

NEWS FOR IMMEDIATE RELEASE

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WORLD BROWN SWISS CONFERENCE 2020 RESCHEDULED TO SEPTEMBER 2021 IN MADISON, WISCONSIN

Beloit, Wisconsin, May 8, 2020 – The Brown Swiss Cattle Breeders' Association has made the difficult decision to postpone the World Brown Swiss Conference 2020, originally scheduled for September 28 – October 3, in Madison, Wisconsin, due to the evolving COVID-19 situation. While we are extremely disappointed to make this announcement, 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 September 26 – 30, 2021, at the Monona Terrace Community & Convention Center in Madison, Wisconsin, USA! The Conference schedule will be similar to this year with a few modifications. 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/WorldConference2020) for updated information on the 2021 World Brown Swiss Conference 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.