



22nd Midwest Regional Dairy Challenge
Wednesday November 18 – Friday November 20, 2026
Hosted by University of Wisconsin-Madison
KI Convention Center & Green Bay Hyatt Regency in Green Bay, WI

To register: <https://2026MidwestNAIDC.eventbrite.com>
Register by Friday October 9, 2026

Dear Dairy Challenge Coach:

On behalf of the Midwest Regional Committee of the North American Intercollegiate Dairy Challenge, it is our pleasure to invite your school to join us for the 22nd Midwest Regional Dairy Challenge. The event will be held Wednesday, November 18 through Friday, November 20, 2026, and is hosted by University of Wisconsin-Madison at the KI Center and Hyatt Regency in Green Bay, Wisconsin. Note the move from February to November.

Participation

- Teams will be mixed/aggregate, consisting of students from different schools.
- Students are eligible to participate in 2 regionals, 2 academies, 1 national contest. *New last year: Students who participated in 2 regionals at a 2-year school, then transferred to a 4-year school will still have eligibility to participate in another regional. This would allow these transfer students the opportunity to participate in a total of 3 regionals, 2 academies, 1 national contest.*
- Each school may register up to 7 students. If you have additional students interested in participating, you may register them as alternates. Alternates will be added should we have fewer than 120 students. Please review Contest Rules, Eligibility of Contestants as you select participating students.
- Entry forms are due October 9, 2026. Completed entries will receive priority by registration date/time if contest size limits are reached. Schools will be notified of their acceptance, on or about October 16.
- This year's contest will be capped at 120 students. Once the cap of 120 is reached, any additional schools who register will be placed on a waiting list. Students registered as alternates will be likewise placed on a waiting list. **It is important that every student who registers is committed to participating.**
- Due to deadlines imposed by the hotel for rooming lists and to ensure the contest flows smoothly, no changes may be made to students participating after October 27, 2026. Please note this date and plan accordingly.

Registration

Registration for the contest is online. Registration fees can be paid using a credit card at the time of registration, or select “pay with a check”. **Team registration closes Friday, October 9, 2026.**

- Registration link: <https://2026MidwestNAIDC.eventbrite.com>
 - Be prepared with your students’ email addresses.
- Entry fee for each student is \$50 total due at time of entry. Late registrations will not be accepted, so be sure to register your students by October 9.
 - If paying with a check, make checks payable to: North American Intercollegiate Dairy Challenge or NAIDC, 3310 Latham Drive, Madison, WI 53713. Note, schools paying with a check must send payment by the December 6 deadline to secure your registration.
- Once participation is confirmed, NAIDC will instruct students to complete a Student Information form online. This form will be available on the Dairy Challenge website after December 8. Students will also be instructed to upload a resume to the website. These items must be submitted by October 26, 2026.

Contest Schedule

You can view the latest contest schedule on the Midwest tab of Dairy Challenge website at <http://www.dairychallenge.org/contests>

Contest Herds

- There will be both robot and conventional herds used for this year’s contest. Please indicate on your registration form the number of students from your school who could be placed on the robot herds. We will make every effort to build teams based on your preferences.

Training Resources

- Coaches and students have access to online training on our website. A seminar on [Robotic Training](#) from our 2023 contest is available for viewing from the MW Contest page.
- There are additional training materials available on our Student Resources page at <https://www.dairychallenge.org/student-resources/>.
- Coaches Resources site: The secure Coaches Resources site (accessible from the student resources page link above) includes past contest materials. Each past contest link contains a contact information folder that includes contact information for industry volunteers who are willing to help with training. This folder also includes contact information for other Midwest Regional coaches. We encourage coaches to talk with neighboring schools to do joint training. The password for this site is “**Co@che\$_Rock!**”

Housing

All students and coaches will be staying at the Hyatt Regency Green Bay at 333 Main Street, Green Bay, WI. Room reservations will be made by Dairy Challenge from the returned student information on the Entry Forms. Rooms will be provided for each school for the evenings of Wednesday November 18 and Thursday November 19 at no charge.

Sleeping rooms will be assigned by school and may be shared with students from other schools as needed. Coaches will likely be paired with a coach (2 to a room). *In situations where extra rooms are required by universities (e.g. due to university rooming policies, accommodation of individual needs, etc.), the individual university will be responsible for covering the cost of rooms outside their allotment.*

Your school should plan to arrive in the afternoon on Wednesday, November 18 and depart after the completion of the contest on Friday, November 20. If you choose to arrive early or stay later, room reservations and costs are the financial responsibility of the school. Driving directions to the hotel will be provided in later communications.

Meals

Dinner on Wednesday, breakfast, lunch and dinner on Thursday, and breakfast, lunch and a snack on Friday will be provided for one coach and all participating students. Additional meals must be paid for at the time of registration at a cost of \$130 per person, this includes additional coaches. Should you have dietary restrictions, please indicate this information on the Entry Form. (NAIDC will collect this information about your students on the Student Information Form.)

Social Media Corps

In addition to contest participants, Dairy Challenge is looking for students who would be interested in serving on the Midwest Social Media Corps team. Please visit with students in your club and your ag communications department about this opportunity.

Social Media Corps Application - <https://www.dairychallenge.org/contests/midwest/>

Dairy Challenge Shirt

You and your students can order a T-shirt for this year's contest. Orders will be shipped to the event and can be picked up during registration.

We look forward to your participation in this exciting and innovative contest. Additional information, including the schedule and guidelines, as well as entry forms and student information forms, will also be available online at the Midwest contest page: <https://www.dairychallenge.org/contests/>

Sincerely,

Eliza Ruzic
Zinpro
Midwest Regional Committee Co-chair
eruzic@zinpro.com

Ted Halbach
University of Wisconsin - Madison
2026 Midwest Regional Committee Co-Chair and Host
tjhalbach@wisc.edu