

# Expo Daily Edition

Friday, Oct. 7, 2022

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## FLAVORS OF THE DAY

### Grilled Cheese

Havarti, Arla, Kaukauna, Wis. UW-Madison Cheese Stand next to The Tanbark

### Ice Cream

Big Muddy • Jumping Jersey Cow • Pirate's Bounty  
GEA Ice Cream Stand located in the Exhibition Hall

## ATTENDEE INFORMATION

### Create your schedule

Download Expo's mobile event app for complete show details, today's schedule of events, maps and interactive features. Find it by scanning this QR code.



#WDE22



# Like mother, like daughter

## Ruthless carries on winning family tradition

BY DANIELLE NAUMAN  
Staff Writer

MADISON, Wis. – Palmyra Predator B Ruthless-ET followed in the footsteps of her mother, two-time World Dairy Expo Grand Champion Palmyra Berkely P Ruth-ET, to capture the Senior Champion and Grand Champion banners for owners Kurt Wolf and John Cannon of Epworth, Iowa, after winning a strong class of Four-Year-Old Cows.

Following Ruthless as the Reserve Grand Champion was the Intermediate Champion, the winning Senior Three-Year-Old Cow, Heineman Reagan Roz, exhibited by Angela Fuller of Attica, New York.

The Reserve Senior Champion honors went to the winning Five-Year-Old Cow, Old-Bankston JC Banner, owned by Glamourview-Iager and Walton of Walkersville, Maryland. The Reserve Intermediate Champion banner was awarded to the top-placing Junior Three-Year-Old Cow, Margot Precious, owned by Kurt Wolf and Mike Maier of Epworth, Iowa.

In the heifer show, Junior Champion honors went to the winning Fall Heifer Calf Lazy M Kingsire Xyllvi owned by Glamourview-Iager and Walton of Walkersville, Maryland. Following Xyllvi as the Reserve Junior Champion was the winning Summer Yearling, Stylin R Morticia, bred and exhibited by Leslie and Linda Bruchey of Westminster, Maryland.

Palmyra Farm, of Hagerstown, Maryland, was named Premier Breeder. Meanwhile, Peter Vail, of Englewood, Florida, was named Premier Exhibitor. Premier Sire was Palmyra Berkley Reagan-ET.



PHOTO PROVIDED BY COWSMOPOLITAN

Palmyra Predator B Ruthless-ET is named Senior Champion and Grand Champion of the International Ayrshire Show after winning the Four-Year-Old Cow Class. Ruthless is owned by Kurt Wolf and John Cannon of Epworth, Iowa. Heineman Reagan Roz, the winning Senior Three-Year-Old Cow, is named Intermediate Champion and Reserve Grand Champion. Roz is owned by Angela Fuller of Attica, New York.

Mark and Becky Brown, of Fenimore, Wisconsin, were named the Premier Breeder of the Heifer Show, and Vail was the Premier Exhibitor of the Heifer Show. The Premier Sire of the Heifer Show was Bear-Ayr Distinct Kingsire.

Official judge Chad Ryan, of Fond du Lac, Wisconsin, and his associate judge Mandi Bue, of Kaukauna, Wisconsin, placed 289 Ayrshires in the International Ayrshire Show. Complete show results are available at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).

Kurt Wolf and John Cannon, Epworth, Iowa  
Palmyra Predator B Ruthless-ET

Tell us about your animal. We purchased Ruthless as a choice lot from Palmyra Farms and picked her out as a baby calf. She is a

daughter of Palmyra Berkely P Ruth-ET, who was a two-time WDE Champion herself. We have shown her every year, and she has always done well. She is a three-time All-American, being the unanimous selection twice. She was the Intermediate Champion at Expo last year as a Junior Three-Year-Old Cow. Earlier this year, she was named the Grand Champion at the Midwest National summer show.

What does receiving this title mean to you? It is really just amazing. It is something very few people get to experience, and we have had the fortune now to experience it twice. It has been 11 years since we had Grand Champion with Steam Valley Wilton Magic Bri, and it is every bit as amazing now as it was then.

How did you prepare for the show and who helped you? We never stop preparing for the shows. It is a 365-day commitment for our families. We all put in a great deal

of time caring for these animals to get them ready to compete at this level. And, we have the support of a great crew. None of this would be possible if we were missing any part of our team.

What trait do you like most about your animal? Ruthless has the frame, the udder and the great feet and legs. As much as we like how she looks, we love that she is already proving herself as a transmitter. Her cow family is a family of great transmitters and has a great amount of genetic appeal to a lot of breeders. Ruthless is right there with them. Her daughter placed second in the Milking Yearling Class today as well.

Why did you enjoy showing at WDE? It is the best of the best: the best show, the best competition and the best animals from all over North America. And, the people we get to do this with, in both the Ayrshire breed and across all the breeds, makes it second to none.

# Passion, persistence fuel progress on global scale

## Comfort named International Person of the Year

BY MARIA BICHLER  
Staff Writer

When the late George Miller of Select Sires nominated Mark Comfort for International Person of the Year, he spoke of Comfort being a humble, forward-looking individual who saw a niche that would benefit dairy producers.

Throughout Comfort's more than four-decade-long career in the dairy industry, his competitive drive, spirit of generosity and culture of excellence have defined his industry-wide impact, Miller said.

Mark Comfort, of Ontario, Canada, co-founder of Udder Comfort, is the 2022 World Dairy Expo International Person of the Year. He was recognized for the distinction at the Recognition Awards Banquet Oct. 5 in The Tanbark.



PHOTO SUBMITTED

Mark Comfort is the World Dairy Expo International Person of the Year. Comfort, of Ontario, Canada, is the co-founder of Udder Comfort.

Comfort and his wife, Bev, are also owners of Comfort Holsteins and Comfort Tunis.

Comfort said being chosen as the International Person of the Year is a humbling award high-

lighting a shared accomplishment.

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522 Sinclair Lewis Ave.

Sauk Centre, MN 56378

Phone: 320-352-6303

Fax: 320-352-5647

Published by Star Publications LLC

General Manager/Editor

Mark Klaphake - mark.k@dairystar.com

320-352-6303 (office)

320-248-3196 (cell)

320-352-0062 (home)

Ad Composition - 320-352-6303

Nancy Powell • nancy.p@dairystar.com

Karen Knobloch • karen.k@star-pub.com

Annika Gunderson • annika@star-pub.com

Editorial Staff

Tiffany Klaphake - Assistant Editor

320-352-6303 • tiffany.k@dairystar.com

Danielle Nauman - Staff Writer

608-487-1101

danielle.n@dairystar.com

Stacey Smart - Staff Writer

262-442-6666 • stacey.s@dairystar.com

Abby Wiedmeyer - Staff Writer

608-487-4812 • abby.w@dairystar.com

Grace Jeurissen - Staff Writer

320-352-6303 • grace.j@star-pub.com

Jan Lefebvre - Staff Writer

320-290-5980 • jan.l@star-pub.com

Maria Bichler - Copy Editor

701-340-9749 • maria.b@dairystar.com

Consultant

Jerry Jennissen 320-346-2292

Advertising Sales

Main Office: 320-352-6303

Fax: 320-352-5647

Deadline is 5 p.m. of the Friday  
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Sales Manager - Joyce Frericks

320-352-6303 • joyce@dairystar.com

Mark Klaphake

(Western MN)

320-352-6303 (office)

320-248-3196 (cell)

Laura Seljan

(National Advertising, SE MN)

507-250-2217 • fax: 507-634-4413

laura.s@dairystar.com

Jerry Nelson

(SW MN, NW Iowa, South Dakota)

605-690-6260 • jerry.n@dairystar.com

Mike Schafer

(Central, South Central MN)

320-894-7825 • mike.s@dairystar.com

Amanda Hoefler

(Eastern Iowa, Southwest Wisconsin)

320-250-2884 • amanda.h@dairystar.com

Megan Stuessel

(Western Wisconsin)

608-387-1202 • megan.s@dairystar.com

Kati Kindschuh

(Northeast WI and Upper MI)

920-979-5284 • kati.k@dairystar.com

Julia Mullenbach

(Southeast MN and Northeast IA)

507-438-7739 • julia.m@star-pub.com

Bob Leukam

(Northern MN, East Central MN)

320-260-1248 (cell)

bob.l@star-pub.com

## TODAY IN THE TANBARK

The Tanbark, located in the Arena Building, is a full-service bar and restaurant that serves as the meeting place for attendees and exhibitors. Join us for a meal or Tanbark Talks.

**LUNCH: 11 A.M. - 3 P.M.**

**BAR: 11 A.M. - CLOSE**

## Educational opportunities at WDE today

### Virtual Farm Tour: 10:00 a.m.

World Dairy Expo Virtual Farm Tours have brought some of the best dairy operations from near and far to Madison for over 20 years. Dairies featured each year excel in a variety of farm aspects including genetics, technology, community engagement, environmental stewardship, and cow comfort, while also representing a wide variety of sizes, locations and breeds.

Skråmered, Våxtorp, Sweden  
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### Expo Seminar: 12:00 p.m.

Presented daily by industry leaders in the Mendota 1 meeting room of the Exhibition Hall, these seminars address topics centered around finances, climate, management practices and dairy markets. Seminars consist of a 45-minute presentation and time for questions and answers.

The Future of Our Dairy Markets -  
What Reforms Are Needed?

**Panelists:** Dana Coale, Deputy Administrator, USDA-AMS-Dairy Program, Roger Cryan, Ph.D., Chief Economist, American Farm Bureau Federation, Andrew Novakovic, Ph.D., Professor Emeritus, Charles H. Dyson School of Applied Economics and Management, Jim Slepser, Managing Partner, Slepser Consulting, LLC  
**Moderator:** Mark Stephenson, Ph.D., Former Director of Dairy Policy Analysis, UW-Madison.

Sponsored by: National Milk Producers Federation

### Expo en Español: 2:00 p.m.

Expo en Español es un programa educacional nuevo para hablantes de español involucrados en la industria lechera. Estos seminarios que se presentan en español se concentran en las herramientas que son de beneficio para los gerentes y los gerentes de nivel intermediario de las granjas lecheras.

Como Resolver los Conflictos Entre  
Empleados en Ganaderías de Leche

**Panelistas:** Juan Quezada, director de Capacitación y Desarrollo, Milk Source, LLC; Rosario Ibarra, Gerente General, Grotegut Dairy Farm, Inc.; Javier Nexticapan, Gerente, Temme Agribusiness Inc.  
**Moderador:** Jorge Delgado, Alltech

### Tanbark Talk: 9:00 a.m.

Meet Dairy Farming Olympian, Elle St. Pierre

Elle St. Pierre grew up on a dairy farm in Vermont where she developed a passion for the dairy industry and dairy education. She is currently the American Indoor Mile and Two-Mile Record Holder, a 2019 World Championship Finalist, a 2020 Olympic Trials Champion, and a 2020 Tokyo Olympic Finalist in the 1500-meter race. Join us on the final morning of World Dairy Expo as Elle shares her experiences as an Olympian and a dairy farmer.

### Knowledge Nook Sessions

Located in the Atrium of the Exhibition Hall, the Knowledge Nook is a space designed for companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo.

**9:30 a.m.** Mapping Out a Successful Mineral Nutrition Feeding Program

**Speaker:** Angela R. Boyer, Ph.D., Senior Technical Service Manager, Phibro Animal Health Corp.

**Presenting Company:** Phibro Animal Health Corp.

**10:30 a.m.** Reducing Pathogen Loads in Recycled Manure Solids Used as Dairy Bedding to Decrease SCC and Incidence of Mastitis

**Speaker:** Ben Saylor, Ph.D., Dairy Technical Services Manager, ARM & HAMMER Animal and Food Production

**Presenting Company:** ARM & HAMMER Animal and Food Production

**11:30 a.m.** Meet the New Generation of Herd Management

**Speaker:** Joya McCarthy, Product Manager, VAS

**Presenting Company:** VAS

**12:30 p.m.** Fitness to Transport On-Farm Implementation

**Speaker:** Michelle Calvo-Lorenzo, Ph.D., Chief Animal Welfare Officer, Elanco Animal Health

**Presenting Company:** The National Dairy FARM Program & Elanco Animal Health

### Dairy Forage Seminars

Dairy Forage Seminars at World Dairy Expo are hosted by the organizing partners of the World Forage Analysis Superbowl. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers work together to present seminars on cutting-edge research and information. These expert are also available throughout the week in the World Forage Analysis Superbowl space, located in the Trade Center at World Dairy Expo.

**10:00 a.m.** Feeding Grass, Alternate Species, and Cover Crops for Higher Production, Matt Akins, Scientist and Extension Dairy Specialist, University of Wisconsin-Madison Department of Animal and Dairy Sciences, Marshfield, Wis.  
**Approved for:** (1) Professional Development CEU from Certified Crop Advisors

**1:30 p.m.** Agronomic Management of Annual Alternative Forage Crops/Mixes, Kevin Jarek, Outagamie County - Crops and Soils Agent, University of Wisconsin-Madison Division of Extension, Appleton, Wis.

**Approved for:** (1) Crop Management CEU from Certified Crop Advisors



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“It is truly the greatest honor of my life, and it could not have been achieved without the help of so many people along the way,” he said. “These people all believed in the same goals, to always do what is right and best for the customer.”

Comfort grew up as the fifth generation on his family’s farm, where his grandfather, Raymond, exhibited sheep across North America every year and founded the Brookturn Holstein herd that is managed today by his brother, Neil.

“Living with my grandfather, he had a great influence on me,” Comfort said. “Do what is right, is the value I most recall.”

Comfort said his grandfather challenged him to work hard, have confidence, encourage others and trust his instincts.

The advice of his grandfather has

served Comfort well and has changed the trajectory of cross-border Holstein genetics.

At the start of Comfort’s career in the 1980s, he carried a passion for genetic improvement and knew the quickest way to progress was to use the best sires.

“In 1981, I noticed just 16 units of U.S. semen were used in the Eastern Breeders (Inc.) service area that was inseminating nearly 150,000 cows,” Comfort said.

At the time, Comfort oversaw EBI marketing. He said he knew some of the greatest sires of the breed and realized the genetic potential should not be contained to one country’s boundary.

Comfort left EBI in 1981 and formed Transfer Genetics, importing U.S. semen exclusively from Select Sires.

“Our business grew quickly, even trying to work with regulations that were outdated,” Comfort said. “By 1987, the Ontario government and established A.I. units charged me with breaking the A.I. Act.”

Comfort said the court case was won in two days’ time with assistance from Select Sires and negotiations for the new A.I. Act followed.

“It was about time; with frozen semen easily transported, the regulations developed in the 1950s were no longer practical,” Comfort said.

Open access to then emerging U.S. Holstein sires like Chief Mark, Bell and Blackstar, combined with elite Canadian cow families, resulted in sires that are in the pedigrees of all the top 10 GTPI sires as of this spring and WDE premiere sires for the past 14 years, including Braedale Goldwyn.

In 2000, Comfort sold Transfer Genetics to Select Sires, remaining there part-time until 2005, and later launched Udder Comfort, a product in preventative udder care with sales in more than 20 countries.



PHOTO SUBMITTED

Mark and Bev Comfort take a break during the 2016 World Dairy Expo. The Comforts own Comfort Holsteins and Comfort Tunis.



PHOTO SUBMITTED

Bev (center) and Mark Comfort present the \$1,000 Udder Comfort Grand Champion Cash Award to the Grand Champion Holstein at the 2016 World Dairy Expo.

Comfort credits many, including the Udder Comfort team that has worked with him over the last 20 years.

“They are dedicated to helping dairy producers solve udder issues to bring out the quality and potential of their cattle,” he said.

The first time Udder Comfort had a booth at WDE Trade Show was in 2007.

“We gave many samples from our booth, which we still do every year,” Comfort said. “When we gave product to exhibitors throughout the barns, we saw 70% were already using it. The next year, it was 90%. We were humbled to see the best cattle caretakers in the world relying on our product and the impact it was having among commercial and show herds.”

As the place where the global dairy industry meets, Comfort said WDE opened doors to meet many of the company’s international distributors, from virtually all of the European Union countries and New Zealand to Japan, Africa and South America.

“Our conversations with dairy producers at the booth are equally important,” Comfort said. “Their stories move us. Their dedication inspires us. Their friendships encourage us, and their feedback helps us improve.”

Comfort said the company’s new battery-operated backpack sprayer is an example that enables pre-fresh and post-fresh group applications anywhere, even in free stalls and headlocks.

“It gives our robot milking customers an option, and they report significant improvement in unit attachment times and reduced fetching due to softer udders at the start of lactation,” Comfort said. “We are grateful to the producers who help us test these ideas as our goal is comfort that frees cows to reach their genetic potential.”

A recent Holstein industry analysis showed the U.S. sires Comfort brought in through Transfer Genetics were responsible for top Canadian genetics today, including sires like Goldwyn and Atwood, leading to two current favorites, King Doc and Renegade. These are just some examples of how persistence in following his dreams helped open doors for shared progress.

Comfort provides this wisdom for young people.

“Dare to dream, stay focused on goals, believe you can do it, and find those people who are tuned into the same channel – the hope channel,” he said. “Then, anything is possible.”

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# Career Connections returns

## World Dairy Expo hosts job finding opportunity

BY MAGGIE MOLITOR  
Staff Writer

Fueled by the success of the inaugural Career Connections event last year, World Dairy Expo is excited to bring back the event for 2022.

“We launched the program in 2021 with the intent of leveraging the folks already on site for Expo,” said Cassi Miller, Attendee Programs Specialist. “Last year was a great success. We have heard wonderful feedback and can’t wait to bring it back this year.”

This year’s event will take place 9:30-11:30 a.m. Friday, Oct. 7, in Mendota 4 of the Exhibition Hall.

Career Connections brings employers and job seekers at Expo together with networking and career finding opportunities.

“Our goal is to provide a platform to dairy enthusiast who are already coming to Expo who might be looking for potential new opportunities or just want to learn more about careers in the dairy industry,” Miller said.

The event is considered to be a casual career fair specific to the dairy industry, making it fairly unique when compared to traditional career fairs.

In the event’s meeting room, companies have name cards rather than traditional company displays and tables are arranged to encourage casual conversation allowing for both parties involved to feel comfortable.

“The table arrangements prevent intimidation and makes employers more approachable,” Miller said. “Meeting people in a casual setting like this allows people to meet the real you.”

Brooke Trustem, of BouMatic, agreed.



WORLD DAIRY EXPO FILE PHOTO

The Career Connections event links a potential employer with a job seeker at last year’s World Dairy Expo in Madison, Wisconsin. This year’s event will take place today from 9:30-11:30 a.m. in Mendota 4 in the Exhibition Hall.

“It is a casual space that everyone feels comfortable in,” she said. “The cozy space and laid-back atmosphere lets people truly get to know you and your company.”

BouMatic is a Five Star Sponsor of WDE. Trustem enrolled her company in the career finding event last year as a way to get the company’s name out and find potential employees.

“WDE is the biggest dairy trade show in the country,” Trustem said. “It really is the best place to find employees or an employer because there is something for

everyone. The entire industry is well represented.”

Moriah Brey, of Brey Family Beef and Brey Cycle Farm, hired an intern she met at last year’s event.

“(Career Connections) puts people who are actually interested in the positions and who are hiring in the same room,” Brey said. “The opportunity to actually meet face to face with people from across the country was so beneficial.”

Brey speaks highly of the event to others. She promotes it to youth and encourages other businesses to attend.

“The event allows us to meet awesome kids,” Brey said. “Even if we are not going to hire them, it is still great to meet them because they are the future of agriculture.”

One of Brey’s favorite parts of the event is that those looking for job opportunities can research the employers attending before the event.

“It is so efficient,” Brey said. “If you know who you want to talk to, you can go right up to their booth.”

Information on companies attending can be found at worlddairyexpo.com.

“My dream job growing up was to work at Expo, and I got it,” Miller said. “It is incredible that I get to help others in the dairy industry find their dream job with this event.”

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# ESSENTIAL TO THE INDUSTRY

## What is the main draw to World Dairy Expo for you?



**Dillon and Jenna Rokey**  
Sabetha, Kansas

**What is the main draw to World Dairy Expo this year for you?** We travel here as a family; there are six of us this year, and our father has one cow in the show. We like the cow show, especially our dad, Dwight. We like to learn about equipment and new technology.

**What are three things you must see or do while attending the event?** The cow show is

the first thing we go to. We get grilled cheese and ice cream. And, we enjoy the dairy culture here.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** The equipment.

**What is your favorite memory of attending WDE?** We came a lot when we were younger, and we really enjoyed driving up here together. The smell of WDE is part of our memory.

**Tell us about your farm.** We milk 130 cows in a tiestall barn on about 200 acres. They are all registered Holsteins with a few Jerseys. Our father began the dairy 22 years ago.



**Scott and Angie Brogan**  
with their children Emily, Briana, Tom, Mariah and William  
St. Charles, Minnesota

**What is the main draw to World Dairy Expo this year for you?** It's our first time here. We came to see the exhibits. We are just exploring a bit.

**What are three things you must see or do while attending the event?** Ice cream was first. We plan to try the grilled cheese sandwiches. And, we want to see the show arena.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** Mobilized calf feeding systems.

**What is your favorite memory of attending WDE?** Our memories have been of wanting to come, but we're always chopping. This year it's already done.

**Tell us about your farm.** We milk 600 cows with Scott's brother, Keith, and his parents, Gerard and Lila Brogan. Our family and the kids are the fourth and fifth generation on the dairy.



**Cody and Kimberly Parsons**  
with their children Angel, Andrew and Allis  
Antigo, Wisconsin

**What is the main draw to World Dairy Expo this year for you?** We like seeing new technology and other new things. We like to have the kids see the cows too.

**What are three things you must see or do while attending the event?** Cows, the Purple Cow and ice cream.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** We'd like to have more fans to keep the cows comfortable. We're putting in mats

now, and we'll look at robots.

**What is your favorite memory of attending WDE?** The first year we were married, I (Kimberly) was pregnant with Angel, and I might have blown a \$500 check at the Purple Cow. I bought one of everything. And Cody looked at me like, "You bought what?"

**Tell us about your farm.** We milk with a brother, milking 84 registered Holsteins and Jerseys in a tiestall barn. We are the fourth generation on the dairy.



**Adam and Stephanie Mareth**  
Monett, Missouri

**What is the main draw to World Dairy Expo this year for you?** We came for networking and to learn more about how to expand to 700 cows. We're looking for products, nutrition and free stalls. We are doing a lot of walking.

**What are three things you must see or do while attending the event?** We want to see rapid-exit parlors, building contractors and heifer-raising equipment.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** Direct-load milk. I think it's more cost effective and cleaner than a bulk tank.

**What is your favorite memory of attending WDE?** We have not been here before. We came with a group from Missouri Dairy.

**Tell us about your farm.** We are a third-generation dairy milking 250 cows and growing. We are mostly Holstein cows.



**Silas Troy**  
Scheidegg, Bavaria, Germany

**What is the main draw to World Dairy Expo this year for you?** I have been traveling around the U.S. and Canada visiting farms I come across. I stopped at a farm earlier this week, and they told me about WDE. I have heard of it before, but I did not know it was happening now. They were kind enough to bring me here so I can experience it.

**What are three things you must see or do while attending the event?** I am enjoying watching the shows and looking around at the exhibits. I especially enjoy seeing all of the genetics and talking to those companies.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** I am liking the genetics. I want to bring some of these types of genetics back home to our farm.

**What is your favorite memory of attending WDE?** Getting the surprise of being able to come here when I did not expect it.

**Tell us about your farm.** Back in Germany, my parents and I milk 30 cows on a dairy farm near the Alps. We have Brown Swiss and Fleckvieh. We are organic.



**Donna Edge**  
Cobden, Southwest Victoria,  
Australia

**What is the main draw to World Dairy Expo this year for you?** I am most excited about catching up with people I haven't seen since the last time I was here 28 years ago.

**What are three things you must see or do while attending the event?** I love wandering through the barns seeing all the beautiful cattle. Expo has changed so

much since I was here last. It has grown so much, especially the Trade Show. I love the fellowship and the connections made here, and catching up with everyone.

**Describe one product or service you have seen at WDE and would like to incorporate on your farm.** I am a big proponent of robotic milking. There is a big place for that in the industry with labor shortages.

**What is your favorite memory of attending WDE?** The first time I witnessed the Brown Swiss parade of champions. It is just an amazing spectacle. I also remember seeing cows like Charity and Twink win.

**Tell us about your farm.** Our farm was Wyena Holsteins. We sold our cows about two years ago. We had a small farm and milked about 120 to 150 cows in a single-10 parlor with a grazing management system. I had members of cow families like the Hanoverhill Papoose, Marq I and Angel-PB Abbie. I had brought some embryos home with me after I worked over here. We were named a Holstein Australia Master Breeder and bred a few All-Australians and had a bit of showing success. Now, without the cows, I have more time to be involved with Holstein Australia.

# ONE ON ONE

with **Laura Herschleb, World Dairy Expo General Manager**



**Why did you want to take on this role as World Dairy Expo's General Manager?** First and foremost, I'm incredibly humbled and honored to have been selected by WDE leadership to serve the organization as General Manager. I pursued this opportunity hoping I could give back to the event and the dairy industry that's truly shaped me. Growing up on a small, family owned and operated dairy farm, I realized early on that when I grew up I wanted to work in the dairy industry. Throughout college and my career, I've especially enjoyed event planning and organization so being a part of the WDE team has been something I've always seen as the best of both worlds. More than all of that, I want to make my family, my dad (who passed away when I was not quite 10), and my youth and career role models proud. They all gave so tirelessly for me to try and do different things; I aspire to do the same for others as General Manager and as I go through my life as a wife, mom, coach, manager, teammate and friend.

**Tell us about your experience working with WDE leading up to the General Manager position.** I have been very fortunate to have quite a bit of varied experience with WDE over the years. I attended the University of Wisconsin-Madison and was a member of the Badger Dairy Club. That experience allowed me to work behind the scenes of the world's greatest dairy event, and I've been hooked ever since. I've worked for companies that have been commercial exhibiting companies, both small and

large, working with those internal teams to coordinate pre-show booth promotions as well as work schedules, booth design and other details. I also served as the Dairy Cattle Show Manager for five years and as a volunteer and contractor in various capacities before taking on the General Manager duties earlier this year.

**What have you enjoyed about your role since beginning in February?** The people. From our incredible group of 10 staff members, to our leaders on the WDE Board of Directors and committees, to the commercial and dairy cattle exhibitors and everyone in between. It's incredibly fulfilling and inspiring to learn from them and support these groups any way I can. I, along with our team, can't wait to welcome everyone back to Madison and WDE.

**Describe your duties during the week of WDE.** To be honest, to be determined. But, I imagine it will be to support our team and answer questions and address any challenges that might arise in preparation for, during Expo and after the event.

**What is your favorite aspect of the event?** Reuniting and connecting with friends from around the world that you, sometimes, only see once a year at Expo. The common bond of the dairy cow is unparalleled, and the fact that we get to share that celebration here in Madison with WDE never ceases to amaze and inspire me. It is truly like a family reunion each year.



**What goals do you have for WDE moving forward?** My goals for WDE are to continually honor the history and traditions of the event that our founding fathers worked tirelessly to build and create while looking to the future and working with others to find ways to con-

tinue progressing the event forward just as the dairy industry continues to drive forward. An additional goal of our entire team is to put on the very best event possible for our exhibitors and attendees. That never wavers and never changes.

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# Beautiful Beth

## Wisconsin cows top International Red & White Show

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** – After winning the Four-Year-Old Cow Class, Ms Ransom-Rail Beth-Red was tapped as the Senior Champion and Grand Champion of the International Red & White Show Oct. 6.

The winning 125,000-Pound Cow, Antia Absolute Joline-Red followed, earning the titles of Reserve Senior Champion and Reserve Grand Champion.

Both cows call Milk Source Genetics of Kaukauna, Wisconsin, home. Beth is owned by a partnership that includes her breeders of Ransom-Rail, along with Milk Source and Laurie Fischer. Joline is owned by the partnership of Milk Source and Fischer.

Lookout Burning It Up-Red, the top-placing Senior Two-Year-Old Cow, took home Intermediate Champion honors for the partnership of Lookout and Elitehaven of Canton de Hatley, Quebec, Canada. Following her as Reserve Intermediate Champion was the winning Senior Three-Year-Old Cow, Milksource Tantrum-Red-ET, owned by Milk Source.

In the heifer show, Junior Champion honors went to the winning Summer Yearling, North Effect Wa Tatas-Red, exhibited by Chris and Jen Hill and Tim and Sharyn Abbott of Thurmont, Maryland. Holzer Warrior Princess, the winning Spring Yearling owned by West-coast Holsteins of Chilliwack, British Columbia, Canada, was named the Reserve Junior Champion.

Milk Source was named Premier Breeder. Oakfield Corners Dairy, of Oakfield, New York, was honored as the Premier Exhibitor. Mr Blondin Warrior-Red was named Premier Sire.

Owen and Kendyll Kress, Kress-

Hill Dairy, of Newton, Wisconsin, was the Premier Breeder of the Heifer Show and the Premier Exhibitor of the Heifer Show. Mr Blondin Warrior-Red was named the Premier Sire of the Heifer Show.

Official judge Pat Lundy, of Granville, New York, and his associate judge Gary Jones, of Gorey, County Wexford, Ireland, placed 372 Red & Whites during the International Red & White Show. Complete show results are available at [www.worlddairy-expo.com](http://www.worlddairy-expo.com).

### Ransom-Rail, Milk Source and Laurie Fischer

Kaukauna, Wisconsin  
Ms Ransom-Rail Beth-Red

**Tell us about your animal.** Beth is bred by Ransom-Rail and Bob Landis. Her mother, Ms Absolute Bliss, was owned by the same partnership. During that time, she was flushed to Unstopabull. The offspring were split, and Beth was one that Bob ended up with; she was never shown as a heifer. She calved in as a young Summer Junior Two-Year-Old that year. She was really nice, and he put her in a sale he held. We bought into her in partnership with Bob in that sale. That year, she won the Junior Two-Year-Old Class at the North American Open Dairy Show in Circleville, Ohio, in 2020. After that, she went to live at Maple Leigh Futures in Wisconsin. She was only three weeks fresh at WDE in 2021 and placed fourth in her class, but we felt she had tons of potential. Tanner Schmaling did a great job with her at Maple Leigh, and we showed her this past spring at the Wisconsin Spring



PHOTO PROVIDED BY COWSMOPOLITAN

**Ms Ransom-Rail Beth-Red is named the Senior Champion and Grand Champion of the International Red & White Show after winning the Four-Year-Old Cow Class Oct. 6. Beth is owned by Ransom-Rail, Milk Source and Laurie Fischer of Kaukauna, Wisconsin. Antia Absolute Joline-Red, the winner of the 125,000-Pound Cow Class, is named the Reserve Senior Champion and Reserve Grand Champion. Joline is owned by Milk Source and Laurie Fischer.**

Show where she was Grand Champion in the Red & White Show in the same lactation. We turned her around and showed her in the Black and White Show the next day, and she won her class and was honorable mention Grand Champion. It was after that that Milk Source and Laurie Fischer bought into her, and she went to live at Milk Source.

**What does receiving this title mean to you?** Being a homebred cow makes this so much more incredible. We never dreamed it could happen for us, and it means a ton. It is so humbling to think of where our family (the Dueppengiers) was 15 years ago. We were bringing a couple of head to Expo and were not terribly competitive. To breed one like Beth now, that is very special.

**How did you prepare for the show and who helped you?** With animals like these, it is an all-year, day in, day

out endeavor. Eddie and Mandi Bue and their team at Milk Source are terrific. The amount of attention that is paid to the littlest details, the intense effort that is put in, is second to none.

**What trait do you like most about your animal?** Beth's udder is just incredible. She is so modern, not extremely tall but so incredibly balanced. She has great feet and legs and tremendous width. Being so balanced and modern is what sets her apart. She is the kind of cow the breed needs.

**Why do you enjoy showing at WDE?** We have been showing for a long time, but Expo is just such an incredible place with so many great animals and so many great cattle people. It is such an incredible event, and everything is done so well every year. Being able to compete at this level is humbling.



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**Describe your sponsorship for World Dairy Expo.** Select Sires is proud to support WDE in vast ways. We have a booth space in the Exhibition Hall, where we connect with our customer-owners and potential customers about how we can help reach their goals no matter the size of the operation. The Select Sires federation also sponsors awards and recognition across the entire event from the Showring, judging contests and numerous other recognitions throughout the week. Another important way Select Sires supports WDE is through the volunteer work of our employees. They can be seen working the shows, serving on the board of directors and Trade Show committees, and various other projects throughout the event.

**Why is having a strong relationship with WDE important to your business?** The relationship between Select Sires and WDE dates back to the beginning of the show. As the show has grown so has Select Sires' presence. Being at the industry's largest gathering ensures our customer-owners that their cooperative is strong and ready to help them meet their individual goals. We also appreciate the fact that WDE allows us to bring our international customers together in one place, allowing us to showcase the impact our genetics, programs and services have around the globe.

**How is the dairy industry essential to your business?** As a cooperative, Select

Sires is owned by the dairy and beef producers who purchase our products. This means that without the dairy industry, Select Sires would cease to exist. The dairy industry is the lifeblood of our company because it is the livelihood of our owners.

**Tell us about your company.** Select Sires is North America's largest A.I. organization and is comprised of six farmer-owned and -controlled cooperatives. As an industry leader, Select Sires has utilized cutting-edge technology to consistently provide the most highly fertile semen coupled with excellence in service and programs to achieve the basic objective of supplying dairy and beef producers with North America's most elite genetics. With the assistance of international marketing arm, World Wide Sires, superior genetics from three distinctive genetic product lines, Select Sires, Accelerated Genetics and GenerVations, are marketed to more than 90 countries to improve the future outlook for producers outside the U.S. Whether in the lab or on the farm, through dedicated leadership, Select Sires employees are passionate about doing everything it takes to build better, more profitable cows and futures for our customer-owners throughout the world.

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# Carvella, Carli make mark on the bucket list

## Ohio cows top International Junior Ayrshire Show

BY DANIELLE NAUMAN  
Staff Writer

**MADISON, Wis.** – A pair of Ohio cows topped the Lifetime Component Merit Cow Class and captured Senior Champion and Grand Champion at the International Junior Ayrshire Show Oct. 6.

Bricker Farms Gibbs Carvella stood atop the class and captured the Senior Champion and Grand Champion banners for Carli Binckley and T, L, A, K, & L Bricker of Salem, Ohio.

Placing second in the class and earning the titles of Reserve Senior Champion and Reserve Grand Champion was Toppplen Wishing Thinking-ET exhibited by Tanner, Brennan, Marissa and Logan Topp of West Salem, Ohio.

The winning Summer Junior Two-Year-Old Cow, Old-Bankston JC Baymont, was selected as the Intermediate Champion. Baymont is leased by Tyler Arnold of Guttenberg, Iowa, and is owned by Cooper Wolf and Cael, Chase and Caden Cannon. Following Baymont as the Reserve Intermediate Champion was Arthuracres Handsome Annalise, the top-placing Junior Three-Year-Old Cow, owned by Matthew Thompson and Cooper Wolf of Guttenberg, Iowa.

In the heifer show, the winning Fall Calf, Grand-View Tuxedo Devyn-ET, took the honors of Junior Champion for the partnership of Jacob, Logan and Madison Harbaugh and Tim Busch of Marion, Wisconsin. Following Devyn as the Reserve Junior Champion was On Topp Willy Nilly who won the Winter Yearling class for Keaton and Kinley

Topp of Botkins, Ohio.

Official judge Chad Ryan, of Fond du Lac, Wisconsin, and associate judge Mandi Bue, of Kaukauna, Wisconsin, placed 113 Ayrshires in the International Junior Ayrshire Show. Complete show results are available at [www.world-dairyexpo.com](http://www.world-dairyexpo.com).

**Carli Binckley**, Salem, Ohio  
Bricker Farms Gibbs Carvella

**Tell us about yourself.** I am 13 years old and am in seventh grade. At school, I play basketball, and I am in 4-H.

**Tell us about your animal.** Carvella is a Seven-Year-Old and has had five calves. She is scored EX-93 with a 95-point mammary system. She was Grand Champion of both the open and youth shows at the New York Spring Show earlier this year. She was also Grand Champion of the Ohio State Fair and Reserve Grand Champion of the Junior Show at the Ohio State Fair. She was also nominated All-American Aged Cow in 2021. She is the first bred and owned cow we brought to Expo, and for her to do everything she did today is just amazing.



PHOTO PROVIDED BY COWSMOPOLITAN

Bricker Farms Gibbs Carvella is named the Senior Champion and Grand Champion of the International Junior Ayrshire Show after winning the Lifetime Component Merit Cow Class Oct. 6. Carvella is exhibited by Carli Binckley and T, L, A, K & L Bricker of Salem, Ohio. Toppplen Wishing Thinking-ET is named Reserve Senior Champion and Reserve Grand Champion after placing second in the Lifetime Component Merit Cow Class. Wishful Thinking is owned by Tanner, Brennan, Marissa and Logan Topp of West Salem, Ohio.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I didn't expect it at all. I just thought, "Oh wow, this is a surprise."

**How did you get involved in dairy cattle showing?** My stepfather, Todd Bricker, got me started showing dairy cattle. I have been doing it since I was 8 years old. This is my third time showing at Expo.

**Who has been a mentor for your showing career? What has been the**

**best advice they have given you?** Todd has definitely been my mentor. He taught me everything I know about showing cows, and he had to teach my mom too. The best advice he has given me is to keep my head up and always keep showing.

**What is your favorite memory of showing dairy cattle?** It's hard to even think of a memory that could compare to today, but I would have to say being second in showmanship at our state fair the first time I did it.

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# HERDSMANSHIP WINNERS



SHERRY NEWELL/DAIRY STAR

The Butlerview crew – (front, from left) Kamryn Grice, Kleber Machado, Dierson Rosa, Jackie Mudd, Amber Price and Efran Avalos; (middle, from left) Max Poulin, Jay Morrison, Jamie Judd, Eduardo Moraes, Joe Price, Andrew Dowty and Mike Deaver; (back, from left) Miles Price, Jessica Pralle, Miriam Cook and Macray Price – is given the Herdsmanship Award in New Holland Pavilion 2 Zone 4.



SHERRY NEWELL/DAIRY STAR

Maple Leigh Futures team members – (front, from left) Sebastian Imleri, Sheila Sundborg, Cole Mahlkuch, Kylie Konyn, Corey Oechsle, Alberto Medina and Pablo Alonso; (back, from left) Erica Rijneveld, Tanner Schmaling, Maddie Schmaling, Kyle Vaandrager, Graisson Schmidt, Charlie Gleisner, Mal Nikora and Dave Schmocker – is given the Herdsmanship Award for New Holland Pavilion 1 Zone 2.



PHOTO SUBMITTED

The crew of Crestbrooke – (front, from left) Jodi Hoynoski, Kristin Natzke and Susie Thomas; (back, from left) Paul Kruse, Aaron Berg, Rick "The Rickster" Pagel, Jordan Eby, Tim Natzke and Barb Natzke – is given the Herdsmanship Award for New Holland Pavilion 2 Zone 3.



SHERRY NEWELL/DAIRY STAR

The Stadview crew – (front, from left) Preston Welling, Megan Schrupp, Tim Schrupp and Marissa Hengemuhle; (right) Chad and Stacy Bohn and their son, Kolton – is given the Herdsmanship Award for the New Holland Pavilion 2 Zone 2.



SHERRY NEWELL/DAIRY STAR

Heritage Holsteins team members – (front, from left) Kayla Trustem, Lauren Silveira, Paige Sweatt and Callie Krohlow; (middle, from left) Nick Sarbacher, Jessica Sarbacher, Matt Sloan, Emma Kruse, Ryan Krohlow and Haley Krohlow; (back, from left) Paul Sweatt, Johnny Silveira, Logan Silveira, Royce Demmer, Alan Kruse, Kyle Knaup and Eric Olstad – receives the Herdsmanship Award in New Holland Pavilion 1 Zone 1.



SHERRY NEWELL/DAIRY STAR

The group managing Opsal/Twin County – (front, from left) Levi Cooley, Philip McCormick, Landree Fraley, Gina Fraley, Dakota Fraley and Montana Sarbacher; (back, from left) Adam Fraley, Kelvin Webster, Rachel Kurth, Joey Opsal, Hayleigh Beri, Brody Anfinson and Eddie Sekerak – is bestowed the Herdsmanship Award in Tent 1 for the week of World Dairy Expo.



SHERRY NEWELL/DAIRY STAR

The award for Herdsmanship in Tent 2 is earned by the group from White Oaks, (front) Natalie Spiniolas and Evan Stanley; (back) Aaron Spiniolas and Jeff Battles.



SHERRY NEWELL/DAIRY STAR

Valley Gem Farm's crew – (front, from left) Sarah Hagenow, Haley Beukema, Lora Wright and Colton Kleiboeker; (back, from left) Jackie Bortner, Hannah Ullom, Kim Grewe, Chelsey Jensen, Shannon Kleiboeker and Deb Lakey – is the week's Herdsmanship Award winner for New Holland Pavilion 2 Zone 1.

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# TODAY AT WDE



DANIELLE NAUMAN/DAIRY STAR  
Marisa Bohn and her daughter, Lilly, take in World Dairy Expo Oct. 6.



DANIELLE NAUMAN/DAIRY STAR  
The combination string of Bella-View, Danhof Holsteins, Forest-Ridge and Ryan-Vu is selected for the final daily Herdsmanship Award. Team members include (front, from left) Sara Harbaugh, Krista Luedtke, Sara Feldmann, Crystal Sinn and Bonnie Brantmeier; (middle, from left) Jason Danhof, Sarah Loehr, Sherry Siemers-Peterman, Lila Sloan, Joe Harbaugh and Lynn Harbaugh; (back, from left) Eric Enright, Fenja Boekhoff, Jacob Harbaugh, Kurt Loehr, Jonas Melbaum, Mac McCullough and Deagan Sandelier.



SHERRY NEWELL/DAIRY STAR  
Sarah Kearns watches her nephew, Westyn Kearns, lead a heifer prior to the Oct. 6 International Red & White Show. The Kearns are with Tombeth Farms of Gays Mills, Wisconsin



DANIELLE NAUMAN/DAIRY STAR  
A large class of Holstein Winter Calves line up for judges Pierre Boulet and Richard Landry during the International Holstein Heifer show Oct. 6.



DANIELLE NAUMAN/DAIRY STAR  
Exhibitors head to the Coliseum Oct. 6.

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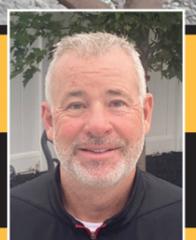
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# Diamond shines

## Four-Year-Olds top Junior Red & White Show

BY DANIELLE NAUMAN & SHERRY NEWELL  
Staff Writer

**MADISON, Wis.** – Garay-Red Diamond-Red-ET, the top-placing Four-Year-Old Cow, took home the banners for Senior Champion and Grand Champion of the International Junior Red & White Show for Landree and Dakota Fraley of Millmont, Pennsylvania, Oct. 6.

The second place Four-Year-Old Cow, Arb-Flo-Spr Honeybun-Red-ET, garnered the nod for Reserve Senior Champion and Reserve Grand Champion for Jacey and Hadley Ross of Delavan, Wisconsin.

The winning Junior Two-Year-Old Cow, exhibited by Tristen Ostrom of Kaukauna, Wisconsin, Milksource Awesome Time-Red was the judge's selection for Intermediate Champion. Schuler Atlanta-Red-ET was named Reserve Intermediate Champion after winning the Senior Two-Year-Old Cow Class. Atlanta-Red is owned by Matthew and Elizabeth Gunst and Evan Hathaway of Hartford, Wisconsin.

In the heifer show, Junior Champion honors went to the winning Fall Calf, W-Brook Hottest-Red, exhibited by K. Hawvermale, N. and C. Spreng, and H. and T. Hinz, of Wooster, Ohio. She was followed by the winning Winter Yearling; Kress-Hill Spicy-Red-ET was named Reserve Junior Champion for owners Jacey and Hadley Ross.



PHOTO PROVIDED BY COWSMOPOLITAN

**Garay-Red Diamond-Red-ET is the Grand Champion of the International Junior Red & White Show for Landree and Dakota Fraley of Millmont, Pennsylvania, Oct. 6. Diamond is also the top placing Four-Year-Old Cow. Reserve Grand Champion honors went to Arb-Flo-Spr Honeybun-Red-ET. Honeybun is owned by Jacey and Hadley Ross of Delavan, Wisconsin.**

Official judge Pat Lundy, of Granville, New York, and his associate judge Gary Jones, of Gorey, County Wexford, Ireland, placed 143 Red & Whites during the International Junior Red & White Show. Complete show results are available at [www.world-dairyexpo.com](http://www.world-dairyexpo.com).

**Landree and Dakota Fraley**  
Millmont, Pennsylvania  
Garay-Red Diamond-Red-ET

**Tell us about yourself.** I (Landree) am 17 years old and a senior at Warrior Run High School in Muncy, Pennsylvania. My parents are Gina and Adam Fraley, and I have a twin brother, Dakota. I'm a level nine gymnast at Dy-

namats and president of my school's FFA chapter in addition to being active in 4-H.

**Tell us about your animal.** She is a Four-Year-Old that has had three calves. She is a really laid-back cow. We bought her last year, and she was also Grand Champion of the Premier National Junior Show in Harrisburg, Pennsylvania. We house her at Heart & Soul with the Boop family.

**What was your reaction when your cow was named Grand Champion of the Junior Show?** I was surprised.

**How did you get involved in dairy cattle showing?** I started when I was

8 years old. My dad grew up showing cattle, so I became involved.

**Who has been a mentor for your showing career? What has been the best advice they have given you?** I used to watch Kelli Cull when I was younger. My dad has also helped me. His advice is always, "Don't screw up."

**What is your favorite memory of showing dairy cattle?** When I showed for Supreme Champion Heifer of the Junior Show at World Dairy Expo in 2019. That heifer was out of my favorite cow, and I love Guernsey cows.

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Dane County

Diamond V

Elanco Animal Health

E-Zee Milking Equipment, LLC

Golden Calf Company

*Hoard's Dairyman*

Lallemand Animal Nutrition

Milk Specialties Global Animal Nutrition

New Holland

Philbro Animal Health Corp.

Semex/Boviteq

State of Wisconsin

STgenetics

Trans Ova Genetics

Udder Comfort Inc.

Vytelle LLC

Zoetis



Agri-Plastics Mfg.

Allflex Livestock Intelligence

Amlan International

Beco Dairy Automation, Inc.

Cargill Animal Nutrition

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Compeer Financial

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*Cowsmopolitan Dairy Magazine**Dairy Global*

Danone North America

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Madero Dairy Systems

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MilkSource Genetics

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Pivot Bio

Quality Liquid Feeds, Inc.

Soy Best

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ABS Global

Ag-Bag by RCI

Agri-King, Inc.

Alliant Energy Corporation

Arkion Life Sciences

ARM &amp; HAMMER Animal and Food Production

Ayrshire Breeders Association

Barenburg USA

Brown Swiss Cattle Breeders Association

Buildings by Alpha

Central Life Sciences

Chr. Hansen

Coburn Company, Inc.

Cotton Incorporated

Dairy Farmers of Wisconsin

Dane County Dairy Promotion Committee

Gallagher USA

GenOvations

Holstein Association USA, Inc.

Holstein International

International Protein Sires

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Scherer Inc.

Sheraton Madison Hotel

US VET

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W-L Alfalfa



AC Hotel by Marriott Madison Downtown

ADM Animal Nutrition

Agpro, Inc.

AgroChem, Inc.

AHV USA

Alforex Seeds

American Guernsey Association

American Guernsey Association Youth Fund

American Jersey Cattle Association

American Milking Shorthorn Society

Andis Company

Armor Animal Health

Arthur W. Nesbitt

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Balchem Corp.

Baymont Inn &amp; Suites by Wyndham

Best Western Premier Park Hotel

Bio-Vet, Inc.

Boehringer Ingelheim

Bos Dairy LLC &amp; The Franchise Kind

Cambria Hotel Madison East

Can-Am

Clarion Suites at Alliant Energy Center

Clipper Parts &amp; Repair

CMP Impianti

Conewango Products Corp.

Courtyard Madison East

CROPLAN

Digested Organics LLC

DoubleTree by Hilton Madison East

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# WORLD DAIRY EXPO BREEDER PROFILE



SHERRY NEWELL/DAIRY STAR

**Brown Heaven – (from left) Daniele Galbardi, Dave Rousseau, Josée Charron, Dany Rousseau and Maxime Castonguay – is a regular exhibitor in the International Brown Swiss Show each year.**

**Dave Rousseau and Josée Charron**  
Brown Heaven  
Verchères, Québec, Canada

**Tell us about your farm.** We milk 35 Brown Swiss cows in a tiestall barn. We also have 35 replacement heifers in a freestall barn. Our herd has nine Excellent cows and 21 Very Good cows, with an 88-point average. We also have a current average of 23,371 pounds, 4.5% fat and 3.6% protein. One of our top animals is Brown Heaven Carter Falby VG-89 owned with Milk Source Genetics. Josée is in charge of the herd. Dave works a full-time job off the farm as a feed consultant and does all the milking with Josée. Josée's father, Gilbert, helps with fieldwork; we farm 300 acres of corn, soybean, corn silage and alfalfa.

**Describe your string at World Dairy Expo this year.** We showed four cows and one heifer. Three of those cows won their respective class at the New York Spring Show in April. Our lineup includes a Four-Year-Old, two Junior Three-Year-Olds, a Junior Two-Year-Old and a Winter Calf. We also have a Senior Three-Year-Old, Falby, that we co-own with Milk Source; she is a Carter daughter from Fantasy herself. We also have four tie-ins this year that we sold to Beslea Farm.

**How is showing at WDE beneficial to you and your dairy?** Bringing animals to Expo allows us to get international exposure for our animals and genetics. Raising Brown Swiss in Canada is not optimal. We don't have many shows and sales to market our genetics.

**What has been a highlight for your farm at WDE?** Brown Heaven Glenn Fantasy EX97-2E, a bred and owned animal, was Grand Champion in 2015 and 2016 at Expo. She was Reserve Grand Champion in 2014. She is the only 97-point Brown Swiss in America; she has been a four-time All-American, Reserve All-American and five-time All-Canadian in milking form.

**What is your breeding philosophy?** We breed for a good udder, high type and good components. We use a lot of Switzerland genetics to keep that strength, rusticity and extreme quality of udder that the cows have in Switzerland.

**What value does your herd bring to the Brown Swiss breed?** Fantasy has four sires in A.I. stud; Famous, Winning Formula, Fantale, and Fast & Furious. Many daughters of those bulls have won their class at different levels in North America. Last year, the Junior Champion and Reserve Junior Champion were sired by two of those bulls. Fantasy will have an impact in the breed through her legacy.

**What are your goals for the future of your herd?** Breed another Grand Champion cow at Expo, win a Breeder Banner and Best Three Females at Expo. We also dream to breed a world impact bull for the breed.

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A SAND SEPARATION SYSTEM

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## PURPLE COW ITEM OF THE DAY





Visit the Purple Cow Gift Shop  
today from 9 a.m. to 4 p.m.

# TODAY'S TRADE SHOW EXHIBITOR



**Sheldon, Harry and Trent Becker**  
Woodchuck Bedding Spreaders  
Booth Location: TM 823

**Tell us about your business.** We are based in Lancaster, Pennsylvania, and have been in business for more than 20 years. We have a variety of attachments and spreaders for handling bedding and feed products.

**How did you prepare for World Dairy Expo?** We had products to gather to make sure we would have all our models available. We figured out who would staff the booth and when. But, we've been doing this for 20 years, so a lot of it is automatic.

**What is something new you are displaying at WDE?** We have a feed bucket that can be used like a feed cart, a front-unload with a 25-foot spread pattern, the 80HTLA. It comes in all different sizes. It was used to put down the shavings in the Coliseum. While we started with all side-discharge models, now we have front-end models.

**How does attending WDE benefit your business?** It exposes us to the dairy folks from here and internationally.

**What do you enjoy about exhibiting at WDE?** We really enjoy the international networking. We also get to see returning customers who provide us good feedback.

**How does WDE's Trade Show compare to other promotional events or initiatives you do in a year?** It's a total dairy show. We are hitting the right audience. When people walk around here, you know they have cows.

**What do you like to do or see at WDE when not at your Trade Show booth?** We watch the shows. We eat cheese. We network and catch up with people.

# HERDSMANSHIP DAILY WINNER



DANIELLE NAUMAN/DAIRY STAR

The Elite II crew – (front, from left) Carly Coon, Matt Senecal, Erin Armitage and Tamie Goss; (back, from left) Ken Main, Kenny Joe Manion, Steven Vail, Peter Coyne and T. Barker Coon – is Thursday's Herdsmanship Award winner.

# Byron Seeds LLC: A Leader in Forage

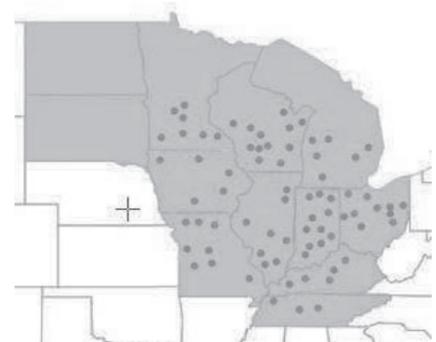
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- Casey Sparks,  
Sparks Quaker Acres, Fremont, MI



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