

# EXPO

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## FLAVORS OF THE DAY

### Grilled Cheese

Aged Cheddar from Black & White by Brooks Farm  
UW-Madison Cheese Stand next to the Arena Building

### Ice Cream

Cookie Monster  
Elephant Tracks  
Strawberry Cheesecake  
GEA Ice Cream Stand located in the Exhibition Hall

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#WDE24

# DAILY EDITION

THURSDAY, OCTOBER 3, 2024

## Lovely ladies



PHOTO COURTESY OF COWSMOPOLITAN

SS Debs 929 is named Senior and Grand Champion of the International Brown Swiss Show after winning the Component Merit Cow class Oct. 2 at World Dairy Expo in Madison, Wisconsin. Debs is owned by Landen Knapp. Brown Heaven Carter Tutti is named Reserve Senior and Reserve Grand Champion and Iroquois Acres Total Candy is named the Honorable Mention Senior and Honorable Mention Grand Champion. Tutti and Candy were the top two Aged Cows and are both owned by Brian Pacheco.

## Mature cows top International Brown Swiss Show

BY DANIELLE NAUMAN AND MICHELE ACKERMAN  
Staff Writers

**MADISON, Wis.** — When the New Glarus Jodlerklub finished their performance, judge Phillip Topp showed his winning mature cows the love, making the winning Component Merit Cow, SS Debs 929, his Senior Grand Champion. Debs

is owned by Landen Knapp of Epworth, Iowa. Following Debs as the Reserve Senior and Reserve Grand Champion was the winning Aged Cow, Brown Heaven Carter Tutti, owned by Brian Pacheco of Kerman, California. Selected for Honorable Mention Senior and Honorable Mention Grand Champion was the second-place Aged Cow, Iroquois Acres Total Candy, also

owned by Pacheco.

Pit-Crew Daredevil Shay, the winning Junior Two-Year-Old, received the handshake for Intermediate Champion honors. Shay is owned by Pit-Crew Genetics of Cambridge, Minnesota. Following as Reserve Intermediate Champion was the winning Summer Junior Two-Year-Old, Just So D Tangerine, exhibited by Just So Farm of Lake Mills. The second-place Junior Two-Year-Old, Mayers Spark Victoria-NP, was selected as the Honorable Mention Intermediate Champion for Kayla and

Devin Mayer and Greg Christianson of Slinger.

Jenlar Rasta Westlynn-ETV came back as a Fall Yearling to repeat her Junior Champion win on the colored shavings for Siemers Holstein Farm Inc., of Newton. Following Westlynn as the Reserve Junior Champion was the winning Summer Yearling, Pit-Crew Collaps Talista, leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota.

Turn to INTERNATIONAL BROWN SWISS | Page 4

## More than just nutrition consulting

### Barmore, Faldet, Hickman named Industry Persons of the Year

BY AMY KYLLO  
Staff Writer

**LAKEVILLE, Minn.** — Focusing on a full team perspective of collaboration has empowered Jim Barmore, Dr. Marty Faldet and Dr. King Hickman of GPS Dairy Consulting LLC.

World Dairy Expo has named the trio as Industry Persons of the Year.

"It was just humbling that someone even thought we were worthy of the nomination," Hickman said. "You don't realize the impact you have sometimes, so it's nice to get that recognition."

Faldet agreed.

"It is a very humbling experience and very rewarding



DANIELLE NAUMAN/DAIRY STAR

Jim Barmore (from left), King Hickman and Marty Faldet take in the dairy cattle in the barns at World Dairy Expo Oct. 2 in Madison, Wisconsin. The three, founders of GPS Dairy Consulting, LLC, were honored at the Recognition Awards Banquet at Expo Wednesday night.

in terms of being proud," he said. "It's a journey that you reflect on. ... where you were and where you came from."

Barmore, Faldet and

Hickman established GPS Dairy Consulting in 2009. Their business goes beyond nutrition consulting. Clients receive attention in areas of

management as well as a holistic view of the full dairy

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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.

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 Kemin Animal Nutrition & Health.



## 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.

Vandoske Dairy Farms Cleveland, Wisconsin  
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### 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.

Hope and Hard Work: Mental Health in Agriculture  
Presenter: Monica Kramer McConkey, LPC, Ag Mental Health Counselor, Eyes on the Horizon Consulting, LLC

### 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.

Bienestar animal: ¿cuál es la responsabilidad de los supervisores de lechería?  
Ponente: Noa Román-Muñiz, DVM, MS, Profesora, Universidad Estatal de Colorado  
Patrocinado por: Progressive Dairy

### 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.

10 a.m. What is New in Alfalfa Production Systems?  
Speaker: Marta Moura Kohmann, Ph.D., Assistant Professor and Extension Specialist, Plant and Agroecosystem Sciences, College of Agricultural and Life Science, UW-Madison, Madison, Wis.

1:30 p.m. MILK 2024 - A Tool to Predict Energy Value of Corn Silage

Speaker: Luiz Ferraretto, Ph.D., Assistant Professor and Extension Specialist - Ruminant Nutrition, Animal and Dairy Science, UW-Madison, Madison, Wis.

### 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. A New Approach to Mitigating Mycotoxins

Speaker: Joel Pankowski, Ph.D., PAS, Associate Director, Technical Services, Arm & Hammer Animal Nutrition  
Presenting Company: Arm & Hammer Animal Nutrition

10:30 a.m. Optimizing Dairy Efficiency with Artificial Intelligence

Speakers: Gavin Strang, VP Market Development DeLaval North America & Producer Panel  
Presenting Company: DeLaval, Inc.

11:30 a.m. Sports Cars vs. Farm Trucks: Maintaining Cows like the Top Performers They Are

Speaker: Clémence Nash, Ph.D., Executive Technical Service & C.O.W.S.® Program Manager, Novus International, Inc.  
Presenting Company: Novus International, Inc.

12:30 p.m. Lifecycle Feeding of Probiotics: Supporting the Transition Cow

Speaker: Kimberley Morrill, Ph.D., Technical Service Manager, Novonesis  
Presenting Company: Novonesis

1:30 p.m. Unleash the Power of Your Dairy Farm Data

Speaker: Yasir Khokhar, Co-Founder & CEO, Connecterra  
Presenting Company: Connecterra

2:30 p.m. Microencapsulated Probiotics: Efficient and Environmentally Sustainable Alternative that Enhance Milk Production

Speaker: Mauricio Agudelo, CEO & Co-Founder, BIALTEC  
Presenting Company: BIALTEC

3:30 p.m. Making the Most of Your Farm Income Potential

Speaker: Robin Schmahl, Dairy Analyst, AgMarket.Net  
Presenting Company: AgMarket.Net, the Farm Division of John Stewart & Associates

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Continued from INDUSTRY PERSONS | Page 1

team and how this team affects the ration being fed.

This perspective set them apart, Barmore said.

"There were plenty of really good nutritionists in the industry," Barmore said. "That really wasn't the niche. The opportunity was to build a nutrition and management type offering business."

As a nutritionist, Faldet had first worked with a farmer on financials in 2002. The group began their business amid the poor dairy prices of 2009.

"It's interesting how it does start with some challenging times that allow the door to open up," Faldet said. "Your job as a consultant is to help solve issues or solve problems and then avoid them every year after that."

At GPS Dairy Consulting, work is done with the entire team on a dairy farm, from the feeder to the veterinarian, Barmore said.

"We want to have ways to engage with the whole team, way over and above just showing up, walking cows and going out to the feed center," Barmore said.

Understanding their clients' goals is one of the first things the team at GPS Dairy Consulting prioritizes, Hickman said.

"We want to get in touch with their goals, and then we want to define what needs to change so that they can reach them," he said.

The group shared that a willingness to change is key for both their clients and themselves. Faldet said once goals are established, the team decides on a starting point.

"We're trying to find that low-hanging fruit; change that can happen or adapt rapidly," Faldet said. "You have short success, you're looking for maybe 3-6 months, and then you have a longer journey that takes years to sometimes create that change."

Faldet said over time they have become close to their clients.

"You become a part of their family, a part of their business, a part of their growth, a part of their decisions," Faldet said.

Hickman also appreciates the family aspect of the dairy community.

"When you're on a dairy farm, a lot of times the whole family is there," he said. "It's just an incredible industry to be involved with."

Barmore, Faldet and Hickman each had experience in the dairy in-

dustry before they established their business. Hickman worked as a veterinarian and did nutrition consulting while Faldet and Barmore both worked in various roles within nutrition. All three worked as independent nutritionists for a time. In fact, Faldet and Barmore were contacting the same herds before the three created their business.

"It was always about contributing to people and to the industry and trying to help others grow and serve people and build a larger collaborative team that went way beyond our consulting team," Barmore said.

GPS Dairy Consulting offers various seminars and continuing education for their clients and the employees on those farms.

"We wanted to build a team, ... with a really strong emphasis around education, and learning and growing ourselves, the consultants as well as our clients," Barmore said. "That was really part of our framework from the get-go."

Hickman said they reasoned that offering education would give them both an edge in the consulting marketplace as well as being able to help their dairies increase their leadership.

"If we could bring them up in their skill set and their problem-solving abilities, we knew that we would be able to make that dairy perform at a higher level," Hickman said.

Some of the seminars they offer are entitled Herd Manager Retreat, Master Feeder Certification School and CEO Leadership Forum, among others.

Barmore said the seminar he is most proud of is their feeder seminar. Though it is not the biggest or grandest of their seminars, he said he is proud of how unusual it was in the industry when it began.

"We stepped out and said, 'You know what, these are really key people that care a lot and they're going to respond to knowing more about their job,'" Barmore said.

Barmore, Faldet and Hickman are grateful for the people and the industry they have worked in.

"We have the opportunity to work with some of the very best producers and people in the industry," Barmore said. "They inspire us to bring change to the industry and have the courage, if you will, to seek out and do some things differently."

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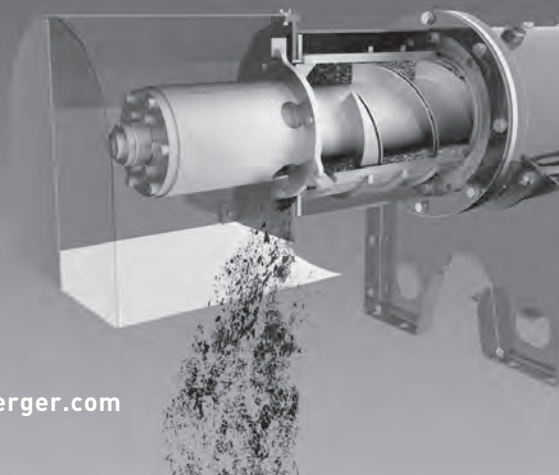
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Continued from INTERNATIONAL BROWN SWISS | Page 1

Opsal-JH Br Picturesque-ET, the winning Winter Calf, received Honorable Mention Honors for Joseph and Hayleigh Opsal and Matt and Molly Sloan of Marshall.

Brown Heaven of Vercheres, Quebec captured the coveted Premier Breeder banner while Just So Farm of Lake Mills was awarded the Premier Exhibitor banner. The overall Premier Sire of the show was Hilltop Acres B Daredevil-ET.

In the heifer show, the partnership of Opsal-JH and Black Ridge Genetics of Blue Mounds compiled enough points take home both the Premier Breeder and Exhibitor banners. The Premier Sire of the heifer show was Brown Heaven R Famous-ET.

Official judge Phillip Topp of Botkins, Ohio, and his associate judge, Kaleb Kruse of Dyersville, Iowa, were charged with placing 379 head of Brown Swiss during the International Brown Swiss show. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**SS Debs 929**  
**Landen Knapp**  
**Epworth, Iowa**

**Tell us about your animal.** (Austin Knapp) We purchased Debs about four years ago and have taken her to World Dairy Expo four times. She placed among the top three every time and took home the top prize this year. She now competes in the Component Merit Cow class. She has calved seven

times and is classified EX-95 (maximum score) with a 96-point mammary system. She has a handful of daughters. We are very excited about taking out a Summer Junior-Two-Year-Old granddaughter by Cutting Edge Seaman later this fall.

**What does receiving this title mean to you?** We come from a very family-oriented operation with little outside labor and get help from an extensive group of friends as well. We have a crew of about 25 people here, so it means a lot to everyone for Deb to be named Grand Champion. We are very honored and humbled to be working with a cow of Debs' caliber.

**How did you prepare for the show and who helped you?** We keep show cows on the same routine because I believe cows are creatures of habit. Every day we lead them to show, follow an extensive wash routine and feed them dry hay and grain. It is a team effort to win this title. Everyone plays a role in our success and we all work together for the same goal.

**What trait do you like most about your animal?** Debs exemplifies dairy strength and has a phenomenal udder.

**Why do you enjoy showing at WDE?** I have attended every single day of Expo except one for the past 29 years. So, Expo is like a second home to me.



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# STAR STUDDED | ROBERT TEIXEIRA

## Industry acclaim as both judge and exhibitor

### Teixeira's Expo stalwarts for two decades and counting

BY MICHELE ACKERMAN  
Staff Writer

TURLOCK, Calif. — The surname Teixeira is widely recognized in dairy cattle show circles as both exhibitor and judge. Their farm name and prefix — Gil-Tex — is associated with fancy, show-winning type and deep cow families. For two generations, this family from Turlock has been actively involved in showings across the West Coast and the high-visibility one nearly 2,100 miles inland at World Dairy Expo.

Today, Robert Teixeira and his wife, Kate, and his parents, Gilbert and Linda, are partners in Gil-Tex, a 400-cow registered Holstein dairy in the heart of the state's agriculture-rich San Joaquin Valley. Robert and Kate's chil-

dren, Jon, Chloe, Alexis and Nicole, are also involved with the farm.

Though Gilbert's parents milked cows when he was a small child, they had sold them all by the time he was eight. By then it was too late to change his course. His passion for pretty cows had taken hold. The following year he purchased a Registered Holstein, developed a string of successful show winners and established his own dairy in the 1970s.

As the saying goes, the apple doesn't fall far from the tree. Robert followed in the footsteps of his dad — his mentor — and became involved with the business.

"I grew up in this industry and fell in love with it at an early age," Robert said. "It is a way of life, and I have never

looked back."

Robert was active in youth programs and excelled in competitions at Expo. During his second trip to Madison in 1999, he won senior showmanship at 16 years of age. Back then showmanship was a two-part contest. Exhibitors were initially placed showing their own animals, and then, the top 10 were judged on their clipping skills with a provided heifer. The next year a cow he showed across his junior years, Sprucemist Juror Mascara, was Reserve Grand Champion of the International Junior Holstein Show. Mascara earned the top prize in the junior show the next year and was also Reserve Supreme Champion of the Junior Show. In his final year as a junior in 2004, Robert received the inaugural Merle Howard Award as Expo's top junior exhibitor.

"I am grateful my parents introduced me to Expo at a young age," Robert said. "Those trips felt like family



PHOTO COURTESY OF THE BULLVINE

Robert Teixeira prepares to serve as the associate judge during the 2018 International Junior Holstein Show Oct. 2, 2018, at World Dairy Expo in Madison, Wisconsin. Teixeira exhibited the show's Grand Champion, Sprucemist Juror Mascara, in 2001. Mascara went on to be named Reserve Supreme Champion of the Junior Show.

vacations. Winning the first Merle Howard Award stands out as one of my greatest accomplishments as a junior."

In his collegiate years, Robert returned to Expo as a member of dairy judging teams for both Modesto Junior College and Cornell University. Modesto Junior College topped the post-secondary contest and Cornell placed second in the collegiate contest. Robert earned a degree

in dairy science from Cornell in 2006 and returned home to farm with his family.

The team at Gil-Tex is formidable in developing show winners.

"Dad focused on breeding a productive herd of Registered Holsteins with excellent type and conformation,

Turn to TEIXEIRA

| Page 6


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capable of competing in show rings of all levels worldwide,” Robert said. “I feel we’ve done a good job upholding that standard and are continuing his legacy.”

Gil-Tex has shown six Grand Champions at the California State Holstein Show — second most in state history — and bred, exhibited or cared for more than 60 All-American or Junior All-American nominees in the Holstein, Red and White, Jersey and Brown Swiss breeds in the past two decades. Gil-Tex has also developed a herd known for earning high marks with the classifier. Gil-Tex has bred or owned more than 200 Excellent cows over the years. Seven cows appraised as Excellent 95 or Excellent 96 have called Gil-Tex home, most of any active farm west of the Mississippi River.

The Teixeiras exhibited cattle at Expo for 17 consecutive years beginning in 1999 and now bring a show string about 75% of the time. The third generation is climbing the ranks in the showing at Madison now too as Jon placed fourth in showmanship last year.

“It means a lot to me to be able to give my children the opportunity to compete on the world stage alongside people who will become lifelong friends,” Robert said. “Kate and I both grew up that way,



PHOTO COURTESY OF WORLD DAIRY EXPO

Robert Teixeira (left) and Tom Morris (right) congratulate Jared Dueppengiesser (center), the winner of the Merle Howard Award, Oct. 3, 2015, at World Dairy Expo in Madison, Wisconsin. Teixeira was the first Merle Howard award winner, presented to outstanding youth exhibitors at Expo, in 2004.

so are now doing our best to give our kids the same opportunity.”

Robert’s judging skills have broadened beyond his college years, and he is now

a highly sought-after official for dairy shows across the country. He was Chris Hill’s associate at the International Junior Holstein Show in 2018 and the official for the West-

ern Spring National in 2023 and the Wisconsin Junior State Fair in 2019.

Robert and Kate, who is the office manager for the California Holstein Associa-

tion, also have a soft spot for encouraging junior exhibitors. They have hosted several workshops in conjunction with the popular Gil-Tex Stampede. Upwards of 100 juniors per workshop have learned about cattle selection, showmanship, fitting, nutrition and health from guest speakers who are among the best in the business.

“We like to help the next generation by giving them someone to look up to,” Robert said. “I had lots of these people in my life growing up, people like my father and his friends. It is very gratifying to be able to pay that forward.”

While the Teixeira family has countless Expo memories, among the standouts was the year the family patriarch, Gilbert, was named recipient of the highest recognition given to a U.S. dairy cattle showman, the Klussendorf Trophy, in 2014.

Awards aside, Robert said he considers the connections he’s made over the past 25 years to be the most valuable aspect of World Dairy Expo. The opportunity to meet other dairy producers, rub elbows with allied industry representatives, learn and share an experience with like-minded people from around the world is what makes Expo unlike any other dairy event.

“I met some of my closest friends at Expo,” Robert said.



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# Wisconsin farm receives World Forage Championship

## Meadow Brook Dairy wins \$2,500 prize first time entering contest

BY SHERRY NEWELL  
Staff Writer

**MADISON, Wis.** — A first-time entrant in the World Forage Analysis Superbowl walked away with the top prize Oct. 2 during an awards luncheon at World Dairy Expo®. Meadow Brook Dairy of Manitowoc topped the entries with brown midrib corn silage raised to feed the farm's 450 cows.

Mitch Kappelman, the farm's dairy manager who represented Meadow Brook at WDE, said Country Visions Cooperative encouraged them to enter.

"He said he thought we might do well," Kappelman said.

Meadow Brook's entry scored 97.98 on a formula weighted 30% on visual analysis and 70% on lab results. Its milk per ton score was 3,441.

Kappelman credited the winning forage to those the farm relies on for good results: his brother-in-law, A.J. Kenneke, their agronomist, Carl Buchner, and cus-

tom harvester VanderLinden.

Moving to custom harvesting was a recent decision for the farm.

"We had been doing it ourselves, but our equipment was much smaller and older," Kappelman said. "This is much less stress."

Kappelman said their biggest challenge in raising forage this season was corn planted into rye, which did not mature and needed to be harvested twice. The Kappelman herd's forage consists of low-lignin alfalfa along with corn silage.

While much of the forage analysis components in this year's contest remained the same, a new factor was used in the quality counts category — total fatty acid profile. Contest organizers said the measurement is a way to better assess true fat content, making it a crucial step in feed formulation.

Through various sponsors, the World Forage Analysis Superbowl awarded \$26,000 in 12 categories. This year, the 40th contest drew 207 entries from 12 states.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Winners in the World Forage Analysis Superbowl receive their awards Oct. 2 during a luncheon at World Dairy Expo in Madison, Wisconsin. Winners were Steve Nuttleman (front, from left), Jeremy Holst, Jessica Schmitt, Mitch Kappelman; (back, from left) Bill Ciolkosz, Austin Haywood, Mark Watrin, Cory Mulhern and David Hinman. Meadow Brook Dairy Farm was named World Champion Forage Grower, represented by Mitch Kappelman. Not pictured were winners Fisher Dairy and Horsens Homestead.

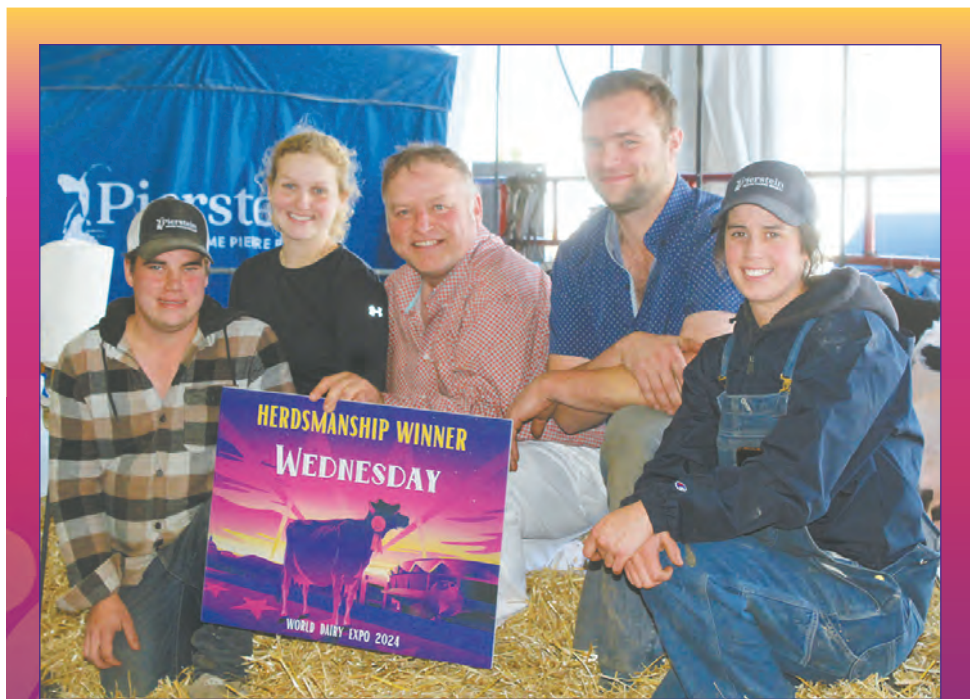


PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Mitch and McKenzie Kappelman with baby Jovie (center) receive the World Champion Forage Grower recognition Oct. 2 during the World Forage Analysis Superbowl at World Dairy Expo in Madison, Wisconsin. Also pictured are Judd Hodgen (left) of LEGACY Seeds, the award's sponsor, and Josh Hushon, representing World Dairy Expo.

### World Forage Analysis Superbowl winners:

- World Forage Grand Champion: Meadow Brook Dairy, Manitowoc, Wisconsin
- Grand Champion First Time Entrant: Mulhern Dairy, Fountain, Minnesota
- Quality Counts Corn Silage: Fisher Dairy, Marshall, Indiana
- Quality Counts Hay/Haylage: Andy Schmitt, Fort Atkinson, Iowa
- Grand Champion Commercial Hay: Hardrock Farms, Wheatland, Wyoming
- Grand Champion Dairy Hay: Holst Farms, Lake City, Minnesota
- Grand Champion Grass Hay: Ciolkosz Dairy, Thorp, Wisconsin
- Grand Champion Alfalfa Haylage: Andy Schmitt, Fort Atkinson, Wisconsin
- Grand Champion Mixed/Grass Haylage: Sand Creek Dairy, Hastings, Michigan
- Grand Champion Baleage: Nuttleman Farms, Bangor, Wisconsin
- Grand Champion BMR Corn Silage: Horsens Homestead, Cecil, Wisconsin
- Grand Champion Standard Corn Silage: Watrin Farms Inc., Sandstone, Minnesota



## HERDSMANSHIP DAILY WINNER

DANIELLE NAUMAN/DAIRY STAR

Pierstein — Willis Egan (from left), Marina Faucher, Pierre Boulet, Cole Yuill and Georgia Sieben — won the herdsmanship award Oct. 2 at World Dairy Expo in Madison, Wisconsin. Pierstein is located in Montmagny, Quebec.

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# INTERPRETER SPOTLIGHT



**Berta Hansen**  
Madison, Wisconsin

**Tell us about yourself and how you started as an interpreter.** I have been involved with World Dairy Expo since the 1980s. For the last 8-10 years, I have been fortunate to be the coordinator for the interpreters for this special event. I contact the interpreters and schedule them accordingly. I can say that my job has been made easier since most of the interpreters have been with me during these 10 years and take time out of their work or other schedules to interpret.

**What does a typical day at WDE look like?** There is no typical day. We start by getting the registration area ready, meaning we set up the laptops for people who have not already registered to do so. We provide a country ribbon and a bag in which they can put brochures. We let visitors know about the times we are there at the registration desk and that we are more than happy to provide any assistance with anything we can during their stay. Although visitors from the U.S. do not need to register, we assist them as well with questions they may have and often assist them to a destination if they request. We get requests for interpreters to assist in interpreting seminars, or to accompany a guest to a vendor to assist with a possible buying venture. Our interpreters are not only qualified in their respective languages but are very personable and professional individuals ready to help with anything that arises. One of our interpreters assists with the school tours by teaching the children how to say "cow" in various languages.

**Who is the most interesting person you have interacted with in this role?** We meet so many individuals who have fascinating careers in the dairy industry, along with people who come to see what Wisconsin has to offer. They are all very interesting and add value to our purpose. One of my favorite people, I can say, is one of our own interpreters, Ron Eustice. I would not do him justice by describing all of his many talents or his experience, but Ron is very unique as he knows the dairy industry extensively. Ron is fluent in various languages and is very personable.

**How do you prepare yourself to serve as a WDE interpreter?** There is no way to actually prepare for being a World Dairy Expo interpreter. Interpreters are chosen for their command of a language. One of the most important qualifications that I look for is the ability to approach and engage with people; to be friendly and willing to assist. I feel that we act as ambassadors for the state of Wisconsin and must put our best foot forward.

**What do you most enjoy about this role?** I absolutely enjoy every single aspect of my role, from working alongside the interpreters to meeting visitors — whether from a foreign country or the U.S.

**What other ways do you use your dual linguistic abilities outside of WDE?** I personally use my bilingual skills as an assistant court clerk for the village of Shorewood Hills Municipal Court. I recently retired from the Dane County district attorney's office as a bilingual administrative legal assistant where I used my skills daily to assist victims and witnesses who did not speak English and whose native language was Spanish.



**Mendy Yang**  
Madison, Wisconsin

**Tell us about yourself and how you started as an interpreter.** I was born in China and immigrated to America in 1997. Two years later I became an American citizen. I am able to speak Chinese and English. Now I am a small business owner and live in both countries. In Wisconsin I love the farms and cattle, and to volunteer as an interpreter is my pleasure.

**What does a typical day at WDE look like?** All the vendors are busy providing goods and services and all the visitors are excited to see the new products and services at the show.

**Who is the most interesting person you have interacted with in this role?** Ron (Eustice) is the most interesting person I have interacted with. He has a lot of knowledge about cattle and writes books about cattle.

**How do you prepare yourself to serve as a WDE interpreter?** I try to understand my job duties using my language skills to help the visitors in need at the show.

**What do you most enjoy about this role?** Helping visitors in need and educating myself. The dairy industry is an enjoyable experience.

**What other ways do you use your dual linguistic abilities outside of WDE?** I am a residential property owner and when I have Asian tenants I can communicate with them using my language skills.



**Karen Tinglev-Hansen**  
Madison, Wisconsin

**Tell us about yourself and how you started as an interpreter.** I studied German and Spanish from high school through to graduate school. I also learned a smattering of other languages along the way. I knew Berta, and she introduced me to interpreting at World Dairy Expo.

**What does a typical day at WDE look like?** Each day, we meet international guests and help them register. After they have completed their registration at one of the kiosks, we provide them with a ribbon with their country's name and a commemorative pin. We answer any questions that they might have and provide assistance in finding the correct resources for questions we cannot answer. Usually our international guests come as individuals, but we also receive tour groups. Sometimes, we accompany guests around the show if they require an interpreter.

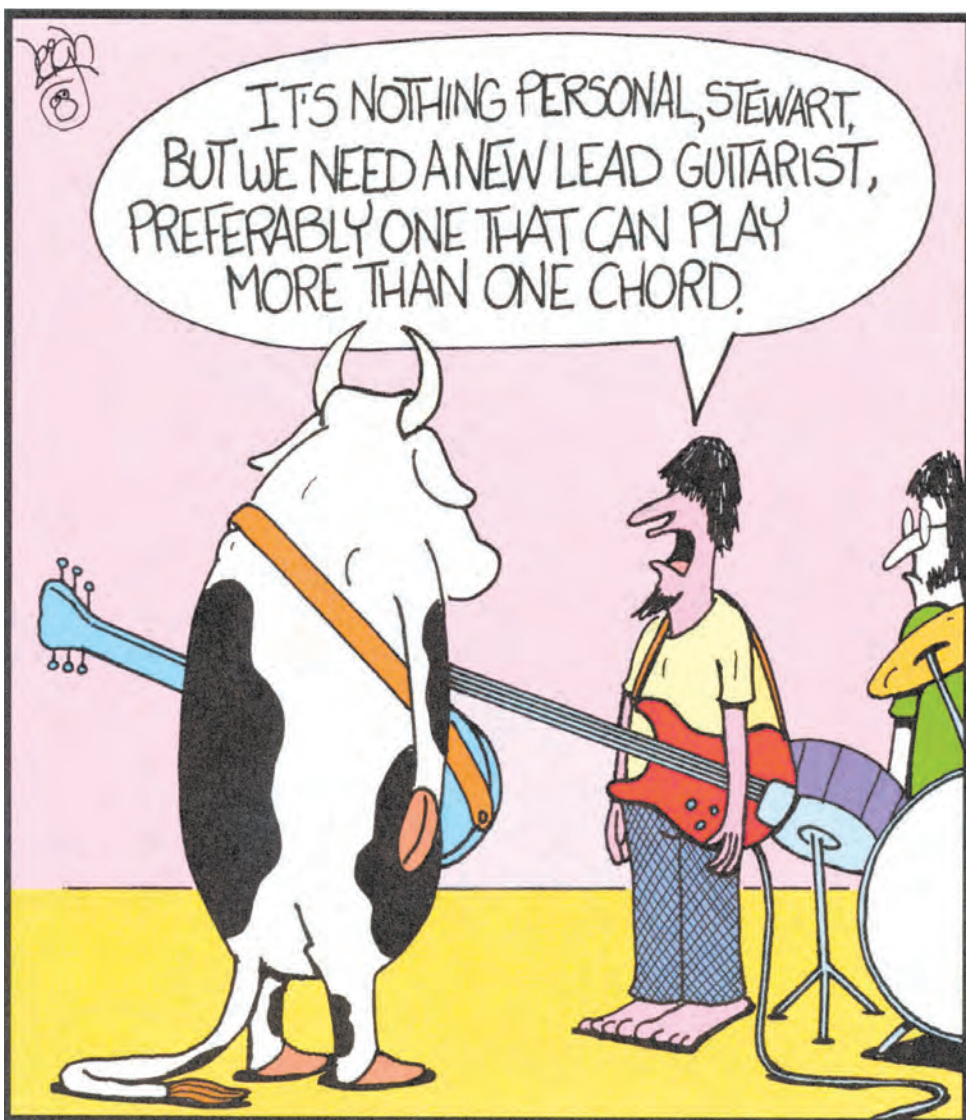
**Who is the most interesting person you have interacted with in this role?** For years, I maintained a show friendship with Uwe, a representative of a German company who has since retired. When we first met, I had been creating learning materials for students of German, and Uwe was kind enough to allow me to record him speaking about his memories of fairy tales from his childhood. We made a point of seeking each other out every year after that until he retired.

**How do you prepare yourself to serve as a WDE interpreter?** I find comfortable shoes.

**What do you most enjoy about this role?** I have had the unique opportunity to work with the elementary school tours. It's a lot of fun teaching the children how to say "cow" in several languages. They can really get into it. Sometimes, they even send thank-you notes.

**What other ways do you use your dual linguistic abilities outside of WDE?** I am not currently in a role that requires multilingualism. Occasionally, I will speak to a Spanish-speaking client on the phone, but it is not an official part of my job. Sometimes, I am able to interpret for fellow shoppers at stores if they are having trouble communicating with the store employees.

Turn to Q&A | Page 10



Another downside of hoofs



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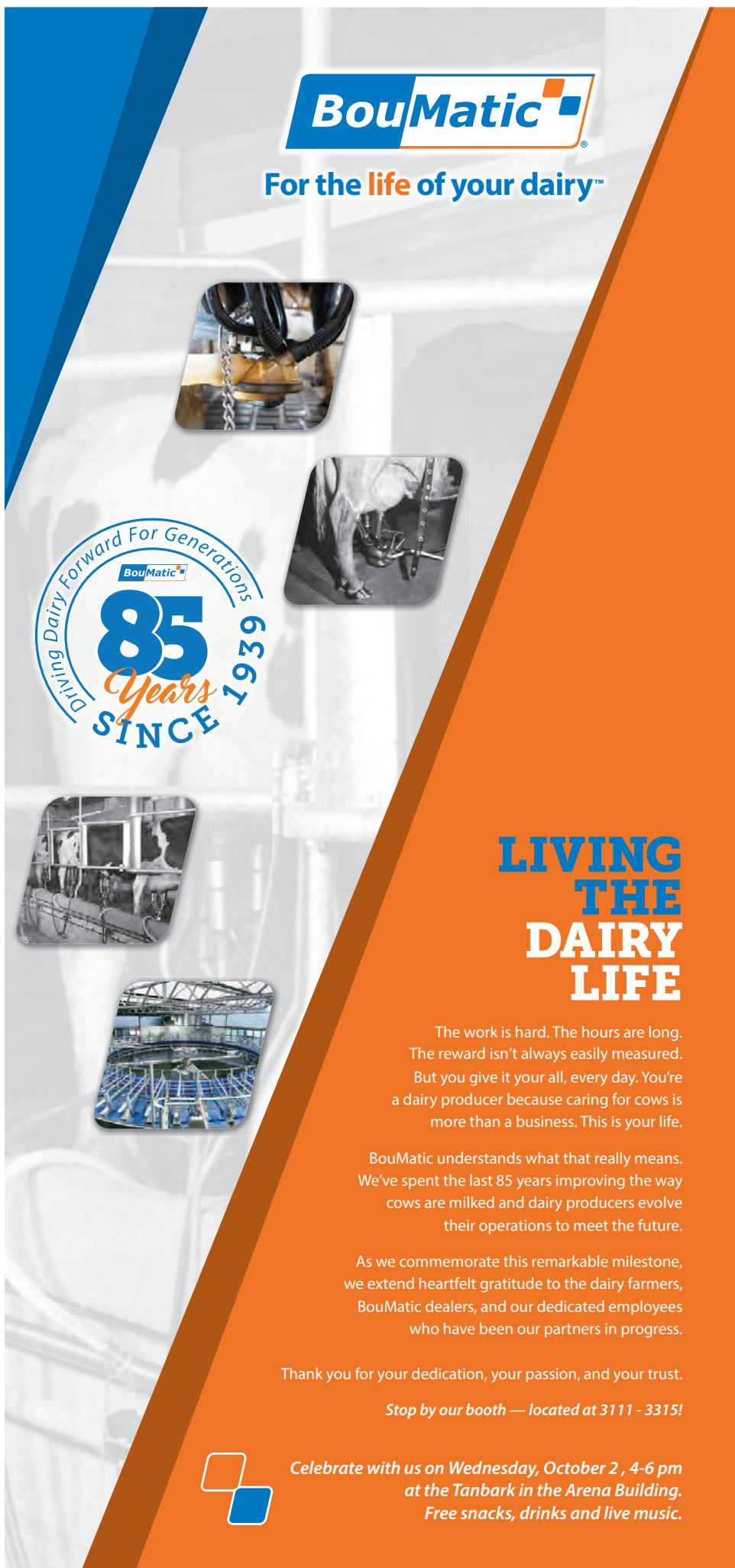


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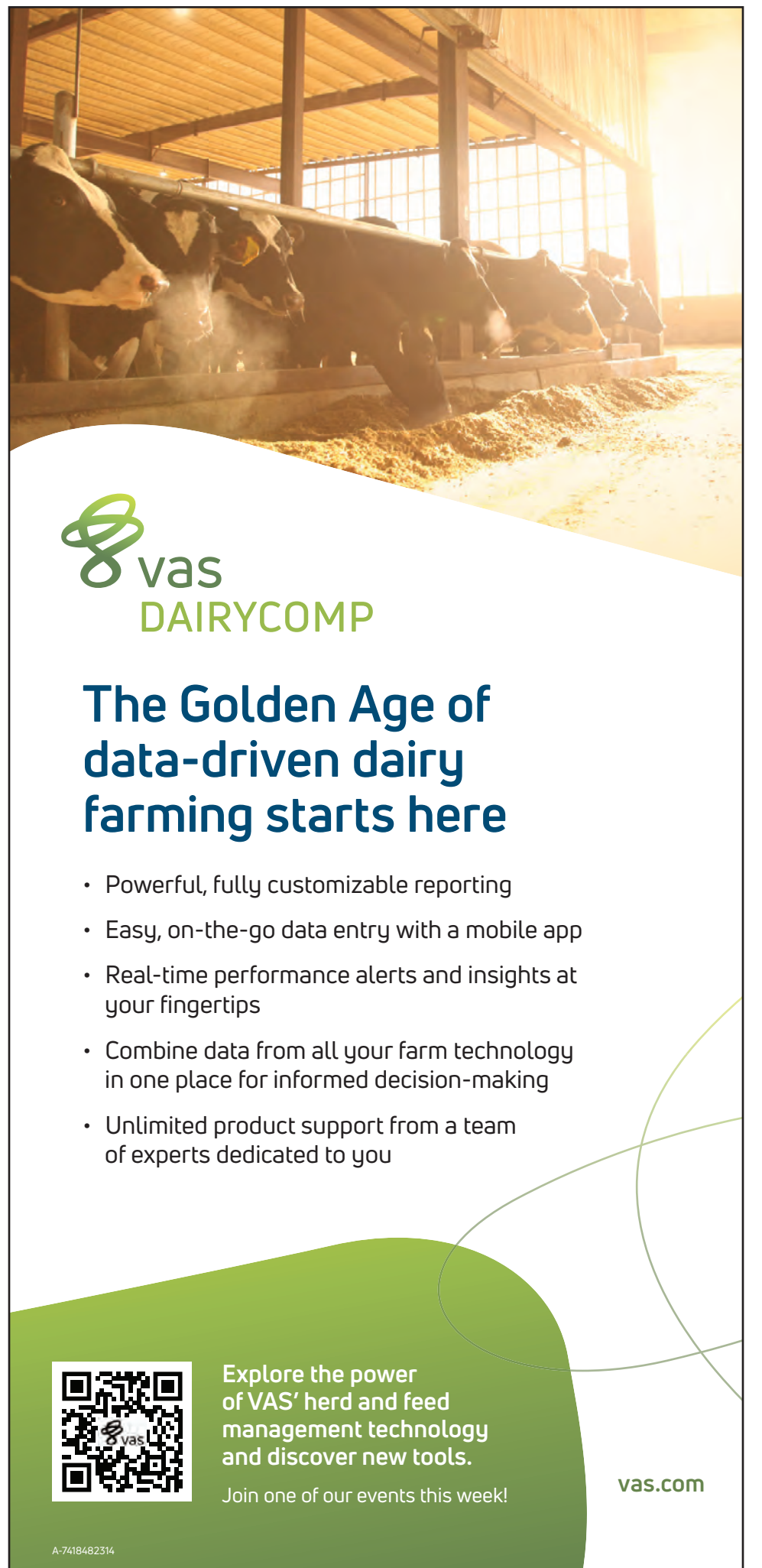
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**Dennis Judd**  
Oregon, Wisconsin

**Tell us about yourself and how you started as an interpreter.** I was contacted by a World Dairy Expo employee about the need for a French interpreter. I responded and secured the assignment.

**What does a typical day at WDE look like?** On a typical day we, the interpreters, will prepare materials, badges, etc., to pass along to the international guests. As they arrive, we welcome them in their respective languages, give them appropriate instructions, distribute the materials, answer questions and direct them by map or walk them to a desired location.

**Who is the most interesting person you have interacted with in this role?** There are many interesting people that I share the interpretation desk with. As for a "most interesting person," I can't say just one. In general, it is the international French speakers that I most enjoy.

**How do you prepare yourself to serve as a WDE interpreter?** To prepare for World Dairy Expo, I typically read a book or two in French. I communicate with my French contacts in France and seek out a local French speaker, which is often a challenge, or my daughter who is also fluent in the language.

**What do you most enjoy about this role?** I love the interaction with my fellow workers. But again, speaking with international guests is the most rewarding.

**What other ways do you use your dual linguistic abilities outside of WDE?** Outside Expo, I have interpreted for a global AI organization and others. I read French books and listen to French language music CDs. I communicate with the French connections at home and in France that I have made over the years.



**Ronald Eustice**  
Tucson, Arizona and Burnsville, Minnesota

**Tell us about yourself and how you started as an interpreter.** I have worked as a translator and interpreter for international guests during the World Dairy Expo since 2014. Besides English, I am fluent in Spanish, German and Indonesian;

and have a working knowledge of French and Italian. Dairy industry friends encouraged me to apply for the interpreter position, citing my extensive dairy background as well as my knowledge of foreign languages.

I was raised on my family's farm in southern Minnesota. I came to own my first dairy animal when less than a year old, when my parents, who were short of money,

cached a \$50 savings bond given to me by my great-grandfather. My parents purchased a Brown Swiss cow with the money because they thought I needed a cow more than I needed the money. From that day forward, I have been in the cattle business.

I became interested in foreign languages as a child and began to study German when I was 10. At Owatonna High School, and later at the University of Minnesota, I took four years of Spanish. From 1967-1968 I was selected to participate in a six-month International Farm Youth Exchange to Uruguay, South America, where I continued to perfect my Spanish. I spent two years (1970-1972) in Mexico as the manager of Carnation de Mexico's genetic improvement programs teaching artificial insemination. During the 1970s and 1980s, I served as the international marketing director at Carnation Genetics and later at American Breeders Service. During these years through extensive travel, I continued to improve my skills in Spanish, expanded my knowledge of German and began to learn Italian and French. I directed farmer training programs in Indonesia on a 10,000-head dairy project for Land O' Lakes. I became fluent in Bahasa Indonesian and taught classes in that language for three years (1987-1990). I finished my professional career in 2012, having served more than 22 years as Minnesota Beef Council executive director where, among many duties, I managed Beef Council activities and taught Dairy Beef Quality Assurance classes in Spanish and English to farmers and dairy farm employees in several states, including Minnesota, South Dakota and Florida.

**What does a typical day at WDE look like?** A typical day begins at 8:00 a.m., at the international registration booth. I work closely with Berta Hansen, who has been in charge of the booth for many years. My main job is welcoming international guests, answering questions and directing them to the registration kiosks. Since I am familiar with the entire dairy industry, I am often called upon to address specific needs and direct or personally take the guests to exhibitor booths and exhibits. I spend each afternoon at the "Expo en Espanol" seminars where I welcome attendees, introduce speakers and moderate the programs. Attendance at the Spanish seminars increases each year as awareness in these sessions increases. I make a special effort to inform Spanish-speaking attendees of the sessions during the registration process and encourage them to attend.

**Who is the most interesting person you have interacted with in this role?** International guests come from more than 100 countries and that number is increasing each year as developing countries in Africa, Asia and Latin America expand and improve their livestock industries. I find every guest interesting. Perhaps the most interesting person that I have met was the minister of agriculture from Mali, West Africa. He was dressed in a white flowing robe typical of that region and was nearly seven feet tall. Since he and the Mali group are devout Muslims, my special task was to find him and the delegation a place to pray since Muslims are required to pray five times per day.

**How do you prepare yourself to serve as a WDE interpreter?** I get plenty of rest beforehand because once Expo begins activities become extensive and intensive. At age 79, I have to pace myself somewhat, but I feel that I still have more energy than many people half my age.

**What do you most enjoy about this role?** I especially enjoy greeting my friends from Uruguay each year. Most of them come from areas where I stayed and know members of my host families that I lived with nearly 60 years ago. I have visited the farms of several Uruguayan guests.

**What other ways do you use your dual linguistic abilities outside of WDE?** Since I spend six months each year at my home in Tucson, Arizona, I speak some Spanish almost every day. My wife, Margaret, and I have been married almost 50 years and we travel overseas extensively. On a recent cruise around Cape Horn on the tip of South America, there were more than 80 Indonesians on the ship's 200-person crew. My wife also speaks Indonesian, and the Indonesians were amazed to hear Americans speaking their language. I serve on the board of directors of a French-Canadian genealogy group that conducts all their meetings in French, so I get to practice French on a quarterly basis.

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# Dazzling Diamond brings home the bling

Homebred cow tops International Junior Brown Swiss Champions

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** — TwinCounty Famous Diamond received the final handshake of the day during the International Junior Brown Swiss show as judge Phillip Topp selected her as his Senior and Grand Champion. Diamond, the winning Four-Year-Old, is owned by Dakota Fraley of Reedsburg.

Reserve Senior and Reserve Grand Champion honors went to the top-placing junior-owned Five-Year-Old, Graystone Kingpin Gitana, owned by Amelia Somers of Walton, New York. Random Luck Victory Rose, the second-place junior-owned Five-Year-Old, owned by Matthew Thompson of Darlington, was tapped for Honorable Mention Senior and Grand Champion honors.

Pit-Crew Phantom Nikita, the top-placing junior-owned Junior Two-Year-Old Cow, was judge Topp's choice for Intermediate Champion. Nikita is leased by Allison Foss and owned by Pit-Crew Genetics of Cambridge, Minnesota. Following as Reserve Intermediate Champion was the top-placing junior-owned Summer Junior Two-Year-Old, La Rainbow Sweet Sangria-ETV, owned by Brody Jackson and Blake and Garret Hill of Cattaraugus, New York. Riddle Me This Ga Lavendar, the top-placing junior-owned Senior Three-Year-Old, owned by F. Hayden Weaver of Ephrata, Pennsylvania, was named the Honorable Mention Intermediate Champion.

For Junior Champion honors, judge



PHOTO COURTESY OF COWSMOPOLITAN

**TwinCounty Famous Diamond is named Senior and Grand Champion of the International Brown Swiss Show Oct. 2 in Madison, Wisconsin. Diamond, owned by Dakota Fraley, was the winning Four-Year-Old. Graystone Kingpin Gitana, the top-placing junior-owned Five-Year-Old, owned by Amelia Somers, is named Reserve Senior and Reserve Grand Champion. Random Luck Victory Rose, the second-place junior-owned Five-Year-Old, exhibited by Matthew Thompson is named the Honorable Mention Senior and Honorable Mention Grand Champion.**

Topp looked to his winning Summer Yearling, Pit-Crew Collaps Talista, leased by Allison Foss and owned by Pit-Crew Genetics. For his Reserve Junior Champion of the Junior Show, Topp went with the winning Winter Yearling, M & M Carter Sage, exhibited by M & M Swiss, Jacob and Levi Stuessel of Alma Center. The handshake for Honorable Mention Junior Champion recognition went to Blessing Garbo F Whitney, the top-placing junior-owned Fall Yearling, exhibited by Katelyn Taylor of Allenwood, Pennsylvania.

Official judge Phillip Topp of Botkins, Ohio, and his associate judge, Kaleb Kruse of Dyersville, Iowa, were charged with placing 158 head of junior-owned Brown Swiss during the International Junior Brown Swiss show. Complete show results are available online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

**TwinCounty Famous Diamond  
Dakota Fraley  
Reedsburg, Wisconsin**

**Tell us about yourself.** I am 19 years old. I work in my family's business, Fraley Auctions. I started showing dairy cattle when I was 8 years old.

**Tell us about your animal.** Diamond was born on our farm in Pennsylvania and I raised her up from a calf. Now she lives at Tyler Endres's farm in Wisconsin. She is scored EX-92, which is her maximum lactation score. She was nominated All-American last year and was the Reserve Junior Bellringer.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I was honestly

shocked, I guess. It's something I've never experienced before.

**How did you get involved in dairy cattle showing?** I got started showing dairy cattle because of my dad. I like doing it, and I enjoy being with friends at the shows.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** My dad has been a mentor for me. He's given me a lot of advice over the years, it's hard to pick out what might have actually been the best — it's all been pretty good.

**What is your favorite memory of showing dairy cattle?** Today is the best moment I've had showing, I'll remember it for a long time, probably forever.



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# The making of champions

Dedication, passion lead to years of successes

BY DANIELLE NAUMAN  
Staff Writer

**CAP SANTÉ, Quebec** — When the trailer pulled out of the driveway at Ferme Jacobs Sept. 24, loaded with the Jacobs family's best Registered Holsteins, a familiar trip began. The final destination was Madison, Wisconsin, over 1,100 miles away.

Ferme Jacobs is operated by Jean Jacobs and Marian Ghielen and their children, Yan Jacobs, Ysabel Jacobs and Ysabel's husband, Tyler Doiron. Ferme Jacobs consists of three farms, where 600 cows are milked, 270 of them in a facility with six robotic milking machines.

The Jacobs family has been making the 26-hour trek, stewarding their best to World Dairy Expo and seeking to compete with the best North America has to offer, since 2011.

"Going to Madison is special," Ysabel Jacobs said. "It is not just the cows — yes for sure, when you are there, the cows are important — but you meet so many people in one place who share the same passion you have."

For more than a decade, the name Ferme Jacobs has been heard frequently from the announcer's stand during the International Holstein Show. The farm has racked up numerous accolades including 10 Premier Breeder Banners and two Premier Exhibitor Banners. Cows like Shakira, Loana, Valana and Maya have all landed the Jacobs family among the final group of cows lined up for championship contention at the end of the day, with Shakira bringing home two Supreme Championship trophies and Maya bringing home one.

Among all the World Dairy Expo hardware that has traveled home with the Jacobs family, receiving the McKown Master Breeder Award in 2016 was the most special.

"It's an honor, you know the years of dedication behind the awards," Jacobs said.

The secret to Ferme Jacobs' success is simple.

"When you leave with 10 or 15 cows to go to Madison, you want to get the best placings you can, but we don't leave the farm thinking she's going to be first or second," Jacobs said. "We leave the farm with the mindset to have them be 110%, then what happens in the ring, happens in the ring. We have no control over that."

The foundation of getting a cow to that level starts with the breeding philosophy employed at Ferme Ja-



PHOTO COURTESY OF HOLSTEIN QUEBEC

Yan Jacobs (left) and Ysabel Jacobs present their winning best three females exhibit at the International Holstein Show Oct. 6, 2018, at World Dairy Expo in Madison, Wisconsin. Ferme Jacobs has won 11 Premier Breeder banners and two Premier Exhibitor banners at the show.

cobs.

"We want to try to make the most balanced cow we can, the cow that fits everywhere — in a robot, a tie stall or a free stall," Jacobs said. "For us, milk and fat are important because it is our paycheck. We look at the genetics, the balance."

Jacobs said that she believes breeding for show cows and breeding for commercial-type cows is not that different.

"We want something functional, and I think the show business is going that way, too," Jacobs said. "We need a functional cow to win the show because that is how we are going to get closer to the market for the big herds also."

At Ferme Jacobs, the cows that end up in their show herd are made to walk the walk, before they get the opportunity to talk the talk.

"A lot of our good cows start in the robots," Jacobs said. "Once we see they have the potential, then we'll move them. Some of our best cows have completed their first lactation in the robots, then when they have their second calf, we'll put them on a show program."

Jacobs said she feels the robotic facility offers those cows the best start to their productive lives possible.

"The udder quality comes back so much better being milked three times a day," Jacobs said. "They do produce more milk there, and it is just a good environment for the cows."

When a cow gets the nod to join the show program, she moves to the family's tie-stall barn, where 130 cows are milked daily — although only 10-15 are on the show program.

"They'll be either on TMR (total mixed ration) or grain, depending on the cow," Jacobs said. "They live in a pack barn and at night they are on pasture. They live in a group — they don't live alone. That is important for them to get more competitive with each other. They are more aggressive."

Jacobs is a firm believer that an aggressive attitude carries through to show morning.

"Their mindset has to be there," Jacobs said. "The cows that win, they have that mindset."

Not every cow is born with that mindset, Jacobs said.

"Shakira, she matured into that," Jacobs said. "When she got here, she was a little bit picky. You'd look at her and say, 'You're going to learn in a hurry. You're like everyone else — you want to eat your grain, you better fight with the others to get it.' It took her 2-3 weeks but she got aggressive.

She learned quickly."

That attitude plays a role in show day preparations, Jacobs said.

"As long as you keep a cow happy on show day, she knows; her mindset changes," Jacobs said. "Shakira is like that. She keeps getting better, keeps eating. She knows, she wants it. The day she doesn't want it, it's going to be harder to get her to the top."

The desire to win is not only there for the best cows. Jacobs said showing is a passion.

"When it is a particularly bad day, you think, 'I am never going to buy another cow,'" Jacobs said. "Then 2 months later, you see one and you're like, 'Oh, well, I gotta buy her.' The cycle continues."

With the long resume already written by Ferme Jacobs, what comes next?

"People ask what our next achievement is," Jacobs said. "For me, I hope we can have the cows ready this year. If they are happy and healthy in the pack and they go to the ring at 110%. If we can give them that key, that will make my day."

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PHOTO COURTESY OF HOLSTEIN QUEBEC

Ysabel Jacobs (right) smiles with excitement as judge Carl Phoenix (left) names Jacobs Lauthority Loana the Grand Champion of the International Holstein Show Oct. 6, 2018, at World Dairy Expo in Madison, Wisconsin. Loana was later named the WDE Reserve Supreme Champion.





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# Popcorn and a movie premiere



PHOTOS COURTESY OF ZOETIS

The family and employees of Ideal Dairy are featured in the “Born of the Bond” series from Zoetis. The first episode of a four-part series will premiere during the World Dairy Expo Supreme Champion of the Heifer Show Selection Oct. 3 at 8:15 p.m. in Madison, Wisconsin.

## Documentary starring New York dairy kicks off Supreme Champion of the Heifer Show Selection

BY SHERRY NEWELL  
Staff Writer

**MADISON, Wis.**— A movie premiere complete with free popcorn and autographs is not what one expects for the naming of the Supreme Champion of the Heifer Show at World Dairy Expo®.

That will change this year when “Born of the Bond” is aired to kick off the heifer championship event, which begins Oct. 3 at 8:15 p.m. in the Coliseum. Zoetis will bring the popcorn and a dairy farmer version of the popular series that was initially launched in the beef industry.

All Expo attendees are invited to meet the folks from Ideal Dairy, the dairy farm highlighted in the series, at 6 p.m. in the West Coliseum Lobby. Ideal Dairy is a sixth-generation farm in Hudson Falls, New York.

The dairy has pursued a variety of strategies to extend its dairying legacy.

The dairy, a partnership of the Dickinson and Getty families, milks 3,800 cows and farm 4,800 acres with the help of 40 full-time employees.

The “Born of the Bond” Series is a short documentary produced by Zoetis covering important issues in the cattle industry and how it takes an entire community—producers, families, communities, veterinarians and animal health companies like Zoetis—to tackle them.

The four-episode second season deals with what innovation can mean for a dairy’s legacy and how this family of dairy farmers strives to preserve its way of life. The series airs on YouTube and BornoftheBond.com.

John Dickinson, a senior partner at the dairy, said three days of filming at the farm resulted in telling the story successfully for the family and for Zoetis.

“It was rewarding to reflect on the sense of farm and community,” he said.

His daughter, Crystal Grimaldi, who handles human resources for Ideal Dairy Farms, is at WDE for the very first time. She said being part of the documentary has been humbling.

“The challenges of dairying are universal,” she said. “Everyone has a different approach to dealing with them. You have to specialize in what you’re good at. We’re doing what we can to support our families; others are using other ways.”

“As dairies change and evolve, you have to be relevant and viable, which means changing and doing things differently,” Grimaldi said. “I think that’s an experience every dairy can relate to.”

Grimaldi said she hopes seeing the documentary will inspire other dairy enthusiasts to share their stories.

“Where there is tension with consumers, we need to bridge that gap, help them see us as that trusted

resource,” she said.

For Zoetis, the “Born of the Bond” series is meant to show a way of life worth preserving.

“We are proud to generate conversation about how dairies are working to build something that lasts for the next generation,” said Clint Mefford, who leads communications and marketing for U.S. Live-stock at Zoetis.

Milk from Ideal Dairy Farms reaches consumers through a partnership with Argyle Cheese Farmer. The company makes cheese, yogurt and other dairy products.

Some of the cows at Ideal Dairy Farms are A2A2, which allows for the marketing of A2 dairy products.

Cookiecutter Holsteins is the genetic arm of Ideal Dairy Farms. The business is a partnership of between Denise Dickinson, John’s wife and Crystal’s mother, and the Dickinsons’ cousins, Kyle and Luke Getty, and markets genomic females, bulls and embryos.

John Dickinson’s mother, Lorraine, and the Gettys’ mother, Betty, are also part of Ideal Dairy Farms.

The remaining three episodes of “Born of the Bond” featuring Ideal Dairy Farms, will premiere in late 2024 and early 2025.



PHOTOS COURTESY OF ZOETIS

John and Denise Dickinson are part of Ideal Dairy of Hudson Falls, New York. Their dairy will be featured in the premiere of a “Born of the Bond” episode during the World Dairy Expo Supreme Champion of the Heifer Show Selection Oct. 3 at 8:15 p.m. in Madison, Wisconsin. Zoetis is the sponsor of the “Born of the Bond” documentary.

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# DYNAMIC DUOS

**TOM & KELLI CULL**  
LOMIRA, WISCONSIN

## Common interests, passions the foundation for success

### Mutual respect for talents propels Culls forward

BY DANIELLE NAUMAN  
Staff Writer

What happens when two Type A people meet, fall in love, marry and build a successful business?

The answer is simple, according to Tom and Kelli Cull.

“We know we’re going to fight — when you work with your spouse every single day, it’s bound to happen,” Kelli said. “But we’ve learned how to fight, say we’re sorry and let it go, and we know how to give each other some space. That is the key, for us.”

That strategy has worked for them. The Culls are looking forward to celebrating their 25th wedding anniversary next year.

“We both have our areas on the farm we are responsible for,” Tom said. “We respect each other’s decisions in those areas, but we always know we’re there for each other, if one of us needs back-up.”

Since their marriage, the couple has worked to build Budjon Farms into the enterprise it is today. The



Tom (left) and Kelli Cull oversee their Budjon show string Oct. 2 at World Dairy Expo in Madison, Wisconsin. The two have worked together for over 25 years to build and diversify their farm in Lomira, Wisconsin.

farm is home to 65 milking cows, with a total of 300 head on the farm. The Culls work with 35 boarding clients to provide care for elite individuals, and they have been a Trans-Ova satellite site for 25 years. The pair has also established a successful hay business in recent years to help diversify the farm revenue stream.

The cows are the Culls main focus, and there are many they consider themselves blessed to have owned — Expo champions Desire, Griffen, Blexy and Karmina to name a few.

“Without a doubt, Desire is special, being homebred,” Kelli said. “A current favorite is JM Valley Sidekick Lady. We board Ladyrose Caught Your Eye, and

own several daughters. We’re big into that family.”

When they married, the Culls bought into the farm as 50/50 partners with Tom’s father, John, in the cattle and machinery. Two years ago they took the next step in their business plan, purchasing the remainder of the farm from John.

Tom oversees the farm’s genetics program, and keeps tabs on the entire operation. Kelli focuses on calves, managing employees and running their successful internship program. They work on the books jointly.

The Culls believe that fate played a role in bringing them together.

“We met through mutual friends,” Kelli said. “But in 1991, we clipped next to each other in the showmanship and fitting contest here at Expo. We didn’t know each other at all, but he’s in all the photos my parents have.”

In true Type-A fashion, Kelli pointed out with a smile, that while Tom won the showmanship portion of that contest, she bested him in the fitting portion — coming out on top overall.

“We’re proud of what we’ve built, and the successful succession and purchase of the farm,” Tom said. “It’s a lot of hard work, but it is something we’re both passionate about succeeding with.”

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# Financials at Expo



PHOTO SUBMITTED

A group of cows munch on feed in a barn. Rabobank is a global lender to a wide variety of agricultural businesses and farmers.

## Rabobank international analysts team gathers in Wisconsin

BY EMILY BRETH  
Staff Writer

**MADISON, Wis.** — Many businesses can be found at World Dairy Expo, including Rabobank and its dairy research team.

Rabobank's global dairy team is led by Global Dairy Strategist Mary Keough Ledman.



**Mary Keough Ledman**  
Global Dairy Strategist

"Rabobank's global dairy research team looks forward to interacting with World Dairy Expo exhibitors and attendees during our presentation at 9 a.m., Oct. 3, at the Tanbark Talk," Ledman said. "We will highlight the depth of our global boots-on-the-ground knowledge from different areas globally."

Along with its presence at Expo, Rabobank is active within the communities it serves, supporting local communities by reinvesting in businesses and organizations. One organization the bank is active with is FFA.

"We help to prepare members for premier leadership, personal growth and career success through agricultural education," Ledman said. "We are proud to sponsor the Central National FFA contest at World Dairy Expo. Rabobank creates partnerships with organizations who share our goals and values."

A goal of the bank when it comes to the dairy community is to provide the opportunity for its clients to stay competitive and reach personal milestones.

"Rabobank understands the unique challenges of agriculture," Ledman said. "As a relationship-driven organization, we are committed to helping our clients while embracing the cyclical nature of agriculture."

The bank's team of global analysts keeps a close eye on the market events that affect agriculture worldwide. After the team collects data from commodity markets, they put together an analysis of what will bring success for their clients. They also examine the megatrends that influence business plans.

Ledman said the risk management products and research are utilized to help clients grasp opportunities. Rabobank is a global lender to a wide variety of agricultural businesses and farmers. Rabobank has grown its financial services with a range of lending and risk management products to meet the needs of clients around the world.

"Our RaboResearch team analyzes and summarizes market conditions in the agrifood chain," Ledman said. "These insights enable Rabobank to add value to clients' business, dairy included, through expansion, risk management tools, and inventory and vendor financing."

The information put together by the bank is then shared through various exclusive reports, webinars and events featuring RaboResearch analysts. RaboResearch Food & Agribusiness team has nearly 80 analysts across the Rabobank network.

"They generate data, and develop insights on businesses, topics and developments in the food and

agribusiness sectors across the globe," Ledman said. "Analysts have their own sector specialization from meat and fish to dairy, vegetables, fruit and floriculture, coffee and cocoa."

Dutch farmers who wanted to provide rural communities with access to fair and reliable sources of credit are the founders of Rabobank, a rural credit cooperative. The first credit cooperative was started in the late 1890s and allowed farmers' production and yields to grow since they were able to upgrade equipment or buy needed supplies.

Successful farmers had the opportunity to start helping their neighbors through these cooperatives with the incentive of receiving interest. By 1900, there were more than 65 cooperatives that were members of either the Cooperatieve Centrale Raiffeisen-Bank in Utrecht or Cooperatieve Centrale Boerenleenbank in Eindhoven.

Along with providing for the communities, they also wanted to build and support local businesses. The Headquarters of Rabobank is located in Utrecht, the Netherlands.

Today Rabobank has a global presence in 37 countries. All invest in the food and agriculture sector, providing financial and counseling services across the entire food, fiber and energy supply chain. Dairy is a significant sector of Rabobank's food and agriculture portfolio worldwide.

"In the U.S., Rabobank offers financial products and services to leading food and agricultural producers, processors, suppliers and retailers," Ledman said. "This is offered through Rabo AgriFinance and Wholesale Banking North America."

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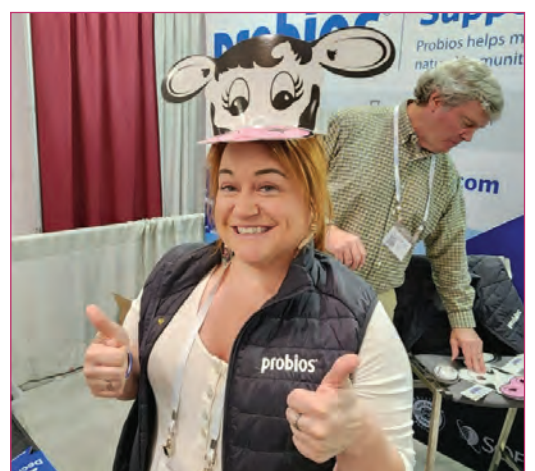
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# BEST COMMERCIAL EXHIBITORS



MICHELE ACKERMAN/DAIRY STAR

World Dairy Expo President Bill Hageman (second right) congratulates the team from First Defense — Bobbi Brockman (from left), Michelle Philibeck, D.J. Dominguez, Becky Vincent, Dale Miller, Sarah Eck, Raffael Lichdi and Kathy Becher — Oct. 2 for their win in the Trade Show's booth competition in Madison, Wisconsin. First Defense was named best commercial exhibitor in the small booth division.



MICHELE ACKERMAN/DAIRY STAR

Ian Johnson (from left), Elena Boxey, World Dairy Expo President Bill Hageman and Sarah Quallea celebrate Low Carbon Technologies' achievements Oct. 2 in the Trade Show booth competition in Madison, Wisconsin. Low Carbon Technologies bested its peers as best commercial exhibitor in the medium booth division.



MICHELE ACKERMAN/DAIRY STAR

Merck received the award for best commercial exhibitor in the large booth division Oct. 2 at World Dairy Expo in Madison, Wisconsin. Expo President Bill Hageman (center) presented a plaque to booth representatives on hand, including Paul Koffman (back row, from left), Sam Ahler, Tiago Tomazi, Erica Tessman, Kevin Mobley, Austin Snook, Brant Kreuzer; (front, from left) Kathleen Cuddy, Glavcio Lopes, Kathryn Hill, Erica Killough, Brittany Steurer, Tod Adams, Dave McElhaney and Abraham Cohen.

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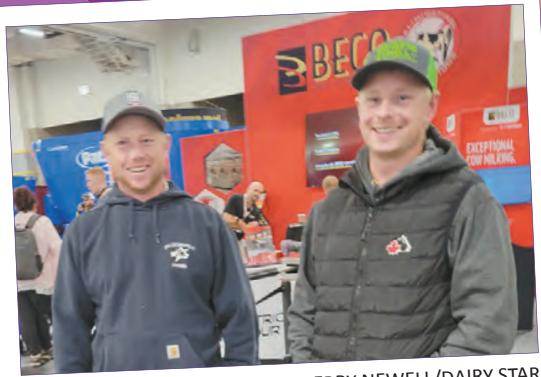
MICHELE ACKERMAN/DAIRY STAR

Ester de Groot (from left) Shari van de Pol and of Cattleytics receive an award from World Dairy Expo President Bill Hageman Oct. 2 for winning an award in the booth contest in Madison, Wisconsin. Cattleytics earned the prize as best commercial exhibitor in the new booth division.

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# TODAY AT WORLD DAIRY EXPO



SHERRY NEWELL/DAIRY STAR

Michael (left) and Kevin Hildebrant pause Oct. 2 as they take in the World Dairy Expo Trade Show in Madison, Wisconsin. The Hildebrants milk 1,000 cows near Clinton, Wisconsin, and visit Expo regularly.



DANIELLE NAUMAN/DAIRY STAR

Les Schmidt shoots photos from ringside Oct. 2 at World Dairy Expo in Madison, Wisconsin. Schmidt enjoys the challenges of livestock photography and the satisfaction of capturing special moments for his fellow exhibitors.



DANIELLE NAUMAN/DAIRY STAR

Austin Knapp sets up SS Deb 929 during the International Brown Swiss Show Parade of Champions Oct. 2 at World Dairy Expo in Madison, Wisconsin. Debs, the winner of the Component Merit Cow class, went on to be named the show's Grand Champion.



SHERRY NEWELL/DAIRY STAR

Carla Delarosa of Mexico marks her home on a map Oct. 2 at the International Lounge at World Dairy Expo in Madison, Wisconsin. Delarosa was visiting WDE for the second time.



DANIELLE NAUMAN/DAIRY STAR

Kayleigh Haag smiles after her heifer, Gold N Pines Jd Butterfingers-ETV, placed sixth in the open show and was third-place junior-owned entry in the Spring Yearling Class Oct. 2 at World Dairy Expo in Madison, Wisconsin. Five of the top six heifers in the class were full sisters bred by Kayleigh's family.



SHERRY NEWELL/DAIRY STAR

The GEA Ice Cream Stand is manned by a group of students from the Verona, Wisconsin, FFA Chapter Oct. 2 in the Exhibition Hall at World Dairy Expo in Madison, Wisconsin. The students kept up with strong demand for the popular frozen dessert.



MICHELE ACKERMAN/DAIRY STAR

Sophie Leach takes a nap after a long day in the showing Oct. 2 at World Dairy Expo in Madison, Wisconsin. Leach and her family farm in Linwood, Kansas.



DANIELLE NAUMAN/DAIRY STAR

Katelyn Schultz (back) and her sons, Luke (left) and Levi, take a grilled cheese snack break Oct. 2 at World Dairy Expo in Madison, Wisconsin. The Schultz family was spending the day at Expo to watch their cousin show and Katelyn's sister speak at a Dairy Girl Network event.



DANIELLE NAUMAN/DAIRY STAR

International Guernsey Show judges Herby Lutz (left) and Lynn Harbaugh discuss a class Oct. 2 at World Dairy Expo in Madison, Wisconsin. The show marks Harbaugh's ninth appearance as a WDE judge.



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