

Dairy & Livestock

Lots to see and do at World Dairy Expo

By FRAN O'LEARY

If you haven't been to World Dairy Expo lately, then you haven't been to World Dairy Expo.

Lisa Behnke, expo marketing manager, says there's more to see and do at World Dairy Expo than ever before.

"If you're involved in the dairy industry, it truly is a show that you can't miss," Behnke says. "The latest and greatest is on display at expo."

The five-day event kicks off Tuesday, Oct. 3, and runs through Saturday, Oct. 7, at the Alliant Energy Center in Madison. More than 65,000 visitors from 79 countries are expected to attend the largest strictly dairy-focused show in the world.

Some 2,200 head of cattle representing seven breeds — Holsteins, Red and White Holsteins, Jerseys, Guernseys, Brown Swiss, Ayrshires and Milking Shorthorns — will be shown.

More than 675 exhibitors

Key Points

- World Dairy Expo kicks off Oct. 3 in Madison.
- More than 65,000 visitors are expected to attend the show.
- Some 2,200 head of cattle will be shown Oct. 3-7.

with 1,540 booths will display and sell everything from farm equipment to calf-care products to information about alfalfa hay.

Ten different one-hour educational seminars will be offered daily during the show. Topics include: "How to be a Part of Something BIG! Moo Matchers, Mouse Potatoes, Seed Jockeys and Other Fun Things to Do in Agriculture"; "If You Don't Speak for Agriculture, Someone Else Will"; "High Forage Diets in Relation to Animal and Human Health"; "Opportunities in Value-Added Marketing"; "Managing Key Variables in Dairy Production" — a panel discussion; "Dealing with Distillers — A Nutrient-Driven Approach"; "Proven Recruiting

and Hiring Strategies of the Best Managers"; "Skinny Cows Aren't So Sexy"; and "What MUN Tells Us About Protein Nutrition of the Dairy Cow."

This year's Virtual Farm Tours will focus on a variety of operations that excel in management of genetics, environment, employee relations and milk quality, featuring cutting-edge technology and multigenerational operations. Attendees can see these operations and learn face to face through expo's on-grounds Virtual Farm Tours.

Show schedule

To complete nine shows in five days, several breed shows must take place at the same time in the Coliseum. The show schedule is as follows:

■ **Oct. 3:** 7:30 a.m. International Junior Holstein Show; 8 a.m. Central National Ayrshire Show; 1 p.m. Central National Jersey Show (bulls, heifers)

■ **Oct. 4:** 7:30 a.m. Central National Jersey Show (cows,



groups); 11 a.m. International Milking Shorthorn Show; 1:30 p.m. Central National Brown Swiss Show (bulls, heifers); 4 p.m. Top of the World Jersey Sale; 7 p.m. World Ayrshire Event Sale

■ **Oct. 5:** 8 a.m. Central National Brown Swiss Show (cows, groups); 1:30 p.m. National Guernsey Show-Madison (heifers); Grand International Red and White Show (bulls, heifers); 2 p.m. Brown Swiss Premier Showcase Sale; 7 p.m. International Guernsey Classic Sale

■ **Oct. 6:** 7:30 a.m. National Guernsey Show-Madison (cows, groups); 8 a.m. Grand International Red and White Show (cows, groups); noon International Holstein Show

(heifers); 7 p.m. World Classic '06 Holstein Sale

■ **Oct. 7:** 8 a.m. International Holstein Show (cows, groups); 5 p.m. Parade of Champions and Selection of the 2006 Supreme Champion

Several youth dairy judging contests take place at World Dairy Expo including the 85th National 4-H and Intercollegiate Dairy Judging competitions, the International Post Secondary Judging Contest and the FFA Dairy Judging Contest.

Commercial exhibits are open daily from 9 a.m. to 5 p.m. and are located in the Exhibition Hall and the Coliseum, Arena, and Outdoor Trade Mall. Daily admission for adults and children 12 and older is \$7; a season pass is \$21.

California Tour

February 10-17, 2007

Enjoy guided tours of many unique agricultural sites such as

Hilmar Cheese Plant

Tour 7 family-operated dairies

Orange Groves & Sunkist

World Ag Expo

Wineries & Vineyards

Salinas - America's Salad Bowl

San Francisco & Monterey

17-Mile Drive & Pebble Beach

Monterey Bay Aquarium

Scenic Country

Sponsored by:

Midwest DairyBusiness
Wisconsin Agriculturist

Coordinated by:

Ken Natzke Travel

Tour cost:

\$1,395/person

(double occupancy)
+\$350 for single occupancy

Reservations Due Dec. 1, 2006

Please send your reservation payment of \$400 per person to Ken Natzke • W4251 Porter Rd. • Bonduel WI 54107

Full payment will be due Jan. 3, 2007

Only 50 seats available so don't delay

For more information and tour updates call

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