

EXPO

DAILY EDITION

WEDNESDAY, OCTOBER 2, 2024

Bailey brings it again



PHOTO COURTESY OF COWSMOPOLITAN

Stoney Point Joel Bailey is named Senior and Grand Champion of the International Jersey Show after winning the Aged Cow class Oct. 1 in Madison, Wisconsin. Bailey is owned by Vierra Dairy Farms. Spring View Joel Kinsley is named the Reserve Senior and Reserve Grand Champion after winning the Five-Year-Old class for Budjon Farms and Peter Vail. GMBV Joel Dixie-ET is named the Intermediate and Honorable Mention Grand Champion after winning the Senior Three-Year-Old class. Dixie is owned by Milk-Source Genetics.

Joel daughters successful in International Jersey Show

BY DANIELLE NAUMAN AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — Stoney Point Joel Bailey successfully returned to Madison to defend her title as Senior and Grand Champion of the International Jersey Show after winning the Aged Cow

class. Bailey is owned by Vierra Dairy Farms of Hilmar, California. Following Bailey as Reserve Senior and Reserve Grand Champion was Spring View Joel Kinsley, the winning Five-Year-Old, exhibited by Budjon Farms and Peter Vail of Lomira.

GMBV Joel Dixie-ET, the winning Senior Three-

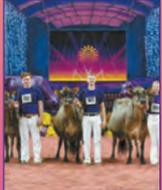
Year-Old and Intermediate Champion, was tapped as the Honorable Mention Grand Champion. Dixie is owned by Milk Source Genetics of Kaukauna. Oeh-My Victorious Parade, the winning Four-Year-Old, was named the Honorable Mention Senior Champion. Parade is also owned by Vierra Dairy Farms.

Following Dixie as the Reserve Intermediate Champion was the winning Junior Three-Year-Old, Pacific

Edge VIP Tessah-ET, owned by Brent Rocha and Coltan Seals of Tillamook, Oregon. The nod for Honorable Mention Intermediate Champion went to Budjon-Vail Victorious Blayke-ET, the second-place Junior Three-Year-Old. Blayke was exhibited by Ron and Christy Ratliff Trustees and Mason and Jaxon Gettle of Garnett, Kansas.

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FLAVORS OF THE DAY

Grilled Cheese

Havarti and Gouda from Arla UW-Madison Cheese Stand next to the Arena Building

Ice Cream

Cookies N' Cream
Mackinac Island Fudge
Praline Pecan
GEA Ice Cream Stand located in the Exhibition Hall

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#WDE24

A global career, a centered focus

Larmer named World Dairy Expo International Person of the Year

BY DANIELLE NAUMAN
Staff Writer

GUELPH, Ontario — A career spent promoting and advancing dairy cattle genetics has taken Paul Larmer places he may have never dreamed he would go.

Larmer, the recently retired CEO of Semex, will be honored as World Dairy Expo's International Person of the Year, Oct. 2 at the event's annual Recognition Awards Banquet in Madison, Wisconsin.

"It is truly humbling, and I am blessed," Larmer said of the recognition. "This is not something anyone does alone. It is the result of a collective effort, from both family and colleagues."



PHOTO SUBMITTED

Paul Larmer reflects on his 40-year career in the dairy industry as he is recognized as World Dairy Expo's International Person of the Year. Larmer will be honored at Expo's Recognition Awards Banquet Oct. 2.

Growing up on his family's dairy farm, which was home to a herd of registered Guernseys, Larmer learned many things working along-

side his father, not only about agriculture and the dairy industry, but about the way he wanted to live his life.

"My dad was a soft-spo-

ken, generous, hard-working person," Larmer said. "He always had time for community, for neighbors. He had a great deal of influence on me, instilling a sense of humility and appreciation for giving back."

With those values in hand, Larmer headed off to the University of Guelph, where he obtained a bachelor's degree in agriculture.

"I always enjoyed being on the farm — especially the breeding side of things," Larmer said.

That interest in genetics would become the bread and butter of Larmer's 40-year career in the world of dairy cattle genetics.

Following a three-year stint as a dairy specialist with a feed company after graduation, Larmer joined United Breeders Inc. in 1984 as a sire analyst, where Lowell Lindsay would become a mentor.

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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, Happy Hour, a nightly reception or an industry-hosted event!

11 A.M. - 3 P.M.
Lunch

11 A.M. - CLOSE
Bar

HAPPY HOUR - 4 P.M. - 6 P.M.

Join fellow attendees and exhibitors in The Tanbark for Happy Hour.

Happy Hour includes light refreshments, live music and complimentary beer, while supplies last, made possible tonight by BouMatic.



EDUCATIONAL OPPORTUNITIES AT WDE

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.

10 a.m. Making Hay the Western Way

Speaker: David Hinman, Producer, Hardrock Farms, Wheatland, Wyo.

1:30 p.m. Alfalfa Persistence is Profit

Speaker: Scott Newell, Alfalfa Outreach Specialist, Crops and Soils Division of Extension, UW-Madison, Madison, Wis.

Expo Seminar: Noon

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

Net Zero Opportunities and Challenges in Dairy Production

Presenter: Kim Stackhouse-Lawson, Ph.D., Director and Professor, AgNext, Colorado State University

Expo en Español: 2 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.

El liderazgo comienza con nosotros

Ponente: Juan Quezada, Director de Capacitación y Desarrollo, Milk Source, LLC

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Virtual Farm Tour: 10 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.

McCarty Family Farms Rexford, Kansas
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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. A New Approach to Mitigating Mycotoxins

Speaker: Joel Pankowski, Ph.D., PAS, Associate Director, Technical Services, Arm & Hammer Animal Nutrition
Presenting Company: Arm & Hammer Animal Nutrition

10:30 a.m. A Bright Future Can Start in a Blink: See the Power of SenseHub Dairy Youngstock

Speakers: Brandt Kreuscher, Dairy Business Development Manager & Austin Snook, U.S. Dairy Marketing Manager, Merck Animal Health
Presenting Company: Merck Animal Health

11:30 a.m. Getting the Most Out of Your Embryo and Genetic Program with Technology

Speakers: Melissa Freitas, West & Northeast FPC Team Leader, VAS
Presenting Company: VAS

12:30 p.m. Lifecycle Feeding of Probiotics: Supporting the Transition Cow

Speaker: Kimberley Morrill, Ph.D., Technical Service Manager, Novonosis
Presenting Company: Novonosis

1:30 p.m. Find the Next Bump in Your Paycheck

Speaker: Sarah Stocks, Ph.D., Ruminant Technical Manager, Novus International, Inc.
Presenting Company: Novus International, Inc.

2:30 p.m. High Sand Reclamation: What Sand Type Works Best

Speaker: Renee Schrifft, Global Director of Sales - Agricultural Systems, McLanahan Corporation
Presenting Company: McLanahan Corporation

3:30 p.m. NEW SERVICE: Antibody Specificity Testing |

Helping the Dairy Industry to Start Calves Right
Speaker: Shane Wesener, Ph.D., Bio-Technical Resources & Shawn Jones, Ph.D., Arkion Life Sciences
Presenting Company: Arkion Life Sciences, LLC

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Continued from LARMER | Page 1

It was in 1984 that Larmer made his first voyage to World Dairy Expo with Lindsay. During that trip, the pair traveled to Towns Farms in nearby Janesville, Wisconsin, where they would finalize the deal that would bring Townson Lindy into the fold at UBI.

“If there was a bull I would say followed my career it was Lindy,” Larmer said. “He was the first bull I was very involved with, with Lowell leading the way.”

In 1990, Larmer became UBI’s director of marketing. At the same time, Lindy earned his first proof and Larmer became directly involved in marketing the bull.

In 1994, Larmer was named the general manager of the organization, on the heels of a failed merger vote between the three Ontario-based genetics companies. With Larmer at the helm, a two-way merger between UBI and Western Ontario Breeders Inc. came to fruition in 1995, forming Gencor. Eastern Breeders Inc. would later join the partnership, creating EastGen.

The mid-1990s were a time of many changes in the Canadian dairy cattle breeding industry, Larmer said.

“When Alta withdrew from Semex Canada, following their acquisition of Landmark Genetics in California, that prompted the rest of the Canadian companies to sit down and determine the future. This strengthened their partnerships, both domestically and internationally,” Larmer said. “A decision was made, with a great deal of foresight and vision, to put all the ge-



PHOTO SUBMITTED
Lowell Lindsay (left) and Paul Larmer (right) smile in front of a statue of Townson Lindy. Lindy was the first bull Larmer was involved in procuring for United Breeders Inc., while working with Lindsay.

netic programs together with Semex Canada, which was the export entity, as a way of strengthening the partnership and locking the Canadian industry together.”

With the support and encouragement of his wife, Margaret, and the Gencor board, Larmer became the director of international sales and marketing for the newly-formed Semex Alliance.

“When I left Gencor, Lowell and the staff presented

me with a painted model of Lindy,” Larmer said. “That is a treasured gift.”

In 2003, Larmer left Semex to accept a position as director of the Americas for Alta Genetics. In 2007, Larmer returned to Semex as the company’s CEO — a position he held until he retired at the end of 2023. He continued in an executive advisory position until full retirement at the end of May.

Larmer is quick to men-

tion the support of Margaret and their two daughters, Catherine and Hannah.

“They are the ones who made the biggest sacrifice,” Larmer said.

Throughout his career, Larmer has collected pieces of wisdom from a bevy of mentors — advice he has used to mold his own philosophies.

“I learned a lot from Robert Chicoine, the first CEO of the Semex Alliance,” Larmer said. “As a younger person, I

always wanted things to happen yesterday. Robert was good for me at the time. He said to me, ‘You always want things to be better, but stop and look at what we have accomplished.’ That was a good lesson for me. We have a tendency to want to put things in overdrive, go as fast as we can. It was good to have someone say you don’t always have to have it in that highest gear, just to do it quickly.”

Larmer said he has spent his career using the things he has learned — both positive and negative — to mold himself.

“All along the way, I have tried to take little pieces from many, many people,” Larmer said. “That includes the negative. You see something with some people and say, ‘I don’t want to be like that.’ You can learn something valuable from all experiences.”

While the foundation of his career was built on dairy cattle genetics, Larmer said it has been the people he has encountered and the experiences that have made his career truly memorable as he has traveled the world, driving Semex’s growth and witnessing progress in a world-wide quest to breed the best possible dairy cattle.

“It was always the people you met that made each and every trip so enjoyable,” Larmer said. “People are always keen and eager to learn, and I look at how far the breeding industry has come in some of those countries from when I started in this career. It’s absolutely amazing what progress has been made and where some of those countries are today.”

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Lethbridge Dairy Mart, Alberta, Canada

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Tessah is tops

Oregon youth exhibits International Junior Jersey Show Grand Champion

BY DANIELLE NAUMAN
AND MICHELE ACKERMAN
Staff Writers

MADISON, Wis. — Pacific Edge VIP Tessah-ET rose to the top of the International Junior Jersey Show, being named Intermediate and Grand Champion after winning the Junior Three-Year-Old class for Brent Rocha and Coltan Seals of Tillamook, Oregon.

Following Tessah as the Reserve Grand Champion was the Senior Champion, Rolling Spring Premier Lucille-ET, owned by Evan Jauquet of Pulaski. Lucille was the top-placing Lifetime Cheese Production cow. For Honorable Mention Grand Champion accolades, judge Ryan Krohlow tapped his Reserve Senior Champion, Miss Ronde Rosabella-ET, the top junior-owned Aged Cow, owned by Mia Smith and Kamrie Mauer of Elroy. The Honorable Mention Senior Champion was the top-placing junior-owned Four-Year-Old, Whitdale Gentry Goldust, exhibited by Katelyn Poitras of Brimfield, Massachusetts.

Annettes VIP Annie-ET, the winning Senior Two-Year-Old, earned Reserve Intermediate Champion honors for Caroline Powers and Emma Paulson of Columbus. LC Reckless Armadillo, the second-place junior-owned

Junior Three-Year-Old was the judges' selection for Honorable Mention Intermediate Champion. Armadillo is owned by the partnership of Lin-Crest Farm, Erin and Sophie Leach and Brent Rocha of Linwood, Kansas.

In the heifer show, the winning Winter Yearling, Meadow-Ridge Flawless Cranberry, was named the Junior Champion of the Junior Show. Cranberry is owned by M., M., K. and T. Riebe and A. and A. Anderson of Cumberland. Reserve Junior Champion was the top-placing junior-owned Summer Yearling, Johnson Five Kid Rock Vanessa, exhibited by Kayla Trustem and Bryce Cullen of Evansville. The top-placing junior-owned Fall Calf, Budjon-Vail Joel Sweet Pea, earned Honorable Mention Junior Champion recognition for Evan Jauquet of Pulaski.

Official judge Ryan Krohlow of Poynette and his associate, Jean Philippe Charest of Saint Alexandre, Quebec, were charged with placing 146 head in the International Junior Jersey Show. Complete show results are available online at www.worlddairyexpo.com.

Pacific Edge VIP Tessah-ET Brent Rocha and Coltan Seals, Tillamook, Oregon



PHOTO COURTESY OF COWSMOPOLITAN

Pacific Edge VIP Tessah-ET, the winning Junior Three-Year-Old, is named Intermediate and Grand Champion of the International Junior Jersey Show Oct. 1 in Madison, Wisconsin. Tessah is owned by Brent Rocha and Coltan Seals. Rolling Spring Premier Lucille-ET is named Senior and Reserve Grand Champion after winning the Lifetime Cheese Production class. Lucille is owned by Evan Jauquet. Miss Ronde Rosabella-ET, the second-place junior-owned Aged Cow, is named Reserve Senior and Honorable Mention Grand Champion for Mia Smith and Kamrie Mauer.

Tell us about yourself. (Coltan) I graduated with a technical degree in agriculture business from Fox Valley and am now farming full time with my parents, Tom and Jennie Seals, at Legendairy Farms in Beaver, Oregon. We milk 450 registered Jerseys; my personal herd numbers about 70.

Tell us about your animal. I purchased Tessah privately as an embryo from Brent Rocha, and we now own her in partnership. She just received a maximum score of EX-91 as a Junior Three-Year-Old. She has two daughters — a Spring Yearling by Contour and a Summer Calf by Victorious. We have also done in vitro

fertilization work with her.

What was your reaction when your cow was named Grand Champion of the Junior Show? I couldn't stop smiling. I was 9 when I made my first trip to World Dairy Expo. As a young kid watching the show from the stands, I never imagined that one day I would be showing the Grand Champion of the Junior Show.

How did you get involved in dairy cattle showing? I took animals to the county and state fair as 4-H and FFA projects initially. Pacific Edge opened doors for me to show at a higher level. I started helping them with their string about eight years ago and

have become more involved over time.

Who has been a mentor for your showing career? What has been the best advice they have given you? Brent Rocha has been a mentor for me. He has always helped me with anything I ask. Among his sage words are, "Hang on."

What is your favorite memory of showing dairy cattle? Last year, Tessah was Honorable Mention Intermediate Champion at the All American Junior Jersey Show in Louisville, Kentucky. This championship at Expo with her is icing on the cake for me.

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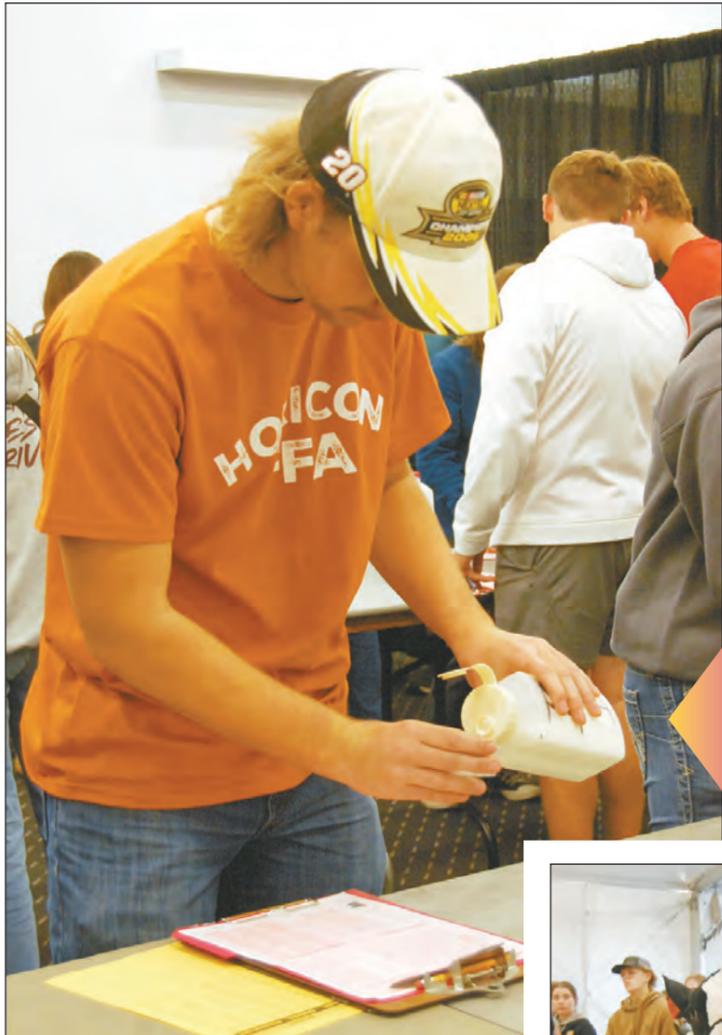
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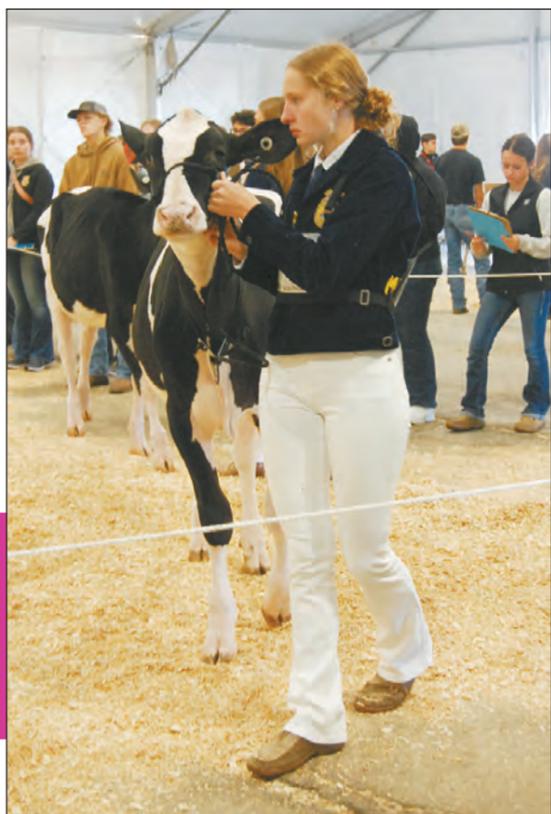
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FFA DAY AT EXPO



SHERRY NEWELL/DAIRY STAR
Members of the Antigo, Wisconsin, FFA Chapter show off prizes won Oct. 1 as they participate in an activity during FFA Day at World Dairy Expo in Madison, Wisconsin. Members Kara Lucht (from left), Alexis Pennington, Elizabeth Greif, Gracie Rogatzki, Anna Hangartner, Carissa Dixon and Arri Forster were among the FFA members who visited various Trade Show locations for passport stamps.

SHERRY NEWELL/DAIRY STAR
Breckin Hinz of the Horicon, Wisconsin, FFA pours a milk sample for evaluation during the Dairy Products Evaluation Contest at World Dairy Expo Oct. 1 in Madison, Wisconsin. Competitors considered various milk flavor categories as part of the contest.



SHERRY NEWELL/DAIRY STAR
Danica Stello of the Melrose-Mindoro, Wisconsin, FFA leads a heifer for the FFA Dairy Cattle Evaluation and Showmanship Contest Oct. 1 at World Dairy Expo in Madison, Wisconsin. The contest had 323 students entered.



SHERRY NEWELL/DAIRY STAR
Evie Bork, Cochrane-Fountain City, Wisconsin, FFA Chapter, considers a sample as she participates in the World Dairy Expo FFA Forage Evaluation Contest Oct. 1 in Madison, Wisconsin. The contest was one of several that involved youth during Expo's FFA Day, which had more than 1,500 students registered.

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Lauretta makes it logical

Minnesota cow tops International Milking Shorthorn Show

BY DANIELLE NAUMAN
AND SHERRY NEWELL
Staff Writers

MADISON, Wis. — Gin-Val Logic Lauretta-EXP, the winning Aged Cow, grabbed the Senior and Grand Champion banners in the International Milking Shorthorn Show for owners Cory and Kristen Salzl of Litchfield, Minnesota. Following Lauretta as the Reserve Senior and Reserve Grand Champion was the second-place Aged Cow, Heavenly Zora-ET, exhibited by Dillon Freeman of Bremen, Indiana. Honorable Mention Grand Champion honors went to the Intermediate Champion, Henkeseen Petr Shots-EXP-ET, the winning Senior Three-Year-Old, owned by Matt Henkes, Susan Lee, Michelle Upchurch and Mike Gregory of Hebron, Illinois.

Following Shots as the Reserve Intermediate Champion was Pine-Star LM Jitterbug-EXP, the winning Junior Two-Year-Old, owned by the Salzls and Leah, Jason and Jessica James of Mineral Point. Corstar Win Maisel-EXP, the second-place Junior Two-Year-Old, was selected to be the Honorable Mention Intermediate Champion. Maisel is owned by Jadeyn, Alexa, Raela and Walker Mueterthies of Lawler, Iowa.

Lazy M Presto Eska-EXP, the first-place Five-Year-Old, received recognition as the Honorable Mention Senior Champion for owners Mike Gregory, Michelle Upchurch and Holbric Holsteins of Hebron, Illinois.

In the heifer show, Lazy M Money Laundering-ET-P, the winning Fall Calf, was lauded as the Junior Champion for the partnership of Triple S Genetics and Fairholm of Anamosa, Iowa. The winning Summer Yearling, Corstar MM Rasta-ET, received the nod as the Reserve Junior Champion. Rasta is exhibited by Riley Bohrer of Walkersville, Maryland. Honorable Mention honors went to Ourway Rs Saucy 6th, the second-place Fall Calf, owned by P. and C. Crane and B. and A. Coyne of Waterloo.



PHOTO COURTESY OF COWSMOPOLITAN

The winning Aged Cow, Gin-Val Logic Lauretta-EXP, is named Senior and Grand Champion of the International Milking Shorthorn Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. Lauretta is owned by Cory and Kristen Salzl. Heavenly Zora-ET is named Reserve Senior and Reserve Grand Champion after placing second in the Aged Cow Class for Dillon Freeman. The winning Senior Three-Year-Old, Henkeseen Petr Shots-EXP-ET, is named the Intermediate and Honorable Mention Grand Champion for owners Matt Henkes, Susan Lee, Michelle Upchurch and Mike Gregory.

Hard Core Farm of New Enterprise, Pennsylvania, was awarded the Premier Breeder banner while Peter Vail of Valatie, New York, was named the Premier Exhibitor. The overall Premier Sire of the show was Innisfail Mega Lottery-ET.

In the heifer show, Maunsha Creek Farm of Sun Prairie won the Premier Breeder banner, while Peter Vail also captured that Premier Exhibitor banner. The Premier Sire of the heifer show was Halpins Muddy Rockstar-TW.

Official judge Chris Lahmers of Marysville, Ohio, and his associate judge, Michael Maier of Stitzer, Wisconsin, were charged with placing 262 head of Milking Shorthorns in the International Milking Shorthorn Show. Complete show results are available online at www.worlddairy-expo.com.

Gin-Val Logic Lauretta-EXP
Cory and Kristen Salzl, Litchfield, Minnesota

Tell us about your animal. She was Reserve Grand Champion last year. We bought her here in 2021 from Johnathon

Clark of New Hampshire when she was Intermediate Champion as a Three-Year-Old. She was Grand Champion at the Minnesota State Fair in 2023. She's also the dam of this year's World Dairy Expo Reserve Junior Champion, Corstar MM Rasta-ET.

What does receiving this title mean to you? Obviously, it's amazing, especially after we have shown the Reserve Grand Champion here for the last three years. It was like we were almost there so many times. It's really amazing to have people appreciate your cows.

How did you prepare for the show and who helped you? We're always preparing. It's 365 days. We've been practicing at home this year, because Expo is our

first show this year due to bird flu. We needed to make sure we could be here. Kristen's brother, Jesse, is a silent partner in the cow, so he's very important and is here helping us along with his girlfriend. Our crew here also includes Co-Jo Dairy's folks, and RTB Partners. Tanner Morrison is our fitter. And back home, family is taking care of our two children and a neighbor is taking care of the farm.

What trait do you like most about your animal? She's just such a complete cow. Her udder is so welded on. She's just so stylish.

Why do you enjoy showing at WDE? We enjoy seeing people we only see once a year. It's how all the work we do all year long is finally out there to show it off.



HERDSMANSHIP DAILY WINNER

MICHELLE ACKERMAN/DAIRY STAR

Pacific Edge — Joe Rocha (from left), Mike Podschadly, Sarah Rocha, Grant Rocha, Jennie Seals, Brenta Rocha, Dr. Britt Hines, Coltan Seals, Lisa Leach, Kara Halle, Erin Leach and Scott Rocha — earned the herdsman award Oct. 1 at World Dairy Expo in Madison, Wis. Pacific Edge is located in Tillamook, Ore.

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SUPERINTENDENT SPOTLIGHT

Rick & Paula Bovre
Fond du Lac, Wisconsin
International Junior Holstein Show

Tell us about your role as a superintendent. The superintendents work as a team, but each is responsible for their specific breed show. This entails working with the exhibitors to answer questions and accommodate any needs they may have as best we can. We coordinate the volunteers needed for check-in and show day, conducting breed meetings and accommodating any requests World Dairy Expo staff, ethics crew or exhibitors may have.

What is your background and current involvement in the dairy industry? We have both been involved in the dairy industry our entire lives. We both grew up on registered Holstein farms and we were managers and partners of Great Northern Land & Cattle Co. Inc. for 43 years, managing more than 960 dairy cattle sales. Having sold the Great Northern Sales Arena earlier in 2024, we are continuing in the business with involvement in online auctions, catalog production and promotions for sales. We are an insurance agent specializing in livestock mortality coverage and manage a few on-farm sales.

What preparations are involved leading up to WDE? We coordinate our team of volunteers needed to keep the show running smoothly on show day and the volunteers from Holstein USA who handle the check-in for the International Junior Holstein show. Since a majority of the Junior Holstein entries are tied with other strings, our stalling requests are minimal. But we do help the superintendent team in any way we can with this as it is a very time-consuming task. If we need Junior Holstein show class sponsors, we try to solicit additional sponsorships.

What is the highlight of WDE week for you? Working with the superintendent team and Expo staff, as well as seeing many friends that you only see once a year.

What three things could you not do this role without? World Dairy Expo staff, volunteers and the superintendent team.

What do you value about being the Junior Holstein superintendent? The many people we have met over the years and working with staff and our superintendent team to make World Dairy Expo the best it can be.

What is your favorite WDE memory involving the breed you represent? Every year the excitement of the junior members, particularly those exhibiting for the first time on the colored shavings, is very gratifying. The enthusiasm and passion of the juniors is energizing.

Dave Bollig
Belleville, Wisconsin
Overall Dairy Cattle Superintendent
Brown Swiss Superintendent

Tell us about your role as a superintendent. Serving as the overall superintendent I am on both the Dairy Cattle Exhibitors Committee and the Executive Committee. Between those, we have meetings pretty much monthly and as we get closer to Expo, we will have weekly meetings. As a group of superintendents, we have regular meetings to plan. I am also involved in the judge's selection committee. We start the stalling process once entries close, working to put that puzzle together. We have over 3,000 entries and room for about 2,600 that actually come. We work as a team to figure that all out. We work with the needs of different breeders and strings, trying to accommodate everyone's needs. In September, the superintendents talk daily as we learn more information to try and make everything work. The week of Expo, we'll have a sit-down meeting, and I'll also do a walk-through of the grounds with the Executive Committee.

What is your background and current involvement in the dairy industry? I work for Symdon Auto Group. We have a small hobby farm where we raise heifers, and my son and I own some cows in partnership with Ryan Sonnenburg, that are housed at his farm. Through the years we have had a lot of 4-H kids that have come and shown our heifers, and we really enjoy working with them. My first exposure to Expo was judging in the 4-H contest. The show made an impression on me. I also started helping Howard Voegeli and his family with their show string and David Bachmann with the Pinehurst string. I started volunteering at Expo with the check-in process nearly 40 years ago. Then I helped Jim Crowley for years. In 2012 when Jim was put into the role of overall dairy cattle superintendent, he asked me to take over the role of Brown Swiss superintendent. When Jim stepped down in 2015, I was voted in by the Dairy Cattle Exhibitors Committee as the overall dairy cattle superintendent. When I was approached about serving as the overall superintendent, I asked if I would be able to retain my role as the Brown Swiss superintendent. I really enjoy the Brown Swiss people and working with their breed. The board approved letting me continue in both roles.

What preparations are involved leading up to WDE? As the overall dairy cattle superintendent, Expo is a year-round job for me, with meetings, committees and planning. We meet with the Badger Dairy Club and the vet school students who work with checking health papers.

What is the highlight of WDE week for you? Seeing all the exhibitors, the great cattle — the best from all over the U.S. and Canada come to Expo, and that is pretty neat. I enjoy the atmosphere and working to accommodate them.

What three things could you not do this role without? First would be my family. They cover for me a lot. My wife, Marilyn, is right beside me, all the time. Second would be my boss, who allows me time to do this. It takes a lot of time. The third would be a passion for WDE. It is such a great show, you want to keep it going. I always figured I needed to volunteer because someone else volunteered before me. It also goes without saying, none of this would be possible without the terrific team of superintendents.

What do you value about being both the overall and the Brown Swiss superintendent? It is all about the relationships built with the exhibitors, and knowing we are all doing it for the cattle, and the tradition of Expo.

What is your favorite WDE memory involving the breed you represent? The new pavilions really stick out — going from the eight barns we had to the two new pavilions and what we went through to get a world-class facility like that. I also facilitate the Supreme Champion judging. To see all those great cows, standing together, and then you add the judges — world-class cows and world-class judges, all a part of WDE.



PHOTO COURTESY OF BARRY SHERBECK

The World Dairy Expo Superintendent Team — Jen Keuning (from left), Paula Bovre, Steve Sievert, Dave Bollig, Jon Rasmussen, Kim Moucha, Suzanne Lois and Mike Marean — plays a vital role in ensuring the eight dairy cattle shows at Expo are successful each year.

Mike Marean
Albany, Wisconsin
International Red & White Show

Tell us about your role as a superintendent. I work closely with the staff of World Dairy Expo and oversee all aspects of the International Red & White Show. This includes meetings throughout the year, answering questions from exhibitors, organizing volunteers for the show, working with other superintendents for animal stalling, animal check-in and running the breed meeting prior to the show. I am the main contact once the show is happening and it is my responsibility to ensure the show runs smoothly. During the week, along with other superintendents, I walk the barns periodically to ensure all exhibitors are following the facility requirements.

What is your background and current involvement in the dairy industry? I grew up on a farm and have been active in agriculture my whole life. I judged and showed

dairy cattle while growing up. I attended the University of Wisconsin-Madison and received my degree in dairy science and ag journalism. I have worked for multiple feed companies since college and currently work for UW-Madison as a procurement manager, working closely with the ag research farms and the UW-Madison College of Agriculture and Life Sciences. I have coached 4-H dairy judging for over 30 years and was fortunate to have the winning national 4-H dairy judging team at World Dairy Expo in 2018. I have chaperoned our county for the Wisconsin State Fair as my kids have grown up. I am also one of the coordinators for the Dane County Dairy Promotion Committee and the Dane County Dairy Breakfast on the Farm.

What preparations are involved leading up to WDE? There are periodic meetings where we keep up to date on what is happening, like things in the industry that may affect the show. We must be well versed in the premium book and be prepared to answer various questions that may come up. We reach out to our breed show volunteers to confirm their participation in the show. We meet as a group to discuss the stalling of animals, then spend many hours contacting exhibitors and getting the stalling map put together as a team. We meet prior to any animals coming to go through everything on site and make sure we are prepared. As superintendents, we are there to help each other however we can.

What is the highlight of WDE week for you? The highlight of World Dairy Expo week is the Red & White show itself. It is a culmination of the work throughout the year and the chance to be part of this great show is exciting.

What three things could you not do this role without? This role could not be done without the great help of the World Dairy Expo staff, other superintendents and the volunteers who help with the breed shows. It could not be done without cooperation from the exhibitors attending the show. Finally, I could not do this role without the support of my family, who know how much I love doing this.

What do you value about being the Red & White superintendent? I value being part of a great team with the other superintendents and World Dairy Expo staff, putting on the greatest dairy cattle show in the world. I also value all the great volunteers who help with the Red & White show. It would be impossible to run the show without them.

What is your favorite WDE memory involving the breed you represent? My favorite memory has been watching my kids show at World Dairy Expo, even though they showed other breeds besides Red & Whites. I also enjoy being in the ring as the supreme champion is picked each year. Each year provides new memories that I can look back on for years to come and appreciate that I was part of this great show.

Suzanne Lois
Burlington, Wisconsin
International Milking Shorthorn Show

Tell us about your role as a superintendent. I help with the arrival of animals and stalling, check in my breed, and make sure the show runs smoothly and is enjoyable for the exhibitors. I also do public relations with exhibitors during the week to answer questions or help with any issues they may be having. Finally, I listen to exhibitors to help make the show more enjoyable the next year as issues may pop up.

What is your background and current involvement in the dairy industry? I have been in the dairy industry as a professional for over 41 years. I am also married to a sixth-generation farmer. His family has owned the original farm since 1858. Currently I am an independent consultant working in consulting and sales for two companies with dairy and beef clients in the Upper Midwest.

What preparations are involved leading up to WDE? I get commitments of volunteers for breed check-in and show day. I start stalling cattle strings two weeks before final stalling on the grounds. I go through the premium book to confirm with the breed secretary any changes to the premium book and show.

What is the highlight of WDE week for you? Working with other superintendents the entire week and visiting with my breed's exhibitors and other exhibitors at Expo. I also enjoy catching up with industry professionals I have known for over 40 years and college friends.

What three things could you not do this role without? The other superintendents, World Dairy Expo dairy cattle show staff and volunteers.

What do you value about being the Milking Shorthorn superintendent? The relationships I have built over the years volunteering at Expo.

What is your favorite WDE memory involving the breed you represent? The positive response I received from my breed when I became the superintendent.

Continued from Q&A | Page 8

Kimberly Moucha

Madison, Wisconsin
International Ayrshire Show

Tell us about your role as a superintendent. As a superintendent, I have the wonderful responsibility of overseeing the Ayrshire show from start to finish, including overseeing show volunteers, pre-stalling animals, assisting with cattle ingress, participating in meetings and committees, and working with my fellow superintendents to come up with innovative ways to improve the show year after year.

What is your background and current involvement in the dairy industry? I grew up on a small dairy farm — more like an Old McDonald Farm — in northwestern Wisconsin. I headed south to Madison to attend college at the University of Wisconsin where I graduated with a life sciences communications degree (two nutrition courses short of the double major in dairy science). While attending classes part time, I worked full time for Dr. Robert Bremel in the dairy science department and then followed him to his start-up biotech company, Gala Design. I continued to work for this company under several different names for 27 years in information technology automation, supporting the various systems for the pharmaceutical industry. My education and dairy background were very beneficial when working in a lab based on messenger ribonucleic acid and DNA research. My involvement in the dairy industry is mainly through World Dairy Expo and supporting youth at local and state fairs.

What preparations are involved leading up to WDE? Oh, there are so many activities starting with meetings. We meet throughout the year starting in the spring, then meet again a few times in the summer, several times in the days leading up to cattle arrival, and during the show. We hold a post-show meeting, and then the cycle begins again. Our biggest preparation and our biggest challenge are stalling animals — I believe it is the world's biggest puzzle. With the great teamwork of the superintendents (supers) and the cooperation of the exhibitors, we manage to find a home for every animal that steps foot on the grounds. This puzzle involves viewing and reviewing the stalling requests, figuring out which ones are duplicates or triplicates, questioning why some exhibitors haven't submitted a stalling request and then the countless number of hours of phone calls, emails, text messages, and now, Snapchats, to exhibitors asking them whom they are stalling with or who is stalling with them, whom they need to be tied next to, who's sharing nightline, who can't be stalled next to you and how many animals are you actually bringing. As supers, we also need to coordinate our schedules to be available to assist each other and ensure that there are always two supers for cattle arrival and on the grounds during show days. In addition to this, we need to oversee our volunteers to ensure their needs are met so they can perform their volunteer activities with happiness and joy, and without issues.

What is the highlight of WDE week for you? There are so many highlights throughout the week but honestly, a grilled cheese and shake from the Badger Dairy Club cheese stand is my number one. Catching up with friends, colleagues, fellow alumni and exhibitors is also high on the list, and finally seeing kids working hard to show their animals and do well because of that hard work makes my heart smile.

What three things could you not do this role without? My volunteers. I literally have the "A Team" for team Ayrshire. They are my fellow supers. We work as one and one for all. And finally, the tremendous staff. I love working with Laurie, Laura and Lexa (aka Triple L). We couldn't do this without their support, knowledge, hard work and love of what they do because it helps me do the job I love to do.

What do you value about being the Ayrshire superintendent? I value the opportunity it gives me to volunteer at the world's greatest dairy show where I get to see beautiful animals, establish friendships with folks from all over the world, and volunteer with so many great people that love cows as much as I do. I love being a part of the show decisions, show process improvements (such as being on the development team for electronic check-in and placings, being on the committee to design improved milk collection containers, being on the pavilion design committee, to name a few) and working with the amazing superintendent team.

What is your favorite WDE memory involving the breed you represent? Again, there are so many great memories, but I would have to say watching the bagpipers leading the class winners, juniors and open show, into the ring for the naming of the champion a few years ago and looking into the stands and seeing everyone's eyes on the Ayrshire show. Everything stopped and all eyes were on our show — it was an amazing moment in time and one I'll never forget. We are very fortunate to have such a great tradition for the naming of the Ayrshire grand champion.

Jen Keuning

Green Bay, Wisconsin
International Holstein Show

Tell us about your role as a superintendent. As the Holstein superintendent, I work with the rest of the superintendent team to house the exhibitors planning to attend Expo and work with Expo staff and exhibitors to run a seamless cattle show that showcases some of the best animals in the world.

What is your background and current involvement in the dairy industry? I grew up on a dairy farm in central Iowa and worked as a University of Wisconsin extension agent for 10 years in Kewaunee County. For the past 18 years, I have worked as a senior project manager at GHD Services Inc. In my current role, I provide engineering and permitting services to dairy farms across the United States.

What preparations are involved leading up to WDE? Lots of phone calls and emails with exhibitors, answering questions and confirming animal numbers to house cattle at World Dairy Expo.

What is the highlight of WDE week for you? Getting all the Holstein cattle checked in for the show and closing the catalog so it can be sent out for printing.

What three things could you not do this role without? Good volunteers, the superintendent team and the exhibitors.

What do you value about being the Holstein superintendent? The relationships I have been able to build with exhibitors across North America.

What is your favorite WDE memory involving the breed you represent? Watching Floydholm MC Emoji-ET, a cow that I own as part of the LaFemme Fatale Syndicate with Shawn and Seth Nehls, win Intermediate Champion at the 2019 World Dairy Expo.

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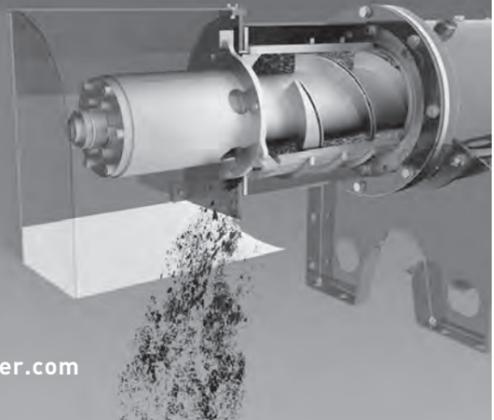
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Zora scores a hat trick

Indiana cow earns third championship in International Junior Milking Shorthorn Show

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — For the third year in a row, Heavenly Zora-ET, the top-placing junior-owned Aged Cow, was tapped as Senior and Grand Champion of the International Junior Milking Shorthorn Show for Dillon Freeman of Bremen, Indiana. Lazy-M-JK Lady in-Red-EXP, the winning Four-Year-Old, once again followed Zora as the Reserve Grand Champion after being named Reserve Senior Champion. Lady In-Red is owned by Aubree, Aiden and Alaina Topp of Botkins, Ohio.

Corstar Win Maisel-EXP, the top-placed junior-owned Junior Two-Year-Old, was named Intermediate Champion of the Junior Show and received the nod for Honorable Mention Grand Champion honors. Her herdmate, Lazy M Bender Back-EXP, the winning Senior Two-Year-Old, was selected to be the Reserve Intermediate Champion. Both cows are owned by Jadeyn, Alexa, Raela and Walker Mueterthies of Lawler, Iowa. Honorable Mention Intermediate Champion recognition went to Halpins Triple Crown Roulette-ET, the top junior-owned Senior Three-Year-Old, owned by Owen or Colt Halpin or Bailey Broers of Halpin Farms in Buckingham, Illinois.

The top-placing Four-Year-Old, Mikes-Dar Trans Rebecca, received the nod as the Honorable Mention Senior Champion for Tristen Upchurch of Hebron, Illinois.

Dc-KnH Rockstar Cuddles-ET, the top-placing junior-owned Fall Calf, was tapped for Junior Champion honors. Cud-



PHOTO COURTESY OF COWSMOPOLITAN

Heavenly Zora-ET is named Senior and Grand Champion of the International Junior Milking Shorthorn Show, after winning the Aged Cow Class Oct. 1 in Madison, Wisconsin. Zora is owned by Dillon Freeman. Lazy-M-JK Lady-in-Red-EXP is named Reserve Senior and Reserve Grand Champion after winning the Four-Year-Old class. She is owned by Aubree, Aiden and Alaina Topp. Corstar Win Maisel-EXP, the top-placed junior-owned Junior Two-Year-Old, was named Intermediate Champion and Honorable Mention Grand Champion of the Junior Show. She is owned by Jadeyn, Alexa, Raela and Walker Mueterthies.

dles is leased by Cameron Ryan of Fond du Lac, and owned by Peter Vail. Following Cuddles as the Reserve Junior Champion was the winning Winter Calf, KnH Endres Legend Has It-ET, leased by Jayse Pudwill of Dakota, Illinois, and owned by Tyler Endres. Lazy M Liam Alligator, the second-place junior-owned Fall Calf, received the handshake for Honorable Mention Junior Champion. Alligator was exhibited by Cael, Chase and Caden Cannon of Dyersville, Iowa.

Official judge Chris Lahmers of Marysville, Ohio, and his associate judge, Michael Maier of Stitzer, were charged with placing 123 head of junior-owned Milking Shorthorns. Complete show results are available online at www.world-dairyexpo.com.

Heavenly Zora-ET
Dillon Freeman, Bremen, Indiana

Tell us about yourself. I am a fourth-generation dairy farmer and have been working full time on our family farm since I graduated from high school in 2023. We milk a mixed breed herd of 150 Holsteins, Ayrshires and Brown Swiss cows.

Tell us about your animal. I purchased Zora as a Summer Yearling in 2019. She was classified VG-88 as a maximum score for a two-year-old and is now EX-92 as an aged cow. She has one daughter, Nor-Bert Ziva, who placed sixth in the Fall Yearling class at Expo this year.

What was your reaction when your cow was named Grand Champion of the Junior Show? I was extremely happy and

I am very grateful. It is really cool to be able to bring Zora back three times and have her get better every time. This year she looks as good as she ever has.

How did you get involved in dairy cattle showing? I grew up showing cattle with my family.

Who has been a mentor for your showing career? What has been the best advice they have given you? My family members are probably my biggest mentors. I have two pieces of advice they have given and I would pass along: don't give up on a young cow and always strive to do better.

What is your favorite memory of showing dairy cattle? My favorite memory is showing the Reserve Supreme Champion Heifer of the Junior Show at Expo in 2019.



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DYNAMIC DUOS

DELBERT AND HEATHER YODER
WEST SALEM, OHIO

30 years of showing cows

FFA brought Yoders together

BY SHERRY NEWELL
Staff Writer

He was an FFA alumnus; she was an FFA member. When Delbert and Heather Yoder met, it was the beginning of a long story that continues today at World Dairy Expo®.

The Yoders of West Salem, Ohio, showed their first animal together in 1995. Delbert came from the farm where they now breed cattle with the Brook Hollow prefix, striving for show-type Holsteins and Brown Swiss.

Heather took a job working for a neighboring dairy farmer as a high school sophomore, and her boss allowed her to show a few animals. She needed a fitter; he fit the bill.

Over the years, the couple began to work shows and sales together. They established the herd in 1998 and today milk 30 cows. In addition to managing the herd with help from a niece, Delbert works as a hoof trimmer. Heather works with

Golden Link supplements and Blondin Sires.

Among their accomplishments together was the purchase of Top Acres Pre Para in 2004, a Brown Swiss cow whose daughter was at one time the highest-selling Brown Swiss at a public auction.

“We didn’t know anything about Swiss,” Heather said of their decision to purchase the cow. “But as we worked their sales we thought, ‘It would be really nice to buy one of those.’”

What a fruitful purchase she was. “We only ever bought one Swiss,” Delbert said. “And we’ve probably registered 100 animals that all go back to her.”

While Holsteins and Brown Swiss are their focus, they once showed the WDE Intermediate Champion and Reserve Grand Champion Guernsey, and a Best Bred and Owned Jersey. They had an All-American Ayrshire as well.

“I just like good cows,” Delbert said.

His breeding philosophy is to stack sires.

“The more sires you have that make the type you want, the more you accomplish,” he said. “We like deep pedigrees in cows with longevity. And we like developing cows.”



SHERRY NEWELL/DAIRY STAR
Delbert and Heather Yoder pause near their Brook Hollow string of animals Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Yoders have been showing together since 1995.

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TINA VILTER MCDONALD



Centered on dairy

McDonald reflects on World Dairy Expo experiences

BY TIFFANY KLAPHAKE
Staff Writer

HARTLAND, Wis. — From the colored shavings to the Trade Show floor, Tina Vilter McDonald has a long history with World Dairy Expo.

“Expo has been a part of my life for more than 40 years,” Vilter McDonald said. “I started showing cattle here with my family in 1979 and I’ve only missed a couple of shows since that first year.”

In recent years, Vilter McDonald has spent most of her time helping her clients maximize their World Dairy Expo experience. She started TVM Marketing, a full-service marketing and communications agency, more than 20 years ago.

“I could not have done any of this without supportive mentors, friends, co-workers and bosses along the way,” Vilter McDonald said. “Awesome clients, a hard-working and uber-talented team, my wonderful family who encouraged me to start my own business, and my parents who gave me endless hands-on agricultural learning opportunities are among those supporters.”

World Dairy Expo is a special place for Vilter McDonald. Growing up on a Guernsey dairy farm, Four Winds Farm, Vilter McDonald showed cattle with her family at local, state and national shows, including Expo.

“I was blessed with parents who nurtured my passion for the dairy industry,” Vilter McDonald said. “They taught me the importance of hard work and instilled in me a love of cows. As a family, we were

involved in showing cattle and I’ll always cherish my time in the ring.”

Over the years, Four Winds Farm captured 11 grand champions, more than 20 premier breeder awards and 20-plus premier exhibitor awards at World Dairy Expo.

As a youth, Vilter McDonald also participated in the showmanship contest at Expo.

“I remember when they added the clipping portion to the showmanship contest,” Vilter McDonald said. “There were no age divisions at that time. I was 12 years old, and I won the showing part of the contest, but failed miserably at clipping and ended up 7th overall. I vowed from that day forward to learn from some of the best fitters on how to make an animal look her best.”

Vilter McDonald’s passion for the dairy industry led her to pursue a degree in agricultural journalism and a minor in dairy production at South Dakota State University. While there, she participated on the dairy judging team.

“My parents always encouraged me to participate in dairy cattle judging contests as they believed judging helped teach lifelong skills,” Vilter McDonald said. “I grew up competing at all levels and had excellent teammates, coaches and mentors throughout the years.”

The 1989 dairy judging team at SDSU, with sophomore Vilter McDonald on the team, went on to place second overall and Vilter McDonald placed first individually.

“I still remember driving straight to the cattle barns after the awards ceremony to tell my dad,” Vilter McDonald said. “He was clipping one of our cows at the time and he had to stop clipping because he was shaking with so much excitement. Judging that year, with my awesome teammates and coaches ranks as one of my all-time highlights. I’ll never forget it and it definitely opened doors for me.”

Vilter McDonald would later return to judge at World Dairy Expo as an official for the 4-H and collegiate judging competitions and the showmanship contest.

After graduating from SDSU Vilter McDonald worked for companies such as Select Sires, Hoard’s Dairyman, Colle & McVoy and Charleston/Orwig prior to starting TVM Marketing.

“There’s no better reward than helping clients achieve their goals and objectives,” Vilter McDonald said. “We love what we do, and I believe it shows in

our work.”

Over the years, several of her clients have exhibited in the Trade Show at Expo and one client even won the award for top booth display.

“At World Dairy Expo, I’m most proud of the accomplishments my clients and my family have achieved,” Vilter McDonald said.

Her family continues to make waves at World Dairy Expo even though Four Winds Farm has since dispersed their herd.

“We’ve kept an interest in a couple of our favorite cow families,” Vilter McDonald said. “This year we hope to see a few of our heifers owned in partnership back on the colored shavings.”

World Dairy Expo is a family affair for Vilter McDonald as her daughter also participated in events before the herd dispersed, including showing her animals in the Guernsey show and showmanship contests. The showmanship contest, in particular, continues to be a favorite for Vilter McDonald.

“I enjoyed being a part of the showmanship contest, whether participating in it as a youth, watching my daughter compete, or being honored to be an official judge of the competition,” Vilter McDonald said. “I love that World Dairy Expo gives the youth a chance to participate in both showing and clipping competitions at a national level.”

There are a lot of aspects to World Dairy Expo and Vilter McDonald has been involved in many of them. She continues to look forward to attending the Madison show each year.

“From being with family and friends, helping clients, meeting with dairy producers and influencers, watching the cow shows, and learning about new products and services, World Dairy Expo is truly an amazing week that I look forward to all year,” Vilter McDonald said. “It really is a must-attend event for anyone involved in the dairy industry.”

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PHOTO SUBMITTED
 Tina Vilter (left), Traci Nelson, Joy Vilter and Clark Vilter wait outside the Coliseum during the International Guernsey Show at World Dairy Expo in Madison, Wisconsin. Vilter McDonald’s Expo experiences have run the gamut from exhibiting her family’s famed Four Winds Guernseys to youth contest participant to national champion dairy judge to owning her own marketing agency.



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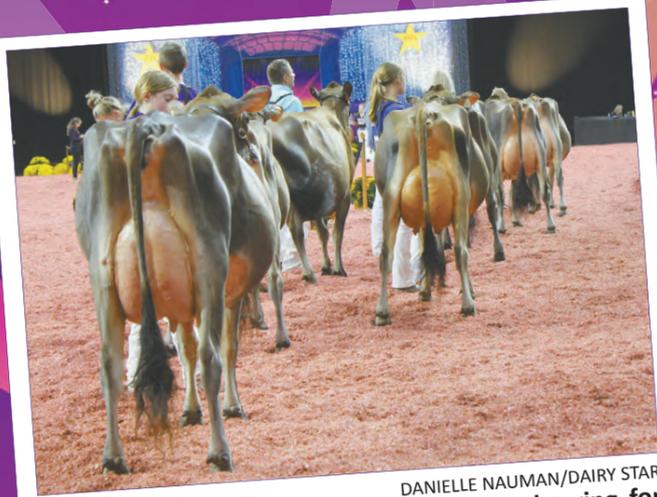


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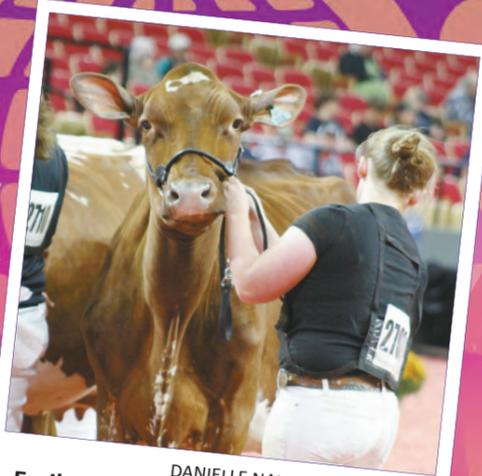


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TODAY AT WORLD DAIRY EXPO



DANIELLE NAUMAN/DAIRY STAR
Senior Two-Year-Old cows wait to enter the ring for their class in the International Jersey Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. There were 19 Senior Two-Year-Olds exhibited.



DANIELLE NAUMAN/DAIRY STAR
Emily Fisher focuses on setting up Ridale Bettys Bombshell-EXP, her Junior Three-Year-Old cow, during the International Milking Short-horn Show Oct. 1 at World Dairy Expo in Madison, Wisconsin. Fisher's cow won the class while with her cousin, Jacob, placed second.



SHERRY NEWELL/DAIRY STAR
Kylie Sparrow cuddles her cousin, Wylie Sparrow, Oct. 1 at World Dairy Expo in Madison, Wisconsin. The Sparrows were part of the show string for Fairdale Farms in Owenton, Kentucky.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
Over 40 Farm Bureau Federation state presidents from around the U.S., the Wisconsin State FFA Officer team and World Dairy Expo Board Members join American Farm Bureau Federation President Zippy Duvall on a visit to Expo Oct. 1 in Madison, Wisconsin. The American Farm Bureau Federation included the visit to Expo on a bus tour held for state presidents.



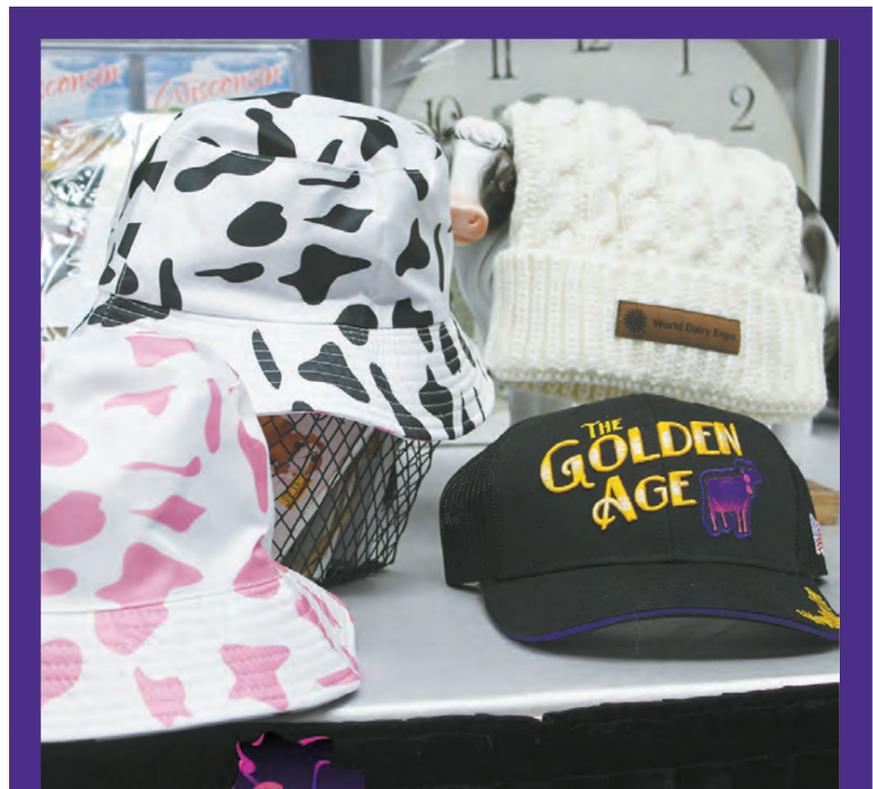
PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
Spectators take in the auction celebrating the winners of the World Dairy Expo Championship Dairy Product Contest Oct. 1 in Madison, Wisconsin. Twenty-eight lots of award-winning dairy products sold to fund scholarships provided by Wisconsin Dairy Products Association and to benefit Fighting Food Insecurity.

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TODAY AT WORLD DAIRY EXPO



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
Tamara Ihm, a University of Wisconsin-Madison student, makes makes grilled cheese sandwiches Oct. 1 at World Dairy Expo in Madison, Wisconsin. The grilled cheese stand is among the most popular lunch spots on the grounds.



DANIELLE NAUMAN/DAIRY STAR
Jason Lloyd opens a big square bale of hay Oct. 1 at World Dairy Expo in Madison, Wisconsin. Lloyd has 42 animals in his show string.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
American Farm Bureau Federation President Zippy Duvall does an interview with Millaine Stodola, host of WFRV,, Oct. 1 at World Dairy Expo in Madison, Wisconsin. Duvall visited Expo as part of a bus tour hosting over 40 Farm Bureau Federation state presidents.



DANIELLE NAUMAN/DAIRY STAR
Showing photographers — Jordan Anderson (from left), Jenna Jongenotter and Mad-dy Hensel — work to capture special moments in the showing Oct. 1 at World Dairy Expo in Madison, Wisconsin. Showing photographers log countless hours and miles to provide exhibitors with memories of their time on the colored shavings.



PHOTO COURTESY OF DUSTY BOOTS PHOTOGRAPHY
Kendyll Kress (left) and Maya Bicksler take a break from chores at World Dairy Expo Oct. 1 in Madison, Wisconsin. The girls are helping the Kress family exhibit their Red & White Holsteins.

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Parlez vous francais?

Quebec cows dominate International Ayrshire Show

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — The Foley family of Vieux Village Ayrshires sent two Ayrshire cows on the long trip from Quebec to World Dairy Expo® and took home two purple banners for their efforts. The winning Five-Year-Old, Vieux Village Gentleman Joy, was tapped by judge Brandon Ferry as his Senior and Grand Champion. Ferry followed her with his winning Four-Year-Old, Vieux Village G Montana, as his Reserve Senior and Reserve Grand Champion. The pair were exhibited by Florent Foley and family of Piopolis, Quebec.

Honorable Mention Grand Champion honors went to the Intermediate Champion, B-Wil Kingsire Willow, the winning Senior Three-Year-Old, exhibited by Pierre Boulet of Montmagny, Quebec. The Honorable Mention Senior Champion cow was the winning Lifetime Component Merit Cow, Palmyra Predator B Ruthless-ET, exhibited by Kurt, Michelle and Cooper Wolf of Guttenberg, Iowa.

Bricker-Farms King Cinderella, the winning Senior Two-Year-Old, was named Reserve Intermediate Champion for the Wolf family and their partners, Josh and Samantha Fairbanks. Honorable Mention Intermediate Champion recognition went to Bar-Vue Reagan Barbie-ET, the winning junior Two-Year-Old exhibited by Irrthum Farm Inc. of Wanamingo, Minnesota.

In the heifer show, Junior Champion honors went to the winning Winter Yearling, Budjon-Vail Autograph Kristina-ET, exhibited by Budjon, Peter Vail, Cole Rupprecht, Brothers Three and Seth and Shawn Nehls of Watertown.

Following Kristina as the Reserve Ju-



PHOTO COURTESY OF COWSMOPOLITAN

Vieux Village Gentleman Joy, the winning Five-Year-Old, is named Senior and Grand Champion of the International Ayrshire Show. Vieux Village G Montana, the winning Four-Year-Old, is named Reserve Senior and Reserve Grand Champion. Both Joy and Montana are owned by Florent Foley and family. B-Wil Kingsire Willow is named Intermediate and Honorable Mention Grand Champion. Willow is owned by Pierre Boulet.

nior Champion was the winning Fall Calf, Ullmstar A Rectify, exhibited by Damian and Kiley Ullmer of Seymour. Budjon-Vail Autograph Kimberly, the second-place Winter Yearling, owned by Cole Rupprecht of Lomira earned the Honorable Mention Junior Champion recognition.

The Premier Breeder banner went home with Palmyra Farm, Hagerstown, Maryland, while Glenmar-Dale Farms, Mark and Becky Brown, of Fennimore earned the Premier Exhibitor banner. Bear-Ayr Distinct Kingsire was named the overall Premier Sire of the show.

Tim and Katie Busch of Grand-View Ayrshires in Cecil were awarded the Premier Breeder of the Heifer Show. Peter Vail of Valatie, New York, was named the Premier Exhibitor of the Heifer Show. The Premier Sire of the Heifer Show was Marilie Autograph-ET.

Official judge Brandon Ferry of Hilbert and his associate judge Michelle Upchurch of Hebron, Illinois, were charged with placing 327 head of Ayrshires in the International Ayrshire Show. Complete show results are available online at www.worlddairyexpo.com.

Vieux Village Gentleman Joy
Florent Foley and family

Tell us about your animal. Joy started showing as a Winter Calf in 2019. At her first show she won Junior Champion at the Royal Agricultural Winter Fair (our biggest show in Canada). After COVID she came back in the showing as a cow and has won every year, sometimes as Grand Champion and sometimes as Reserve Grand Champion, beaten by her herd mate Montana (who won the Reserve Grand Champion to her at Expo).

What does receiving this title mean to you? It means everything to us. It is the result of many years of hard work. We are always thinking about showing at World Dairy Expo again. Ten years ago, on the same date (Sept. 30), we had the same achievement, winning Grand Champion with Vieux Village C Diamond.

How did you prepare for the show and who helped you? We start our show season in July. Our show cows for sure get special treatment. They are washed every

day. We train them twice a week to be sure that they will walk perfectly in the showing. If it is too hot outside, they stay in the barn to keep them in a cool place. At the farm, the show cows are the passion of Vicky and me (Bianca), a passion we share with our dad, Florent, who is still always there to share this passion at 78 years of age.

What trait do you like most about your animal? At the farm she is a cow with a big temper who just loves going outside every day with the rest of the herd. She is always the one in the front, to lead the herd.

Why did you enjoy showing at WDE? Exhibiting at WDE wouldn't be possible without our great friends at Lookout Farm. We send our animals with their exhibit and we always know that they will take care of them as if they were their own cows. WDE is the place to be for sure. This show is just tremendous. We meet people from everywhere in the world and we see and compete with the best animals in North America. It's like going to the Olympics.

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More Wishful Thinking

Ohio cows top International Junior Ayrshire Show

BY DANIELLE NAUMAN
Staff Writer

MADISON, Wis. — Living up to her name, Toppglen Wishful Thinking-ET rose to the top of the World Dairy Expo® International Junior Ayrshire Show once again Sept. 30 in Madison, Wisconsin, when she was named Senior and Grand Champion. The top-placing junior-owned Lifetime Component Merit Cow, Wishful Thinking was exhibited by Tanner, Brennan, Marissa and Logan Topp of West Salem, Ohio.

Following Wishful Thinking as the Reserve Senior and Reserve Grand Champion was the second-place junior-owned Lifetime Component Merit Cow, Bricker-Farms Gibbs Carvella. Carvella is owned by T., L. and A. Bricker and K., L. and C. Binckley of Salem, Ohio.

Honorable Mention Grand Champion honors went to the Intermediate Champion, Rustic-Creek Ringer Skittles, the winning Summer Junior Two-Year-Old exhibited by Edwyn Gonzales of Grove City, Minnesota. Honorable Mention Senior Champion recognition was given to Farmstead Kingsire Hokey, the top-placing junior-owned Four-Year-Old, exhibited by Keenan Thygesen and Zachary Johnson of Tunbridge, Vermont.

Following Skittles as the Reserve Intermediate Champion of the Junior Show was Top-



PHOTO COURTESY OF COWSMOPOLITAN

Toppglen Wishful Thinking-ET is named Senior and Grand Champion of the International Junior Ayrshire Show after winning the Lifetime Component Merit Cow Class. Wishful Thinking is exhibited by Tanner, Brennan, Marissa and Logan Topp. Bricker Farms Gibbs Carvella is named the Reserve Senior and Reserve Grand Champion after placing second in the Lifetime Component Merit Cow Class. She is owned by T., L. and A. Bricker and K., L. and C. Binckley. Honorable Mention honors went to Rustic-Creek Ringer Skittles, the winning Summer Junior Two-Year-Old exhibited by Edwyn Gonzales.

pglen Kingsire Guinevere, the winning Junior Three-Year-Old, also exhibited by the Topp family. Garnering the handshake for Honorable Mention Intermediate Champion was the top-placing junior-owned Senior Three-Year-Old, Sunny-Acres Reagan's Kalico, exhibited by Allie, Brock and Olivia Champluvier of Wyalusing, Pennsylvania.

In the heifer show the top-placing junior-owned Summer Yearling, Old-Bankston-JC Bulletproof-ET, took the honors of Junior Champion for owners Dylan and Cameron Ryan of Fond du Lac. Following Bulletproof as the Reserve Junior Champion was Stil-Dreamn Chauvinist Jazzasaurus, who was the top-placing junior-owned Fall Calf for Jacy, Libby and Ally Brooks

Carpenter of Earth, Texas. The nod for Honorable Mention went to Grand-View Vicking Duffle-ET, the top junior-owned Winter Yearling, owned by Jacob, Logan and Madison Harbaugh and Tim Busch of Marion, Wisconsin.

Official judge Brandon Ferry of Hilbert and his associate judge Michelle Upchurch of Hebron, Illinois, were charged with placing 128 head of Ayrshires in the International Junior Ayrshire Show. Complete show results are available online at www.worlddairy-expo.com.

Toppglen Wishful Thinking-ET Tanner, Brennan, Marissa and Logan Topp, West Salem, Ohio

Tell us about yourself. I am 19 years old, the youngest of six in

our family. I work on a custom farming crew. I have been showing ever since I can remember.

Tell us about your animal. Wishful Thinking is a great cow. We all love her. She doesn't show her age, is problem-free and an easy cow to work with. She is 11 years old and has had eight calves. She had the last one in April. She is scored EX-95. She's a great brood cow too, and has many offspring. She has been Grand or Reserve Grand Champion of the Junior Show five other years, and last year she was Supreme Champion of the Junior Show.

What was your reaction when your cow was named Grand Champion of the Junior Show? It just made me so happy. It is

such a neat experience to be out there on the colored shavings, and to get that handshake. It is something a lot of people dream of and not everyone gets to experience. I am so blessed to work with my family, to do this thing we all love.

How did you get involved in dairy cattle showing? I grew up with my whole family being involved in showing. When I was young my family milked about 60 cows. They sold the herd in 2013 and we kept a few show cows. Now my two oldest brothers have a place where they are milking six cows. You might try to leave the dairy industry and do other things, but you always come back because it is something you are passionate about.

Who has been a mentor for your showing career? What has been the best advice they have given you? Definitely my family. My parents and my older brothers, I can't give them enough credit. If it wasn't for them, there wouldn't be any cows for me to show. They have always taught me that if you put in the hard work, take care of everything, every day, you can come and show and the results prove the work is worth it.

What is your favorite memory of showing dairy cattle? Definitely being out there under the spotlight last year when Wishful Thinking was named Supreme Champion of the Junior Show. It was totally unexpected. None of us expected it, but it was so amazing. My brother's wife didn't even get a video — and she gets a video of everything.

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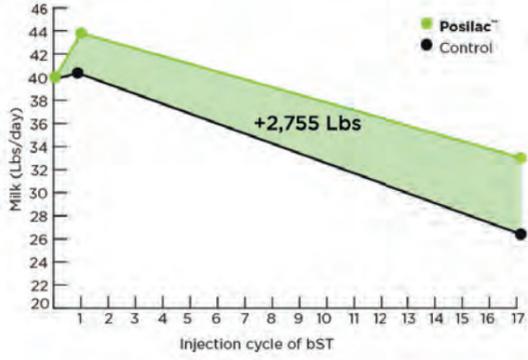




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