

OCTOBER 2020:

Your Virtual Visit to the World Dairy Expo in Madison

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It is a beautiful drive from downtown Madison. There, in the centre, is the “State Capitol”, a remarkable building. But breeding enthusiasts know about a much more remarkable structure in Madison: the Coliseum, or the Alliant Energy Center. From downtown, we reach it via John Nolen Drive, the road that takes us past Lake Monona, and ends up at the Coliseum. There, during the first weekend of October, tens of thousands of enthusiasts assemble from around the world, in anticipation of this invigorating event: the World Dairy Expo, with America’s National Holstein Show. It has been organized here for 53 years in a row, non-stop. But this year – for the very first time in its history – there is a pause. The reason: Covid-19. So, no WDE then, but... there is a story. HI spoke with numerous participants, looked at previous editions, and invited WDE booth attendants to introduce themselves: Now, not in their booth, but in HI. Travel with us virtually and experience the WDE in a different way.

JAN BIERMA & BERT WESSELDIJK HAN HOPMAN



The World Dairy Expo at its best! A view from 1994: the 8-year-old Grand Champion Dupasquier Starbuck Winnie poses together with Eric Dupasquier in front of Madison’s Coliseum. It was the third year in a row that a Starbuck daughter triumphed in Madison. After this victory, Winnie would still complete an entirely new lactation and attain lifetime production of 97,371 kg (214,216 lb). She produced three EX and four VG daughters, earning eight breeding stars, and became 12 years old.

‘N’o, never before has the World Dairy Expo been cancelled. Not in all of the 53 previous years. This would have been the 54th edition, but we really did not have any other option. Organizing such a large scale event in Madison, Dane County, is truly impossible during this Covid-19 crisis. I am then also thankful that the board made this difficult, but also unavoidable and correct decision on time. It gave clarity to everyone: all participants and visitors,’ explains Scott Bentley, General Manager of the WDE organization in Madison. Yes, the WDE is a mega-event. The organization itself has nine full-time employees, but during the expo, no less than 350-400 people are busy running the event. No wonder: many thousands of visitors from around the world gather during those five

days. Last year, more than 62,000 guests, while in the peak year 2014, there were no less than 77,204! ‘With all of the corona restrictions, something like that is now unthinkable especially in Madison, in a densely populated region where regulations are extra strict,’ explains Bentley. Hence, the only possible decision: cancellation: As difficult as it was for the board, Bentley and his colleagues. What will Bentley miss the most? ‘Two things: the energy and the adrenalin that we all get while we are on our way to the

grounds, as we pass through the “gates”, and when we enter the Coliseum. The start of a very special time.’ But: ‘We are now directing all of our energy toward a new World Dairy Expo in 2021. We are already beginning to work on it now – in full force,’ concludes Bentley energetically.

TOUR

However, we are not there yet, and thus we begin here with a virtual visit to the Expo. We walk through the round halls of the coliseum,



Familiar sight: extensive awards ceremony in the ring.



With suspense, the audience follows developments in the ring, with the prizes ready to be awarded.

Madison and KHW Regiment Apple – in the picture, eager to enter the ring – are inextricably connected. In 2006, Apple turned heads as the very first Red Holstein to win a class (Junior-2-yr) for the black & white Holsteins. Five years later, she became the Grand Champion in the red & white ring in a performance that was repeated by her clone (Apple-3) in 2013. And, during the last three editions, Apple sons have provided the Red Holstein Grand Champions: Highcroft Absolute Lily in 2019, Oakfield Armani Champagne in 2018 and Meadow Green Absolute Fanny in 2017.



take a look in the arena and reflect on victories in the recent past, pay a visit to numerous stands where we obtain entirely current updates which were recently mailed to us by representatives. And meet familiar visitors from various continents, who we normally meet at the Expo each year. Welcome to the virtual WDE 2020!

Harry Broekhuis, Netherlands

‘I have attended the WDE 34 times already; the first time was to evaluate families and daughters of the newest sires. Later, we purchased cattle for the import and export of embryos. The WDE was very important to us, for making arrangements. At the same time, we visited the Kestells, where our animals are housed. Now that breeding has become more focused on genomics, farm visits are becoming a bit less important. But not the WDE – it continues to be important for all international contacts. We really enjoy going out in the evenings and will certainly miss WDE 2020. Looking forward to 2021!’

ABS GLOBAL

‘We will miss seeing our customers and the dairy industry come together at WDE in 2020. ABS has been there since the beginning, from farm and facility tours, Dr. Bob Walton starting the exhibitor doughnut cart, breakfast events,

to ABS and St. Jacobs genetics on the colored shavings. With our commitment to innovation, we will be sure to stay in touch digitally while we can’t be together in person. We look forward to continuing the ABS WDE connection in 2021 and years to come.’

HOMEBRED

The honour gallery of WDE’s Grand Champions during the past 15 years includes 26 different

names (see table). Five cows were able to win Madison twice during those years; Frosty and Hailey for the Holsteins; Redrose, Seisme and Tequila for the Red Holsteins. Of the 26 unique winners, three were homebred by the exhibitor: KHW Regiment Apple, who triumphed in the Red Holstein ring in 2011: Sheeknoll Durham Arrow (“Thomas”), who in 2016 was led by Jeannette Sheehan (see photo) when she won the Holstein Show: And most recently, Jacobs Lauthority Loana, the Holstein Grand Champion of 2018.

TRIPLE-HIL SIRES

‘We love to see great cows and talk to great cattle breeders. That’s what draws us to the WDE every year. Our reason for visiting the famous Coliseum in Madison is likely the same as yours:

Table – Madison winners during the past 15 years, Holstein and Red Holstein.

YEAR	HOLSTEIN	RED-HOLSTEIN
2005	Budjon Desire (Red Marker)	Lavender Redrose (Rubens)
2006	Kinyon Ideal (Linjet)	Yarsden Caramac (Kite)
2007	Elleeta Lucy (Skybuck)	Lavender Redrose (Rubens)
2008	Thrulane Rose (James)	Cherrie-Kreek Beulah (Advent)
2009	Harvue Frosty (Roy)	Ky-Blue Marla (Rubens)
2010	Harvue Frosty (Roy)	Blondin Seisme (Redman)
2011	Eastside Lewisdale Missy (Goldwyn)	KHW Apple (Regiment)
2012	RF Hailey (Goldwyn)	Blondin Seisme (Redman)
2013	Bonaccueil Maya (Goldwyn)	KHW Apple-3 (Regiment)
2014	RF Hailey (Goldwyn)	Strans-Jen-D Tequila (Director)
2015	Lovhill Katrysha (Goldwyn)	Strans-Jen-D Tequila (Director)
2016	Sheeknoll Arrow (Durham)	Pheasant Echo’s Turvy (Advent)
2017	Rosiers Blexy (Goldwyn)	Meadow Green Fanny (Absolute)
2018	Jacobs Loana (Lauthority)	Oakfield Champagne (Armani)
2019	Butz-Butler Barbara (Goldwyn)	Highcroft Lily (Absolute)



Indispensable in Madison: the clippers.

to see what's working and what's not working in the industry, and using that first-hand observation to help make our sire lineup better. At the Triple-Hil Sires booth, you will encounter a breeding philosophy that is driven by actual results, balanced matings, deep cow families and functional long-lasting cattle. See you in 2021!

UDDER COMFORT

Udder Comfort has tools for maximum results, minimal cost. In parlors, stalls and headlocks, Udder Comfort has tools to soften fresh udders for maximum results, minimal cost. The Udder Comfort Backpack Sprayer is the latest innovation. Fast, Easy, one pass application. "We use it twice a day for a week after calving. First-calf heifers adapt to visit robots on their own much faster due to softer udders," says Chad Fredd, New York, milking 220 cows with average 39 kg/86 lb milk and 150,000 SCC. "We start a week before calving and see improved robot attachment times and reduced fetching," adds Josh Lingen, Minnesota, milking 340 cows with average 43 kg/95 lb milk and 80,000 SCC.

OHG

The year without World Dairy Expo is like an OHG without a top bull. It's just unthinkable. OHG is a regular exhibitor for roughly 25 years. The "Coliseum" is simply the meeting point for Holstein breeders worldwide. We would have presented GENIUS (a combination of the German production sire Gywer with the German conformation sire Trend), which should also be of interest in Central and South America with ICO 5406. Holstein breeders always remain optimistic, so "See you in Madison 2021".

WORLD WIDE SIRES

"World Wide Sires has been hosting our international friends in Madison in October every year for the past five decades. WDE is the single most important event on our tour calendar each



What every enthusiast anticipates: the powerful participants at Madison.

year as it combines educational opportunities, amazing cows, and a social atmosphere that can't be beat. While our global customers are missing the opportunity to travel to Wisconsin this year, we are reaching out via social media to stay connected and reminisce about all of the wonderful memories from past Expos!"

Denise Dickinson, US

"My passion for the Holstein cow began as a newlywed. My husband's cousin brought me to the county fair where I showed a little calf and stood in last place. From that moment, in 1978 at age 19, I was hooked! I feel fortunate to have witnessed some of the breed's greatest cows excel in the WDE ring, my favorites include, Gaige Highlight Tamara, KHW Regiment Apple-Red, and Stone-Front Iron Pasta. WDE is a happy place, creating excitement, and an opportunity to meet face-to-face the folks you do business with throughout the year and around the world!"

NEDAP COWCONTROL

Activity monitoring systems provide valuable cow and herd data. But, where does dairy tech-

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nology go from there? What's on the horizon with farm data? Nedap is the first to bring Augmented Reality into the dairy barn. This solution simplifies farm data by bringing it to life in the barn. Using Microsoft's HoloLens (goggles), farmers can now view insights on their cow's reproduction, health and location in their field of vision and register actions using hand gestures and voice commands.

SEMEX

As our world, priorities and markets continue to change and evolve, Semex's commitment to your success remains constant. Our suite of solutions gives you the power to take control on your operations wherever you may be. And, until we can all be together again, know that we are still here for you, ready to assist and work with you to ensure you're able to take control of your herd now and into the future. Not only do



Popular show cow: Scientific Debutante Rae led by Brian Behnke (right) and the "godfather" of the Roxys: Bob Miller.



Full bleachers during the well-attended Holstein show.



RECORD WINNER

No one was able to win America's national show more often than the accompanying picture cow: Minerva Beets, born in December 1905 in Marshfield, Wisconsin. Minerva, owned by Robert Haeger in Illinois, won the national no less than five times: in 1914, 1916, 1917, 1918 and 1919. 'She has wonderful, splendid capacity, and in every respect looks like a worker bee of the highest calibre,' was the commentary on this exemplary Holstein cow, who only at nine years of age, obtained her first national victory. And subsequently repeated that four times! Minerva was one of the earliest champions of America's national, with the first edition taking place in February 1906 in Chicago. There judge Wood from Minnesota selected the Canadian cow Daisy Texal 2d as the very first Grand Champion. At that first edition, three farms participated: from Iowa, Wisconsin and Ontario (CA).

we believe agriculture is essential, we believe each of our clients' success is essential.

MASTERRIND

The annual WDE is one of the most important events in the international show calendar. It's a melting pot of representatives, experts of the international AI sector plus key breeders and



This legendary Madison victory dates back to October 2016; the homebred Durham daughter Sheeknoll Arrow owned by the Sheehan family in Minnesota was selected – as an absolute outsider – by judge Pat Conroy as the Grand Champion.

cattle show lovers. For many years Masterrind has been exhibiting in the international lounge of the Alliant Energy Center. It's a good stage to meet international Masterrind representatives as well as potential new customers from many parts of the world. Our semen export team always enjoys the interesting Expo talks and beneficial business meetings.

Robert Watson, Peru

"For me WDE is the "melting pot" of the dairy industry. We love to go every year and have been there every year for over 30 years. We meet friends, industry leaders, see wonderful cows. See first-hand advancements in technology as we meet with vendors from all over the world. For us to go to WDE is like going to Disneyland! We have a lot of fun. Sad that this year had to be cancelled, we hope to be able to go in 2021."

INSEME

With an eye on a bright future Inseme has started a process of change based on ideas, innovation and professionalism that matches our mission: "working alongside of Italian breeders by offering high quality products capable of increasing the genetic background and the economic

profit of the breeders with the aim to provide Italian genetics focused on the production of food excellence along with the development of eco-sustainability and animal welfare."

OMNIGEN PRO

You Can't Spell Profit Without Pro. Introducing OmniGen Pro Nutritional Specialty Product. In the new dairy normal, your herd's productivity is more critical than ever. Designed with profitability in mind, our new combination of all-natural silicates and yeast components supports immune competency. When added to your dairy herd's rations, OmniGen Pro helps support a healthy immune system. A healthy immune system may lead to fewer infections and metabolic diseases – for higher profitability in a tougher market.

Dave Eastman, Vogue, Canada

"I have been going almost every year since the early 90s. Best international event trade show we have attended for our genetics business' - past (GenerVations) & present (Vogue Cattle) – very efficient & productive – people from all over the world in one place – many contacts (face-to-face; something that is very different

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in today's world) clients developed & lifetime friendships made; along with keeping a pulse on industry trends in various countries. Also the excitement of exhibiting & seeing so many great cattle!

AI TOTAL

'We travel to Madison to meet already established business connections and to make new contacts. In addition, you hear and feel what is happening in the market place, and specifically which new developments are on the radar. In addition, you always see lots of beautiful cows and there are sales where the world's absolute elite are being offered. So if you are looking for that, it is also available. And besides all this, Madison is simply a nice, friendly city.'

HOLSTEIN USA

Bulls offered by breeders, for breeders. Holstein Marketplace Sires is the Holstein Association's member driven initiative that provides an avenue for breeders to market semen from their bulls. Breeders retain ownership of their bulls and fellow breeders can purchase no strings attached semen and support each other in the process. Talk to your regional sales representative or visit www.holsteinusa.com and click on the Holstein Marketplace button to learn more about the great selection of bulls currently available.

CHART MVE

MVE has been producing the industry leading cryogenic tanks for decades now, and we've been there with you at each World Dairy Informing, growing, and evolving every step of the way with you. We're on a mission to do the same for decades and decades to come. Hope to see you next year!"

NEW GENERATION GENETICS

Expo 2020 was to be a very special one as the U.S. was to host the World Brown Swiss Conference. Happily, it has been rescheduled for 2021, also during Expo. The 2021 Brown Swiss show will be extra special, with Brown Swiss enthusiasts from 20+ countries in attendance. More information is available at www.brownswissusa.com

Greg Palen, US

'I cannot even remember how long we have been attending WDE. The first trips were with my Dad. My mentor in aAa (Ted Krueger, formerly of Curtiss AI) was associated with the original group that got WDE off the ground. For many years I would work in booths for Tri-State, then Semex and Taurus. WDE was a

LILY/LULU

In 2019, Highcroft Absolute Lily-Red was Grand Champion for the Red Holsteins, after she had won silver a year earlier. Also in the year 2020, the EX-95 Absolute daughter owned by Glamourview/lager/Walton/Eaton looks outstanding, as evident from a recent victory in Maryland. The pedigree of Lily, who in the meantime has an EX-92 Barbwire daughter and two Diamondback daughters, traces back to a famous brood cow from the 1970s: Tora Triple Threat Lulu EX-96.



useful place for speeding the training of newer aAa analyzers. WDE is a big dairy industry reunion where we all expect to catch up on friends and serving farmers worldwide.'

IPS

For 29 years, International Protein Sires has provided dairy producers around the world with high quality dairy genetics. Fulfilling our mission of "Breeding Cows, Not Numbers," IPS forges long-term relationships with producers that focuses on helping dairies achieve their genetic goals and priorities. Together, let's develop a long-term genetic program. Check out our breed-leading B&W, R&W, Polled and Jersey line-ups at www.ipssires.com. We look forward to seeing you at the 2021 World Dairy Expo!

UNIQUE

Milksource enjoyed a unique achievement in 2015, winning three Grand Champion titles during the WDE: Musqie latola Martha for the Jerseys, Strans-Jen-D Tequila for the Red Hol-



A well-established part of the WDE: the World Classic Sale. This year, organizer Tom Morris would have held the 32nd Classic, but has decided to postpone it until 2021. 'A Classic belongs with the WDE, we don't want to host it in any other way,' says Morris. Insert: L-R. Horace Backus, Roger Turner & Tom Morris.

steins, and Lovhill Goldwyn Katrysha for the Holsteins. The latter also became the Supreme Champion. The 2009-born Katrysha was bred in Alberta (Canada) and at the age of 9.01 years, classified EX-96 for the third time. Last April, the Goldwyn daughter completed her highest record: 365 d lactation of 40,490 lb./18,366 kg, giving her a lifetime total of 225,000 lb./102,000 kg. So far, Katrysha has five EX daughters, by Hero, Doorman and Archival (3x). Among them is the Archrival descendant Milksource Krystal EX-94.

VES DAIRYBOS

VES DairyBOS is a fully integrated barn operating system that allows dairy operators to easily control environmental conditions from any smart device or tablet, and from any location with internet or cellular connectivity. It brings together the control and automation of ventilation, lighting and cooling systems in

a single interface – allowing for precise control over the environmental factors that have the greatest effect on animal health, productivity and profitability. Alerts, historical data, and an intuitive dashboard and user interface provide dairies with actionable information to make the best decisions for the performance and success of their business. For more information, visit VES.co.

SWISSGENETICS

'We are always surprised by the animals that are born from matings with our sires in North America, and which end up appearing in Madison. Our program Swiss Power not only proves in Europe that it is one of the best in the world. Who knows if Erbacres Snapple Shakira, a daughter of the Swissgenetics sire O'Kaliber, would have become the Holstein Grand Champion this year? Two different Swiss Brown Swiss bulls have already won this title. Also for this

breed, Biver daughters would be the best candidates for a victory this year. Right now, we are especially proud of our bulls Barolo, Gene and Arland, who are enjoying great popularity world-wide via the Semex network.'

Roger Turner, Jetstream Genetics, US

'I have had the privilege of being a part of WDE for >30 years, attending and participating in several different capacities: judges' competition, fitter, judge, showman, cattle exhibitor, tradeshow booth exhibitor, pedigree announcer, assisting with the National 4-H and National Intercollegiate Dairy Cattle Judging Contests, and most recently as a member of the WDE Dairy Cattle Exhibitors' Committee. I always look forward to WDE and have for many years considered it to be the best week of the year. It is where passionate dairy people from all over the world gather to witness the highest level of dairy cattle compete on the colored shavings. Great memories are made that last a lifetime.

2020 would have been another great year but we must adapt to present circumstances and move forward with the right decisions to keep our health and safety a priority. Adapting will enable us to continue to share our common passion for elite cattle for many years to come. For Jetstream Genetics, WDE is an opportunity to present our latest sire line, connect with our clients and distributors. We always look forward to hearing the many success stories that our sires have delivered worldwide. We also use this time to listen to our customers' evolving needs to make sure we continue to deliver genetics that meet the needs of our clients in the future. We look forward to being back with everyone in 2021.' ●



When Rainyridge Tony Beauty triumphed at Madison for the second time in 1999 she was also the oldest cow to ever become the Grand Champion: Beauty was 14 years and 8 months old! Left of her is judge Lowell Lindsay. Beauty EX-5E is an ME Tony daughter out of a Roybrook Tempo dam.

Picture of the booths from previous years; this was in 2014, when Mascalese was Nr.1 in Italy.



Do you remember: the busy parking lots around the Coliseum?

