

# EXPO

# DAILY EDITION

TUESDAY, OCTOBER 1, 2024

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## FLAVORS OF THE DAY

### Grilled Cheese

Double Smoked Cheddar from Saputo USA - Black Creek UW-Madison Cheese Stand next to the Arena Building

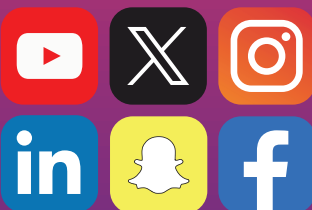
### Ice Cream

Caramel Collision Chocolate Chip Cookie Dough WI Campfire S'mores GEA Ice Cream Stand located in the Exhibition Hall

## ATTENDEE INFORMATION

### Create your schedule

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



#WDE24

# Larson Acres named Dairy Producers of the Year

## Quality cows, people drive success for sixth-generation dairy

BY STACEY SMART  
Staff Writer

EVANSVILLE, Wis. — From the care given to their cows to the appreciation shown to employees, the Larson family strives for excellence in all things. With their minds set on consistent quality and continuous improvement, the Larsons have built a farm they take pride in.

As a result, Mike Larson, Ed and Barb Larson, Sandy Larson and Jim Trustem of Larson Acres were named World Dairy Expo's 2024 Dairy Producers of the Year.

"I was very honored, proud and surprised," Mike said. "A lot of dairies do what we do."

The Larsons milk 2,800 cows and farm 5,000 acres on their sixth-generation family farm near Evansville. Three generations work side by side at Larson Acres, including brothers Mike and Ed, Ed's daughter, Sandy, and Sandy's and Jim's children — Brooke, Dane and Luke Trustem.

The Larsons live by three key words: quality, pride and family.



Due to early print time, International Ayrshire Show Results will be printed in Wednesday's Daily Edition!

PHOTO SUBMITTED  
Mike Larson (front, from left), Ed Larson, Barb Larson, Sandy Larson and Brooke Trustem; (back from left) Luke Trustem, Jim Trustem and Dane Trustem, gather in one of the freestall barns on their farm, Larson Acres, near Evansville, Wisconsin. The family milks 2,800 cows and farms 5,000 acres and was named World Dairy Expo's 2024 Dairy Producer of the Year.

"We developed those words a long time ago, and they still fit us very well," Sandy said. "Everything we do reflects those words. They help lead us and guide us."

Growing from humble beginnings of 20 cows and 80 acres on the farm purchased by Don Larson in 1957, Larson Acres has evolved into a farm that is flourishing.

"Each generation has left its mark on the farm," Sandy said.

Turn to LARSON | Page 3

# A cruel twist of fate

## 12-year-old Jersey breeder awaits heart transplant

BY DANIELLE NAUMAN  
Staff Writer

CUMBERLAND, Wis. — Imagine that one minute, you are sitting in the stands, cheering on your daughter's basketball team. The next, you are in a doctor's office hearing the unthinkable — your daughter requires a heart transplant.

That is the nightmare that Jamie and Tamala Anderson and their daughter, Lexi, are living.

Lexi is the daughter of Jamie and Tamala Anderson, and the granddaughter of World Dairy Expo perennial exhibitors Roger and Darice Riebe of Meadow-Ridge Jerseys in Cumberland. Lexi has grown up a part of the family's show-



PHOTO COURTESY OF DAIRY AGENDA TODAY  
Lexi Anderson waits her turn to enter the showing with her Spring Calf during the International Jersey Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Anderson was diagnosed in December with restrictive cardiomyopathy, a rare disease that causes hardening of the heart muscle.

ing passion.

Last fall, during basketball season, Lexi began having trouble competing.

"She would run halfway up the court and stop like she was out of breath," Tamala Anderson said. "She told me that she couldn't see, which

was why she was stopping."

The Andersons wondered if Lexi was suffering from dehydration. They spoke to her coach and devised a plan to help her. Then in November, Lexi nearly passed out during a game, and her parents realized something was not right.

An electrocardiogram done during a doctor visit showed what was described as a discrepancy between the top and bottom halves of Lexi's heart.

The Andersons were referred to a specialist at Marshfield Medical Center by their primary care physician. During that December appointment, the Andersons received the unthinkable news.

"After doing blood work and an echo, the doctor came back in and asked to speak to us privately," Anderson said. "He told us that he didn't even know how to break it to us that Lexi had restrictive cardiomyopathy."

The Andersons learned that the muscles in their daughter's heart were hardening and, eventually, it would become a solid block and stop pumping.

Furthermore, the specialist told the couple there are no drugs and no treatments for the disease outside of a heart transplant.

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# DAIRY STAR

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# TODAY IN THE TANBARK

The Tanbark, located in the Arena Building, is a full-service bar and restaurant that serves as the meeting place for attendees and exhibitors. Join us for a meal, Happy Hour, a nightly reception or an industry-hosted event!

11 A.M. - 3 P.M.  
Lunch

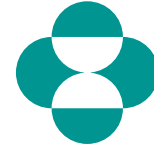
11 A.M. - CLOSE  
Bar

HAPPY HOUR - 4 P.M. - 6 P.M.

Tuesday - Thursday

Join fellow attendees and exhibitors in The Tanbark for Happy Hour.

Happy Hour includes light refreshments, live music and complimentary beer, while supplies last, made possible tonight by Merck Animal Health.



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## EDUCATIONAL OPPORTUNITIES AT WDE

### Virtual Farm Tour: 10 a.m.

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

Schoepp Farms LLC Lodi, Wisconsin  
Sponsored by: Schoepp Farms LLC

### Expo Seminar: Noon

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

Cultivate Your Culture  
Presenter: Sandy Larson, General Manager,  
Larson Acres

### Expo en Español: 2 p.m.

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

Mujeres en la industria lechera  
Panelistas: Caitlin Cramer, Calf and Heifer Manager & HR and Animal Welfare Coordinator, Legacy Farms, LP; Rosario Ibarra, General Manager, Grotegut Dairy Farm, Inc.; Alison Pfau, M.S., Bilingual Regional Dairy Educator, UW-Madison Division of Extension  
Moderador: Marcela Martinez, Research Technologist, Penn State University Department of Veterinary and Biomedical Sciences  
Patrocinado por: Progressive Dairy

### Knowledge Nook Sessions

Located in the Atrium of the Exhibition Hall, the Knowledge Nook is a space designed for companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo.

9:30 a.m. Milk Sustainability Center - Driving to Productivity and Sustainability  
Speakers: Matt Schleicher, Dairy & Livestock Production System Marketing Manager, John Deere and Joaquin Azocar, DVM, Solution Manager, DeLaval North America  
Presenting Company: John Deere

10:30 a.m. Moving Ahead of Digital Dermatitis with Systematic Prevention and Control  
Speaker: Dörte Döpfer, DVM, MSc, Ph.D., Professor, University of Wisconsin School of Veterinary Medicine & Jeff Wheeler, Strategic Accounts Manager, Diamond V  
Presenting Company: Diamond V

11:30 a.m. Threats to the Agriculture Sector  
Speaker: Stephen W Goldsmith DVM, Management and Program Analyst and Special Agent Scott Mahloch  
Presenting Company: Federal Bureau of Investigation

12:30 p.m. Supporting Producers, Safeguarding Cows  
Speaker: Rosemary B. Sifford, DVM; Deputy Administrator; USDA Animal and Plant Health Inspection Service  
Presenting Company: USDA APHIS Veterinary Services

1:30 p.m. Nutritional Enhancements on Forages Using Biologicals  
Speakers: Scott Harris - Regional Sales Manager & Amy Hoy - Forage Division Lead, Masters Choice  
Presenting Company: Masters Choice

2:30 p.m. Using 3D Camera Technology to Accurately Measure Body Reserves, Growth, and Locomotion in Dairy Cattle  
Speaker: Abbi Goldenberg, Business Development Manager, Dellait - Animal Nutrition & Health  
Presenting Company: Dellait, LLC

3:30 p.m. Electrical Monitoring and Prevention for Dairy Farms  
Speaker: Hudson Davis, US Authorized Representative, PrevTech Innovations  
Presenting Company: PrevTech Innovations



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Continued from LARSON | Page 1

“My grandpa set up the path that led to what Larson Acres is today.”

Cows are housed in sand-bedded free stalls and milked three times a day in two parlors – a double-20 parallel and a double-22 parallel. Cows average 112 pounds of energy-corrected milk per day with 4.5% butterfat, 3.32% protein and a 56,000 somatic cell count.

The Larsons raise about 2,350 head of youngstock. Calves are housed in six nursery barns and transition to a loose housing barn as weaned calves. A second facility for older heifers houses more than 1,000 animals and an in vitro fertilization lab.

Persistent in creating the perfect balance of type and production, the Larsons have bred 130 Excellent cows, 16 Gold Medal Dams, 40 Dams of Merit and four Gold Medal Sires. In addition, numerous females in the herd are in the top 100 for Dairy Wellness Profit Index. Longevity is important to the Larsons as well, and nearly half of the milking herd is in its third lactation or greater.

Developing influential cow families is a longstanding goal of the Larsons with the Felice and Miss America families being two of their favorites. Many offspring trace back to Lars-Acres Durham Felice, including Lars-Acres Delta Ferrari-ET (EX91-2E DOM). As a three-year-old, Ferrari made over 42,000 pounds of milk and nearly 1,900 pounds of butterfat. She has 50 daughters in the herd that average 2900 Genomic Total Performance Index and several sons and grandsons in AI.

“Felice has daughters, granddaughters and great-granddaughters that have done very well for us,” Mike said.

Lars-Acres Miss America has 17 daughters and over 100



STACEY SMART/DAIRY STAR

**Cows eat a total mixed ration July 31 in this 8-row cross-ventilated freestall barn at Larson Acres near Evansville, Wisconsin. Cows average 112 pounds of energy-corrected milk per day with tests of 4.5% butterfat and 3.32% protein and a 56,000 somatic cell count.**

granddaughters in the herd. Miss America is the third dam of a current mating sire at Select Sires, Lars-Acres Sheep Ammo-ET.

Another favorite cow of the Larsons is Lars-Acres Gwatwd Landi-ET (EX93-2E). Landi was named Champion Bred and Owned of the Junior Show at the 2017, 2018 and 2019 Midwest Spring National Holstein Shows. She stood fifth in the Senior 3-year-old Class at the 2018 International Junior Holstein Show and was nominated Junior All-American that year. Landi has a best record of more than 45,000 pounds of milk and 1,800 pounds of butterfat.

Striving to breed the most profitable and efficient cow possible, the Larsons have relied on genomic testing since 2011 to deliver proven results.

“The indicators are so accurate, and they’ve helped us develop a well-balanced cow that stays around for a long time,” Mike said. “Genomics has helped

us create good cow families with good wellness traits.”

The Larsons believe in accurate recordkeeping and utilizing the data they capture.

“Using data sets us apart and has helped us in every area,” Mike said. “Whether it’s genomics or milk quality, the data tells us what’s working and what’s not working. We have a lot of data, and we find a way to use it. That helps us get to the bottom of a problem.”

The team at Larson Acres includes 70 employees, and placing priority on a positive work environment is central to the farm’s success. With a turnover rate of less than 2% and a waiting list of people wanting to work at Larson Acres, employee retention at the farm is thriving.

“We’ve put together a good team, and some people have been with us more than 20 years,” Sandy said. “We work hard on engagement and take really good care of our employees. We offer

good wages, housing and free health insurance.”

Educational opportunities, monthly activities, lunches, employee appreciation parties and more are normal occurrences at Larson Acres.

“We never miss an anniversary, and we always have an ear for an employee who wants to celebrate something,” Mike said. “The culture we’ve created keeps cows healthy and the farm running smoothly. It helps us be successful.”

Mike said their family invests in administration and has a full-time human resources person.

“If someone is having a bad day, there are three people they can talk to before it gets to us,” Mike said. “Our support staff is second to none and serves as a sounding board for advice and providing feedback. A lot of dairies don’t even have one person for that.”

The Larsons embrace the

community and welcome visitors year-round.

“It’s easy to have an open-door policy because we’re proud of our farm and want to show people what we do,” Mike said. “We always have. When I was a kid, I remember my dad taking people around the farm in his truck. Even 40 years ago, he was proud.”

The Larsons are active in their community with ongoing involvement in local organizations, churches and schools. They recently made a generous contribution towards the development and completion of Evansville’s West Side Park and Aquatic Center, which was renamed Larson Acres Park. The Larsons are also avid supporters of the Junior Holstein Association, 4-H and FFA programs throughout Wisconsin and Rock County.

The number of cows at Larson Acres has remained steady since their last expansion in 2010.

“Instead of milking more cows, we’re concentrating on selling more embryos and genetics,” Mike said.

The Larsons also look to gain efficiencies wherever possible.

“We want to be better at what we’re doing,” Mike said. “We’re smart enough to know that if we’re doing the same things 20 years from now, we’re going backward. We always want to be improving.”

Built into their daily routine, running a well-rounded operation is second nature to the Larsons.

“I’ve been told that I take for granted what we do every day, but to the rest of the world and industry, it is special,” Mike said. “Being named Producers of the Year makes you step back and celebrate.”

# Show your support!

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The Andersons were referred to the hospital Children's Wisconsin in Milwaukee.

"The specialist told us it is so rare, he has never seen a case in his career or treated it," Anderson said. "He said less than 2%-5% of cardiomyopathy patients develop restrictive, and they are usually adults."

Lexi's cardiomyopathy has a genetic component, but doctors do not know how she developed restrictive.

"Normally restrictive comes from something like chemotherapy or having too much iron or protein build-up in the heart," Anderson said. "Lexi's tests show the right amount of protein and iron. We literally drew the short straw in the lottery with this."

The disease has progressed rapidly. Lexi must be within six hours of the Milwaukee hospital at all times, in the event a heart becomes available.

Monday, Oct. 7, Lexi is scheduled for another heart catheterization. The Andersons have been told to prepare for Lexi to be admitted to the hospital at that visit.

"The hot weather has been hard on her," Anderson said. "She's been getting sick at night. she can't eat full meals because she gets sick. She has to eat lots of small meals. They are concerned about her weight dropping. That can mean the heart failure is progressing faster."

Despite the gravity of her situation, the Andersons are trying to figure out how to walk the thin line between protecting their daughter and allowing her to be a kid. Lexi has been attending school this



Lexi Anderson parades her Spring Calf during the International Jersey Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Anderson needs a heart transplant and is currently listed as 1B on the transplant list.

PHOTO COURTESY OF COWSMOPOLITAN

fall.

"Not being able to play sports or take part in gym is driving her insane," Anderson said.

Lexi showed both dairy and sheep at the Barron County Fair last month. Her cousins were on standby to take over in the show ring if the exertion became too much.

With the same precautions, Lexi hit the colored shavings at Expo Sept. 30, with her Jersey Spring Calf

Fellow Jersey breeder Eric Silva of Sunset Canyon Jerseys in Beaver, Oregon, heard of Lexi's story, and was led to donate a heifer to be sold at the All-American Jersey Sale Nov. 9, in Louisville, Kentucky.

"I've never met Lexi, but

I've visited with her grandparents several times," Silva said. "They are good, hard-working Jersey breeders. The best part of the Jersey business is that we are truly a worldwide family, we care for one another. Lexi is a part of that family."

Silva is selling shares in the heifer, to purchase her in the sale. The money will be donated to the medical fund that has been established for Lexi, and the calf will be gifted to Lexi.

Meanwhile, Lexi is listed as 1B on the transplant list and will move to a 1A status when she is admitted to the hospital.

"She is O-positive, so it has to be an O blood-type heart, and, because of her size, it has to be a heart from a child

aged 5-10," Anderson said. "One day she asked me who would just give her their heart. We had to have the talk about how a heart would become available."

That talk hit close to home for both Lexi and her mother. Lexi's older sister, Emma, was killed in an all-terrain vehicle accident Aug. 27, 2020.

"She asked me if Emma's heart had been donated," Anderson said. "I told her we had allowed them to take whatever organs could be used to save another child."

While Anderson has had to be strong in the face of everything Lexi is up against, inside she is struggling, she said. Anderson was emotional as she talked about what she is fac-

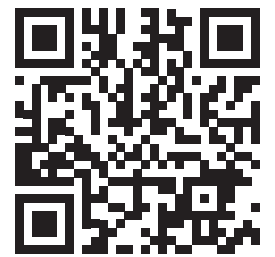
ing.

"Honestly, I pray to God every day — you already needed to take one of my kids, please don't take another because I won't be able to handle that," Anderson said. "I have to be strong right now, but if something happens...I have to believe it won't. They said they are going to find something for Lexi. They never have not found anything."

To purchase a \$500 share towards the purchase of Sunset Canyon Laspada Karen 5141 in the All-American Jersey Sale Nov. 9, in Louisville, Kentucky, please contact:

**Eric Silva, Sunset Canyon Jerseys, sunsetcanyonjerseys@gmail.com**  
**Kristin Paul, AJCA Area Representative, (209) 402-5679**

**More information on donating to Lexi's medical fund can be found at:**



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Image: Vandenberg Dairy via Lethbridge Dairy Mart, Alberta, Canada

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# COMMERCIAL EXHIBITORS



# SPOTLIGHT



**Doug Williams**  
Kuhn North American  
Brodhead, Wisconsin

**When did you become a member of the World Dairy Expo Commercial Exhibitor Committee?** Wow, probably in the early to mid-90s when the Commercial Exhibitors Committee was first formed. Being a long-term exhibitor at the show and having a dairy background, I felt I could offer my time and had good insight to help the CEC continue to grow the commercial exhibits portion of the show.

**What do you enjoy most about being involved in this manner?** First would be working with the staff and everyone you meet at WDE. Second would be being able to offer input for continued growth of the commercial exhibits and continued satisfaction with Expo.

**How have you seen the industry progress since you became a representative of your company?** Probably technology, from genetics to feed and nutrition to the mechanization of dairies around the world.

**What behind-the-scenes responsibilities do you enjoy as a committee member?** Meeting and welcoming new and past exhibitors to WDE. Being on the Executive Committee as CEC chair allows me to have ground-floor knowledge and input.

**What other ways are you involved in the dairy industry?** Mainly through my work at Kuhn North America, being the dairy industry is such a key customer, as well as having two brothers that run a 1,000-head dairy just south of Brodhead.

**As someone who attends trade shows throughout the year, what sets WDE apart?** First would be the fact that it is a vertical show that centers itself on the dairy industry worldwide. Second is having 2,000-plus head of dairy cattle from across North America in Madison for a week.

**What do you enjoy doing at WDE in your spare time?** Assisting the staff to ensure that we maintain a world-renowned show each year.

**What would you like WDE's trade show to look like in the future?** I would like to see it continue to be the destination that the dairy industry comes to throughout the world.



**Laura Tresslar**  
Merck Animal Health  
Brooklyn, Wisconsin

**When did you become a member of the World Dairy Expo Commercial Exhibitor Committee?** I joined the commercial exhibitor committee in 2021.

**What do you enjoy most about being involved in this manner?** Being on the Commercial Exhibitor Committee I get to be a voice for companies exhibiting at World Dairy Expo and be a voice for attendees. We strive to make the trade show enjoyable for both exhibitors as well as those who are visiting the show. We want to make sure that it is educational and beneficial for all involved.

**How have you seen the industry progress since you became a representative of your company?** Since I have become a member I have watched our industry become more digital. 2020 sped up our need for a digital era but our producers drive digital needs now. We need to be able to manage farms remotely while staying as connected as we were 20 years ago. This demand will only increase as we become more diversified and manage more complex operations.

**What behind-the-scenes responsibilities do you enjoy as a committee member?** Being able to sit with WDE leadership and see their thought process as well as needs when planning for the show. It is a huge undertaking making WDE a success and it's been fun to pick the team's brains as well as give input where I feel changes and/or improvements can be made.

**What other ways are you involved in the dairy industry?** I grew up in the dairy industry on a dairy farm just outside of Madison, Wisconsin. Those roots run deep. I work with dairy farmers across the upper Midwest in my job at Merck Animal Health, as well as continue to volunteer and give back where I am able, participating in various events throughout the year.

**As someone who attends trade shows throughout the year, what sets WDE apart?** The people: WDE is not just a trade show or a cow show — it is a gathering of like-minded, progressive dairy enthusiasts. I enjoy visiting and connecting with those who I have not seen in a year, every fall. It has become a family reunion where you spend all day visiting friends and connecting with new industry members. Every year when I leave, I am more excited and ready to work hard for those who I have met and connected with throughout the event.

**What do you enjoy doing at WDE in your spare time?** I volunteer with the cattle show. I grew up helping my dad, Ken Elliott, and all the other superintendents throughout the week. I still enjoy spending time in the barns, in the ring, or up in the office helping out with the show.

**What would you like WDE's trade show to look like in the future?** An educational gathering place for dairy enthusiasts. I would love to see the trade show focus on innovation and education while allowing attendees to network, learn and find management ideas for their operations or businesses.



**Josh Hushon**  
Cargill  
Geneseo, Wisconsin

**When did you become a member of the World Dairy Expo Commercial Exhibitor Committee?** I have been part of the Commercial Exhibitors Committee since 2017. I was elected to that group to represent the feed/nutrition exhibitors by my peers in the industry. My initial goal of getting involved in the leadership of WDE remains the same now as it was back then — WDE had a profound impact on my career choices as a 16-year-old farm kid who first came to Madison in 1996, and I want to make sure that it can continue to impact youth for years to come.

**What do you enjoy most about being involved in this manner?** I enjoy the opportunity to contribute to make WDE the top dairy trade show in the world every year, and the challenges that changes in the industry and trade shows are bringing to that goal. From the general manager down to the staff and everyone else involved in the event, there is a great openness to new ideas. I love working with a group of people who share the same passion I have for WDE. It is contagious.

**How have you seen the industry progress since you became a representative of your company?** Travel has become more of a decision for people (and more expensive), which is directly affecting trade shows including WDE. The COVID-19 pandemic accelerated that trend, and now most people expect events to offer virtual or hybrid options. WDE was ahead with the cattle show and record viewing of those competitions this year is proof of the value of virtual programming. The next steps need to include finding ways to introduce virtual and hybrid options into the other parts of the show and better monetize the ones that exist today.

**What behind-the-scenes responsibilities do you enjoy as a committee member?** I think the best behind-the-scenes perk of being on the CEC is to hear plans for the show months in advance and provide input on ways to make them better. The staff at WDE is very collaborative with the individual committees that contribute to the show, and I love to hear the new ideas they are considering. Some may not be pursued, but the creativity and good discussion in those meetings are a great perk. Two things I do not get (if you are wondering) are early access to what color the shavings are and a fast pass to the grilled cheese line, though both would be welcome.

**What other ways are you involved in the dairy industry?** I've been involved with the dairy industry my whole life and often tell people that I like cows and tend to like people who like cows. After growing up in Pennsylvania and relocating to Wisconsin post-college in 2003, I've held a variety of dairy marketing and storytelling roles including the past 10 years with Cargill Animal Nutrition where I lead the dairy strategy and marketing team. My wife, Casey, and I own a small show heifer farm east of Madison in Watertown and we stay active as volunteers in the industry.

**As someone who attends trade shows throughout the year, what sets WDE apart?** For me, it's still the scale and dairy focus that makes WDE special. Other trade shows are bigger than WDE, and others are as dairy-focused as WDE. But no other show does it at the scale we do it in Madison with a complete focus on the dairy industry. I think the people are what makes it special too. No other show attracts a cross-section of people from across the dairy farming industry like WDE does and that's special, too.

**What do you enjoy doing at WDE in your spare time?** I'm not sure what this spare time is that you speak of. My family and partners and I will also exhibit 5-9 head of Brown Swiss and Ayrshire heifers at the show. Each year I joke that trying to be a cattle exhibitor and commercial exhibitor at WDE, and do both at the level to which I aspire, is not for the faint of heart. It's only passion that keeps me going by the end of the week. But, if I find a spare moment, it will be used to catch up with the friends and industry connections I only see once a year at Expo.

**What would you like WDE's trade show to look like in the future?** I think we need to attract more of the decision-makers at the large dairies across the U.S., so the show can continue to be a valuable business place for companies like Cargill. Fewer and fewer people are owning more and more of the cows as consolidation comes to our industry. The challenge in front of the organization now is to have an event worth the price of their attention, and that event will likely not be only a trade show. I'd like to see more ways of creating business opportunities on the WDE trade show floor plan, whether that is a classic booth-selling environment or something else.



**Joe Coburn**  
Coburn Company  
Whitewater, Wisconsin

**When did you become a member of the World Dairy Expo Commercial Exhibitor Committee?** I became a member of the Commercial Exhibitors Committee in 2010 after being encouraged by a colleague, who had been an original member of the committee. I wanted to ensure fair representation for commercial exhibitors at our show.

**What do you enjoy most about being involved in this manner?** I enjoy contributing to help WDE continue being a world-class commercial trade show.

**How have you seen the industry progress since you became a representative of your company?** There have been advances in on-farm technology and this continues to drive progress industry wide.

**What behind-the-scenes responsibilities do you enjoy as a committee member?** Making WDE a meaningful experience for exhibitors and attendees is always our committee's goal. We do this by continually reviewing show layout, rules and anything else that will affect our visitors' experiences.

**What other ways are you involved in the dairy industry?** I support various agricultural non-profits.

**As someone who attends trade shows throughout the year, what sets WDE apart?** WDE is a unique show experience combining a world-class commercial trade show with a world-class cattle show.

**What do you enjoy doing at WDE in your spare time?** I enjoy visiting all the booths and meeting with colleagues from around the world.

**What would you like WDE's trade show to look like in the future?** Continuing to be relevant in a dynamic industry can be difficult. Our show needs to respect exhibitors and attendees by providing learning opportunities in products and cattle. WDE checks all these boxes.

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# STAR★STUDDED

TERRI  
PACKARD

## A dairy farmer, mentor and judge

Packard's achievements set her apart

BY SHERRY NEWELL  
Staff Writer

**BOONSBORO, Md.** — Plenty of World Dairy Expo enthusiasts know how to develop good cows. Many have success in marketing them. Dozens are judging dairy cattle shows. A smaller group are helping shape Expo's current existence. Just a handful or two are regularly standing in the top winner's circles.

But only a very select few, like Terri Packard, fall into all those groups. That may be why she struggles to give herself a title as she works with her husband, Ernie Kueffner, at South Mountain Jerseys of Boonsboro, Maryland.

"I'm a dairy farmer, but my role here (at South Mountain Jerseys) is doing the majority of the marketing, the social media, the website," Packard said. "I'm the keeper of all the photos, the records. I do hands-on cattle care. It's an ever-changing list."

Starting her life on a sixth-generation Registered Holstein farm in northern Pennsylvania, Packard moved through the typical circles of dairy youth, concluding with being on the dairy judging team that represented Penn State at the National Intercollegiate Dairy Cattle Judging Contest in 1991, where she placed eighth. It was her first visit to Expo.

Since then, the 53-year-old has never missed a year.

She and her husband helped make history with their role developing the 2006 Supreme Champion, Huronia Centurion Veronica. The couple purchased the young cow in 2002, before she became a household name. Veronica was named the Reserve Grand Champion that year as a two-year-old. She was then sold to Arethusa Farm in 2004, where she went on to be a three-time Expo Grand Champion and the 2006 Supreme Champion, earning Arethusa Farm a Toyota Tundra Truck that year, as part of their winnings.

"We owned Veronica for a period of time, bred our own daughters, then managed her at Arethusa and bred more offspring," Packard said. "I think she's one of the best-transmitting show cows that ever lived."

The couple also played a role with well-known Holstein cows they co-owned

or managed, like Ernest-Anthony SD Tobi, Hillcroft Leader Melanie and Butz-Butler Gold Barbara. Packard also mentions breed standouts like KHW Regiment Apple-Red and Tri-Day Ashlyn with pride.

Few people have so many famous cows for which they can take substantial credit.

"What makes us proud is the cattle we've been able to work with and how they've impacted the breed," Packard said. "A lot of people work with a lot of really good cattle and we've had the good fortune of breeding or working with exceptional cattle, but they had a good foundation in terms of pedigree."

While her impact in the showing is evident in the honors the cows have secured, Packard has also had a hand in Expo's continuing development. She currently serves on the Dairy Cattle Exhibitor Committee.

"I take it very seriously," she said. "In this business everyone is trying to breed animals that can compete at the very highest level, and in the U.S., Expo is that level. It's something I always look at: what's best for the cattle and the exhibitors — that's a priority. It's our obligation to point out problems but also have ideas to discuss."

One of those ideas was the change in Expo's schedule, which Packard championed.

"I was one that voiced my displeasure about timing and the long days, late nights, early mornings," Packard said. "I'm really pleased with the outcome and the way it was received."

Another piece of Packard's Expo accomplishments came from Arethusa's entry into the dairy product processing competition. In 2009, when the farm's owners branched out to that world, she ended up doing everything from finding consultants to sampling milk in the aisles of Whole Foods.


Like in her cow ventures, she helped the effort succeed. After the couple left Arethusa, the company earned cheese and ice cream honors at the World Dairy Expo Championship Dairy Product Contest for three years.

Packard also judged the intermediate division of the Youth Showmanship Contest in 2023.





PHOTO COURTESY OF THE BULLVINE


Terri Packard leads out South Mountain Voltage Radiant-ET after she was named the Intermediate Champion of the International Jersey Show Oct. 3, 2018, at World Dairy Expo in Madison, Wisconsin. Radiant, a homebred animal, was the winning Junior Three-Year-Old.



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Turn to PACKARD | Page 8

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Continued from PACKARD | Page 7



PHOTO COURTESY OF COWSMOPOLITAN

**Terri Packard (right) accepts judge Keith Topp's handshake as he names South Mountain Whistlin Dixie-ET the International Jersey Show Honorable Mention Junior Champion Oct. 3, 2022, at World Dairy Expo in Madison, Wisconsin. Whistlin Dixie is a great-granddaughter of WDE Supreme Champion Huronia Centurion Veronica.**

Beyond Expo, Packard became only the second woman to judge the National Jersey Jug Futurity at the North American International Livestock Exposition in Louisville, Kentucky. This fall, she judged Jerseys at the All-American Dairy Show in Pennsylvania, a special opportunity because it was the biggest show of her youth.

More than a dozen state shows or fairs and two international shows are also part of her resumé. She will add to that judging Jerseys at the New Zealand Dairy Event in January.

"When I think back to where I started, having an interest in cattle, college and 4-H judging, we didn't see women doing these things," Packard said. "There were no women caring for those cattle, leading them in the showing, judging those cattle."

That is one of the reasons Packard values mentoring.

"It's a very uphill climb, so if we

want to be respected and viewed doing those things, we want to pass on those experiences and give more opportunities," she said. "Girls want it bad; they see the opportunities my generation did not see. I want to encourage and cultivate women in order to sustain this business."

More broadly, Packard is emotional about employees and partners with whom she has worked.

"When you work with these young people and they put a lot of trust in you — sometimes they even lived with us — and you watch them go out and do what they dreamed of doing, preparing and managing high-level cows ... that's one of things that makes me so proud," she said.

It also makes her proud to see former employees who now have families or kids that love showing.

"We see pictures of them out with their kids at fairs continuing that passion that's now passed on to another generation... it's just great," Packard said.

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3	38	42
4	37	41
5	36	40
6	35	39
7	34	38
8	33	37
9	32	36
10	31	35
11	30	34
12	29	33
13	28	32
14	27	31
15	26	30
16	25	29
17	24	28

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# University of Minnesota scores repeat win in National Intercollegiate Dairy Judging Contest

Top individual hails from the University of Wisconsin-Madison

BY SHERRY NEWELL  
Staff Writer

**MADISON, Wis.** – During the very moments of an NFL match-up where the Minnesota team was beating the Wisconsin team, another rivalry between the two states was playing out at the National Intercollegiate Dairy Judging Contest at World Dairy Expo, with similar results.

The University of Minnesota claimed the Overall Team title over the University of Wisconsin-Madison by 10 points while also claiming the Overall Team Reasons title by a margin of 22 points. The U of M also won the contest in 2023.

But the Wisconsin team's Kylie Konyn was High Individual Overall after her top Individual Reasons score broke a tie with Naomi Scott of Iowa State University. Both women amassed 861 points, but Konyn's 283-point day in reasons bested Scott's by five.

Minnesota's victory came on the strength of its fourth, fifth and sixth place Individual Overall placings of team members Megan Meyer, Sarah Hagenow and Megan Ratka, respectively.



LAURA SELJAN/DAIRY STAR

The University of Minnesota's team shows off their awards earned as High Overall Team and High Overall Reasons at the National Intercollegiate Dairy Judging Contest Sept. 29, 2024, at World Dairy Expo in Madison, Wisconsin. Pictured (from left) are Dr. Les Hanson and Isaac Hagen, coaches; Sarah Hagenow, Megan Meyer and Megan Ratka, team members; and Gabriella and Eric Houdek, coaches.



LAURA SELJAN/DAIRY STAR

Kylie Konyn of the University of Wisconsin-Madison is the High Individual Overall and in Reasons in the 2024 National Intercollegiate Dairy Judging Contest. Konyn won on a tiebreaker over Iowa State University's Naomi Scott.

While most teams have a fourth score, allowing for the lowest individual point total to be dropped, the winning team had only three judges, making the win even that more impressive.

"It was the first time I've had a three-person team in any contest, ever," Dr. Les Hanson, the team's longtime coach, said.

In spite of that, fellow coach Gabriella Houdek, who also coached the team with her husband, Eric, and Isaac Hagen, was optimistic.

"Everyone else seemed to be worried about that, but we weren't," Houdek said.

Meyer, Hagenow and Ratka echoed her confidence.

"We knew we were capable," Meyer said. "We get our strength from each other."

As placings in various breeds began during Sunday night's banquet, sparse awards gave the trio pause.

"Our mentions were very spread out," Hagenow said. "We kind of came from behind."

The team scored wins in Guernseys and Milking Shorthorns, and Ratka was High Individual in Milking Shorthorns.

Meyer, Hagenow and Ratka were third, fourth and fifth, respectively, in Overall Reasons.

"This is everything I could dream of," Ratka said. "You start judging when you're little and think one day you can win at Expo, but then it happens ... I'm not sure I'm awake."

High Individual Konyn, who comes from the last dairy in San Diego County, California, accomplished her goal by winning reasons Sunday. But as Wisconsin team listened for results, they knew how things would shake out for the team.

Individually, Konyn also won Brown Swiss and Guernsey

"The cuts were in my favor," she said. "I loved the classes."

Individually, it was not the first time her score was tied for the win; she had previously lost a tie to her teammate, Natalie Roe. Chloe LaCrosse and Emma Dorshorst completed the Madison team.

Iowa State University placed third in the team competition, followed by Purdue University. The University of Wisconsin-River Falls was fifth. Seventeen teams were involved in the contest.

### All-American Individuals (Top 15 Overall)

1. Kylie Konyn, University of Wisconsin-Madison
2. Naomi Scott, Iowa State University
3. Evan Coblenz, Purdue University
4. Megan Meyer, University of Minnesota
5. Sarah Hagenow, University of Minnesota
6. Megan Ratka, University of Minnesota
7. Joe Schuh, University of Wisconsin-River Falls
8. Aidan Ainslie, Cornell University
9. Cole Pond, The Ohio State University
10. Elizabeth Hyman, Michigan State University
11. Audrey Piel, University of Wisconsin-River Falls
12. Kaylee Richards, Colorado State University
13. Whitney Yerina, The Ohio State University
14. Chloe LaCrosse, University of Wisconsin-Madison
15. Reanna Schmidt, North Dakota State University

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# National 4-H Dairy Judging Contest win goes to New York

“We thought Florida had us.”

BY SHERRY NEWELL  
Staff Writer

MADISON, Wis. – As New York’s 4-H dairy judging coach, Dr. Douglas Waterman, frantically ran figures as results were announced for the National 4-H Dairy Judging Contest, he was not sure his team had won.

But as the final standings in the contest Sunday, Sept. 29, at World Dairy Expo® became clear, it was New York by six points. Their final 2,057 points were boosted by their 691-point reasons score, which bested Florida’s by 11.

“We thought Florida had us,” Waterman said of the final moments before his New York youth won the contest for the third time, most recently in 2012. He was wrong.

Waterman had been hoping the four 2024 team members — Elise Donlick, Alexis Schultz, Mason Ziemba and Alysha Kuhn — would end up together as the New York state dairy judging competition approached in August. Each team member had experience over the last three years at contests in Louisville, Ky., and Harrisburg, Pa.

In fact, Schultz was the high individual in reasons at Harrisburg in 2023 and placed third overall. At WDE, she won both categories. Her 702-point overall score was three points above that of Jaylee Heijkoop of Florida.



LAURA SELJAN/DAIRY STAR

New York’s 4-H dairy judging team members smile broadly as they accept top honors Sept. 29 at World Dairy Expo’s National 4-H Dairy Judging Contest in Madison, Wisconsin. Mason Ziemba (from left), Elsie Donlick, Alexis Schultz (high overall individual) and Alysha Kuhn judged for the team coached by Dr. Douglas Waterman (right) in 2024.

She and teammate Ziemba went one-two in overall reasons as individuals.

Schultz comes from a 100-cow dairy in Wayne County, New York.

She said her team was able to work hard but also have fun, with a philosophy of putting the team’s accomplishments first.

“We sat down and talked about what we wanted to accomplish and what we needed to do to accomplish it,” she said. “(The conversation) got pretty real pretty fast.”

From Wednesday through

Saturday before the contest, they visited nine farms to judge classes and gave seven sets of reasons to their coach.

The fun part was winning a plastic duck in an arcade game. It was with them as the results were announced.

While Schultz has other accomplishments under her belt, she called this week’s win the best.

“This is definitely the top,” she said. “It was a crazy day.” Kuhn agreed.

“Doing well in judging is the top thing,” she said. “I’ve done

well in quiz bowl, but judging is the top.”

She called her experiences at Louisville and Harrisburg, “a big build-up to judging at Expo.”

Kuhn won the Brown Swiss breed, while Schultz won Guernseys, Milking Shorthorns and Red and Whites. Schultz’s breed wins helped earn the team wins in Milking Shorthorns and Red and Whites, and they also came out on top in Holsteins.

The other top team placings included Wisconsin in third, Maryland in fourth and Indiana in fifth.

## National 4-H Dairy Judging Top Individuals

1. Alexis Schultz, New York
2. Jaylee Heijkoop, Florida
3. Hunter King, Kentucky
4. Mason Ziemba, New York
5. Emily Fritz, Maryland
6. Hannah King, Pennsylvania
7. Carly Linnemeier, Indiana
8. Aubrey Cook, Florida
9. Klaudia Biel, Minnesota
10. Wyatt Schlauch, Ohio
11. Karaline Schuman, Indiana
12. Anders Lovstuen, Iowa
13. Brennan King, Maryland
14. Ross Kelsey, Michigan
15. Jaden Wilks, Idaho
16. Amelia Ross, Maine
17. Lily Peterson, Wisconsin
18. Abigail Michnowicz, Florida
19. Stella Kamm, Wisconsin
20. Elsie Donlick, New York
21. Sophia Kamm, Wisconsin
22. Alexis Landry, Maine
23. Makenna Mase, Pennsylvania
24. Kelly O’Connor, Illinois
25. Lillian Finke, Ohio

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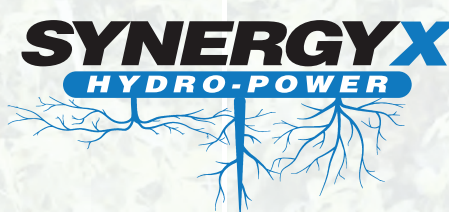
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# DYNAMIC DUOS

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## Developing a love for the registered cow

### Cows that pay the bills

BY DANIELLE NAUMAN  
Staff Writer

Clark Woodmansee III was not born into the world of Registered Holsteins. But you would not know it by looking at the resume of cows he has owned.

"I became a partner in my father's largely grade herd when I graduated from high school in 1971," Clark said. "There were several good, registered breeders near us. Watching them, my interest was piqued."

In 1974 Clark bought his father out of the farm and began the process of slowly transitioning his herd towards registered cows.

Clark and Lois were married in 1976, and the couple began navigating the dairy farming life together. Today the Woodmansees are farming with their son, Clark IV, and his wife, Courtney, milking around 120-130 cows and farming 500 acres near Preston, Conn.

Over the years, the

Woodmansees have become a well-oiled partnership, each using their strengths to make their business thrive.

"I take care of the paperwork and the bookkeeping," said Lois. "Clark is hands-on with the cows, with everything running the farm."

Throughout the years, the one thing that has remained a constant is the way Clark views his cows and their profitability.

"I'm a big believer that the cows have to pay the bills," Woodmansee said. "I like the functional, modern kind of cow."

That philosophy shows through in some of the most well-known cows Woodmansee has owned over the years: Quality Ridge Stormi Hazel, Lo-Pine Astro Jet Bianca and Rosiers Blexy Goldwyn, to name a few.

The interest in marketing also opened Clark's eyes to the world of showing. In 1988 he attended his first World Dairy Expo® as a spectator, before coming back as an exhibitor in subsequent years.

Merchandising is an area Clark has become fond of.

"We are believers in the registered cow," Clark said. "But merchandising them is something you have to do once in a while, especially if you're in



Lois (left) and Clark Woodmansee visit World Dairy Expo to connect with friends and enjoy the cows Sept. 30 in Madison, Wisconsin. The Woodmansees will be hosting the Breeder's Trifecta Sale with fellow breeders in June 2025 in Cobleskill, New York.

DANIELLE NAUMAN/DAIRY STAR

the habit of liking to buy them."

With that goal in mind, the Woodmansees have hosted several sales over the years to market the best of what they have developed.

The first sale they hosted was held in 1987.

"We sold everything over a year old, took a year off and built a house," Clark said. "Then we calved those calves in and started back up."

After that initial sale, the Woodmansees continued the cycle of rebuilding their herd

to maximize their marketing potential utilizing sales. They are in the process of planning another sale with fellow breeders in June 2025.

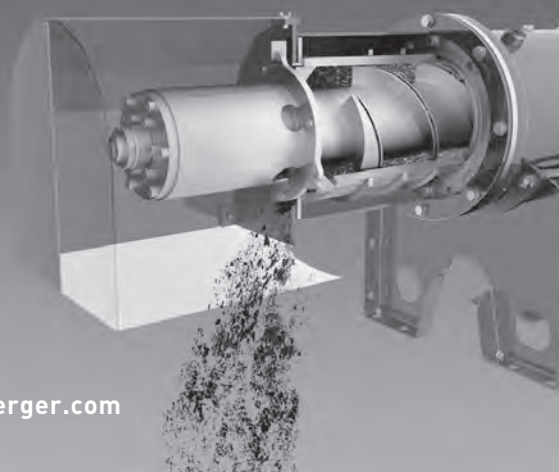
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# State-of-the-art on display

World Dairy Expo trade show offers vendors and educational sessions

BY SARAH MIDDENDORF  
Staff Writer

MADISON, Wis. — Technology has pushed the dairy industry into a golden age where dairy farmers can increase efficiency and sustainability. The World Dairy Expo trade show and educational sessions will highlight the newest technology in the dairy industry.

“All new technology is meant to increase efficiency, but with dairy farmers being pulled in so many ways and so many items for them to manage, time management and improving efficiency are very important aspects of building a better business,” said Brian Paul, World Dairy Expo’s trade show manager. These new technologies will benefit everything from raising calves to monitoring forage.”

Paul said they are seeing a lot of new technology focused on energy efficiency. This technology could be related to solar or wind power, energy consumption or overall reduced energy use. Along with this, they have seen an increase in companies that specialize in clean water solutions.

“I work with around 600 companies, and they are all great companies with exciting products and new ways to improve the bottom line of dairy farmers and improve the global dairy industry,” Paul said.

The Knowledge Nook sessions are also a big part of the trade show at World Dairy Expo. Offered during the



PHOTO COURTESY OF WORLD DAIRY EXPO

Trade Show exhibitors and World Dairy Expo visitors mingle in the lobby of the Exhibition Hall during the 2019 Expo. In 2019, 859 companies shared their products and services during Expo’s Trade Show.

event, they provide information about a variety of topics, including genetics, forage, technology and more.

Cassi Miller, World Dairy Expo’s Attendee Programs Manager, said typically every day there will be seven different sessions. They will take place Oct. 1-4 beginning at 9:30 a.m., with a new session starting every hour thereafter.

“Those educational sessions are

great, always cutting-edge, new information,” Miller said. “They provide valuable information for attendees to take back to their operation.”

Each session is presented either by the researcher or the person who generated the product or topic. Miller said there are also panel discussions of customers who have used the product in their work on the farm.

Miller said visitors walking through

the grounds should look at the schedule and stop to listen for a few minutes.

“You don’t need to be there the entire time,” Miller said. “We can connect anybody with our presenters if they want to ask some further questions.”

Turn to TRADE SHOW  
| Page 15

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PHOTO COURTESY OF WORLD DAIRY EXPO

Dairy industry enthusiasts conduct business among commercial exhibits in the Coliseum at World Dairy Expo in Madison, Wisconsin. While the size and scope of the WDE Trade Show has changed since its earliest days, the purpose has remained the same.

She said visitors can also ask presenters for their business cards to follow up with them later if they have additional questions. Miller said the presenters are excited and passionate to be able to share their information and what they have learned.

The presenters have dedicated many years to being able to develop the information they have and are happy to share that knowledge with people who would potentially benefit from it.

"I think that's what's nice about the Knowledge Nook; this is a company that is sponsoring a specific topic but their end goal is to help improve the dairy industry," Miller said.

Since hosting a Knowledge Nook session has a couple of requirements, all of these people are invested in World Dairy Expo.

Typically, those presenting at the Knowledge Nook sessions also have

a trade show booth. So, that means that presenters are likely to be on the grounds to answer questions as well.

"One benefit of the Knowledge Nook is it's not one topic for each day," Miller said. "You're going to see a variety of different topics each day. Even if you are only able to attend Expo one day, you are going to get information about everything that the dairy industry has to offer."

There will be sessions in English and Spanish. The English sessions will feature topics such as management practices, mental health and updated information of the aging and lifespan of dairy cattle. Miller said Expo en Español is a newer program and they are happy to have it available.

"It's all about what you are looking to get out of it," Miller said. "We try to fit in a lot of information in a very short period of time."



# HERDSMANSHIP DAILY WINNER

DANIELLE NAUMAN/DAIRY STAR

Maple Downs — Lily Trowbridge (sitting, from left) and Rosie Trowbridge; Amelia Somers (kneeling, from left), Emory Bewley, Lily Fries, Cara Walker, Kennedy Kimball, Allison Dunning, Erin Curtis; Duane Tillapaugh (third row, from left), Cole Partridge, Jake Pamkowski, Jacob Rouleau, Tim Coon, Barrie Potter, Danny Menendez, Lexie Payne, Jason Lloyd; Everett Brayman (fourth row, from left), Chris Kimball, Shawn Dunning, John Coon, Tyler Lloyd and Seth Johnston — wins the herdsmanship award Sept. 30 at World Dairy Expo in Madison, Wisconsin. Maple Downs Farms II is located in Middleburgh, New York.

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# Anniversary celebrations abound at Expo

## Long-standing traditions continue

BY SHERRY NEWELL  
AND DANIELLE NAUMAN  
Staff Writers

**MADISON, Wis.** — World Dairy Expo has become exactly what industry leaders first imagined it would be — the iconic gathering place for the dairy industry.

A robust week full of well-loved traditions, each year adds a new page to the history celebrated by the global dairy community. This year will mark several special milestones for both Expo and many of its longstanding partners and friends.

“We’re grateful for the many parties and groups that came together for the common goal of improving the Alliant Energy Center facilities,” said World Dairy Expo General Manager Laura Herschleb.

### New Holland Pavilions' 10th

One such improvement was the building of the New Holland Pavilions in 2014, ushering in a new era of comfort for everyone attending Expo — both two-legged and four.

“Celebrating the 10-year anniversary of the New Holland Pavilions at the Alliant Energy Center, utilized by World Dairy Expo, is such a special anniversary,” said Herschleb. “The history and stories from the old barns will always live on, but the Pavilions have been and continue to be world-class animal exhibition facilities, fitting of the world’s greatest dairy cattle exhibition.”

The structures became the home-away-from-home for the bovines vying for a coveted neck medallion and their caretakers, replacing the many well-worn, small barns that had been a part of the Expo story for decades.

“It’s home, now,” said Tom Morris, chair of the WDE Dairy Cattle Exhibitor Committee. “The old buildings were good, but our needs outgrew them. We dreamed for years, I don’t think many of us thought our dream would come true during our lifetime — but it did.”

Morris, along with other members of Expo leadership, spent years planning for the new facility that would embrace North America’s top dairy animals.

The New Holland Pavilions represent a substantial upgrade



Exhibitors prepare their World Dairy Expo exhibits in New Holland Pavilion 1 in Madison, Wisconsin. This year’s show marks the 10th anniversary of the Pavilions, which ushered in a new era of comfort and safety for cattle, exhibitors and spectators.

PHOTO COURTESY OF WORLD DAIRY EXPO

in ventilation and space, along with better electrical wiring and plumbing infrastructure from the previous structures.

Terri Packard, an exhibitor from Boonsboro, Maryland, had a front-row seat for the realization of the pavilions as her husband, Ernie Kueffner, served on the planning committee.

“There was great nostalgia and camaraderie in those old barns, but they were so difficult for everyone to navigate,” Packard said. “What we sometimes don’t think about are the people we sell to. Presentation is much improved.”

Morris believes that not only did the new facilities add to the atmosphere of the entire event, they added to the value of the animals on the grounds.

“The way the animals are presented in the new facilities is incredible,” Morris said. “You could spend a whole day, looking at cows in just one building.”

### Forage Superbowl's 40th

If there is one thing dairy farmers can appreciate besides good cows, it’s top-quality hay and forages to feed those cows.

“Quality forages and successful dairy herd operations are like peanut butter and jelly,” Herschleb said. “Hosting the World Forage Analysis Superbowl is a true honor. We’re grateful for our partnership with Dairyland Laboratories, Inc., Hay & Forage Grower, the US Dairy Forage Research Center and UW-Madison to make this contest a

reality.”

For 40 years, the best forages have earned accolades. This year’s contest will award more than \$26,000 in cash prizes to winners in eight different forage categories.

“We thank the generous sponsors for their support,” Herschleb said. “And most definitely the forage growers for their efforts day-in, day-out.”

The categories of forages judged and samples submitted have evolved. On average, 300 to 350 samples are submitted annually.

Doug Harland plays a key role in organizing the contest.

“The forage quality has gotten better over the years,” Harland said. “Dairy farmers need good quality forage to keep costs at a minimum. Agronomically, practices have gotten better.”

Not only have the forages and practices used to grow them improved, analysis tools have improved as well, Harland said.

“At one time they were fairly basic,” Harland said. “Now we have new parameters we are able to measure, which helps distinguish between samples.”

Contest entries are evaluated not only by lab analysis, but visually as well where aspects like maturity, fiber length and fermentation can be assessed.

Harland’s contest responsibilities range from receiving samples to sorting winners and hiring a trailer to transport the top ten entries in each category to the Alliant Energy Center, for

display in the Trade Center.

Like many events that take place throughout the week, Harland believes one of the greatest benefits of the contest is education.

“I see producers talking to other producers, learning from each other,” Harland said. “If a practice that produced a top forage can be replicated, that helps everyone.”

### Dairy Shrine's 75th

With 57 years of history surrounding World Dairy Expo, there are many memories to be preserved. The National Dairy Shrine’s influence is more than noticeable at Expo. This year, Expo will serve as the backdrop for the organization’s 75th anniversary, complete with the annual banquet and awards ceremony, a special silent auction and what Mike Opperman, the Executive Director of NDS, calls a bit more glitz and glamour.

Since its inception in 1949, NDS has remained committed to celebrating the industry’s history, its leaders and the cattle to which both are dedicated.

As NDS marks its 75th year, the organization will continue in

the second phase of a fundraising campaign known as Campaign75.

“Campaign75 is about looking toward the future, while honoring the past,” Opperman said. “We’re asking ourselves how we can be an important force going forward? How can we increase the number and value of our scholarships? How can we engage with dairy professionals?”

Funding raised by Campaign75 will be utilized to expand programs recognizing dairy youth and leaders. To date, NDS has presented over 1,000 scholarships, totaling more than \$1 million, to young people enthusiastic about pursuing dairy industry endeavors.

According to Opperman, renovations at the museum include adding interactive displays to help people understand historical and current management practices like calf raising, milking and nutrition. An online version of the museum is also planned.

Contributions to the effort can be made at Campaign75.org.

“Like the mission of the Dairy Shrine says, ‘To strengthen a vibrant dairy industry by inspiring its future, honoring its past and preserving its history,’ World Dairy Expo strives to share in that journey,” Herschleb said. “The more we can do to bring the global dairy industry together, the better for the long-term health and viability of the creature we all love...the dairy cow!”

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- Dairy Agenda Today — 15 years



PHOTO COURTESY OF WORLD DAIRY EXPO

Construction on the New Holland Pavilions at the Alliant Energy Center took place throughout the summer of 2014 in Madison, Wisconsin. The buildings were completed between the Midwest Horse Fair in April and the beginning of World Dairy Expo in late September.



PHOTO COURTESY OF NINA LINTON PHOTOGRAPHY

Joel Schmitz sweeps a narrow aisle in one of the old barns in 2012 at World Dairy Expo in Madison, Wisconsin. As the cattle exhibited became larger, narrow walkways became an increasing bigger issue.



# Modesto Junior College pulls off International Post-Secondary Dairy Judging Contest Win

Team celebrates first win in 13 years

BY SHERRY NEWELL  
Staff Writer

MADISON, Wis. – While California’s Modesto Junior College often appears on the list of the top teams in the International Post-Secondary Dairy Judging Contest, it has not won top honors since 2011. That changed Sunday, Sept. 29, at World Dairy Expo®.

The team not only was high overall by a narrow seven-point margin, but also in reasons. Team member Lauryn Young led the way, winning the individual standings in both categories with an overall score of 783.

Young, her fellow team members Jon Chapman, Logan Silveira and Teresa Sousa, and Dulce Campos-Rodriguez, who judged for Modesto individually, celebrated with ice cream. It was a fitting choice after spending the day evaluating cows.

“They really worked well together,” Nicole Morris said of the fourth team she coached during her career.

The team practiced three times each week over the last month and took part in pre-contest practices in the days before Sunday’s contest.

Sousa and Chapman judged together multiple times in California’s Turlock FFA Chapter.

“We never placed lower than third,” Sousa said.

Chapman comes from a long line of judges and dairy farmers, with his ancestors beginning to farm in Maine in 1783. His grandmother was Cornell University’s first female dairy judging competitor, and his mother judged for California Polytechnic State University.

Young also has strong dairy roots, with her family first milking in Washington and then moving to Idaho. Their dairy is a show herd of about 200 cows known as Calquato Holsteins and Jerseys.

“I’ve been looking at cows my



LAURA SELJAN/DAIRY STAR

The dairy judging team from Modesto Junior College receives its awards Sept. 29 for winning the International Post-Secondary Dairy Judging Contest at World Dairy Expo in Madison, Wisconsin. Coach Nicole Morris (from left) and team members Logan Silveira, Teresa Sousa, Lauryn Young (high individual), Dulce Campos-Rodriguez and Jon Chapman were honored.

whole life,” she said. “I was always walking around looking at them with my dad.”

Young also won a \$1,000 scholarship in the linear portion of the Post-Secondary Practical Contest held Saturday at WDE.

She was impressed with the contest’s classes.

“Whoever selected the classes did a good job,” Young said.

Silveira said the Red and White class hurt his final score, where the cuts resulted in a loss of 16 points. He found it especially disappointing since he shows Red and Whites.

But Silveira won the Ayrshire and Guernsey breeds.

“That was really weird because we don’t have (many of) those in California,” he said.

Chapman topped the scores in

Holsteins but also struggled with Red and Whites.

“We both busted those and (Sunday night) it really bothered us, but you learn from your mistakes,” he said.

After transferring to a four-year program, most of the team members hope to be back to judge at the National Intercollegiate Dairy Judging Contest.

The State University of New York-Cobleskill was the second-place team, with team member Elizabeth Schieferstine placing third individual overall and second in reasons.

The Ohio State University Agricultural Technical Institute was second in reasons. Team member Lauren Homan was second individual overall and third in reasons.

## International Post-Secondary Overall Individuals

1. Lauryn Young, Modesto Junior College
2. Lauren Homan, The Ohio State University Agricultural Technical Institute
3. Elizabeth Schieferstine, SUNY Cobleskill
4. Bette Eggink, Michigan State University Institute of Agricultural Technology
5. Allison Gabel, SUNY Cobleskill

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# TODAY AT WORLD DAIRY EXPO



SHERRY NEWELL/DAIRY STAR

John Stoltz, a retired Ayrshire breeder from Westby, Wisconsin, keeps track of placings in the International Ayrshire Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Stoltz showed at Expo one year and said he finds the “water a bit deeper” these days as he views the competition.



DANIELLE NAUMAN/DAIRY STAR

Paul Petriffer (left) and JJ Thomas chat after a long day of work Sept. 30 at World Dairy Expo in Madison, Wisconsin. Catching up with friends is among the reasons they each enjoy coming to Expo.



SHERRY NEWELL/DAIRY STAR

A videographer manages a camera in the ring of the Coliseum during the International Milking Shorthorn Show Sept. 30 with a backdrop that characterizes the 2024 World Dairy Expo theme, “The Golden Age.” Heifers kicked off the show this afternoon and cows are scheduled to show Oct. 1.



SHERRY NEWELL/DAIRY STAR

International Milking Shorthorn Show judge Chris Lahmers of Marysville, Ohio, gives reasons on a heifer class Sept. 30 at World Dairy Expo. Lahmers and his associate judge, Mike Maier of Stitzer, Wisconsin, will continue with their official duties for the cow show Oct. 1.



DANIELLE NAUMAN/DAIRY STAR

A photo crew — Annie Damrow (from left), Erica Davis and Cole Mark — helps position an Ayrshire cow for a professional photo Sept. 30 at World Dairy Expo in Madison. The cow is being photographed by Lea Jordan.



DANIELLE NAUMAN/DAIRY STAR

A photo crew with Cybil Fisher Photography works to prepare an Ayrshire cow for a professional photo Sept. 30 at World Dairy Expo in Madison, Wisconsin. This year marks Cybil's 20th year photographing at Expo.



DANIELLE NAUMAN/DAIRY STAR

Lane Kinnard (left) and Nolan Lambrecht enjoy evening fishing in the ponds by the willows Sept. 30 at World Dairy Expo in Madison, Wisconsin. The pair say they have caught some nice fish this week.



DANIELLE NAUMAN/DAIRY STAR

Isaac Mackinson watches the judge during the International Ayrshire Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Isaac is showing his Senior Three-Year-Old, B-Ruthless Kingsire Rose-ET.



DANIELLE NAUMAN/DAIRY STAR

Exhibitors wait for their International Ayrshire Show classes in the warm evening air outside the Coliseum Sept. 30 at World Dairy Expo in Madison, Wisconsin. The Ayrshire show was judged by Brandon Ferry and Michelle Upchurch.

# TODAY AT WORLD DAIRY EXPO



**DANIELLE NAUMAN/DAIRY STAR**  
Michael Stevens fixes the pack of the Warwick Manors string Sept. 30 at World Dairy Expo in Madison, Wisconsin. Stevens is from Frederick, Maryland, and traveled to Expo to help the Stoltzfus family.



**SHERRY NEWELL/DAIRY STAR**  
Dakota Voegeli-Paulson (left) of Arlington, Wisconsin, and Parker Cline of Calamus, Iowa, keep busy with a tablet and nachos Sept. 30 in New Holland Pavilion 1 of World Dairy Expo in Madison, Wisconsin. The boys were with VoGrin Boarding's show string.



**DANIELLE NAUMAN/DAIRY STAR**  
Jenny Ziemer watches the show on her phone while three-week-old Brooklyn sleeps Sept. 30 at World Dairy Expo in Madison, Wisconsin. The Ziemers farm in Cedarburg, Wisconsin, and are exhibiting an Ayrshire and a Guernsey at Expo.



**DANIELLE NAUMAN/DAIRY STAR**  
Lauren Silveira washes her heifers after they competed in the International Jersey Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. The Jersey show continues with cows Oct. 1.



**SHERRY NEWELL/DAIRY STAR**  
Jason Borba (left) and Ryan lest work together setting up a truck scale management model Sept. 30 at the milc group booth in Exhibition Hall at the World Dairy Expo Trade Show in Madison, Wisconsin. Exhibitors have been preparing for the Trade Show, which opens at 9 a.m. today.



**DANIELLE NAUMAN/DAIRY STAR**  
Tim (left) and Kory Douglas spend the day with their grandson, Graham Wolf (center), while his parents are getting animals to the showing Sept. 30 at World Dairy Expo in Madison, Wisconsin. Graham's parents, Scott Wolf and Meghan Douglas, are exhibiting with Scott's family's Old Bankston Ayrshires.



**DANIELLE NAUMAN/DAIRY STAR**  
Grant Fremstad puts the finishing touches on an Ayrshire heifer for the International Ayrshire Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Judges Brandon Ferry and Michelle Upchurch placed the show.



**DANIELLE NAUMAN/DAIRY STAR**  
Kently Thompson takes a break to read the Expo Daily Edition Sept. 30 at World Dairy Expo in Madison, Wisconsin. Thompson said he enjoys seeing the photos from all around the grounds.



**SHERRY NEWELL/DAIRY STAR**  
Callen Ferris of Gervais, Oregon, keeps the aisle clean Sept. 30 for the Summit show string in the New Holland Pavilion 1 at World Dairy Expo. His parents, Ryan and Dora, brought multiple breeds to Expo.



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