



## NEWS RELEASE

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### **Central Plains Dairy Expo highlights region's relevancy and vitality**

*The dairy-focused show features exceptional educational programming and idea sharing opportunities*

Sioux Falls, S.D. (February 23, 2023) – The Central Plains Dairy Expo (CPDE), set for March 28-30, at Denny Sanford Center in Sioux Falls, S.D., showcases 300-plus exhibitors and innovative products, services and technologies, 63 informative breakout sessions, including 10 presented in Spanish, and free entertainment. CPDE kicks off at 5:30 p.m. on March 28, with the Welcome Reception – featuring Sara Evans, a multi-platinum entertainer and the fifth most-played female artist on country radio. This free and entertaining kick-off reception runs until 8:30 p.m.

“We welcome dairy producers, calf and heifer growers, beef feedlot, farm and ranch employees and managers to attend this year’s Central Plains Dairy Expo,” said Kristopher Bousquet, Plains Dairy Association president. “CPDE plays a key role in facilitating and supporting the future growth, relevancy and vitality of the region’s dairy industry.”

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

New for this year’s Expo is the Ed (Education) Shed, found in the Arena. Select exhibitors will introduce new products, share new service and product features, and demonstrate product benefits and ease of use.

Also new this year is “Future Connections.” This program supports future dairy leaders by connecting young dairy enthusiasts to innovate, connect and inspire.

Starting at 7 a.m. on March 29, attend the inspiring Prayer Breakfast – featuring Tim Lovelace, who is simply coined “one funny man.” As a Grammy and Dove nominated artist, this nationally sought-after storyteller and musician has also been described as the most versatile comedian on stage today. Generous sponsors support the Prayer Breakfast and thus it is free to attend.

In addition to the free entertainment and trade show, CPDE offers several complimentary items and events, including educational breakout sessions, which cover topics ranging from nutrition to sustainability to dairy product innovations to labor management to dairy economics. Plus, this year’s Expo includes a Farm Bill Forum, featuring Congressional

Representatives and their staff. Speakers will address Federal Milk Marketing Order Reform, crop programs and food/school lunch programs.

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 30, from 8-10 a.m.

Remember to register for CPDE before heading to Sioux Falls. Register online at: <https://www.centralplainsdairy.com/registration>. Plus, download the CPDE app so you don't miss events and exciting offers available at CPDE. CPDE remains a free trade show for producers, but registration is required.

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

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