



National Brown Swiss Convention 2021

Hosted by New England Brown Swiss Association

June 29 – July 2, 2021

2021 CLEAR VISION FOR BROWN SWISS – Take 2!



TUESDAY, JUNE 29

- 7am Breakfast at hotel
- 8am Registration opens
- 8am National Brown Swiss Board Meetings (HFMH)
- 8am Youth contests begin @ HFMH (see youth schedule)
- 9am Golf outing: Ledges Golf Course, South Hadley
- 12pm Lunch for youth contestants
- 1pm Board meetings & youth contests resume (HFMH)
- 2-4pm Open farm tour: Allards Farm, Hadley MA
- 5pm Bus departs for convention kick-off dinner at Dockside Restaurant & Lady Bea River Cruise, South Hadley

WEDNESDAY, JUNE 30

- 7am Breakfast at hotel
- 7:30am Registration opens
- 8am Bus leaves for farm tours (opt 1)
 - 9:15am Arethusa Farm – CT
 - 12pm Edge View Genetics – NY
- 9am Bus departs for non-farm tours (opt 2)
 - 9:30am Yankee Candle
 - 11:30am Lunch & shopping in downtown Northampton
- 5pm Happy Hour (HFMH)
- 6pm National Brown Swiss Junior Awards Banquet & Dinner (HFMH)
- 8pm Junior Fun Auction (HFMH)
- 9:30pm Junior Ice Cream Social (Hampton Inn)

THURSDAY, JULY 1

- 7am Breakfast at hotel
- 8am Registration opens
- 8am "History of Swiss in New England" Presentation & coffee hour (HFMH)
- 8:30am Bus departs for Junior trip to Berkshire East
- 9am National Brown Swiss Annual Board Meeting & Awards (HFMH)
- 12pm Lunch served for Annual Board Meeting (HFMH)
- 3pm Cattle preview & social (Northampton Fairgrounds)
- 6pm Bus departs for New England Style BBQ & Pig Roast, Young Men's Club, Hadley
- 8pm Music & fun, Young Men's Club, Hadley

FRIDAY, JULY 2

- 7am Breakfast at hotel
- 10am National Brown Swiss Cattle Sale, Northampton Fairgrounds

HOTEL & CONFERENCE CENTER INFORMATION:

Headquarters & Convention Center:

Hampton Inn, 24 Bay Road, Hadley MA 413-586-4851 **Block rates will be available in January 2021**

HFMH = Hadley Farms Meeting House - Located at Hampton Inn

Convention Co-Chairs:

Kristie Kelly (802) 274-8650 & Mike Cronin (978)-235-4593

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