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CDX Celebrates 10th Anniversary with Record Crowd and Record Fundraising!

Attendance Figures:

Day 1: 9,190

Day 2: 7,988

Total: 17,178

The Canadian Dairy XPO (CDX), Canada's largest dairy trade show, celebrated its 10th anniversary with record attendance over the two days. CDX attracted 17,178 dairy producers from across the Country and Industry Exhibitors from over 30 Countries, showcasing the latest in specialized innovation and expert knowledge.

“CDX has become the undisputed largest gathering of dairy producers in Canada. CDX has become the industries event and an elite showcase of all that is good in the Canadian Dairy Industry to the rest of the world. The original vision of CDX is working and it’s helping the industry move forward. For that we are truly grateful! Without the goodwill and loyal support of producers, industry and media CDX would have never made it to its 10th Anniversary, so here’s to the next 100 years!” states Jordon Underhill CDX President & Founder.

The milestone anniversary was marked with the launch of a new conference the Canadian Dairy Business Summit at the new world-class Stratford Theatre. Renowned speakers from EU, US and Canada delivered insightful presentations that gave producers the knowledge to be the CEOs of their dairy operations. The Canadian Dairy Business Summit held the day before CDX, is slotted to expand for 2025 with more attendees and will continue to highlight other essential business topics relevant to Dairy producers.

This year's CDX event also hosted another successful year of fundraising efforts for 4-H & Junior Farmers, through the Gay-Lea Milk Parlour, Mueller Ice Cream Bar, JR Farmer’s Apple Fritter Booth and VIP Parking. Over 2,500 grilled cheese sandwiches were sold, a record for any year, raising a significant amount for 4-H clubs across Ontario. Without the support of Gay-lea and Chapman’s these fundraisers would not be possible.

John Drummond, 4-H leader “Mr. 4-H”, applauded the 4-H fundraising initiative, stating, "The 4H fundraiser at CDX is the biggest fundraiser for our dairy clubs every year. It not only raises vital funds to support our programs, but it also demonstrates the power of collaboration within the Canadian dairy industry. We are grateful for the support from Gay-Lea who donated the cheese and butter, Chapman’s who supplies the ice cream and the attendees who contributed to the cause."

In addition to fundraising success, CDX also celebrated a record year for Calves for a Cause, Grossing over \$318,900 in sales of live and frozen genetics up 12% from 2023. All proceeds of the sale will be directly donated to the London's Children's Hospital. The event, which brings together dairy producers and industry professionals around elite dairy genetics, has become a beloved tradition at CDX happening after CheeseFEST on the first night of the XPO.

Statistics show that CDX is attracting the next generation of dairy producers, with a staggering 75% of attendees under the age of 35. The age of the Producers attending CDX highlights the event's growing appeal and recognition as a platform for networking and knowledge sharing across Canada. Moreover, 100% of attending producers would recommend CDX to other dairy producers. This is a testament to the total value proposition CDX is known to deliver. Additionally, 40% of attending producers hold more than 10 million in operational equity, which further underlines the overall importance of the dairy sector to Canadian agriculture.

Looking ahead, CDX remains committed to showcasing innovation, associated expert knowledge, and offering the best of the Canadian dairy industry. As the event celebrates its 10th anniversary, it reflects on a decade of growth and accomplishments, and looks forward to many more years of serving and supporting the Canadian dairy industry.

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