



## NEWS RELEASE

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### Central Plains Dairy Expo plans 'moove' forward

*Dairy producers and allied industry to meet March 24-25, 2021, in Sioux Falls, S.D., to enhance business operations*

New Prague, Minn. (October 26, 2020) – Central Plains Dairy Association (CPDA) board of directors and staff continue to “moove” forward in planning for the 2021 Central Plains Dairy Expo (CPDE), March 24-25, 2021, at the Denny Sanford Premier Center, Sioux Falls, S.D. Make plans to come see the new innovations CPDE exhibitors have to offer and be ready to discuss how these products, services and/or technologies can benefit your dairy.

“The safety of our Expo attendees and exhibitors is paramount,” said Kristopher Bousquet, CPDA president. “We are taking precautions and adhering to Denny Sanford Premier Center, ASM Global VenueShield Program and Centers for Disease Control recommendations and checklists. “We will do everything in our power to help you model the good behavior that we’re being told will keep you safe and feeling comfortable.” While many industries have struggled, even shut down during the pandemic, the dairy industry has continued to operate. U.S. farmers work year-round to produce food, feed, fiber and fuel to nourish and support people worldwide.

The 2021 Central Plains Dairy Expo will include activation of ASM Global’s VenueShield – an advanced environmental hygiene protocol being used in more than 325 ASM facilities around the world. ASM Global, which manages the Denny Sanford Premier Center, is the world’s largest venue management and services company. VenueShield reduces physical touch points, increases venue sanitization and cleanliness, and provides various health monitoring guidelines and services. While no health protection program is perfect, CPDE and Denny Sanford Premier Center staff are working continuously to create a safe environment for all Expo attendees and exhibitors. This is a great opportunity to safely interact with dairy industry representatives who you have missed seeing since early March.

With health and safety being the top priority, CPDA board members decided to forgo holding a concert in conjunction with the next CPDE. “This is a disappointment for all involved,” said Renee Brod, CPDA member director. “That said, we know this is the best decision for the health and well-being of those exhibiting and attending.” Programming kicks off Wednesday, March 24, with the popular prayer breakfast. Attendees can visit with exhibitors focused on the products and services that the dairy industry thrives on and this will continue to be the highlight of the Expo.

Attendees can also participate in the industry-sponsored educational sessions that have added indispensable value to this Expo. Capacity limits will be set for session rooms, as well as rooms being expanded to accommodate social distancing.

Plan to join us March 24-25, 2021, to get up-to-date dairy industry information, hear about new trends and innovations, and experience in-person conversations. Take time to network and use the two days for face-to-face interaction with CPDE's great exhibitors. "We are committed to producing a safe, successful show that delivers a strong return on investment for exhibitors and attendees," added Brod.

Registration is now open for the 2021 Central Plains Dairy Expo, which is free for all dairy producers. All attendees are strongly advised to register online at least 30 days prior to the event. Simply go to:

<https://www.centralplainsdairy.com/registration> to register. As a reminder, make your hotel reservations at Sheraton Sioux Falls & Convention Center, if you plan to stay overnight. A link to the reserved block can be found at:

<https://www.centralplainsdairy.com/accommodations>.

To get monthly updates on CPDE 2021, sign up to receive our monthly newsletter – "EMOOs" – on our website. For more information about Central Plains Dairy Expo, contact Renee Brod at: [renee@centralplainsdairyexpo.com](mailto:renee@centralplainsdairyexpo.com) or 952-758-2485. The 2021 Central Plains Dairy Expo will be held March 24-25, in Sioux Falls, S.D. Learn more about Central Plains Dairy Expo at: [www.centralplainsdairy.com](http://www.centralplainsdairy.com).

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