

WORLD DAIRY EXPO

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Flavors OF THE DAY

Grilled Cheese

Muenster from
Klondike Cheese Company
UW-Madison Cheese Stand next
to the Arena Building

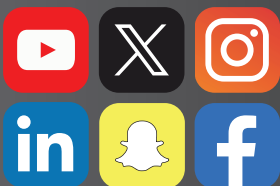
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#WDE25

Daily EDITION

Wednesday, October 1, 2025

Willow wows



PHOTO COURTESY OF COWSMOPOLITAN

B-Wil Kingsire Willow is named **Senior and Grand Champion of the International Ayrshire Show Sept. 30 at World Dairy Expo** in Madison, Wisconsin. Willow was the winning Four-Year-Old, exhibited by Budjon Farms and Peter Vail. Coppenbarger Kingsire Trinity is named the Intermediate and Reserve Grand Champion. Trinity, the winning Senior Three-Year-Old, is owned by Terri Packard, Ernie Kueffner and Peter Vail. Bricker-Farms King Cinderella is named the Reserve Intermediate and Honorable Mention Grand Champion. The second-place Senior Three-Year-Old, Cinderella is owned by Milk Source Genetics, Josh and Samantha Fairbanks and Kurt and Michelle Wolf.

Four-Year-Old tops International Ayrshire Show

BY DANIELLE NAUMAN
AND SHERRY NEWELL
Staff Writers

MADISON, Wis. — B-Wil Kingsire Willow captured the imagination of judge

Gregory Evans and associate judge Jean-Philippe Charest when she stepped on the colored shavings, so much so that the winning Four-Year-Old went on to be named Senior and Grand Champion. Willow is owned by the partnership of Budjon Farms and Peter Vail of Lomira.

For their Reserve Grand Champion, the judges looked to their Intermediate Cham-

pion, the winning Senior Three-Year-Old, Coppenbarger Kingsire Trinity, owned by Terri Packard, Ernie Kueffner and Peter Vail of Boonsboro, Maryland.

The handshake for the Honorable Mention Grand Champion went to the Reserve Intermediate Champion, Bricker-Farms King Cinderella, the winning Senior Three-Year-Old. Cinderella is

owned by Milk Source Genetics, Josh and Samantha Fairbanks and Kurt and Michelle Wolf of Kaukauna.

Judge Evans named his winning Lifetime Component Merit Cow, Toppplenn Wishful Thinking-ET, his Reserve Senior Champion. Wishful Thinking is owned by Tanner,

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AYRSHIRE RESULTS | Page 3**

Paving the road in dairy genetics



PHOTO SUBMITTED

Genosource Captain-ET stands with Bob Davis (from left), Juan Moreno and Tim Rauen. Captain is an example of the elite genetics that Moreno strives to develop

Moreno selected as WDE International Person of the Year

BY TIFFANY KLAPHAKE
Staff Writer

NAVASOTA, Texas — Juan Moreno and his team at STgenetics are pushing the limits in the world of cattle genetics. Their efforts have led to gender-sorted semen use on dairy farms around the world.

For his work in paving the road in the advancement of dairy cattle genetics, Moreno has been named the 2025 World Dairy Expo® International Person of the Year.

“An award like this is not about yourself but all the folks around you who helped along the way, through the years,” Moreno said. “They put their heart, soul and passion into making what we have better.

**Turn to MORENO
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Continued from INTERNATIONAL AYRSHIRE RESULTS | Page 1

Brennan, Marissa and Logan Topp of West Salem, Ohio.

The Honorable Mention Senior Champion was the second-place Lifetime Component Merit Cow, Ridale Nemo Serenity-ET, exhibited by Ryan and Marjorie Rida.

Following Trinity and Cinderella as the Honorable Mention Intermediate Champion recognition went to the winning Senior Two-Year-Old, Ms Reagan Blossom-ET, owned by Austen and Michelle Schmidt of Cascade.

In the heifer show, Junior Champion honors went to the winning Winter Yearling, Bricker-Farms R Cadillac-ET, exhibited by Todd, Lynsey, Allison, Lacey and Kinslee Bricker, Carli Binckley and Wyatt Schlauch of Salem, Ohio.

Following Cadillac as the Reserve Junior Champion was the winning Winter Calf, Miss Rejoice Reputation-ET, exhibited by Shocking Genetics, Katie Shultz and Jeffrey McKissick of Chambersburg, Pennsylvania. The nod for Honorable Mention Junior Champion went to the first-place Fall Calf, Ms Reagan Babe-ET, exhibited by Madison Fisher and Glamourview of Frostburg, Maryland.

The Premier Breeder banner went home with Palmyra Farm, Hagerstown, Maryland, while Peter Vail, Englewood, Florida, was named Premier Exhibitor. The Premier Sire of the show was Palmyra Lochinvar Reynolds.

Bricker Farms of Salem, Ohio, captured the banner for Premier Breeder of the Heifer Show while Peter Vail of Englewood, Florida, took home the banner for Premier Exhibitor of the Heifer Show. Again this year, the Premier Sire of the Heifer Show was Marilie Autograph-ET.

Official judge Gregory Evans of Georgetown, New York, along with his associate Jean-Philippe Charest of Saint Alexandre, Quebec, were charged with placing 361 head of Ayr-

shires in the International Ayrshire Show. Complete show results are available online at www.worlddairy-expo.com.

B-Wil Kingsire Willow Budjon Farms and Peter Vail Lomira, Wisconsin

Tell us about your animal. (Peter) She was purchased a year ago from Pierre Boulet by Budjon Farms, Tom and Kelli Cull, and me, and she's been housed there. They just take great care of animals and are wonderful caretakers. I owe the world to them for getting a cow like that ready.

What does receiving this title mean to you? We have had Grand Champion and Reserve Champion in the same breed, but I've never had that at the same show. So, it's quite interesting, and of course very good.

How did you prepare for the show and who helped you? Well, all the caretakers, of course. This includes Tom and Kelli Cull at Budjon, Jason Lloyd and Lexie Payne at Maple Downs farm, and Dale and Deanna Bendig at Spungold farm in Gettysburg, Pennsylvania. All three are very, very wonderful caretakers of the animals.

What trait do you like most about your animal? Oh, I think she's just a very modern cow that puts a wonderful udder together with tremendous balance, a great frame, and good feet and legs.

Why did you enjoy showing at WDE? Just because it's fun for me. I have a hard time explaining it to my non-dairy friends, who say, "What are you, nuts?" I say, "Not really." It's just a wonderful fraternity and wonderful people to be around all the time in my opinion.



CAVERLY
Award

PHOTO COURTESY OF COWSMOPOLITAN
Tyler Woodman (third from left) is presented with the Richard Caverly Memorial Award Sept. 30 at World Dairy Expo in Madison, Wisconsin. Presenting the award are L to R: Betsy Bullard, Terri Packard, Woodman, Katie Shultz (2024 inaugural recipient of award) Leanne and Jim Strout.

Tyler Woodman of Mapleline Farm in Hadley, Massachusetts, received the Richard Caverly Memorial Dairy Award Sept. 30 during World Dairy Expo in Madison, Wisconsin. The award, established in 2024, honors the memory of Richard Caverly, an Ayrshire breeder from Maine who helped the breed embrace data from genomic testing. Woodman manages Mapleline Farm

and oversees the Jersey herd's care. He grew up working with his family's Ayrshire cattle under the Woodman Farm prefix. He continues to develop his own Ayrshires within the Mapleline herd and has earned 20 All-American and Junior All-American nominations, among other accolades. He was influenced by Caverly's involvement in dairy cattle.



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You can't do anything all by yourself; it takes a team."

Moreno is the founder and CEO of STgenetics, a gender-sorting semen company based in Navasota, Texas. STgenetics has 60 sperm-sorting facilities worldwide and seven bull stud farms.

All of this did not come together overnight; it took years of research and trial and error to lead to the 90% accuracy with gender-sorted semen.

"We challenged ourselves to make (gender-sorted semen) better," Moreno said. "And that was the fun part; waking up every day and asking 'How can we make it better?' Eventually, we did. It is cheaper, conception rates are much better, and we have some of the best bulls."

Moreno first gained an interest in the dairy industry growing up on his family's registered Brown Swiss dairy farm in Colombia. Moreno came to the U.S. to attend The Ohio State University to study dairy science and participate on the dairy cattle judging team.

"I took a liking to reproduction and took a lot of classes with-in that," Moreno said. "I had a lot of fun there. I really enjoyed the camaraderie, the friends and the classes that I had there."

After college, Moreno worked for a few years collecting and transferring embryos, further expanding his interest in dairy cattle reproduction. From there, Moreno went on to graduate from Texas A&M University with a degree in reproductive physiology.

"While there, I started working with some registered breeders in the area collecting and transferring embryos," Moreno said. "I started getting partners involved and eventually got a license to the XY sex-sorting technology."

Moreno assembled a team and applied research to gender-sorting



technology that had been released from the U.S. Department of Agriculture, using a license. At the time, Moreno and his team were already working with embryos and doing in-vitro fertilization.

"Our initial goal was to apply for embryo work, but we quickly found out that we could make it better for those who A.I.," Moreno said. "It was good technology, but like any new technology, it needed a lot of improvements. We thought if we could use sexed semen in embryo work, this would be a big deal for not just the dairy industry but the beef industry too."

Moreno said they made changes to the software, manufacturing and equipment to get the right formulas to bring sexed semen to the dairy and beef markets.

"We have gone through 14 different models of sex-sorting machines since we started," Moreno said. "Every year technology improved and so did we. Sex sorting is a whole different ballgame

now. We have done a quantum leap from what it was 30 years ago."

Moreno and his team have also brought other technologies to life to enhance dairy farmers' ability to raise their replacements with FarmFit and EcoFeed.

"These came about because once you get the one, or several good heifer calves, you want to do the best you can do for that calf," Moreno said.

The team at STgenetics was looking for a way to monitor calves to fully understand the calf from the inside out.

"I wear a watch on my wrist that tells me how many hours I slept, what my temperature is, what my heart rate is and what my oxygen level is," Moreno said. "Since we have this technology, why can't we use it on cows?"

The goal of the program is to detect when an animal is sick before symptoms present, and to ultimately prevent it from getting



sick in the first place, Moreno said.

"As farmers, we are diagnosing animals that have already been sick for a couple of days, but we didn't know it because we can't talk to the animal," Moreno said. "This technology gives us the ability to monitor the animal 24 hours a day so that the animal can talk to us."

The program can show farmers if they are feeding milk that is too warm or too cold, if the animal is showing signs of estrus, and if it is ruminating properly. It can predict calving time within 12 hours, Moreno said.

"We got a cow pregnant, we have the gender of the calf we want, and the calf has the genetics we want," Moreno said. "Now,

we better do everything we can to take care of that calf. It has been quite the process. It has been five years in the works, but it really works now, and it is a fascinating tool."

While growing up on a dairy farm ignited a passion for dairy cattle, Moreno said the team of dedicated people he surrounded himself with has made the business a success.

"In the dairy industry, you have that one cow that you love and you want to have a heifer calf out of that cow," Moreno said. "Growing up, that didn't always happen. Now it can. It all comes down to, I want my replacements to come out of my best cows. It's that simple."

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California cow wins third International Jersey Show title

BY DANIELLE NAUMAN
AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — Once again, Stoney Point Joel Bailey has successfully returned to Madison to defend her title, garnering a third set of banners as the Senior and Grand Champion of the International Jersey Show. Bailey, the winning Aged Cow, is owned by Vierra Dairy Farms of Hilmar, California.

The pair of Four-Year-Old cows followed behind Bailey in the spotlight. GMBV Joel Dixie-ET, the class winner, was named the Reserve Senior and Reserve Grand Champion for Milk Source Genetics of Kaukauna. The second-place Four-Year-Old, Lookout Joel She's Spicy, was named the Honorable Mention Senior and Honorable Mention Grand Champion. She's Spicy is owned by Ben, Andy, Blessing and Grace Sauder of River Valley Farm in Tremont, Illinois.

Kunde Chocolatier Hot Cocoa was named the Intermediate Champion. Hot Cocoa, the winning Junior Three-Year-Old, was exhibited by the partnership of Dave Koss and Reuter Dairy Inc., of Peosta, Iowa. The second-place Junior Three-Year-Old, Eatonholme Joyride Reba, was selected as the Reserve Intermediate Champion. Reba is owned by Vierra Dairy of Hilmar, California. Following the pair of three-year-olds as the Honorable Mention Intermediate Champion was the winning Spring Junior Two-Year-Old, Underground Fancys Fiji. Fiji is exhibited by Isaac Folts of North Collins, New York.

For Junior Champion, Judge Kelly Barbee selected Kash-In Stop and Stare-ET, the winning Winter Yearling, exhibited by the duo of Kamryn Kasbergen and Ivy Hebgen of Tulare, California. Following as the Re-



PHOTO COURTESY OF COWSMOPOLITAN

Stoney Point Joel Bailey is named Senior and Grand Champion of the International Jersey Show after winning the Aged Cow class Sept. 30 in Madison, Wisconsin. Bailey is owned by Vierra Dairy Farms. GMBV Joel Dixie-ET is named the Reserve Senior and Reserve Grand Champion after winning the Four-Year-Old class. Dixie is owned by MilkSource Genetics. Lookout Joel She's Spicy, the second-place Four-Year-Old, is named the Honorable Mention Senior and Honorable Mention Grand Champion. She's Spicy is owned by River Valley Farm, Ben, Andy, Blessing and Grace Sauder.

serve Junior Champion was the first-prize Spring Yearling, Millers Joel King Majesty, exhibited by Keightley Core Jerseys, Millers Jerseys and Rhea and Brycen Miller of Oldenburg, Indiana. The nod for Honorable Mention Junior Champion went to Miss Sheraton TS Supreme, the second-place Spring Yearling, exhibited by Glamourview-lager and Walton of Walkersville, Maryland.

The show's Premier Breeder banner was awarded to Pacific Edge of Tillamook, Oregon, while Vierra Dairy Farm of Hilmar, California, added the Premier Exhibitor banner to their collection. River Valley Victorious was victorious, indeed, being named the show's Premier Sire.

The partnership of Ernest Kueffner, Terri Packard, Kaitlyn Corbett and Nate Olenicz of Boonsboro, Maryland, was awarded the Premier Breeder of the Heifer Show, while Meadow Ridge Jerseys of Cumberland was named the Premier Exhibitor of the Heifer Show. Mr Kathies Kid Rock was the Premier Sire of the Heifer Show.

Official judge Kelly Barbee of Concord, North Carolina, and associate judge Jon Kingdon of Warwick Township, Ontario, were charged with placing 371 head

in the International Jersey Show. Complete show results are available online at www.worlddairyexpo.com.

Stoney Point Joel Bailey
Vierra Dairy Farm
Hilmar, California

Tell us about your animal. Bailey is an amazing cow. She was bred by the Mayer family at Stoney Point Farm in Maryland with guidance from Michael Heath. She is 9 years old and has had six calves. This is her third time being Grand Champion here at Expo. Last year, she was also tapped Supreme Champion, and she was Reserve Supreme Champion the year before.

What does receiving this title mean to you? It is a blessing. At the end of the day, as Christians, this is a way for us to give all the glory to God. It also shows that the hard work of the team and the family is moving in the right direction. With three wins, I could make the argument that she is the greatest Jersey that ever lived, though, I am admittedly biased.

How did you prepare for the show and who helped you? Bailey is cared for by the team at Triple T, operated by Nathan and Jenny Thomas, in Ohio. Bailey is probably the easiest cow we have ever had to get ready. She calves, she eats, she has no bad days, she breeds back when you want her to. Matter of fact, she is bred back now and due to calve in March. I think that is a good part of the reason she is a three-time World Dairy Expo champion.

What trait do you most like about your animal? We like her balance. She's capacious, square, a cow that never stands awkward. She is a true-type-model kind of cow. You don't have to do a lot to make her look good. As well, she is strong and aggressive. When we first showed her at the California Spring Show in 2022, she dragged the leadsman all the way out of the ring — one of the coolest things I've seen in the show ring.

Why do you enjoy exhibiting at WDE? For us it is time to get our family together. It is time for everyone we work with to be in one place at one time as one big happy family.

RAILBIRD Winner

PHOTO COURTESY OF WORLD DAIRY EXPO

Cooper Barber wins the Railbird contest held during the International Jersey Show Four-Year-Old class Sept. 30 at World Dairy Expo in Madison, Wisconsin. Barber is from DeWitt, Iowa

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Booth awards to honor longtime committee chairman

Williams’ 30-year Expo presence recognized

BY SHERRY NEWELL
Staff Writer

MADISON, Wis. — For 30 years, Doug Williams’ influence as an exhibitor and partner at World Dairy Expo® was steadfast. The Kuhn North America representative was chairman of the Commercial Exhibitors Committee for 24 years and served on Expo’s Board of Directors for 10 years, six on the Executive Committee.

Sadly, Williams passed away in January, just before a scheduled March retirement from his various Expo roles.

A revamped plan for honoring commercial exhibitors carries his name. This year’s Doug Williams Memorial Booth Awards are a testament to his dedication to World Dairy Expo.



PHOTO SUBMITTED
Doug Williams visits with participants at a recent World Dairy Expo. Williams, who passed away in early 2025, was a long-time chairman of WDE’s Commercial Exhibitor Committee.

“There is simply not enough we could do to honor him,” said Jenifer Dobbs, Expo’s sponsorship manager. “But our committee put together a way to honor him,

and it would have been very, very close to his heart.”

When Dobbs joined Expo’s staff in 2023, she found Williams to be a huge supporter.

“He gave great advice, was a team player, and just a great guy,” she said.

Craig Pados, Kuhn North America director of sales, also noted Williams’ work over a 37-year career at the company, most recently as manager of field support, shows and training efforts.

“He was level-headed and had the respect of others ... (Doug) could come up with solutions to whatever was needed,” Pados said. “People meant a lot to him, and he would take time with anybody to share a moment personally or professionally.”

The new slate of awards honoring Williams includes Best New Exhibitor, Best

Outdoor Exhibit, Show Stopper, Most Interactive and Best of Show. The categories will replace the previous divisions that singled out new exhibitors, along with winners sorted by booth size.

“We’re getting ourselves up to date with other trade shows,” Dobbs said. “I’m hoping we get more exhibitors to participate in the program.”

This year’s awards are judged by a panel, including one Commercial Exhibitor Committee member and two industry experts. Winners, chosen by Tuesday afternoon, receive a 9-inch rosette for display in their booth, along with media recognition.

As the new program was developed, Joe Coburn of The Coburn Company Inc. became chairman of the Commercial Exhibitor Committee, replacing Williams.



PHOTO COURTESY OF WORLD DAIRY EXPO
Doug Williams (left) presents the award for the Best Small Booth to Central Life Sciences Oct. 7, 2022 at World Dairy Expo in Madison, Wisconsin. Expo’s Booth Awards have been reformatted and named in Williams’ memory.



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Riding the rails with big brown cows

Vanderham reminisces boxcar trips to Expo

BY DANIELLE NAUMAN
Staff Writer

NORWALK, Calif. — Some cows travel to World Dairy Expo® from just a few miles up the road, while others travel thousands of miles to vie for their chance at Expo immortality. Through the years, their travel accommodations have changed.

The early days of Expo marked the end of the era in which the railway was a primary method of transporting show herds cross-country. Pete Vanderham of Bridge-View Brown Swiss in Norwalk, California, utilized the railroad to exhibit cattle at the fledgling Expo on several occasions.

“In 1968, our Brown Swiss National Show was held at Expo,” Vanderham said. “I couldn’t go, but I sent Bridge-View RF Joanne with Innisfail Milking Shorthorns. She was Grand Champion.”

The next time Expo got the nod to host the breed’s national show, in 1970, Vanderham pointed his compass towards Madison, making arrangements to exhibit a string at Expo. Included in this group was Bridge-View Aristocrat Jolene, the 1969 National Champion at the North American Dairy Show in Columbus, Ohio, who would successfully defend her title at Expo.

“It was a good way to travel with the cows,” Vanderham said. “The cows didn’t seem to mind it at all.”

Vanderham enlisted the help of a neighbor boy to make the cross-continental trip in a boxcar loaded with supplies.

“We brought all our own feed; we knew our cows weren’t going to eat if we didn’t have good feed,” Vanderham said. “We had that train packed and double-decked. We had enough room to put out one cot the first night — we had to sleep on that cot together!”

That year Vanderham embarked on the trip, leaving the local fair in Pomona, California, traveling for a week on the Santa Fe Railroad, taking the southern route through New Mexico and Texas.

Choring while traveling on the train was a little crude, Vanderham explained.

“We just threw the milk and manure out the doors,” Vanderham said. “You just had to be careful with the wind — it would blow everything back at you.”

Along with carrying all the feed they needed for the trip, the boxcar was equipped with a tank that held up to three days’ worth of water. They would refill the tanks when the train stopped.

Traveling on the train was generally comfortable, Vanderham said, adding that they kept the doors open for ventilation. With no lights, they used flashlights to see inside the boxcar after dark.

“There was only one time it got cold,” Vanderham said. “We shut the doors on one side and halfway on the other. That kept it comfortable. The car could actually get hot if you were standing still.”



PHOTO COURTESY OF BILL VANDERHAM

The group from Bridge View Brown Swiss —Bridge View Jades Meriette held by Randy Fraiser (from left), Bridge View Jades Katrina held by Gary Magnussen and Bridge View Jubilees Dana held by Pete Vanderham —wins Best Three Females at the 1992 World Dairy Expo in Madison, Wisconsin. Dana and Meriette were the show’s Grand and Reserve Grand Champions, respectively, that year, while Katrina had been the Grand Champion in 1991. All three were sired by Bridge View Elegant Jade, a bull bred by the Vanderhams. Bridge View Brown Swiss were perennial exhibitors from the earliest days of Expo until their dispersal in 2009.

Vanderham and his Bridge-View string landed in Chicago at the end of the work week.

“We arrived at the Benson Yard on the weekend, so we had to sit there ‘til Monday,” Vanderham said. “We got the cows clipped while we waited, then on Monday morning we headed towards Madison.”

The train unloaded at a dock where the Sheraton Hotel now sits, Vanderham said. The cows were walked over to the fairgrounds. Expo worked with a local automobile dealership to provide exhibitors with trucks to ferry their supplies from the rail yard to the show.

There was a learning curve to traveling by rail, he admitted, and he did some things differently when planning his trip in 1971.

“The first trip wasn’t bad, but the second trip I got a little smarter,” Vanderham said. “I built stalls because I’d learned the first time it was hard to get behind the cows to clean up after them. The boxcar was only 8 feet wide. I put the stalls in at an angle, so the cows had 10 feet. A friend also helped me install lights that we ran off a car battery.”

On that trip, Vanderham worked with a dispatcher in California who set up the entire trip. This time he traveled via the Union Pacific Railroad, stopping in North Platte, Nebraska.

“We basically never stopped to change trains,” Vanderham said. “He kept track of us the whole way and notified any trains we were supposed to hook up with where we were at. That time we made the trip to Madison in just over two days, rather than the week it had taken before.”

That trip was a memorable one for Vanderham and his big brown cows. They left Expo, headed to the North American Dairy Show in Columbus, Ohio.

“That was the year of the fire,” Vanderham said. “We made the trip from Madison to Columbus and never showed

a cow before we headed back to the West Coast.”

Vanderham said he liked traveling long distances with his cows by rail.

“The cows seemed to like it,” Vanderham said. “Even though they stayed on the boxcar throughout the trip, it didn’t seem to bother them. We never had a cow get injured on the train.”

Traveling by rail worked so well, Vanderham repeated the trip again in 1972, and looked into repeating the experience to make another trek to World Dairy Expo in 1980, for the breed’s centennial celebration.

“I contacted the same dispatcher I had worked with before about setting up the trip,” Vanderham said. “He called me

back and said the Union Pacific Railroad told him if he wanted to keep his job, not to arrange the trip. They didn’t want to haul show cattle anymore, because it was extra car handling.”

Vanderham’s Bridge-View Brown Swiss traveled to Expo many times as the years progressed, exhibiting six Grand Champions and six Reserve Grand Champions on the way to bringing home 16 Premier Breeder and 13 Premier Exhibitor banners.

“There were a lot of good memories made in those days, riding the trains to Expo,” Vanderham said. “Things were simple back then, and the cows really did things themselves.”



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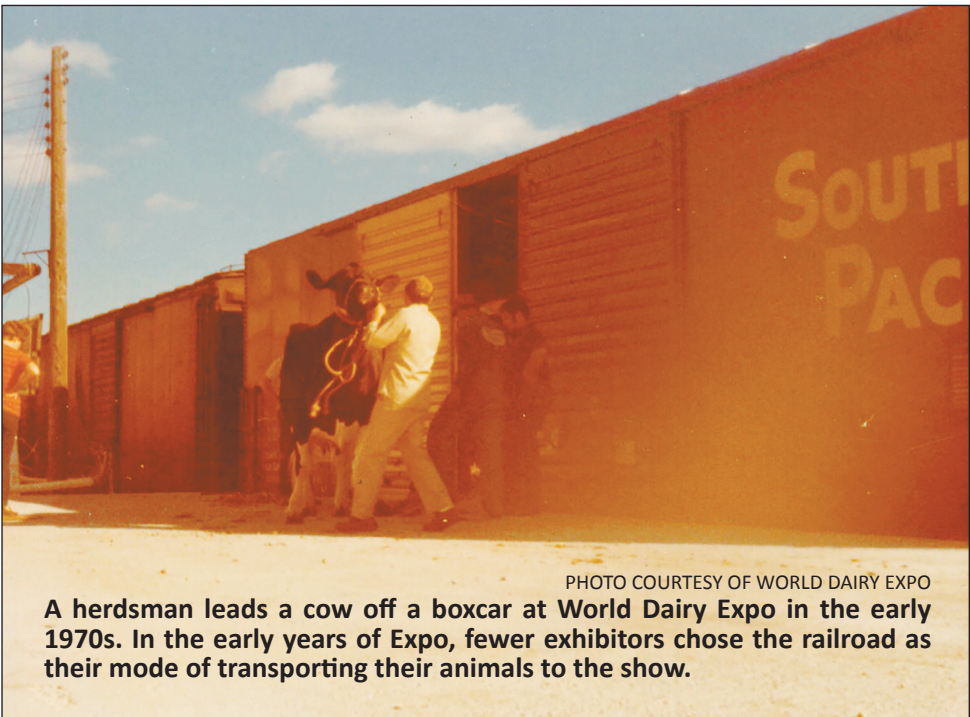


PHOTO COURTESY OF WORLD DAIRY EXPO

A herdsman leads a cow off a boxcar at World Dairy Expo in the early 1970s. In the early years of Expo, fewer exhibitors chose the railroad as their mode of transporting their animals to the show.

ALONG THE Road TO Madison

SOUVENIRS, MEMENTOS & MEMORIES



Breanna and Tammy Fritsch
Freedom, Wisconsin

How long is your trip to World Dairy Expo® and how did you travel here? We are about 100 miles from Expo. We typically travel down with two trucks and two trailers, and the trip takes us about two hours.

How many years have you been coming to Expo, or how many times have you come to Expo? Our first time showing at Expo was in 2010. We have been coming every year since then.

What are your must-see or must-do things while at Expo? We always make sure to go shopping at the Purple Cow, get a grilled cheese and enjoy the Guernsey show.

What is your all-time favorite Expo souvenir or memento? In 2014, when the theme was “Dairy in Our DNA,” we purchased two of the limited-edition logo jackets to celebrate doing well in the show. We have bought jackets three different years, and we also get windbreakers and other logo apparel like that. We also make sure to pick up the collector's pin and small glass milk bottles each year. We include them in a display with the professional photos of the animals we exhibited, along with any medals or awards we win. Our favorite awards were from 2019. These were made of tools, gears and such for the theme “Tools for Dairy’s Progress.”

What is a favorite Expo memory or experience? For me (Tammy), it was 2019 when Breanna was the Wisconsin Guernsey Princess. Watching her hand out awards on the colored shavings and having the photos from that show was a neat memory.



Paul Kruse (picture with Lisa Coyne)
Lockwood, Missouri

How long is your trip to World Dairy Expo® and how did you travel here? It is about a 12-hour drive to Expo by car.

How many years have you been coming to Expo, or how many times have you come to Expo? I think my first trip to Expo was in 1978 or 1979. My friends and I took a detour that first year to Woodstock, Illinois, before arriving to visit Mil-R-Mor Farm, where we got to see the great “Queen of the Breed,” Roxy, and her sister in the flesh. They were not a disappointment. Bob (Miller) was super nice to us kids. Ever since then, my visits have been hit and miss, but I go as often as I can.

What are your must-see or must-do things while at Expo? The Holstein show. We love to arrive early and secure great ringside seats and sit with the same friends every year.

What is your all-time favorite Expo souvenir or memento? I like to buy official event t-shirts and give them as gifts. I always try to buy something from Lisa Coyne’s Bovine Boutique booth near the GEA Ice Cream Stand. Perhaps not surprisingly, my favorite purchase at Expo was last year when I secured a large, framed Bonnie Mohr portrait of Roxy from the Bovine Boutique, which now proudly hangs over my fireplace mantel.

What is a favorite Expo memory or experience? Besides the trip to see Roxy, at the show itself, the great Hanover Hill string impressed me the most, with cows like J-WS Monitor Racheal and Tora Triple Threat Lulu coming to mind.



Michele Brodzina (pictured with Teri Martin and Kristin Pronschinske)
Tyrone, Pennsylvania

How long is your trip to World Dairy Expo® and how did you travel here? We travel 730 miles one way to Expo in our camper. It typically takes about 12.5 hours to get there, depending on traffic in Chicago. We stay on the grounds, on Willow Island, in spot 99. We’ve had that spot since they opened the campground.

How many years have you been coming to Expo, or how many times have you come to Expo? We have been coming every year for 10 years.

What are your must-see or must-do things while at Expo? For eight of those 10 years, we have been working for Cybil Fisher Photography, prepping the animals as they come in for their professional photographs. That gives us the greatest seat in the house, to see all the cows as they come and go from the ring. We also like getting to the barns to see the breeders and the different show strings.

What is your all-time favorite Expo souvenir or memento? My all-time favorite is the picture I have of me and (Erbacres Snapple) Shakira, the second year she was Supreme Champion. I also enjoy collecting the Expo posters they give out every year.

What is a favorite Expo memory or experience? My favorite Expo experience is the external part of the Supreme Champion pageant, the actual judging and staging of it that takes place outside, being able to watch all those great cows come down for their moment in the spotlight.



Christopher B. Schellinger
Reedsburg, Wisconsin

How long is your trip to World Dairy Expo® and how did you travel here? The trip is not quite 60 miles, coming from north-northwest of Madison. Depending on traffic and construction, it takes just over an hour. I traveled to Expo by car.

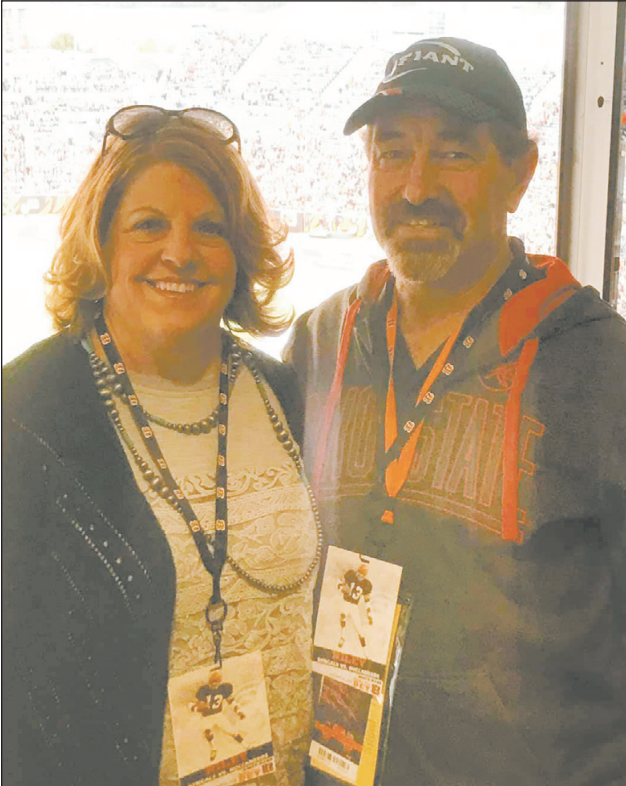
How many years have you been coming to Expo or how many times have you come to Expo? I’m 42 and I have been coming to Expo for as long as I can remember, I think since I was maybe 5.

What are your must-see or must-do things while at Expo? Pretty much my entire show itinerary. First,

I head right to the Purple Cow Gift Shop in the Exhibition Hall, check out all the commercial booths and displays, get lunch at the UW-Madison Cheese Stand, ice cream from the GEA Ice Cream Stand, and walk the cattle barns.

What is your all-time favorite Expo souvenir or memento? The collector pins, which are a perfect memory bookmark showing the show’s theme for each year of the show. I started collecting them in middle school, buying all the ones from previous years that I have attended. I’m only missing one now: the 1993 pin. I have them in a glass-front display case on the wall between our kitchen and dining area. After I get to the show, it is the first thing I do — get the pin. And then I wear it while I am there for the two days I attend.

What is a favorite Expo memory or experience? Just one? That is tough; there are so many. The first was when I was in elementary school. For several years our family would make a weekend out of it (back when it ran through Sunday), staying with an aunt and uncle in Stoughton. Thankfully, we had a couple of good hired hands that ran the farm for us while we were out. We would get to my relatives’ Friday night, Expo on Saturday, then Sunday spend some time window shopping at West Towne Mall or seeing a movie before heading back to the farm. The second was during the 2021 show. Previously, I’d gone to Expo for one day with my father, meeting up there and spending the day together. That year, I was back for a second day to introduce my significant other’s 12-year-old son to Expo. He was interested in going, hearing about it for years from me, and seeing my pictures. The show didn’t disappoint, and he’s been coming with me almost every year since. He joins me the day after I’m there with my father. He was not able to go last year due to other commitments with his father and brother, but is looking forward to this year’s show. It was great to be there and see him experience it for the first time; definitely some good memories were made.



Jackie Bickel (pictured with Donald Bickel)
New Vienna, Ohio

How long is your trip to World Dairy Expo® and how did you travel here? We travel 476 miles with the truck and trailer. The trip should take seven hours, but it ends up being 8.5 hours after numerous bathroom stops.

How many years have you been coming to Expo, or how many times have you come to Expo? My daughters and I have been coming to Expo since 2012, when my youngest had a Guernsey winter calf worthy of walking on the colored shavings. My husband has been coming on and off for 30 years.

What are your must-see or must-do things while at Expo? We do not get away from the campus to do much outside of Expo, but we make it a point to see all the show strings in the barns. We also eat at the Essen Haus every year.

What is your all-time favorite Expo souvenir or memento? My all-time favorite souvenir from WDE would have to be my husband. My first trip to Expo was in 2012. I was single and traveled with just my daughters, Emma and Maggie. We tied in with the Fenton family. It was our first year showing on a national level. A “seasoned cow man” kept popping up at the shows we attended. His name was Donald Bickel. Of course, we ran into him and Larry Mohrfield in the Coliseum. There was a long, tearful history between Donald and me, 25 years earlier, when I was a 4-H member and he was a know-it-all open class exhibitor. I had not crossed paths with him again until this year.

What is a favorite Expo memory or experience? While my daughters were out exploring WDE with the Jodrey twins, I gave them my phone in case they needed to reach us back in the barn. Next thing I knew, Corey came running through the barn singing, “Jackie’s single and ready to mingle.” Apparently, Donald had texted my phone asking me out for a date and my daughter, Emma, accepted on my behalf. I went on the date, and eight months later, we were married.



PHOTO BY SHERRY NEWELL/DAIRY STAR
The Bricker family and Lady Luck Holsteins — Lacey (from left) and Kinslee Bricker, (front, standing) Kurt Blake, Todd Bricker, Vanessa Philson and Joe Bricker, (back) Lynsey Bricker, Carli Binckley, Allison Downs and Wyatt Schlauch — pause preparations for showing cows Sept. 30 at World Dairy Expo in Madison, Wis. The group, from Salem, Ohio, was the day’s Herdsmanship Winner. They are located in Aisle C2 of Tent 1.

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Lifetime Component Merit Cows top International Junior Ayrshire Show

BY DANIELLE NAUMAN
AND SHERRY NEWELL
Staff Writers

MADISON, Wis. — A pair of perennial showing contenders from the Buckeye State were the cream that rose to the top of the International Junior Ayrshire Show.

After winning the Lifetime Component Merit Cow class, Toppglen Wishful Thinking-ET was picked to be the Senior and Grand Champion of the show. Wishful Thinking is owned by Tanner, Brennan, Marissa and Logan Topp of West Salem, Ohio.

Taking home the Reserve Senior and Reserve Grand Champion was the second-place, junior-owned Lifetime Component Merit Cow, Bricker-Farms Gibbs Carvella. Carvella is owned by Todd, Lynsey, Allison, Lacey and Kinslee Bricker and Carli Binckley of Salem, Ohio.

The Intermediate Champion of the Junior Show, Halls V-Lane Spectacle-ET, was given recognition as the Honorable Mention Grand Champion. Spectacle was the winning Spring Junior Two-Year-Old, exhibited by Ashton and Levi Wilcox of Varysburg, New York.

Following Spectacle as the Reserve Intermediate Champion was the top-placing Junior Three-Year-Old, MM Reynolds Wynnow-ET, owned by Chloe, Carly, Olivia, Emily and Cameron Feltmann and B. Smith of

Norwood Young America, Minnesota. The top junior-owned Senior Two-Year-Old, On-The-Map Ring J-Lo, was named the Honorable Mention Intermediate Champion. J-Lo is also owned by Ashton and Levi Wilcox.

The Honorable Mention Senior Champion was the top junior-owned Five-Year-Old, Moy-Ayr Berkely Darling, owned by Steve, Pauline, Rebecca and Emily Schmidt of Delavan.

In the heifer show, Bricker-Farms R Cadillac-ET walked away victorious with the banner for the title of Junior Champion of the Junior Show. Cadillac, the winning Winter Yearling, was exhibited by Todd, Lynsey, Allison, Lacey and Kinslee Bricker, Carli Binckley and Wyatt Schlauch of Salem, Ohio.

Reserve Junior Champion of the Junior Show was the first-place junior-owned Fall Calf, Lazy M Wish Applause-ET, exhibited by Eden and Dayton Richter of Stitzer. Honorable Mention accolades went to the first-place Fall Yearling, Locust-Spring Ag Tropical-ET. Tropical was exhibited by the partnership of Eric, Taylor and Addie Bogardus, Abby Porte, Callen and Dawson Damrow of Sloansville, New York.

Official judge Gregory Evans of Georgetown, New York, along with his associate Jean-Philippe Charest of Saint Alexandre, Quebec, were charged with placing 147 head of Ayrshires in the International Junior



PHOTO COURTESY OF COWSMOPOLITAN

Toppglen Wishful Thinking-ET is named Senior and Grand Champion of the International Junior Ayrshire Show after winning the Lifetime Component Merit Cow Class Sept. 30 at World Dairy Expo in Madison, Wisconsin. Wishful Thinking is exhibited by Tanner, Brennan, Marissa and Logan Topp. Bricker Farms Gibbs Carvella is named the Reserve Senior and Reserve Grand Champion after placing second in the Lifetime Component Merit Cow Class. She is owned by Todd, Lynsey, Allison, Lacey and Kinslee Bricker and Carli Binckley. Intermediate and Honorable Mention Grand Champion honors went to Halls V-Lane Spectacle-ET, the winning Spring Junior Two-Year-Old, exhibited by Ashton and Levi Wilcox of Varysburg, New York.

Ayrshire Show. Complete show results are available online at www.worlddairyexpo.com.

Toppglen Wishful Thinking-ET
Tanner, Brennan, Marissa and Logan Topp
West Salem, Ohio

Tell us about yourself. (Logan) I'm 20 years old, I'm working on the farm, and I work in construction.

Tell us about your animal. She is a 96-point cow that is 12 years old and has had eight calves. She's been here for seven years

straight, except 2020, when they didn't have a show because of the coronavirus pandemic. We'll take her to Louisville and try to bring her here as long as we can.

What was your reaction when your cow was named Grand Champion of the Junior Show? It's truly a blessing, it really is, thinking of what my family does for me. Just being out the covered shavings is a blessing.

How did you get involved in dairy cattle showing? Mom and Dad, Grandpa, they have all shown all their life along with all my siblings, too.

Who has been a mentor for your showing career? What has been the best advice they have given you? My dad and all my brothers — they worked so hard, and they would do anything for me. The best advice? You have to work for it if you want it. You have to work for it.

What is your favorite memory of showing dairy cattle? My favorite memory is probably two years ago in 2023, getting Supreme Champion of the Junior Show. That was really cool. I'll never have that opportunity again the rest of my life.

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Straight from the Empire State

New York cows top International Junior Jersey Show

BY DANIELLE NAUMAN
AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — Kevetta Colton Delilah, the top junior-owned Aged Cow, was the recipient of the last handshake during the International Junior Jersey Show. Delilah was exhibited by Kyra Lamb of Oakfield, New York.

Following Delilah, Underground Fancys Fiji, the top junior-owned Spring Junior Two-Year-Old, was named the show's Intermediate and Reserve Grand Champion. Fiji was exhibited by Isaac Folts of North Collins, New York.

The top-placing junior-owned Senior Three-Year-Old, Pine Haven Victorious Taya, was recognized as the Reserve Intermediate and Honorable Mention Grand Champion. Taya was exhibited by Ben, Andy, Blessing and Grace Sauder of River Valley Farm in Tremont, Illinois. The second-place junior-owned Senior Three-Year-Old, Jaybird-SSF Reckless Jola, was the judges' selection for Honorable Mention Intermediate Champion. Jola was exhibited by Maci and Camryn Crothers of Argyle, New York.

Reserve Senior Champion honors went to LC Reckless Ar-



PHOTO COURTESY OF COWSMOPOLITAN

Kevetta Colton Delilah, the winning Aged Cow, is named Senior and Grand Champion of the International Junior Jersey Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. Delilah is owned by Kyra Lamb. Underground Fancys Fiji is named the Intermediate and Reserve Grand Champion after winning the Milking Yearling class. Fiji is exhibited by Isaac Folts of North Collins, New York. Pine Haven Victorious Taya, the top-placing junior-owned Senior Three-Year-Old, is named the Reserve Intermediate and Honorable Mention Grand Champion. Taya is owned by River Valley Farm, Ben, Andy, Blessing and Grace Sauder.

madillo, the top junior-owned Four-Year-Old, exhibited by Lin-Crest Farm, Sophie and Erin Leach and Brent Rocha of Linwood, Kansas. Honorable Mention Senior Champion was the second-place junior-owned Four-Year-Old, Leachland Kissed K, exhibited by Madison Soden of Susquehanna, Pennsylvania.

In the heifer show, Kash-In Stop and Stare-ET, the winning Winter Yearling, exhibited by the duo of Kamryn Kasbergen and Ivy Hebgen of Tulare, California, received the high-five and handshake to claim Junior Champion of the Junior Show honors. Following her as the Reserve Junior Champion

was the first-prize Spring Yearling, Millers Joel King Majesty, exhibited by Keightley Core Jerseys, Millers Jerseys and Rhea and Brycen Miller of Oldenburg, Indiana. Judge Kelly Barbee recognized the first-place junior-owned Summer Yearling, Lost-Brooke CF Kid Rock Faith-ET, as the Honorable Mention Junior Champion. Faith was exhibited by Makayla, Kaleb, Katie and Jaclyn Osinga of Fond du Lac.

Official judge Kelly Barbee of Concord, North Carolina, and associate judge Jon Kingdon of Warwick Township, Ontario, were charged with placing 167 head in the International Junior Jersey

Show. Complete show results are available online at www.worlddairyexpo.com.

Kevetta Colton Delilah
Kyra Lamb
Oakfield, New York

Tell us about yourself. My name is Kyra Lamb, and I am 11 years old. I like cows, specifically Jersey cows. I also like to dance in a dance class.

Tell us about your animal. My cow's name is Delilah. I got her as a Christmas present last year from Vierra Dairy through Nathan and Jenny Thomas of Triple-T. She is a six-year-old Jersey cow.

What was your reaction when your cow was named Grand Champion of the Junior Show? To be honest, I was surprised, and obviously, very happy.

How did you get involved in dairy cattle showing? My parents, Jonathon and Alicia Lamb, have a dairy farm, so it was just natural for me to get into that kind of thing.

Who has been a mentor for your showing career? What has been the best advice they have given you? My biggest mentors have been my parents and my family. But a lot of other people have helped me too. Jamie Black was a huge, huge help for me along with Carly Shaw and her father, Robbie. Jamie helped us find Delilah, and he has also given me a lot of leading tips, including what you should do and what you shouldn't do. Nathan and Jenny have been great mentors too.

What is your favorite memory of showing dairy cattle? My favorite memory was the first time I ever showed by myself. I was probably 6 or 7 years old, and Jamie and Carly let me use one of their animals for showmanship at the New York Spring Show in Hamburg, New York. It was also a pretty special birthday present for me to have Delilah named Grand Champion three days after I celebrated my 11th birthday on Saturday at Expo.

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Capturing moments in time

Agri-Graphics photographers honored as industry pioneers

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — The art of dairy cattle photography — capturing the queens of the showing, the best of the best, on their greatest days — has played an integral role in World Dairy Expo® since its origins.

Agri-Graphics has been a part of Expo since its earliest days. The company, and the collective group of photographers associated with it, was honored by the National Dairy Shrine during its annual banquet Sept. 29 at Expo.

Founded by the late Danny Weaver in 1963, Agri-Graphics became a place where women would make their mark on an industry dominated by men. The company was later purchased by photographer Kathy DeBruin, in 1990.

“I know we were honored with the Pioneer Award, but Danny was really the pioneer,” said long-time Agri-Graphics photographer Maggie Murphy. “Hiring females, trying to spread it out so there were more photographers in more areas — Agri-Graphics had fingers in more parts of the country, so more people had access to having professional photographs made.”

DeBruin and Murphy



PHOTO COURTESY OF AGRI-GRAPHICS

Kathy DeBruin (far left) sizes up a Brown Swiss cow on the boards Oct. 3, 2013 at World Dairy Expo in Madison, Wisconsin. DeBruin began her career with Agri-Graphics in 1972, as the first woman to join the company, which she later purchased in 1990.

were the first female photographers hired by Weaver. Both young women approached Weaver near their college graduations.

“The artistic part of me was intrigued by dairy cattle photography,” DeBruin, a Brown Swiss girl from northern Illinois, said. “I spoke to Danny, and he agreed to train me. Later I found out he only expected me to last a couple of months.”

Murphy, a Guernsey girl from central New York, began her trajectory towards dairy cattle photography, tagging along with her father when he helped Weaver at shows in her home state.

“The spring of my junior year at Cornell, I was helping Danny at a show at the state fairgrounds,” Murphy said. “It started raining and ev-

eryone jumped in the cars, along with the cameras, of course. I ended up in the car with Danny, who asked what I intended to do after college. I told him I thought he should hire me. I’m not sure if he was serious, but he agreed, and I held him to it. There were days he probably regretted it.”

The two women had different experiences, embarking on their careers in a male-dominated industry.

“I always felt that had more to do with the fact that I didn’t think about it,” Murphy said. “I just looked at each assignment as a job I needed to do.”

DeBruin’s experience was different, and she felt she had to earn respect for more than just her abilities.

“I can’t tell you how many times I nearly got run off of farms,” DeBruin said. “They’d take one look at me and tell me I couldn’t do it. I had to convince them; it was a slow process. There were some people I knew from my college judging team experience who were willing to give me a chance. It was a struggle, but I was able to make my way.”

Both women said training with Weaver felt

like baptism by fire, with the creation of high-quality photographs as the goal.

“Outside of a couple of college photography classes, I didn’t really have any experience,” DeBruin said. “And what I did have was with a 35mm camera.”

Agri-Graphics worked with medium-format cameras, DeBruin shared — much more complex and expensive than a 35mm.

“I’ll never forget the first photos Danny sent me out to do,” DeBruin said. “He handed me a camera and told me to go. I thought, ‘Shoot, I don’t know how to operate this.’ But I figured it out. The first image wasn’t too cute, but they got better.”

Murphy said she learned a great deal from the mentorship of industry icons who gave her honest criticism of the photos she made early in her career.

“We were picturing at a sale and Sonny Bartel was there and Danny told me to show him some of my photos,” Murphy said. “Sonny would give advice, like I’d need to get the heads better to get more out of the neck, or the left hind leg was too far back, or the cow needed to be touched down more on the top. I had an

excuse for everything. Finally Sonny looked at me and said, ‘Maggie, don’t make excuses, just make good pictures.’ That advice, other than my affiliation with Danny, is the one thing most responsible for me getting as far as I got in dairy cattle photography.”

Making photographs at Expo was an important part of their careers, DeBruin and Murphy agreed, capturing images of the best animals, on their best days, facing high expectations of owners, while having no control over the weather.

“Making photographs at Expo was an experience of its own,” DeBruin said. “Those show cows, they’re photographed over and over again; they’ve seen everything. We had an odd collection of things and animals to make noise and get their attention.”

Murphy agreed, adding that putting together the right crew to work with at the boards was crucial.

“I was fortunate to work with some really talented young people who also had the right kind of personalities to meld with the people who would come to our boards,” Murphy said. “That was a big part of the results I got. Some of them could even make me laugh occasionally, which was really tough to do!”

DeBruin told the story of photographing Mort Tower Frisky, the 2011 Grand Champion Brown Swiss and the year’s Reserve Supreme Champion.

“I had photographed Frisky every year since she was a calf, and each year she got a little harder to do,” DeBruin said. “That year she was having nothing to do with it. We tried her after the class, after champion, and again on Sunday after Supreme.”

DeBruin recalled the exasperation she felt, failing at repeated attempts to photograph the cow.

“We tried everything we could think of,” DeBruin said. “We brought out two other cows alongside her to try and keep her on the board. She fought everything we did, and we had to get the shot before we lost light.”

DeBruin and her crew soldiered on, determined

to capture the cow on her greatest day.

“I eventually got two exposures on her,” DeBruin said. “In the first one, someone had a prop laid up against her nose and her ears were flat back. The other exposure is a beautiful picture and it’s always been used. But in the upper right-hand corner — it had to be retouched every time we printed that photo — there is a goat up in the tree to get her attention. We had hoisted it up there and didn’t quite get the goat out of the photo.”

A cow Murphy recalls struggling with was one she also photographed frequently and loved — Brookview Tony Charity.

“I never got the photo of Charity I dreamed of, in front of the willows,” Murphy said. “She was really hard to picture. Think of how many times she’d been photographed and the number of presentation photos she was in — there was absolutely nothing that cow hadn’t seen. That was tough, but I always wanted that beautiful Madison photo of her.”

The final year Charity was Expo’s Supreme Champion, Murphy took one last try at the photo of her dreams.

“I was pumped,” Murphy said. “I wanted to see that cow pop off those willows.”

Charity was readied and led to the boards. Murphy headed to her camera, only to be disappointed by what she saw — when the cow got full of milk, she had a dimple part-way down her right rear quarter that created an optical illusion of being uneven in her rear quarters, from the angle of a photograph.

“I never got the image I truly dreamed of — Charity in her incredible perfection, at the willows in Madison,” Murphy said. “I was lucky enough to be the photographer who captured her most, and my all-time favorite is the photograph I took of her at Harrisburg that same year; it is a beautiful image of a beautiful cow.”

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The LONG HAUL

Tyler Chupp
Chupps Farm
Inola, Oklahoma
Pavilion 2, Aisle 11

How many miles did you travel to World Dairy Expo® and how long did the trip take? It is about 730 miles to Expo and the trip took about 11-12 hours.

How many head did you bring and care for while traveling to Expo? We have 25 head.

How do you care for the animals while traveling? Before we travel, we bed them down really well and give them a big pile of hay. All the milk cows have water tubs. We make the trip in one fell swoop; we don't typically stop.

How did you prepare for the trip, and when did you start making those preparations? We figure out how many head we are going to bring and get organized. We make sure we have enough feed and hay for the time we are at Expo. We brought three trailers: a tack trailer, a flat bed trailer with hay and a semi-trailer with the cattle. The trailers travel separately, not as a caravan.

How many times have you made the trip, bringing animals to Expo? Our parents have been showing here forever. They started showing in the early 2000s. My brother, Justin, and I have



TYLER CHUPP

PHOTO SUBMITTED

Tyler Chupp takes a breather caring for the Chupps Farm show string Sept. 30 at World Dairy Expo in Madison, Wisconsin. His parents started showing at Expo in the early 2000s while he and his brother, Justin, have been bringing the family farm's string for the past 10 years.

been showing here for about the past 10 years.

Tell us about a memorable experience (good or bad) you've had traveling to Expo, with cattle? One year, we had three tire blowouts in one day, not with the same tire. That was probably the worst experience we've had bringing cattle to Expo. Other than that, we have been really lucky and had few crazy problems arise.

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Today at World Dairy Expo

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
FFA members gather in the Balchem's photo booth in the World Dairy Expo trade show on Sept. 30.



PHOTO COURTESY OF WORLD DAIRY EXPO
FFA members explored the World Dairy Expo trade show and Coliseum on Sept. 30 during Blue and Gold Day.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Kinslee Bricker uses all her strength to pull an Ayrshire onto the wash rack Sept. 30 at World Dairy Expo in Madison, Wisconsin. Bricker is part of the Bricker Farms string out of Salem, Ohio.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR
Lindsay Duffy and her children, William (left) and Harvey, check out miniature John Deere replicas at a booth outside New Holland Pavilion 1 Sept. 30 at World Dairy Expo in Madison, Wisconsin. Baby Barrett was sleeping in the stroller while his mother and brothers shopped for new toys.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Maven Topp, a 1-year-old from Topp-glen Farm at West Salem, Ohio, doesn't mind a little dirt Sept. 30 at World Dairy Expo in Madison, Wisconsin. She and her siblings played in the shavings ringside while the Ayrshire championships progressed.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR
Jon Stephenson (left) shows dairy producer Matt Miller of Waukon, Iowa, what is under the hood of a Turbofarmer telehandler Sept. 30 at World Dairy Expo in Madison, Wisconsin. Stephenson is a representative with Merlo supporting the Brooks Tractor Inc. booth in the Outdoor Trade Mall.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Miss Madison, World Dairy Expo's landmark cow statue, looks over the shoulder of David Herbst of Smithsburg, Maryland, Sept. 30 at World Dairy Expo in Madison, Wisconsin. Herbst recently retired from dairying at Misty Meadows farm, where his son, Andrew, and Jennifer Malott now farm.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Susan Littlefield of American Ag Network interviews Randy Romanski, Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection in the media room Sept. 30 at World Dairy Expo in Madison, Wisconsin. More than 200 media representatives were registered to cover the various Expo happenings.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Badger Dairy Club members Jenna Kudrna of Janesville, Wisconsin, and Brian Styer of Menomonie, Wisconsin, wait to be called into action grooming the shavings during the International Ayrshire Show Sept. 30 at World Dairy Expo in Madison, Wisconsin. Over the years, the club has played key roles at Expo.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

GEA Farm Technologies launches DAIRYPROX, a semi-automated milking system at the World Dairy Expo on Sept. 30. World Dairy Expo's trade show hosts many product launches for participating companies.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Brea Kieffer of Utica, Minnesota, and Jacob Schimek of Pine Island, Minnesota, clip a Red & White cow Sept. 30 in preparation for its World Dairy Expo class in Madison, Wisconsin. Kieffer has been involved with her family's cattle from Kiefland Holsteins, while Schimek has been showing cattle with the JDS Jerseys prefix.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Jacy Carpenter of Earth, Texas, walks a cow past Pavilion 2 Sept. 30 at World Dairy Expo in Madison, Wisconsin. Carpenter was working with the Mauneshia Creek string from Sun Prairie, Wisconsin.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
Commercial Exhibitors in the Madero booth demonstrate using virtual reality technology to apply milking units at the World Dairy Expo trade show on Sept. 30.

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FFA DAY

2025

at Expo

PHOTO BY SHERRY NEWELL/DAIRY STAR

Dozens of FFA members await instructions for the second heat of the Central FFA Dairy Judging Contest Sept. 30 at World Dairy Expo in Madison, Wisconsin. There were 143 teams registered for the event, with more than 900 FFA members from at least nine states involved. Tuesday was Blue and Gold Day at Expo.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR

(Above) Niomi Converse (from left), Khloe Hudson, Isabelle Brewer and Trinity Rodebaugh climb a set of stairs to take a peek inside a new Peecon total mixed ration wagon Sept. 30 at World Dairy Expo in Madison, Wisconsin. Converse, Brewer and Rodebaugh are members of the Albany FFA Chapter while Hudson belongs to the Monticello FFA Chapter, both in Wisconsin.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR

Carter Tarbert (left) and Colton Ross take in a game of corn hole Sept. 30 at the Philbro Animal Health booth at World Dairy Expo in Madison, Wisconsin. Tarbert is with the Dakota FFA Chapter in Illinois and Ross with Melrose-Mendora FFA Chapter in Wisconsin.

PHOTO BY SHERRY NEWELL/DAIRY STAR

(Right) The North Montgomery, Indiana, FFA dairy judging team and coaches, advisor Nancy Bell (from left), coach Katy Ireland, Kellen and Logan Ireland, Dawson Bell and Caden Ireland, prepare to begin the Central FFA Dairy Judging Contest at World Dairy Expo Sept. 30 in Madison, Wisconsin. The team was among 128 participating in the contest.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR

Ethan Gander (left) and Carter Rogers check out the latest features of a Mensch V6500 manure vacuum Sept. 30 at World Dairy Expo in Madison, Wisconsin. Gander is with the Soldiers Grove FFA Chapter and Rogers belongs to the North Crawford FFA Chapter.



PHOTO BY SHERRY NEWELL/DAIRY STAR

Amelia Jones of the Marengo, Illinois, FFA chapter prepares to lead an animal in the second heat of the Central FFA Dairy Judging Contest Sept. 30 at World Dairy Expo in Madison, Wisconsin. FFA youth from nine states were involved in this year's contests.



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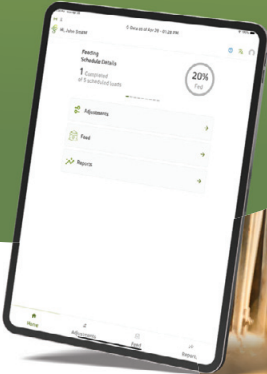
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