



## NEWS RELEASE

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### **Central Plains Dairy Expo attracts producers and consultants from 34 states, 4 countries**

*Event features innovate products, technologies, resources and services*

Sioux Falls, SD (March 31, 2023) – More than 4,000 dairy enthusiasts gathered in Sioux Falls, S.D., for the 2023 Central Plains Dairy Expo (CPDE), held March 28-30. Attendees came from 34 states and four countries. The dairy-centric trade show included nearly 300 exhibitors. Five Star Sponsors provided 60 educational sessions, with eight presented in Spanish.

“Producers love the Central Plains Dairy Expo,” said Kristy Mach, Central Plains Dairy Association (CPDA) executive director. “It’s almost like a family reunion. Dairy producers get to see other producers and ‘pick their brains’ and find out best practices that work for them. They also get to visit with all their vendors at one time.”

“Central Plains Dairy Expo is where producers discover new products, technologies, resources and services,” explained CPDA Member Services Director Renee Brod. “The Expo is like a one-stop-shop where they can come and learn as much information as possible to help their dairy businesses. Educational breakout sessions and vendors ranged from calf management to precision technologies to employee training to dairy market outlook.”

The 2023 CPDE kicked off with Sara Evans, a multi-platinum entertainer. “Her stunning, country voice touched the hearts of farmers – the ‘backbone of America’,” said Brod.

Wednesday’s Ag Prayer Breakfast featured Tim Lovelace, a Grammy and Dove nominated artist. The storyteller and musician hosts the national TV hit, *The Music City Show*, aired weekly on five syndicated networks, including RFD-TV’s FamilyNet, NRB and Heartland.

“We can’t thank our sponsors and exhibitors enough for their generous support of the 2023 Central Plains Dairy Expo,” said Brod. “I encourage you to support all businesses in the CPDE Membership Directory (<https://www.centralplainsdairy.com/members>).”

Mark your calendars for the 2024 Central Plains Dairy Expo, set for March 19-21, at the Denny Sanford Premier Center in Sioux Falls, S.D.

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

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