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**FOR IMMEDIATE RELEASE**

## **Canadian Dairy XPO 2026 Showcases Youth Engagement, Global Influence and Record Growth**

**Over 17,000 attendees across two days — The Minister of Agriculture and Agri-Food, Heath MacDonald, attended the trade fair; country pavilions and international groups from Germany, Netherlands, Ireland and Australia.**

The Canadian Dairy XPO (CDX) returned April 1–2, 2026, in Stratford, Ontario, delivering another high impact two-day event that brought together Canadian dairy producers, industry leaders and international innovators. The Minister of Agriculture and Agri-Food in Canada, Heath MacDonald, attended the opening ceremony and toured the trade show. During his visit, Minister MacDonald highlighted the strong “pride in dairy” displayed throughout the Canadian Dairy XPO and across Canada’s innovative dairy sector.

With record engagement across youth, education, and global participation, CDX continues to strengthen its position as Canada’s premier dairy industry event. Attendance at CDX 2026 reached unprecedented levels, with 9,800 attendees on day one, marking the highest single-day attendance in CDX’s 12-year history - followed by 8,100 on day two, for a total of 17,900 attendees across the two-day event. The Canadian dairy industry is consolidating at a rate of 2.6 percent per year, so stable CDX attendance speaks to the impact this event has both nationally and internationally.

CDX, which takes place annually, presents technical solutions for Canadian dairy producers, ranging from milking technologies, nutrient management, forage equipment, genetics, nutrition and pharmaceuticals. The event attracts 350 exhibitors and includes a comprehensive technical program with numerous presentations, in-depth discussions, and networking opportunities.

A standout trend of this year’s show was the continued growth of youth engagement, an encouraging signal for the future of the Canadian dairy industry. “CDX 2026 drew an incredible number of young dairy producers, engaging in buying decisions and participating in every aspect of the event,” said Jordon Underhill, Director DLG Markets North America Exhibitions. “As dairy operations grow in scale, there is a need to retain the family unit to operate them. In youth we see the future and the future looks bright for the Canadian dairy industry.”

Youth-focused programming played a central role in the event, with Youth Day on day two featuring a highly attended “Dairy Showing Clinic and Fitting Clinic” in the aptly named Cow Coliseum. These hands-on learning opportunities continue to build skills and confidence among the next generation of dairy producers. Fundraising efforts at CDX 2026 once again delivered strong results for 4-H and Junior Farmers, highlighted by record-breaking grilled cheese and milkshake sales. These initiatives raise important funds that help foster the next generation of dairy producers. This fundraising success would not be possible without the generous support and product donations from Gay Lea Foods and Chapman’s Ice Cream.

International influence was another defining feature of CDX 2026, as the event expanded its global showcase with dedicated country pavilions and themed experiences. “The international flair at this year’s CDX was undeniable with large tour groups attending from Australia and Ireland,” said Jens Kremer, Managing Director of DLG Markets. “From the German and Netherlands pavilions to the Irish-themed DairyFEST, we brought a global perspective to CDX that added culture, innovation, and new ideas for Canadian dairy producers.”

The “Calves for a Cause sale” saw significant growth in 2026, with gross sale revenues increasing by 31 percent over the previous year. Gross sales climbed from \$370,805 CAD in 2025 to \$484,248 CAD in 2026,

representing a significant donation to the Children's Health Foundation. For the first time, the sale sold fresh cows that were displayed in the "Genetics in Motion Showcase" by four leading AI companies. Live and frozen genetics were sold across Canada and the United States, highlighting the sale's growing reach. The high seller was a red Holstein, Lot 20, which sold for \$19,000 to Alphonse Stoltzfus of Gap, Pennsylvania. Another highlight was Jersey Lot 36, which sold for \$11,500 to a member of the Eramosa 4-H Dairy Club. This purchase will become part of a TVO documentary titled "The Show Ring," following the 4-H member and calf throughout the entire 2026 show season.

The "Canadian Dairy Business Summit", held one day prior to CDX, also returned for another successful year, with over 100 attendees - increasing by 20 percent - in its new location, on site at CDX. Building on this momentum, organizers plan to continue the Summit in 2027 with expanded programming, including afternoon sessions specifically tailored to exhibitors participating at CDX.

CDX would not be possible without the continued support of its Founding Partners, including Grand Valley Fortifiers, Progressive Dairy, Diamond V, Baker Tilly, and BVL, along with the many sponsors and exhibitors who bring innovation and energy to the XPO each year. "Looking ahead, we invite the industry to mark their calendars for the 13<sup>th</sup> edition of the Canadian Dairy XPO April 7-8, 2027, in Stratford, Ontario," concluded Underhill.

### **About the Canadian Dairy XPO**

CDX was incepted in 2013 and is located in Stratford, Ontario, the heart of Canada's dairy production. DLG (German Agricultural Society) acquired CDX from North American event organizer Underhill Enterprise Inc. in June 2024 and established its subsidiary DLG Markets North America in Elora, Ontario. 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 was the launch of ADX – American Dairy XPO. The new subsidiary draws on DLG's 135 years of international exhibition expertise to foster knowledge exchange and innovation in agriculture. The mother company, DLG Markets is a global leader in agricultural exhibitions, including the international trade shows Agritechnica and EuroTier in Germany.

For more information about Canadian Dairy XPO, visit [canadiandairyxpo.ca](http://canadiandairyxpo.ca)

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### **About DLG**

With more than 30,000 members, DLG is a politically independent and non-profit organization. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG's leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organizations that continually compare advances in knowledge in specific areas such as irrigation and precision farming. [www.dlg.org](http://www.dlg.org)