“I have decided to retire at the end of 2016 after 35 fulfilling years representing the dairy foods industry. I have had a wonderful career working with this industry and appreciate all of the opportunities I have been given, the friends I have made and the fun I have had.”

CONNIE TIPTON, PRESIDENT AND CEO, IDFA
The biggest change: Connie Tipton, IDFA president and CEO, announced in January that she would be leaving the association after 35 years of service, 12 of them most recently at the helm. According to Jeff Kaneb, executive vice president of HP Hood LLC and chairman of the transition committee, “She will leave some mighty big shoes to fill,” but the search process is underway.

Several legislative and regulatory changes that will affect the industry are underway as well, and the following pages highlight the work IDFA, members and others in the industry have done to make sure dairy’s voice is heard.

The constituent organizations under the IDFA umbrella faced individual challenges this year: Listeria-related recalls in ice cream, continued decline in fluid milk consumption and new federal guidelines calling for Americans to eat less cheese. Other challenges affected all dairy products, and IDFA has taken an active role in each of these areas, opening doors in some and stopping unnecessary regulations in others.

Fortunately, opportunities for growth still exist for members and IDFA. New research by McKinsey & Company, conducted in the fall specifically for IDFA, shows dairy to be a very competitive landscape requiring bold decisions and targeted strategies to expand. IDFA made several bold and strategic decisions — including launching a new trade show and conference with two well-known and successful partners — and strengthened collaborative efforts on a variety of issues.

Whether working collaboratively across the dairy industry or as an active part of the broader food and beverage industry, IDFA amplified dairy’s voice and marked significant progress for all members.
Federal order reform remains a priority issue for IDFA and its members. IDFA strongly believes that transitioning away from a regulated pricing system would make markets work more efficiently and, in the long run, position the U.S. dairy industry to take better advantage of market growth opportunities.

The U.S. Department of Agriculture held a hearing last fall to consider proposals to establish a Federal Milk Marketing Order for California. Bob Yonkers, IDFA vice president and chief economist, attended the 40-day hearing and provided updates for members during the process. The California dairy industry represents 20 percent of all U.S. milk production and is currently regulated under a state marketing order.

Congress is currently considering legislation that would reauthorize federal child nutrition programs. Working with the National Milk Producers Federation, IDFA recruited a bipartisan group of lawmakers to support the School Milk Nutrition Act, which would help to reverse declines in school milk consumption. These efforts have resulted in the inclusion of strong milk provisions in broader child nutrition reauthorization bills that are currently pending in the House and Senate. IDFA has also worked to support bill language that would increase participation in school feeding programs, allow increased access to yogurt and ensure that cheese is not impacted by future sodium reductions.

When IDFA learned that some schools in the Midwest and Northeast were offering bottled water in place of milk in federal school lunch programs, staff members took immediate action. They met several times with USDA officials, raised the issue with members of the House and Senate Appropriations Committees and alerted state regulators that bottled water practices in certain school districts may be counter to USDA regulations and undermine milk consumption.

Bob Yonkers, IDFA vice president and chief economist.
FIGHT CONTINUES ON GMO LABELING
Vermont’s mandatory law requiring on-package labels for foods containing ingredients that have been genetically modified (GMOs) will take effect this July. Acting separately and as part of the Coalition for Safe and Affordable Food, IDFA staff tirelessly worked to build support for legislation that would establish a national standard for voluntary GMO labeling and preempt state-by-state labeling requirements, like those in Vermont.

Last July, the House of Representatives passed a voluntary food labeling bill with preemption language. Although a similar bill failed in the Senate in March, IDFA continued with an all-out press, including a major grassroots initiative, to urge senators to consider a revised bill later this spring. At the same time, IDFA met in March with USDA officials to communicate the burden and costs associated with state-by-state compliance of GMO labeling laws.

VERMONT LAWSUIT STILL PENDING
IDFA previously joined three other associations — the Grocery Manufacturers of America, the National Association of Manufacturers and SNAC International — in a lawsuit in federal court against the state of Vermont to challenge the constitutionality of the state’s GMO labeling law. The suit is moving forward on two parallel tracks:

• IDFA appealed the denial of the Motion for Preliminary Injunction, which would have paused the effective date of the Vermont labeling law, and asked for clarification about which First Amendment standard should be applied to the law.
• The underlying case in Vermont is moving through the discovery phase, but the court has pushed back the trial date to wait for an answer on the First Amendment standard.

The associations say the law violates the First Amendment’s free-speech guarantee because it imposes burdensome new speech requirements on food manufacturers and retailers.
Advocacy Days, IDFA’s two-day legislative fly-in, drew dozens of dairy executives to Capitol Hill so they could discuss policy concerns and industry initiatives with lawmakers and their staffs. Nearly 50 member representatives made 86 visits to congressional offices to promote Trade Promotion Authority (which passed shortly after) and pending trade agreements, discuss reauthorization of the Child Nutrition Act and call for a voluntary federal solution to labeling of products using GMO ingredients, among other issues.
THEY ALL WANT ICE CREAM

Members of Congress and their staff members poured out of the Capitol Building and surrounding offices last summer for the “coolest” party on the Hill. IDFA’s 33rd Annual Capitol Hill Ice Cream Party served more than 50 flavors of ice cream and hundreds of root beer floats this year under the shady trees of Upper Senate Park.

Senator Deb Fischer (R-NE) and Mark Davis of Davis Family Dairies, LLC.

Dave Carlin, IDFA senior vice president of legislative affairs and economic policy, and Ruth Saunders, IDFA vice president of policy and legislative affairs, briefed members on issues during Advocacy Days.

Center Top (L to R): Tom Arata of Ecolab, Rep. Rodney Davis (R-IL) and Chelsee Woodey of IDFA.

Center Bottom: Rich and Heather Draper of The Ice Cream Club, Inc., share ice cream and a laugh with Senator Jeff Flake (R-AZ) during Advocacy Days.


Hill aids carry favorite flavors back to colleagues who couldn’t attend the party.
THE POWER OF ADVOCACY

WITHOUT PREEMPTION, PATCHWORK PERSISTS

Approximately 24 GMO labeling bills were introduced in 12 states during the past year, with laws in Connecticut, Vermont and Maine already enacted. In New Hampshire, the House of Representatives voted in February to oppose a bill that would have required new labeling for foods sold at retail that include GMOs or GMO ingredients. The day before the vote, IDFA sent a joint letter with the National Milk Producers Federation and the Northeast Dairy Farmers Cooperatives to every member of the New Hampshire House of Representatives, urging them to oppose the bill.

MILK HAULING PROVISION PASSES

IDFA promoted several policies this year to enhance transportation efficiency for members. In November, Congress passed a five-year reauthorization of the Federal Highway Trust Fund that included a provision allowing states to issue permits to allow trucks carrying fluid milk products to exceed federal truck weight limits. Unfortunately, a broader amendment that would have given states the authority to increase truck weights on interstate highways was defeated on the House floor.

INDUSTRY COMBATS RAW MILK BILLS

Since January, several state legislatures have considered bills that would loosen restrictions regarding intrastate sales of raw milk directly to consumers. To date, Hawaii, Louisiana, Maryland, Mississippi, Utah, Virginia, West Virginia and Wisconsin have rejected raw milk legislation, but bills remain pending in Massachusetts, New Jersey, Oklahoma and Rhode Island. IDFA sent joint letters with the National Milk Producers Federation to legislators in many of these states opposing raw milk legislation, and encouraged members to oppose two bills in Wisconsin, which were defeated in April.
RENEWABLE FUEL STANDARD IS BROKEN
IDFA joined more than 50 other food and agriculture organizations in asking Congress to reform the Renewable Fuel Standard, which determines the amount of ethanol and biofuel refiners must blend into the nation’s fuel supply. The groups placed an ad in Roll Call, a Capitol Hill publication.

TAKE YOUR LEGISLATOR TO WORK
Ramping up its political programs this past year, IDFA challenged member companies to host a federal legislator or legislative staff member at their processing facilities during the August 2015 recess. To support the "Take Your Legislator to Work Month" challenge, IDFA created a plant tour guide, which several members put to good use.

Rep. Jeff Denham (R-CA) (at right) stopped by Crystal Creamery in Modesto, Calif., for a tour and discussion with employees.

Rep. Erik Paulsen (R-MN) visited International Dairy Queen’s Franchise Support Center in Edina, Minn., and learned about the company’s contributions to the local and state economy.

Everyone Knows
The RFS is Broken.
It’s Time for Congress to ACT!
FDA ROLLS OUT FINAL FOOD SAFETY RULES

For sheer output and scope, nothing matches the Food Safety Modernization Act, a law that will affect every segment of the dairy sector. In September 2015, the Food and Drug Administration continued its rollout of related regulations, including the rule on Current Good Manufacturing Practice, Hazard Analysis and Risk-Based Preventive Controls for Human Food. These final rules reflect many changes and clarifications that IDFA and the dairy industry had requested, including making sure that the regulations and the Pasteurized Milk Ordinance were aligned.

FDA also released the final rules on third-party accreditation and foreign supplier verification in November 2015 and the sanitary transportation of human and animal food in April. These rules also included several points supported by the dairy industry and clarified key aspects that IDFA and the National Milk Producers Federation had requested in joint comments.

Mike Taylor (center), former deputy commissioner of Foods and Veterinary Medicine at FDA, was the keynote speaker at IDFA’s Regulatory RoundUP last summer. He applauded the steps the industry had taken on food safety issues in general. Connie Tipton and Clay Hough of IDFA welcomed him to the event.
COMPLIANCE REQUIRES COLLABORATION AND TRAINING
IDFA is working closely with the Food Safety Preventive Controls Alliance (FSPCA), a group of experts who have developed a curriculum to train individuals to create food safety plans for facilities. The association will launch training sessions specifically designed for the dairy industry across the country this year.

IDFA created several webinars to help members understand the final rules and plan for implementation, including:

- FDA Preventive Controls Final Rules: Learn What’s New and How They Will Impact Your Business;
- Focus on Imports: FDA’s New Foreign Supplier Verification and Third-Party Certification Rules Webinar; and
- FSMA: Sanitary Transportation of Human and Animal Food.

IDFA LEADS EFFORTS ON LISTERIA
Following two Listeria-related ice cream recalls last summer, IDFA moved quickly to ensure that ice cream companies would maintain a strong track record for food safety and to protect the industry’s image with consumers. Working with its newly established ice cream safety task force, IDFA developed “Listeria Control Resources for the Ice Cream and Frozen Ready-to-Eat Dairy-Based Dessert Industry,” offered education and training for both members and nonmembers, and continued its close collaboration with federal regulators and others in the food industry on Listeria-related issues.

COMMUNICATIONS SAFEGUARD IMAGE OF ICE CREAM
When the ice cream industry was buffeted with questions from the media about Listeria, the IDFA communications team handled calls, arranged for monitoring and drafted messaging that members could use with a variety of audiences. IDFA also reached out to third-party experts who could discuss food safety concerns with careful precision and calm. David Acheson, former associate commissioner for foods at the FDA, spoke frankly to reporters about proper procedures and risk management, giving a balanced, reassuring perspective.
ASSOCIATIONS DISCUSS PRIORITIES WITH FDA

Representatives from 17 food and beverage organizations, including IDFA, met in February with high-ranking officials from FDA to discuss the Agency’s priorities and regulations related to foods and beverages. Thirteen officials representing FDA and the agency’s Center for Food Safety and Applied Nutrition (CFSAN) participated. The meeting provided a good opportunity for IDFA to deepen working relationships and continue ongoing dialogue.

John Sheehan (center), director of the division of dairy, egg and meat safety, Center for Food Safety and Applied Nutrition at FDA, met with attendees at the 2015 Regulatory RoundUP and discussed what the industry can do to prevent future recalls and prepare for inspections. (L to R): Brian Perry of Perry’s Ice Cream Company, Inc.; Heather Draper of The Ice Cream Club, Inc.; John Sheehan; Janine Collier of the Embassy of New Zealand; and Rich Draper of The Ice Cream Club, Inc.

Susan Mayne, director of CFSAN, participated in the industry meeting, along with Michael Taylor, former deputy commissioner for foods in the Office of Foods and Veterinary Medicine, and Rebecca Buckner, interim associate director of FSMA Operations for CFSAN.

Photo courtesy of the U.S. Food and Drug Administration.
STUDY DETAILS CONSUMER CONFUSION ABOUT LABELS

Declarations of “added sugars” on food labels will not help consumers to select healthier options, and they should not be added to the Nutrition Facts panel, IDFA told FDA officials in October 2015. The comments were in response to a supplemental proposed rule that would add the declaration of a percent Daily Value for added sugars to the Nutrition Facts panel. IDFA joined four organizations in sponsoring a consumer study that demonstrated that declaring added sugars on a label increases consumer confusion about the healthfulness of the foods. IDFA welcomed the agency’s willingness to make some reasonable revisions to the Nutrition Facts panel prior to issuing the final rule in May.

At Regulatory RoundUP, FDA staff shared an overview of the proposed nutrition labeling and serving size changes, and IDFA summarized key issues for the dairy industry. (L to R): Cary Frye, IDFA vice president for regulatory and scientific affairs; Cherisa Henderson and Crystal Rivers, nutritionists at the FDA’s Center for Food Safety and Applied Nutrition; and Michelle Matto, IDFA consultant on nutrition and labeling.
INFLUENCE AND IMPACT

EPA RISK MANAGEMENT PLAN TO CHANGE

The Environmental Protection Agency proposed changes in March to its Risk Management Plan regulations aimed at preventing accidental release of hazardous chemicals. For dairy companies, this rule regulates anhydrous ammonia, the most commonly used chemical in industrial refrigeration systems, and chlorine, a chemical used in the wastewater treatment process. IDFA arranged for Perry’s Ice Cream Company to participate last fall in the Small Business Review panel that reviewed how the proposed changes would affect small businesses. IDFA also submitted comments on the proposed rule in May.

DIETARY GUIDELINES AFFIRM DAIRY’S RICH ROLE

The federal Dietary Guidelines for Americans 2015–2020 released in January affirmed the unrivaled contribution made by dairy foods and reminded Americans that they will continue to benefit from three daily servings of low-fat and fat-free dairy. The Guidelines noted that dairy foods provide a valuable source of three of the four nutrients of concern: potassium, vitamin D and calcium. In oral and written comments last year, IDFA consistently called for the Guidelines to encourage flexible eating patterns that included nutrient-rich foods like dairy.
IDFA 2016

IDFA CHAMPIONS MORE CHOICES FOR WIC
In April, IDFA participated in a workshop to share information with the National Academy of Medicine committee that is reviewing food packages for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Cary Frye, IDFA vice president of regulatory and scientific affairs, told the committee that increasing dairy options and allowing reduced-fat milk would help participants meet recommendations in the Dietary Guidelines and improve their nutrient intake. She also discussed the important roles of yogurt and cheese in the WIC food packages, noting that they are nutrient rich and naturally low in lactose.

‘NATURAL’ DEFINITION IMPORTANT TO DAIRY
FDA is seeking comments regarding “natural” label claims and whether the agency should set a definition for the term “natural.” Because many of IDFA’s member companies have brands and product names with a long history of using the term “natural,” such as “natural cheese,” IDFA submitted extensive comments in May.

(L to R): Soline Kintz of The Dannon Company, Inc.; Yvonne Bronner, School of Community Health and Policy, Morgan State University; and Cary Frye, IDFA, met at the WIC workshop in California.
MARKET GROWTH AND PROTECTION

Connie Tipton, IDFA, was a keynote speaker at the Asia Pacific Dairy Summit in Singapore in November 2015. She said the Asia Pacific region is without question the most dynamic sector of the global dairy industry today.

TPA CRITICAL TO BEST TRADE DEALS
IDFA and members successfully advocated last summer for passage of Trade Promotion Authority (TPA). IDFA believes this legislation is critical to ensuring that U.S. dairy companies receive the best deal in future trade agreements, including two that were under negotiation this year: the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (T-TIP).
IDFA SUPPORTS TPP “ON BALANCE,” BUT...

After years of discussions that started in 2010, the 12 countries participating in the Trans-Pacific Partnership concluded negotiations last October. Throughout the process, IDFA met with U.S. trade negotiators to seek maximum market access for U.S. dairy product exports across all tariff lines and to brief lawmakers on the importance of TPP’s provisions for dairy.

After careful consideration, IDFA expressed overall support for the completed pact. While pleased with important breakthroughs on geographical indications (GIs) and fully enforceable sanitary and phytosanitary rules, IDFA was disappointed with the extremely limited market access gains for U.S. dairy in Canada and Japan. Because IDFA believes U.S. dairy exporters will make overall gains, the association and others in the dairy industry urged Congress to pass TPP this year, but stressed that this pact could not become the template for future free trade agreements.

NEXT UP: T-TIP

Negotiations between the United States and the European Union (EU) on the Transatlantic Trade and Investment Partnership continued with the latest round of negotiations held in April. The top priorities for IDFA include a reduction in tariffs and non-tariff barriers, stronger sanitary and phytosanitary measures and protection for U.S. exporters to continue marketing common cheese names. The EU seeks broader protection for GIs, more access to the U.S. government procurement market and a more innovative approach to regulatory cooperation.

In addition to working with the Office of the U.S. Trade Representative, Beth Hughes, IDFA director of international affairs (left) joined with William Westman of the North American Meat Institute and Shawna Morris of National Milk Producers Federation to brief congressional staff members on the importance of protecting common cheese names in T-TIP negotiations.
MARKET GROWTH AND PROTECTION

IDFA WRANGLES WITH WIPO
As a member of the Consortium for Common Food Names, IDFA objected to the World Intellectual Property Organization’s (WIPO) attempts to expand GI protections that would limit the use of certain food names to a specific region or country without sufficient protections for other users of the names. Working with U.S. government officials and contacts on Capitol Hill, IDFA pointed out that WIPO’s Lisbon Agreement for the Protection of Appellations of Origin has never paid for itself and is subsidized by other WIPO programs, even though the Lisbon Agreement only benefits a small number of WIPO members. As a result of U.S. efforts, WIPO has resolved to institute a more equitable budgeting process for administration of the Lisbon Agreement.

WHO PROPOSAL PROHIBITS DAIRY PRODUCT PROMOTION
IDFA and the National Milk Producers Federation recently urged members of Congress to insist that the United States request a more thorough analysis of a World Health Organization (WHO) proposal seeking to discourage parents from feeding toddlers milk and certain dairy products. The WHO guidance, “Ending Inappropriate Marketing of Foods for Infants and Young Children,” would prohibit the promotion and marketing of various milk products for children up to age three. IDFA and the National Milk Producers Federation called for the U.S. government to insist that the WHO revise the guidance, which is not based in science, to rectify the misleading suggestion that dairy is inappropriate for young children.

Since the guidance was introduced in January, IDFA has been coordinating with member companies and other industry trade associations to educate members of Congress and administration officials that the guidance could result in unintended health consequences for young children and may violate World Trade Organization rules. IDFA staff members have held meetings with several federal agencies, including the Office of the U.S. Trade Representative, USDA, FDA, Health and Human Services, and the U.S. Patent and Trademark Office, as well as member state embassies. IDFA staff also helped to convince more than a dozen members of Congress to sign a letter urging the U.S. government to oppose the guidance.
COOL SOLUTION STOPS RETALIATION
Congress passed an omnibus funding bill at the end of last year that repealed the Country-of-Origin Labeling (COOL) requirements for muscle cuts of meat, bringing the United States into compliance with World Trade Organization obligations. Without the repeal, Canada and Mexico would have imposed retaliatory tariffs in excess of $1 billion on U.S. exports, including dairy products. Working with the National Milk Producers Federation and through the COOL Reform Coalition, IDFA successfully urged lawmakers to include the repeal language in the bill.

SUGAR PROGRAM — A WORK IN PROGRESS
IDFA and other members of the Coalition for Sugar Reform continue working with Congress, the administration and other stakeholders to establish a more market-oriented sugar program in the United States and to eliminate import restrictions and production quotas. IDFA also participated in the Sweetener Users Association and continued to call for passage of the Sugar Reform Act, which was introduced last year.
GLOBAL MEETINGS TO AID U.S. DAIRY

Last winter, IDFA staff members joined more than 1,200 global dairy stakeholders from 50 countries in Vilnius, Lithuania, to discuss “Closing the Nutritional Gap with Sustainable Dairy” at the International Dairy Federation’s World Dairy Summit. The week-long event drew dairy farmers, company executives, researchers, marketers, policymakers and consumers to consider initiatives currently underway in the global dairy industry, as well as key nutritional trends and scientific advances.

During the General Assembly meeting, Clay Hough was elected to the IDF board of directors as the dairy processing sector representative, and Cary Frye was honored with a certificate of appreciation as she completed her three-year term on the IDF board. John Allan continues to serve as deputy chair of the IDF Food Standards and Labeling Committee, which met to discuss action on several Codex standards.

US-IDF TO ENHANCE LEADERSHIP ROLE

The U.S. National Committee of the International Dairy Federation (US-IDF) is strengthening its role of representing the U.S. dairy industry on global scientific and technical issues. Cary Frye is the chairman of US-IDF, and John Allan is the deputy chair for the IDF Food Standards and Labeling Committee. New strategic plans will allow US-IDF to represent the U.S. industry’s interests in nutrition, sustainability, food safety, quality and dairy standards, and to enhance communication on global scientific and technical issues.

MARKET GROWTH AND PROTECTION

Clay Hough, senior group vice president for IDFA (second from left), joined other board members of the International Dairy Federation in New Zealand in February to discuss the outcomes of the World Dairy Summit 2015, preparations for this year’s Summit and IDF’s relationship with the global farming community. The group is seated at the base of the Te Mata Peak in Hawke’s Bay, New Zealand.

CONSSENSUS ELUSIVE ON PROCESSED CHEESE STANDARD
A working group of the Codex Alimentarius Commission’s Committee on Milk and Milk Products met in December 2015 in Uruguay to continue its decade-long work towards developing a Codex standard for processed cheese. IDFA opposes the work out of concern that a compromise standard will broaden the definition of processed cheese to include products with far less real cheese content than U.S.-made products, which could mislead consumers. Decisions made by Codex, a United Nations-supported organization focused on international food standards, can have a significant impact on IDFA members that export dairy products.

IDFA HOSTS FOREIGN DELEGATIONS
IDFA welcomed in November 2015 a delegation of food safety professionals from the Japan Food Hygiene Association. They discussed U.S. food safety regulations and safety procedures.

Advisors to members of the European Parliament visited IDFA in March to gain a better understanding of the U.S. perspective on T-TIP and to discuss geographical indications. Beth Hughes, IDFA (fifth from left), hosted the meeting, along with Shawna Morris (seventh from right, back row) of the National Milk Producers Federation.

Dairy professionals from the Palestinian territories visited IDFA in April to learn more about the U.S. dairy industry, its health and safety measures, government regulations and practices.
ANIMAL CARE POLICIES GAIN GROUND
Animal care extremists continued to target farms, companies and retailers, so IDFA teamed with the National Milk Producers Federation to encourage more companies to develop animal care policies and share them broadly with customers and consumers. In speaking engagements at Dairy Forum, crisis drills and regional meetings around the country, Peggy Armstrong, IDFA vice president of communications, and Emily Meredith, chief of staff for the National Milk Producers Federation, stressed the importance of preparation and support for programs that set high standards for animal care.

GMO MESSAGES EVOLVE
IDFA and others consistently communicated that genetically engineered products and ingredients have been proved safe by many world health organizations, causing GMO-labeling proponents to switch their pitch from food safety to "consumers have the right to know what’s in their food." In response, IDFA crafted messaging supporting the consumer, noting mandatory labeling will increase costs, cause confusion and force companies to pull consumer favorites from specific states. The war of words continues.
IDFA AND KETCHUM COUNSEL MEMBERS

IDFA continued its relationship with Ketchum, an international public relations agency, to supplement the association’s ability to provide on-call counseling when members require specific communications support. The Ketchum team also worked with IDFA to develop a strong set of messages on food safety, animal care and GMOs — three of the top issues of concern mentioned by members in a survey last year.

ROLL CALL NAMES IDFA IN “TOP 50” FOR SOCIAL MEDIA

IDFA’s social media efforts received special recognition in February when CQ Roll Call, a provider of congressional news, legislative tracking and advocacy services, featured IDFA in its list of top “50 Stealable Grassroots Marketing Campaigns.” CQ Roll Call said the list included “effective grassroots marketing campaign ideas that actually work” and specifically highlighted IDFA’s successful social media celebration campaigns for National Dairy Month, June 2015, and National Ice Cream Month, July 2015.

ICE CREAM REMAINS SWEET JOY OF SUMMER

Protecting consumer confidence in ice cream was an important goal, especially during National Ice Cream Month, so IDFA launched a month-long campaign to promote the joy of ice cream through social and traditional media. IDFA continued to work with journalists on positive articles and posts about ice cream throughout the year.

(L to R): Marti Hogan, IDFA director of communications, and Kim Essex, Ketchum partner and director, collaborated frequently on strategy and messaging for members.
TACKLING TOUGH TOPICS

PRODUCERS LEARN PROCESSORS’ PERSPECTIVE
Monthly Dairyline broadcasts from IDFA reached tens of thousands of dairy producers throughout the year. The topics included:

- “IDFA Invites Producers to Engage on Labeling Bill,” by Ashley Burch, IDFA director of political programs;
- “Patchwork of GMO Labeling Laws Could Affect Producers,” by Emily Lyons, IDFA director of regulatory affairs and counsel; and
- “Safe Trucking Act Would Increase Efficiency, Affordability and Safety” by Chelsee Woodey, IDFA director of legislative affairs.

IDFA EXPERTS GAIN EXPOSURE
Columns in Dairy Foods magazine, Cheese Market News and Hoard’s Dairyman helped to promote the association’s experts, expertise and activities throughout the year.

- Clay Hough shared advice and insight on Codex;
- Beth Hughes discussed geographical indications;
- Emily Lyons reviewed Vermont’s GMO labeling law;
- Cary Frye examined the impact of the Dietary Guidelines on dairy companies; and
- Connie Tipton continued to call for the industry to work together on important issues, such as federal milk pricing, and encouraged everyone to engage in the voting process at the federal and local levels.

Also, Dave Carlin participated in a syndicated National Public Radio interview on GMOs and labeling, and a recent article by Bloomberg BNA, titled “Milk in Schools Gains Renewed Attention,” featured comments from Ruth Saunders.
IDFA WELCOMES TEXAS A&M STUDENTS
Agricultural economics students from Texas A&M University visited IDFA in September 2015. They received a warm welcome from Bob Yonkers, IDFA vice president and chief economist, and Audra Kruse, IDFA communications specialist, both of whom are Texas A&M alums.

ALL THE NEWS YOU NEED TO KNOW
IDFA publishes the weekly News Update Headlines for more than 8,000 readers, while the IDFA SmartBrief reaches more than 11,000 inboxes three times a week. Expanded postings to the IDFA’s Facebook page and Twitter @dairyidfa keep members and other followers up to date on the latest dairy news.

#DAIRYFORUM CREATES ONLINE BUZZ
IDFA created a social media campaign during Dairy Forum 2016 that created significant online buzz about the event on Twitter, Facebook, Instagram and YouTube, sharing a positive image of the dairy industry with IDFA followers and the online community.

#DairyForum appeared 2,344,264 times on Twitter and appeared on the computer screens of more than 314,900 people.
@dairyidfa used #DairyForum 47 times and received 136 likes and 49 retweets on those tweets.
People engaged with IDFA tweets 640 times.

#DairyForum appeared in 37 Facebook posts.
IDFA Facebook posts with #DairyForum appeared to other Facebook users 9,022 times and received 99 likes.

36 Instagram posts were tagged with #DairyForum.
Dairy Forum videos garnered 493 total views on YouTube.
In an era when digital communications and remote connections seem to dominate, IDFA continues to set itself apart by offering conferences, workshops and other events that encourage record numbers of people to meet face to face with experts, colleagues and potential customers. This year was no exception.

DAIRY LEADERS DRAWN TO PHOENIX

Dairy Forum 2016 gathered a record crowd of 1,128 dairy leaders in January at the Arizona Biltmore in Phoenix. It provided powerful presentations and deep discussions on topics touching both common ground and controversy, including research conducted by McKinsey & Company specifically for discussion at Dairy Forum. An additional 250 participants from 25 countries joined several featured sessions through Broadcast Live, a complimentary online service co-sponsored by IDFA and Dairy Foods magazine that streamed the sessions live from Phoenix.

(L to R): “The Shifting World Marketplace: A Co-operative Perspective” panel at Dairy Forum featured Jay Waldvogel, Dairy Farmers of America Inc.; Kelvin Wickham, Fonterra Co-operative Group Limited; Roelof Joosten, Royal FrieslandCampina N.V.; Gary Helou, Murray Goulburn Co-operative Co. Limited (MG); and Peder Tuborgh; Arla Foods amba. 

(L to R): Roald Mason of DuPont™Danisco®, Cindy Cavallo, IDFA director of membership; and Dale Gifford of Brewster Cheese Company pause for a photo during a Dairy Forum reception.

Rob Carpenter, IDFA director of information technology, welcomes an attendee at Dairy Forum.
INTERNATIONAL SWEETENER COLLOQUIUM REACHES RECORD
In February, the International Sweetener Colloquium attracted a record crowd of nearly 500 attendees from the United States, Brazil, Canada, Colombia, Denmark, the Dominican Republic, El Salvador, Germany, Mexico, the Netherlands and Turkey. Michael Scuse, USDA under secretary for Farm and Foreign Agricultural Services, returned to give his fifth consecutive keynote speech.

ICE CREAM TECH COVERS RECALL READINESS
The Ice Cream Technology Conference, always an annual favorite, capped recent attendance figures with a new high of more than 140 ice cream professionals. The newly added pre-conference workshop on recall readiness and crisis management, which required separate registration, drew an impressive first-year audience of 40 people. IDFA is considering offering a reprise of the workshop for others in the coming year.

John Lowe, CEO of Jeni’s Splendid Ice Creams, candidly discussed his company’s recall of all products last year after Listeria monocytogenes was found in one of its finished products.

Joe Levitt (left) of Hogan Lovells US LLP and Gene Grabowski of kglobal have managed a number of food recalls. They shared lessons learned and reviewed recall fundamentals in today’s regulatory environment.
EXCEPTIONAL EVENTS AND EXPERTS

INTERNATIONAL POWERHOUSES LAUNCH PROFOOD TECH

The 2015 International Dairy Show garnered a 12-percent increase in exhibit sales over the 2013 show, showing positive results from continuous improvements made by IDFA. When the Dairy Show ended, exhibitors shared success stories and welcomed the launch of ProFood Tech, a new event that will focus on processing technologies serving the food and beverage industry. The event is powered by IDFA and two of the world’s trade show leaders — PMMI, The Association for Packaging and Processing Technologies, and Koelnmesse.

PACK EXPO AND ANUGA PARTNER WITH IDFA

PMMI is the owner and producer of the PACK EXPO portfolio of trade shows and represents North American manufacturers of equipment, components and materials for processing and packaging. Koelnmesse is the world’s leading trade fair organizer in the food industry and related sectors, with events that attract about 49,000 exhibiting companies from 117 countries, as well as 2.7 million visitors from 211 countries. The trade fairs include Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga FoodTec.

With an expansive show floor and enhanced conference program led by IDFA, ProFood Tech will attract high-level buyers from every food and beverage sector. A Dairy Pavilion will provide premier exhibit space exclusively for suppliers serving the dairy industry. The show will also provide crossover solutions and new ideas from other industries, along with a broader perspective on food and beverage processing.

(L to R): Joe Angel, publisher of Packaging World and president of PMMI Media Group, meets with Acyr Borges of Serac Inc. and Gregg Tanner of Dean Foods Company during the ProFood Tech launch reception.
WEBINARS AND WORKSHOPS ENHANCE TRAINING OPTIONS
IDFA worked with the Innovation Center for U.S. Dairy to update and expand the Dairy Plant Food Safety Workshops to meet the specific needs of ice cream manufacturers. The course designers and instructors are food safety, sanitation, quality and microbiology professionals from across the dairy industry. IDFA also added webinars on today’s tough topics, including implementation of the Food Safety Modernization Act and Vermont’s GMO labeling law. Several more webinars are in the works for the coming year.

Dairy Show exhibitors expressed their excitement about the opportunities ProFood Tech will offer.

“As a longtime member of both IDFA and PMMI, Delkor is very pleased to see the attention and focus that ProFood Tech will bring to the North American food and beverage industry,” said Dale Andersen, president and CEO of Delkor Systems, Inc. “Koelnmesse’s outstanding reputation as a trade show organizer only strengthens this collaboration.”

“As a world leader in processing and packaging technologies, Tetra Pak is excited about the potential ProFood Tech holds,” said Carla Fantoni, vice president of communications for Tetra Pak U.S. and Canada. “The joint efforts of PACK EXPO, Anuga and IDFA clearly demonstrate a commitment from these three leading organizations to establish a trusted brand serving all food and beverage categories. We think this consolidated approach will help suppliers and customers alike make the most of the show.”

TO LEARN MORE, VISIT WWW.PROFOODTECH.COM.
Awards for Exemplary Service and Leadership
Connie Tipton, IDFA president and CEO, was the first non-Texan and second woman to be inducted into the Dairy Products Institute of Texas Hall of Fame. She accepted the award from Mark Compere, president of the Texas organization. She also was inducted into the George Washington Spirit Society in recognition of her outstanding leadership qualities.

NCI Laureate Award
Gary Vanic (left), past president and CEO of Great Lakes Cheese Co., Inc., Hiram, Ohio, received the National Cheese Institute’s Laureate Award for his contributions to the development and growth of the cheese industry. Hans Epprecht, founder of Great Lakes Cheese (right), is also an NCI Laureate.

Innovative Dairy Farmer of the Year Award
Holsum Dairies of Hilbert, Wis., was named the 2016 Innovative Dairy Farmer of the Year. Nominated by Wisconsin Secretary of Agriculture Ben Brancel, Holsum Dairies earned the award because its farms demonstrate responsible land stewardship.

Dairy Industry Safety Recognition Awards
IDFA awarded 109 dairy company operations with Dairy Industry Safety Recognition Awards and Achievement Certificates in 2015. This is the 12th year that IDFA has recognized the outstanding worker-safety records of processing facilities and trucking operations in the dairy industry.

Research Award in Dairy Foods Processing
Harjinder Singh, Ph.D., received the 2015 Milk Industry Foundation’s Research Award in Dairy Foods Processing for his research accomplishments regarding milk and milk products. Singh holds an industry endowed chair in Dairy Science and Technology at Massey University in New Zealand.
Soaring Eagle Awards
IDFA presented 2016 Soaring Eagle Awards to three outgoing officers: Patricia Stroup, chief procurement officer, Nestlé North America Procurement, Nestlé USA, Inc.; Jeffrey Kaneb, executive vice president, HP Hood LLC; and Mike Wells, president and CEO, Wells Enterprises, Inc.

Most Innovative Ice Cream Flavor and Novelty Competition
The annual competition, held during the Ice Cream Technology Conference, selected winners in three categories. Tiramisu, by Perry’s Ice Cream Company, Inc., earned the award for the most innovative ice cream flavor. Coconut and Milk Fruit Bar, by Florida International University, took first place in the most innovative novelty category. Pineapple Banana Praline Fosters, by Fruitcrown Products Corporation, was named the most innovative prototype flavor.

IDFA Teaching Award
Carmen Moraru, Ph.D., an associate professor in the Department of Food Science at Cornell University, earned the 2015 IDFA Teaching Award in Dairy Science in recognition of her outstanding teaching of undergraduate students in dairy foods.

Innovations Awards Winners at International Dairy Show
IDFA named six winners in the 2015 Innovations Awards competition at the International Dairy Show:

- Berry Plastics Corporation received the Packaging Innovation Award for its ICONIC™ printing technology.
- Coperion and Coperion K-Tron received the Food Safety Innovation Award for its CIP design WYK Diverter Valve.
- FOSS earned the Processing Innovation Award for its MilkoStream™ FT.
- Glanbia Foods took home the Attendee Choice Award for its Blue J Cheese.
- HP Hood Sacramento earned the Sustainability Innovation Award for its partnership with CleanWorld, a technology company in California.
- Prairie Farms Dairy, Inc. received the Ingredient/Flavoring/Seasoning/Additive Innovation Award for its PEEPS® Milk.
THERE’S POWER IN NUMBERS
IDFA advocates on behalf of the dairy foods industry, focusing on dairy policy and issues that challenge the industry’s growth. IDFA subject matter experts offer their expertise to individual members by providing assistance on specific concerns and questions.

Member companies represent 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States. They also process dairy ingredients, infant formula, sports drinks and other nutritional products. Overall, IDFA represents nearly 200 dairy processing companies and their 155 subsidiaries, divisions and joint ventures. These companies range from large multi-national organizations to single-plant companies, and run approximately 625 plant operations in the United States, Canada and other countries around the world.

In addition, nearly 325 Gold Business Partner and Business Partner member companies provide processing equipment and supplies, packaging equipment and materials, ingredients and a wide variety of services to the dairy processing industry. Fifteen state and regional trade associations are also members of IDFA.

MEMBERSHIP MATTERS

85% of dairy sales in U.S. 325 supplier companies 200 dairy companies 625 plant operations

IDFA MISSION STATEMENT
As the premier organization for dairy foods processors, manufacturers and marketers, IDFA:

• Offers unparalleled strategic leadership, expertise and advocacy to promote the success of our members;
• Influences federal, state and international government policies with strong legislative, executive and regulatory advocacy focused on dairy policy and other key industry issues;
• Serves as a trusted source of relevant and timely information on dairy-related issues for members and the media, and collaborates with dairy industry partners to protect and enhance the image of dairy; and
• Provides expert training, education programs and materials, and is a forum for dairy industry stakeholders to meet and exchange views on the key issues facing our industry.

IDFA represents the nation’s dairy processors, manufacturers and marketers, as well as their suppliers, with a membership of nearly 525 companies, within a $125-billion a year industry. IDFA is composed of three constituent organizations:

• Milk Industry Foundation (MIF)
• National Cheese Institute (NCI)
• International Ice Cream Association (IICA)
(Seated, L to R): Neil Moran, senior vice president, finance, administration and trade show; Clay Hough, senior group vice president and general counsel; Dave Carlin, senior vice president, legislative affairs and economic policy; and Cary Frye, vice president of regulatory and scientific affairs.

(Standing, L to R): Peggy Armstrong, vice president of communications; Bob Yonkers, vice president and chief economist; Connie Tipton, president and CEO; Ruth Saunders, vice president of policy and legislative affairs; and John Allan, vice president of regulatory affairs and international standards.
2015–2016 IDFA OFFICERS

CHAIR: Mike Reidy, Senior Vice President — Corporate Affairs, Leprino Foods Company
VICE CHAIR: Gregg Tanner, Chief Executive Officer, Dean Foods Company
SECRETARY: Ron Dunford, President, Schreiber US, Schreiber Foods, Inc.
TREASURER: Rachel Kyllo, Senior Vice President, Sales and Marketing, Kemps LLC

2015–2016 MILK INDUSTRY FOUNDATION OFFICERS

CHAIR: Gregg Tanner, Chief Executive Officer, Dean Foods Company
VICE CHAIR: Jay Bryant, CEO, Maryland and Virginia Milk Producers Cooperative Association, Inc.
SECRETARY: Tim Galloway, CEO, Galloway Company
TREASURER: David Nelsen, Vice President, Manufacturing, Albertsons Companies

2015–2016 NATIONAL CHEESE INSTITUTE OFFICERS

CHAIR: Ron Dunford, President, Schreiber US, Schreiber Foods, Inc.
VICE CHAIR: David Ahlem, Chief Operating Officer, Hilmar Cheese Company, Inc.
SECRETARY: Jim Lehman, General Manager, Pace Dairy of Minnesota/The Kroger Co.
TREASURER: Louie Gentine, Chief Executive Officer, Sargento Foods Inc.

2015–2016 INTERNATIONAL ICE CREAM ASSOCIATION OFFICERS

CHAIR: Rachel Kyllo, Senior Vice President, Sales and Marketing, Kemps LLC
VICE CHAIR: Alan Thomsen, President, Schoep’s Ice Cream Co., Inc.
SECRETARY: Rich D. Draper, Chief Executive Officer, The Ice Cream Club, Inc.
TREASURER: Gary Aggus, President & General Manager, Hiland Dairy Foods Co., LLC

(L to R): Mike Reidy, Leprino Foods Company; Rachel Kyllo, Kemps LLC; Ron Dunford, Schreiber Foods, Inc.; and Gregg Tanner, Dean Foods Company.
IDFA 2016

(L to R): IDFA staff members Heather Soubra, director of industry relations and special projects; Tracy Boyle, director of boards, employee relations and administration services; and Neil Moran, senior vice president, finance, administration and trade show, take a moment to pose before greeting members at a board dinner.

(L to R): Rita Keskinian of Rabobank — New York and Miriam Erickson Brown of Anderson Erickson Dairy Company meet while attending the International Dairy Show in Chicago.

John Breeden of Dupont™Danisco® and Corrinne Colombo Reed of International Dairy Queen, Inc., enjoy the opening reception at Dairy Forum.

1st Row (L to R): Tim Galloway, Galloway Company; Ron Dunford, Schreiber Foods, Inc.; Gregg Tanner, Dean Foods Company; Mike Wells, Wells Enterprises, Inc.; Mike Reidy, Leprino Foods Company; Connie Tipton, IDFA; Jay Bryant, Maryland and Virginia Milk Producers Cooperative Association, Inc.; Rachel Kyllo, Kemps LLC; David Nielsen, Albertsons Companies; Jim Lehman, Pace Dairy of Minnesota

2nd Row (L to R): Carl Evans, The Kroger Co.; Bob Yonkers, IDFA; Neil Moran, IDFA, Dave Carlin, IDFA; Peggy Armstrong, IDFA; Ruth Saunders, IDFA; Cary Frye, IDFA; Emily Lyons, IDFA; Clay Hough, IDFA; John Allan, IDFA; Philippe Caradec, The Dannon Company, Inc.; Louie Gentine, Sargento Foods Inc.; Alan Tomesen, Schaepp’s Ice Cream Co., Inc.; Terry Brockman, Saputo Cheese USA Inc.

MAKING A DIFFERENCE FOR DAIRY

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