

WORLD DAIRY EXPO®

 MADISON, WI, USA 

EXPO INTERNATIONAL GUESTS

The 54th World Dairy Expo is quickly approaching! Although Expo welcomes and is not restricting attendance for international guests or exhibitors, federally mandated border restrictions have made travel nearly impossible for many. Expo has attempted to leverage our partnerships with state and federal entities to secure travel without success. Even if you can't join us in Madison, there are still ways to stay connected during World Dairy Expo 2021!

EXPERIENCE EXPO VIRTUALLY

World Dairy Expo can be experienced virtually with ExpoTV! Since 2008, ExpoTV has been bringing WDE to life around the world. Livestreaming Showring action of the Dairy Cattle Show on three channels alongside educational components – Expo Seminars, Virtual Farm Tours, Expo en Español and Dairy Forage Seminars – on channel four. A direct link to the feed will be available on the Expo [homepage](#), September 28 through October 2.

WORLD DAIRY TECH SPOTLIGHT

For years, World Dairy Expo has been the place to introduce new ideas and innovations to the global dairy industry. The World Dairy Expo Tech Spotlight takes this tradition to the next level by creating a platform, both virtually and in Madison, for dairy technology start-ups to formally present their ideas to dairy producers around the globe.

The 2021 World Dairy Expo Tech Spotlight will be hosted virtually on September 16 at 1 p.m. (CST) with free event registration available now at www.wdtechspotlight.com. This online component will be followed by an in-person event during World Dairy Expo in Madison, Wisconsin on September 28 at 10:30 a.m. (CST).

Hosted by [AgriTech Capital](#) with support from World Dairy Expo, the Spotlight brings together elite dairy tech start-ups and gives them the opportunity to meet with top dairy farmers, virtually or physically.

Each featured start-up has digitally based technology for the dairy industry such as robots, cameras, or sensors and addresses a specific need identified by producers like feed bunk management, cow behavior monitoring, cow health, milk quality, manure treatment or labor efficiencies. Amongst the companies participating in this year's edition are [Advanced Animal Diagnostics](#), [Cainthus](#), [Contec Group International Ltd](#), [HerdDogg](#), [Labby](#), [Livestock Water Recycling](#), [Milk group](#), [PharmRobotics](#), [Piper Systems](#), [SmaXtec](#) and [Zisk](#).

INNOVATION UNVEILED

Explore new offerings from Expo's Trade Show exhibitors with [Innovation Unveiled](#) or discover companies and services on display in the Trade Show with the searchable [Participating Companies list](#).

ONLINE PRE-REGISTRATION

For those able to travel, be prepared for your time at World Dairy Expo by [pre-registering online](#). Please note, pre-registration does not include admission. When you arrive at International Registration, located on the East Lobby of the Coliseum, present the confirmation email. Here, you will be presented with an official WDE 2021 pin and ribbon, which grants access to the International Lounge and a souvenir tote bag provided by [Nasco Farm and Ranch](#); while supplies last.

THE DAIRY SHOW: EXPO'S PODCAST

Now streaming on [Spotify](#), [Apple Podcasts](#), [Google Podcasts](#), [Amazon Music](#), [iHeart Radio](#), [Stitcher](#), and online at worlddairyexpo.com, The Dairy Show is designed to educate and entertain listeners around the globe. This podcast covers all things dairy – from Expo stories to the latest dairy research to breeder insights. Regardless of your connection or interest in dairy, there is something for you.

COVID-19 POLICIES

WDE's Executive Committee recently set forth policies related to COVID-19 for the 2021 event. You can view the most up-to-date policies [here](#).

Download the World Dairy Expo mobile event app, visit worlddairyexpo.com or follow WDE on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#) for fun content during Expo Week and all year long.

Have a wonderful day!

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Cassi Miller

International & Youth Specialist

WORLD DAIRY EXPO[®]

September 28 - October 2, 2021



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Where the Global Dairy Industry Meets!