



# Make plans for your trip to World Dairy Expo



**September 28 to October 2**  
**Commercial exhibits**  
**open daily**  
**Tuesday through Saturday**  
**9 a.m. to 5 p.m.**

## Monday, September 27

### 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, September 28

### Main Events

**7 a.m.** National Intercollegiate Judging Awards Breakfast, Exhibition Hall  
**7:30 a.m.** International Junior Holstein Show, Coliseum  
**8 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  
**7 p.m.** Top of the World Jersey Sale, Sale Pavilion

### Educational Forum

**1 p.m.** "Opportunities to advance manure digesters in the U.S.," sponsored by Jamesway  
**Speaker:** Christopher Voell, AgSTAR, Exhibition Hall

### Virtual Farm Tours

**2 p.m.** Valley-Drive Holsteins, LLC, Campbellsport, Wis., sponsored by Structures Unlimited LLC, Exhibition Hall

## Wednesday, September 29

### 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, Coliseum  
**2 p.m.** International Brown Swiss Show: heifers, Coliseum  
**5 p.m.** World Dairy Expo Dinner

with the Stars Reception, Exhibition Hall  
**6:30 p.m.** World Dairy Expo Dinner with the Stars, Exhibition Hall  
**7 p.m.** Ayrshire World Event Sale, Sale Pavilion

### Educational Forum

**11 a.m.** "Recent developments in genetic testing and predicting genetic values," sponsored by ABS Global  
**Speaker:** Curt Van Tassell, USDA-ARS, Exhibition Hall  
**1 p.m.** "Improving feed efficiency in dairy heifers," sponsored by APC, Inc.  
**Speaker:** Jud Heinrichs, Penn State University, Exhibition Hall

### Virtual Farm Tours

**12 noon** Stewart Farms, Inc., Nampa, Idaho, sponsored by Semex, Exhibition Hall  
**2 p.m.** Clover Patch Dairy, Millersburg, Ohio, sponsored by American Jersey Cattle Association, Exhibition Hall

## Thursday, September 30

### 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  
**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 Forum

**11 a.m.** "Will precision dairy farming change dairy farm management?," sponsored by Advanced Comfort Technology, Inc.  
**Speaker:** Jeffrey Bewley, University of Kentucky, Exhibition Hall  
**1 p.m.** "Managing feed costs in 2010," sponsored by BASF Plant Science  
**Speaker:** Mike Hutjens, University of Illinois, Exhibition Hall

### Virtual Farm Tours

**12 noon** Ripp's Dairy Valley, Dane, Wis., sponsored by AgSource Cooperative Services, Exhibition Hall  
**2 p.m.** University of Minnesota Teaching and Research Facility, St. Paul, Minn., sponsored by Quality Liquid Feeds, Exhibition Hall



## Friday, October 1

### 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 '10 Holstein Sale, Coliseum

### Educational Forum

**11 a.m.** "Global dairy trends and their affect on milk price volatility," sponsored by Badgerland Financial  
**Speaker:** Torsten Hemme, IFCN Dairy Research Center, University of Kiel, Germany, Exhibition Hall  
**1 p.m.** "The 7 habits of highly effective reproductive management programs," sponsored by Micro Dairy Logic  
**Speaker:** Paul Fricke, University of Wisconsin-Madison, Exhibition Hall

### Virtual Farm Tours

**12 noon** Cycle Farm, Sturgeon Bay, Wis., sponsored by Grow Wisconsin Dairy Team, Exhibition Hall  
**2 p.m.** Royal Farms Dairy, Garden City, Kan., sponsored by Kansas Department of Commerce, Exhibition Hall

## Saturday, October 2

### Main Events

**8:30 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 2010 Supreme Champion, Coliseum  
**6 p.m.** World Dairy Expo closes

### Educational Forum

**11 a.m.** "Mycotoxins in dairy feeds: The threat to herd health," sponsored by Alltech  
**Speaker:** Trevor K. Smith, University of Guelph, Exhibition Hall

### Virtual Farm Tours

**2 p.m.** Sandy Acres Dairy, Elk Mound, Wis., sponsored by Land O'Lakes Purina Feed, 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					
	2006	2007	2008	2009	Avg.
Tuesday	10,253	10,375	13,399	12,535	11,641
Wednesday	10,607	11,350	12,338	11,270	11,391
Thursday	12,243	12,303	13,580	12,591	12,679
Friday	15,768	16,102	15,190	15,326	15,597
Saturday	16,792	17,013	13,810	13,074	15,172
Total	65,663	67,143	68,317	64,796	66,480