



United States

# Make plans for your trip to World Dairy Expo



## October 3 to October 8

Commercial exhibits open daily Tuesday through Saturday 9 a.m. to 5 p.m.

### Monday, October 3

#### Main Events

8 a.m. National 4-H Dairy Cattle Judging Contest, Coliseum

12 noon The National Intercollegiate Dairy Cattle Judging Contest and International Post-Secondary Dairy Cattle Judging Contest, Coliseum

7:30 p.m. National 4-H Judging Contest Results and Awards Banquet, Exhibition Hall

8 p.m. International Post-Secondary Judging Contest Results and Awards Banquet, Exhibition Hall

### Tuesday, October 4

#### Main Events

7 a.m. National Intercollegiate Judging Awards Breakfast, Exhibition Hall

7:30 a.m. International Junior Holstein Show, Coliseum

7:30 a.m. International Ayrshire Show, Coliseum

8 a.m. FFA Judging Events, Sale Pavilion and Sheraton

1 p.m. Central National Jersey Show: heifers, Coliseum

2 p.m. International Milking Shorthorn Show: heifers, Coliseum

7 p.m. Top of the World Jersey Sale, Sale Pavilion

#### Educational Forums

1 p.m. "Is livestock gross margin (LGM) for dairy right for your dairy," sponsored by Badgerland Financial

Speaker: Chad Hart, Iowa State University, Exhibition Hall

#### Virtual Farm Tours

2 p.m. Simon Dairy, Westphalia, Mich., sponsored by Quality Liquid Feeds, Exhibition Hall

### Wednesday, October 5

#### Main Events

7:30 a.m. Central National Jersey Show: cows and groups, Coliseum

11 a.m. World Forage Analysis Superbowl Awards Luncheon, Exhibition Hall

12:30 p.m. International Milking Shorthorn Show: cows, Coliseum

2 p.m. International Brown Swiss Show: heifers, Coliseum

5 p.m. Dinner with the Stars Reception, Exhibition Hall

6:30 p.m. Dinner with the Stars Banquet, Exhibition Hall

7 p.m. Ayrshire World Event Sale, Sale Pavilion

#### Educational Forums

11 a.m. "Making genomic testing work for you," sponsored by Select Sires

Speaker: Tom Lawlor, Holstein Association USA, Exhibition Hall

1 p.m. "Leading the conversation" sponsored by Dairy Management, Inc.

Speakers: Jane Hillstrom, Hillstrom Communications, and Michele Ruby, Ruby-Do, Inc., Exhibition Hall

#### Virtual Farm Tours

12 noon Rosendale Dairy, LLC, Pickett, Wis., sponsored by Conestoga-Rovers and Associates, Exhibition Hall

2 p.m. St. Brigid's Farm, Kenndyville, Md., sponsored by American Jersey Cattle Association, Exhibition Hall

### Thursday, October 6

#### Main Events

7:30 a.m. International Brown Swiss Show: cows and groups, Coliseum

1:30 p.m. International Guernsey Show: heifers, Coliseum

1:30 p.m. Grand International Red and White Show: heifers, Coliseum

2 p.m. World Premier Brown Swiss Sale, Sale Pavilion

2 p.m. World Premier Milking Shorthorn Sale, Sale Pavilion

5:30 p.m. World Dairy Expo Youth Showmanship Competition, Coliseum

5:30 p.m. National Dairy Shrine Reception, Exhibition Hall

6:30 p.m. National Dairy Shrine Banquet, Exhibition Hall

7 p.m. International Guernsey Classic Sale, Sale Pavilion

#### Educational Forums

11 a.m. "Automatic milking: current status and future options," sponsored by DeLaval

Speaker: Douglas Reinemann, University of Wisconsin-Madison, Exhibition Hall

1 p.m. "Baby calf nutrition: getting your future off to a good start," sponsored by APC, Inc.

Speaker: James Drackley, University of Illinois, Exhibition Hall

#### Virtual Farm Tours

12 noon Nor-Bert Farms, LLC, Bremen, Ind., sponsored by Lely USA, Exhibition Hall

2 p.m. Meadow Vista Dairy LLC, Bainbridge, Pa., sponsored by Quality Liquid Feeds, Exhibition Hall



### Friday, October 7

#### Main Events

7:30 a.m. Grand International Red and White Show: cows and groups, Coliseum

7:30 a.m. International Guernsey Show: cows and groups, Coliseum

12 noon International Holstein Show: heifers, Coliseum

5 p.m. International Reception, Exhibition Hall

7 p.m. World Classic 2011 Holstein Sale, Coliseum

#### Educational Forums

11 a.m. "Managing your margins: practical ways to reduce feed costs and increase milk price," sponsored by BASF Plant Science

Speaker: Normand St-Pierre, The Ohio State University, Exhibition Hall

1 p.m. "Improve your SCC, 400K beat it!," sponsored by Aspen Dairy Solutions

Speaker: Ynte Hein Schukken, Cornell University, Exhibition Hall

#### Virtual Farm Tours

12 noon Blue Mound Dairy, Luverne, Minn., sponsored by Pioneer Hi-Bred, Exhibition Hall

2 p.m. Myers Farms, Inc., Union Grove, N.C., sponsored by North Carolina Dairy Advantage, Exhibition Hall

### Saturday, October 8

#### Main Events

8 a.m. 4-H Dairy Quiz Bowl, Exhibition Hall

8 a.m. International Holstein Show: cows and groups, Coliseum

5 p.m. Parade of Champions and Selection of 2011 Supreme Champion, Coliseum

6 p.m. World Dairy Expo closes

#### Educational Forums

11 a.m. "Dairies, air quality and climate change," sponsored by Jamesway

Speaker: Frank Mitloehner, University of California-Davis, Exhibition Hall

#### Virtual Farm Tours

12 noon Maple Ridge Dairy, LLC, Stratford, Wis., sponsored by Ag-Source Cooperative Services, Exhibition Hall



Can't make it to Expo? No problem! Head to [www.hoards.com](http://www.hoards.com), and click on Hoards@Expo. This annual blog keeps you up to date on who the big winners are and what is happening on the grounds all week!

### When are you going to Expo? Avoid the crowds.

#### World Dairy Expo daily and total attendance

	2007	2008	2009	2010	Avg.
Tuesday	10,375	13,399	12,535	13,288	12,399
Wednesday	11,350	12,338	11,270	11,433	11,598
Thursday	12,303	13,580	12,591	12,736	12,803
Friday	16,102	15,190	15,326	14,318	15,234
Saturday	17,013	13,810	13,074	13,361	14,314
Total	67,143	68,317	64,796	65,136	66,348