



## NEWS RELEASE

**Contact:** Renee Brod  
Central Plains Dairy Expo  
952-758-2485  
renee@centralplainsdairyexpo.com

### **Central Plains Dairy Expo features sustainable technologies, thought-provoking presentations**

*This dairy-centric show heralds free educational programming, entertainment and dairy foods*

The Central Plains Dairy Expo (CPDE), March 29-31, in Sioux Falls, S.D., showcases 300-plus exhibitors and innovative products, services and technologies, informative breakout sessions and free entertainment. CPDE kicks off at 5:30 p.m. on March 29, with the Welcome Reception – featuring Charlie Berens, host of the Manitowoc Minute. This free, fun and entertaining kick-off reception runs until 8:30 p.m.

Plus, the 2022 CPDE includes a mobile app and digital registration system. Download the app so you don't miss events and exciting offers available at CPDE. This year's online registration simplifies and speeds up the registration process at the event. Simply register online at: <https://www.centralplainsdairy.com/registration>. CPDE remains a free trade show for producers, but registration is required. You may register prior to arriving in Sioux Falls or on site at the Denny Sanford Premier Center.

In conjunction with the Tuesday evening Welcome Reception, get in on the action of the annual Central Plains Dairy Foundation Auction. Donated items include cowtute jewelry, hunting and fishing packages, dairy equipment, feed testing services, milking supplies, coolers, art prints, consumer electronics, bovine genetics and gender-sorted semen. Auction proceeds support dairy scholarships, workforce grants and community diversity programs in Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

In addition to the free entertainment and trade show, CPDE offers several other free items and events, including 28 educational breakout sessions, with four presented in Spanish. CPDE visitors may also enjoy free doughnuts, grilled cheese sandwiches and ice cream novelties. And, you won't want to miss the free Pancake Breakfast on March 31, 8-10 a.m.

Starting at 7 a.m. on March 30, attend the inspirational Prayer Breakfast – featuring Erin Mosley, a dairy nutritionist and mother. Erin and her husband, Sam, have four children – Louisa, Eleanor, Walter, and Beatrice. In September of 2016, their lives were forever changed – after a traffic accident ultimately took the lives of their two oldest daughters. Erin will share her grief journey and the testing of her faith when God's answer to her prayers was "no." The Prayer Breakfast is also free.

“We welcome dairy producers, calf and heifer growers, beef feedlot, farm and ranch employees – who manage all sizes and business models – to attend this year’s Central Plains Dairy Expo,” said Kristopher Bousquet, Plains Dairy Association president. “CPDE is where Central Plains dairy producers, managers and allied industry reps gather to network, learn and build relationships to grow and sustain a strong dairy industry.”

For more information about CPDE, visit [www.centralplainsdairy.com](http://www.centralplainsdairy.com).

###