

FOR IMMEDIATE RELEASE:

April 21, 2023 (Stratford, Ontario) CDX 2023 COMES BACK WITH A RECORD YEAR!

A record comeback for CDX 2023!

The Canadian Dairy XPO returned for its 9th year after three years off. Producers were eager to reconnect with fellow dairy producers, industry reps and new technology alike. Coming from across Canada, the USA and internationally, the XPO is notorious for drawing big crowds of dairy producers. The official XPO attendance numbers 16,912 over the 2 days. Record breaking day 1 numbers (Wednesday April 5th) of 9,227; on day 2 (Thursday April 6th) of 7,685. 50% of attendees were under the age of 35 and 97% are planning to return to the XPO in 2024. Day 1 represents the highest number of attendees the XPO has ever seen in a single day and the energy was electric!

Holstein Canada was a big driver in the record attendance this year, sending two tickets to each member across Canada. “Were proud supporters of CDX, this event offers something for all our members! To see so many members face-to-face again was invigorating! With the launch of our new ConneXXion app, giving back to our members and our community for years of service and dedication just made sense!” Says Brad Eggink of Holstein Canada. Holstein Canada also purchased a Calf in the Calves for a Cause Sale, donating it back to help raise additional funds for the Children’s Hospital Foundation.

The Calves for a Cause Sale made its debut in the WeCover Cow Coliseum, which is presented by Shur-Gain and John Deere. The sale sold over 40 head of live lots plus frozen genetics, with funds going directly to the London’s Children’s Hospital Foundation. The sale managed by Jeff Stevens has been running for 3 years. The sale was started in 2021 by the Markus family on behalf of their son Brooks. The sale total gross sales, sale average and the high seller had an increase of over 50%. Most importantly, the sale raised close to \$70,000 for the Children’s Hospital Foundation.

“When you combine quality selection with a great cause and put it on the largest dairy stage in Canada, you have yourself a magical formula to build from” states Jordon Underhill President & Founder of CDX. “CDX has made the long-term commitment to hosting the sale at no cost and will be further investing in the cause with infrastructure and donations. It’s simply the right thing to do.”

The record breaking continued for other fundraising happening at the XPO. 100% Canadian cheese was served by 4-H dairy youth clubs who had record breaking sales this year with 20% more ice cream bars sold at the Mueller ice cream bar and 35% more grilled cheese sold at the New Gay-Lea 4-H Milk Parlour. The new milk parlour took over an entire hall to create a destination to meet, listen to local music and enjoy grilled cheese or milk shake. 4-H clubs have been actively fundraising at the XPO since inception; alongside the Perth/Huron Junior Farmers.

“Once again, CDX was an incredible opportunity for our 4-H members and volunteers! This year's GayLea 4-H Milk Parlour was a wonderful place to sit and enjoy a grilled cheese, chocolate milk, milkshake and friends, all while we raised funds for 4-H clubs in 9 different Counties. Special thanks go to Gay-Lea and Chapman's, who both donated products helping us break records like never before.” Says John Drummond of 4-H Waterloo, who heads the fundraising efforts at CDX.

Several international delegates attended the XPO to see the vibrancy and pride in the Canadian Dairy industry. Taking part in many aspects of the XPO including the NEW German Pavilion hosted by the German Ministry of Agriculture. The Pavilion with companies direct from Germany showing the latest in German dairy innovation. The German Pavilion is slotted to come back for 2024 with a larger presence increasing in size by over 50% and in its own international innovation hall. “The booming dairy sector of Canada has come into the focus of German dairy equipment & technology companies. So the first ever German pavilion supported by the German Ministry of Agriculture didn't come as a surprise. German household names such as Kraiburg, Prinzing, Caisley, Böck and BvL were quite happy to receive an impressive number of dairy farmers and equipment dealers at the German pavilion.” Says Stefan Kresse managing director of the German Pavilion.

“Showcasing the ingenuity of Canada's dairy sector, the Canadian Dairy XPO is always an event not to be missed, After a 3-year hiatus, the XPO was back and they continue to illustrate the hard and innovative work of farmers, producers and agricultural technology. I am always thoroughly impressed by the work of producers, processors, leaders and entrepreneurs, who continue to make Canadian dairy some of the best in the world.” Said The Hon. Rob Black, Senator for Ontario and Chair of the Standing Senate Committee on Agriculture and Forestry.

After a year of setting new records, CDX will return April 3rd and 4th, 2024 in Stratford as they go BIGGER to celebrate the 10th anniversary! With the support of our long-term, Founding Partners Jaylor, EastGen, ADM, Zoetis, Grand Valley Fortifiers, Royal Bank, Progressive Dairyman and Baker Tilly. Look for many new exciting features as we celebrate 10 years in a big way! See you at the XPO next year. For more information, please contact Operation Manager Kate Mehlenbacher 519-362-4480 kate@dairyxpo.ca or visit www.dairyxpo.ca