



American Dairy XPO
209- 294 Mill Street E
Elora, N0B 1S0
1.855.265.8300
www.americandairyxpo.com

FOR IMMEDIATE RELEASE

American Dairy XPO Celebrates its Launch in Vermont

3820 dairy producers and experts from three Canadian provinces and 12 states attended two-day event Next XPO Announced for November 4–5, 2026

Burlington, VT, 17 November, 2025 — The inaugural **American Dairy XPO (ADX)** wrapped up its first year with positive results, drawing a quality attendance of 3,820 dairy professionals over two days at Champlain Valley Exposition Center, Essex Junction, Vermont on November 5-6 this month, delivering what the industry demanded: meaningful connections and qualified buyers for the Northeastern U.S. dairy sector.

ADX was launched to provide a dedicated platform for North American dairy producers to network, learn, and access cutting-edge technologies and best practices.

Dairy producers traveled from **12 U.S. states and three Canadian provinces**, highlighting the event's strong cross-border appeal. Exhibitors reported quality engagement with qualified producers actively seeking to invest in their operation. Attending producers managed an average herd size of 367 cows, According to the ADX attendee and exhibitor Survey

- **87 percent of exhibiting companies** rated the quality of visitors at their stands as *good to excellent*,
- **90 percent of exhibitors** applauded the Northeast location and timing of the event
- **99 percent of attendees** expressed interest in returning to ADX in 2026.

“These results confirm what we believed from the start—that the industry was ready for a dairy focussed trade show focussed on technology and the business of milk production in the Northeast,” said **Jordon Underhill, Director of USMCA Exhibitions for DLG**. “The energy, the conversations, the buyer engagement—it was all very encouraging. Year one was a great start, but building this important tradeshow is about ‘continuous incremental improvement’ to ensure it grows and stays relevant for dairy farm families for generations to come.”

The trade fair delivered a dairy focussed audience, with **88 percent of attendees being active dairy producers or industry professionals**, alongside students and veterinarians. Among producer attendees, 71 percent reported milking in a parlor, 19 percent in a tie stall and 10 percent with robots.

The event also featured the **Dairy Delivers Classroom**, produced by the Vermont Agency of Ag and PDPW, providing live producer panels and expert-led discussions for producers seeking practical, education for their dairy operation. ADX also partnered with **local dairy 4-H clubs and Future Farmers of America chapters**, who raised funds onsite to support youth agricultural programs, further reinforcing the event's commitment to the next generation of dairy producers.

"American Dairy XPO extends its gratitude to the Founding Partners whose support made the inaugural event possible: **Agri-Plastics, Lely Center New England, John Deere, and Progressive Dairy**. Their leadership and commitment were instrumental in delivering a world-class experience in year one for dairy producers in the North East"; said Underhill

With positive momentum—supported by the fact that **40 percent of exhibitors have previously been involved in DLG trade shows**, ADX 2025 has laid the foundation for an even bigger and more impactful 2026 event. "American Dairy XPO invites exhibitors, producers, and industry partners to mark their calendars for **November 4–5, 2026**, as the XPO returns," concluded Underhill.

About American Dairy XPO

The American Dairy XPO is organized by DLG Markets North America. DLG Markets is a global leader in agricultural exhibitions, including Agritechnica, EuroTier and the Canadian Dairy XPO. American Dairy XPO aims to deliver international innovation, education and networking opportunities to American dairy producers. DLG Markets North America, established in July 2024 and based in Elora, Canada, began full scale operations in January 2025. Set up to manage DLG's activities across the continent, the subsidiary aims to provide North American farmers with access to technical solutions and best-practice knowledge. Its first major initiative is the launch of ADX – American Dairy XPO – held in Vermont. As part of DLG's internationalization strategy, the new subsidiary draws on more than 135 years of international exhibition expertise to foster knowledge exchange and innovation in agriculture.

Media Contact: Kate Mehlenbacher

admin@dairyxpo.com

Phone: 1-855-265-8300

www.americandairyxpo.com