



5 - 6 NOVEMBER
2025

American Dairy XPO (ADX) is a dairy-specific trade show dedicated exclusively to the dairy industry, bringing together producers, suppliers, and industry leaders for education, innovation, and business connections focused on modern dairy farming.

PROFESSIONAL PROGRAMME PERFORMANCE



Conferences & Workshops

"Dairy Delivers Classroom", presented by the Vermont Agency of Ag and PDPW



99% of attendees
indicated interest in returning
to ADX 2026



40% of attendees and exhibitors have participated in a DLG owned trade show before

PRESS PERFORMANCE



Number of accredited journalists

9

PERFORMANCE SOCIAL MEDIA

in the 30 days leading up to ADX



Internet

16,907 page views



Facebook

487 followers, +953% growth



Instagram

211 followers, +4,557% growth



YouTube

184 views



TikTok

417 followers, +329% growth



LinkedIn

48 followers, +215% growth



EXHIBITOR PROFILE



Top exhibitor countries

 USA	 Netherlands
 Canada	 China
 Germany	



” John Deere is committed to supporting the American dairy industry and valued the opportunity to engage with dairy producers at the inaugural American Dairy XPO. We were grateful for the opportunity to meet with our customers to learn about the innovative solutions they need to support their operations and increase productivity.

Martin Matthew Schleicher
Production System Marketing Manager, Dairy & Livestock at John Deere

 **87% of the exhibitors**
are satisfied with the quality of the visitors



” It has been a great turnout! We plan to be back every year for the foreseeable future because it connected us with people. Somebody said “There’s an opportunity, you need to go” and I’m so glad we did!.

Ben Masemore, owner of NoBull Sires LLC

VISITOR PROFILE

3,820 professional visitors

from Vermont, New York State, Pennsylvania,
Maine, Canada, Europe



” We especially want to thank the organizers for choosing the Green Mountain State as the host for your show. In doing so, you have recognized what we know here at the Agency to be true about Vermont dairy. That is a vital component of our regional dairy industry and economy... that our dairy farmers are some of the hardest working, committed and professional farmers anywhere in the U.S... and that they are constantly working to connect with others in the industry to grow and improve. Vermont's dairy industry and farmers will not let you down as you move forward with the XPO.

Scott Waterman
Director of Communications & Policy at the Vermont Agency of Agriculture, Food and Markets

” ADX Vermont was an incredible experience from start to finish. From the warm, welcoming atmosphere to the meaningful and inspiring speakers of the Dairy Classroom, every part of the event was thoughtfully planned. The well-rounded networking opportunities among dairy producers, professionals, industry innovators, and the many agricultural services and vendors were outstanding. The passion for the dairy industry truly shone throughout the expo. It was inspiring to see so many members of our agricultural community come together with shared purpose and enthusiasm. I know many are already excited to see ADX return again in 2026

Dawn-Marie Livingston
ADX2025 attendee and Vermont dairy producer



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