



NEWS RELEASE

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Central Plains Dairy Expo features cutting edge technologies, exceptional education

Event showcases innovative products, resources and services

Sioux Falls, SD (March 22, 2024) – “Everything dairy” drew 3,573 dairy producers and allied industry representatives to the 2024 Central Plains Dairy Expo (CPDE), held March 19-21, in Sioux Falls, S.D. This heralded event draws attendees from all corners of the United States and many states in between – not just the Central Plains. This year’s attendees represented 31 U.S. states and six countries.

The dairy-centric trade show included nearly 300 exhibitors – displaying the latest in dairy equipment, technologies, services, products and communications – within 50,000 square feet of exhibit space. Five Star Sponsors provided 69 educational sessions, with 12 presented in Spanish.

Speaking of everything dairy, CPDE attendees consumed 800 pounds of cheese, 75 gallons of ice cream, 1,760 ice cream novelties, 2,700 grilled cheese sandwiches and 2,300 cartons of milk.

“Producers find Central Plains Dairy Expo the place to be – for all things dairy,” said Kristy Mach, Central Plains Dairy Association (CPDA) executive director. “Not only do they have a great time seeing long-time friends and colleagues, but they get the latest education and product resources to take back to their operations and implement right away.”

“Central Plains Dairy Expo is where producers find new products, technologies, resources and services – and a strong network to help them effectively implement these tools on their dairy operations,” explained CPDA Member Services Director Renee Brod. “CPDE has grown into a nationally renowned show. Most in the dairy industry understand this isn’t just a dairy expo; it offers so much more.”

The 2024 CPDE kicked off with Rodney Atkins, one of country music’s biggest stars. “With 3.8 billion career streams under his belt, Atkins prevails as one of the most powerful voices in country music,” said Brod.

Wednesday’s Ag Prayer Breakfast featured 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 shared his faith-based journey and described how the grace of God has helped his family build a sustainable farm business.

“The strength of this show lies in the active involvement we receive from our sponsors and the engagement our dedicated dairy farmers share with the exhibitors and sponsors,” said Brod. “I encourage you to support all businesses in the CPDE Membership Directory and to advocate for the Central Plains dairy industry.”

Mark your calendars for the 2025 Central Plains Dairy Expo, set for March 25-27, at the Denny Sanford Premier Center in Sioux Falls, S.D.

For more information about CPDE, visit www.centralplainsdairy.com. The CPDE Membership Directory can be found at: <https://www.centralplainsdairy.com/members>.

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