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The month of October always starts with a big splash for the dairy industry at the World Dairy Expo in Madison, WI. Afterward, ripples spread out across the country and around the world.

At this year's Expo, Diamond V officially launched our newest dairy calf technology, SmartCare®. This new technology for liquid calf feeding helps calves to stay healthy from "day one" until they are able to start consuming a full dose of Original XPC™.



Milk Products, LLC, based in Chilton, WI, is the exclusive distributor of [SmartCare](#). Milk Products is one of the largest suppliers of high-quality animal milk replacers and young animal health products.

We were extremely pleased with all of the attention and interest our product launch received at the Expo, which makes us excited about the future of SmartCare as part of our Life Stage Solutions™ dairy program.

### **Madison premiere**

In addition to the SmartCare launch at the Expo, we also hosted another premiere of the feature-length movie, *The Ivy League Farmer*.

Why, you might wonder, would we make a splash with another premiere in Madison, WI, following the movie's successful U.S. premiere in Cedar Rapids, IA? Well, after all, the Ivy League farmer – and his mom and dad – are dairy farmers. And, of course,

### President's Update

## Positive ripples from the Expo



**By Jeff Cannon**  
President & CEO  
Diamond V

many of our dairy industry customers and partners attending the Expo wanted to see this unique movie for the first time.



**Christopher Knight and  
Diamond V CEO Jeff Cannon**

As part of the premiere activities, Christopher Knight, who played the veterinarian role of Dr. Cooper, participated in a public meet-and-greet at Diamond V's booth at the Expo. Many Expo visitors who stopped by recognized Chris as Peter Brady of the 1970s TV series *The Brady Bunch*.

The Madison premiere was held at a large-screen theater in a local cinema, attended by approximately 200 specially invited guests. Chris also attended the premiere, providing more opportunities for autographs and

photos. We received very positive comments and complimentary feedback from all of our guests. There were many words of encouragement and appreciation for all of our efforts to bring attention to food security issues and the role of modern agriculture to improve future food production and safety.

### **Producer feedback**

To help spread the message, we also mailed a copy of the *The Ivy League Farmer* DVD to a number of dairy producers and received very positive feedback.

One producer contacted us to say thanks for "trying to educate our consumers." This dairyman, who has two adult children farming with him, went on to point out, "Most farmers are very giving people and work at their profession because (they) love it, not for love of money."

He also noted, "We tend to be very humble and don't like telling our stories. But there are stories that need to be told to prevent our livelihood from being destroyed."

Our non-profit organization, Farming to Fight Hunger, has started filming a second movie – *Where the Fast Lane Ends* – which should be ready for viewing next year. Please stay tuned for more exciting news about our next big screen project.

