



2025 North American Intercollegiate Dairy Challenge & Academy
Sunday, April 6 – Tuesday April 8, 2025 (*note date pattern!*)
Hilton University of Florida Conference Center in Gainesville, Florida
Hosted by the Southern Regional Dairy Challenge Planning Committee

To Register: <https://2025NAIDCContestandAcademy.eventbrite.com>
Deadline for entry: February 20, 2025

January 13, 2025

Dear Coaches,

On behalf of the National Program Committee of the North American Intercollegiate Dairy Challenge, it is our privilege to invite your university to participate in the 23rd Annual Dairy Challenge and the 12th Annual Dairy Challenge Academy. These events will be held in Gainesville, Florida April 6-8, 2025, and hosted by the Southern Regional Dairy Challenge Planning Committee.

The **North American Intercollegiate Dairy Challenge Contest (Dairy Challenge)** is a two and a half-day competition that enables four-person teams to evaluate a well-managed dairy farm business and then recommend management enhancements to a panel of judges comprised of industry and academic professionals.

The **Dairy Challenge Academy** will run in conjunction with the National Contest. The Academy gives students an intensive training program using the educational component of the Dairy Challenge contest. Graduate students are eligible to participate as well, noting priority will be given to undergraduate students.

See attached Eligibility Form for more details on both the National Contest and Academy.

A student may only participate/compete in a total of two (2) Dairy Challenge Academies and one (1) National Dairy Challenge Contest.

Registration

The Entry Form (single form for Contest and Academy) link is online at www.dairychallenge.org/contests/ and Eventbrite at <https://2025NAIDCContestandAcademy.eventbrite.com>

- **Deadline for entry: February 20, 2025.** Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs. A confirmation letter with more details including housing information and student information form link will be sent upon receipt of your registration material and after February 20.

- **Entry Fee:** \$100 per student. Entry fees are nonrefundable after February 20.
- Each student is responsible for completing an online Student Information Form. Students must submit this form by **March 3, 2024**. This form will be available on the Dairy Challenge website after February 20 at www.dairychallenge.org/contests/.

Resources for Student Preparation

A variety of training resources are posted on our website at www.dairychallenge.org/student_resources/. Coaches are also encouraged to review past contest materials posted at www.dairychallenge.org/member-access/index.php using the login password “coach.”

Coaches Webinar

A webinar to review plans for the 2025 Contest and Academy will be offered on **Thursday, January 16 at 4:00 PM Eastern, 3:00 PM Central, 2:00 PM Mountain, 1:00 PM Pacific**. All coaches are invited to join, new coaches are especially encouraged to attend. The meeting will be recorded and posted to the National Contest & Academy page for later viewing.

Join Zoom Meeting

<https://us02web.zoom.us/j/8608448448?pwd=NjFrd2pJTmg2NW5HdjVvRUNUMVFBdz09&omn=82791189978>

Meeting ID: 860 844 8448

Passcode: 980248

Travel Support Available for Schools

A pool of sponsor funds has been set aside to support National Contest travel costs for schools in need. Schools seeking assistance must complete an application and submit it by February 1, 2025. Support is limited to schools participating in the Contest only.

Social Media Corps Accepting Applications

We are currently accepting applications for social media corps to support the national contest & Academy. If you have a student with an interest in PR or communications who is not a contest or academy participant, please encourage them to apply. Go to <https://www.dairychallenge.org/library/news/24-25-Dairy-Challenge-Social-Media-Application.pdf> Applications are due February 12, 2025.

If you have any questions about the event, please don't hesitate to contact us. We look forward to your participation in this exciting and innovative contest.

Sincerely,

Trevor DeVries
Program Committee Chair

Molly Kelley
Executive Director

Attachments:

2025 NAIDC Travel Information
2025 National Dairy Challenge Contest & Academy Eligibility Requirements
2025 NAIDC Tips for Registration
2025 NAIDC Contest Travel Stipend Application



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Hilton University of Florida Conference Center Gainesville

1714 SW 34th St, Gainesville, FL 32607

Phone: (352) 384-3412

www.dairychallenge.org

Travel Information

Headquarter Hotel for all participants (Students, coaches and volunteers)

Hilton University of Florida Conference Center Gainesville

Attn: Christina Rodenwoldt

1714 SW 34th St, Gainesville, FL 32607

Phone: (352) 384-3412

Rate: \$144.00+tax includes wi-fi and parking

Arrival: Sunday, April 6, 2025

Departure: Tuesday, April 8, 2025 or Wednesday, April 9, 2025

Complete information on housing including the housing reservation form will be sent with your entry confirmation in February. This will also be posted on our national contest webpage. Please note, unlike regional events, **for this event it will be your responsibility to submit housing reservations for you and your student participants using the NAIDC Housing Reservation Form.** Student rooms are paid for by the contest, coaches' rooms are the school's responsibility. Housing forms will be sent to you with your confirmation in February and are due March 3, 2025.

Schedule

Schools should plan to be onsite in Gainesville on Sunday, April 6. Onsite registration will be open 4:45 - 5:15 p.m. at the Hilton University of Florida Conference Center Gainesville (attached to the Hilton). Dinner will be served at 5:30 PM, immediately followed by contest overview and data distribution for contest and Academy participants. Schools should plan to depart either after the banquet on Tuesday, April 8 or on Wednesday, April 9.

Airport Information for Gainesville, Florida

Gainesville Regional Airport	8 miles	Jacksonville International Airport	90 miles
Orlando International Airport	120 miles	Tallahassee International Airport	165 miles

Meals

- Meals will be provided for one Contest coach and/or one Academy coach, each Academy participant and Contest team member as follows: Dinner Sunday, April 6; breakfast, lunch and dinner Monday April 7 and Tuesday April 8.
- Those with dietary restrictions should note such when completing their entry form so catering staff can be alerted.
- Teams bringing more than one Contest coach and/or more than one Academy coach are asked to pay the full price for the additional meals (\$170) when completing the entry form.

Travel Support Available for Contest Participating Schools

A pool of sponsor funds has been set aside to support National Contest travel costs for schools in need. Schools must apply for assistance. The stipend amount awarded to each school will depend on the number of applications approved. Application requirements: Schools must have a team competing in the national contest and must travel (drive or fly) at least 800 miles to be considered for the stipend. **Deadline to submit this form: February 1, 2025.** Schools receiving travel assistance will be notified prior to the February 21 registration deadline to assist with travel plans. Interested schools should complete the form (attached to email), also available on the [2025 National Contest](#) webpage.

Optional Thursday Pre-Contest Activities for Early Arriving Schools

The local committee is assembling a list of suggested activities for schools who choose to arrive early. Early arriving schools are responsible for all arrangements and expenses including transportation, meals and lodging prior to checking into the Hilton Gainesville on Sunday, April 6, 2025. The Dairy Challenge hotel block at the Hilton Gainesville begins on Sunday, April 6. Due to limited room availability, early arriving schools should plan to seek accommodation elsewhere prior to Sunday, April 6.



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National Dairy Challenge Contest & Academy Eligibility Requirements

Contest Participation

- It is preferred that the contest be limited to the first 32 teams who register, but up to 36 teams can be accepted. Teams are limited to 4 students who have not previously participated in the National Contest. Completed entries will receive priority by date, time of receipt, and previous participation in the regional and national programs.
- If the 32-team limit is not met, aggregate teams will be formed.
 - If a university does not have enough students to create a team, the coach should complete an entry for those interested in being placed on an aggregate team.
 - If a university has a team and is interested in having a fifth student participate on an aggregate team, the coach should complete an entry for the additional student as instructed.

In the event the contest fills to 32 teams and aggregate students are not placed, these students may request to transfer their registration to the Academy by indicating so on their aggregate registration. *Because of the uncertainty of their participation status, the entry fee is noted as "FREE". Payment should be made once participation is confirmed.*

Contest Eligibility

- Each contestant in the North American Intercollegiate Dairy Challenge National Contest must be a student in a North American educational institution that offers a bachelor's degree in agriculture with classes that have emphasis in dairy production during the academic year of the contest.
- A contestant must be enrolled in coursework at that institution at the time of the contest.
- They must have completed not less than one year of course work or equivalent by that institution's graduation rules.
- A student is ineligible to be a contestant if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).
- A student may only participate/compete in two Dairy Challenge Academies, and one National Dairy Challenge contest.

The complete rules of the competition including eligibility are available on the [National Contest](#) page.

Academy Participation

- The Academy is open to sophomores, juniors, and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools and graduate students.

- The program is offered to the first 120 students who register. There is no limit on the number each school may register.
- Completed entries will receive priority by date, time of receipt, and previous regional or national participation. In the event the Academy size limits are reached, preference will be given to undergraduate students participating for the first time.

Academy Eligibility

- A Dairy Challenge Academy participant must be a student in a North American educational institution offering classes with an emphasis in dairy production.
- Participants must be enrolled in a program of study to meet the requirements for a bachelor's or graduate degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent collegiate course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs also are eligible.
- A student is ineligible to participate if he/she has been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

A student may only participate/compete in a total of two (2) Dairy Challenge Academies and one (1) National Dairy Challenge Contest. *New this year:*

- Exception to this rule will be made for students who participated in 2 regionals at a 2-year school, then transferred to a 4-year school. Those students will be eligible to participate in another regional at their 4-year school.
- Exception will also be made for students who participated in the National Contest (and thus graduated from Dairy Challenge) provided space is available.

Note to Coaches

On average, Dairy Challenge spends approximately \$650 per student attending the national contest and academy. With a \$100 per student registration fee, it is clear the important role our sponsors play in making this capstone opportunity available to students. As you select students from your school, we kindly ask you to consider the investment our sponsors are making on their behalf. Please ensure your students understand the privilege and exposure that is being extended to them. By registering they should understand the opportunity they are being given and are expected to fully participate in events and be willing to network with sponsors. Thank you!

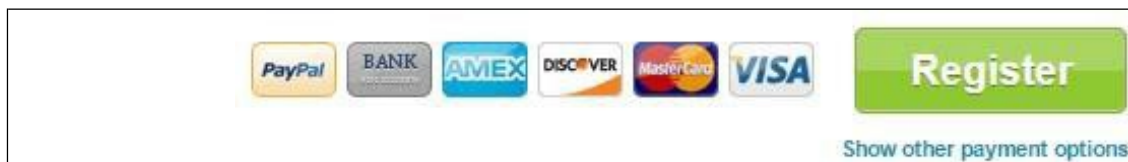


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Tips for Registration

Eventbrite Registration Link - <https://2025NAIDCCContestandAcademy.eventbrite.com>

- All entries for both the National Contest and Academy should be submitted using the Eventbrite registration form
- Pay by credit card:
 - Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the green REGISTER button (see Image 1 below).
 - Upon completion of your registration information, you will be automatically redirected to another page with requests for additional information and to our PayPal site where you can enter your credit card information. You do not need a PayPal account to pay using this option.



- Pay by check:
 - Once you have entered the number of Registration Types (Contest Coach, Contest Student, Academy Coach, etc.), click on the “show other payment options” below the green REGISTER button. You will then be given the option to PAY OFFLINE by check. Please send your check by **February 20, 2025** payable to:

North American Intercollegiate Dairy Challenge
3310 Latham Drive, Madison, WI 53713
Attn: Laura Herschleb
Phone: (608) 224-0400
Email: lherschleb@wdexpo.com

iChecks must be received by the February 20 deadline to confirm your registration.

- For schools participating in both the National Contest and the Academy who are sending one coach, please enter that coach’s information under **both** Contest and Academy (there is a “copy” option for

your convenience). TIP: utilize the "COPY DATA FROM" drop down option on the entry form to expedite your data entry for each coach/participant.

- If you have **additional** students beyond the initial allotment who are interested in the Contest (as a possible aggregate), please include their information when registering. We will contact you after February 21 if space is available to add additional students. You will notice that no payment is required now for these students - the registration for additional students is listed as "Free." Payment arrangements will be made once their participation is confirmed.
- If contest space doesn't allow for aggregate students, please consider if that student would be interested in participating in the Academy.
- If you have any questions, please contact Laura Herschleb at lherschleb@wdexpo.com (608) 224-0400 or Molly Kelley at mollyk@dairychallenge.org (217) 493-3441.