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FOR IMMEDIATE RELEASE

The Canadian Dairy XPO celebrates 10 successful operating years:

February 28, 2024 – The Canadian Dairy XPO (CDX), Canada's leading dairy industry event, is celebrating its 10-year anniversary on April 3rd and 4th, 2024, at the Stratford Rotary Complex. This milestone event is an exciting opportunity for dairy producers to see the latest in global dairy innovations, grab a 4-H grilled cheese and milkshake, and experience Canada's largest live dairy daughter display from four leading genetic companies. CDX will once again host the highly anticipated Calves for a Cause Sale in support of the Children's Hospital April 3rd, 2024 at 6pm.

To commemorate the 10th Anniversary, the Canadian Dairy XPO is pleased to announce the launch of the Canadian Dairy Business Summit, a one-day high impact CEO training for dairy producers. The summit will take place on April 2nd, the day before CDX at the new world-class Tom Patterson Theatre in Stratford, and will feature renowned experts from Canada, USA and Europe discussing the topics of Building a dynamic team & retaining great players, Artificial intelligence technology and future agricultural impacts, Negotiation and decision making strategies, Canadian Contract Law, Investment diversification and a Dairy industry panel discussing strategic investing in the Dairy Industry.

The Summit is open to 200 progressive Canadian producers who are motivated to enhance their operational efficiency and ultimately profitability. Tickets are now on sale at Dairyxpo.ca, and registrants can expect homecooked hospitality and practical tools to implement immediately.

Jordon Underhill, President & Founder of the Canadian Dairy XPO states "There has never been a dairy conference exclusively focused on high level CEO business training" he states. "Dairy producers have immense knowledge of animal science, but in these modern times with running large operations producers require continual professional development – like any business owner in any sector."

The Canadian Dairy XPO, is a trusted platform for dairy producers to connect with industry experts, suppliers, and peers. Over the years, the event has gained the reputation as the largest dairy stage in Canada with 17,000 producers attending and over 300 participating companies from over 30 Countries.

Visit the Canadian Dairy XPO website at Dairyxpo.ca for the latest updates, Summit registration and CDX general admission tickets. The Canadian dairy industry has so much to be proud and CDX is proud to showcase it to the world!

For more information, please contact Operation Manager Kate Mehlenbacher 519-362-4480 kate@dairyxpo.ca or visit www.dairyxpo.ca