

World Dairy Expo Set For October Run

MADISON, Wis. — World Dairy Expo, the world's premier trade show for dairy farmers, will be held Oct. 1 through 5 at the Dane County Exposition Center in Madison, Wis. The show, the largest of its kind and international in scope, is entering its third decade of service to the dairy farm family. "Although a 20th anniversary is a time to look back and reflect on past successes, we are instead working to make the 1986 edition of World Dairy Expo the best ever and continuing with quality programming and exhibits to educate and inform America's dairy farmers," says Brad Rugg, World Dairy Expo's Executive Vice President.

Plans for the 20th Annual World Dairy Expo feature nearly 400 commercial exhibitors displaying the latest available dairy farm technology, products and services. Dairy experts are scheduled three times daily Wednesday through Saturday in the Education Tent. Timely and informative speakers will address day to day farm management needs such as feeding and health care for good replacement heifers, preventative techniques for calf scours and mastitis, record-keeping systems and tips for raising top quality forage.

A motivational speaker will talk about the dairy future; state and national dairy promotion board representatives will discuss "How wisely is your advertising dollar being spent?", and a panel of industry experts will offer their predictions on where the dairy industry is headed over the course of the next decade. The line-up of expert presentations will conclude with the timely question, "What did the whole herd buyout accomplish?"

The dairy cow herself is the core of World Dairy Expo. More than 1,600 head of show cattle from North America will be competing. Expo will host the Central National shows for the Ayrshire, Brown Swiss, Guernsey, Holstein and Milking Shorthorn breeds and the Midwest Regional Jersey Show.

Youth from across the United States will travel to Expo to participate in National 4-H, Intercollegiate and FFA dairy cattle judging contests and junior showmanship contests.

An informative ladies program, the craft forum, is also a popular segment of World Dairy Expo. Craft and food demonstrations, style shows and informative and entertaining programming fill out the daily schedule for this ever-growing show attraction. A wide variety of handcrafted items will be offered for sale by craft exhibitors and unique dairy-related souvenir items are

available through the Purple Cow Gift Shops.

Also scheduled for the 1986 World Dairy Expo are an antique tractor pull, recognition awards banquets and a chance to see the best dairy cattle in North America.

Four cattle sales will be held during the 1986 World Dairy Expo. The sale line-up this fall starts off with the World Premier Colored Breed Sales on Wednesday afternoon at 5 p.m. with Ayrshire, Brown Swiss, Guernsey, Jersey and Milking Shorthorn selling. American Breeders Service "Americana" Sale will be held on Thursday afternoon at 3 p.m. and will feature daughters of prominent ABS bulls. The week's sales are rounded out with two evening Holstein sales each beginning at 7 p.m. The World Premier Holstein Sale is scheduled for Friday night and the Premier "200" Sale is planned for Saturday evening. The Premier "200" Sale features animals and their offspring from the top of the Holstein Association's CTPI list.

Scheduling for the 1986 World Dairy Expo includes:

Sept. 30 — World Dairy Expo Recognition Awards Reception and Banquet.

Oct. 1 — National 4-H and Intercollegiate Dairy Cattle Judging Contests, Midwest Regional Jersey Show, Central National Milking Shorthorn and Guernsey Shows, World Premier Colored Breed Sales.

Oct. 2 — Midwest Regional Jersey Show, Central National Milking Shorthorn, Brown Swiss and Guernsey Shows, ABS Americana Sale, Dairy Shrine

Banquet.

Oct. 3 — Central National Brown Swiss and Holstein Shows, Wisconsin-Style International Buffet, World Premier Holstein Sale.

Oct. 4 — World Dairy Expo Central National FFA Events, Central National Holstein Show, Premier 200 Sale.

Oct. 5 — Central National Junior Showmanship Contest, Central National Ayrshire Show, Antique Tractor Pull and the selection of America's Supreme Champion

Female Cow.

Commercial exhibits remain open from 8:30 a.m. to 5 p.m. daily, while the Craft Forum's hours are scheduled from 9:30 a.m. to 4 p.m. There is no admission charge for the show, but a parking fee is required by the facility. Over 90,000 U.S. visitors and some 1,200 foreign guests are expected to attend Expo in 1986. For further information contact WORLD DAIRY EXPO, 2135 Rimrock Road, Madison, Wisconsin 53713, or telephone 608/251-3976.

Crops Day To Highlight Research

LANDISVILLE — Farmers interested in learning more about corn and soybeans would do well to attend Penn State's Crops Day on Thursday at the university's Southeast Field Research Lab near Landisville.

About 16 Penn State Extension and USDA research specialists will be on hand to review the lab's latest research results during the morning and afternoon tours. Topics to be discussed will include:

•Corn diseases, insect control and the interaction of fertility and disease.

•A new technique for predicting the nitrogen requirements of corn at the three-leaf stage.

•Tillage and its interaction with corn diseases, particularly gray leafspot.

•Crownvetch as a living mulch for corn.

•The interaction between tillage, cover crops and nitrogen.

•New soybean herbicides available for controlling broadleaf weeds in soybeans.

•Control of deep-rooted perennial weeds in no-till corn.

•Improving nitrogen fixation in soybeans.

Tours will be conducted from 10 a.m. to 3 p.m. free of charge, and lunch will be available for a fee. The lab is located on Auction Road, two miles northwest of Landisville in Lancaster County.

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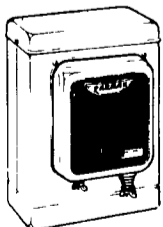
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