

WORLD DAIRY EXPO®

Where the Global Dairy Industry Meets!

Friday, October 22, 2021

As we reflect on World Dairy Expo 2021, the WDE Executive Committee wishes to thank all Trade Show and Dairy Cattle Show exhibitors for making this year's event a remarkable success.

After a year when many national shows were cancelled or held with limited participation and attendance, the Expo staff and board of directors were determined to host World Dairy Expo in 2021. Feedback from attendees, those watching ExpoTV and exhibitors has been overwhelmingly positive during the past few weeks.

The event was not without its challenges. Public Health Madison & Dane County announced a Face Covering Emergency Order only a few weeks prior to the event that created challenges for implementation and enforcement. During Expo, we were visited by Public Health officials early in the week due to a number of non-compliance reports and complaints. As a result, we were required to implement actions to increase compliance or face potential penalties, including citations and fines. As staff and leaders of the organization, it was our duty to communicate and enforce the face covering order in step with Alliant Energy Center officials. We wish to thank those who complied with the Order for your understanding and for working with us to ensure Expo's success and reputation.

We are grateful for the sustained involvement, support and leadership from all Expo stakeholders that allowed us to hold a very successful World Dairy Expo 2021. Plans are now underway for Expo 2022, Essential Elements!

World Dairy Expo Executive Committee

