

World Dairy Expo: Madison, Wisconsin - home through 2028

Posted on Thursday, Jul 13, 2023

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)

MADISON, WIS. – World Dairy Expo is pleased to announce that it will remain in Madison, Wisconsin, hosting the global dairy industry at the Alliant Energy Center the first week of October through 2028. A new, five-year contract was signed at the Alliant Energy Center Thursday morning.

“For 56 years, Madison, Wisconsin has been recognized as the epicenter of the global dairy industry the first week of October,” shares Bill Hageman, WDE Board President. “However, World Dairy Expo is more than a week-long event. The commerce, relationships built and hard work by our staff and volunteers happen year-round and will continue for the years to come.”

Dane County and the Alliant Energy Center have hosted every World Dairy Expo since its inception in 1967. Last year’s event brought an estimated economic impact of \$31.8 million in Dane County, attracted over 54,500 attendees from nearly 90 countries and housed over 2,600 of the best dairy cattle in North America.

“From the beginning, valued partnerships have built the foundation that World Dairy Expo stands on today,” states Laura Herschleb, WDE General Manager. “It has and will continue to be about the people coming together to celebrate and grow the global dairy community. We must never take for granted what an honor and privilege it is to host World Dairy Expo, the premier forum for the global dairy community to learn, share, create commerce and showcase competition.”

The contract includes dates for 2024-2028, with the option to extend the agreement for three additional one-year options for 2029-2031. The future dates of World Dairy Expo are:

October 1 – October 4, 2024

September 30 – October 3, 2025

September 29 – October 2, 2026

September 27 – October 1, 2027

October 3 – October 6, 2028

Serving as the meeting place of the global dairy industry, World Dairy Expo brings together the latest in dairy innovation and the best cattle in North America. The global dairy industry will return to Madison, Wis. for the 56th event, October 1-6, 2023, when the world's largest dairy-focused trade show, dairy and forage seminars, a world-class dairy cattle show and more will be on display. Download the World Dairy Expo mobile event app, visit worlddairyexpo.com or follow WDE on [Facebook](#), [Twitter](#), [LinkedIn](#), [Spotify](#), [Instagram](#) or [YouTube](#) for more information.