



NEWS RELEASE

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

Central Plains Dairy Expo: Where dairy decision makers meet

The dairy-focused show features technology-sharing and networking opportunities, and outstanding educational programming

Sioux Falls, S.D. (February 13, 2024) – This year’s Central Plains Dairy Expo (CPDE), set for March 19-21, at the Denny Sanford Center in Sioux Falls, S.D., features “everything dairy” through nearly 300 exhibitors and their innovative products, services and technologies. Plus, visitors may choose from 69 informative breakout sessions, including 12 presented in Spanish, and free entertainment.

CPDE kicks off at 5:30 p.m. on March 19, with the Welcome Reception – featuring Rodney Atkins, one of country music’s biggest stars. Atkins will hit the stage at approximately 7 p.m. You won’t want to miss this heralded event! The free and entertaining kick-off reception runs until 9:00 p.m.

“We encourage dairy producers, calf and heifer growers, and beef feedlot, farm and ranch employees and managers to attend the 2024 Central Plains Dairy Expo,” said Kristopher Bousquet, Central Plains Dairy Association president. “CPDE plays a key role in facilitating and supporting the future growth, relevancy and vitality of the Central Plains dairy industry.”

Once again, this year’s Expo offers 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.

Starting at 7 a.m. on March 20, attend the inspiring Prayer Breakfast – featuring Merrill Nettinga, who owns M&M Dairy with his wife, Marlys. This dairy farm’s roots trace back to the 1940s and today includes two robotic milkers, for its 100 cows, and 1,000 acres of corn and soybeans. He will share his faith-based journey and describe how the grace of God has helped his family build a sustainable farm business.

CPDE also offers several complimentary items and events, including educational breakout sessions, which cover topics ranging from biofilms to revenue-generating opportunities to mastitis prevention to calf vaccination to 3D camera technology. Visitors may also enjoy free doughnuts, grilled cheese sandwiches, ice cream novelties, cheese and wine. And, you won't want to miss the free Pancake Breakfast on March 21, from 8-10 a.m.

To ensure a seamless experience, 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. This event remains a free trade show for producers, but registration is required.

For more information about CPDE, visit www.centralplainsdairy.com.

###