

## **NEWS FOR IMMEDIATE RELEASE**

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### **WORLD BROWN SWISS CONFERENCE 2021 RESCHEDULED TO OCTOBER 2022 IN MADISON, WISCONSIN**

Beloit, Wisconsin, February 8, 2021 – The Brown Swiss Cattle Breeders' Association has made the difficult decision to postpone the World Brown Swiss Conference 2021, originally scheduled for September 26–30, 2021 in Madison, Wisconsin, due to the evolving COVID-19 situation. While we are disappointed to make this announcement, and with many unknowns, we feel that it is our responsibility to plan for the future and follow the current guidelines and recommendations of health authorities and governmental entities and do our part to ensure that our members, associates, and partners stay safe and healthy.

We are, however, very excited to announce the rescheduled dates for the World Brown Swiss Conference which will be October 2–6, 2022 at the Monona Terrace Community & Convention Center in Madison, Wisconsin, USA! The Conference schedule will remain the same, and the Conference sessions will continue to give attendees the opportunity to exchange ideas and information. Our farm tours will highlight a variety of dairy operations with top quality Brown Swiss. Conference attendees will have the chance to experience the International Brown Swiss Show and World Premier Sale during World Dairy Expo. This combination of elite Brown Swiss cattle and innovative industry technology will make for a very special event.

Visit our association website ([www.brownswissusa.com/Breed/WorldConference2022](http://www.brownswissusa.com/Breed/WorldConference2022)) for updated information on the World Brown Swiss Conference 2022 as it becomes available.

*“On behalf of the Brown Swiss Cattle Breeders' Association, we wish you good health and thank you for your patience during these challenging times. We look forward to seeing you in Madison, Wisconsin next year!”* – Norman C. Magnussen, Executive Secretary.