



## NEWS RELEASE

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### **Central Plains Dairy Expo features cutting edge technologies and services**

*This all dairy show provides free educational programming, entertainment, food and beverages for dairy producers*

The Central Plains Dairy Expo (CPDE), March 25-26, in Sioux Falls, S.D., showcases 300-plus exhibitors and their latest innovations, informative breakout sessions and a free concert – featuring Joe Nichols – on March 24. The Welcome Reception starts at 5:30 p.m. and the concert starts at 8 p.m.

Plus, the 2020 CPDE includes a mobile app and new registration system. Download the app so you don't miss events and exciting offers available at CPDE. This year's online registration simplifies and speeds up the registration process at the event. Simply register online at: <https://www.centralplainsdairy.com/registration>. CPDE is still a free trade show, but registration is required. You may register prior to arriving in Sioux Falls or on site at the Denny Sanford Premier Center.

In conjunction with the Tuesday evening welcome reception, get in on the action and fun of the annual Central Plains Dairy Foundation Auction. Donated items include a life-size fiberglass cow, cowtore jewelry, hunting and fishing packages, dairy equipment, feed testing services, milking supplies, coolers, art prints, consumer electronics, bovine genetics and gender-sorted semen. Auction proceeds support dairy scholarships, workforce grants and community diversity programs in Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

In addition to the free concert and trade show, CPDE offers several other free items and events, including 33 educational breakout sessions, with five presented in Spanish. CPDE visitors may also enjoy free doughnuts, grilled cheese sandwiches and ice cream novelties. And, you won't want to miss the free Pancake Breakfast on March 24, 8-10:30 a.m.

Starting at 7 a.m. on March 25, attend the inspirational prayer breakfast – featuring Erin Mosley, a dairy nutritionist and mother. Erin and her husband, Sam, have four children – Louisa, Eleanor, Walter and Beatrice. In September of 2016, their lives were forever changed – after a traffic accident ultimately took the lives of their two oldest daughters. Erin will share her grief journey and the testing of her faith when God's answer to her prayers was "no." Prayer breakfast tickets cost \$30 and may be purchased online at: [centralplainsdairy.com/prayer-breakfast](http://centralplainsdairy.com/prayer-breakfast). A limited number of tickets may be purchased at the door.

"We encourage dairy producers, calf and heifer growers, beef feedlot, farm and ranch employees, and other agricultural professionals to attend this year's Central Plains Dairy Expo," said Olga Reuvekamp, Central Plains Dairy Association

president, Elkton, S.D., with Minnesota Agriculture and Rural Leadership and Hilltop Dairy. "CPDE is where Central Plains dairy enthusiasts gather to network, learn and foster relationships to build and sustain a strong dairy industry."

For more information about CPDE, visit [www.centralplainsdairy.com](http://www.centralplainsdairy.com).

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