



FOR IMMEDIATE RELEASE

Canadian Dairy XPO 2025 – Building Trust with DLG as New Show Organizer

Stratford, Ontario, April 22, 2025 – The Canadian Dairy XPO (CDX) reports another successful event this year, drawing 17,600 visitors over two days to the fully booked venue in Stratford, Ontario. Now under the ownership and management of DLG, the German Agricultural Society, the 350-exhibitor strong trade show has reaffirmed its position in its 11th edition as a must-attend event for dairy producers across Canada.

The on-site survey found that 82 percent of attendees were active quota-holding dairy producers, with 51 percent reporting more than \$8 million (CAD) in operational equity, with 98 percent of all producers indicating plans to return in 2026. "We couldn't be happier with the turnout," said Jordon Underhill, President of the Canadian Dairy XPO. "Despite the weather, which could have deterred many, our producers showed up in droves to participate in CDX. It truly embodies the spirit of our community and the importance of this gathering for everyone involved in dairy production. The success of the Canadian Dairy XPO would not have been possible without the support of our dedicated exhibitors and sponsors. Their commitment to showcasing cutting-edge products and services is vital to the growth and sustainability of the dairy industry."

Also Trevor Jones, Ontario's new Minister of Agriculture, Food and Agribusiness, used the CDX as a platform to engage in dialogue with producers and to learn about the latest developments in the dairy sector. He emphasized the positive impact of CDX on the entire Canadian dairy industry.

Of the 350 exhibitors, 82 percent reported quality sales leads, and 85 percent plan to return for CDX 2026. "This level of satisfaction demonstrates strong confidence in CDX and its future," said Ulrike Schmidt-Machinek, Managing Director of DLG markets North America. "We're building a long-term platform here. For 2026, we aim to expand the educational program and hope to introduce a Dutch Pavilion alongside the already established German Pavilion."

CDX also hosted another successful year of fundraising efforts for 4-H and Junior Farmers

Ontario, through the Gay-Lea Milk Parlour, Mueller Ice Cream Bar, JR Farmer's Apple Fritter Booth and VIP Parking.

A key highlight of the show was the new Hoof Trimming Corral with 51 percent of attendees exploring the latest in hoof trimming technology, with live demonstrations of 8 chutes. This feature will include more hoof trim chutes in 2026.

The German Pavilion in the Innovation Hall, jointly organized by the Federal Ministry of Food and Agriculture of Germany, DLG, and IEC proved once again to be a highlight and focal point for innovation.

The 12th edition of CDX will take place on April 1-2, 2026 at the Rotary Complex in Stratford, Ontario.

About the Canadian Dairy XPO

CDX was incepted in 2013 and is located in Stratford, Ontario, the heart of Canada's dairy production. DLG (German Agricultural Society) acquired CDX from North American trade fair organizer Underhill Enterprise Inc., in June 2024 and established its subsidiary DLG Markets North America in Elora, Ontario. The new organization is dedicated to providing farming professionals with information about relevant technical solutions and best-practice knowledge, supporting informed investment decisions.

DLG Markets North America has launched the new trade fair, American Dairy XPO, set to take place on November 5–6, 2025, in Vermont, USA.

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About DLG

With more than 31,000 farm and industry members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

www.dlg.org