



2023 EXPO MARCH 28-30

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TUESDAY NIGHT WELCOME RECEPTION
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Sara Evans

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2023 NMC Regional Meeting

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This meeting provides a forum for networking and sharing information about udder health, animal health and welfare, milk quality and milk safety.



nmconline.org



WELCOME TO THE 2023 EXPO!

WHERE DAIRY COMES TOGETHER IN THE CENTRAL PLAINS

The Central Plains Dairy Expo (CPDE) is back at full strength in 2023. As organizers, we are excited to welcome you all back with the Welcome Reception on Tuesday, March 28th featuring country music superstar, Sara Evans. In addition to the award-winning entertainment, please make plans to arrive for the Dairy Forward Auction, hosted by the Central Plains Dairy Foundation. Enjoy the free appetizers while networking and visiting with old friends.

The Central Plains Dairy Association facilitates and supports the future growth, relevancy, and vitality of the dairy industry in the region.

Come count the many blessings bestowed upon farmers on Wednesday, March 29 with the free prayer breakfast. Follow that up with two full expo floors showcasing products and services by more than 300 exhibitors. Attend any of the 50 education sessions, educational quick-hits in the new Ed Shed – located in the Arena. This Expo contains only exhibits, education and topics related directly to dairy.

We do ask that you let us know you're coming. Register in advance for CPDE 2023 at www.centralplainsdairy.com. This allows you seamless check-in and shorter wait times for your name badges. Thanks to our sponsors, we continue to provide many free events at the Expo, including free donuts, grilled cheese sandwiches, ice cream treats and a wine and cheese social.

“With continued changes to the dairy industry and potential legislative changes to the Farm Bill in 2023, you do not want to miss this year’s Central Plains Dairy Expo. This year contains education and networking opportunities that are sure to have an impact on your business. I’ll see you there.”

KRIS BOUSQUET, CPDA President

EASY TO GET TO:

The show is held inside the Denny Sanford Premier Center, in the heart of Sioux Falls. Located at the intersection of I-90 and I-29. Take I-29 Exit 81 (Russell Street) about 1 3/4 miles east to Northwest Avenue. If you are flying into Sioux Falls, the Sanford Premier Center is only five minutes from the airport.

LODGING:

Sioux Falls has multiple lodging options. See page 78 for more details.

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SCHEDULE AT-A-GLANCE

TUESDAY, MARCH 28

5:00 PM	DOORS OPEN
	WELCOME RECEPTION INCLUDES CENTRAL PLAINS DAIRY FOUNDATION LIVE & SILENT AUCTION, APPETIZERS & ENTERTAINMENT BY SARA EVANS
9:00 PM	SHERATON HOSPITALITY ROOM

WEDNESDAY, MARCH 29

7:00 AM	AG PRAYER BREAKFAST
8:30 AM	TRADE SHOW OPENS
8:30 AM	SILENT AUCTION OPENS
8:30 AM - 10:30 AM	FREE DONUTS
8:30 AM - 5:30 PM	BREAKFAST BAR & BEER GARDEN OPEN
9:00 AM - 5:00 PM	BREAKOUT SESSIONS
9:00 AM - 5:00 PM	BREAKOUT SESSIONS IN SPANISH
11:00 AM - 1:00 PM	FREE GRILLED CHEESE SANDWICHES
11:00 AM	DAIRY GIRL NETWORK LUNCHEON
2:00 PM - 4:30 PM	FREE ICE CREAM
4:30 PM	WINE & CHEESE SOCIAL
5:30 PM	TRADE SHOW CLOSES

THURSDAY, MARCH 30

8:00 AM	TRADE SHOW OPENS
8:00 AM - 10:00 AM	FREE PANCAKE BREAKFAST
8:00 AM - 3:00 PM	BREAKOUT SESSIONS
8:00 AM - 3:00 PM	BREAKOUT SESSIONS IN SPANISH
8:00 AM - 3:00 PM	BREAKFAST BAR & BEER GARDEN OPEN
8:30 AM	SILENT AUCTION OPENS
11:00 AM - 1:00 PM	FREE GRILLED CHEESE SANDWICHES
12:00 PM	SILENT AUCTION CLOSES
1:00 PM - 3:00 PM	SILENT AUCTION ITEM PICK-UP
1:00 PM - 3:00 PM	FREE ICE CREAM
3:00 PM	TRADE SHOW CLOSES

ONLINE REGISTRATION, MOBILE APP, KIOSK CHECK-IN, AND MORE . . .

The Central Plains Dairy Expo (CPDE) remains free to attend. However, you need a badge to enter all activities and events.

▶ PRE-REGISTER ONLINE

Registration to attend the CPDE 2023 Expo is available **ONLINE!** To make in-person check-in fast and easy, simply register online at: www.centralplainsdairy.com

▶ ON-SITE REGISTRATION

We will have registration available on-site as well.

▶ NAME BADGES

Instead of standing in line for your printed badge, you will walk right up to a kiosk at the event, enter your name and, if you are pre-registered, your badge will print right away for you. This registration system applies to visitors and exhibitors.

▶ MOBILE APP

Download the app today so you don't miss events and exciting offers at the Expo!

www.centralplainsdairy.com



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TUESDAY, MARCH 28, 2023

WELCOME RECEPTION ENTERTAINMENT



Sara Evans

"Multi-platinum entertainer Sara Evans is at the top of her game," says Renee Brod, Central Plains Dairy Association member services director. As the fifth most-played female artist on country radio in nearly the last two decades – her five No. 1 singles include "No Place That Far," "Suds in the Bucket," "A Real Fine Place to Start," "Born to Fly" and "A Little Bit Stronger," which spent two weeks in the top spot and was certified platinum by the Recording Industry Association of America.

Remember to register for the 2023 Central Plains Dairy Expo prior to the event, so your name badge is ready when you arrive at the Denny Sanford Premier Center in Sioux Falls, S.D. You must wear a name badge to attend the Sara Evans concert and Central Plains Dairy Expo. Go to www.centralplainsdairy.com to register.

Sara's "stunning, country voice" (Rolling Stone) has earned her the prestigious Academy of Country Music Top Female vocalist accolade, as well as numerous American Music Awards, Billboard Music Awards, Country Music Association (CMA), CMT and Grammy Awards nominations. In addition, CMA awarded Video of the Year honors for her chart-topping single – "Born to Fly" – from her landmark, double-platinum album of the same name. Sara's

discography also includes the platinum-selling studio albums "Real Fine Place" and "Restless," as well as the gold-certified projects "Stronger" and "No Place That Far."

Sara has continued to forge her bold, creative path with "Copy That," which opened at No. 1 on the iTunes Country chart, released on her own Born to Fly Records on May 15, 2020. The 13-song collection, spanning six decades, showcased Sara's distinctive creative stamp on some of the most iconic songs in country and pop music, songs that have inspired her life and career, as well as shining a spotlight on some little-known gems. Copy That follows her critically acclaimed "Words," which debuted at No. 2 on Billboard's Top Country Albums Chart in 2017. Last year brought album and touring collaborations with her children, Avery and Olivia Barker, for The Barker Family Band.

On Sept. 8, 2020, Sara released her memoir, Born to Fly, through Howard Books, an imprint of Simon & Schuster. Named after her landmark double-platinum album, which celebrated its 20th anniversary this year, Born to Fly finds Sara opening up and sharing stories – not only about her career and what it is like living in the spotlight – but about what inspires her and how her faith keeps her strong.

In conjunction with the Tuesday evening Welcome Reception, get in on the action with the annual Central Plains Dairy Foundation Auction. Donated items include cowtude 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. This free, fun and entertaining reception runs until 9 p.m.

MULTI-PLATINUM SINGER & SONGWRITER

GUARANTEED A GOOD TIME - YOU WON'T WANT TO MISS IT!



CHAD MOYER *Entertainment Event Emcee*

Chad Moyer was born and raised on a 60-cow dairy, 160-acre farm in southeast Minnesota near Lake City. He was active in FFA throughout high school. His FFA Supervised Agricultural Experience project was ag mechanics, which involved restoring two tractors, an Oliver 66 and a McCormick Deering W-30. He studied radio and TV broadcasting at Brown Institute in Minneapolis, MN, and with a love for agriculture, set out to be a farm broadcaster. Chad worked for eight years at KWAD Radio in Wadena, MN, and then moved to West Point, NE, in 2007 to become a part of the Nebraska Rural Radio Association, and he's been working at KTIC Radio ever since.

DOORS OPEN: Doors open to the Sanford Premier Center at 5:00 p.m. The Central Plains Dairy Foundation will hold its live Dairy Forward Auction, followed by headline entertainment, Sara Evans.

FREE TICKETS: Tickets to the Welcome Reception and Entertainment are free for producers. However, registration is required. Visit www.centralplainsdairy.com/registration

ON THE MENU: Join us early for heavy appetizers, cheese charcuteries and a large variety of ice cream flavors -- all for free at the Welcome Reception. Thank you to our cheese and dairy donors AMPI, Valley Queen Cheese Factory, Agropur and Prairie Farms.

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- >> Scholarships and educational grant programming
- >> Initiatives promoting diversity, resiliency, and sustainability in the dairy industry
- >> Grants for innovative programs, communications, and community development

HOW TO *Get Involved*



SCAN ME

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Executive Director

Scholarship & Grant PROGRAMMING

The Central Plains Dairy Foundation has provided thousands of dollars in scholarships, community development programs, and youth development programs over the past decade. Support of these funds allows us to continue our support of these important initiatives and expand our impact on the future of our region's dairy industry.



CPDF SCHOLARSHIP GRANT

Today's evolving dairy industry faces complex challenges that require strong resourceful leadership for today and tomorrow. The CPDF Dairy Scholarship Grant program supports the future of dairy through dairy student scholarships.

LON & KATHY TONNESON SCHOLARSHIP

The Lon & Kathy Tonneson Dairy Leadership Scholarship was established in 2019 by Tracey and Brian Erickson to honor Lon and Kathy for their years of dedication to growing agriculture and the dairy industry. This scholarship is awarded to a student

enrolled in a post-secondary college or university, pursuing a degree in Agriculture with an emphasis in communication or leadership.

DAIRY INNOVATORS GRANT PROGRAM

Innovator Grants support multiple dairy industry initiatives with innovative programs and solutions for the people of dairy and the future of the industry. The CPDF is committed to supporting initiatives that serve the dairy industry through innovative programs, communication, and community development while emphasizing the quality of life.



In 2022 we awarded \$28,000 for our CPDF Scholarship Grant!



THANK YOU *To Our 2022* AUCTION SUPPORTERS!



Your generosity raised over \$30,000 for innovative projects throughout the Central Plains region! Your overwhelming support inspired a goal of \$40,000 for our 2023 auction. Help us reach our goal!



5th Annual DAIRY FORWARD AUCTION

The live auction returns this year!
Don't miss us on Tuesday night at Expo!

Bidding is sure to be fast and furious during the welcome reception on Tuesday, March 28! Items large and small will be sold to the highest bidder, so don't miss a beat.

All proceeds will go to the CPDF to support our mission to fund dairy scholarships, workforce grants, community diversity programs, and other innovative solutions benefiting the dairy industry.



SILENT *Auction*

Our live auction doesn't hold all of the fun and goodies this year. Don't miss the silent auction on Wednesday and Thursday, March 29 and 30.

Register now and get a headstart when bidding opens on March 20!



**WHERE ELSE
CAN YOU FIND
US AT EXPO?**

Drink TICKETS

The Breakfast Bar and Beer Garden are back again this year! Stay hydrated all day long and continue to support the Foundation in their efforts.

Tickets will be good at both locations and can be purchased today!



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MEET *The Girls*

Holly, Harriet, and Jolene are so much more than just a cute herd! They help us highlight the various organizations and philanthropy efforts that we support around the Central Plains each year.

- >> Play games with our herd!
- >> Show off your booth with Holly, Harriet, and Jolene!
- >> Keep an eye out for dancing cows!



AG PRAYER BREAKFAST

WEDNESDAY, MARCH 29, 7:00 - 8:30 AM

PREMIER CENTER
[Doors open at 6:30 AM]

WOULD YOU LIKE TO ADD A LITTLE MORE LAUGHTER TO YOUR DAY and put your challenges away for a morning? If you answered “yes,” join your fellow Central Plains dairy enthusiasts for the Ag Prayer Breakfast. This year’s “headliner” is 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.

The free Ag Prayer Breakfast at the Central Plains Dairy Expo includes a hot breakfast, yogurt, fruit, coffee and milk, and time devoted to prayer and reflection. Generous sponsors help offset the breakfast’s costs. If you’d like to make a monetary donation during the breakfast, collected funds will go to the Western Iowa Dairy Alliance’s Banquet Ministry. This group purchases a significant amount of dairy foods for the meals and people they serve.

TIM LOVELACE

With more than three decades of world travel under his performance belt, Lovelace has developed his concerts into more than just a great show. He uses humor to motivate and inspire by uniquely delivering life lessons. He also has an extraordinary way of weaving songs into his stage performance as he masterfully displays his musical abilities on piano, guitar and harmonica.

Lovelace hosts the national TV hit, *The Music City Show*, aired weekly on five syndicated networks, including RFD-TV’s FamilyNet, NRB and Heartland. He is also a staff songwriter for Daywind Music Publishing in Nashville, Tenn. With his wife, Mary Alice, he cowrites feature articles for www.dollyparton.com.

Lovelace’s passion for life is contagious and effectual. He wants people to laugh, but his ultimate goal is to utilize humor with a purpose to encourage people to discover real joy and inspire them to passionately pursue their own dreams. His



award-winning musical talents, coupled with his crystal clean humor, motivates people of all ages to laugh their ribs loose. Get ready to put aside life’s challenges and celebrate your abundant blessings!

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AMANDA GEHMAN

Ruminant Research Team | Alltech

Amanda Gehman has been a member of Alltech's ruminant research team since 2009. In her role as a research project manager, Gehman focuses on ruminant nutrition, primarily through applied dairy nutrition projects. A native of Pennsylvania, Gehman studied dairy nutrition at Penn State, Clemson and the University of Nebraska. Through her work with universities and Alltech, Gehman has been involved in research covering all stages of a dairy cow's life, including milk production, protein and mineral requirements, rumen development, calf growth and development, dry and transition cow programs, modeling rumen fermentation using in vitro and computer models, and maternal nutrition. Gehman has also been involved in the development of in vitro methods to assess ruminal availability of energy and protein from feed and greenhouse gas emissions related to rumen fermentation.

SESSION DESCRIPTION

In a time when ingredients are getting more difficult to come by, join Alltech to learn how to maximize your raw materials. Amanda Gehman will also explain the difference between yeasts and the feed efficiency benefits they can provide to a dairy herd.

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BREAKOUT SESSIONS

REDUCING PATHOGEN LOADS IN RECYCLED MANURE SOLIDS USED AS DAIRY BEDDING



BEN SAYLOR

Dairy Technical Services Manager | Arm & Hammer Animal and Food Production

Serving dairy producers and their network of influencers as a dairy technical services manager with Arm & Hammer Animal and Food Production, Ben Saylor helps producers understand and address on-farm challenges to improve herd resilience and profitability. Saylor specializes in Arm & Hammer's Targeted Microbial Solutions for dairy systems, which include direct-fed microbials, silage inoculants and environmental applications. He earned his PhD in ruminant nutrition from the University of Wisconsin-Madison, a master's degree in ruminant nutrition from Kansas State University and a bachelor's degree in animal sciences from the University of Arizona.

SESSION DESCRIPTION

Using a targeted *Bacillus* product, Arm & Hammer has developed a natural solution for application to recycled manure solids when used as dairy bedding, to prevent the outgrowth of mastitis-causing pathogens. Field trials with the product on dairy farms across the country have shown a reduction in pathogen loads, somatic cell count and incidence of mastitis. Ben Saylor will present findings from on-farm trials showing how the *Bacillus* product can mitigate some of the concerns typically associated with the use of recycled manure solids.

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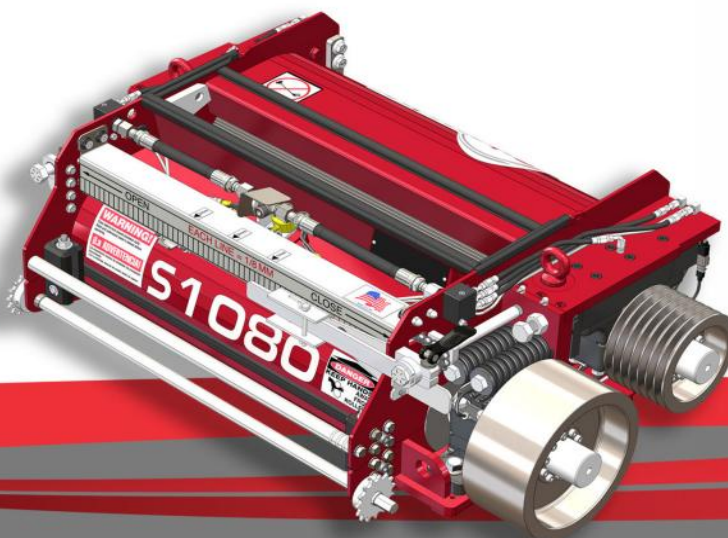
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BREAKOUT SESSIONS

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CRAIG LOUDER

Veterinarian | Axiota Animal Health

Craig Louder graduated from Washington State University College of Veterinary Medicine in 2012, after receiving a bachelor's degree from Utah State University. Following graduation, he joined High Desert Veterinary Services in Jerome, Idaho, where he practiced for nine years. He began consulting part-time for Multimin USA in 2018 and joined Multimin USA (now Axiota Animal Health) as a full-time technical services veterinarian in September 2021.

SESSION DESCRIPTION

Trace mineral supplementation is critical for reproduction and immunity. Variations in intakes, different forms of trace minerals, antagonism and management practices of dairy cattle all add to an apparent moving target on making sure cows get the minerals they need, when they need them. This presentation will discuss these hurdles as well as strategic methods of monitoring and overcoming them so that dairy cows can achieve maximum efficiency.

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WEDNESDAY 8:30 AM

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BREAKOUT SESSIONS

DAIRY MARGIN OUTLOOK AND STRATEGIES TO CONSIDER

WEDNESDAY, MARCH 29 ONLY



JEFF TOLL

Account Executive | CIH – Commodity & Ingredient Hedging

A veteran of the finance industry for 15 years, Toll joined CIH in 2010. He helps dairy producers manage their risk, identify opportunities and develop comprehensive margin management strategies in the volatile geopolitical climate. In this capacity, he regularly speaks at dairy industry events. Prior to joining CIH, he worked on the Chicago Board Options Exchange. He holds a bachelor's degree in finance and marketing from Marquette University and a Series 3 license (National Commodities Futures Examination).

SESSION DESCRIPTION

Let's take a look at the underlying fundamentals of feed and dairy markets, an outlook of forward margins and strategies (e.g., cash, futures/options, DRP) one may wish to consider given today's agricultural landscape.

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FREE PANCAKE BREAKFAST

THURSDAY 8:00 AM

LOCATED IN THE ARENA

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Several Other Locations Across North America



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PLAINS DAIRY
EXPO**

BOOTH C122

March 29-30, 2023



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BREAKOUT SESSIONS

A GLOBAL PERSPECTIVE ON SUSTAINABILITY: OPPORTUNITIES AND DEFINITIONS



FABIAN BERNAL

Head of Sustainability | DeLaval Group

Fabian Bernal is a native of Bogota, D.C., Colombia, a farmer, dairy consultant and sustainability expert who attended the University of La Salle. He graduated from Western Kentucky University (WKU) with a major in agribusiness and ag economics. He also graduated with a master's degree in animal science (large animal nutrition) from WKU. Furthermore, he holds a certificate from the University of Cambridge, Judge Business School, in circular economy and sustainability strategies.

With more than 20 years of experience in the industry as a dairy consultant, Bernal also serves on the National Institute of Animal Agriculture board of directors and chairs the sustainability council. Additionally, he participates on multiple committees, including the Association of Equipment Manufacturers (AEM), AEM's sustainability group and SIA regenerative agriculture group. Sustainability is a vital part of DeLaval's business strategy. In his role, Bernal helps ensure that DeLaval is at the forefront and delivering on the company's vision by supporting group management and working in close cooperation with all parts of the DeLaval organization.

SESSION DESCRIPTION

Join Fabian Bernal, DeLaval's head of sustainability, to learn more about new developments impacting the way we view sustainability. Bernal will dive into how the dairy industry is taking action and implementing intriguing tactics to help move toward a more sustainable world.

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REFERENCES:

¹Vaxxinova Study 0606 ²Hermesch, D. R. , D. U. Thompson, G. H. Loneragan, D. R. Renter, and B. J. White. 2008. Effects of a commercially available vaccine against Salmonella enterica serotype Newport on milk production, somatic cell count, and shedding of Salmonella organisms in female dairy cattle with no clinical signs of salmonellosis. AJVR. 69:1229-1234.



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BREAKOUT SESSIONS

DAIRY MARKETS FROM A GLOBAL VIEWPOINT



MARY LEDMAN

Global Dairy Strategist | Rabobank, Chicago

Mary Ledman grew up on a dairy farm in Wisconsin and has worked on farms in Germany and Japan. She received a master's degree in agricultural economics from Texas A&M University and studied at the University of Goettingen, Germany. Her work experience includes the U.S. Department of Agriculture, Kraft Foods, Stella Foods, Keough Ledman Associates and the Daily Dairy Report. Ledman joined Rabobank in January 2018 as their global dairy strategist and directs a team of 10 analysts around the globe. With a global exposure of \$25bn spread across five continents, dairy is one of the most important sectors at Rabobank, the world's leading food and agriculture bank.

SESSION DESCRIPTION

Farmers' milk checks are dependent on dozens of factors, many of which they have no control over. Hear from a leading global dairy strategist about what is happening here in the United States and globally, which will affect farmers' bottom lines in the immediate and long term.

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DAIRY IN THE NEXT 10 YEARS: PERSPECTIVES FROM FARMERS & PROCESSORS (PANEL)

SESSION DESCRIPTION

Start to list the challenges facing dairy farmers and your head begins to spin. Challenges include labor issues, oscillating commodity markets, global pressures, policy and regulatory challenges, etc. There are certainly hurdles present. Yet, there remains an abundance of opportunities. Listen to leading U.S. dairymen and women share their perspectives on where the biggest challenges and opportunities lie.



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BREAKOUT SESSIONS

DAIRY MARKET OUTLOOK: CONSUMERS TAKE THE WHEEL



BEN LAINE

Dairy Sector Analyst | Terrain

Ben Laine is Terrain's dairy sector analyst. His previous experience includes work as a dairy analyst for Rabobank, senior economist covering the dairy industry at CoBank, and a commodity hedging manager and economist at Agri-Mark, a dairy farmer cooperative. While at Agri-Mark, he developed a tool for dairy producers to manage their milk price risk. Laine also developed trading and risk management programs for commercial dairy commodity businesses, produced price forecasts and provided economic outlooks. His research has spanned the dairy supply chain, consumer trends, methane reduction and export markets. He earned his master's degree in resource economics at the University of Massachusetts, Amherst.

SESSION DESCRIPTION

Consumer demand will play a critical role in driving dairy markets and milk prices, especially when milk production growth is limited. Prepare for the future by understanding how recession risk and inflation could drive markets in the near term and how an aging U.S. population will shape the demand for milk components in the decades ahead.

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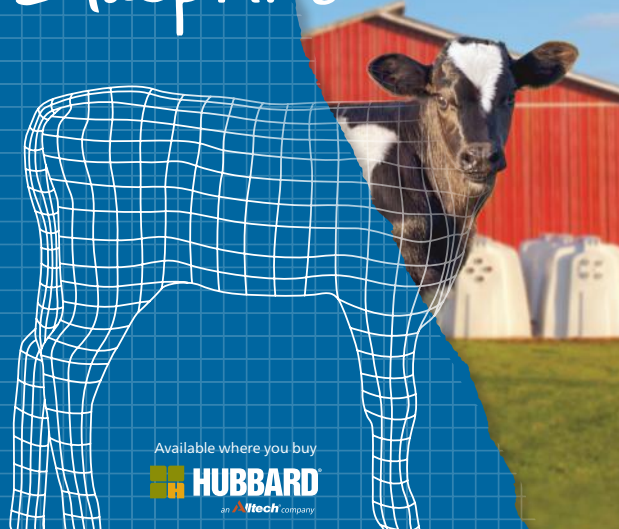
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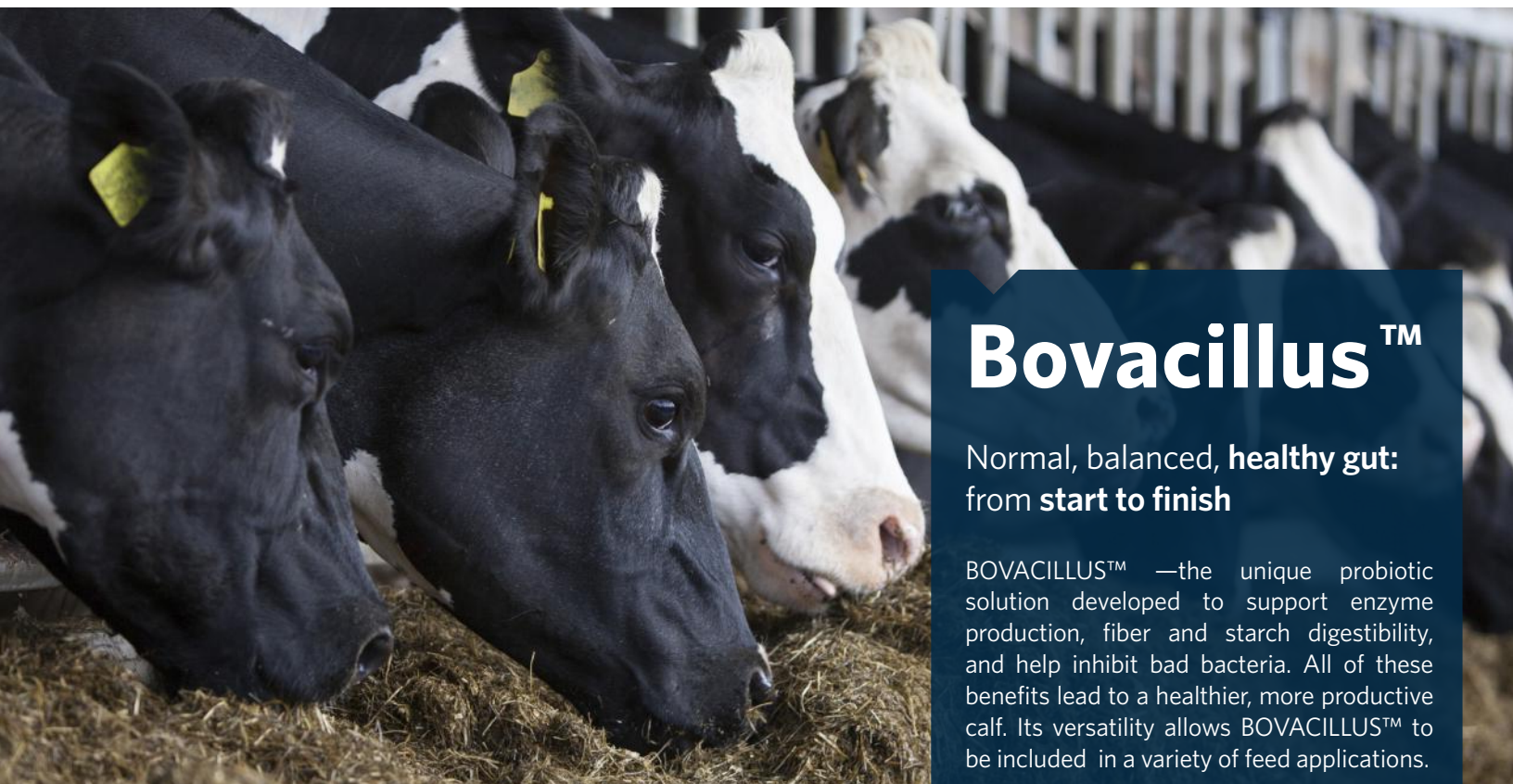


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BREAKOUT SESSIONS

COMMON PROBLEMS THAT CHALLENGE YOUR CALF PROGRAM WHEN PROTOCOLS DRIFT



MARIO SOLIS FLORES

Technical Services Manager | Form-A-Feed

Mario Solis Flores is a technical services manager with Form-A-Feed and has more than 20 years of experience in the dairy industry. He has an animal science degree from Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico. Flores has been involved in all phases of a dairy – from working and managing every position, start-up, expansion, staffing, training and developing employees. His experience in the Midwest managing large dairies and employment as a milk quality specialist for 16,000 cows has taken him all over the United States, as well as Canada, Columbia, Jamaica and Mexico. Flores understands cows, people, equipment and the interactions between them to bring the performance desired in a dairy operation.

SESSION DESCRIPTION

Protocol drift is one of the main enemies of a consistently successful calf-raising program. There are several common pitfalls that dairy farms find themselves in that lead to poor calf health and well-being. This will be a very practical seminar on management and labor practices that your farm needs to pay attention to on a regular basis to ensure excellent calf health and future profitability of your farm. The presentation will focus on hydration, nutrition, equipment, colostrum and sick calf identification and care.

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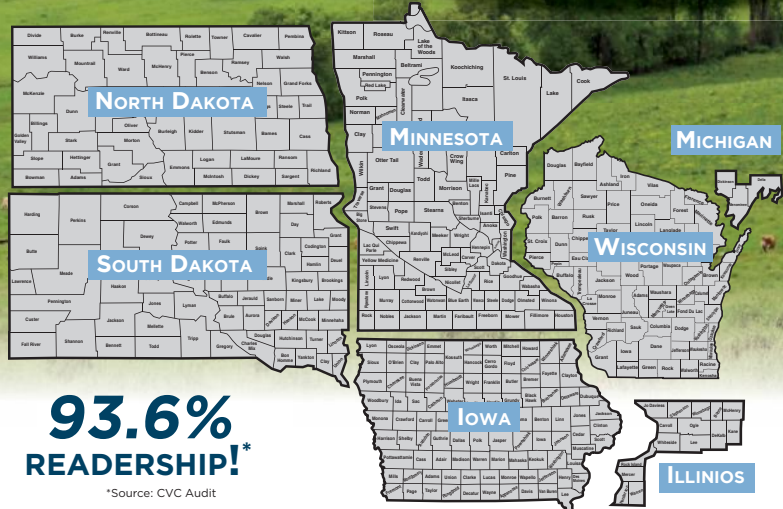


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BREAKOUT SESSIONS

SET YOURSELF UP FOR SUCCESS: HOW TO RETAIN, ENGAGE AND EMPOWER EMPLOYEES



PEGGY COFFEEN

Owner | Uplevel Dairy

Peggy Coffeen has dedicated the past 15 years to sitting across the table with dairy farmers around the country, asking questions, telling their incredible stories and connecting them to resources. She is the founder of Uplevel Dairy, a platform for next-level business, management and leadership for dairy owners and managers, and host of the Uplevel Dairy Podcast.

A dairy girl at heart, Coffeen grew up milking cows in a tie-stall barn on her family farm in southern Wisconsin – before pursuing a degree from the University of Wisconsin-Madison in agricultural journalism and a career in writing and communications. She served as the dairy and livestock editor for Agri-View newspaper before dedicating nine years as an editor and podcast host for Progressive Dairy magazine, before founding Uplevel Dairy in 2022.

SESSION DESCRIPTION

Milkers who don't show up for their shift. Phone calls in the middle of the night. A revolving door of employees. These days, the stress for many dairy owners and managers isn't coming from the cows. Their greatest challenge is managing people. If you are ready to make management easier, so you can step out of the day-to-day grind and put your time and energy into the places, projects and people who will move your business forward, this session is for you. Peggy Coffeen, host of the Uplevel Dairy Podcast, shares five key takeaways from top dairy managers who have cracked the code on employee retention, engagement and empowerment.

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BREAKOUT SESSIONS

TRANSITION COW MANAGEMENT: SOLUTIONS FOR DRY MATTER INTAKE TO ENHANCE COLOSTRUM, HEALTH AND PRODUCTIVITY

WEDNESDAY, MARCH 29 ONLY



GUSTAVO SCHUENEMANN

Veterinarian | Ohio State University College of Veterinary Medicine

Gustavo Schuenemann received his DVM degree in 1998 from the Facultad de Ciencias Veterinarias UNICEN in Tandil, Argentina. After working in a private practice in Argentina for three years, he completed his master's degree and PhD at the University of Tennessee in 2004 and 2008, respectively. He is currently a professor of dairy cattle health and management in the department of veterinary preventive medicine in Ohio State University's College of Veterinary Medicine. His work focuses on transition dairy cow and personnel management. Schuenemann has been teaching students and professionals, and conducting research in dairy cattle health and welfare, reproduction, nutrition and management since 2004. Extensively involved in the industry, Schuenemann has written more than 230 publications and has been invited as a speaker at several scientific conferences, workshops and short courses all over the world – giving more than 540 presentations since 2008.

SESSION DESCRIPTION

Let's focus on practical solutions for dry matter intake in transition dairy cows to improve colostrum (quality and quantity) and overall animal health and productivity. Don't miss this occasion to learn more about key prepartum opportunities to improve calf and cow performance.

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BREAKOUT SESSIONS

MAKING THE MOST EFFICIENT MILK: A PROVEN CONCEPT TO PRODUCE MORE WITHOUT BREAKING THE BANK



ANDRE PEREIRA

Veterinarian | Land O'Lakes/Purina Animal Health

Andre Pereira was born and raised in Brazil, in the state of Minas gerais. He received his Veterinary Medicine degree in 2009 and started supporting several farms, working with herd health, reproduction recommendations, economic consulting and nutrition. In 2010, he went to Louisiana State University to pursue a master's degree in dairy cow nutrition, where he worked with dry distillers grains and amino acid balancing. Then, he went to the University of New Hampshire for his PhD. His doctoral research focused on the relationships between energy and amino acid balancing by feeding a variety of byproducts to dairy cows. After graduate school, he worked for Purina with the development and countrywide training of their feed software, HerdSmart. He then worked for Adisseo, where he was a business manager for protected amino acids in Wisconsin and Minnesota. He returned to Purina in 2020 as a field technical specialist, working with his team of nutritionists on farms to develop nutritional and economic strategies to optimize milk production in the North Central region of the United States.

SESSION DESCRIPTION

When it comes to efficiency, one thing is certain: the more milk a cow makes per pound of feed intake, the more efficient she will be with a dairy producer's money and time. Several products, management strategies, single additives and recommended stocking densities may promise that on paper, but can't deliver in real life.

High levels of efficiency can only be achieved with the right combination of specialty additives that increase rumen fermentation, intestinal absorption of feed nutrients and, in consequence, deliver more nutrients to the mammary gland for milk production. During this talk, learn how EfficienZ, a combination of specialty fermentation products, can increase milk production without affecting the feed bill. The presenter will also share how tens of thousands of cows in the country have shown positive returns when fed EfficienZ.

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BREAKOUT SESSIONS

THE CHANGING TIDE OF TERMS AND CONDITIONS IN INSURANCE COVERAGE



ALLEN SCHLENKER

Risk Management Consultant | Marsh & McLennan Agency

Allen Schlenker is the risk management consultant for Marsh & McLennan Agency. Previously, he worked for Raven Industries as a senior recruiter and Midco Communications as a professional sales accountant. Schlenker graduated from the University of South Dakota in 1989 with a bachelor's degree in mass communications.

SESSION DESCRIPTION

As we all know, the recent widespread derechos are having a major impact on the agricultural community. Coupled with the current state of inflation, the question of "Do I have enough insurance?" continues to be a topic of great concern. The time to find out if you have enough insurance is not at the time of loss. Being underinsured can have a significant negative impact on your dairy's financial viability. In this session, learn what is driving significant changes in the "terms" of your insurance contract, emerging trends in renewals and what questions to ask of your agent about options.

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BREAKOUT SESSIONS

DAIRY CHECKOFF TASTE AND LEARN EXPERIENCE

WEDNESDAY, MARCH 29 ONLY



MOLLY PELZER

CEO | Midwest Dairy

At Midwest Dairy, we are proud to represent approximately 4,800 dairy farm families to 39 million consumers across our 10-state region. We work on their behalf to build dairy demand by inspiring consumer confidence in our products and production practices. We focus our efforts on sharing insights and developing programs for our retail, foodservice, health and wellness, school foodservice and industry partners. Our goal is to maximize our impact by working with and through partners to share resources, insights and real-time experiences that showcase how dairy products resonate with today's consumer. Be sure to stop by our booth to speak with Midwest Dairy Board Chairman Allen Merrill, along with Midwest Dairy staff and farmer leaders across the Midwest.

SESSION DESCRIPTION

Midwest Dairy, your local checkoff organization, in partnership with Dairy Management Incorporated, invites you to join us for a taste and learn experience, showcasing checkoff's investments in research, insights and innovation to bring new dairy foods to the consumer marketplace to impact dairy sales and trust. In this session, participants will hear from Molly Pelzer, CEO of Midwest Dairy, as well as food scientists and staff who work behind the scenes with partners to bring new products to life. The taste and learn experience will feature new products launched with Pizza Ranch, Cinnabon, General Mills and other partners over the past year.

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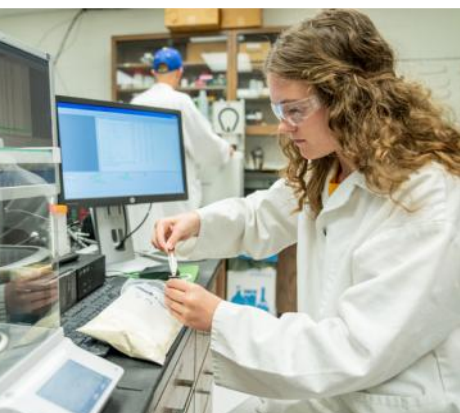
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Denny Sanford Premier Center, Sioux Falls, South Dakota
Agenda

9:30 am—Registration

9:30—10:15— National Attitudes by dairy producers about crossbreeding beef on dairy; Dr. Tara Felix, Penn State

10:15— 11:00— Carcasses and cattle biotypes: Dr. Dale Woerner, Texas Tech University

11:00—11:45—Implant strategies for dairy sourced cattle: Dr. Alfredo DiCostanzo, University of Nebraska-Lincoln

Lunch

12:30—1:15—Perspectives and experiences on feed dairy and dairy cross cattle; Jeremy Scheffers, Milk Specialties

1:15—1:30 Liver abscess summary: Nathan Pyatt, Elanco

1:30—3:00 Panel— Roughage concentration for finishing diets: Sheri Bierman, Cattle Nutrition Services and Nathan Pyatt

The registration fee is \$40; Students \$20. Register on-line at: <https://go.iastate.edu/OFSVS8>

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BREAKOUT SESSIONS

MANAGING TRANSITION COW INFLAMMATION ON THE FARM



BARRY BRADFORD

Clint Meadows Chair in Dairy Management | Michigan State University

Barry Bradford serves as the Clint Meadows Chair in Dairy Management in the department of animal science at Michigan State University. In this role, Bradford carries out research and works directly with dairy producers to find solutions to dairy management challenges. Bradford's research focuses on dairy cattle nutrition and metabolism, with a particular emphasis on translating novel findings in metabolic physiology to practical applications in animal agriculture.

SESSION DESCRIPTION

Post-calving inflammation is increasingly recognized as a common condition in dairy cattle, as well as other species. Although inflammation is associated with disease and therefore typically viewed as a negative, it has important roles in regulating physiology. In this presentation, the presenter will dive into the causes, implications and management options for postpartum inflammation, including new information on transition cow status on Midwest dairy farms.

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SUGAR: WHAT'S THE 'SWEET SPOT'?



RICK LUNDQUIST

Owner | Lundquist & Associates

Rick Lundquist owns Lundquist & Associates and has offices in Duluth, Minn., and Sarasota, Fla. He received his PhD in dairy nutrition from the University of Minnesota in 1984 and began his career as a private consultant to the dairy industry. Lundquist now consults throughout the United States and internationally. In addition, Lundquist has been a regular contributor to Dairy Today and Dairy Herd Management magazines. He has authored several scientific publications in the Journal of Dairy Science.

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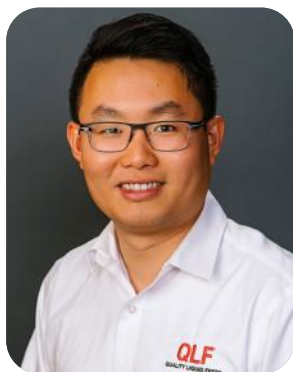
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BREAKOUT SESSIONS

TMR FERMENTATION CHARACTERISTICS OF TOP-PRODUCING HERDS WITH 7+ POUNDS OF COMPONENTS



KAI YUAN

Senior Technical Advisor and Senior Scientist | Quality Liquid Feeds Inc.

Kai Yuan serves as the senior technical advisor and senior scientist of Quality Liquid Feeds Inc. He received his Veterinary Medicine degree with distinction from Yangzhou University in China in 2009, a master's degree in dairy science from the University of Wisconsin-Madison in 2011, and a PhD in dairy nutritional physiology from Kansas State University in 2014. He published more than 15 peer-reviewed journal articles and won numerous awards in agriculture services and leadership. With his current position, he provides key research and technical support to dairy farm and nutrition management throughout the nation.

SESSION DESCRIPTION

Are there any common total mixed ration (TMR) fermentation patterns among top-producing dairy herds? By using Fermentrics Technology, researchers collected TMR samples from more than 10 top-producing herds in the Midwest and evaluated the fermentation traits. The presenter will share the key common findings from these top herds. You will learn about the most important on-farm nutritional factors that contribute to the success of high milk component yields.

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PETER DUEPPENGIESSER

Central U.S. Region Manager | STgenetics

Peter Dueppengiesser is the Central U.S. region manager for the dairy team at STgenetics. In this role, he and his team provide a complete offering of genetic resources and support to dairy producers throughout the Midwest. Dueppengiesser started with STgenetics in 2019 as a large herd specialist in Wisconsin, Michigan and Indiana – working directly with dairies to develop genetic strategies that positively impact profitability. Born and raised on a dairy farm, Dueppengiesser has spent his entire life in the dairy industry. He owned and operated a 1,200-cow dairy and 2,100-acre crop farm, along with his brother Mike, for 35 years in New York. Their dairy was honored as a Dairy of Distinction for 20 years and received the Gold Medal award for milk quality from Dairy Farmers of America.

SESSION DESCRIPTION

Feed cost is the greatest expense on a dairy. Research has established that selection can be made for feed conversion using residual feed intake and comparing to performance. STgenetics developed Ecofeed® as a feed conversion index to identify animals with superior feed conversion. Join us as we discuss the recent advancements in Ecofeed on dairy and beef x dairy applications and share how Ecofeed can improve the overall sustainability of the dairy industry while positively impacting a dairy producer's bottom line.

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DGN connect LUNCHEON

Attend the Dairy Girl Network luncheon at Central Plains Dairy Expo from 11:00 a.m. to 1:00 p.m. Wednesday, March 29, 2023 in the Sheraton Fontenelle Room.

This lunch is for all women involved with any part of dairy - whether as a calf feeder, dairy owner, marketing or sales consultant servicing dairy farms or cheese producers, veterinarians, researchers, etc. If there is a dairy cow involved in what you do, **you're invited!**

There will be a cost for this luncheon. Visit [DairyGirlNetwork.com](https://dairygirlnetwork.com) to learn more and register for this inspiring networking opportunity.

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BREAKOUT SESSIONS

SUSTAINABILITY: NOT ONE-SIZE-FITS-ALL AND WHAT CONSUMERS REALLY THINK!



MARISSA HAKE

Veterinarian | fairlife LLC

Marissa Hake is a graduate of Michigan State University where she received her bachelor's degree in animal science, a Doctor of Veterinary Medicine degree and master's degree in public health. Her interests include youngstock care and handling, on-farm protocol and culture development, and animal welfare. She is passionate about communicating with consumers about modern agriculture through her personal social media accounts – @CalfVet on Facebook and @CalfVet_ on Instagram.

SESSION DESCRIPTION

Sustainability continues to be a buzzword within the dairy industry and among consumers. But for farmers, sustainability efforts are not one size fits all. Marissa Hake will discuss how farmers should start thinking about sustainability solutions and what consumers are really saying.

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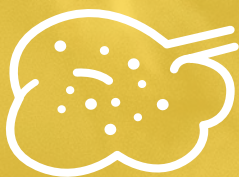
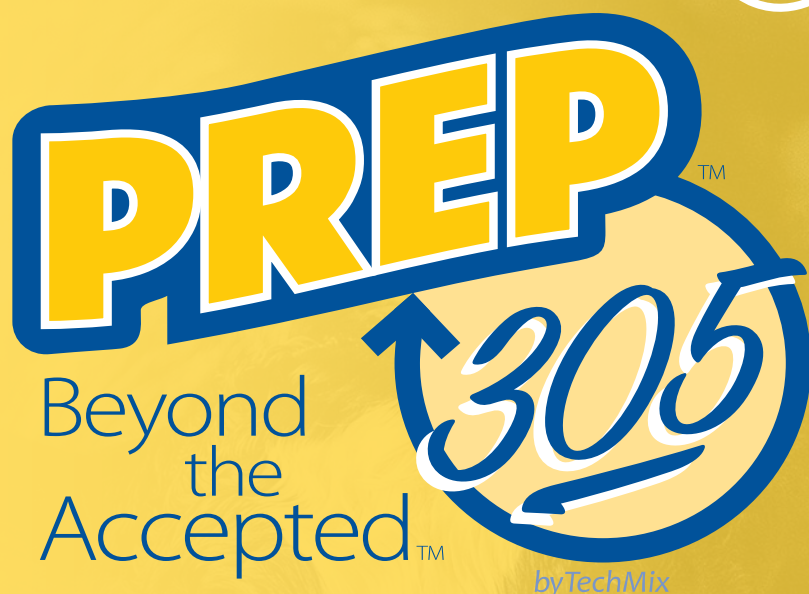


"Sustainability: not one-size-fits-all and what consumers really think!"

Attend this presentation to learn about sustainability solutions for farmers and what consumers are really saying.



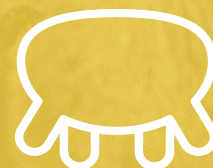
Dr. Marissa Hake



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BREAKOUT SESSIONS

COMMON STRESSORS THAT CAUSE INFLAMMATION AND POTENTIAL DIETARY STRATEGIES TO MANAGE IT



LANCE BAUMGARD

Nutritional Physiology Professor | Iowa State University

Lance Baumgard grew up on a mixed livestock and row-crop farm in southwestern Minnesota. He received his bachelor's and master's degrees from the University of Minnesota, and PhD from Cornell University. Baumgard joined the University of Arizona's animal science department in 2001 and then moved to Iowa State University in 2009 as the Norman Jacobson Professor of Nutritional Physiology. He became the C.F. Curtiss Distinguished Professor in 2022.

SESSION DESCRIPTION

There are multiple on-farm scenarios that can directly or indirectly damage an animal's rumen and intestines. These stressors include heat, pen moves, rumen acidosis, overcrowding, dry-off, transportation and the transition period. A compromised rumen and intestine barrier results in an immune response and an activated immune system requires a lot of energy and nutrients; nutrients that could have otherwise been used for productive purposes. There are multiple strategies nutritionists and producers can use to minimize the negative consequences of gut-derived inflammation and these possible tactics will be covered in this presentation.

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BREAKOUT SESSIONS

NEXT GENERATION OF DAIRY INSIGHTS



STEPHANIE DE VRIES

Farm Performance Consultant | VAS

Stephanie De Vries serves as a farm performance consultant in the Central Plains territory for VAS. She grew up in the Central Valley of California on her family dairy, which is now located in Northwest Iowa. She is a graduate of Dordt University where she received her bachelor's degree in animal science. Before joining VAS, De Vries worked within dairy and beef reproductive services. In her current role, she provides consultation to dairies on all VAS products, including DairyComp, FeedWatch, WeighComp and ParlorBoss.

SESSION DESCRIPTION

Join VAS as the company unveils the next generation of dairy insights, equipping you with new tools to make cost-effective decisions on your farm. Insights like HealthVAL give you visibility into diseases affecting your herd – using data you already track. Benchmark success against peers, receive real-time alerts and evaluate profit loss associated with health events. This allows users to implement new strategies and protocols for avoiding or treating specific illnesses. Make data-driven, profitable decisions on the dairy and carry the operation into the next generation with HealthVAL and other Insights available on VAS PULSE Platform.

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BREAKOUT SESSIONS

MYCOPLASMA, THE CUNNING CHAMELEON



MATT BOYLE

Veterinarian | Zoetis

Following completion of his bachelor's degree in biology at Saint John's University, Matt Boyle attended the University of Minnesota College of Veterinary Medicine and graduated in 2003. For the next 12 years, he practiced dairy medicine – three years in eastern Wisconsin and the remaining time in Minnesota. In 2014, Boyle left veterinary practice and moved into the animal health industry as a technical service veterinarian for Zoetis. He works with veterinarians and dairy farms in Minnesota, Iowa and Wisconsin, as well as the University of Minnesota College of Veterinary Medicine. He is a past president of the Minnesota Veterinary Medical Association and is also the delegate from Minnesota to the American Veterinary Medical Association.

SESSION DESCRIPTION

This talk will focus on the insidious, progressive nature of bovine respiratory disease (BRD) caused by *Mycoplasma bovis* in calves. The way that this bug evades the immune system, compounded with the ability of calves to hide early signs of pneumonia, often leaves calf raisers “behind the eight ball” when these calves are eventually identified as needing treatment. Boyle will discuss new information that provides a pathway for effective immunization against this troubling bug through novel vaccine technology.

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POCKET MAPS

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A background image showing a man with a beard and mustache, wearing a dark shirt, holding a small calf with white and brown patches. The calf has a white tag with the number '126' on its ear.

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¹ Maunsell FP, Woolums AR, Francoz D, et al. *Mycoplasma bovis* infections in cattle. *J Vet Intern Med*. 2011;25:772-783.
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Hit up the Ed Shed to learn about the latest and greatest CPDE exhibitors have in research, product innovation and tools for your dairy's toolbox. The Ed Shed gives you another opportunity to learn from dairy industry experts in a relaxed setting, located in the Expo Arena.

These quick hits of education will be presented by Jefe, Cargill, MGK, Bio-Vet Inc., MB Nutritional Sciences, LLC and RALCO Nutrition. More information on these industry expert presentations are available on these next few pages and on the Cvent Events online app.

RECENT PRACTICAL IMPACTS OF RUMEN-PROTECTED B VITAMINS IN THE UPPER MIDWEST



GERALD "JERRY" MECHOR

Veterinarian | Mechor Animal Health & Nutrition Consulting

Gerald Mechor is a veterinarian who has held two academic positions at veterinary colleges, the Western College of Veterinary Medicine in Saskatoon, Sask., Canada, and at Cornell University, Ithaca, N.Y. He has been involved in the dairy industry for more than 30 years – bringing consultative services to dairymen, veterinarians and nutritionists globally. Also, he has conducted research in the dairy sector and brings expertise in transition cow, calf and heifer health, and in maximizing milk components.

SESSION DESCRIPTION

Scientific, but practical, with applied economic response to the physiology of your cows, let's get informed about the biological importance of B vitamins in ruminants and recent field-proven results in Upper Midwest dairies. Rumen-protected B vitamins are one of your next steps in growth. Don't miss your chance to learn about it. It's never too early!

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ED SHED IN ARENA

MANAGE HEAT STRESS TO IMPROVE MILK PRODUCTION AND PROFITABILITY



TIM THOMPSON

Senior Dairy Specialist | Provimi

Tim Thompson is a senior dairy specialist for the Upper Midwest. He has been working in animal nutrition and with dairy farmers for almost 40 years. In his current role, he performs nutrition services for more than 17,000 cows and provides technical support across the United States to nutritionists and their customers.

SESSION DESCRIPTION

Heat stress happens. But significant losses in production don't have to follow. Tim Thompson will bust common myths around heat stress and share tips to help cows better tolerate heat. Through his discussion of different on-farm management practices and feed additive solutions, you'll learn how to help your cows, and wallet, recover more quickly from the impacts of heat stress during the summer months.

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FLY CONTROL: AN INTEGRATED PEST MANAGEMENT APPROACH FOR DAIRY FACILITIES



CHRISTY JONES

Technical Data Support Specialist | MGK

Christy Jones is the technical data support specialist at MGK and a board-certified entomologist with more than a decade's worth of experience in entomological research in both lab and field settings. She is responsible for generating sales and marketing data for MGK's branded products. Previously, Jones supported the company's research and development team as an entomologist. She has a master's degree in entomology from the University of Florida and received her bachelor's degree in biology from Winthrop University.

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ED SHED IN ARENA

TRANSITION COW SUCCESS: TECHNOLOGIES AND ECONOMICS



WILLIAM A. ZIMMER

President | Bio-Vet, Inc.

As the president of Bio-Vet, Inc., Bill Zimmer is involved with all aspects of the company. He specializes in development of direct fed microbial (DFM) products, incorporating DFMs into farm programs, educating clients and animal producers on the proper use and expectations of probiotics and nutrition, and researching the effects of DFMs on various animal production systems. Zimmer left a successful mixed animal practice in 1990 to concentrate on animal nutrition and natural systems of animal production. While his current focus is on DFM systems for animals, he also has extensive knowledge in the interrelationship of animal health, nutrition and soil biological and fertility systems. He is a 1988 graduate of the University of Wisconsin School of Veterinary Medicine.

SESSION DESCRIPTION

Learn about important considerations as heifers and cows calve, the economics of decisions made around calving time and examples of technologies dairy managers may choose to use. This presentation will showcase oral calcium supplements.



NUTRITIONAL STRATEGIES TO ADDRESS EMERGING CHALLENGES WITH BEEF X DAIRY CALVES



MICHAEL A. BALLOU

Professor & Chair | Texas Tech University Department of Veterinary Services

Michael Ballou is the professor and chair of the department of veterinary sciences in the Davis College of Agricultural Sciences and Natural Resources at Texas Tech University. His research program is focused on understanding how nutrition and management influence the health of calves, heifers and transition cows. Ballou received his PhD in nutritional immunology from UC Davis in 2007. He has authored or co-authored over 80 peer-reviewed publications and given over 80 peer-reviewed presentations and given over 125 invited presentations. Also, Ballou has equity ownership in a nutrition solutions company, MB Nutritional Sciences located in Lubbock, TX and two calf ranches (Calf Land in Fair Oaks, Ind. and Double M Ranch in Texico, N.M.).



NON-ANTIBIOTIC ALTERNATIVES THAT WORK FOR RAISING HEALTHY CALVES



DAVID P. CASPER

Senior Dairy Nutritionist | Ralco

David P. Casper is the senior dairy nutritionist at Ralco, along with operating Casper's Calf Ranch, a calf contract research operation, with his wife, Janet. His research background includes energy metabolism, protein and carbohydrate nutrition, forage utilization and the development of new products and feeding programs for dairy cattle. In addition to working with dairy producers around the world, he has published more than 90 scientific articles, 139 abstracts and numerous popular press articles. Casper was the first industry professional to serve as overall chair of an American Society of Animal Science (ASAS)/American Dairy Science Association (ADSA) Joint Annual Meeting. He has received several awards, most notably ADSA's Richard M. Hoyt Award, Pioneer Hi-Bred Forage Award and Fellow Award from ASAS.

SESSION DESCRIPTION

In June, a new regulation – known as GFI 263 – will require previous over-the-counter antibiotics used in livestock to have a prescription from a licensed veterinarian. Keeping animals healthy naturally is more important now than ever before. Learn about non-antibiotic solutions to keep calves healthy and thriving.

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FARM BILL FORUM

SESSION DESCRIPTION

Congressional representatives and their staff will join us for a healthy discussion about the 2023 Farm Bill. Topics include Federal Milk Marketing Order reform, crop programs, food/school lunch programs and more. Please join us to learn and ask questions, followed by a hospitality event hosted by the Nebraska State Dairy Association, Iowa State Dairy Association, South Dakota Dairy Producers, Minnesota Milk Producers Association and Midwest Dairy.



CONGRESSMAN DON BACON

Congressman Don Bacon grew up and worked on a farm in Illinois. He learned firsthand how the value of hard work and commitment contributes to the success of a small business. Bacon graduated from Northern Illinois University with a bachelor's degree in political science in 1984. The next year, he began his military career by joining the U.S. Air Force and serving nearly 30 years, ultimately retiring as a Brigadier General. During his Air Force career, Bacon specialized in electronic warfare, intelligence, reconnaissance and public affairs. Bacon's military decorations include the Air Force Distinguished Service Medal, two Bronze Stars, two Legion of Merits, five Meritorious Service Medals and the Aerial Achievement Medal. Upon his retirement from the Air Force, Bacon served as the military advisor to Congressman Jeff Fortenberry (NE-01), where he specialized in military affairs focusing on Offutt Air Force Base and the Nebraska National Guard. Also, he was an assistant professor at Bellevue University where he taught undergraduate leadership and American vision and values, until his 2016 election to Congress, representing Nebraska's Second Congressional District. Presently, Bacon serves on the House of Representatives Armed Services Committee and Agricultural Committee.



CONGRESSMAN BRAD FINSTAD

Congressman Brad Finstad was elected to Congress in a special election on Aug. 9, 2022, and was sworn in three days later to represent Minnesota's First District. A fourth-generation farmer and resident of the New Ulm area, he graduated from the University of Minnesota with a degree in agriculture education and an emphasis in rural leadership development. Finstad and his wife, Jackie, now operate an agriculture business in New Ulm while working alongside extended family to run their generational family farm. Previously, Finstad served as state director for U.S. Department of Agriculture Rural Development in Minnesota where he worked to support infrastructure improvements, business development, homeownership and community services, such as schools, public safety, health care and high-speed internet access, in rural areas. He previously served three terms in the Minnesota Legislature. Finstad also held executive positions with the Minnesota Turkey Growers Association and Center for Rural Policy and Development.



DOROTHY CLARK

Dorothy Clark currently serves as the agriculture legislative assistant for Congressman Tom Emmer (MN-06). She has 2.5 years of D.C. experience and graduated from Hofstra University with a degree in political science and philosophy. While being a native of Blaine, Minn., Clark has strong ties to her family's dairy farm in Redwood Falls, Minn.



NICK LUNNEBORG

Nick Lunneborg is deputy chief of staff to Congresswoman Michelle Fischbach (R-MN). He has worked on Capitol Hill for more than six years, including for Congressman Tom Emmer during the 2018 Farm Bill. Prior to Congress, Lunneborg worked at the Minnesota State Legislature for the House Agriculture Finance Committee under (then) Chairman Rod Hamilton. He is a Minnesota native and graduate of the University of St. Thomas in St. Paul, Minn.

SESIONES DE TRABAJO EN ESPANOL

HERRAMIENTAS VISUALES DE CAPACITACIÓN EN LAS LECHERÍAS PARA MOTIVAR Y RETENER A LOS EMPLEADOS



JORGE DELGADO

Talent Development Lead | Alltech

Jorge Delgado leads the Alltech Training, Talent Development and Retention Program as part of the Alltech On-Farm Support program. He previously served as a dairy specialist and uses his expertise to help dairy producers with employee management practices, herd health, milk quality, calf management, protocol customization and animal welfare. Originally from Ecuador, Delgado comes from a family of dairy farmers. He received his bachelor's degree in agriculture and dairy science from EARTH University in Costa Rica. Afterward, he returned to Ecuador, where he worked in the dairy industry to represent a genetic company through consulting, sales and training. In 2002, Delgado moved to the United States, where he worked for 10 years on multiple dairies as a herd manager. He has also worked with Elanco's dairy training program, focusing on empowering dairy workers.

DESCRIPCIÓN DE LA SESIÓN

Jorge Delgado, Experto en Desarrollo de Talento de Alltech, explicará cómo crear y utilizar las herramientas necesarias para capacitar y retener a los empleados en su lechería. Algunas de estas herramientas incluirán carteles de capacitación, protocolos personalizados, el uso de animaciones y videos que son fáciles de usar y motivan a sus trabajadores a aprender.

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-David Trimmer,
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SESIONES DE TRABAJO EN ESPANOL

10 PUNTOS CLAVE PARA UNA BUENA INMUNIZACIÓN DEL GANADO LECHERO

TIAGO TOMAZI

Veterinarian | Merck Animal Health



Tiago Tomazi is a veterinarian from Brazil. Prior to joining the Technical Services Team at Merck Animal Health, Tomazi completed his master's and PhD studies in the areas of animal nutrition and production at the University of São Paulo, Brazil. Part of his PhD was conducted in Quality Milk Production Services at Cornell University. After graduation, Tomazi served as a research assistant at the University of São Paulo, Brazil, and later as a postdoctoral associate in the department of population medicine and diagnostic sciences at Cornell University. Most of his career has been focused on preventing and controlling infectious diseases in dairy cattle.

DESCRIPCIÓN DE LA SESIÓN

En esta sesión, discutiremos algunos fundamentos de la inmunología, las principales vías de administración de las vacunas y cómo estos productos actúan para ayudar a un animal lechero a combatir infecciones de manera más rápida y efectiva. También cubriremos los puntos clave que debe seguir al vacunar becerras y vacas para mejorar sus defensas inmunitarias contra virus y bacterias que causan enfermedades infecciosas.

PATROCINADO
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SESIONES DE TRABAJO EN ESPANOL

CALIDAD DE LECHE Y MASTITIS, SOY YO RESPONSABLE?



JORGE LUNA

Senior Dairy Production Specialists | Zoetis

Jorge Luna is a member of Zoetis Dairy Production Specialist dairy team and currently supports veterinarians and dairy producers in Iowa, Minnesota and South Dakota. His areas of focus include protocol development/implementation and Hispanic training in the areas of reproduction, production, fresh cow health and transition management. Luna received his bachelor's and his master's degrees at the University of Arizona in 1998 in reproductive physiology. From 1998-2000, he worked under Jim Cullor at the University of California-Davis Dairy Food Safety Lab.

DESCRIPCIÓN DE LA SESIÓN

El objetivo de este taller es explicar porque la salud y el bienestar de las becerras son criticas para el consumidor , y como todos los que trabajan en una lecheria son responsables de esta tarea. Aprenda porque seguir los protocolos de recia de becerras, y las reglas basicas de comfort para la becerria y la higiene son criticas para la salud de las becerras, el bienestar de la lecheria y la satisfaccion del consumidor. El taller de salud y bienestar de las becerras se enfocara en practicas de manejo faciles de implementar, practicas basicas de higiene y estrategias de monitoreo que nos ayudaran a mejorar la salud y el bienestar de las becerras y mejorar la calidad de los remplazos.

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JEFF BEWLEY

Dairy Analytics and Innovation Scientist | Holstein Association USA

Jeffrey Bewley is from Rineyville, Ky., where he grew up working on his grandfather's dairy farm. He received a bachelor's degree in animal sciences (dairy option) from the University of Kentucky in 1998. In 2000, he completed his master's degree in dairy science at the University of Wisconsin-Madison – under the direction of Roger Palmer – with a focus on dairy modernization. His PhD work under Mike Schutz at Purdue University focused on the application and economics of precision dairy farming technologies. For nearly 10 years, Bewley was on the faculty at the University of Kentucky as an extension dairy specialist. He has also worked with IceRobotics, PerforMix Nutrition, BoviSync and Alltech. Currently, Bewley is the dairy analytics and innovation scientist with Holstein Association USA.

SESSION DESCRIPTION

This year, the Central Plains Dairy Expo will feature Jeffrey Bewley, Holstein Association USA dairy analytics and innovation scientist, as the keynote speaker for Future Connections at 3:30 p.m. on Wednesday, March 29. He will present "Smart Dairy Technology, Excitement with Cautious Optimism." Precision dairy monitoring technologies provide tremendous opportunities for improvements in individual animal management on dairy farms. In recent years, we have already seen some technologies come and go. More importantly, we have learned valuable lessons from both successes and failures with precision dairy technology adoption and implementation. Bewley has worked with more than 50 dairy technologies over the last 18 years and has learned a lot about what these technologies can and cannot do. During the Future Connections conversation, he will share several lessons learned from these technologies, as well as setting realistic expectations and determining what criteria to examine before investing in a new technology.



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FREE DONUTS

On Wednesday, March 29, in the Arena at 8:30 a.m.

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FREE PANCAKE BREAKFAST

On Thursday, March 30, in the Arena at 8:00 a.m.

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FREE GRILLED CHEESE SANDWICHES

Sponsored by AMPI, in the Valley Queen Cheese Dairy Bar, located in the Arena's northeast concession stand.



FREE VALLEY QUEEN CHEESE DAIRY BAR

Serving up your favorite dairy treats during the Expo!

Valley Queen

BEER GARDEN

In the main floor of the Arena. You can buy tickets at the Beer Garden for \$8 each. Go online to purchase your tickets ahead of time. Link is on our webpage at www.centralplainsdairy.com/trade-show-beer-garden-tickets.

Ticket proceeds are going to the Central Plains Dairy Foundation to support its mission of providing scholarships, workforce education programs, dairy development and community quality of life projects in the region.



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REPRO SHOULDER SLEEVES

4-D Ag Fashion

806-656-1646

elizabeth@4dagfashion.com

www.4dagfashion.com

Many veterinarians, breeders and dairy owners asked 4-D Ag Fashion to make a repro shoulder sleeve. The company's repro sleeves have HiVis reflectors on them, are extra long for more comfort and free movement, and include comfortable arm elastic and adjustable Velcro. The repro sleeve is available in four colors (navy blue, green, HiVis orange and purple) and five sizes (small, medium, large, left and right). Get yours for \$24 at the 4-D Ag Fashion booth.



CALVING APRON

4-D Ag Fashion

806-656-1646

elizabeth@4dagfashion.com

www.4dagfashion.com

Many customers asked us to make a calving apron, so we created this new product, which is excellent for calving assistance and veterinarians. The full, front coverage, long apron comes with short, adjustable- (elastic and nylon hook and loop fastener) width sleeves on both sides. It's super fast and easy to put on to help keep you dry and clean without restrictions. Go to the 4-D AG Fashion booth and get yours for \$45.



SMART SOAKER

Agpro

903-785-5531

vicki@agprousa.com

www.agprousa.com



Agpro launched its most innovative product yet. The patent-pending Smart Soaker system brings the latest in automation technology to feedline soaking as it only sprays if a cow is present. When the sensors and smart algorithms determine that a cow is present and conditions are warranted, Smart Soaker activates a soak cycle. This technology ensures that every drop of soaker water provides heat stress relief for the hard-working cows and yields a strong return on investment, all without wasting resources or overwhelming other systems. The Agpro Smart Soaker System will help increase milk production and cow comfort compared to conventional soakers, save on water consumption and waste system handling needs, make cow soaking possible to farms that were previously limited by water supply or waste system capacity, and reduce equipment and infrastructure needs if the waste system is feeding a biodigester.

NEW PRODUCTS!

AGRI-DIAMOND RUBBER FLOORING

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519-533-7643

martin@agri-comfort.com

www.agri-comfort.com/products/agri-diamond

Agri-Comfort introduced Agri-Diamond Rubber Flooring. Its features include:

- Versatile for heavy traffic areas (alleyways, parlors or holding areas)
- Designed to handle a wide range of cleaning methods
- Diamond tread pattern gives lateral bi-directional traction
- Constructed of industrial-grade, virgin rubber belting compound
- Double-woven two plies for superior durability
- Non-absorbent and urine resistant



ALL-IN-1 REAR DOOR

Agri-Plastics

607-591-7910

skip@agri-plastics.net

www.calfhutch.com/the-new-all-in-1-rear-door

Air flow is critical to a calf's health. Agri-Plastics redesigned the rear door of its calf hutches to be more farmer and calf friendly. Key features include:

- Increased air flow capacity by 82%
- 30% more access for bedding and feed with a 21-inch opening
- Can be fully closed with a sliding metal latch
- Integrated top eyebrow ledge adds extra weather protection
- Can be retrofitted to any of Agri-Plastics' existing hutches



XL BOHNING HOOF BLOCK

Bohning Ag

231-229-4247

intsales@bohning.com

www.bohningag.com



The new Bohning XL size hoof block is 7/8" thick, 6" long, 2 1/3" wide. It stays on the hoof. The honeycomb pattern creates an ultra-strong bond with the glue. There's no preparation. The manufacturing process leaves no oily residue to burn off. Plus, it's durable. It lasts up to three months in high-wear environments. Furthermore, Bohning Ag blocks are made in the USA – in northern Michigan.

NEW PRODUCTS!

MAGSTREAM

BouMatic

608-222-3484

aginfo@boumatic.com

www.boumatic.com/us_en

The Magstream Meter ensures continuous and completely free milk and airflow, making vacuum drops and fluctuation caused by milk meters a thing of the past. Thanks to advanced technologies used for power management, data communication and recording, it is the first milk meter that is completely wireless. This helps to empower dairy farmers with operational and strategic performance insights and controls.



OPTICLEAN

GEA

630-296-3300

info.geadairyfarming.na@gea.com

www.gea.com/dairyfarming

The GEA OptiClean is a complete automatic cleaning system for GEA SlopeScreens. By integrating a wash cycle into a high-pressure rinsing system, the OptiClean removes soil from the front and internal compartments of the SlopeScreen to keep operating capacity at maximum without sacrificing water quality.



PROTECTED SOLUTIONS

Jefo Nutrition

706-206-3476

kmalinov@jefo.com

www.jefodairystressors.com

Historically, the general belief is that ruminants make their own B vitamins. Based on a handful of outdated studies, ruminants' B vitamins are sufficient. However, the newest research has shown consistent, positive results when rumen-protected B vitamins are added to ruminant diets – specifically during stressful periods. At Jefo, we now know that these new results are mainly due to the exponentially higher production dairy producers expect. Jefo offers a science-proven solution that will make metabolism much more efficient and therefore efforts on the farm will be more effective and sustainable.

Optimize your dairy cow's health and performance
during stressful periods with Jefo Protected B Vitamin Solutions!

- Decrease metabolic disorders
- Enhance dry matter intake
- Improve milk yield & components
- Increase conception rate

Jefo

Ask your dairy specialist about our solutions.
dairy.team@jefo.ca

NEW PRODUCTS!

CALF HERO COLOSTRUM CASE

Golden Calf Company

715-318-0897

care@goldencalfcompany.com

www.goldencalfcompany.com

Made in the United States, the newly designed "Calf Hero Colostrum Case" has several new features. These features include improved strength, stacks with 42% space savings, eliminates all sharp edges, no more pinch at handle, better and easier colostrum bag placement, and 33% more water bath contact to colostrum.



SECOND GENERATION SNAP-IN TUBE FEEDER

Golden Calf Company

715-318-0897

care@goldencalfcompany.com

www.goldencalfcompany.com

Golden Calf Company listened, tested and made great improvements to its snap-in tube feeder. Improvements include clear (so users can see colostrum flowing) and more flexible material. Plus, the feeders are made in the United States – in Wisconsin.



AMINO ACID ENCAPSULATION

Kemin Animal Nutrition & Health – North America

765-309-1612

jared.bramer@kemin.com

www.kemin.com/dairy



Kemin, a global ingredient manufacturer founded in 1961, expanded its encapsulation production site in Cavriago, Italy, with two new facilities. Kemin's proficiency in encapsulation and advanced core technology, as well as the company's innovation team and extensive knowledge of rumen physiology, have been key factors in developing a successful rumen-protected amino acid product portfolio.

HIGHLIGHTING NEW INNOVATIONS & PRODUCTS!

DESIGNED TO SOLVE CRITICAL PROBLEMS FOR DAIRY PRODUCERS TO
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NEW PRODUCTS!

AG BALE SLICER K385070

Kooima Ag

800-522-8874

sales@kooimaag.com

www.kooimaag.com

The Ag Bale Slicer is a great product for farmers who are wanting to shorten hay particle length within the same amount of mixing time in their mixer wagon. It is used for cutting livestock rations into smaller particles, which helps with feeding. The bale slicer is installed on top of the knives that are next to the feed restrictor. The placement of the bale slicer depends on the brand of wagon.



FORCE FEED TANDEM TRAILER

Puck Enterprises

712-655-9200

dgreving@puck.com

www.puck.com

When it comes to maximum capabilities in one complete package, the Puck Force Feed Tandem Trailer configuration gets the job done. As a platform, engineered and crafted by pumpers for pumpers, this feature-packed lead pump was designed to be the most versatile to date. Packaged with a high-pressure 6819MPC Cornell pump, the Caterpillar 13B US EPA Tier 4 Final certified engine has all the muscle.

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blbrantmeier@landolakes.com

www.purinamills.com



Get your dairy-beef cross calves off to a PrimeStart! Introducing PrimeStart, a research-backed, dairy-beef cross nutrition program formulated specifically for crossbred calves. This holistic feeding program provides a strong nutritional start for dairy-beef calves to help optimize the value of calves in the marketplace and drive profitability on farms.

NEW PRODUCTS!

TRUSTREAM7 ADJUSTABLE TANKER PORT WITH SECURITY LID

QualiTru Sampling Systems

651-501-2337

anne@qualitru.com

www.qualitru.com



QualiTru Sampling Systems introduced the TruStream7 Adjustable Tanker Port with Security Lid. Specifically designed for dairy and other liquid food tanker trucks, the new adjustable tanker port is built with the innovations and versatility of quality expected from QualiTru Sampling Systems. The new adjustable tanker port welds onto the inner tank wall and accommodates trailers with varying thicknesses of insulation to minimize the need for additional retrofitting and fabrication. Benefits of this port include:

- Sampling off the side or back of a tanker truck for accurate and safe antibiotic, component or microbiological sampling
- Increases receiving bay efficiency by allowing antibiotic samples to be taken before trucks enter the receiving bay, thus reducing congestion and delay in milk unloading
- Samples are collected aseptically, reducing the chance of contamination by bacterial, chemical or environmental contaminants
- Improves sampling safety by allowing samples to be taken from the ground, eliminating the dangerous climb to the top of the milk tanker truck

MEDICINE APRON, SHORT PLAIN APRON AND GREEN PLAIN APRON

Udder Tech Inc.

952-461-2894

dana@uddertechinc.com

www.uddertechinc.com

The new medicine apron for dry treating cows has three large pockets across the front. A smaller pocket in the middle can hold alcohol wipes. There are two chest pockets that can each hold four tubes of dry treatment/teat sealant. The new short version of the waterproof plain apron is 30 inches long, available in blue or black. Green is now available in the regular and long-length waterproof plain aprons.



NEW PRODUCTS!

MYDC ON PULSE

VAS

559-686-9496

support@vas.com

www.vas.com/mydc

VAS launched MyDC on PULSE. The new cloud-based herd management platform is designed to help simplify day-to-day tasks. MyDC on PULSE boasts efficiency and accessibility for farmers' dairy data in an easy-to-use interface.



HEALTHVAL

VAS

559-686-9496

support@vas.com

www.vas.com/mydc

HealthVAL, a new INSIGHT for DairyComp and MyDC on PULSE users, combines the power of prevention and intervention. It equips users with information they need to make the best health-related management decisions and alerts when health events start trending below the established threshold.



PROTIVITY

Zoetis

888-963-8471

www.zoetisus.com/protivity

Zoetis introduces a new vaccine, Protivity, a two-dose, modified-live bacterial vaccine that protects against respiratory disease caused by *Mycoplasma bovis* (*M. bovis*) in dairy calves. As the first modified-live vaccine for *M. bovis*, Protivity helps provide producers a proactive solution to a widespread disease challenge.



KEMIN IS THE SCIENCE BEHIND HEALTHIER CATTLE

Since 1961, Kemin has utilized molecular science to develop **industry-leading solutions for gut health, ruminant nutrition and feed quality**. It's just one of the ways we sustainably transform the quality of life every day for 80% of the world with our products and services.



kemin.com/dairy
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LODGING

There are plenty of lodging options in Sioux Falls. A handy online guide to area hotels is located on the Convention and Visitors Bureau website at www.visitsiouxfalls.com/places-to-stay/hotels-and-motels. The following is a partial list of hotels. However, being listed does not imply availability or an endorsement by the Central Plains Dairy Expo. For more Expo information go to our website.

VISIT CentralPlainsDairy.com

Sheraton

(605) 331-0100
1211 N. West Ave.
Sioux Falls, SD 57104

Best Western Ramkota Hotel

(605) 336-0650
3200 W. Maple St.
Sioux Falls, SD 57107

Ramada Inn & Suites Airport

(605) 336-1020
1301 W. Russell St.
Sioux Falls, SD 57104

Quality Inn & Suites

(605) 336-1900
5410 N. Granite Ln.
Sioux Falls, SD 57104

Holiday Inn Airport

(605) 331-2040
2040 W. Russell St.
Sioux Falls, SD 57104

Holiday Inn City Center

(605) 339-2000
100 West 8th St.
Sioux Falls, SD 57104

Guest House Inn and Suites

(605) 338-6242
3101 W. Russell
Sioux Falls, SD 57107

Motel 6

(605) 336-7800
3009 W. Russell
Sioux Falls, SD 57107

Sleep Inn

(605) 339-3992
1500 N. Kiwanis Ave.
Sioux Falls, SD 57104

Staybridge Suites

(605) 361-2298
2502 S. Carolyn Ave.
Sioux Falls, SD 57106

Hampton Inn Sioux Falls NORTH

(605) 362-1700
2417 S. Carolyn Ave
Sioux Falls, SD 57106

TownePlace Suites by Marriott North

(605) 361-2626
4545 W. Homefield Dr.
Sioux Falls, SD 57106

Hampton Inn and Suites SW Sioux Falls

(605) 271-0992
3701 Avera Dr.
Sioux Falls, SD 57108

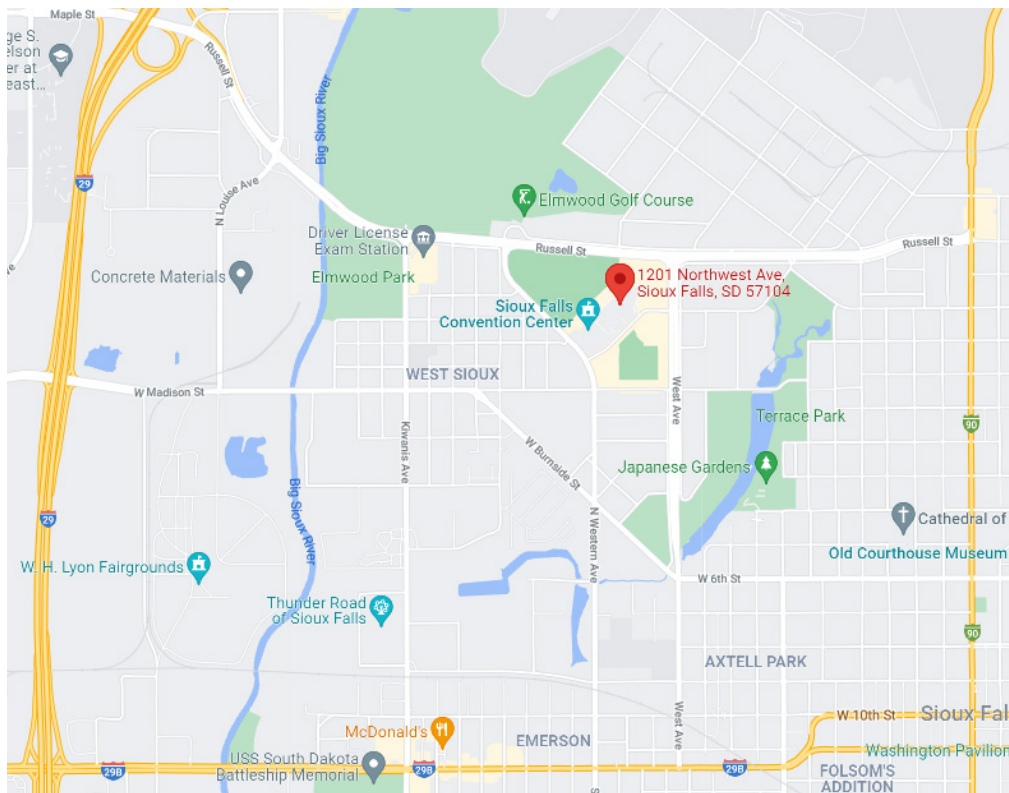
Fairfield Airport by Marriott

(605) 339-8997
4035 North Bobhalla Dr.
Sioux Falls, SD 57107

CONFERENCE CENTER

DENNY SANFORD PREMIER CENTER

1201 Northwest Avenue, Sioux Falls, S.D. 57104



The Central Plains Dairy Expo is easy to reach. It is held in the Denny Sanford Premier Center, which is located in Sioux Falls, S.D., south of the junction of Interstates 90 and 29. Take I-29 Exit 81 east and follow the signs to the Sanford Premier Center. It is 1 ¾ miles east of the interstate. The address is 1201 Northwest Avenue, Sioux Falls, SD

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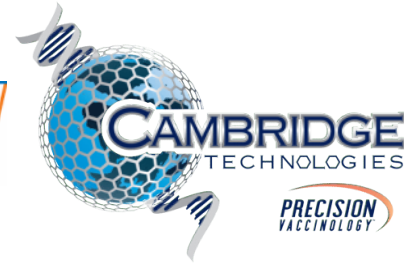


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Axiota Animal Health, Inc.	H111

B

Balchem Corporation	A106
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BECO Dairy Automation	H110
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Bioret Agri	AF111
Bio-Vet Inc.	H113
BioZyme, Inc.	A1106
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Bohning Ag	A413
BouMatic	C232
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Butler Machinery Company	A803
Byron Seeds, LLC	H132

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CalfStart LLC	H121
Calf-Tel	C400
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Central Confinement Service LLC	A108
Central Life Sciences	M
Central Valley Dairy & Midwest Dairy Robotics	A402
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Chr. Hansen	C114
CIH/Commodity & Ingredient Hedging, LLC	C113
Cloverdale	A800
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Countryside Dairy/Countryside Environmental Solutions	C304

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Farm Inc.	C609
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G	
GEA Farm Technologies Inc.	C618
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Johnson Engineering Group, LLC	A1108
Jones-Hamilton Co.	A111

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K2S Engineering Inc	C806
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Kent Nutrition Group	C607
Kooima Ag	C626
Kuhn North America	C822
Kunafin "the insectary"	A1105
KVK USA	A1014

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Lallemand Animal Nutrition	C208
Land O'Lakes/Purina/Croplan	C215
Landmark Builders	A510
Lange Ag Systems, Inc.	A902
Lankota	A607
Lawley's, Inc.	C603
Leedstone	C321
Legend Rubber Inc.	A515

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Maas Energy Works	A802
MAI Animal Health	A104
Marloo Equipment	C809
Marsh McLennan Agency	C411
Masters Choice/Rob-See-Co, LLC	A107
MB Nutritional Sciences	C
McFinn Technologies	A511
McLanahan	C701
MEDA/Chemstar & Milk-Rite USA	AF100
Mensch Mfg.	C613
Merck Animal Health	C206
MGK Insect Control Solutions	C602
Micro Technologies and MWI Animal Health	AF105
Midwest Ag Supplements	C308
Midwest Dairy	C204
Midwest Dairy Solutions	C230
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Minnesota Department of Agriculture	C303

MN DHIA (MN Dairy Herd Improvement Assoc.)	AF104
MTech Dairy Solutions	C326
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NDE co / New Direction Equipment Co.	A603
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Nebraska NSDA - AFAN	N
Neogen	H
NeoSpectra by Si-Ware	A210
New Vision Co-op	A211
Nextfire Inc. & Forklift Tire Inc.	C510
Norbco	A1213
North Central Steel Co.	A307
Northland Farm Systems	A1003
Novita Nutrition (NovaMeal)	C331
Novus International	C935
NuAge Builders	A412
Nu-Force Water Technologies, LLC	A208
Nuhn Industries Ltd.	A619
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Nutrient Advisors	Y

O - P

Osakis Silo Repair DBA: WW Erection	C728
Pacer Technology, Inc.	A1114
Pacific Ag, Pacific Ag Renewables	Q
PALS	A105
Parnell Living Science	A512
Passion Ag	A411
Phibro Animal Health	C221
Pifer's Auction & Realty	AF109
Pioneer Seeds	H101
Pivot Bio	C300
PortaCheck Inc	A314
Post Equipment Company	C424
Powerlift Hydraulic Doors	A414
Prairie Farms	A105

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Prairie Land Ag Supply Inc.	C235
ProfitProAg	A206
Promat	A310
Provimi North America	H122
PSI Power Washer	P
Puck Enterprises	A1203

Q

QC Supply	C906
QualiTech, Inc.	C520
QualiTru Sampling Systems	A1110
Quality Liquid Feeds, Inc.	C213

R - S

Ralco	C409
RDO Equipment Co.	A806
Real Tuff Inc.	C302
Ridgewater College	A
Scherer Inc.	C502
Select Sires	C119/ H114
Service Lighting Company LLC	A1206
Sharp Industries	C904
Silostop Agri (BRC)	I
Sioux Automation Center Inc.	C830
Sioux Dairy Equipment	C615
Sioux Nation Ag Center	A305
smaXtec Inc.	A415
South Dakota State University, College of Ag, Food & Environmental Science	K
Soy Best	C226
Steelwerx	C807
Steffes Group	A1010
Steuart Labs	C501
STgenetics	C224
Stuhr Enterprises LLC	A1207
Sun-North Systems, Ltd	A602
Superior Attachments Inc.	V
Supervisor Systems	C527

T

TechMix, LLC	C109
TerraKat LLC	A109
The Coburn Company Inc.	A113
TLAY Dairy Video Sales	C124
Trans Ova Genetics	C534
TranSource Truck & Equipment Inc.	A615
TriCal Superior Forage	C630
Trioliet B.V.	C324
Tri-State Neighbor	H124
Tunnel Plus	A612

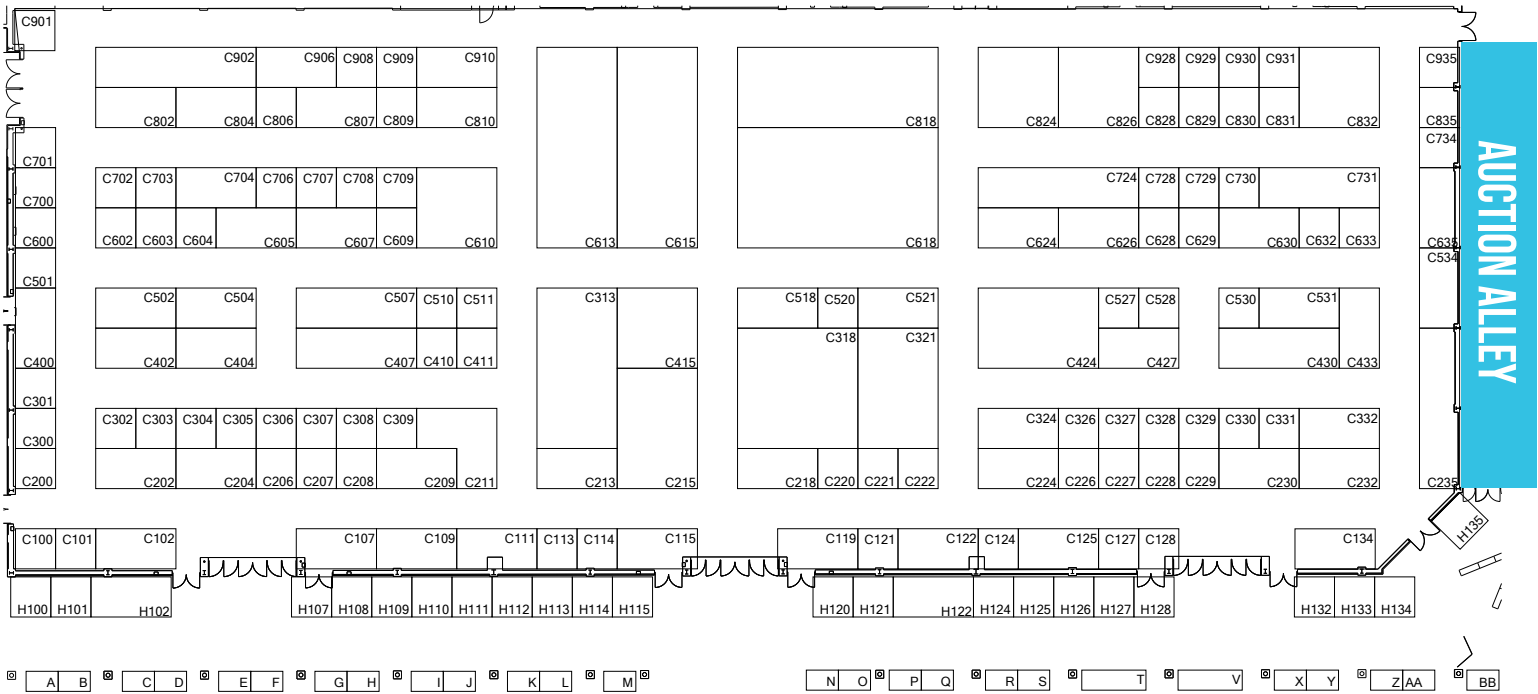
U - V

Udder Comfort Inc.	AF110
Udder Health Systems, Inc.	H109
Udder Tech Inc.	C126
United Animal Health	C202
V & M Distributing	C810
Valley Dairy Farm Automation Inc.	C635
Valley Queen Cheese	H128
Van Beek Natural Science	C504
Van Bruggen & Vande Vegte, PC	H108
Van Zee Enterprises Inc./Rock Valley Precast	S
VAS	C103
Vaxxinova	C528
VES-Artex	C531
Vetagro Inc.	C708
Vision Electric	A204
Vita Plus Corp.	C107
Vosterman's Ventilation	A1205

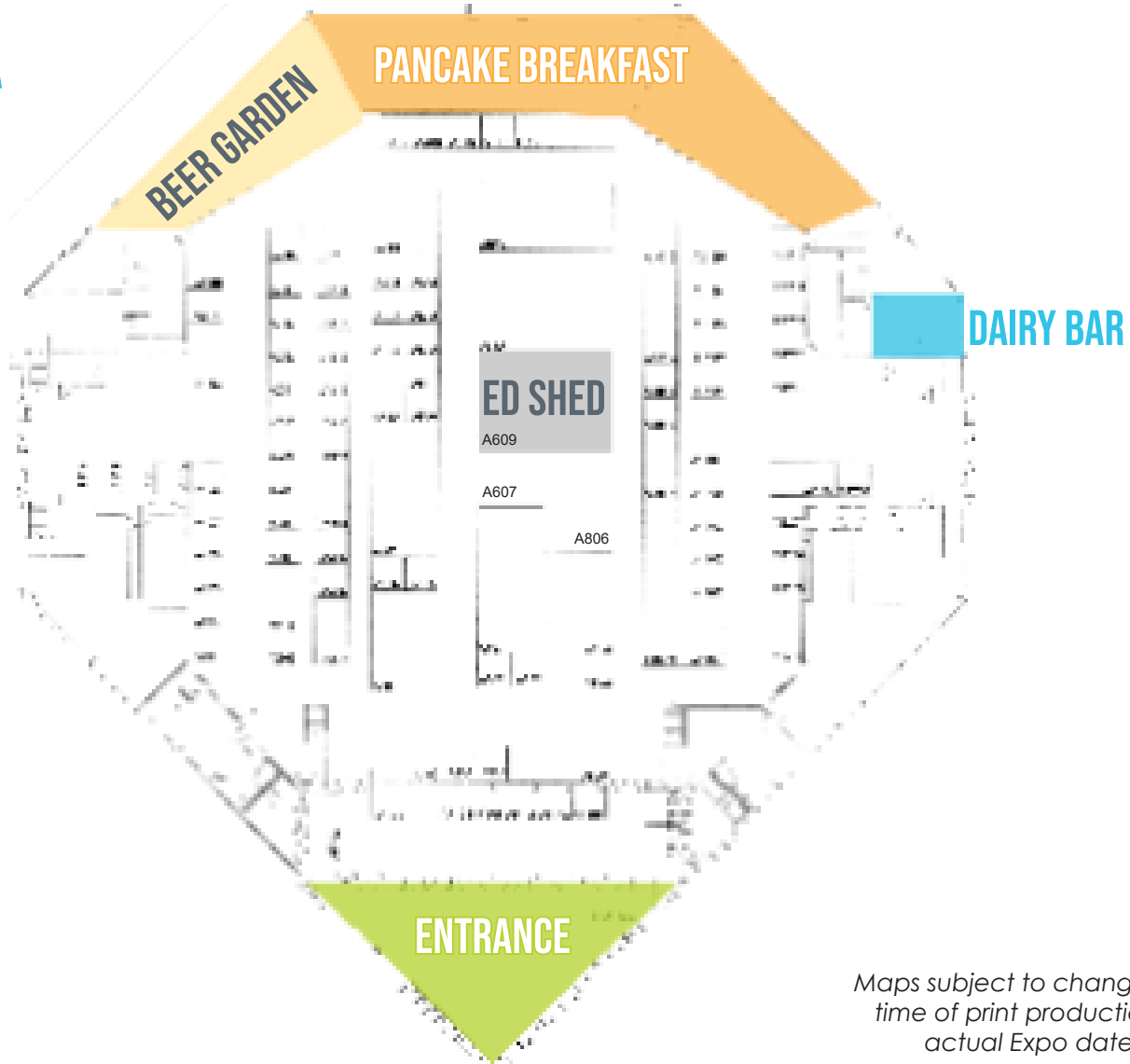
W, X, Y, Z

Westway Feed Products	AF107
Wieser Concrete Products Inc.	C729
XF-Nebraska	C706
Ymker Insulation Inc.	A304
Y-TEX Corporation	AA
Zimmerman Manufacturing	A213
ZISK app	H120
Zoetis Animal Health	C218


CONVENTION CENTER



ARENA



Maps subject to change from time of print production to actual Expo date.



"The biggest benefit I see with GEA's DairyRotor is our ability to milk 60 cows in 8 minutes. And we're seeing complete milkouts in 3 minutes, 15 seconds with 60% of milk harvested in the first 2 minutes."

MIGUEL GARCIA | PARLOR MANAGER, DOUBLE P DAIRY



What's Your Personal Record?

2,000
Cows

3-4X
Milking

8 Min
Turns

3 Min, 15 Sec
Avg Milkout

Double P Dairy in Marathon City, Wisconsin, is redefining efficiency with a parlor system that delivers consistent milking performance and record-breaking returns. Think you can beat that? Take your herd for a lap around GEA's DairyRotor.

GEA.com/DairyFarming

GEA Engineering
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world.



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2023 EXPO
MARCH 28-30

ANYTHING BUT *TYPICAL.*



WHEN DID ALL THE SEED COMPANIES FORGET ABOUT THE REST OF THE ACRE?

Sure, CROPLAN® seed offers high-end germplasm loaded with the latest trait technology. But we don't stop there. Every alfalfa variety is backed by extensive research and testing for better crop protection and management decisions. So plant CROPLAN. Because the key to maximizing profitability isn't just one thing. **It's everything.**

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