



Cow of the Future Work to be highlighted at Central Plains Dairy Expo

3.26.2012

WHAT: Breakout Session sponsored by Midwest Dairy at Central Plains Dairy Expo

“Five Ways to improve the Global Environment and Your Bottom Line Right Now,” including a look at the Cow of the Future and solid examples of how dairy farm bottom lines can be improved immediately.

and

“Is Anybody Listening,” highlighting how dairy producers play a key role in consumer confidence by sharing their personal stories. The session will help participants learn how to break through the “noise” and misperceptions.

WHEN: During the Central Plains Dairy Expo

“Five Ways to Improve the Global Environment and Your Bottom Line Right Now” --
1 p.m. Wed., March 28

“Is Anybody Listening?” -- 9:30 a.m. Thurs., March 29

WHERE: Sioux Falls Convention Center

WHO: “Five Ways to Improve the Global Environment and Your Bottom Line Right Now” features Dr. Juan Tricarico, director of the Cow of the Future project for the Innovation Center for U.S. Dairy. The session also includes Dr. Alvaro Garcia, DVM and Extension dairy specialist at South Dakota State University, and dairy producer Dan Rice of Prairieland Dairy, Firth, Neb., who serves on the Innovation Center’s Sustainability Council and is a spokesperson for its Energy Audit effort.

“Is Anybody Listening” features communications trainer Mary Milla, who has been helping dairy producers and registered dietitians talk about dairy since 2003.

WHY: The dairy checkoff has brought together a cross section of dairy companies and organizations to create the Innovation Center, and Sustainability and Consumer Confidence are among five key subjects being pursued.

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