

WORLD DAIRY EXPO

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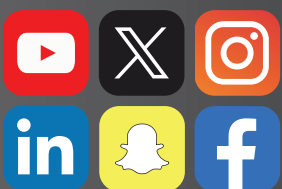
Grilled Cheese

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from Roth Cheese
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to the Arena Building

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Mint Mackinac Island Fudge
Strawberry Cheesecake
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Daily EDITION

Thursday, October 2, 2025

Cali comes back for more



PHOTO COURTESY OF COWSMOPOLITAN

Iroquois Acres Jong Cali is named the Senior and Grand Champion of the International Brown Swiss Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. Cali, the winning Component Merit Cow, is owned by Brian Pacheco. Robland Norwin Bermuda-ET, the winning Aged Cow, is named the Reserve Senior and Reserve Grand Champion. Bermuda is owned by Tony Kohls and Goldfawn Farm. VB Phantom Sinister, the first-place Four-Year-Old, is named the Honorable Mention Senior and Honorable Mention Grand Champion. Sinister is owned by Voegeli Farm Inc.

Component Merit Cow captures
International Brown Swiss Show championshipBY DANIELLE NAUMAN
AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — Amid the sounds of the traditional Swiss yodeling and soft clanging of bells, Iroquois Acres Jong Cali rose to the top for Judge Allyn "Spud" Paulson and his as-

sociate Brian Olbrich. Cali, the winning Component Merit Cow, was their selection for Senior and Grand Champion of the International Brown Swiss Show. Cali is owned by Brian Pacheco of Kerman, California.

Following behind Cali, as the Reserve Senior and Reserve Grand Champion was the win-

ning Aged Cow, Robland Norwin Bermuda-ET, owned by Tony Kohls and Goldfawn Farm of Arlington, Minnesota. Honorable Mention Senior and Grand Champion recognition was given to the winning Four-Year-Old, VB Phantom Sinister, exhibited by Voegeli Farm Inc. of Monticello.

For Intermediate Champion, the judges looked to their winning Junior Three-Year-Old, Jen-

lar FV Whipsaw-ETV, exhibited by Iroquois Acres, Bridport, Vermont. Selected as the Reserve Intermediate Champion was the second-place Junior Three-Year-Old, Fairdale Kickstart Figgy, exhibited by Kylie and Micah Sparrow of Stamping Ground,

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A lifetime of service

Mulhern named World Dairy Expo
Industry Person of the YearBY DAN WACKER
Staff Writer

MADISON, Wis. — Jim Mulhern grew up among farmers whose lives were deeply rooted in the land and animals they tended. Shaped by those early experiences, he forged a career in the dairy industry, with a steadfast commitment to advocating for families and championing the values, challenges and livelihoods of rural America.

Following a career dedicated to affecting positive changes for dairy farmers through policy, Mulhern has been named World Dairy Expo's® Industry Person of the Year.

"Throughout my career, I wanted to help and give back to those family and friends who were working on the farm,"

Mulhern said. "To be recognized by the WDE board of directors is something that I never expected. They are the cream of the dairy industry, and I am really honored by this designation."

Mulhern spent his childhood consistently around agriculture. From helping on his grandparents' farm to milking cows after school and on weekends at his friends' dairies, it was a way of life in Portage. It was a livelihood he wanted to protect and to make easier for the people working in the barns and the fields.

Mulhern graduated from UW-Madison with a degree in agricultural journalism and during his college years took an internship with Congressman Bob Kastenmeier, a Wisconsin representative



PHOTO SUBMITTED

Jim Mulhern is honored as World Dairy Expo's Industry Person of the Year.

for 32 years.

"The portfolio of issues I worked on that

summer was heavily agriculture," Mulhern said.

"That gave me my first real exposure to ag policy and dairy policy in particular."

After his internship, he earned a position with a Midwest milk marketing cooperative, known today as FarmFirst Dairy Cooperative. While at the cooperative, Mulhern worked with members from five states around the Midwest — Minnesota, Iowa, Illinois, Wisconsin and Michigan's Upper Peninsula — traveling to connect with members.

"You had to be on your game and really understand a lot of issues," Mulhern said. "There are so many issues that are important to the dairy industry and I got a great opportunity to interact with farmers to understand what was important to them."

Turn to **MULHERN**
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Continued from INTERNATIONAL BROWN SWISS RESULTS | Page 1

Kentucky. The nod for Honorable Mention Intermediate Champion was given to Hilltop Acres H Damara-ETV, the first-prize Senior Three-Year-Old exhibited by Peter Vail of Valatie, New York.

In the heifer show, Blessing Garbro Pistachio-ETV, the winning Fall Calf exhibited by Logan and Chloe Duckett and Peter Vail of Rudolph, caught the judges' eyes on her way to being named Junior Champion. Jenlar Acclaimed Waikiki-ETV walked away with the Reserve Junior Champion banner. Waikiki, the second-place Fall Calf, is owned by Brianna and Abby Meyer of Chilton. Honorable Mention Junior Champion recognition was bestowed on Opsal-JH In Your Dreams-ETV, the winning Summer Yearling, exhibited by Opsal-JH Genetics of Blue Mounds.

The overall Premier Breeder of the show, as well as Premier Breeder and Premier Exhibitor of the Heifer Show, were awarded to Jenlar Brown Swiss of Chilton. The overall Premier Exhibitor banner went to Pit-Crew Genetics of Cambridge, Minnesota. Hilltop Acres Daredevil-ET repeated as the overall Premier Sire, and Brown Heaven R Famous-ET was the Premier Sire of the Heifer Show.

Official judge Allyn "Spud" Paulson of Rockford, Illinois, and his associate judge, Brian Olbrich of Harvard, Illinois, were charged with placing 384 head of junior-owned Brown Swiss during the International Brown Swiss Show. Complete show results are available online at www.worlddairyexpo.com.

Brian Pacheco
Kerman, California

Tell us about your animal. Several years ago, I talked to Callum McKinven and told him I was looking for a really good Brown Swiss. When he and his wife, Kathy, first saw Cali, she was a bred heifer in a pasture at a farm in Vermont they were visiting. He called me and said, "Cali is yours." We made the decision to

keep her at their place because they provide the best care possible. Cali calved with a heifer we named Candy. We knew early on she was going to be a special calf. We brought her right along with Cali for the whole ride. Two years ago, Candy was Reserve Grand to her dam.

What does receiving this title mean to you? Winning here is one of those bucket list items. It is like winning the Super Bowl. You work all year, all your life, to try to achieve this pinnacle of success. And when you finally reach it, it is a feeling like no other.

How did you prepare for the show and who helped you? Preparing for the show doesn't just happen a month or two before Expo. We prepare all year long. Callum and Kathy provide excellent care year-round to get our animals ready to compete for the 30 minutes they are in the show ring. For more than 10 years, Callum and his family and I have been partners in everything we do. I would not have achieved the level of success I have without them.

What trait do you most like about your animal? Her ability to transmit. Cali is what the breed should be. She is nearly 10 years old and had seven calves. She has bred back nearly every year. We have been here with her every year since she was a 2-year-old, outside the coronavirus pandemic. She has been ready to go without exception. We have her daughter along with a granddaughter that is next in line to take her place in the upcoming shows.

Why do you enjoy exhibiting at WDE? I enjoy exhibiting at Expo because, unlike most people, I have no hobbies. I don't hunt; I don't fish. My hobby is showing cows and if you are going to show cows, Expo is the pinnacle of all shows. I want to show with all the big boys across the country.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

The 1985 University of Wisconsin-Madison National Intercollegiate Dairy Judging Championship Team — Bill Hageman (from left), Gayle (Furchtenicht) Benedict, Steve Armbruster and Greg Stumpf — gather at World Dairy Expo's iconic globe to reminisce about their championship victory Oct. 1 in Madison, Wisconsin.

A team of four that judged together for three years, with award-winning performances at contests in both Waterloo and Harrisburg, culminated their careers by winning Expo's prestigious contest.

In 1985, the University of Wisconsin-Madison dairy judging team won the National Intercollegiate Dairy Judging Contest held at World Dairy Expo. The team consisting of Bill Hageman, Gayle (Furchtenicht) Benedict, Steve Armbruster and Greg Stumpf recollected the important role their coach, Dr. David P. Dickson, played in their lives.

"We focused on judging cows, sure but we were allowed to have fun," said Hageman. "When you're driving all those miles in the van, there's a lot of life lessons you pick up on. You have conversations about things other than judging cows. I think we all learned a lot from the way Dr. Dave carried himself. He took being a coach, a professor, a mentor for young people to heart."

The quartet was the first of Dickson's Wisconsin judging teams to top the Expo

contest, Stumpf recalled.

"He had some pretty good teams, but they could never get over the hump," Stumpf said. "To be his first winning team, that was special — even more so, we won 25 years after he himself was the high individual in the national contest. That meant a lot to him."

Benedict recalled how Dickson made them become more than better judges, that he made them better communicators as well.

"He wouldn't let us get away with anything that wasn't accurate in our reasons," Benedict said.

Armbruster agreed with his teammate. "He would call you out if you lied in your reasons," Armbruster said. "If you didn't know or you couldn't remember, you were better off just saying less."

On the way to their victory, the team won the Jersey and Holstein breeds and were the top reasons team; Hageman and Stumpf placed second and third, respectively in reasons; while Stumpf placed third overall, with Hageman placing fifth overall.



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That experience was formative in helping me be a successful advocate in Washington.”

While in Washington, Mulhern was a key contributor to many pieces of legislation with influence in the dairy industry. He was part of the Dairy Diversion program, helped establish the major dairy policy changes in the 1985 Farm Bill, worked on the dairy checkoff program, and helped establish Dairy Margin Coverage, among other legislative items.

Among his most significant contributions, Mulhern cites the two major updates to the Federal Milk Marketing Order program that he helped mold, in the 1996 Farm Bill and in the most recently completed modernization effort that was approved in a dairy producer referendum and enacted by the United States Department of Agriculture.

He also helped make advances in the battle against climate issues, as well as issues with labeling.

“Methane was becoming a bigger issue,” Mulhern said. “It was important to get ahead of the issue, but we also saw a potential economic opportunity on dairy farms. We wanted to turn what was potentially going to add more regulatory costs on the backs of dairy farmers into incentives that could address many of the issues.”

Attacking potential problems before they became crippling issues was something that Mulhern focused on.

“We wanted to address potential vulnerabilities and deal with them on a voluntary basis,” Mulhern said. “We felt we could eliminate the threat of regulation and take some of these issues off the table.”

Mulhern played a key role in constructing messaging that informed consumers about imitation dairy products. With an influx of imitation dairy products beginning in the 1980s, Mulhern has been an important contributor, fighting against these products, advocating for natural dairy options.

“The dairy industry is proud of the natural, healthful, clean label product it produces,” Mulhern said. “That clean la-



PHOTO SUBMITTED

Jim Barr (from left), Tom Camerlo and Jim Mulhern deliver petitions opposing milk price cuts in 1989 on Capitol Hill in Washington, D.C. At the time, Mulhern was serving as the National Milk Producers Federation director of legislation, while Barr and Camerlo were the group’s CEO and president, respectively. The protests were part of ongoing efforts in the dairy industry, advocating for policy supporting fair milk prices.

bel, that nutritious, wholesome product is why milk and dairy products are consumed in the overwhelming majority of households.”

For years the USDA has not enforced its regulations against the use of dairy terminology on non-dairy products. Mulhern led the fight to prompt FDA action but found another way to fight for farmers, taking the issue directly to the consumer

through messaging and marketing.

“This was one of those issues that taught me that there is more than one way to win a fight,” Mulhern said. “If policymakers won’t do it, sometimes taking the issue to the public and informing them helps in your fight.”

With per capita dairy consumption at record highs — and sales flat or declining for many fake dairy products — Mulhern feels the strategy is working.

Mulhern continued his fight for the dairy farmer at the international public affairs firm of FleischmanHillard. Later he established his own practice of Watson/Mulhern LLC, a life sciences communications and public affairs firm focused on food and agriculture policy.

Mulhern was then approached about returning to NMPF to lead the organization, taking the helm in 2012.

“I thought I was going to stay at my firm until I retired, but Jerry (Kozak) approached me and told me he was going to be retiring,” Mulhern said. “It gave me the chance to lead a national organization that was near and dear to my heart.”

Becoming the decision-maker for the organization that helped kick-start his career was a full circle moment for Mulhern.

“The last decade at National Milk was the pinnacle of my career,” Mulhern said. “It was such a rewarding experience. The opportunity to lead the industry through

some very important battles was really a great experience. But none of it would have been possible without the incredible leadership of and collaborative relationship I had with our chairman, Randy Mooney. He taught me so much, was patient with my mistakes and always had my back. I knew that with his producer leadership and support there was so much we could get done. And we did.”

Throughout his career, Mulhern attributes his success to his teams, and always keeping in mind why he chose his career.

“It was never been about me; and that’s how I tried to lead as well,” Mulhern said. “For so much of what we got done, I provided maybe the leadership and helped form the strategy, but it was the incredible staff I was blessed to have at National Milk, those who were there when I got there, and those we added over time. That was the secret to my success.”

It was teamwork and passion that helped Mulhern in his career-long fight for dairy farmers.

“I hope people see me as someone who was an effective leader, who cared deeply about our members and dairy farmers across the country,” Mulhern said. “I never lost sight of who I was or where I came from. Working in agriculture was one of the ways of maintaining that I always knew whose interests I was trying to advance.”



PHOTO SUBMITTED

Jim Mulhern (right) talks to reporters in 2013 at World Dairy Expo in Madison, Wisconsin. Mulhern made his career in dairy policy, earning him recognition as Expo’s Industry Person of the Year for 2025.

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Genetics, technology drive top international registrations

BY DANIELLE NAUMAN
Staff Writer

BLUMENAU, Santa Catarina, Brazil — Brazilian dairy farmers have developed a deep admiration for North American dairy cattle. In recent years, those same dairy farmers have come to recognize World Dairy Expo® is a global dairy industry highlight.

“We’ve been getting more and more people excited to go to Expo,” said Claudio Aragon, director of dairy breeds at Semex Brasil. “Last year was a huge number and I think this year is going to be a gain because we have a very large group that is going again this year, with some of the same people but a lot of new people, as well.”

Last year dairy enthusiasts from Brazil flocked to Expo en masse, with the largest contingency of international registrations for the show. With 155 registered visitors, plus 10 additional registered media guests, Brazil eclipsed Canadian visitors for the first time ever.

“I think this is a trend that will continue,” Aragon said. “The dairy industry in Brazil is growing fast and these new breeders want to see the best.”

North American genetics play a large role in the Brazilian dairy industry. Aragon estimates 90% of the dairy cattle genetics being used in Brazil are from North America.

While the entire Brazilian delegation does not travel to the show together, Aragon said they tend to find each other while at Expo. Companies like Semex, STgenetics and Ourofino set up travel groups, while some dairymen choose to make their own itineraries.

“We kind of have a way of meeting and getting together during the show; it’s very fun,” Aragon said. “We sit together to watch the Supreme Champion ceremony and everyone cheers loudly for their breed to win. That is very typical of Brazilians, or Latins in general — we’re emotional and tend to be loud.”

The dairy population in Brazil is like that of the U.S., Aragon said, with the greatest concentration of farms in Brazil are located in the southern part of the country.

“In that area the average herd size



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

A group of Brazilian dairymen — Fernando Coser (from left), Luiz Gustavo, Dieyson Rosa, Claudio Aragon and Nicolas Bronkhorst — gather for a photo in Pavilion 2 Oct. 1 at World Dairy Expo in Madison, Wisconsin. Coser, Gustavo, Rosa and Bronkhorst are helping with the Butlerview Farm show string.

would be maybe 120-150 cows in milk,” Aragon said. “We have lots of freestall barns. It is common to have herds averaging 39-40 kilos (86-88 pounds) per cow, per day. Expansion is more in terms of new people coming in, although you do see some herd expansion happening.”

Brazil operates without a quota system, Aragon said, making expansion and growth easier. For the past 18 months, farmers in the country have enjoyed stable milk prices.

“We are still importers of dairy products; we do not export a lot,” Aragon said. “So actually there is no limitation on producers — I could produce 50,000 kilos today and tomorrow I can go up to 80,000. There is no restriction.”

That excitement and desire to see the latest and greatest is not limited only to viewing dairy cattle genetics.

“They know when they go to Expo, they’ll not only find great cattle, but lots of different exhibits,” Aragon said. “They can see machinery, management tools, different kinds of facil-

ities and products for freestalls. They know they’ll find it all at WDE.”

Like their North American counterparts, Aragon said Brazilian dairy farmers understand that companies typically launch their new products and ideas in anticipation of the global showing.

“That’s an extra incentive for most of them to go,” Aragon said. “It’s a nice combination of genetics and all of the other advancements in the industry.”

Aragon said many farmers in Brazil are embracing new technology.

Turn to **BRAZIL** | Page 6



PHOTO BY DANIELLE NAUMAN/DAIRY STARR

Robert Salomons (left) and Claudio Aragon chat in the barns Oct. 1 at World Dairy Expo in Madison, Wisconsin. Aragon has been coming to Expo for 30 years.

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Continued from BRAZIL | Page 5



PHOTO BY DANIELLE NAUMAN/DAIRY STAR
Fernando Coser (from left), Luiz Gustavo and Dieyson Rosa clip a Holstein cow Oct. 1 at World Dairy Expo in Madison, Wisconsin. The three Brazilian fitters say they enjoy the opportunity to come prepare animals at Expo.

“We have grown the use of robotic milking in Brazil, I would say it has tripled in the last two years,” Aragon said. “We have a shortage of qualified labor, which makes growing hard. Many of these farms are going to robotic milking; it keeps growing.”

Like many other international visitors, dairy farmers from Brazil try to make the most of their trip, which typically entails at least 10 hours of flight time.

“Usually they will go for maybe 10 days and we’ll arrange some farm visits for them either on the way to Expo, or right after the show,” Aragon said. “It’s a total package, and they like spending 3-4 days visiting the exhibits.”

Aragon has made the journey to Expo himself for 30 years, and it thrills him to see so many of his countrymen embrace the opportunity as well.

“I haven’t missed any since my first Expo, not even in 2001, right after 9/11,” Aragon said. “That was something; the city of Madison, the show — everything was kind of empty, the airports were a mess. But I had already had my tickets booked and everything in line, so I chose to continue my tradition of visiting Expo.”

Many of his Brazilian counterparts have made the trip an annual tradition for years, as well. Through their travels, they have made connections with those in the North American dairy industry.

“We have developed good friendships with a lot of the exhibitors that go to Madison every year,” Aragon said. “In that environment, we are able to go through the barns and talk to people.”

World Dairy Expo’s timing each year suits the Brazilian dairy farmers, Aragon said.

“It’s an excellent time for us, it’s not too cold up there and it’s not too warm down here,” Aragon said. “All

of our national shows are over by September and most of our crops are already done or planted, so there’s no harvesting or field work down here. It’s a date that favors a lot of our guys being able to get off the farm.”

Choosing to make the trip involves more than booking a flight and a hotel room, Aragon said, as the trip requires a U.S. visa, which typically takes about four months to obtain. The process of organizing a group and securing travel documents usually begins in February.

“Some years, it’s tougher than others,” Aragon said. “I think this year, there are some things going on between the U.S. and Brazil, with our president and Trump, that are not going very well. Some of the companies from the U.S. and Canada will give the dairy farmers invitation letters to Expo; those letters help a lot.”

Aragon looks for the trend of growing Brazilian attendance at Expo to continue.

“The new guys coming into the business, right away they want to know where they can go to see the really good cows, the best of everything,” Aragon said. “It has been increasing and I’m sure if we had a more favorable exchange rate, you would see even more people up there, for sure.”

Because it provides everything they want to see, Expo has become the destination of choice for Brazilian dairy farmers.

“It’s a very dynamic industry for us down here,” Aragon said. “People are really investing in technology, are doing a lot of management, professional management and taking care of finance and all that. So these are the kind of guys that really are staying in the business and these guys are always looking for new technologies, new things. They are the ones who want to visit Expo.”

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PHOTO BY DANIELLE NAUMAN/DAIRY STAR
Gustavo Salomons (from left), his father Robert Salomons and Claudio Aragon take a moment during show preparations Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Salomons are part of the Golden Oaks Farm crew.

Diamond does it again

Homebred cow repeats title in International Junior Brown Swiss Show

BY DANIELLE NAUMAN
AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — At the end of the day, Twincounty Famous Diamond shined among her peers as she was named the Senior and Grand Champion of the International Junior Brown Swiss Show. Diamond, the top-placing junior-owned Five-Year-Old, is owned by Dakota Fraley of Muncy, Pennsylvania.

Reserve Senior and Reserve Grand Champion honors went to the second-place junior-owned Five-Year-Old, Colebrook Creek DT Alina, exhibited by Abigail Wilber of New Hartford, Connecticut.

Honorable Mention Grand Champion recognition went to the Intermediate Champion, Fairdale Kickstart Figgy, the top-placing Junior Three-Year-Old, exhibited by Kylie and Micah Sparrow of Stamping Ground, Kentucky.

The Honorable Mention Senior Champion nod was given to Emerson Brandenburg's top-placing junior-owned Aged Cow, Brandenburg Richard Valerie. Emerson and Valerie hail from Fort Atkinson.

Following Figgy as the Reserve Intermediate Champion of the Junior Show was the winning Spring Junior Two-Year-Old, Harvest Brz Els Windstorm, exhibited by Tristen Hans Ostrom of Kaukauna. Receiving recognition as the Honorable Mention Junior Champion was the winning junior-owned Senior Two-Year-Old, Jenlar Diego Waterloo-ETV, exhibited by Brianna Meyer of Chilton.

For Junior Champion honors, judge Paulson looked to his first-place junior-



PHOTO COURTESY OF COWSMOPOLITAN

Twincounty Famous Diamond is named Senior and Grand Champion of the International Junior Brown Swiss Show Oct. 1 in Madison, Wisconsin. Diamond, owned by Dakota Fraley, was the winning Five-Year-Old. Colebrook Creek DT Alina is named the Reserve Senior and Reserve Grand Champion. Alina, exhibited by Abigail Wilber, is the second-place Five-Year-Old. Fairdale Kickstart Figgy is the Intermediate and Honorable Mention Grand Champion. Figgy, the top-placing Junior Three-Year-Old, is exhibited by Kylie and Micah Sparrow of Stamping Ground, Kentucky.

owned Fall Calf, Jenlar Acclaimed Waiki-ETV, exhibited by Brianna and Abby Meyer of Chilton. For his Reserve Junior Champion of the Junior Show, Paulson selected Ar-Line D Luscious Lady-ETV, the winning Winter Yearling, leased by Dana Johnson and owned by Ranae Herman of Tomah. The handshake for Honorable Mention Junior Champion recognition went to the winning Fall Yearling, Jenlar Diego Wedding-ETV, exhibited by Tristen Hans Ostrom of Kaukauna.

Official judge Allyn "Spud" Paulson of Rockford, Illinois, and his associate judge, Brian Olbrich of Harvard, Illinois, were charged with placing 145 head of junior-owned Brown Swiss during the International Junior Brown Swiss show. Complete show results are available online at www.worlddairyexpo.com.

Twincounty Famous Diamond Dakota Fraley Muncy, Pennsylvania

Tell us about yourself. My name is Dakota Fraley. I am 20 years old and from Muncy, Pennsylvania.

Tell us about your animal. Her name is Diamond. She was born and raised on our farm and is now 5 years old. She is our breeding. We had her dam and several maternal sisters to Diamond. She is quite a special cow to me. I have a few other animals back home, but she is my only show cow.

What was your reaction when your cow was named Grand Champion of the Junior Show? I was happy. Though she was Grand Champion of the Junior Show last year too, I was not expecting it this year. There was more competition in her class this year.

How did you get involved in dairy cattle showing? I got involved in showing through my dad, Adam. He showed as a kid so got me and my siblings in it as well at a really young age. I have been showing at Expo since I was 8 years old in 2014.

Who has been a mentor for your showing career? What has been the best advice they have given you? My dad has been my biggest mentor. He taught me everything I know about showing and has walked me through everything. I wouldn't say there was any single piece of advice that stands out. He is always teaching me something new.

What is your favorite memory of showing dairy cattle? My favorite show memory is probably winning the International Junior Brown Swiss Show last year for the first time with Diamond.



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ALONG THE ROAD TO Madison

INTERNATIONAL ATTENDEES



Carlos, Isabel and Isabela Racinos (picture with their granddaughter, Isabela)
Guatemala

How many miles did you travel to come to World Dairy Expo® and how long did the trip take, from your home to Expo? We traveled from Guatemala, which is about 4,300 miles from Expo. We drove to El Salvador and then flew to Atlanta, Georgia, and then to Madison, Wisconsin, for Expo.

How many times have you come to Expo and why do you continue coming back? If it is your first trip, why did you want to come to Expo? This is our first trip to Expo. We arrived last Friday and will return to Guatemala on Friday. We came to Expo to learn about U.S. dairy cattle genetics.

How are you involved in the dairy industry? We have a 150-cow dairy in Guatemala. We milk mostly Brown Swiss and Jersey cows. We also operate a zoo.

What are you most looking forward to at World Dairy Expo? We want to improve the genetics of our cattle, along with production. So we are looking forward to learning everything we can.

What has been your favorite Expo experience? Our favorite experience thus far was the International Jersey Show yesterday. The Grand Champion — Stoney Point Joel Bailey — she is just wow. The International Brown Swiss Show will be our highlight for today.

Uday Tiwari
India

How many miles did you travel to come to Expo? How long did the trip take, from your home to Expo? We traveled about 12,000 kilometers. The trip was about 8,000 miles, which took us from Delhi to this place. It was about 18 hours to fly to Chicago and another four hours to Madison.

How many times have you come to Expo? Why do you continue coming back? If it is your first trip, why did you want to come to Expo? This is probably my 15th trip. We come here to learn about genetics. Basically, we want to learn what we have to do so that our farms are viable, productive and profitable.

How are you involved in the dairy industry? We have a delegation of 18 people who are members of a big farmers organization called Progressive Dairy Farmers Association. We have 30,000 member-farmers. I am the national coordinator. I also own a small farm, but I work mainly for the well-being of the farmers across the country.

What are you most looking forward to at World Dairy Expo? I always look for the farms that are profitable despite the recession in the country and learning what exactly they have done. We also hold an annual exhibition or EXPO back in India where the attendance in three days is over 300,000 farmers. Every year, we try to learn something to replicate as good success stories from the U.S. so that we can also provide the same kind of facilities to the farmers in India.

What has been your favorite Expo experience? Seeing the way cows are maintained here and how the farmers decorate and make the cows ready to take part in the exhibition.



Javier Marsiletti
Buenos Aires, Argentina

How many miles did you travel to come to Expo? How long did the trip take, from your home to Expo? We traveled 11,000 miles one way, but visited Texas for a week first. Altogether, the travel time was about 30 hours.

How many times have you come to Expo? Why do you continue coming back? I have been to Expo 15 times. I brought 10 dairy farmer customers of mine with me.

How are you involved in the dairy industry? I am a distributor for STgenetics, for a company which is called Progenesis.

What are you most looking forward to at World Dairy Expo? We like to see the technology. We also look for genomics.

What has been your favorite Expo experience? Watching the Supreme Champion selection. Shakira was our favorite one.



Raphael, Rocio and Emily Diaz
Puerto Plata, Dominican Republic

How many miles did you travel to come to Expo? How long did the trip take, from your home to Expo? (Raphael) Well, we had a good connecting flight north and then came direct to Madison. I think we traveled quite a few miles, maybe 3,000. It took about six hours.

How many times have you come to Expo? Why do you continue coming back? If it is your first trip, why did you want to come to Expo? We have been here three times. It is exciting to come to World Dairy Expo because there's always new innovation — new vendors, new information. So it's all about knowledge and also updating technology.

How are you involved in the dairy industry? We have a Brown Swiss farm. We are looking to milk 240 cows, mainly American, registered, Brown Swiss cows. Right now we're milking 90. Next year we will be about 150.

What are you most looking forward to at World Dairy Expo? Well, a lot of networking, meeting people, especially in the genetics line. We are also looking forward to visiting farms. We have done one already. We have been doing other visiting fun to see what is happening here in the United States as well, and we may interpret or acquire some applications that we can apply. Though it is a different climate, we are looking for anything that will help, especially with the genetics.

What has been your favorite Expo experience? Everything. It's just the feeling, the dynamics of different people from different parts of the world, and just to realize that this is the best place to go. If you want to see anything related to milk, I mean, the cheeses here are delicious, and the judging of the cows and the way they do it in the arena, it is spectacular. It's something to look at and appreciate.

Continued from Q&A | Page 8

Fabio Corto
Vidor, Italy

How many miles did you travel to come to Expo? How long did the trip take, from your home to Expo? We spent time visiting some herds of different breeds in Wisconsin, Illinois and other states, so travel was not just for three days at Expo.

How many times have you come to Expo? Why do you continue coming back? If it is your first trip, why did you want to come to Expo? This is my third trip. I came the first time in 2000 for the World Conference for Brown Swiss. I was a speaker also at the time at age 18. In 2009 I came with my friend who was the associate judge of Brown Swiss and this year for a tour with the group representing the Cremona show. It's so important to have this connection because Cremona is historically one of the main shows for Holsteins in Europe.



We need a strong relationship with the North American system of the breeders that have the cows here. We invite a judge from North America to the Cremona show.

How are you involved in the dairy industry? I'm a dairy farmer and a veterinarian for my region. We have mainly Holsteins but also some Brown Swiss. We have some specialty because we have a robotic farm with some robotics for feeding and milking. During the summer, we also have pasture. We grow cattle up in the pastures in the mountains wearing bells. This production goes directly to the cheese of which my area is so famous. So we are traditional, but also professional with the robotic system and manage with data and other information.

What are you most looking forward to at World Dairy Expo? We look for the best practice of the breed, and for a tremendous cow, one you will see in the pictures or the videos. We have the historical name of the breed or the breeder in the U.S. or Canada, so we are coming to see them with our own eyes.

What has been your favorite Expo experience? New friends or new networking, a new possibility to link to experience about the breeding and about the cows. Also, we may try to have a stronger link to have some North American breeders come to Italy.





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Second-time entrant tops World Forage Analysis Superbowl

Illinois hay producer wins with second-crop baleage

BY SHERRY NEWELL
Staff Writer

MADISON, Wis. — When Theo and Rose Peterson sent their best baleage to a dairy goat producer, she said it was too heavy to handle and did not want any more. Shortly thereafter, she called back.

“She said, ‘The goats are coming into the parlor so full of milk, we’re gonna have to figure out a way to feed this stuff,’” Theo Peterson said. “They’re milking the most they ever have on this baleage.”

That was the crop that was named World’s Forage Grand Champion Oct. 1 at World Dairy Expo® in Madison. It collected a score of 3,894 pounds of milk per ton with a relative forage quality score of 306 in the bale-



PHOTO BY SHERRY NEWELL/DAIRY STAR

Champions on hand Oct. 1 for the World Forage Analysis Superbowl at World Dairy Expo in Madison, Wisconsin, are Theo and Rose Peterson (front, from left), Arthur Batho of Tilstock Farms, Jessica Schmitt, Bridget Ciolkosz; (back, from left) Danny Krueger, Austin Haywood of Sand Creek Dairy, Steve Nuttleman, David Hinman of Hardrock Farms, Kendall Guither and Bill Ciolkosz. The winners were chosen from among 232 entries in the 2025 contest.

age category to earn the top spot in the 2025 World Forage Analysis Superbowl.

The contest is a partnership between World Dairy Expo, the U.S. Dairy Forage Research Center, the University of Wisconsin-Madison, Dairyland Laboratories Inc., and Hay and Forage Grower magazine. It attracted 232 samples from 16 states. Eighty-seven of them, from nine states, are on display at Expo.

The Petersons farm with Theo’s father and brother, producing about 280 acres of hay along with corn, soybeans and wheat. Hay is sold as baleage wrapped individually, mainly to dairy goat farmers in the area, with a few small dairy farmers also buying some of the crop. They began selling forage about 12 years ago.

While they had entered and placed well in the contest previously, this year’s second crop motivated them to enter again.

“Early season, the hay was a little bit lower tonnage but really good quality because we were a little drier and we had plenty of sunshine,” Theo Peterson said. “And then midway through the year we started getting wet and the quality wasn’t quite as good. The early season stuff was really good.”

“It was cut young,” he said. “We cut it at 23 days old,

and it was only on the ground 18 hours. We planned on letting it sit for two days, to get a little drier. And then a pop-up storm was coming and we said, ‘We’re going to merge this up; we’re going to bale it.’ I think I got done wrapping at 1 o’clock in the morning, but we got her put up.”

Theo Peterson said growing top-notch forage requires discipline.

“I had a few people who gave me a few pointers, but you just gotta be diligent,” he said. “We don’t go on any family vacations during the summertime, let me tell you, because there’s no time. You’re haying three or four days a week, you know?”

His wife agreed.

“It’s learning the weather, what the hay likes,” Rose Peterson said.

She works off the farm but plays a key role during the summer.

“All summer, I’m either out there picking off the bales in the field or stacking them in the yard,” she said. “I’m helping my husband wrap the bales or deliver them to our customers.”

But just because it’s the top-quality forage in a contest like the Superbowl, Theo Peterson said it is not any easier to price.



PHOTO BY/DAIRY STAR

The World Forage Analysis Superbowl awards stand ready as Marta Moura Kohmann of the University of Wisconsin-Madison speaks Oct. 1 at luncheon at World Dairy Expo in Madison, Wisconsin. It was the 41st year of the contest, which is presented by the University and WDE, as well as the U.S. Dairy Forage Research Center, the University of Wisconsin-Madison, Dairyland Laboratories Inc. and Hay and Forage Grower magazine.

“You kind of go off of a chart, and then adjust accordingly,” Theo Peterson said. “But with stuff this high, you can’t really charge more. Nobody’s going to buy it even if it’s that good.”

Still, raising good forage is what he and his family have to do, he said.

“My customers don’t want it unless it’s really good,” Theo Peterson said. “If it’s not good, I have nowhere for it to go. Everybody can make ditch hay.”

World Forage Analysis Superbowl Winners:

Grand Champion (from Baleage category): Peterson Farm, Poplar Grove, Illinois

Grand Champion First Time Entrant (from Alfalfa Haylage category): Tilstock Farms, Plum City, Wisconsin

Category Champions:

Quality Counts Corn Silage (from BMR Corn Silage category): Danny Krueger, Wausau, Wisconsin

Quality Counts Hay/Haylage (from Mixed/Grass Haylage category): Sand Creek Dairy, Hastings, Michigan

Commercial Hay: Handrock Farms, Wheatland, Wyoming
Dairy Hay: Andy Schmitt, Fort Atkinson, Iowa

Grass Hay: Ted Peterson, Sharon, Wisconsin

BMR Corn Silage: Denmar Acres, Greenleaf, Wisconsin

Standard Corn Silage: John Schwittay, Peshtigo, Wisconsin

Alfalfa Haylage: Ciolkosz Dairy, Thorp, Wisconsin

Mixed/Grass Haylage: Woldt Farms, Brillion, Wisconsin

Baleage: Kendall Guither, Walnut Illinois

Cereal Forage: Nuttleman Dairy, Bangor, Wisconsin

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New genomics award unveiled for Holsteins

Siemers family sponsors recognition for junior, open shows

BY MICHELE ACKERMAN
Staff Writer

NEWTON, Wis. — Exhibitors in both the International Holstein and International Junior Holstein Shows held at World Dairy Expo® this year will vie for a new honor: the Genomic Merit Class Award. Sponsored by Siemers Holsteins of Newton, this award will be bestowed on the animal with the highest Genomic Type Production Index in each class. Winners will receive a neck ribbon and medallion.

Rankings this year are based on GTPI values from the August 2025 genetic evaluations. To qualify, animals must meet two criteria: they must place in the top two-thirds of the class, and their exhibitor must have checked the award box on the entry form at the time of submission.

The idea for the Genomic Merit Class Award was born during a conversation between herd owner Dan Siemers, his son, Jordan, and the farm’s long-time genetics consultant, Kevin Jorgensen, as they watched the International Holstein Show from the stands of the Coliseum last year. Dan and Kevin, who both launched their dairy careers in the early 1990s, found themselves reminiscing about shows of the past.

“When we were kids, I remember there being a genetic merit award given in each class,” Dan Siemers recalled. “But we have taken a hiatus from that, and it hasn’t been a part of the show for many years now.”

Indeed, the last time a female was recognized for genetic merit in the Holstein show at Expo was 2008. Ironically, just three months later, in January 2009, a pivotal moment in dairy cattle genetics unfolded — the release of official genomic evaluations for Holsteins. These DNA-based evaluations have revolutionized our ability to identify elite genetics and accelerate genetic progress.

Several of these crème de la crème genotyped females have been paraded on the colored shavings of the world’s most prestigious cattle show in Madison. Included in this group are the likes of Ladyrose Caught Your Eye-ET, a three-time Expo class winner; Sandy-Valley Franci-ET, who topped the Aged Cow class in 2024 and S-S-I Have Not Doc 8784, who stood third in her class in 2022 and was Reserve All-American Four-Year-Old that year.

“We have all these great cattle with all these great GTPIs, and it is neat to see them doing well in the show ring,” Siemers said. “Why not bring it all together again? It’s been a while since ge-



Kingsway Caught A Vibe, a daughter of Ladyrose Caught Your Eye-ET, stands atop the Spring Yearling Class in the International Holstein Show Oct. 5, 2023, at World Dairy Expo in Madison, Wisconsin. Animals with high genomics will be honored during the International Junior Holstein Show and the International Holstein Show this year, thanks to Siemers Holsteins.

netics were acknowledged in this way, and we felt it was time to bring that back.”

Jorgensen, a member of World Dairy Expo’s Executive Committee, was ideally situated to plant the seed that got the discussion rolling to bring the Genomic Merit Class Award to Expo this year.

“A high percentage of the Holstein entries have been genotyped, so there is a nice pool of eligible cattle to launch this award,” Jorgensen said. “The Siemers family’s sponsorship is a natural fit as it reflects their philosophy of creating crossover sires whose daughters not only test well genomically but also hold their own in the show ring.”

At Siemers Holsteins, Dan is the fifth generation to operate the farm in Manitowoc County near Lake Michigan. The farm has been widely recognized for its excellence in cattle breeding. Siemers Holsteins has earned the Progressive Genetics Herd award from Holstein Association USA every year since 1991 and the Herd of Excellence designation annually since 2016. Siemers Holsteins received the organization’s Elite Breeder Award in 2024 and was named National Dairy Shrine’s Distinguished Cattle Breeder for 2025.

In their mission to breed “Genetics for Cow People,” the family has placed more than 360 bulls in A.I., with three receiving the status of Gold Medal Sire. They have bred more than 1,400 Excellent cows, including four cows scoring EX-95. More than 500 Siemers-bred cows have earned Gold Medal Dam or Dam of Merit status, and three have

been named Holstein International’s Global Cow of the Year.

In the long-standing debate between breeding for show cows versus production or genetic merit, genotyping and genomic evaluations are helping to blur the lines and bridge the gap between the two approaches.

“Today, there is so much more to an animal than just how she looks,” Siemers said. “We should be considering her genetic capabilities, not just how she places in her class. This award was designed to recognize the combination of genomics and phenotype —or show

type — working together.”

While every award at Expo is hard-earned and meaningful, some carry special significance for those deeply committed to both the art and science of cattle breeding.

“As a breeder, winning the award is something to be proud of,” Siemers said. “That animal represents genetic strength and tells me I am taking the herd in the right direction. When a cow does well in the show ring and also has a high GTPI, that is something we should all aspire to — both as individual breeders and for the breed as a whole.”



The Grand Champion of the International Junior Holstein Show, Luck-E Merjack Asalia, was the winner of the Genomic Merit Award in in the Lifetime Milk Production Class Sept. 28 at World Dairy Expo in Madison, Wisconsin. Asalia is owned by Tessa and Stella Schmocker of Whitewater, Wisconsin.

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DOUG WILLIAMS

The inaugural presentation of the Doug Williams Memorial Booth Awards, honoring the long-time Commercial Exhibitors Committee Chairperson, took place Oct. 1 at World Dairy Expo.



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BEST IN SHOW - GEA

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

GEA Farming was awarded the first-ever Doug Williams Memorial Best In Show Booth Award Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured are (front, from left) Aleah Kidd, Zadi Kidd, Guy Dion, Terri Williams, Maiken Kidd; (second row) Jenny Smith, Parker Williams, Lauren Pierce, Jayden Williams, Matt Daley, Cheryl DeCraene, Robin Matthayasack, Stephanie Finn, Jamie Fox, Joe Coburn; (third row) Mark Heald, Trent Brooks, Scotty Bates, heather Crawford, Scott Hercula, Andy Hugher; (fourth row) Andy Lenkaitis, John Brooks, Dan Gudmunson, Mark Walker, Chad Buchanan; (fifth row) John Culb, Parimal Mehta and Jacob DeLay.



NEW - JLG INDUSTRIES

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

JLG Industries was the winner of the Doug Williams Memorial New Booth Award Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured are (front, from left) Aleah Kidd, Zadi Kidd, Guy Dion, Terri Williams, Maiken Kidd, Bill Hageman, Mariah Ryder, Emily Bryan; (second row) Jenny Smith, Parker Williams, Marty Molthen, Lauren Pierce, Jayden Williams, Jamey Patla, Brandon Neal, Matthew Dewalt, Robert Barger, Pete Perrin; (third row) Charles Clenn, Jose Martinez, Zane Clevenger, Mike Burhoe and Joe Coburn



INTERACTIVE - MADERO

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Madero Dairy Systems was the winner of the Doug Williams Memorial Interactive Booth Award Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured are Aleah Kidd (front, from left), Zadi Kidd, Guy Dion, Terri Williams, Maiken Kidd, Bill Hageman, Arturo Gallardo, Pedro Madero, Tom Storm, Nydia Hernandez, Ramon Tabares, Joe Coburn; (second row) Jenny Smith, Parker Williams, Lauren Pierce and Jayden Williams.



OUTDOOR - JAYLOR

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Jaylor was the winner of the Doug Williams Memorial Outdoor Booth Award Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured are Aleah Kidd (front, from left), Zadi Kidd, Guy Dion, Terri Williams, Maiken Kidd, Alan Vaage, Larry Kortuem, Roberto Martelo, Bill Hageman, Joe Coburn; (second row) Jenny Smith, Parker Williams, Lauren Pierce and Jayden Williams



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SHOWSTOPPER - NEDAP

PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY

Nedap was the winner of the Doug Williams Memorial Showstopper Booth Award Oct. 1 at World Dairy Expo in Madison, Wisconsin. Pictured are Steve Pavelski (from left), Emily Rolli, Tera Baker, Bill Hageman and Joe Coburn.

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The LONG HAUL

Joe Rocha
Pacific Edge/R & R Dairy
Tillamook, Oregon
Pavilion 2, Aisle 16S

How many miles did you travel to World Dairy Expo® and how long did the trip take? It is just over 2,000 miles from our farm to the farm we layover at for a few days. With chores, the trip takes us about 40 hours.

How many head did you bring and care for while traveling to Expo? We brought 14 head and have 19 in our string.

How do you care for the animals while traveling? We will stop to milk two or three times, depending on how things go. We have our trailer set up with automatic waterers and vacuum lines. It is its own power system, so we can chore on the trailer. Once we load, we don't unload until we get to our destination. We deep-bed our trailer, probably as thick of a pack as they have here. We clean out manure every time we stop, and we

add bedding when we chore. We feed twice a day, when we milk. We try to put our fuel stops between milkings, so every six hours, so we are stopping to feed hay. We have gotten hardhats to wear in the trailer when we chore — it is bedded so thick we would hit our heads all the time. We tie the cows with double-ties and neck chains, rather than halters. They are more likely to break if one would get caught up. Plus they are more comfortable, and it is easier for cattle to get up and down.

How did you prepare for the trip, and when did you start making those preparations? We really start planning around the time of our Western National Show. We have a semi and pot trailer that we use. We put all our tack on the semi with the cows. When we come home from the Western National, we start separating our tack — what can be put away versus what needs to go to Expo and Louisville — and start staging it in the shop. We have to know where everything is and keep the things

we will need while traveling where we can get to them. We bring all our feed and as much hay as we can, because our West Coast hay is really different from what is out here.

How many times have you made the trip, bringing animals to Expo? This is probably my 10th Expo trip from home, but we have been going to Louisville for probably 25 years. With all the shows, from our spring show through Louisville, our cows probably put on about 10,000 miles a year on the pot.

Tell us about a memorable experience (good or bad) you have had traveling to Expo, with cattle? We have had both really good trips and bad trips. We have been broken down, which is stressful with cattle. I fell off the top deck once on the way home; the boys thought I died, but I was fine. The best trips are the unmemorable ones — the ones where we went and came home with no problems. Overall I would say the best trips are when my wife is with



PACIFIC EDGE/R & R DAIRY

PHOTO SUBMITTED
Members of the Pacific Edge team — Joe Rocha (from left), Curtis Rose and Brent Rocha — take a break from chores Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Rochas travel over 2,000 miles, one way, to exhibit their Jersey cows at Expo.

me and those spent with family. There is a lot of windshield time to just talk. We also network with and communicate with the other exhibitors from

our area. We all tell each other where the water is good or other things like that.

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RAILBIRD Winner

PHOTO COURTESY OF WORLD DAIRY EXPO
Amanda Engelken collects her prize for winning the Railbird contest on Oct. 1 at World Dairy Expo in Madison, Wisconsin. Engelken, a native of Earlville, Iowa, won the Railbird judging contest featuring the International Ayrshire Show's Spring Junior Two-Year-Old class on Oct. 1.

Expo's hospitality spot

The Tanbark brings exhibitors and attendees together for fellowship and fun

BY SHERRY NEWELL
Staff Writer

MADISON, Wis. — Folks on the road know that a truck stop provides travelers with a sure bet for food, drink, useful information and a place to escape the monotony of the road.

The Tanbark might be considered World Dairy Expo's® version of the truck stop — delivering the same amenities but with the added benefit of fellowship among exhibitors, visitors and vendors.

From happy hours and banquets to seminars and meals, The Tanbark provides multiple ways to make Expo user-friendly. It kicks off its hospitality role as the location with the Dairy Cattle Exhibitor Appreciation Ice Cream Social. Throughout the week, the space includes a cooler of free milk all day long, bar drinks and daily lunches



PHOTO BY CADE CLAYCOMB/WORLD DAIRY EXPO

Dairy enthusiasts attending World Dairy Expo enjoy some down time Oct. 1 at The Tanbark in Madison, Wisconsin. The Tanbark is Expo's version of a truck stop for refreshments and fellowship and the location for three awards banquets along with various meetings and the broadcasts.

for purchase, and a set of enormous World Dairy Expo initials and themed décor for staging photos.

It is also the location for three important awards banquets: the Judging Contest Awards Banquet, the World Dairy Expo Championship Dairy Product Contest Awards and Auction, and the World Dairy Expo Recognition Awards.

Tanbark Talks focus on various topics are also among the offerings, and the Council on Dairy Cattle Breeding's meeting is held there as well. The U.S. Farm Report broadcasts its show live during the noon hour Thursday.

Much of the behind-the-scenes work pulling off the Tanbark's events and offerings is managed by Korrine Engelke, cre-

ative director at Event Essentials, an event rental company that supports WDE's various venues. She has been on duty as the location's usage evolved to meet changing needs.

"We're on year five or six," Engelke said. "In the beginning, we weren't really sure how it would be utilized. The overarching purpose has been fairly similar (year-to-year), but every year we make some observations on how to tweak things."

During The Tanbark's first year, a concert was included in the events. Engelke said people loved the concept, but attendance was less than expected. Later, the World Classic Sale was moved from the Coliseum to The Tanbark, which provided the event with a warmer atmosphere and a more energetic crowd.

Happy hours sponsors like Cargill have added to The Tanbark's usefulness. Ann Horack, who leads marketing and communication for the company's U. S. dairy nutrition segment, said it was ideal for the launch

of their new campaign, The Original. Cargill's Tuesday happy hour was orchestrated to include an "original" cocktail and custom-created hats for dairy farmers.

"Our new campaign is designed to celebrate the true originals in the dairy industry, and what better place to find those than at World Dairy Expo," Horack said.

Engelke said much the same.

"The Tanbark provides a space for networking, one-on-one all the way up to six, seven or maybe 10 people," Engelke said. "If you're there with your family and you need to sit down with your kids for a while,

it works for that." "This is a space that welcomes everyone in," she said. "It has a hospitality atmosphere to make an Expo visit that much more enjoyable."

HAPPY HOURS

4-6 p.m. daily with the following sponsors:

Tuesday: **Cargill**

Wednesday: **BouMatic**

Thursday: **Kemin Animal Nutrition and Health**



PHOTO BY MICHELE ACKERMAN/DAIRY STAR

H. Bakker (from left), M. Bakker, F. Veldstra, Tryntje Bosma, Tineke Bouma and Germ Bauma take a break for lunch at The Tanbark Oct. 1 on the grounds of World Dairy Expo in Madison, Wisconsin. The six were part of a group of 40 traveling from the Netherlands.

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Today at World Dairy Expo



PHOTO BY SHERRY NEWELL/DAIRY STAR
Students from the Madison area enjoy their World Dairy Expo experience Oct. 1 in Madison, Wisconsin. WDE has reached thousands of children with a dairy educational experience throughout the years.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR
Melissa Hart (from left), Bobby Hart, Bill Indoe and Randy Kortus visit at the Hart Communications booth in the Coliseum Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Harts value the interactions they have with fellow dairy enthusiasts while spending time in their Expo booth.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR:
Auburndale FFA students — Anne Krings (from left), Macy Biederman and Alana Greunke — take a break from their Expo scavenger hunt on Oct. 1 at World Dairy Expo in Madison, Wisconsin. The three girls are all first-time Expo visitors.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR
Breanna Meyer maneuvers her Brown Swiss Senior Two-Year-Old cow at the top of the first pull during the International Brown Swiss Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. Meyer's cow, Jenlar Diego Waterloo-ETV won the class, as well as claiming first-place junior, best bred and owned and best udder honors.



PHOTO BY SHERRY NEWELL/DAIRY STAR
David Trimner of Miltrim farm near Athens, Wisconsin, talks with Taylor Wittmus of Ever.Ag Oct. 1 at the World Dairy Expo Trade Show in Madison, Wisconsin. The Trade Show brought in hundreds of companies, 41 of them participating for the first time.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR
Bob Hagenow directs exhibitors in the ring during the International Brown Swiss Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. A long-time volunteer, this year marks Hagenow's 40th year of serving as a ringman in the show.



PHOTO BY SHERRY NEWELL/DAIRY STAR
Bernard and Wendy Hilhorst visit with CowManager representative Thijs Griffioen Oct. 1 at the company's booth at World Dairy Expo in Madison, Wisconsin. The Hilhorsts came to WDE from their dairy farm near Cambridge, New Zealand.

PHOTO BY SHERRY NEWELL/DAIRY STAR

World Dairy Expo attendees crowd into a Knowledge Nook session Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Knowledge Nook featured a variety of speakers throughout the week.

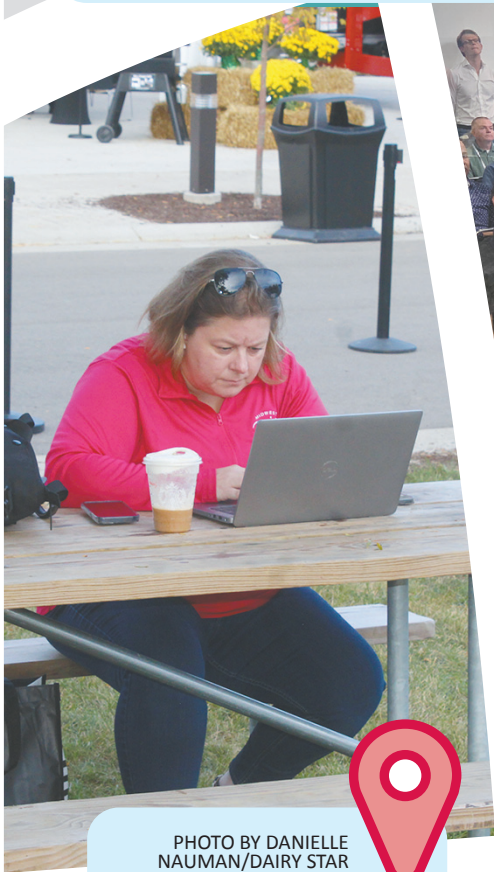


PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Jen Mackey checks in with her work at Midwest Dairy while visiting World Dairy Expo Oct. 1 in Madison, Wisconsin. Mackey is a first-time Expo attendee.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Jacob Betley (left) and Nadia Harrig head back to the barn with a Brown Swiss cow Oct. 1 at World Dairy Expo in Madison, Wisconsin. Betley's cow, Knapp Kickstart Dance-ETV, placed third in the Summer Junior Two-Year-Old class and was the second-place junior-owned entry.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Jaedyn McPherson leads her Milking Shorthorn Winter Calf, Lazy M Pirelli Ember-EXP-ET, out from the first line Oct. 1 during the International Milking Shorthorn Show at World Dairy Expo in Madison, Wisconsin. McPherson's calf placed second in the class and was the winning junior-owned entry.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Sean Shults washes feed tubs after the mid-day feeding for cows in his string Oct. 1 at World Dairy Expo in Madison, Wisconsin. Shults is from Sharon Springs, New York.



PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Ethan Jackowski prepares grilled cheese sandwiches for sale in the UW-Madison Cheese Stand Oct. 1 at World Dairy Expo in Madison, Wisconsin. The stand is a popular lunch spot with Expo attendees.

The Road to Madison

Antiques ROADSHOW

A unique piece of dairy history made its way to World Dairy Expo® this year. An old showbox from New York’s Walhalla Farms traveled from Rexford, New York, on its way to its new home at the National Brown Swiss Association’s office in Beloit, Wisconsin, making a pit stop at Expo.

Walhalla, the breed’s 2023 Historical Master Breeder, was in existence from 1899-1962. The herd was originally founded by Frank Freemyer, who owned it until 1924, when it was purchased by J. Frank Zoller, an officer at General Electric Company. The herd was relocated to Hammond, New York.

A trip to Europe inspired Zoller to work towards the goal of having the best herd of Brown Swiss in the country. He began assembling his dream herd with strategic purchases. He began a show campaign that netted him champion bulls and cows.

A businessman at heart, Zoller desired success beyond the showing. In 1927 it was announced that a cow in the herd, Minnie W 11024, had completed a record-breaking fat record of 639 pounds in the Mature

Farmer’s Class.

In 1930 the herd was relocated again, this time to a farm near Rexford, New York. In 1932, Woller succumbed to injuries sustained when he was attacked by one of the bulls on his farm. His wife, Jessie T. Zoller, continued to operate the farm until it was dispersed in 1962.

After the sale of the herd, the farm equipment was dispersed as well. Jean B. Purdy of Charlton, New York, purchased the farm’s showbox, which she used on her Standardbred horse farm. Following Purdy’s death, her family researched the name emblazoned on the box and reached out to the Brown Swiss Association to learn more. Eventually the family made the decision to donate the century-old box to the association.

Jason Lloyd and Lexie Payne of Maple Downs II helped facilitate the donation. They brought the box to Expo with their show string, delivering it to Norman C. Magnussen, executive secretary of the Brown Swiss Association.

PHOTO BY DANIELLE NAUMAN/DAIRY STAR

Norman C. Magnussen shares the century-old Walhalla Farms showbox Sept. 26 at World Dairy Expo in Madison, Wisconsin. The showbox that belonged to the 2023 Brown Swiss Historical Master Breeder Walhalla herd was donated to the Brown Swiss Association.



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PHOTO BY DANIELLE NAUMAN/DAIRY STAR

The crew representing Reyncrest — Whitney Kugler (kneeling, from left), Kelly Reynolds, Carly Coutu; (back) Tyler Reynolds, Austen Schmidt, Adam Buckenmeyer, Andy Reynolds, Michelle Schmidt, Matt Senecal and Chris Curtiss — take a break from show preparations to gather for a photo commemorating their selection as the Daily Herdsmanship Winner Oct. 1 at World Dairy Expo in Madison, Wisconsin. Reyncrest is located in Corfu, New York.

Cheese galore

New Expo showcase features winning dairy products

BY SARAH MIDDENDORF
Staff Writer

MADISON, Wis. — Adding purchasable dairy products to the grounds at World Dairy Expo® has been a task Jennifer Dobbs, World Dairy Expo's Trade Show/Sponsorship Manager, has been working towards.

For the first time, WDE will have a Dairy Showcase Village. Exhibitors and attendees alike can visit with a handful of different cheese processors, sample and potentially purchase dairy products. Cheesemakers will also be on hand to talk about their showcased products.

Dobbs said that with the empty space left over from moving the food court into the outdoor trade mall, it was decided to add a cheese marketplace. At the marketplace visitors can expect various dairy products.

"We want to be able to sample all different kinds of dairy products," Dobbs said. "We could have gone to some of the larger, more commercialized processors, but that's really not what we wanted either. We kind of want to go a little more arti-



PHOTO BY CADE CLAYCOMB/WORLD DAIRY EXPO

Vendors from Schroeder Käse discuss their cheese with Expo attendees Oct. 1 at World Dairy Expo in Madison, Wisconsin. Schroeder Käse is located in Rewey, Wisconsin.

san."

The Dairy Showcase Village was added based on responses from the post-Expo surveys.

"One of the No. 1 things that people were responding was, 'Why am I at World Dairy Expo and I can't buy any dairy products,' or 'I can't sample any dairy products,' or 'I can't find any dairy products?'" Dobbs said.

Each cheese processor will have their own chalet, or cottage building. Each chalet is a

white 10-foot by 12-foot building. Dobbs said each chalet will have electricity if needed for cold storage. The area will be decorated to differentiate the village from the outdoor trade mall.

"We were trying to really up the ante for the customer and the attendee experience," Dobbs said. "It really is to improve Expo. We listened to what our attendees said."

Dobbs said the goal was to make attendees happy and bring them the dairy products

that they asked for.

"We have to remember, we're here in Wisconsin, but these people are coming from all over the world," Dobbs said. "We wanted to put producers, processors and products in front of our attendee base."

Dobbs hopes to fulfill at-

tendees' responses through the Dairy Showcase Village.

"I hope it's amazing," Dobbs said. "I hope that we can at least get some people to talk about it enough where it becomes something that can grow and be awesome."



PHOTO BY CADE CLAYCOMB/WORLD DAIRY EXPO

The Dairy Showcase Village offers Expo attendees the opportunity to sample and purchase award-winning cheeses Oct. 1 at World Dairy Expo in Madison, Wisconsin. This year marks the Dairy Showcase Village's inaugural year at Expo.



PHOTO BY MICHELE ACKERMAN/DAIRY STAR

Kari Backes (right), manager of the Babcock Dairy Store at the University of Wisconsin-Madison, describes the cheeses available for sampling to a potential customer Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Babcock Dairy Store is one of several cheesemakers participating in the inaugural Dairy Showcase Village, south of the Outdoor Trade Mall.

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