



FOR IMMEDIATE RELEASE

Contact: Kelsi Mayer, Filament
kmayer@filamentag.com, 608-720-1785

Images for download: <https://bit.ly/3viNMsA>

5 reasons to attend Connect Summit 2022

Register now! Early bird discount for this premier dairy industry event ends March 15.

MADISON, Wis. [March 1, 2022] – Make plans now to attend Connect Summit 2022, the dairy industry's premier technology and thought leadership event. Network and gain inspiration from leaders in data and innovation, from seed to cheese, on June 15-17 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

“Connect Summit is for innovators just like you, from across the dairy ecosystem who want to use data to make the most profitable decisions on their farms,” says Jordan Kraft-Lambert, vice president of business development with VAS, the host of Connect Summit. “You'll hear stories – from battle scars to triumphs – shared by producers. And you'll hear from cutting-edge technology companies about how they use data to support producers as they imagine the next generation of dairy farmers.”

Here are five reasons to attend:

1. Discover regenerative ag practices of tomorrow

Learn about dairy agronomy data and innovation, including carbon credits, cover crops and worms with Stratton Kraft of Kraft Dairy and Austin Allred of Royal Dairy.

2. Unlock beef on dairy opportunities

Hear the latest research and vision for this evolving revenue stream from Riverview Farms, Dr. Blake Foraker, Texas Tech University and Zoetis.

3. Explore the future of dairy technology

Hone cow management with perspective from parlor technology experts at Lely and DeLaval, and nutrition innovations from Cargill and Zoetis. And hear what dairy technology ecosystem experts Matteo Ratti, MSD Animal Health Intelligence, and Jordan Kraft-Lambert, VAS, believe is coming your way in dairy technology.

4. Get insights into what dairies of 2070 will look like

The next generation of dairy producers reveals their vision for farming five decades from now. Panelists include Jason Osterstock, Zoetis, Casey DeVries, Morning Star Dairy, and Traci van der

Ploeg, Mid-Frisian Dairy. Learn to own the sustainability narrative on your own farm with an innovation panel featuring Abhay Nayak, Zoetis, and Tara Vander Dussen, New Mexico Milk Maid.

5. Bring your family for a fun-filled conference

Childcare is included during conference program. The location offers a great getaway for all ages. There's something for your entire family to enjoy at the Opryland resort and greater Nashville area.

“Come for the wisdom and inspiration you can take home and get a glimpse into the future of the dairy industry,” says Kraft-Lambert. “Enjoy good food and connect with good friends. We look forward to seeing you in Nashville.”

[Check out the full program](#) for more reasons to attend and agenda updates.

Sign up before March 15 to take advantage of the \$300 off early-bird rate. Registration includes conference attendance, lodging for two days, meals and entertainment. Companion conference registration and children's registrations are also available. Get more details at [ConnectSummit.org](https://connectsummit.org).

Learn more about the full Connect Summit 2022 experience and register at [ConnectSummit.org](https://connectsummit.org).

VAS is the global market leader in connected farm management systems. As the operating system of choice for the most innovative dairies, VAS' software and information solutions help collect and connect a farm's data – from herd management records, to feed and nutrition records. These insights are a source of truth, empowering producers and their trusted advisors to make profit-driven and sustainable management decisions. At the forefront of thought leadership within the dairy industry, VAS is trusted by the producers we serve and the greater dairy community.

###

Images for download: <https://bit.ly/3viNMsA>

VAS_Jordan Kraft-Lambert.jpg: *Jordan Kraft-Lambert, VAS vice president of business development.*