

# World Dairy Expo Set For Wisconsin Hospitality

MADISON, Wis.— World Dairy Expo, the world's premiere trade show for dairy farmers, will be held September 30 through October 4 at the Dane County Exposition Center in Madison, Wisconsin. The show, the largest of its kind and international in scope, is celebrating its twenty-first year of service to the dairy farm family. "We're looking forward to again welcoming dairymen from over 60 countries to this year's show," says Brad Rugg, World Dairy Expo's Executive Vice President. "The common language spoken here is the dairy cow and all who attend can be assured of furthering their knowledge of the dairy industry and of some good Wisconsin hospitality - World Dairy Expo style."

Plans for the 21st 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 on the Education Program stage in the Trade Center. Timely and informative speakers will address day-to-day farm management needs such as the use of feed additives for high producing dairy cows, the role of milking machines in mastitis, and innovative uses for creeping rooted alfalfa. "Milking Your Cows For All Their Worth" will be presented by a veterinarian in two parts and will provide an in-depth look at how dairymen can increase net profits from their cows. Two panel dis-


cussions will be featured. The first reports results of the investigations of the stray voltage attack team and the second will present the conclusions of a two year study by Wisconsin's Dairy Task Force on how to maintain the economic viability of Wisconsin's dairy industry. Herd health issues will also be addressed through topics ranging from milk progesterone testing and helpful tips on developing a good deworming program to the most up-to-date, field-practical information available on BRSV, a strong contributor of the bovine respiratory disease syndrome.

The dairy cow herself is, of course, at the core of what World Dairy Expo is all about. More than 1600 head of the finest show cattle in North America will be competing to be named tops in their respective breed. 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

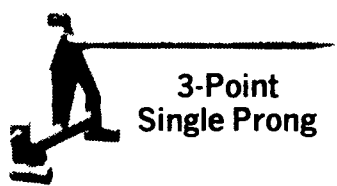
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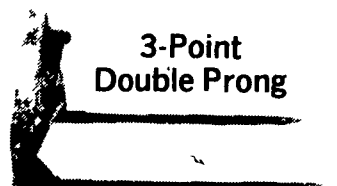
The 21st Annual World Dairy Expo will feature some world-famous Wisconsin hospitality. The show is scheduled for Wednesday, September 30 through Sunday, October 4 at Madison's Dane County Exposition Center. Pictured above at a planning session are (left to right) Alice In Dairyland, Christine Gratz; Wisconsin's Governor, Tommy Thompson; World Dairy Expo Executive Vice President, Brad Rugg; World Dairy Expo President, Gregory Blaska; World Dairy Expo Dairy Committee Chairman, Gene Nelson; World Dairy Expo Cattle Show Superintendent, Jim Crowley; Wisconsin's Secretary of Agriculture, Howard Richards; and World Dairy Expo's Craft Forum Committee Chairman, Ilene Farr. The 1987 World Dairy Expo is expected to attract over 100,000 dairymen from across the United States and nearly 2,000 foreign visitors from over 60 countries. It also features 1,600 head of dairy cattle, over 400 commercial exhibitors and a wide variety of cattle sales, educational programs, judging contests and women's programs.



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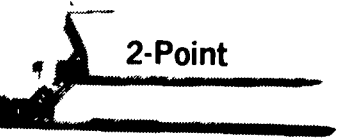


3-Point  
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3-Point  
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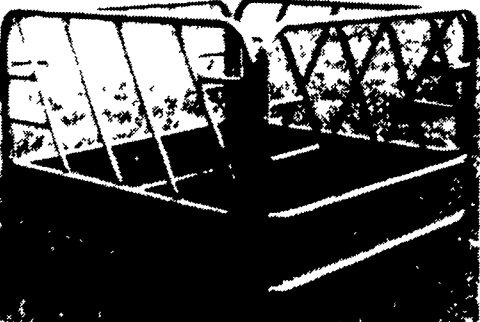
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