path are the makings of a leader for dairy's most prominent event. A Wisconsin native, she grew up on her family's small dairy farm just outside of Milwaukee County. Herschleb recalls, "I was the only kid in my school with any firsthand experience or opportunity to live and work on a farm, so promoting agriculture and everything our family did is something I had done from a very young age."

Herschleb's first exposure to behind the scenes of Expo was through Badger Dairy Club and as the Wisconsin Junior Holstein Princess Attendant. She's maintained involvement with WDE throughout her career, serving for five years as the Dairy Cattle Show Manager and later assisting with the Trade Show and a handful of other WDE projects as a freelancer.

"I'm thankful for the base knowledge that I have with regards to the show, and familiarity with the team and committees. However, I am really trying to have an eyes-wide-open approach, asking a lot of questions. It's been a whirlwind, and I'm sure it will continue that way, but I wouldn't have it any other way," Herschleb says.

Each year, Herschleb says the excitement among the team is palpable. "It's just really special — there's this electricity that comes to Madison when everyone is here for the event."

NEW SCHEDULE

Now, WDE will span six days, Sunday through Friday. The youth contests will be held on Sunday, with the Dairy Cattle Show beginning Monday and the Trade Show on Tuesday. Everything will end together on Friday.

Herschleb says an immense amount of planning went into ensuring the respect of foundational traditions of the event, while being mindful of the companies and their time investment in the show.

"It's critically important to maintain five days on the colored shavings, but when you think about other trade shows and conventions, they're often only two to three days," Herschleb says. "Five days was a really long time for those companies to be gone and in Madison."

Herschleb cites additional schedule-change benefits for all.

"It'll allow for some of the growing breed shows to have the entire Showring as opposed to splitting the Showring with another breed show. For attendees and exhibitors, we believe this will be advantageous and understand that schedules will shift in some cases, but also hope

it'll allow an opportunity to make the most of the weekdays of the event."

It is recommended attendees make use of the WDE app and plan out must-sees in advance.

"We're very passionate about creating and hosting an event that meets the needs of the global industry today and into the future," Herschleb concludes. "That's one of our greatest opportunities — looking to the future and providing suggestions and feedback. We're excited for the show." 🌱



“ It's just really special — there's this electricity that comes to Madison when everyone is here for the event. ”

—Laura Herschleb

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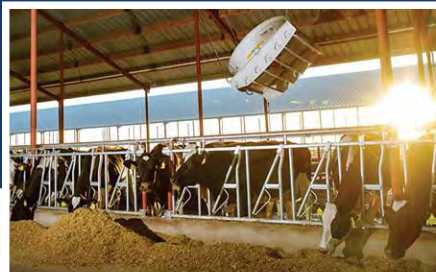
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SCHEDULE OF EVENTS



(C) Coliseum (EH) Exhibition Hall (P) New Holland Pavilion 1 (TB) The Tanbark (TC) Trade Center (SP) Sale Pavilion

SUNDAY, OCT. 2

- 8:00 a.m. 4-H, Intercollegiate & Post-Secondary Dairy Cattle Judging Contests (C)
- 10:00 a.m. WDE Youth Fitting Contest (SP)
- 2:00 p.m. WDE Youth Showmanship Contest (C)
- 5:30 p.m. 4-H, Intercollegiate & Post-Secondary Dairy Cattle Judging Contest Reception & Banquet (TB)

MONDAY, OCT. 3

- 7:00 a.m. International Junior Holstein Show (C)
- 7:00 a.m. International Milking Shorthorn Show (C)
- 4:00 p.m. Happy Hour in The Tanbark* (TB)
- 4:00 p.m. International Jersey Show - Heifers (C)
- 4:30 p.m. Dairy Shrine Reception and Awards Banquet (EH)

TUESDAY, OCT. 4

- 7:00 a.m. International Jersey Show - Cows/Groups (C)
- 8:00 a.m. Central National FFA Contests (SP, EH)
- 8:00 a.m. FFA Advisor Appreciation Event (P)
- 8:30 a.m. International Guernsey Show (C)
- 9:00 a.m. Tanbark Talk* (TB)
- 9:30 a.m. FFA Seminar: Ag Careers Panel (EH)
- 9:30 a.m. Knowledge Nook Session* (EH)
- 10:00 a.m. Virtual Farm Tour (EH)
- 10:30 a.m. FFA Seminar* (EH)
- 10:30 a.m. Knowledge Nook Session (EH)
- 11:30 a.m. Knowledge Nook Session* (EH)
- 12:00 p.m. Expo Seminar (EH)
- 12:30 p.m. Knowledge Nook Session* (EH)
- 1:30 p.m. Knowledge Nook Session (EH)
- 2:00 p.m. Expo en Español (EH)
- 2:30 p.m. Knowledge Nook Session* (EH)
- 3:00 p.m. International Brown Swiss Show - Heifers (C)
- 4:00 p.m. Happy Hour in The Tanbark* (TB)
- 5:15 p.m. Commercial Exhibitor Party (EH)
- 7:00 p.m. Top of the World Jersey Sale (TB)
- 7:00 p.m. World Ayrshire Event Sale (SP)

WEDNESDAY, OCT. 5

- 7:00 a.m. Council on Dairy Cattle Breeding (EH)
- 7:00 a.m. International Brown Swiss Show - Cows/Groups (C)
- 9:00 a.m. Tanbark Talk: Athletes Powered by Dairy (TB)
- 9:30 a.m. Knowledge Nook Session (EH)
- 10:00 a.m. Dairy Forage Seminar* (TC)
- 10:00 a.m. Virtual Farm Tour (EH)
- 10:30 a.m. Knowledge Nook Session (EH)
- 11:30 a.m. Brevant seeds Forage Superbowl Luncheon (EH)
- 11:30 a.m. Knowledge Nook Session (EH)
- 12:00 a.m. Expo Seminar (EH)
- 12:30 p.m. Knowledge Nook Session (EH)
- 1:00 p.m. Global Trends Driving Dairy Demand (EH)
- 1:30 p.m. Dairy Forage Seminar* (TC)
- 1:30 p.m. International Red & White Show - Heifers (C)
- 1:30 p.m. Knowledge Nook Session (EH)

TRADE SHOW HOURS Tuesday-Thursday: 9:00 a.m. to 5:00 p.m.
Friday: 9:00 a.m. to 4:00 p.m.

- 2:00 p.m. Expo en Español (EH)
- 2:30 p.m. Knowledge Nook Session (EH)
- 3:00 p.m. World Premier Brown Swiss Sale (SP)
- 3:30 p.m. International Ayrshire Show - Heifers (C)
- 4:00 p.m. Happy Hour in The Tanbark (TB)
- 7:00 p.m. Recognition Awards Banquet (TB)

THURSDAY, OCT. 6

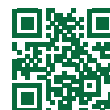
- 7:00 a.m. International Ayrshire Show - Cows/Groups (C)
- 7:00 a.m. International Red & White Show - Cows/Groups (C)
- 8:30 a.m. Global Dairy Symposium (EH)
- 8:30 a.m. Young Cooperators Program Workshop (EH)
- 9:00 a.m. Tanbark Talk: US Farm Report - LIVE (TB)
- 9:00 a.m. World Dairy Expo Tech Spotlight (EH)
- 9:30 a.m. Knowledge Nook Session (EH)
- 10:00 a.m. Dairy Forage Seminar (TC)
- 10:00 a.m. Virtual Farm Tour (EH)
- 10:30 a.m. Knowledge Nook Session (EH)
- 11:00 a.m. The Future Viability of Dairy Farmers in the U.S. (EH)
- 11:30 a.m. Knowledge Nook Session (EH)
- 12:00 p.m. Expo Seminar (EH)
- 12:30 p.m. Knowledge Nook Session (EH)
- 1:00 p.m. International Holstein Show - Heifers (C)
- 1:00 p.m. Sharing Wisdom, hosted by Dairy Girl Network (EH)
- 1:30 p.m. Dairy Forage Seminar (TC)
- 1:30 p.m. Knowledge Nook Session (EH)
- 2:00 p.m. Expo en Español (EH)
- 2:30 p.m. Knowledge Nook Session (EH)
- 4:00 p.m. Happy Hour in The Tanbark (TB)
- 4:30 p.m. UW-Platteville School of Agriculture Alumni Reception (EH)
- 5:00 p.m. International Reception (EH)
- 7:00 p.m. World Classic '22 Holstein Sale (C)
- 7:00 p.m. Sunset Celebration, featuring The Jimmys (TB)

FRIDAY, OCT. 7

- 7:30 a.m. International Holstein Show - Cows/Groups (C)
- 9:00 a.m. Tanbark Talk: Meet Dairy Farming Olympian, Elle St. Pierre (TB)
- 9:30 a.m. Career Connections (EH)
- 9:30 a.m. Knowledge Nook Session* (EH)
- 10:00 a.m. Dairy Forage Seminar (TC)
- 10:00 a.m. Virtual Farm Tour (EH)
- 10:30 a.m. Knowledge Nook Session (EH)
- 11:30 a.m. Knowledge Nook Session* (EH)
- 12:00 p.m. Expo Seminar (EH)
- 12:30 p.m. Knowledge Nook Session* (EH)
- 1:30 p.m. Dairy Forage Seminar (TC)
- 1:30 p.m. Knowledge Nook Session* (EH)
- 2:00 p.m. Expo en Español (EH)
- 2:30 p.m. Knowledge Nook Session* (EH)
- 4:00 p.m. Parade of Champions and selection of the 2022 Supreme Champions
- 5:30 p.m. World Dairy Expo 2022 Closes



Download Expo's mobile event app for an up-to-date schedule.



*event details pending



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21

TANBARK TALKS



Start your morning at World Dairy Expo with inspirational and educational sessions in The Tanbark! Tanbark Talks are confirmed for Wednesday through Friday at this time. Visit worlddairyexpo.com to watch for more information about another possible high-profile guest joining on Tuesday!



WEDNESDAY, OCT. 5

9:00 a.m. – Athletes Powered by Dairy

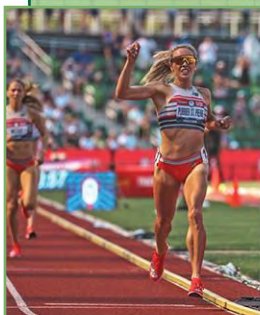
Michelle McBride is the founder and CEO of GoodSport Nutrition where she launched GoodSport®, a first-of-its-kind natural sports drink with three times the electrolytes and 33% less sugar than traditional sports drinks that's been scientifically shown to provide rapid and long-lasting hydration by harnessing the electrolytes and carbohydrates found in milk. This is your chance to learn more about the dairy innovation that is powering athletes and creating a new market for dairy.



THURSDAY, OCT. 6

9:00 a.m. – U.S. Farm Report – LIVE

Ever wonder what it's like to be a part of a live TV audience? This is your chance to experience it firsthand while also learning about key topics impacting the dairy industry. Join host **Tyne Morgan** for a live TV taping of "U.S. Farm Report," featuring a panel discussion on dairy markets, trends and news. Panel members include **Dan Basse**, AgResource Company, **Mike North**, ever.ag, and **Scott Brown**, dairy economist, University of Missouri. Bring your questions and don't forget to grab some free milk on your way into The Tanbark for this unique experience!



FRIDAY, OCT. 7

9:00 a.m. – Meet Dairy Farming Olympian, Elle St. Pierre

Elle St. Pierre grew up on a dairy farm in Vermont where she developed a passion for the dairy industry and dairy education. She is currently the American Indoor Mile and Two-Mile Record Holder, a 2019 World Championship Finalist, a 2020 Olympic Trials Champion, and a 2020 Tokyo Olympic Finalist in the 1500-meter race. Join us on the final morning of World Dairy Expo as Elle shares her experiences as an Olympian and a dairy farmer.



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EDUCATIONAL SEMINARS



Presented by industry leaders in the Mendota 1 meeting room of the Exhibition Hall, these seminars address topics such as finances, climate, management practices and dairy markets. Seminars consist of a 45-minute presentation and time for questions and answers. 2022 Expo Seminars will be held at 12:00 p.m., Tuesday through Friday.



TUESDAY, OCT. 4

12:00 p.m. - "Milking Quickly, Gently, and Completely: Can We Consistently Achieve All Three?"

Presenter: Paul D. Virkler, DVM, Senior Extension Associate, Cornell University College of Veterinary Medicine

Sponsored by:
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The industry has traditionally talked about a trade-off between milking a cow quickly, gently, and completely, but does this still hold true? This seminar will delve into the details of the milking routine and explore the topic of bimodal milk flow curves and how to avoid them on your dairy. Discover the latest research that shows getting it right on every cow on your dairy can pay big dividends not only by decreasing milking time and the risk of mastitis but also by increasing the amount of high-quality milk produced.

Paul Virkler obtained both his bachelor's degree and DVM from Cornell University and spent seven years as a cattle veterinarian at Attica Veterinary Associates in Western New York. Virkler is working as an extension veterinarian for Quality Milk Production Services at Cornell University, providing science-based advice to producers and veterinarians.



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WEDNESDAY, OCT. 5

12:00 p.m. - "Carbon Credits: What Do They Mean and How Do They Affect Dairy?"

Presenter: Jamie Vander Molen Boehl, Vice President, Sustainability Initiatives and Outreach, Newtrient

Sponsored by:
McLanahan
Corporation

Many companies are looking to dairy as a key climate solution. Dairy farms provide a variety of climate-smart solutions that can yield revenue streams through environmental credits. While existing and emerging environmental markets offer tremendous opportunity, they also come with significant challenges in navigating the complex space. This session will highlight the current and future environmental markets for dairy farms and discuss how to weigh the risks and rewards.

Jamie Vander Molen Boehl is the Vice President of Sustainability Initiatives & Outreach at Newtrient. She is responsible for leading outreach and projects to advance technology and practices, ecosystem services markets, manure-based products, and renewable energy markets. She provides innovative solutions to reduce the environmental footprint of dairy, making it economically viable to do so.



McLanahan

THURSDAY, OCT. 6

12:00 p.m. - "Could Activists Carry Away Your Dairy?"

Presenter: Abby Kornegay, Manager, Issues and Engagement, Animal Agriculture Alliance

Sponsored by: EfferCept

State legislative measures dictating animal care are often lobbied for by animal rights activist extremist organizations and have the potential to impact farmers' ability to provide safe, nutritious and affordable animal products for all. These activist-led ballot initiatives also spread misinformation about animal agriculture and create conversation and precedent for more extreme measures to be introduced in the future. In this session, attendees will learn about recent legislative campaigns impacting the dairy community and what can be done to safeguard the future of dairy.

As manager, issues and engagement, Abby Kornegay leads animal activist monitoring and crisis management strategy for Animal Agriculture Alliance. She communicates with farmers, and industry professionals about activist strategy and what we can do to provide a counter voice.

Kornegay has a bachelor's degree and Master of Applied Science in animal science from North Carolina State University.



EfferCept
PRE / POST TEST DIP

FRIDAY, OCT. 7

12:00 p.m. - "The Future of our Dairy Markets – What Reforms Are Needed?"

Panelists: Dana Coale, Deputy Administrator, USDA-AMS-Dairy Program; Roger Cryan, Ph.D., Chief Economist, American Farm Bureau Federation; Andrew Novaković, Ph.D., Professor Emeritus, Charles H. Dyson School of Applied Economics and Management; Jim Sleper, Managing Partner, Sleper Consulting, LLC; Moderated by Mark Stephenson, Ph.D., Former Director of Dairy Policy Analysis, University of Wisconsin-Madison

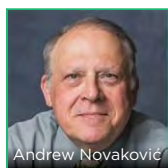
Sponsored by: National Milk Producers Federation



Dana H. Coale



Roger Cryan



Andrew Novaković



Jim Sleper

The Seminar Panelists Are:

■ Dana H. Coale administers the Federal Milk Marketing Orders as well as manages dairy market news reporting and more.

■ Roger Cryan, Ph.D., is familiar with providing insight on a wide range of market and policy issues.

■ Andrew Novaković, Ph.D., has worked closely with USDA staff on the analysis and development of dairy programs.

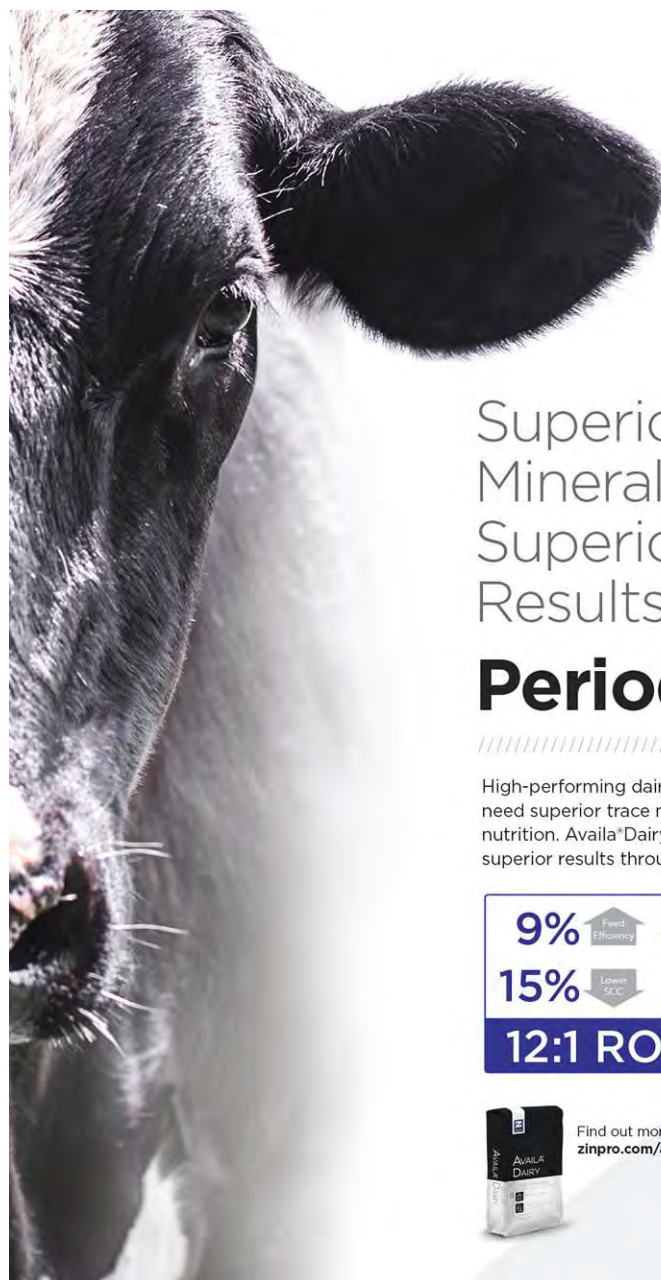
■ Jim Sleper, Managing Partner of Sleper Consulting LLC., has extensive knowledge of dairy economics and policy.

This panel is moderated by Mark Stephenson, a retired Director of Dairy Policy Analysis at the University of Wisconsin-Madison.

Stephenson has worked on projects looking at Federal Milk Marketing Orders.

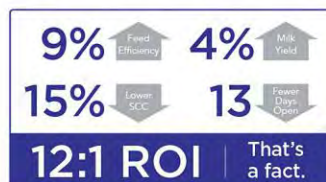


Federal Milk Marketing Orders have been regulating aspects of U.S. dairy markets for eight decades. They have evolved to accommodate changes in technology, consumer preferences and structure of the industry. However, their basic tools are not fundamentally different than they were in the 1940s. The panel will examine what substantial changes are needed.



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DAIRY FORAGE SEMINARS



Dairy Forage Seminars at World Dairy Expo are hosted by the organizing partners of the World Forage Analysis Superbowl. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers work together to present seminars on cutting-edge research and information. These experts are also available throughout the week in the World Forage Analysis Superbowl space, located in the Trade Center at World Dairy Expo.

WEDNESDAY OCT. 5

10:00 a.m. **Choosing the Right Corn Silage**

Speaker: TBD

1:30 p.m. **Here's How We Produce Top-Quality Baleage**

Speaker: Kendall Guither, Guither Farms, Walnut, Ill.

THURSDAY OCT. 6

10:00 a.m. **Balancing Alfalfa and Corn Silage in High-Producing Dairy Rations**

Speaker: Rick Grant, President, William H. Miner Institute

1:30 p.m. **Optimal Fertilizer Management During and After Alfalfa Stands**

Speaker: Matt Yost, Assistant Professor, Agroclimate Extension Specialist, Utah State University

FRIDAY OCT. 7

10:00 a.m. **Feeding Grass, Alternate Species and Cover Crops for Higher Production**

Speaker: Matt Akins, Scientist and Extension Dairy Specialist, UW-Madison Department of Animal and Dairy Sciences

1:30 p.m. **Agronomic Management of Annual Alternative Forage Crops/Mixes**

Speaker: Kevin Jarek, Outagamie County - Crops and Soils Agent, UW-Madison Division of Extension



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A SPOTLIGHT ON NEW TECHNOLOGY



The periodic table is comprised of every known chemical element. While each one has its own unique qualities and important role, the table brilliantly groups and categorizes them by weight and type.

In a similar way, each dairy farm, and each company serving the farm, has important individual goals. But many of the unique goals and practices on the farm can be categorized into a few groups that many producers and companies will find they have in common. The World Dairy Expo Tech Spotlight in 2021 revealed a few of these key categories: animal welfare, profitability, efficiency, sustainability and traceability.

SHOWCASE SPOTLIGHT

Through a series of pitches, and questions and answers from both industry experts and the audience, the WDE Tech Spotlight showcases the latest technologies available to dairy producers. Aidan Connolly, President of AgriTech Capital and host of the event, says, "The importance of technology is something that's very clear to me, from the perspective of increasing productivity on the farm, efficiency on the farm, animal welfare, all while trying to be sustainable."

Companies who presented during the in-person portion of

this event in 2021 ranged from startup phase to recently having entered the U.S. market after a few established years in Europe. HerdDogg, milc group, Cainthus, Labby Inc., Livestock Water Recycling, Pharm Robotics, SmaXtec Inc., and Zisk LLC each shared their latest innovation that addresses common challenges on today's dairy farms. To participate in the in-person portion of the event, companies



but much less at the core: the cow. That's our focus."

According to Scherer, a monitoring bolus is inserted into each cow, and it instantly sends data on temperature, rumination and activity to the cloud. The software then gives the farmer the ability to monitor both the herd and individual cow for ketosis, heats, calving and more.

Adam Hurtgen was among the first farmers in the U.S. to try out

the SmaXtec Inc. bolus system, and he's already seen those benefits since

installing the system in the fall of 2021.

"As a herd, I believe there are two facets: a whole-herd view, telling you there's an underlying something you're missing in your protocol.

Then there's also individual information on the cow that needs help that day. This tool is allowing us to be more efficient with our time," Hurtgen says.

The 2022 WDE Tech Spotlight will take place on Thursday, Oct. 6 at 9 a.m. or you can tune in to watch the event online on Thursday, Sept. 15.

Companies featured in the 2022 WDE Tech Spotlight include: Cattle Eye (virtual only), Dairy.com, EIO (virtual only), Labby Inc., milc group, Milk Moovement (virtual only), smaXtec Inc. and Nedap Livestock Management. 🌱

needed to be exhibiting in the WDE Trade Show. Additional startups were involved in the virtual portion of the event.

SMAXTEC INC.

One of the more established companies at the live event during WDE was SmaXtec Inc., creator of the bolus system that continuously collects data from the inside of the cow.

"Being profitable and sustainable is our common goal in the dairy industry," says Stephan Scherer, founder of SmaXtec Inc. "There are a lot of developments and advancements in technology,



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FACILITY UPGRADES: FOCUS ON WHAT YOU CAN CONTROL

The appeal of an expansion, remodel or future facility upgrade is easy to see. Enhanced cow comfort, room for additional family on the farm, increased production and overall efficiency are just a few of the incentives behind such a major, progressive change.

Yet, between planning and engineering, construction and equipment, with current supply chain woes thrown in, a successful investment in facilities is one of the most complex upgrades a farm can make. Ted Gribble, company owner and lead engineer, and Glenn Roberts, operations manager of Five-G Consulting say the facility design is one factor that will contribute the most to the success of the project.

"Obtain a good design that fits your production needs and environments," Gribble says. "This design then allows you to set a realistic budget and timeline for construction. Our custom design also helps minimize compromise during construction that can last the life of your facility."

THREE BUILDING TIPS

Gribble and Roberts offer three key pieces of advice to any farmer considering such an investment: 1) a good dairy design should save you money both during construction and operation; 2) select the right type of ventilation for your climate; 3) you are going to spend a large amount of money; the key is spending it right.

Kevin Verheyen, vice president agricultural sales with Bayland



Buildings, says there are so many unknowns on both sides of building jobs right now. Farmers are taking risks, entering cautiously into building projects knowing the market for their milk could change tomorrow.

"I think it's in the back of all of our minds: Where are we going in the next six months to years down the road?" Verheyen says. "Inflation, interest rates, supply chain, it's all in an uproar. Everything is just so uncertain."

According to Verheyen, Bayland Buildings — along with many other construction firms — has needed to impose expiration dates on their proposals over the past year because it has been increasingly difficult to lock in prices.

"Materials are really jumping all over the board right now," Verheyen says.

LEARNING CURVE AHEAD

Verheyen says there's an added learning curve for builders and farmers with digester and RNG projects on the rapid rise. Currently involved in a handful of digester system projects, he notes, "It's all very new. The digester companies are new, there are all different systems, and they are all so new, so it can be tough to know what the expectation is, and which company is leading the project."

Verheyen advises planning ahead for facility upgrades.

"Every builder's schedule is booked out right now, and with material costs all over the board, the sooner materials can be ordered, the more quickly your price is guaranteed."

Learn more about facility upgrades at World Dairy Expo's Trade Show, Oct. 4-7. 🌱

DAIRY-BEEF MYTH BUSTERS

Raising dairy-beef crossbred calves is becoming an increasingly popular production strategy on dairy farms across the country. Supporting these calves with proper nutrition will be an important step toward a successful crossbred program. But first, we must bust four common myths with proven research when it comes to feeding dairy-beef crossbred calves successfully.



MYTH #01: YOU CAN FEED DAIRY-BEEF CROSSBRED CALVES LESS TOTAL MILK REPLACER.

Knowing that a dairy-beef crossbred calf is much more efficient compared to a Holstein calf, many believe they can be fed less milk replacer and still see similar growth and performance as you would see in a Holstein that is fed more. The truth is when a crossbred calf is fed a higher plane of nutrition, meaning 1.5-1.8 lbs. of milk replacer per day, they perform much better and producers will see that the cost per pound of gain decreases.



MYTH #02: DAIRY-BEEF CROSSBRED CALVES CAN BE WEANED EARLIER.

Weaning calves early reduces their feed efficiency while increasing the cost per pound of gain. Our research shows that dairy-beef crossbred calves tend to become more aggressive eaters as they grow, so offering both milk replacer and starter feed in tandem until 8 weeks of age sets them up for increased performance and efficiency post-weaning. We must give calves ample time for them to develop a rumen ready for dry feed, as well as gain the body capacity to handle a large rumen.



MYTH #03: FEEDING DAIRY-BEEF CROSSBRED CALVES MORE WILL ONLY EQUATE TO MORE HIP HEIGHT.

The body composition of a dairy-beef animal is very different from a Holstein calf. When fed the same high plane of nutrition, there is greater bodyweight gain and less hip height gain in crossbred calves than in Holstein calves. When crossbred calves are fed a higher plane of nutrition, they prioritize muscle gain with moderate frame growth that is proportionate to the rest of the body if enough protein is provided.



MYTH #04: DAIRY-BEEF CROSSBRED CALVES CAN BE FED A LOWER PERCENTAGE OF PROTEIN.

Milk replacer and starter feed high in protein are crucial for adequate muscle growth in the preweaning phase. Feeding this same starter feed until at least 12 weeks of age will lead to continued efficiency, muscle growth and performance in the post-weaning phase and, ultimately, to a lower cost per pound of gain.

Raising dairy-beef crossbred calves is a value-added production strategy that is here to stay, and dairy producers have a tremendous opportunity to influence the success of this strategy through nutrition.



Let's talk about your beef cross nutritional program today.

Contact your Land O'Lakes Animal Milk Solutions team member today by calling 800-618-6455 or visit lolumilkreplacer.com

SUSTAINABLE SOLUTIONS WITH MANURE MANAGEMENT

More than 250 U.S. dairies use an anaerobic digester system to generate electricity or renewable natural gas (RNG). After a six-year process, Adam Graft, a dairy farmer and veterinarian from Americus, Ga., will join the ranks when his digester is online by the end of the year.

In 2016, Graft had his sights set on a high-input, high-output digester to manage manure and reduce odor. Three years later, midway through the engineering and permitting phase to add a D3 RIN digester, he was hit with a Clean Water Act lawsuit from his neighbors. The complaint cited water quality concerns and noxious odors.

"I started this process trying to be a good neighbor, to mitigate odor issues," Graft says. "A digester was the best and only solution for odor mitigation."

OPPORTUNITY KNOCKS

According to Penn State Extension, controlled anaerobic decomposition can reduce odors in liquid manure systems, converting the odor-causing organic acids into renewable energy in the form of biomethane. The remaining effluent is liquified, low in odor and rich in nutrients.

"We wanted to increase the nutrients and enhance our fertilizer source for our crops," Graft adds. "The revenue stream is money we don't have today, so it's a benefit, too."



PHOTO: NEWTRIENT

WILL A DIGESTER WORK FOR YOU?

Newtrient offers three things to consider when deciding if a digester is a good fit for your operation:

- 1. Suitability.** Will a new system integrate well with your current dairy and manure management system?
- 2. Longevity.** Does the 20-year lifespan of a digester system match your succession plan for the future of your farm?
- 3. Partners.** Identify who will help build the project, and handle maintenance and repairs, in a way that works for everyone.

Of the 250 dairies using digester systems, Mark Stoermann, Newtrient COO, says 20% came online in the past five years.

"With the current demand and programs supporting RNG, that number of farms can increase by another 20% or more in the next five years," he says.

Sustainability is a big reason for the boom, says David Darr, Vanguard Renewables chief sustainability officer.

TEAMWORK FOR THE WIN

"There are a lot of dairy and food companies with goals to reduce emissions, including local and state utilities, which demonstrates dairy farmers truly can be part of environmental solutions, and not part of the problems or challenges," Darr explains. "With the tremendous interest in RNG as a product and dairy farms to engage, it's a nice collision point of opportunity." 🌱

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EXPO EN ESPAÑOL

Expo en Español is World Dairy Expo's educational program designed for Spanish-speakers involved in the dairy industry. Presented in Spanish, these seminars focus on tools that are beneficial for dairy owners, managers and mid-managers. Expo en Español is presented Tuesday through Friday during World Dairy Expo in Mendota 1 of the Exhibition Hall at 2 p.m. and includes a question-and-answer segment.



Disponible en Español: worlddairyexpo.com/pages/Expo-en-Espanol.php

TUESDAY, OCT. 4

2 p.m. - "Milking Procedures: How They Can Affect Milking Efficiency and Milk Production"

Presenter: Paola Bacigalupo-Sanguesa DVM, MSc, Extension Educator, Michigan State University
Sponsored by: Progressive Dairy

Producers and consultants are quite familiar with the concepts of parlor efficiency and the different steps in milking procedures, but what about milking efficiency? In this seminar, we will discuss milking procedures and the association with milking efficiency, how to identify inefficiencies and how to improve practices that will increase milk production and ensure cow comfort during milking.



Paola Bacigalupo-Sanguesa is an Extension Educator for Michigan State University in addition to being a graduate student. She obtained her veterinary medicine degree in Chile, a master's degree at Colorado State University and is working on her doctorate. Her research is focused on the association between milking efficiency and milk production.

WEDNESDAY, OCT. 5

2 p.m. - "How to Motivate and Improve Employee Retention"

Presenter: Maristela Rovai, DVM, Ph.D., Associate Professor, South Dakota State University
Sponsored by: Progressive Dairy

Dairy employees play a critical role in ensuring the highest milk quality, which impacts human health, milk processing and on-farm profitability. Factors associated with milk quality include but are not limited to cow's welfare and herd health. These factors are impacted by dairy employees' knowledge, skills, and performance. Exemplary performance is driven by effective training, motivation and communication between team members. The different strategies for motivating and retaining employees while effectively educating them will be explored in this session.



Maristela Rovai is a veterinarian from Brazil with MS and doctoral degrees from Universitat Autònoma de Barcelona UAB-Spain. She is an Associate Professor and South Dakota's Extension Dairy Specialist with the Dairy and Food Science Department at South Dakota State University.

THURSDAY, OCT. 6

2 p.m. - "Safety At Your Workplace"

Presenter: Juan Quezada, Director of Training and Development, Milk Source, LLC
Sponsored by: Progressive Dairy

In this seminar, Juan Quezada will cover a variety of safety-related practices and training courses to ensure all farm employees are at the lowest form of risk while on the job. Topics to be discussed include OSHA and other safety classes, safe machinery practices, safety protocols and warnings, and how to address safety procedures on your operation.



Quezada has extensive knowledge of farm safety practices, having been the Director of Safety for 10 years before transitioning to Director of Training and Development at Milk Source, LLC. Before joining the Milk Source, LLC team, Quezada worked in stables in Texas, New Mexico, California and Wisconsin. He also worked as a consultant in stables in Denmark, Mexico, Sweden, Spain, Finland, Slovakia, Holland and Germany.

FRIDAY, OCT. 7

2 p.m. - "How to Resolve Conflicts Between Employees on Dairies"

Panelists: Rosario Ibarra, General Manager, Grotegut Dairy Farm, Inc.; Javier Nexticapan, Manager, Temme Agribusiness Inc.; Juan Quezada, Director of Training and Development, Milk Source, LLC

Moderator: Jorge Delgado, Alltech

Sponsored by: *Progressive Dairy*

The Panelists Are:

■ Rosario Ibarra, General Manager of Grotegut Dairy, Inc. in Newton, Wis., supervises and coordinates the activities of the 3,000-cow dairy. She has several years of experience in the Mexican-American dairy industry importing cow feed additives and was previously a calf manager at Gold Star Farms in Chilton, Wis. Ibarra also has a degree in Agronomy and an MBA.

■ Javier Nexticapan, manager for Temme Agribusiness Inc. in Wayne, Neb., is responsible for the operation of the 900-cow dairy in addition to raising replacement calves for two other dairies. Nexticapan is originally from Puebla, Mexico, and has worked on dairy farms ever since he immigrated to the U.S. in 2004.

■ Juan Quezada, Director of Training and Development at Milk Source, LLC, has worked in every position within a dairy since 1980. Before joining the Milk Source, LLC team, Quezada worked on farms in Texas, New Mexico, California and Wisconsin.

This panel is moderated by Jorge Delgado, who currently works for Alltech and created their T2R Program.



A conflict is a situation characterized by a divergence of interests that leads to confrontations. The term can be used in innumerable contexts, as long as it is considered that in these situations, there are conflicting interests that predominate over common interests. In this seminar, the panelists will address how to properly address and resolve conflicts, specifically on the farm.

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- Tony Herman - Owner, Herman Dairy



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KNOWLEDGE NOOK SESSIONS

Knowledge Nook Sessions showcase the latest products, services and research available to the dairy industry from Expo's participating companies. Up to six 45-minute presentations will be offered Tuesday through Friday of World Dairy Expo in the Knowledge Nook. Visit worlddairyexpo.com or download Expo's free mobile event app for an up-to-date schedule and more information about each session as additional details are confirmed and sessions are added.



TUESDAY, OCT. 4

10:30 a.m. Rumen Protected Glucose for Dairy Cows

Speaker: Juan Pablo Russi, Ph.D.,
Ing Agronm, MSc, PAS, Soy Best
Presenting Company: Soy Best

1:30 p.m. Reducing Pathogen Loads in Recycled Manure Solids Used as Dairy Bedding to Decrease SCC and Incidence of Mastitis

Speaker: Ben Saylor, Ph.D.,
Dairy Technical Services Manager,
ARM & HAMMER Animal and
Food Production
Presenting Company: ARM & HAMMER
Animal and Food Production

WEDNESDAY, OCT. 5

9:30 a.m. Rumen Protected Glucose for Dairy Cows

Speaker: Juan Pablo Russi, Ph.D.,
Ing Agronm, MSc, PAS, Soy Best
Presenting Company: Soy Best

10:30 a.m. Application of Manure In-Season With a Permanent Underground Irrigation System

Speaker: Kurt Grimm, Founder and CEO,
NutraDrip Irrigation Systems
Presenting Company: NutraDrip
Irrigation Systems

11:30 a.m. A New Opportunity to Enhance Transition Cow Health and Performance through Vitamin D Nutrition: Calcidiol A New Form of Vitamin D Now Available to Feed Dairy Cattle

Speaker: Ken Zanzalari, Ph.D., Dipl. ACAN,
Product Director, Phibro Animal Health Corp.
Presenting Company:
Phibro Animal Health Corp.

12:30 p.m. Behind a Successful Lactation is a Proper Dry-off

Speakers Luciano Caxieta, Assistant Profes-
sor of Dairy Production Medicine, College of
Veterinary Medicine, University of Minnesota
Presenting Company: Boehringer Ingelheim

1:30 p.m. Supporting Normal With Effective Probiotics

Speaker: Steve Lerner, Ph.D., Head of Market-
ing and Product Management, Chr. Hansen
Presenting Company: Chr. Hansen

2:30 p.m. Fueling The Future: Smells Like Methane

Speakers: Mark Lowery, Regional Marketing
Manager, New Holland North America, and
Tom Taylor, Production Lead, Bennamann LTD
Presenting Company: New Holland



THURSDAY, OCT. 6

9:30 a.m. **Advances in On-Site Feed Analysis for Improved Production and Herd Health**

Speaker: Erik Deutsch, Ph.D., VP Innovation and Customer Solution, Si-Ware Systems
Presenting Company: Si-Ware Systems

10:30 a.m. **Supporting Normal With Effective Probiotics**

Speaker: Steve Lerner, Ph.D., Head of Marketing and Product Management, Chr. Hansen
Presenting Company: Chr. Hansen

11:30 a.m. **A New Opportunity to Enhance Transition Cow Health and Performance Through Vitamin D**

Nutrition: Calcidiol A New Form of Vitamin D Now Available to Feed Dairy Cattle

Speaker: Ken Zanzalari, Ph.D., Dipl. ACAN, Product Director, Phibro Animal Health Corp.
Presenting Company: Phibro Animal Health Corp.

12:30 p.m. **Fast and Slow: Aerobically Stable Silage in 15 Days**

Speaker: Renato Schmidt, Ph.D., Technical Services Forage, Lallemand Animal Nutrition
Presenting Company: Lallemand Animal Nutrition

1:30 p.m. **Application of Manure In-Season With a Permeant Underground Irrigation System**

Speaker: Kurt Grimm, Founder and CEO, NutraDrip Irrigation Systems
Presenting Company: NutraDrip Irrigation Systems

2:30 p.m. **Rumen Protected Glucose for Dairy Cows**

Speaker: Juan Pablo Russi, Ph.D., Ing Agronm, MSc, PAS, Soy Best
Presenting Company: Soy Best

FRIDAY, OCT. 7

10:30 a.m. **Reducing Pathogen Loads in Recycled Manure Solids Used as Dairy Bedding to Decrease SCC and Incidence of Mastitis**

Speaker: Ben Saylor, Ph.D., Dairy Technical Services Manager, ARM & HAMMER Animal and Food Production
Presenting Company: ARM & HAMMER Animal and Food Production

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#WDE22

ESSENTIAL TO WORLD

DAIRY EXPO: EDUCATION



In case the world's best dairy cattle, most innovative companies, cherished connections with peers and world-renowned grilled cheese sandwiches aren't enough to attract you to Madison, Wis.,

each fall, World Dairy Expo also takes pride in providing educational opportunities that can help advance dairy at both the farm

and industry levels. From Knowledge Nook Sessions to Tanbark Talks, and seminars to farm tours, there is a topic and a presentation style to fit every interest in dairy.

"When I think about World Dairy Expo, I think about the cream of the crop — the premier, high-level cows," says Paul Virkler, DVM, Senior Extension Associate, Cornell University. "That venue is certainly where the best of the best from cattle and genetics surface, so I think educating the audiences that are there, because they're supporting the greatest potential cows, makes a lot of sense. It's a great opportunity to move the needle."

IMPORTANCE OF PROPER MILKING PROCEDURES

Virkler will cover a topic that has "bubbled back" to the surface in recent years due to new research: bimodal milking. Through a presentation entitled, "Milking Cows Quickly, Gently and Completely: Can we Consistently Achieve all Three,"

Virkler will focus on aspects and timing in the

milking routine that would prevent cows from a bimodal letdown.

Virkler says while his message applies to anyone owning or working on farms, he keeps his talks geared toward milkers. "I think it's something that they're going to be able to take back to their farm immediately and change something to make their farm better, more economically viable, as well as



"My main message is 'Safety starts with you.' Milk, SCC, bacteria — it's all important, but what happens when somebody is hurt?"

—Juan Quezada

from a cattle welfare standpoint. This topic hits all of those angles," he says. "If we get it right and prevent mastitis, we use less antibiotics, we lose fewer cows. They can take it home and immediately change what they're doing."

EXPO EN ESPAÑOL: SAFETY TRAINING

Sessions in Spanish were first offered at World Dairy Expo in 2021, filling a gap for a large percentage of attendees, not only in terms of laborers from the U.S., but also visitors from Spain, Portugal, South America and Mexico. Juan Quezada, Training and Development Director for Milk Source is a return-

ing presenter for a session delivered in Spanish. His 2022 topic is safety training. Quezada says the topic of safety often isn't as attractive as some of the classes on production, reproduction and feed.

"My main message is 'Safety starts with you.' Milk, SCC, bacteria — it's all important, but what happens when somebody is hurt? Sometimes we forget about safety. When you're the owner of a dairy and you show that you care about safety, everyone will care about safety."



"If we get it right and prevent mastitis, we use less antibiotics, we lose fewer cows. They can take it home and change what they're doing."

—Paul Virkler



“No major changes have been made since 2000... We need to look at ways to modernize it.”

—Jim Sleper

“We come to World Dairy Expo and feel very excited for the seminars, seeing friends and neighbors, but I think the most important is if you learn something, put it in practice on your dairy and share your knowledge,” Quezada says. “If you know something, share it.”

FEDERAL MILK MARKETING ORDERS

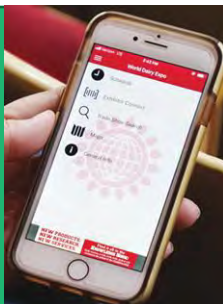
Jim Sleper is a consultant for National Milk Producers Federation. He's currently leading the task force to propose updated federal milk marketing orders.

“No major changes have been made since 2000,” Sleper says. “That’s a 20-year span with no changes in an industry that has changed a lot. We need to look at ways to modernize it, and we are in the process of a comprehensive look at changes for that.”

According to Sleper, it's imperative for farmers to understand how their milk check is comprised, how milk orders work and how they need to be updated for the changes occurring in the industry. He says the timing of his presentation at World Dairy Expo will be perfect, as the task force plans to have their proposals ready to go before USDA by fall of 2022.

The session offers a unique opportunity for discussion. “We'll primarily be sharing, but we will also be looking to answer questions and accept any input that might fine-tune what we have. We are trying to be collaborative and seek especially constructive input.” 🌱

Download the World Dairy Expo app to catch these and many other inspiring educational opportunities.



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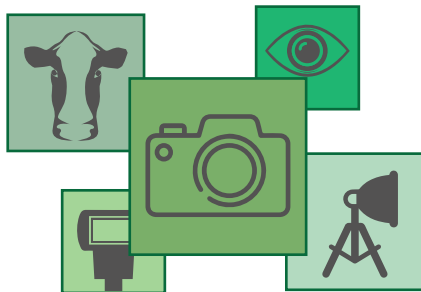
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Cassandra Balonek | Balonek Dairy | Mumford, N.Y.

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#WDE22



BEHIND THE LENS

WITH CYBIL FISHER

Phrases like, “right rear ahead half,” and “head up, weight back,” are only heard in one setting: dairy cattle photography. And when these instructions are given from behind the lens, Cybil Fisher’s team knows exactly what to do with the animal for a perfect photo.

Fisher says her work today is a result of 25 years of photography experience, and it’s not the career path she initially set out for. She grew up showing horses and says, “I was going to be a vet, but I had been helping Agri-Graphics for several years, took a semester off, worked there, and never went back.”

Fisher’s start was in the days of film, printing black and white prints in the lab, and eventually learning how to develop film. While she learned a lot of those

aspects on the job, she made the transition to digital when she began her own business in 2002.

THE ROAD TO QUALITY

Even after a lot of hands-on experience with dairy photography, Fisher says it took several years of being on her own before she felt her work was consistent.

“We always say it takes five to seven years of actively photo-ing full time to get to every scenario you have with owners and cattle and how to set them up and different levels of their functionality, and how to recognize all those traits and put it together.”

Artists are often their own biggest critic, and Fisher affirms, “It took five years before I felt I had made my first good photo, and another three after that until I felt consistent in my quality.”

Today, Fisher and her team travel all over the U.S. to farms and dairy cattle shows. For large shows, she keeps the same team in place as much as possible.

“That way, we’ve all worked with each other, we have a sense of everybody’s moods and how they work together and just keep the dynamics consistent,” she says. “I try to make sure it’s a well-oiled machine, especially for this show!”

TECHNICAL KNOWLEDGE

Fisher has also owned an elite herd of Holsteins and Jerseys. The well-known cattle photographer says her technical knowledge of dairy cattle is essential to her high-quality work, and she sticks to that strength.

“I have always been exclusively dairy,” Fisher explains. “I’ve done a couple of beef, but I don’t have the technical background in beef to really understand the nuances associated with that style of photography.”

Another testament to the quality of her work, Fisher says the shows get busier every year. Along with the team that helps work with the cattle at each farm and show, she

also employs a second, full-time photographer, Lea McCullough. Fisher’s expertise in both dairy cattle and photography, as well as attention to detail have built a great demand for her services worldwide and at WDE. 🌱



“I try to make sure it’s a well-oiled machine, especially for this show!”

—Cybil Fisher



PHOTOS: HANNAH BARTHELS



Since 2008, World Dairy Expo has been bringing the action in Madison to your living room, office, barn and tractor cab with ExpoTV.

This free livestream service is available at worlddairyexpo.com thanks to sponsors:

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ExpoTV Features Four Channels With The Following Schedule:

1. Showring (Monday – Friday)

- All breed shows and Parade of Champions

2. North Showring

- International Milking Shorthorn Show
- International Guernsey Show
- International Ayrshire Show

3. South Showring

- International Junior Holstein Show
- International Jersey Show
- International Red & White Show
- International Holstein Show
- International Brown Swiss Show

4. Education (Tuesday – Friday)

- 10:00 a.m. Virtual Farm Tour
- 11:00 a.m. Tanbark Talk
- 12:00 p.m. Expo Seminar
- 2:00 p.m. Expo en Español
- 3:00 p.m. Dairy Forage Seminar (Wed. – Fri.)
- 4:00 p.m. Dairy Forage Seminar (Wed. – Fri.)

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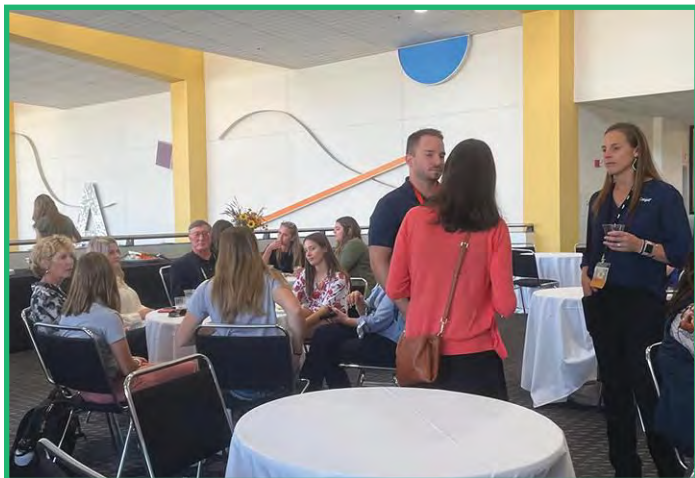
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NIGHTLIFE AT WORLD DAIRY



“Reunion” is a perfect word to describe World Dairy Expo and the people who gather there: it’s a gathering — a uniting.

One of the most important elements that World Dairy Expo brings together is the people in the industry. Along with the Trade Show, seminars, barns – and of course the Dairy Cattle Show – evening industry events are essential to the reunion-like atmosphere of the event each year.

Dairy farmers, industry professionals, commercial and cattle exhibitors look forward to a variety of evening events as a chance to catch up and reconnect each year. Events typically include the National Dairy Shrine Awards Banquet, Dairy Cattle Exhibitor Appreciation Picnic, Happy Hour in The Tanbark each evening, the Badger NAMA reception and the Commercial Exhibitor Party.

Lichtensteiger cites many rea-

in internships with companies at their booths,” she says. “So many members are already on the grounds, so we want to take advantage of that and have a chance to get together.”

Lichtensteiger says attendees enjoy the relaxed, casual atmosphere of the event. “It’s really just meant to be an open, non-structured reception to socialize, with no formal presentation.”

Coming off of 2020, attendance was lower last year, but they’re usually able to bring together between 30 and 50 members each year for beverages, hors d’oeuvres and reconnecting.

Each evening event offers something unique to its attendees. While the Badger NAMA reception is smaller and more casual, banquets such as the National Dairy Shrine Awards Banquet draw a bigger crowd and include a presentation and meal.

“World Dairy Expo is the annual meeting place for the dairy industry. It’s a chance to connect with friends and colleagues who you might not see as much throughout the year.” —Amanda Lichtensteiger

ANNUAL REUNION

“World Dairy Expo is the annual meeting place for the dairy industry,” says Amanda Lichtensteiger, Communications Lead for Badger NAMA. “It’s a chance to connect with friends and colleagues who you might not see as much throughout the year.”

sons why Expo is a great place to host an event such as the Badger NAMA reception. “With Madison being the heart location of Badger NAMA, we identified it as an opportunity to bring together professional members and student members, because a lot are going to school in Madison, showing cattle or participating

NATIONAL DAIRY SHRINE

Mike Opperman, Executive Director of National Dairy Shrine, says, “Whether you’re a Dairy Shrine enthusiast or a person who loves the dairy industry, it’s

EXPO: A REUNION OF SORTS



PHOTO: HANNAH BARTHEL, NAMA

a date on the calendar that people look forward to as a way to reunite with people they only see one time each year."

The highly anticipated event recognizes scholarship recipients, a distinguished dairy cattle breeder, a handful of Dairy Shrine Pioneers and a Guest of Honor.

"A lot of industry leaders and past dignitaries come back to the banquet as a way to connect with friends and peers, as well as to honor the people being recognized at the banquet."

Events to look forward to in 2022 will once again include the Badger NAMA reception, receptions for both UW-Platteville UW-Madison and UW-River Falls friends and alumni, several awards banquets, an international reception and more.

"A big part of World Dairy Expo is reuniting with the people you only see once a year," Opperman explains. "The awards banquet is a manifestation of that. People travel far and wide because they want to honor the industry, pay homage to the Dairy Shrine and see lifelong friends." 🌱



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Chad Ryan

Official Judge: Chad Ryan

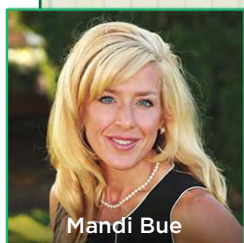
Fond du Lac, Wis.

Chad Ryan resides in Fond du Lac, Wis., with his wife, Amy, and sons, Dylan and Cameron. There he assists with the day-to-day operations of Ryan-Vu Holsteins, which is home to a select group of Holsteins and colored breed heifers. Ryan and his family have bred or developed 50 All-American, Junior All-American and All-Canadian nominees, six of which went on to be named All-American. Along with being active on the farm, Ryan serves on the WDE Dairy Cattle Exhibitor Committee and the World Dairy Expo Board of Directors. He has an extensive judging resume.

Associate Judge: Mandi Bue

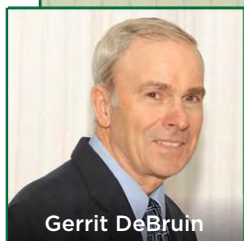
Kaukauna, Wis.

Mandi Bue, with husband Eddie, manages the elite show herd of Registered Holsteins, Red & Whites and Jerseys at Milksource Genetics in Kaukauna, Wis. She also serves as the farm's young stock manager. During her time at Milksource, Bue has cared for and developed several champion-caliber animals. She has bred and owned numerous All-American nominees and has partnered on several successful show animals. She has also officiated numerous cattle shows throughout the U.S., including the Illinois State Championship Show and the Minnesota Junior Holstein Championship Show.



Mandi Bue

INTERNATIONAL BROWN SWISS SHOW



Gerrit DeBruin

Official Judge: Gerrit DeBruin

Lake Mills, Wis.

Hailing from Lake Mills, Wis., Gerrit and his wife, Lorrie, own and operate Prescription Premix, an independent nutrition consulting business. DeBruin also owns a small elite herd of Brown Swiss under the Just So prefix. The farm is home to heifers and donor cows. DeBruin has extensive judging experience serving as official at the Southwest National Brown Swiss Show, and multiple state Brown Swiss shows throughout the Midwest and serving as the associate judge of the 2007 Central National Brown Swiss Show. DeBruin and his wife have three adult children and five grandchildren.

Associate Judge: Hayden Hauschildt

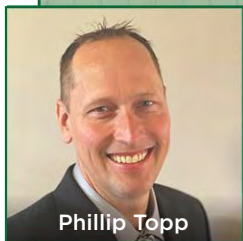
Ellsworth, Wis.

Hayden Hauschildt owns and operates a Registered Holstein and Brown Swiss dairy in conjunction with his parents, Jim and Diane, in Ellsworth, Wis. Under the Jaden prefix, Hauschildt has bred over 40 Excellent Brown Swiss. He has owned 14 All-American nominees, 12 of which were homebred, and exhibited several champions at state and national Brown Swiss shows. Hauschildt has judged numerous county and canton Brown Swiss shows and recently served as associate judge of the 2020 Illinois State Brown Swiss Show. Hauschildt currently serves as vice president of the Wisconsin Brown Swiss Association.



Hayden Hauschildt

INTERNATIONAL GUERNSEY SHOW



Phillip Topp

Official Judge: Phillip Topp Botkins, Ohio

Phillip Topp of Botkins, Ohio owns a 40-cow registered herd along with a fabricating maintenance business, specializing in stainless steel tig welding. Topp has exhibited many champions at the Ohio State Fair, North American International Livestock Exposition and World Dairy Expo including the 1999 Grand Champion of the International Brown Swiss Show. In 2016, he was awarded the Ohio Young Breeder Award. He served as the official judge of the 2019 International Ayrshire Show and associate judge for the 2021 International Brown Swiss Show and the 2016 International Jersey Show at World Dairy Expo. Topp and his wife, Carrie, have three children, Aubree, Aiden and Alaina.

Associate Judge: Tim Abbott Enosburg, Vt.

Tim Abbott, along with wife, Sharyn, own and operate Borderview Genetics and are partners in Alliance Dairy Sales. Together they own 100 head of elite Registered Holsteins and Jerseys. Abbott has owned or co-owned grand champion animals at World Dairy Expo, the All-American Jersey Show and The Royal Agricultural Winter Fair. Abbott has worked with and owned multiple household name cows. A familiar face in the sales box, Abbott manages and co-manages cattle sales throughout North America. Abbott spent 20 years in the AI industry and has a judging resume spanning North America, as well as some international shows. The Abbotts have two daughters, Chelsea and Caitlyn, and reside in Enosburg, Vt.



Tim Abbott

INTERNATIONAL HOLSTEIN SHOW



Pierre Boulet

Official Judge: Pierre Boulet Montmagny, Québec, Canada

Pierre Boulet lives in Montmagny, Québec, Canada with his wife, Katie Coates, where they own Ferme Pierre Boulet. They have bred 200 Excellent cows and is the only herd in Canada to have two animals classify Excellent 97 on the same day. Boulet has judged several shows, including the International Red & White Show at World Dairy Expo, the Jersey and Holstein Shows at The Royal Agricultural Winter Fair, Quebec Spring Holstein Show, and California State Holstein Show. He has also officiated at Australia's International Dairy Week and Agroexpo in Bogotá, Colombia. Boulet has five children, Carole-Anne, Sarah-Maude, Charles, Madison, and Katrina.

Associate Judge: Richard Landry Ste-Brigitte-des-Saults, Québec, Canada

Richard Landry lives in Ste-Brigitte-des-Saults, Québec, Canada with his wife, Nathalie Rousseau, and three children, Felix, Julien, and Corine. Landry works for CIAQ/Semex in sales and has spent several years traveling the world as a professional dairy cattle fitter. Landry has prepared elite show cattle in the U.S., Canada, Brazil, Switzerland, Italy and France. Most notably, Landry prepared Thurlane James Rose as she earned her Supreme Champion titles at both World Dairy Expo and The Royal Agricultural Winter Fair for Pierre Boulet. Landry also has an extensive judging resume.



Richard Landry



Keith Topp



Ryan Krohlow

INTERNATIONAL JERSEY SHOW

Official Judge: Keith Topp

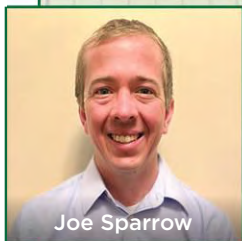
Botkins, Ohio

Keith Topp resides in Botkins Ohio where he grew up on Topp-View Farms with his mother, Marylou, the late Don Topp and brothers Eric and Phillip. Topp now owns and operates On Topp Genetics with his wife, Kindra, and two children, Keaton and Kinley. Topp has had the honor of officiating shows at World Dairy Expo, the All American Jersey Show and the Jersey Jug Futurity.

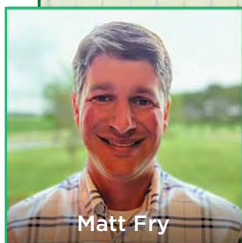
Associate Judge: Ryan Krohlow

Poynette, Wis.

Ryan Krohlow, and wife, Haley, own and operate HammerTime Holsteins in Poynette, Wis. For the past three years Krohlow has worked as a hoof trimmer, while simultaneously working as a professional dairy cattle fitter for the past 20 years. Krohlow has officiated several shows throughout the U.S. Ryan and Haley have four children, Callie, Conway, Cooper and Case.



Joe Sparrow



Matt Fry

INTERNATIONAL MILKING SHORTHORN SHOW

Official Judge: Joe Sparrow

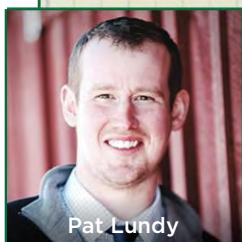
Owenton, Ky.

Joe Sparrow is a dairy nutritionist for CPC Commodities and co-owner of Fairdale Farms LLC with his brothers, Ben and Kirby, and father, Richard. Sparrow served as the associate judge of the 2013 International Brown Swiss Show and official judge of the 2019 International Brown Swiss Show. Sparrow resides in Worthville, Ky., with his wife, Angela, and children, Archie and Wylie.

Associate Judge: Matt Fry

Chestertown, Md.

Matt Fry and his wife, Megan, along with Matt's parents, Ed and Marian, own and operate Fair Hill Farm, an 800-cow Certified Organic Holstein dairy in Chestertown, Md. Fry has judged several shows including the Delaware State Fair, Maryland State Fair, and Maryland State Ayrshire and Brown Swiss shows. Together Fry and his wife have two children, Reid and Owen.



Pat Lundy



Gary Jones

INTERNATIONAL RED & WHITE SHOW

Official Judge: Pat Lundy

Granville, N.Y.

Pat Lundy resides in Granville, N.Y. with wife, Sayde, and son, Henry. There he is part owner of Luncrest Farm LLC, a 400-cow Registered Holstein herd. Lundy also worked as a full-time dairy cattle fitter for eight years. Lundy served as the 2019 International Red & White Show associate judge and officiated the 2020 North American Open Red & White Show.

Associate Judge: Gary Jones

Gorey, County Wexford, Ireland

Gary Jones was raised on his family's 50-cow dairy, Hallow Farm, in south-east Ireland. Today, Jones and wife, Izzy, along with their children, Ted, Rory and Ella, operate their own farm in County Wexford, Ireland. Jones is also a member of judging panels in Ireland, the U.S. and Europe, and has officiated shows throughout Ireland, the United Kingdom, Italy and more.

INTERNATIONAL JUNIOR HOLSTEIN SHOW



Pat Conroy

Official Judge: Pat Conroy Angola, Ind.

Pat Conroy resides in Angola, Ind., with his wife, Jeannie, and two children, Kaiden and Zailey. He currently markets commercial dairy cattle, and is co-owner of Genesis Genetics Mexico. Conroy owns roughly 60 head of registered dairy cattle scattered throughout the globe. Conroy has judged shows in 20 different countries, most notably the 2018 International Jersey Show, 2016 International Holstein Show, 2015 International Red & White Show, 2013 International Junior Holstein Show, the European National Show in Italy, Switzerland's Swiss Expo, Le Supreme Laitier in Canada, the Holland Holstein Show, Agroleite in Brazil, and Japan's Hokkaido Winter Fair.



Callum McKinven

Associate Judge: Callum McKinven Canton de Hatley, Québec, Canada

Callum McKinven co-owns and operates Lookout Holsteins and Jerseys with his wife, Katherine, and three daughters, Tara, Brooke and Alana, in Canton de Hatley, Québec, Canada. McKinven has been recognized with both the A.C. "Whitie" Thomson Memorial Award at World Dairy Expo and the Curtis Clark Award at The Royal Agricultural Winter Fair. This year is McKinven's 13th appearance as an Expo judge since beginning his judging career 34 years ago. He has judged in 31 countries around the world including at The Royal Agricultural Winter Fair, the TD Canadian 4-H Dairy Classic, the Hokkaido National Show and the South African National Show.

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2022 WORLD DAIRY EXPO RE

World Dairy Expo Recognition Award recipients are honored each year during the Recognition Awards Banquet at World Dairy Expo. This event will take place on Wednesday, Oct. 5 at 7 p.m. in The Tanbark. A social hour will be held from 6 p.m. to 7 p.m. in The Tanbark. Scan the QR codes to purchase banquet tickets or learn more about these honorees on recent episodes of The Dairy Show, Expo's podcast.

FOR TICKETS: LEARN MORE:



DAIRY PRODUCER OF THE YEAR

John Ruedinger
Ruedinger Farms, Inc.
Van Dyne, Wis.



John Ruedinger is a leader in the dairy industry — on his own farm and in organizations supporting his community and the global dairy industry. Ruedinger has provided leadership to GENEX and its predecessors as a director, board chairman and key contributor to the formation of Cooperative Resources International (CRI) as the first North American cooperative to combine a cattle breeding company and a dairy records provider. More recently, Ruedinger has also provided leadership for the formation of URUS, dedicating countless hours to exploring different opportunities and developing ideas that would be accepted by everyone.

In addition to the previously mentioned companies, Ruedinger has also been active in many other organizations, both on a local and national level. He served as a board member of Professional Dairy Producers (PDPW) in the early years of the organization and currently serves as a board member for both the Midwest Forage Council and National Forage Association. In his local community, he's also involved in his county's Farm Bureau, Agribusiness Council, Forage Council and Holstein Breeders.

On the farm, Ruedinger, his wife, Karen, and daughter and son-in-law, Jamie and David Zappa, operate Ruedinger Farms Inc., together as the third and fourth generations. The team's 1,500-cow dairy has an average production of 90 lb. of milk and 6.75 lb. of solids per cow per day. The dairy has been a tour stop for thousands of guests over the years, from school children to dairy producers, and has welcomed guests from over 20 countries. Ruedinger is a favorite of industry and international visitors because of his "open book" attitude and willingness to share experiences regarding his operation.

INDUSTRY PERS

Shelly Mayer
Professional Dairy Producers (PDPW), Mayer Farm, Folk Song Farm and Mayer Farms Beef Slinger, Wis.

Shelly Mayer is synonymous with dairy industry leadership in Wisconsin. Mayer has worked as the Executive Director of Professional Dairy Producers (PDPW) for over 29 years, raising the bar on dairy business education, developing stronger rural leaders, and encouraging the next generation through PDPW's programs. Through this organization, she has been on the leading edge of animal welfare, defining the founding parts of what is now the FARM program, maintaining consumers' confidence in the dairy industry, and providing dairy producers with resources to manage challenges.

A key example of Mayer's dedication, commitment and passion for the industry is the Dairy Innovation Hub, a \$7.8 million investment by the State of Wisconsin in dairy farming research and talent development at UW-Madison, UW-Platteville, and UW-River Falls. Mayer was the driving force behind this initiative that has now funded over 100



ON OF THE YEAR



projects conducting cutting-edge dairy research at Wisconsin's three agricultural universities.

Aside from her professional efforts to better the dairy industry, Mayer is also a dairy producer. Mayer and her husband, Dwight, manage a herd of Holsteins and Brown Swiss in southeastern Wisconsin, just 30 miles northwest of Milwaukee. This urbanized portion of the state creates many opportunities for Mayer to connect with consumers, which she achieves through a successful direct sales beef business, Mayer Farms Beef, and an agri-tourism business, Folk Song Farm, centered around a restored 1850s barn as an event venue. In addition to everything previously mentioned, Mayer is also a loving mother and grandmother to her three grown children and three grandchildren.

INTERNATIONAL PERSON OF THE YEAR

Mark Comfort

Udder Comfort, Comfort Holsteins and Comfort Tunis

Cardinal, Ontario, Canada

Co-founder and co-owner of Udder Comfort, Mark Comfort from Cardinal, Ontario has been helping dairy producers around the globe improve animal care with Udder Comfort since it was founded in 1998. Comfort saw reducing udder swelling as an ongoing concern linked to cow comfort and alongside the global emphasis to reduce antibiotic use in all animal agriculture. He worked with a leading Canadian scientist to create the formula for Udder Comfort and grew his business by engaging with producers and providing samples. His testimonial-driven marketing spotlights individual success stories centered around Udder Comfort from World Dairy Expo Supreme Champion exhibitors to commercial dairy producers in 21 countries.

In addition to co-founding Udder Comfort, Comfort played an integral role in establishing cross-border genetic relationships between Canada and the U.S. in the 1980s. Through his company Transfer Genetics, which later became TransCanada Select Sires and was sold to Select Sires in 2000, Comfort was able to build cross-border relationships and give Canadian breeders ease of access to U.S. Select Sires genetics. Comfort's foresight led to U.S. semen sales and matings in the pedigrees behind influential Canadian-bred animals of the Holstein breed, including four of five Canadian million-dose sellers from 1990 to 1994: Comestar's Lee, Outside and Leader, and Oliveholm Aeroline. These along with other sires have been impactful in the pedigrees of all Top 10 GTPI sires in 2022 and every Premier Sire at Expo for the past 14 years.

Comfort remains active as a dairy cattle breeder through Comfort Holsteins and has bred a No. 1 sire in Germany and Japan. Comfort also partners with young breeders on new frontiers in genomics, red variant and polled genetics. He and his wife, Bev, are also sheep breeders with Comfort Tunis and won Grand Champion Ram and Grand Champion Ewe at the 2018 Royal.





VIRTUAL FARM TOURS

World Dairy Expo Virtual Farm Tours have brought some of the best dairy operations from near and far to Madison for over 20 years. The four dairies to be featured during WDE 2022 continue that tradition while showcasing environmental stewardship, quality genetics, technology advancements, community involvement and more. During Expo's Virtual Farm Tours, dairy owners and managers share a visual presentation with time for questions and an open discussion afterward. Tours are presented daily, Tuesday through Friday, in Mendota Room 1 of the Exhibition Hall at 10:00 a.m.

TUESDAY, OCT. 4

**Hosted by: Walnutdale Farms,
Wayland, Mich.**

Sponsored by: Allflex Livestock Intelligence

Walnutdale Farms is a fourth-generation family dairy located in Wayland, Mich. Today, the Lettinga family manages 2,600 Holsteins and Jerseys at two separate facilities. After a fire destroyed their milking parlor in 2010, Walnutdale Farms rebuilt with a 50-stall rotary



parlor. The Holstein herd's rolling average is 28,042 lb. of milk with 4.1% fat, 3.3% protein and an average somatic cell count of 109,000. The farm raises its own replacement heifers and utilizes a beef on dairy breeding program to control the number of replacement heifers on-site.

Walnutdale Farms takes initiative in practicing environmental preservation with several programs. The farm is MAEAP (Michigan Agriculture Environmental Assurance Program) accredited, which is a voluntary program in Michigan to verify the on-farm and cropping practices are in line with environmental preservation. Walnutdale Farms is also part of the FARM Environmental Stewardship program.

The Lettinga family has made sharing their dairy farming story a priority with local and international communities.

WEDNESDAY, OCT. 5



**Hosted by: Homestead Dairy, LLC,
Plymouth, Ind.**

Sponsored by: Quality Liquid Feeds, Inc.

Homestead Dairy, LLC is a fourth-generation dairy managed by the Houin family milking 4,900 cows on three sites. At the Legacy Dairy location, a calf barn was built in 2015 introducing the farm to automatic feeding stations. The first lactation animals are also milked at this site in a double-12 parallel parlor three times a day. Cows that need extra attention — fresh cows and hospital cows — are cared for at the namesake dairy, Homestead Dairy, as it also houses the maternity area and uses a double-25 parallel parlor. The third location of Homestead Dairy, LLC is an eight-and-a-half-acre facility featuring 36 Lely robots, constructed with a focus on cow comfort.



The Houin family also embraces progressive management of their manure. A methane digester, was built in 2013.



THURSDAY, OCT. 6



**Hosted by: Bateman's Mosida Farms,
Elberta, Utah**

Sponsored by: Balchem Corp.

The Bateman family started in the dairy business in the early 1900s with the mentality of "always look for ways to do things better." That mentality rings true for the late Lance Bateman and his three brothers, Steve, Brad and Jason Bateman, who manage the largest farm in Utah on the shores of Utah Lake in the Wasatch Mountains.



Bateman's Mosida Farms is considered one of the most progressive dairy operations in the country. In recent years, they have been on the cutting edge of sustainable technology, including testing a revolutionary robotic forage-growing system and constructing a new robotic dairy that will serve as a research facility to evaluate new technologies, products and processes.

In 2017, the Batemans added a solar farm that powers the dairy on the heels of a 2016 U.S. Dairy Sustainability Award as an Outstanding Dairy Farm.

Their commitment to the land, livestock and their employees highlights the Batemans' passion for quality and sustainability. These practices drive them to improve and preserve the future of their dairy — for their family and their community.

FRIDAY, OCT. 7



**Hosted by: Skråmered,
Våxtorp, Sweden**

Sponsored by: ProCROSS

Skråmered is regarded as one of the most exemplary dairy businesses in Sweden and was awarded Sweden's Dairy Business of the Year Award in 2021 along with being a top-three production herd in 2020. A primary objective of the farm is to adapt their genetics and management of cattle around the facilities they have instead of constantly building new facilities. Their herd statistics reflect their ability to excel at this.



Featuring ProCROSS genetics — cross-breeding with Viking Red, Montbeliarde and Holstein — Skråmered's breeding program is fine-tuned to maximize natural reproduction with the aid of SenseHub. Currently, they meet their herd target calving interval of 13.4 months and a conception rate of 65%.

Milking 350 cows in a SAC double-seven tandem parlor, Skråmered has a rolling herd average of 30,218 lb. of milk (13,707 kg) with 4.1% fat and 3.6% protein. They farm 1,236 tillable acres (500 hectares). Cows are housed in a freestall barn, where stalls have rubber mats and are bedded with a mixture of ground straw and peat, as sand is not allowed in Sweden.

Skråmered manages their business to emphasize balance between business, family and community by creating healthy cows, satisfied employees and economic sustainability.

CONNECTING THE ELEMENTS OF THE INDUSTRY



While the past two years have brought about many changes to jobs around the world, the dairy industry has continued to steadily offer essential positions. In 2021, World Dairy Expo added Career Connections to the schedule of events to connect job seekers with career and internship opportunities within the dairy industry. The career-fair-style networking event brings high school, college students and young industry professionals together with WDE's commercial exhibitors, sponsors, cattle exhibitors and non-exhibiting farms.

SEVERAL BENEFITS

InsightFS, Central Star, Semex, SmaXtec, Brey Family Beef and Kuhn North America were among several companies seeking to fill positions through the Career Connections event last year. Dori Lichty, Central Star Communications Specialist, cites several benefits of bringing the Central Star recruiting efforts to WDE.

"The nice thing about having it at World Dairy Expo is that it focuses on a core group of people who have skills and

backgrounds in production agriculture specifically, so you're fairly confident that every person that walks in that room has some sort of experience working with cattle or large animals," Lichty says. "That makes the event a nice opportunity for us."

With steady job-seeker traffic throughout the two-hour event, Lichty says representatives from Central Star were able to talk with over a dozen students looking for internships as well as several who were done with school, looking for a new job.

BUILDING RELATIONSHIPS

Many businesses featured in the Career Connections event have a robust recruitment program, and Lichty says Career Connections was a great complement to programs already in place.

"The nice thing about this is that we are already at World Dairy Expo. We can easily justify the time to go," Lichty says. "We don't have to weed out the candidates who don't have the right experience, and that's a great combo for a recruiting event."

According to Tom Trevorow,

HR Manager for InsightFS in Wisconsin and Michigan's Upper Peninsula, many employers — are finding themselves in dire need of candidates.

"We need to take advantage of every opportunity to present our brand and our openings," he says.

Candidates that Trevorow has met at Career Connections have had very solid ag backgrounds, with interests that align with their openings in dairy, agronomy, operations and administration. Additionally, he acknowledges the great value in networking and building relationships for the future.

"We're looking for the right people. As we're talking to individuals, we find particular strengths and may not have the position right then and there, but we do nurture the relationship so if a position does open up, we have a source," Trevorow says.

Look for Career Connections again in 2022 on Friday, Oct. 7 at 9:30 a.m. in the Exhibition Hall. Registration for companies, farms and job seekers is free and open online at the World Dairy Expo's website. 🌱



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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 worlddairyexpo.com and the World Dairy Expo mobile app. Click on the "Attendee Information" tab and go to the Trade Show. **Exhibitors in green are advertisers in the Official Program.**

(AL) Coliseum, Arena Level **(EH)** Exhibition Hall **(TM)** Outdoor Trade Mall
(MC) Coliseum, Main Concourse **(TC)** Trade Center

2Gamma Srl	TC 404	AgSource	TC 546
4-D Ag Fashion	TC 703	AgVet Associates, LLC	EH 3511, 3512
4-D Ag World	TC 661-702	AI Total	AL 174B, 175
4dBarn	EH 1914	AktivPULS GmbH	EH 3916
A1 Mist Sprayers	AL 211	Albers Dairy Equipment	TM 890, 891
A4 Schurr Brush, LLC	TC 594	Alforex Seeds	EH 4111, 4112
Acepsis	MC 35, 36	Allflex Livestock Intelligence	EH 3606-3709, TM 883
Acme Engineering & Manufacturing Corp	EH 1505-1507	Alltech	EH 3201-3304
ADM Animal Nutrition	EH 1611-1712	Ambic Equipment Limited	EH 1813-1816
Advanced Comfort Technology, Inc.	EH 1713-1716	Amelcor	EH 4205
Advanced Preservative Systems, LLC	TC 674	American Agco Trading Company	EH 2405
Afimilk	EH 3601-3702	American Angus Association	EH 4509.6
Ag-Bag by RCI	EH 2601-2702; TM 900, 901	American Dairy Coalition	EH 2615, 2616
AgMarket.Net	TC 664	American Dairy Goat Association	MC 10
Agpro, Inc.	EH 2414-2518	American Dairy Science Association	TC 485
AgrAbility of Wisconsin	EH 4511	American Dairymen	EH 4107
Agrarian Solutions	EH 4001-4103	American Farm Rubber LLC	TC 430
Agri Feed International, L.L.C.	EH 4329, 4330	American Guernsey Association	AL 197
Agri-Comfort	TC 560-602	American Jersey Cattle Association	AL 101, 102
Agricow Srl.	TC 678, 679	American Milking Shorthorn Society	MC 84
Agri-Gene	AL 190	AmeriLux International	TC 486
Agri-King, Inc.	MC 47-49	Ameriprint Apparel, LLC	EH 4518-4529
Agrimesh Technologies	TC 663	Amino Plus	EH 3705
Agri-Placement Services, Inc.	EH 3805	AMP Americas	TC 654
Agri-Plastics Mfg.	TC 640-685; TC 560-602	AMS Genetics International, LLC	AL 174B, 175
Agri-Pro Enterprises of Iowa	EH 3913	Animal Agriculture Alliance	EH 4505
AgriSteel USA	EH 1601-1702	Animal Health International (pg. 20)	EH 3713, 3714
AgriTech Analytics	MC 32	Animat	EH 1401, 1402
Agri-View	EH 3407	Apex Valves	EH 3511, 3512
AgroChem USA, LLC	EH 2705, 2706	Appleton Steel, Inc.	TM HH
Agromatic	EH 2011-2116	ARM & HAMMER Animal and Food Production	EH 4216, 4217
AgroVantage System	EH 4207, 4208	Armor Animal Health	EH 3813, 3814

Artex Manufacturing	TM 882
Aspen	EH 3713, 3714
Associated Milk Producers Inc.	EH 4407
ATR Thrive	TC 686, 687
AutoVent LLC	EH 1811-1912
AVITA	TC 517
AW Labor Solutions	TC 698
AXCE	MC 53
Ayrshire Ambassadors Cooperative	AL 123
Ayrshire Breeders Association	MC 78, 79
Balchem Corp.	EH 1804-1806
BARENTZ Animal Nutrition	EH 4309
Bauer North America	EH 1411-1512
Bavarian Fleckvieh Genetics	AL 103
Bayer Crop Science	EH 4006, 4007
Bayland Buildings, Inc.	EH 1601-1702
Beacon Automation Pty Ltd	TC 615
Beco Dairy Automation, Inc.	EH 2411-2513
Belgian Blue Group	TC 593
Best Footing Concrete Grooving	MC 45
Bimeda Inc.	AL 128
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Bio-Vet, Inc.	EH 1503, 1504
BioZyme Incorporated	TC 532
Blackhawk Technical College	MC 37tt
BMO Harris Bank	EH 4422
Bock's Identi Company	EH 3511, 3512
Boehringer Ingelheim (pg. 88)	EH 2806-2909
Bohning Ag	TC 659
BouMatic (pg. 71)	EH 3011-3315
Bovine Boutique	EH 4501-4503
Bovine Hoof Adhesives	TC 541
BoviSync	TC 533
Boviteq	TM Semex Tent
Brevant seeds (pg. 7)	TC 598-639
Brickl Bros., Inc.	EH 1608
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Brown Swiss Cattle Breeders Association	AL 189
Citizen's Climate Lobby	MC 67tt
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Farmers for Sustainable Food	EH 3715
FarmFirst Dairy Cooperative	EH 3507
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North American Normande Association	TC 535
Northeast Iowa Dairy & Agriculture Foundation	MC 21tt
Professional Dairy Producers of Wisconsin	EH 4427
South Dakota State University	EH 4515
Southwest Wisconsin Technical College	MC 48tt
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University of Wisconsin-Madison School of Veterinary Medicine	MC 41tt
University of Wisconsin-Madison, Department of Animal and Dairy Sciences	MC 38tt

University of Wisconsin-Platteville School of Agriculture	MC 35tt
University of Wisconsin-River Falls - CAFES	MC 27tt
US Dairy Export Council	EH 4320-4322
US Dairy Forage Research Center	TC FORAGETT
US. Dept. of Justice-FBI, WMD Directorate	EH 4512
USDA Farm Service Agency	EH 4402
USDA National Ag Statistics Service	EH 4403
USDA Natural Resources Conservation Service	EH 4402
USDA, AMS, Dairy Market News	EH 4403
UW-Extension Dairy Team	MC 84tt
UW-Madison Farm & Industry Short Course	MC 39TT
Wisconsin Beef Council	EH 4509
Wisconsin Cheese Makers Association	EH 4423
Wisconsin Department of Agriculture, Trade & Consumer Protection	EH 4424
Wisconsin Farmers Union	MC 77
Wisconsin Holstein Association	AL 104

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4-D Ag World	TC 661-702
Acme Engineering & Manufacturing Corp	EH 1505-1507
Advanced Comfort Technology, Inc.	EH 1713-1716
AgriSteel USA	EH 1601-1702
Agromatic	EH 2011-2116
Albers Dairy Equipment	TM 890, 891
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Animat	EH 1401, 1402
AutoVent LLC	EH 1811-1912
Best Footing Concrete Grooving	MC 45
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COSNET Industries	TC 463, 464
Dairy Lane Systems	TC 428, 429
DCC Waterbeds	EH 1713-1716
Delta Livestock Construction	EH 2414-2518
Development Resources of Iowa Inc.	TC 501, 502
Dodgeland Ag-Systems, Inc.	EH 1604
Easy Fix	EH 1817-1918
Edison Lighting Supply	TC 637
Extrutech Plastics, Inc.	EH 2814
EZ PVC LLC	TC 486

Fans-Tech Electric America, LLC	AL 151
Gabel Belting, Inc.	TC 544
Gingerich Structures, LLC	TC 444
Greenfield Contractors	EH 3816
Iconic Energy	TC 494, 495
J&D Manufacturing	EH 2001-2105
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Legend Rubber Inc	EH 1112, 1113
MicroMist Systems	TC 618, 619
Munters Corporation	EH 1705, 1706
Norbco	TC 695-697
Prime Metal Buildings and Components	EH 1704
Promat Inc.	EH 2017-2318
Protexia LLC	EH 4310-4312
Roll-O-Matic Curtains	TC 501, 502
Seneca Dairy Systems LLC	TC 573, 574
Setric Best Inc	EH 4514
Sikkema Equipment Inc.	TC 581-622
SMITH Surface-Prep Solutions	TC 515
Solmax	EH 4310-4312
Sun-North Systems, Ltd.	EH 2608-2709
Tasco Dome	TC 534
Trusscore	EH 1606
Under Udder LED Lighting	TC 646, 647
Ventec Canada, Inc.	TC 586-588
VES-Artex	EH 3806-3909
Wagler & Associates, Inc.	EH 1513
WeCover Structures Inc.	TC 496, 497

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Agri-Plastics Mfg.	TC 640-685; TC 560-602
Calf Blankets by Udder Tech, Inc.	EH 4412-4414
Calf Hero	AL 170-173
Calf-Star	EH 2815-2918; TM 860, 861
CalfStart LLC	EH 1211, 1212
Canarm Ag Systems	EH 1903-1906
Cattle Scan	AL 124
ColoQuick	AL 170-173
coloQuick USA Inc	TC 589-630
Dairy Tech, Inc.	EH 1213, 1214
Forster-Technik GmbH	TC 611, 612
Golden Calf Company	AL 170-173, TM H, EH 4014, 4015

Hampel's Calf-Tel	EH 2008-2309
Holm & Laue Export GmbH	EH 2815-2918; TM 860, 861
Milk Bar NZA	TC 440, 441
Peach Teats Limited	EH 4013
Poly Dome	TM B
Raytec Manufacturing	MC 21
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Tenderfoot Products	EH 1115
Torena	EH 1811-1912

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American Dairymen	EH 4107
Cowsmopolitan Dairy Magazine	AL 193
Cybil Fisher Photography	TM AAA
Dairy Agenda Today	AL 194
Dairy Herd Management (pg. 81)	EH 2505, 2506
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Feedstuffs	EH 2614
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Lea McCullough Jordan Photography	TM AAA
North American Ag	MC 85
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4dBarn	EH 1914
Bayland Buildings, Inc.	EH 1601-1702
Brickl Bros., Inc.	EH 1608
Farmer Law PC	TC 699
Five-G Consulting	EH 2414-2518
Settje Agri-Services and Engineering, Inc.	TC 487



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A1 Mist Sprayers	AL 211
Bioret Agri	EH 4317-4319
CMP Impianti Srl	TC 603, 604
Equipment Blades Inc.	TC 468
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G&D Chillers	EH 1413
GiANT	TM 931, 931B
H&S Manufacturing Co., Inc.	EH 3415-3518; TM 910, 911
ID Group	AL 214
Inox India Pvt Ltd.	AL 119
Jaylor	TM D
Jobe Valves, Ltd.	EH 4011, 4012
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Kuhn North America, Inc. (pg. 85)	TM F
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Secco International, Inc.	EH 1617-1718
Speedy Sweep	TC 436, 437
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Yokohama Off-Highway Tires America, Inc.	AL 186, 186B
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ADM Animal Nutrition	EH 1611-1712
Advanced Preservative Systems, LLC	TC 674

Agrarian Solutions	EH 4001-4103
Agri Feed International, L.L.C.	EH 4329, 4330
Agri-King, Inc.	MC 47-49
Alltech	EH 3201-3304
American Agco Trading Company	EH 2405
Amino Plus	EH 3705
ARM & HAMMER Animal and Food Production	EH 4216, 4217
Balchem Corp.	EH 1804-1806
BARENTZ Animal Nutrition	EH 4309
Bio-Vet, Inc.	EH 1503, 1504
BioZyme Incorporated	TC 532
Canadian Forage & Grassland Association	EH 3413, 3414
Cargill Animal Nutrition (pg. 2)	EH 3401-3502
Central Life Sciences	EH 3411, 3412
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ClariFly Larvicide	EH 3411, 3412
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Crystal Creek, Inc.	TC 536, 537
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Essential Water Solutions, Inc.	MC 39
Fastrack	EH 4207, 4208
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Form-A-Feed, Inc.	EH 4404
Furst-McNess Company	EH 3408-3509
Global Nutritech Biotechnology LLC	EH 2716
Hubbard Feeds	EH 2606, 2607
International Stock Food Corporation	EH 4303, 4304
JH Biotech, Inc.	TC 648
Lallemand Animal Nutrition (pg. 47)	TC 512-553
Land O'Lakes Animal Milk Solutions	EH 2111B-2312
Lawley's, Inc.	TC 565, 566
LIRA GOLD	EH 1613, 1614
Micron Bio-Systems	EH 4203, 4204
Native Microbials	TC 714
Nebraska Alfalfa Marketing Association	EH 3905
Novus International, Inc.	EH 1403, 1404
Nu-Ag/Bosko, Inc.	EH 2603, 2604
Nutech Biosciences Inc	EH 4431, 4432

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Poly-Ag Corp	TC 416, 417
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Volac International Limited	EH 4203, 4204
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Ag-Bag by RCI	EH 2601-2702; TM 900, 901
Burrows Enterprises	EH S07, S08
CLAAS of America	EH 2603, 2604
Cordex North America	EH 4113
Dinamica Generale US Inc.	EH 3604, 3605
Energrow	EH 1206, 1207
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GVD Feed Covers LLC	TC 614
Insta-Pro International	TC 524
Jones Equipment Company LLC	TM 812, 813
Meyer Mfg. Corp.	TM P

Midwest Sidewalls	TC 527, 528
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NDEco	EH 1415-1518
Passion Ag, Inc.	TC 676
Patz Corporation	EH 2113B-2316
Penta Equipment Inc.	TC 666-710
Renn Mill Center Inc.	EH 3513, 3514
Roto-Mix, LLC	EH 3016-3318
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Scherer Inc.	TC 605, 606
Sealpro Silage Barrier Film	TC 592
Supreme International Limited	EH 3007-3309
Tire Sidewall Depot	TC 559
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Trioliet	EH 1408-1509; TM 830, 831
Valmetal Inc.	EH 3001-3106B
Versa Corporation	TM 800
Wieser Concrete Products Inc	TM 810-821
Zeltex LLC	EH 3604, 3605

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AgMarket.Net	TC 664
BMO Harris Bank	EH 4422
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Nicolet National Bank	EH 4504

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DM Concrete Grooving	EH 3703
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Foxworthy Supply, Inc.	EH 1709
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Kleen Test Products	EH 2715
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Bauer North America	EH 1411-1512
Cumberland Sales Company	EH 2404
DariTech, Inc.	TC 410-455
Digested Organics LLC	TC 443
Doda USA, Inc.	TM 920, 921
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LVI Litter Processors	EH 1313, 1314
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SAVECO North America, Inc	TC 634, 635
Storth Limited	TC 545
U.S. Screen Co.	TM 912
Vaughan Company Inc.	TC 567-608
Yunker Plastics, Inc.	TC 610

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Family Dairies USA	EH 3507
Foremost Farms USA	EH 4410, 4411
Land O'Lakes Member Relations	EH 2111B-2312
Land O'Lakes, Inc.	EH 2111B-2312

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GEA Farm Technologies, Inc. (pg. 54)	EH 2101B-2305, 4313-4316, 4601-4603
Green Source Automation	TC 508
KenAg, Inc.	EH 1803
Lely	TC 480-521; TM I, J
LR Gehm, LLC	EH 1306
Madero Dairy Systems	EH 3801-3904
McFinn Technologies	EH 3615
Milkplan SA	EH 4114, 4115
MTech Dairy Solutions	EH 4415-4417
Onfarm Solutions	EH 1101, 1102
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Schlueter Company	EH 4016-4018; 3916
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Turner Inc.	TC 498-539
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Waikato Milking Systems USA, LLC	EH 1201-1305
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WHRL Solutions LLC	EH 1105, 1106

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Dairy Farmers of Wisconsin	EH 3403, 3404
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Let's Ride Boots & Apparel	TM AA, A
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Magnation Water Technologies	TC 656
Maximum H2O	TC 434
Organic Valley	TC 570, 571
Purple Cow Gift Shop	EH 4518-4529
RM Tack & Apparel	TC 490-531
Triple Crown Products	EH 4510

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Ambic Equipment Limited	EH 1813-1816
EfferCept	EH 4005
EID USA Inc	TC 406-408
FutureCow	EH 3817-3918
IBA, Inc.	EH 2501-2504
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ProActive Solutions USA, LLC	EH 3505
Puli-Sistem S.R.L.	AL 184, 184B
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Amelicor	EH 4205
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MarginSmart	EH 3815
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Frenchville Trailer Sales LLC	TM 930
Gold Medal Trailer Sales	TM T
Hover Chute	EH 1703
Neptune Enterprises/Tuff Built	TM 850, 851
Tuffy Tables LLC	TM 801



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TRADE CENTER



Booths TC 400-719

Agri-Plastics Mfg.		Agri-Plastics Mfg.		520	480	440	400
		603	563	521	481	441	401
				522	482	442	402
				523	483	443	403
				524	484	444	404
686	646	605	565	525	485	445	405
687	647	606	566	526	486	446	406
688	648	607	567	527	487	447	407
		608	568	528	488	448	408
690	650	610	570	530	490	450	410
691	651	611	571	531	491	451	411
692	652	612	572	532	492	452	412
693	653	613	573	533	493	453	413
694	654	614	574	534	494	454	414
695	655	615	575	535	495	455	415
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697	657	617	577	537	497	457	417
698	658	618	578	538	498	458	418
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701	661	621	581	541	501	461	421
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703	663	623	583	543	503	463	423
704	664	624	584	544	504	464	424
705	665	625	585	545	505	465	425
706	666	626	586	546	506	466	426
707	667	627	587	547	507	467	427
708	668	628	588	548	508	468	428
709	669	629	589	549	509	469	429
710	670	630	590	550	510	470	430
Masters Choice Hybrids		632	592	Lallemand Animal Nutrition		472	432
		633	593	554	514	473	433
		634	594			474	434
		635	595			475	435
		636	596			476	436
714	674	637	597	557	517	477	437
715	675	Brevant seeds		558	518	478	438
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World Forage Analysis Superbowl Display				Dairy Forage Seminars			



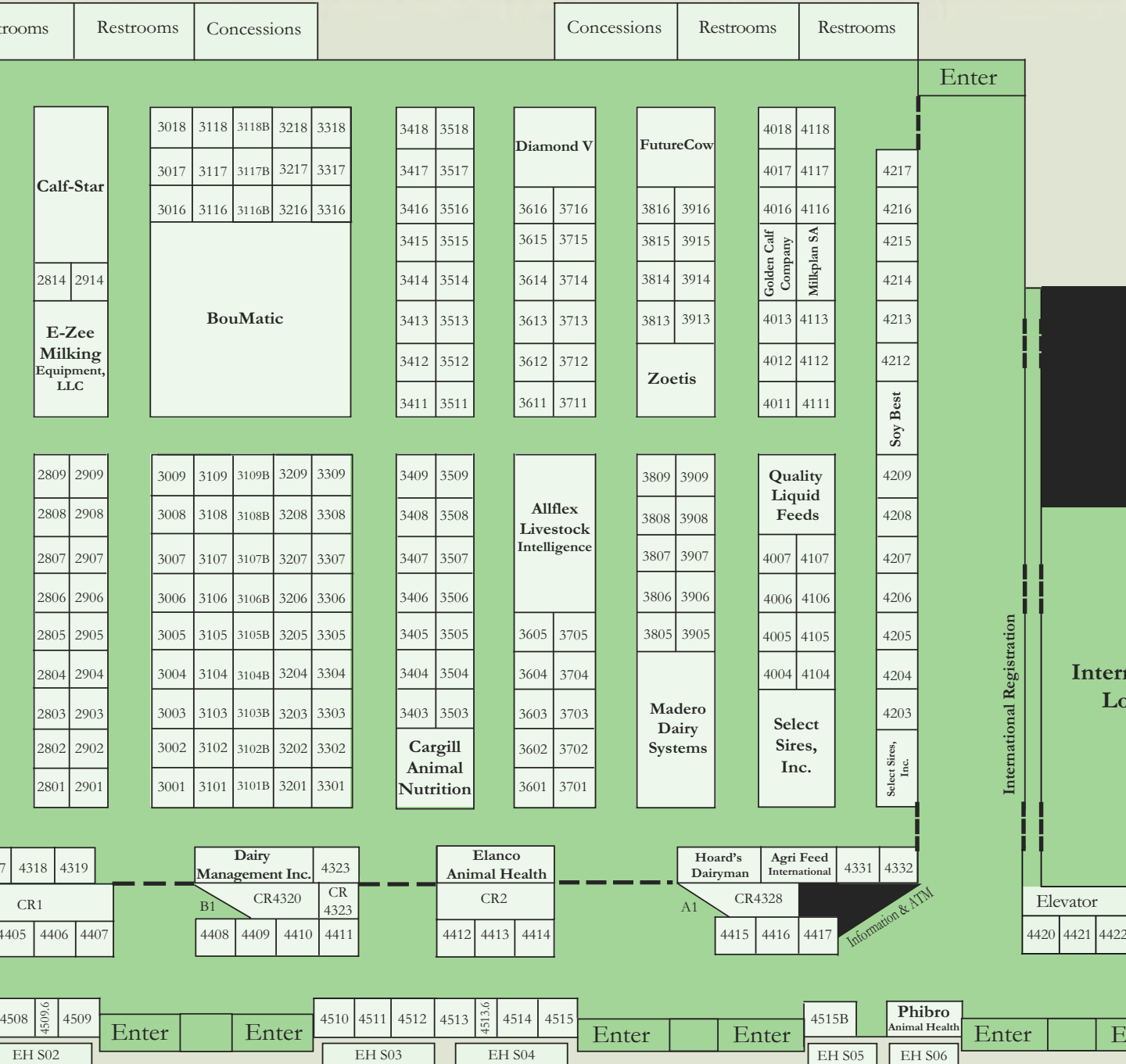
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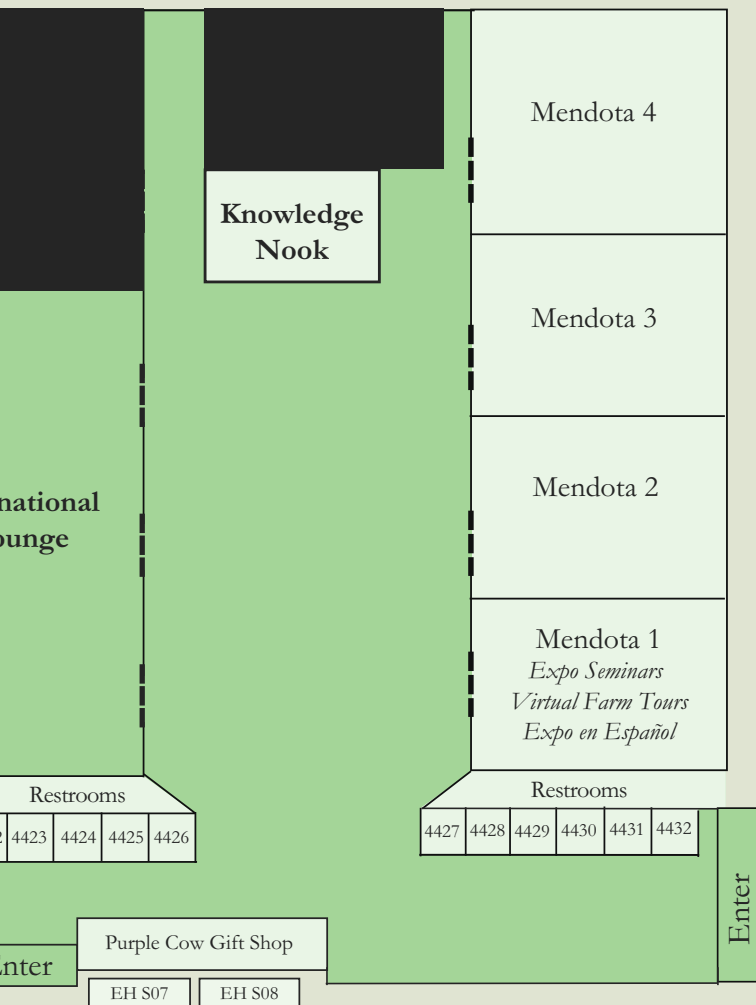


	Restrooms				Restrooms				Concessions								Restrooms				Restrooms				Restrooms									
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1112	1212	1312			1412	1512			1612	1712			1812			2012	2112	Land O'Lakes, Inc.				Beco Dairy Automation Inc.				2612	2712							
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1109	1209	1309			1409	1509			Fight Bac	1709			1809		1909			2009	2109	2109B	2209	2309			2409	2509		2609	2709					
1108	1208	1308			1408	1508			1608	1708			1808	1908			2008	2108	2108B	2208	2308			2408	2508		2608	2708						
1107	1207	1307			1407	1507			1607	1707			1807	1907			2007	2107	2107B	2207	2307			2407	2507		2607	2707						
1106	1206	1306			1406	1506			1606	1706			1806	1906			2006	2106	2106B	2206	2306			2406	Dairy Herd Management	2606	2706							
1105	1205	1305			1405	1505			1605	1705			1805	1905			2005	2105	2105B	2205	2305			2405		2605	2705							
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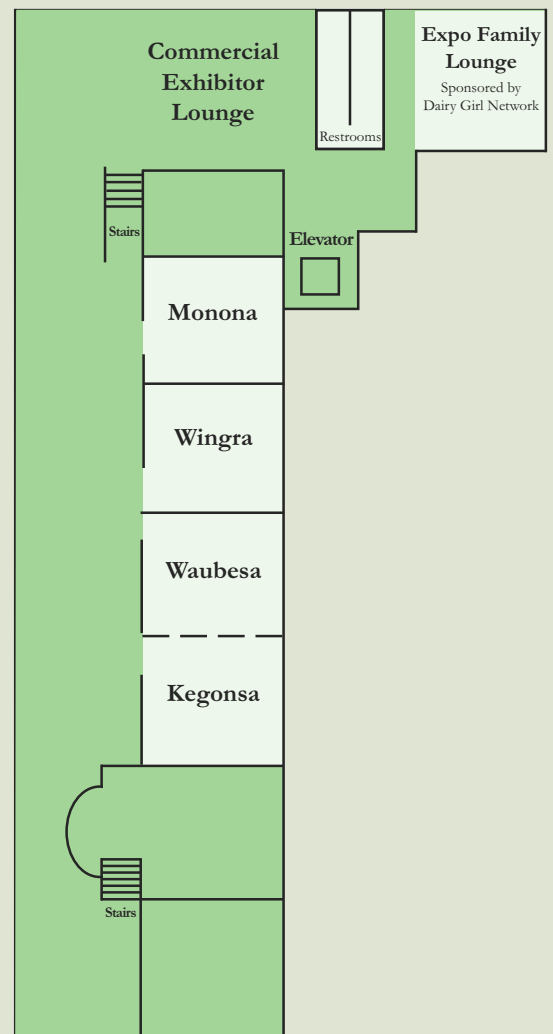
EXHIBITION HALL AND MEETING ROOM

Booths EH 1100-6999





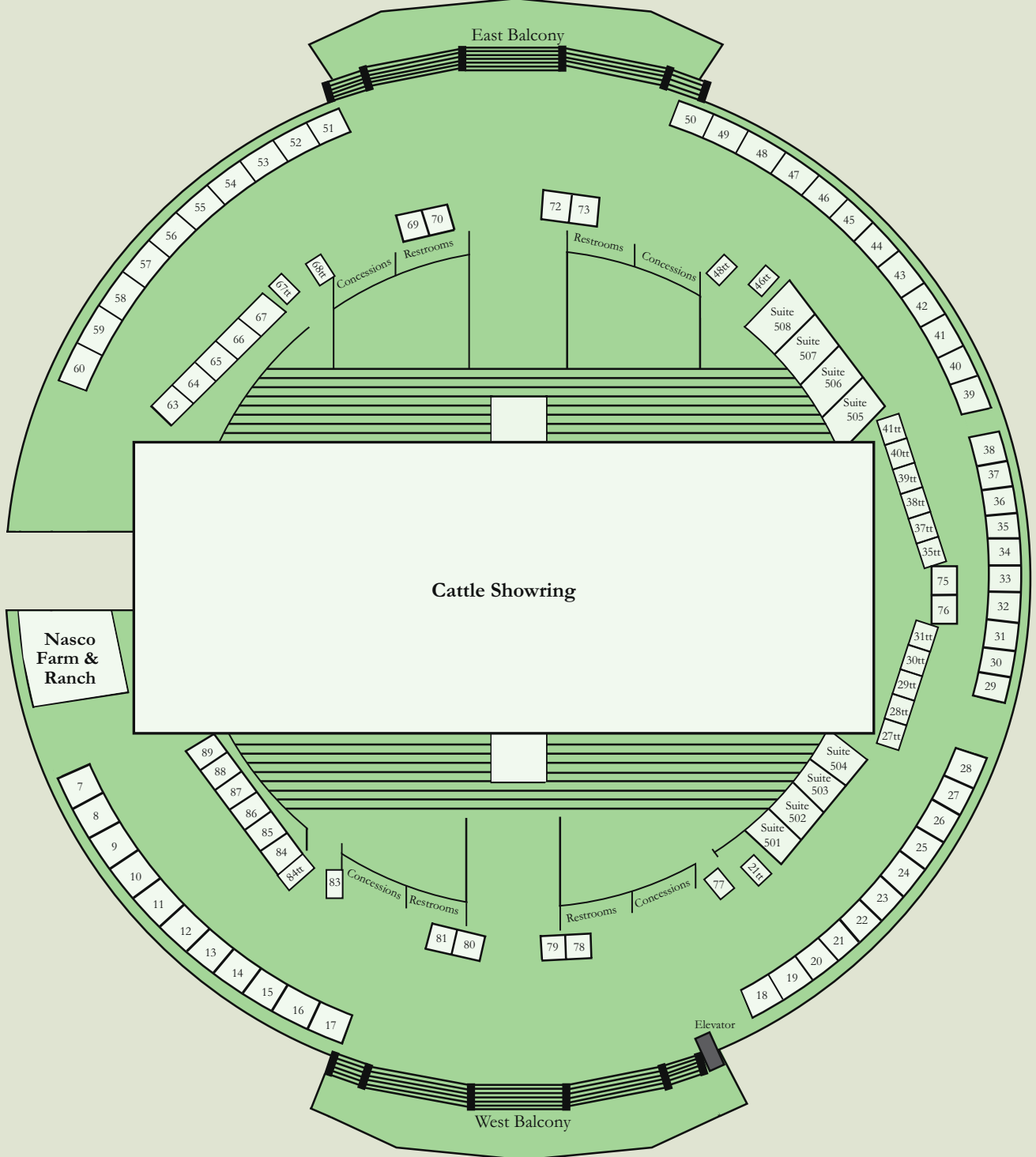
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MAIN CONCOURSE

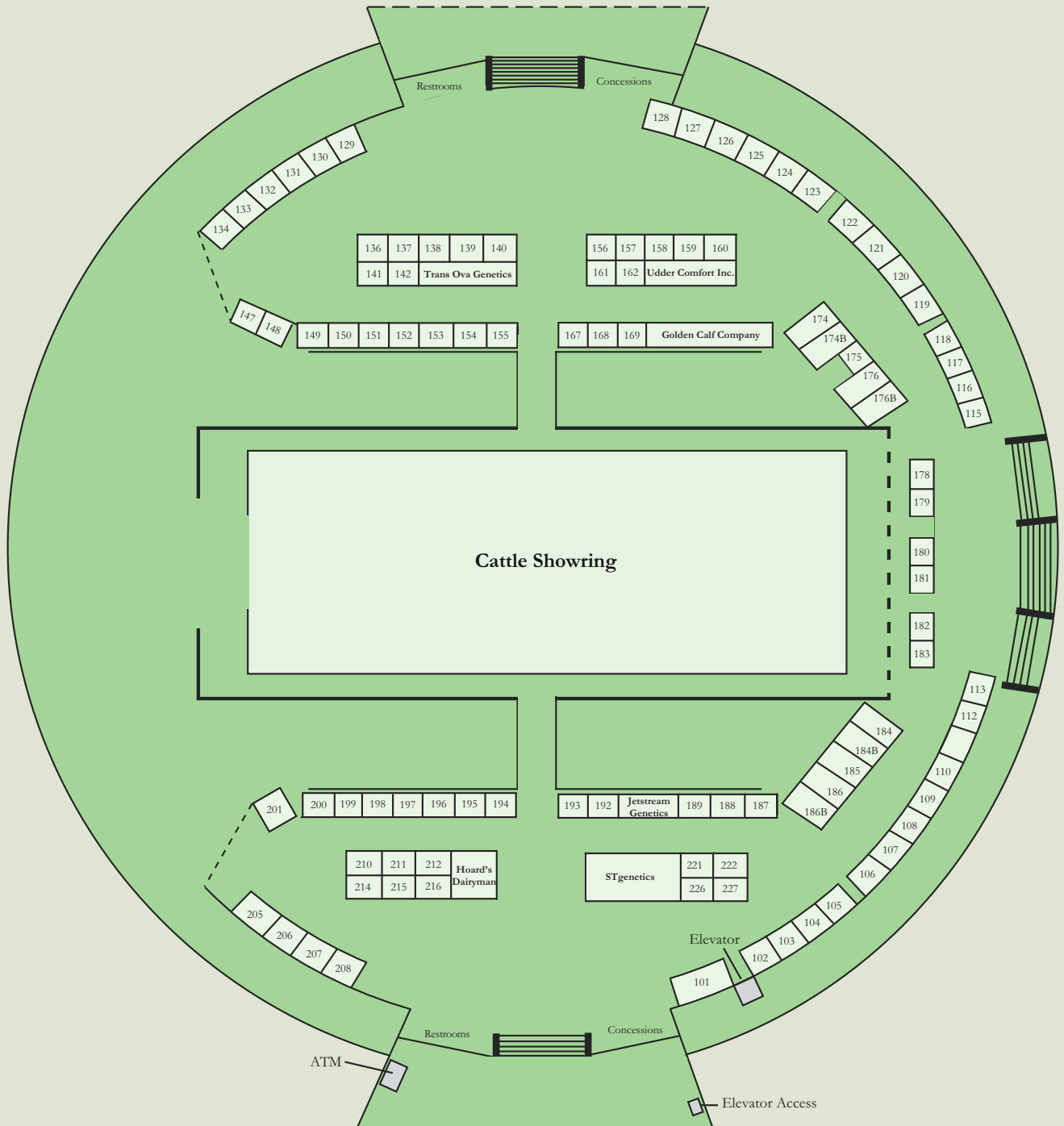
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COLISEUM

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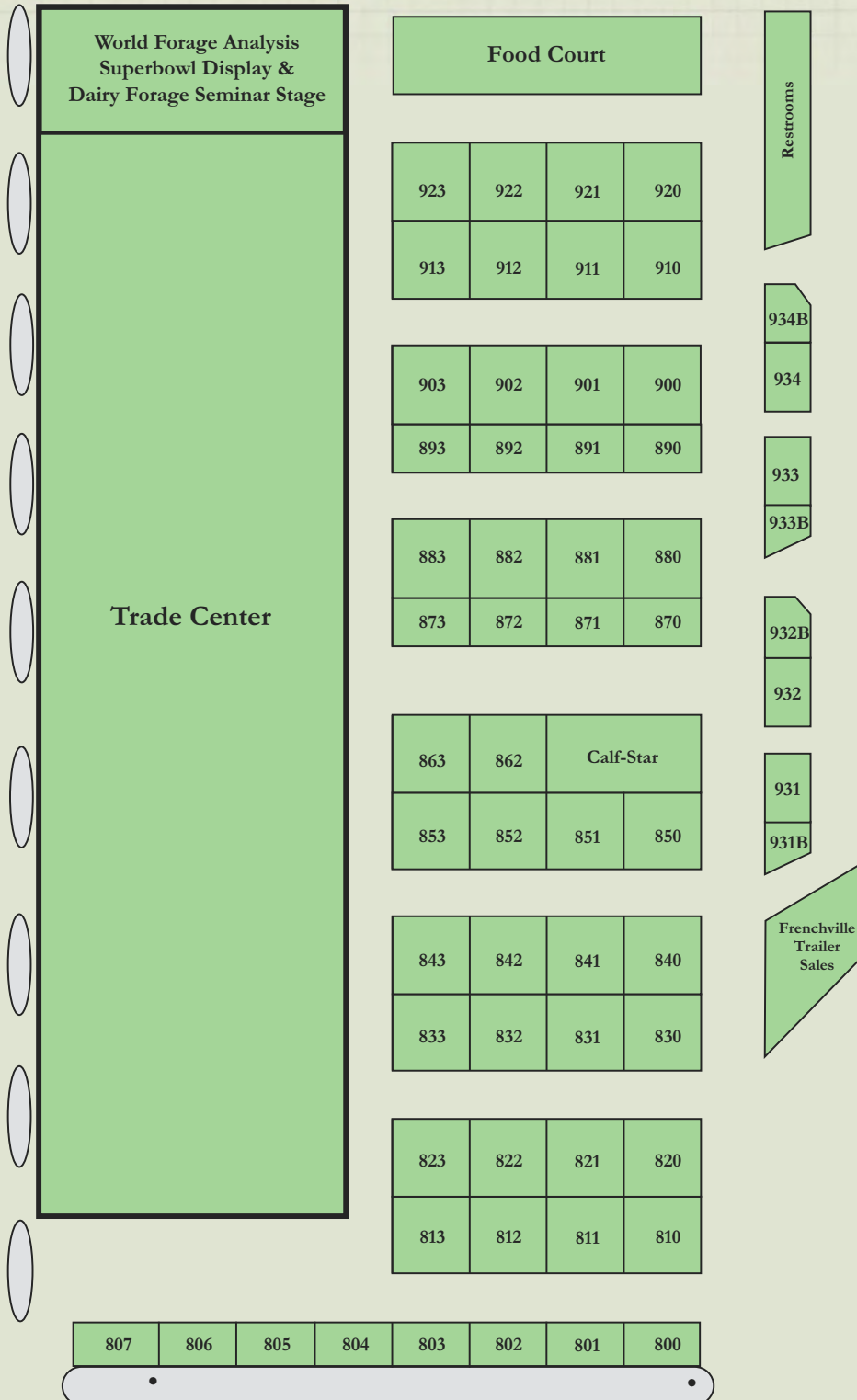
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PUBLIC MEETINGS, EVENTS AND BANQUETS

MONDAY, OCTOBER 3

- 4:30 p.m. Dairy Shrine Reception and Awards Banquet**
Hosted by: National Dairy Shrine
Location: Atrium and Mendota 1-4, Exhibition Hall
Tickets Required - \$40

WEDNESDAY, OCTOBER 5

- 7:00 a.m. Council on Dairy Cattle Breeding**
Hosted by: Council on Dairy Cattle Breeding
Location: Mendota 2, Exhibition Hall
- 1:00 p.m. Global Trends Driving Dairy Demand**
Hosted by: U.S. Dairy Export Council
Location: Mendota 2, Exhibition Hall
Speaker: Megan Sheets, Senior Director, Strategic Development, Strategic Insights, U.S. Dairy Export Council
- 7:00 p.m. Recognition Awards Banquet**
Hosted by: World Dairy Expo
Location: The Tanbark
Tickets Required - \$40

THURSDAY, OCTOBER 6

- 8:30 a.m. Global Dairy Symposium**
Hosted by: Wisconsin Department of Agriculture, Trade and Consumer Protection
Location: Mendota 4, Exhibition Hall
Speakers: Krysta Harden, Chief Executive Officer, U.S. Dairy Export Council; Torsten Hemme, President, International Farm Comparison Network, Germany; Ad Van Velde, President, Global Dairy Farmers, The Netherlands; Sheryl Meshke, Co-President and Chief Executive Officer, Associated Milk Producers Inc.; Moderated by lead editor of Hoard's Dairyman, Corey Geiger
- 8:30 a.m. Young Cooperators Program Workshop**
Hosted by: National Milk Producers Federation
Location: Monona, Exhibition Hall
- 9:00 a.m. World Dairy Expo Tech Spotlight**
Hosted by: Agritech Capital and World Dairy Expo
Location: Mendota 2, Exhibition Hall
- 11:00 a.m. The Future Viability of Dairy Farmers in the U.S.**
Hosted by: American Dairy Coalition
Location: Monona, Exhibition Hall
- 1:00 p.m. Sharing Wisdom**
Hosted by: Dairy Girl Network
Location: Mendota 2, Exhibition Hall
Tickets Required
- 4:30 p.m. UW-Platteville School of Agriculture Alumni Reception**
Hosted by: UW-Platteville
Location: Monona, Exhibition Hall





BOARD OF DIRECTORS



The World Dairy Expo Board of Directors is comprised of business professionals and dairy producers representing many dairy industry organizations. The Board of Directors was established in 1970, when World Dairy Expo Inc. (WDE) was formed. The following are Expo directors, their organization affiliations and board positions.

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Dry-Clox® (cloxacillin benzathine) Intramammary Infusion

FOR USE IN DRY COW ONLY

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

Description: DRY-CLOX (cloxacillin benzathine) is a product which provides bactericidal activity against gram-positive bacteria in the dry cow. The active agent, cloxacillin benzathine, is a sparingly soluble salt of the semisynthetic penicillin, cloxacillin. Cloxacillin is a derivative of 6-aminopenicillanic acid, and therefore is chemically related to other penicillins. It has, however, the antibacterial properties described below, which distinguish it from certain other penicillins.

Each 10 mL disposable syringe contains cloxacillin benzathine equivalent to 500 mg of cloxacillin activity in a stable peanut oil gel. This product was manufactured by a non-sterilizing process.

Storage: Do not store above 25°C (77°F). Do not freeze.

Action: In the non-lactating mammary gland, DRY-CLOX provides bactericidal levels of the active antibiotic, cloxacillin, for a prolonged period of time. This prolonged activity is due to the low solubility of the cloxacillin benzathine and to the slow-release oil-gel base. This prolonged contact between the antibiotic and the pathogenic organism enhances the probability of a bacteriological cure.

Cloxacillin is not destroyed by the enzyme, penicillinase, and therefore, is active against penicillin-resistant strains of *Staphylococcus aureus*. It is also active against non-penicillinase-producing *Staphylococcus aureus* as well as *Streptococcus agalactiae*.

The class disc, Methicillin 5 mcg, should be used to estimate the *in vitro* susceptibility of bacteria to cloxacillin.

Indications: For the treatment of mastitis in dairy cows during the dry period.

DRY-CLOX has been shown by extensive clinical studies to be efficacious in the treatment of mastitis in dry cows, when caused by *Streptococcus agalactiae* and *Staphylococcus aureus* including penicillin-resistant strains.

Treatment of the dry cow with DRY-CLOX is indicated in any cow known to harbor any of these organisms in the udder at drying off, or which has had repeated attacks of mastitis during the previous lactation, or is affected with mastitis at drying off, if caused by susceptible organisms.

Dosage for Dry Cows: Infuse the contents of one syringe (10 mL) into each quarter following the last milking. See Directions for Use.

Directions for Use: DRY-CLOX is for use in dry cows only. Administer immediately after the last milking. **Use no later than 30 days prior to calving.**

Completely milk out all four quarters. The udder and teats should be thoroughly washed with warm water containing a suitable dairy antiseptic and dried, preferably using individual paper towels.

Carefully scrub the teat end and orifice with 70% alcohol, using a separate swab for each teat. **Allow to dry.**

DRY-CLOX is packaged with the Opti-Sert® Protective Cap.

For partial insertion: Twist off upper portion of the Opti-Sert® Protective Cap to expose 3-4 mm of the syringe tip.

For full insertion: Remove protective cap to expose the full length of the syringe tip.

Insert syringe tip into the teat canal and expel the entire contents of syringe into the quarter. Withdraw the syringe and gently massage the quarter to distribute the medication.

Do not infuse contents of the mastitis syringe into the teat canal if the Opti-Sert® Protective Cap is broken or damaged.

Precautions: Because it is a derivative of 6-aminopenicillanic acid, DRY-CLOX has the potential for producing allergic reactions. Such reactions are rare; however, should they occur, the subject should be treated with antihistamines or pressor amines, such as epinephrine.

Residue Warnings:

1. **For use in dry cows only.**
2. Not to be used within 30 days of calving.
3. Any animal infused with this product must not be slaughtered for food until 30 days after the latest infusion.

How Supplied: DRY-CLOX (cloxacillin benzathine) is supplied as 10 mL syringes containing 500 mg of cloxacillin activity per syringe. One display carton contains 12 syringes. One pail contains 144 syringes.

NDC 0010-4722-02 - 12 syringes; NDC 0010-4722-03 - 144 syringes

OPTI-SERT is a registered trademark of Zoetis W LLC - used under license.

Made in Italy

Marketed by:

Boehringer Ingelheim Animal Health USA Inc.

Duluth, GA 30096

51744632 472201-04

PolyMast® (hetacillin potassium) Intramammary Infusion For lactating cows only

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

Description: POLYMAST (hetacillin potassium) is a broad-spectrum agent which provides bactericidal activity against a wide range of common gram-positive and gram-negative bacteria. It is derived from 6-aminopenicillanic acid and is chemically related to ampicillin.

Each 10 mL disposable sterile syringe contains hetacillin potassium equivalent to 62.5 mg ampicillin activity in a stable peanut oil gel.

Action: Hetacillin provides bactericidal levels of the active antibiotic, ampicillin. *In vitro* studies have demonstrated susceptibility of the following organisms to ampicillin: *Streptococcus agalactiae*, *Streptococcus dysgalactiae*, *Staphylococcus aureus* and *Escherichia coli*.

Indications: For the treatment of acute, chronic or subclinical bovine mastitis. POLYMAST should be used at the first signs of inflammation or at the first indication of any alteration in the milk. Subclinical infections should be treated immediately upon determining, by C.M.T. or other tests, that the leukocyte count is elevated, or that a susceptible pathogen has been cultured from the milk.

POLYMAST has been shown to be efficacious in the treatment of mastitis in lactating cows caused by susceptible strains of *Streptococcus agalactiae*, *Streptococcus dysgalactiae*, *Staphylococcus aureus* and *Escherichia coli*.

Polycillin® (ampicillin) Susceptibility Test Discs, 10 mcg, should be used to estimate the *in vitro* susceptibility of bacteria to hetacillin.

Dosage and Administration: Infuse the entire contents of one syringe (10 mL) into each infected quarter. Repeat at 24-hour intervals until a maximum of three treatments has been given.

If definite improvement is not noted within 48 hours after treatment, the causal organism should be further investigated.

Wash the udder and teats thoroughly with warm water containing a suitable dairy antiseptic and dry, preferably using individual paper towels. Carefully scrub the teat end and orifice with 70% alcohol, using a separate swab for each teat. Allow to dry.

POLYMAST is packaged with the Opti-Sert® Protective Cap.

For partial insertion: Twist off upper portion of the Opti-Sert® Protective Cap to expose 3-4 mm of the syringe tip.

For full insertion: Remove protective cap to expose the full length of the syringe tip.

Insert syringe tip into the teat canal and expel the entire contents of one syringe into each infected quarter. Withdraw the syringe and gently massage the quarter to distribute the medication.

Do not infuse contents of the mastitis syringe into the teat canal if the Opti-Sert® Protective Cap is broken or damaged.

Residue Warnings: Milk that has been taken from animals during treatment and for 72 hours (6 milkings) after the latest treatment must not be used for food.

Treated animals must not be slaughtered for food until 10 days after the latest treatment.

Precautions: Because it is a derivative of 6-aminopenicillanic acid, POLYMAST has the potential for producing allergic reactions. Such reactions are rare; however, should they occur, treatment should be discontinued and the subject treated with antihistamines, pressor amines, such as epinephrine or corticosteroids.

The drug does not resist destruction by penicillinase and, hence, is not effective against strains of *Staphylococcus* resistant to penicillin G.

Storage: Do not store above 25°C (77°F). Do not freeze.

How Supplied: POLYMAST is supplied as 10 mL syringes containing 62.5 mg ampicillin activity per syringe. One display carton contains 12 syringes. One pail contains 144 syringes.

NDC 0010-4722-01 - 10 mL syringe; NDC 0010-4722-02 - 12 syringes; NDC 0010-4722-03 - 144 syringes.

OPTI-SERT is a registered trademark of Zoetis W LLC - used under license.

Made in Italy 472201-02 51747319

Marketed by: **Boehringer Ingelheim Animal Health USA Inc.**

Duluth, GA 30096

PEOPLE



Marty and Robin Matlock
Indianapolis, Ind.

Marty and Robin Matlock make sure they attend World Dairy Expo each and every year. They celebrated 40 years of marriage in 2021, and Robin says they've made the annual trip to Madison ever since they were newlyweds.

In 2021, the Matlocks watched their grandbaby while their son and daughter-in-law exhibited their cattle.



Bryan and Franklin Almendarez
Honduras

Expo attendees, Bryan and Franklin Almendarez, work in milking equipment sales and made the long trip from Honduras to conduct business and see what's new.

"We like all the show animals; the quality of the cows is so impressive," Almendarez highlights. "It's also the best place to learn about all the different software available for dairy farms."



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N THE STREET

Rosalie Geiger
Reedsville, Wis.



Rosalie Geiger is a beef farmer from Reedsville, Wis. She brought her grandkids, Allison (10) and Zach (7) Zwald of Beaver Dam, Wis., on a tour of the event for a day. As a showman of sheep, hogs and dairy at his county fair, Zach came to Expo looking for a cow to milk. Both kids admitted that they looked forward to scoping out candy in the Trade Show.

Geiger says, "This is fun for them, seeing everything — we will see what we can see!"

She made sure to treat them to a grilled cheese before the line got too long.

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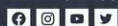


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Marty and Corinne Paulhamus

Williamsport, Pa.



Marty and Corinne Paulhamus's kids sent them to World Dairy Expo for the first time in 2021. "We had no idea what to expect and thought a lot of this would be geared toward large herds," Corinne expresses. "But we've found a lot for small herds, and this is giving us access to the new technology."

The Paulhamus family milks 50 cows in Williamsport, Pa., where they and their children make up the fifth and sixth generations. In the couple days they spent in Madison, they took advantage of learning opportunities in all forms, from attending seminars and sessions to talking with Trade Show exhibitors.

"The kids were actually supposed to come, but they ended up telling us it was our turn to get away," Corinne says. "So they're managing the farm at home, and we're here taking it all in."

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Our sustainability experts will delve into the many opportunities offered to dairy operations by biomethane fuel during a **Knowledge Nook session on Wednesday, October 5, from 2:30 to 3:15**, in the Atrium of the Exhibition.



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DRY-CLOX RESIDUE WARNINGS: For use in dry cows only. Not to be used within 30 days of calving. Any animal infused with this product must not be slaughtered for food until 30 days after the latest infusion.

LOCKOUT WITHDRAWAL INFORMATION: LOCKOUT requires no milk or pre-slaughter withdrawal when used alone. If dry cow treatment is used in conjunction with LOCKOUT, follow recommended antibiotic withdrawal times per the label.

POLYMAST RESIDUE WARNING: Milk that has been taken from animals during treatment and for 72 hours (6 milkings) after the latest treatment must not be used for food. Treated animals must not be slaughtered for food until 10 days after the last treatment.

TO DAY RESIDUE WARNING: Milk that has been taken from animals during treatment and for 96 hours after the last treatment must not be used for food. Treated animals must not be slaughtered for food until four days after the last treatment. Administration of more than the prescribed dose may lead to residue of antibiotic in milk longer than 96 hours.

TO MORROW RESIDUE WARNINGS: For use in dry cows only. Not to be used within 30 days of calving. Milk from treated cows must not be used for food during the first 72 hours after calving. Any animal infused with this product must not be slaughtered for food until 42 days after the latest infusion.

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