



Save the Date!

2026 North American Intercollegiate Dairy Challenge Contest & Academy

Sunday, April 12 – Tuesday, April 14, 2026

Sheraton Sioux Falls Hotel & Convention Center in Sioux Falls, South Dakota

Hosted by the Midwest Regional Dairy Challenge Planning Committee

www.dairychallenge.org/contests

Plans are well underway for the 2026 North American Intercollegiate Dairy Challenge Contest & Academy in Sioux Falls, South Dakota. Complete contest information will be sent to coaches and added to the Dairy Challenge website in early January 2026. In the meantime, below are a few details to help you plan for your participation:

- This year's event will run **Sunday** evening through **Tuesday** evening
- Registration invitations will be sent to coaches in early January. Coaches will also be invited to a coaches' webinar in early January (date to be determined)
- Entry fees are \$100 per student (contest & academy)
- Hotel rooms at the Sheraton are \$144.00+tax
 - Thanks to event sponsors, Dairy Challenge covers student lodging arriving Sunday, April 12 and departing Tuesday, April 14 or Wednesday, April 15.
 - Coaches' rooms are the responsibility of the university and not paid for by Dairy Challenge. To minimize costs, coaches are encouraged to share a room with another coach (*organized by individual coaches, not Dairy Challenge staff*).
 - A Dairy Challenge Housing Reservation Form will be sent to coaches to reserve housing for students and themselves. This form will be sent with other contest details after registrations are confirmed.
- Dairy Challenge covers meals for coaches and students' Sunday evening to Tuesday evening
- Travel Support: A pool of sponsor funds is used to support travel costs for schools participating in the National Contest. Schools seeking assistance must complete an application and submit it by February 1, 2026. The amount awarded is dependent on the number of approved applications. Typical support ranges from \$400 - \$800 per school. The form will be available on the website.
- Optional pre-contest visits: Farm visits are being arranged for schools who wish to arrive early and walk through a typical South Dakota dairy prior to the contest.

Important notes:

- The hotel block at the Sheraton begins on Sunday, April 12. However, a small block of rooms is available starting on Saturday, April 11 for early arriving schools.
- Early arriving schools are responsible for all arrangements and expenses including meals and lodging prior to Sunday evening, April 12, 2026.
- Be watching Dairy Challenge website and emails for more details regarding the pre-contest tour dairies to help with your travel planning.

Visit the NAIDC Contest page on our website at <https://www.dairychallenge.org/contests/> for the latest information.

If you have any questions about participating in Dairy Challenge, feel free to contact Molly Kelley mollyk@dairychallenge.org or Jenna Langrehr jangrehr@wdexpo.com