

FUTURE

[SHAPE THE]

DAIRY FORUM 2018

JANUARY 21 - 24

J.W. MARRIOTT DESERT SPRINGS
PALM DESERT, CA

On-site program brought
to you by



JOIN THE CONVERSATION

Social media offers a great way to engage with your colleagues at Dairy Forum and continue these important conversations beyond this week.

Be sure to join the conversation online. Add **#DairyForum** to your posts and photos, and use **#DairyForum** to search for posts from other attendees to share.

Check IDFA's social media to see our latest **#DairyForum** posts. IDFA's accounts can be found on:



- Twitter: **@dairyidfa**
- Facebook: **@dairyidfa**
- Instagram: **@dairyidfa**
- YouTube: **dairyIDFA**

ARE YOUR COLLEAGUES BACK AT THE OFFICE MISSING OUT?

IDFA and Dairy Foods magazine have partnered to offer Broadcasting Live, an online streaming of two Dairy Forum sessions on January 22.

Tell your colleagues to register at **webinars.dairyfoods.com**.



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Rabobank is a leading financial services provider to the world's top food, beverage and agribusiness companies. Established as a Dutch farmers' banking cooperative over a century ago, Rabobank today is one of the largest banks in the world. True to its agriculture and cooperative heritage, Rabobank brings deep industry knowledge, sector expertise and long-term commitment to every client relationship. Rabobank: the financial link to the global food chain®.

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Tetra Pak Inc.

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847-955-6000
www.tetrapakusa.com



SCHEDULE AT A GLANCE

SATURDAY, JANUARY 20

3:00 – 5:00 p.m. **Registration**
Desert Ballroom Foyer

SUNDAY, JANUARY 21

8:00 a.m. **Tip Tipton Memorial Golf Tournament***
J.W. Marriott Desert Springs
Golf Club – Valley Course
Sponsored by  TRANSCONTINENTAL
PACKAGING
*Donations go to the Dairy Recognition
and Education Foundation*

11:30 a.m. **Afternoon Golf Tournament***
J.W. Marriott Desert Springs
Golf Club – Palm Course

Noon – 7:00 p.m. **Registration**
Desert Ballroom Foyer

Noon – 5:00 p.m. **Premier Conference Partner
One-on-One Business Meetings**
To schedule meetings with Rabobank
and Tetra Pak representatives, please
visit the registration area or email
registrar@idfa.org.

*Separate fee and preregistration required

Noon – 3:00 p.m. **Tennis Tournament***
J.W. Marriott Desert Springs Tennis
Courts
Sponsored by  CPAS • CONSULTANTS

2:00 – 3:00 p.m. **IDFA Board Meeting**
(invitation only)
Springs Ballroom J-L

4:00 – 5:00 p.m. **First-Timers' Reception**
Springs Patio

6:15 – 7:00 p.m. **Chairman's Lecture: [Engage]
on Farm Bill Policy for Dairy**
*Introduction: Mike Reidy, Senior
Vice President, Corporate Affairs,
Leprino Foods Company, and Chair,
International Dairy Foods Association*
*Speaker: The Honorable Robert
W. Goodlatte (R-VA), Chairman,
House Judiciary Committee, and
Former Chairman, House Agriculture
Committee*
Desert Ballroom 7 and 8

7:00 – 9:00 p.m. **Welcome Reception**
Grove
Sponsored by



*Separate fee and preregistration required

MONDAY, JANUARY 22

8:00 a.m. – 5:00 p.m. **Registration**

Desert Ballroom Foyer

8:45 – 9:45 a.m.

President's Breakfast: [Build] Demand and Open New Markets

Introduction: **Carmen Becker**,
President and CEO, Tetra Pak U.S.
and Canada

Speaker: **Michael Dykes, D.V.M.**,
President and CEO, IDFA
Desert Ballroom 7 and 8
Breakfast service will begin at 8:30 a.m.



9:00 a.m. – 5:00 p.m. **Premier Conference Partner
One-on-One Business Meetings**

To schedule meetings with Rabobank
and Tetra Pak representatives, please
visit the registration area or email
registrar@idfa.org.

9:30 a.m. – Noon

Spouse Activity*
**Desert Chakras – A Revitalizing
Yoga and Health Activity**
The Pointe

9:45 – 10:45 a.m. **General Session: [Prepare] for
an Unpredictable Future**

Introduction: **Rudy Dieperink**,
President and CEO, North America,
Friesland-Campina Ingredients North
America, Inc.

Speaker: **Jack Uldrich**, Global
Futurist and Author

Desert Ballroom 7 and 8
Sponsored by



10:45 – 11:00 a.m. **Networking Break**
Desert Ballroom Foyer

11:00 – 11:45 a.m. **Concurrent Sessions**
**1. [Examine] Food Safety Issues
and Trends Around the Globe**

Speaker: **Mike Robach**, Vice
President, Cargill Corporate Food
Safety, Quality and Regulatory
Springs Ballroom A-D

*Separate fee and preregistration required

2. **[Feed]** America and Fill Food Banks with Dairy

Panelists: **Carrie Calvert**, Director of Tax and Commodity Policy, Feeding America

Gary Davis, National Sales Manager, Prairie Farms Dairy, Inc.

Jerod Matthews, Senior Account Manager, Manufacturing Sourcing, Feeding America

Desert Ballroom 3-6

3. **[Explore]** the Evolution of Digital Marketing

Speaker: **Steve Lerch**, Account Executive, Google

Desert Ballroom 9-12

11:45 a.m. – Noon **Networking Break**
Desert Ballroom Foyer

Noon – 1:30 p.m. **Award Presentation: [Honor] the 2018 National Cheese Institute Laureate**

Recipient: **David M. Barbano**, Ph.D., Professor of Food Science, Cornell University

Lunch Session: **[Look]** at Drones, Dairy and Retail's Dilemma

Introduction: **David Ahlem**, CEO and President, Hilmar Cheese Company, Inc., and Chair, National Cheese Institute

Speaker: **Dan O'Connor**, Founder, RetailNet Group, and Fellow, Advanced Leadership Initiative, Harvard University

Desert Ballroom 7 and 8

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Improving food & health

1:30 – 2:30 p.m.



General Session: **[Influence]** the Future of U.S. Trade Policy

Introduction: **David Ahlem**, CEO and President, Hilmar Cheese Company, Inc., and Chair, National Cheese Institute

Moderator: **Michael Dykes**, D.V.M., President and CEO, IDFA

Panelists: **Ambassador Tim Groser**, New Zealand's Ambassador to the United States

Ambassador David O'Sullivan, Delegation of the European Union to the United States

Ambassador Darci Vetter, Former Chief Agricultural Negotiator, U.S. Trade Representative

Desert Ballroom 7 and 8

3:00 – 4:00 p.m. **Partner Session: [Advance] Dairy Advocacy Through Technology**
Speakers: Ashley Rosales, R.D.N., Program Director, Community Health/Nutrition Science, Dairy Council of California
James Winstead, R.D.N., Industry Relations Manager, Dairy Council of California
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3:15 – 4:15 p.m. **PAC Steering Committee Meeting**
(invitation only)
Springs Ballroom H

4:30 – 5:30 p.m. **International Trade Committee Meeting** *(invitation only)*
Springs Ballroom J-L

4:30 – 5:30 p.m. **State Association Executive Meeting** *(invitation only)*
Springs Ballroom H

5:30 – 6:30 p.m. **PAC Reception** *(invitation only)*
The Pointe

5:45 – 6:45 p.m. **ProFood Tech: 2017 Review and 2019 Preview** *(invitation only)*
Springs Ballroom J-L

6:30 – 7:30 p.m. **Editors' Reception** *(invitation only)*
Blue Star Lounge

TUESDAY, JANUARY 23

8:00 a.m. – 4:00 p.m. **Registration**
Desert Ballroom Foyer

8:45 – 9:45 a.m. **Award Presentation: [Honor] the 2018 Innovative Dairy Farmer of the Year**
Recipient: Schrack Farm Resources, Loganton, PA

Breakfast Session: [Shape] Food and Ag Policy

Introduction: Jay Bryant, CEO, Maryland and Virginia Milk Producers Cooperative Association, Inc., and Chair, Milk Industry Foundation

Speaker: The Honorable Stephen L. Censky, Deputy Secretary, United States Department of Agriculture
Desert Ballroom 7 and 8
Breakfast service will begin at 8:30 a.m.
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9:45 – 10:00 a.m. **Networking Break**
Desert Ballroom Foyer

10:00 – 10:45 a.m. **Concurrent Sessions**

4. [Go] Back to the Future of Dairy: Part 1

Speaker: Jack Bobo, Senior Vice President, Chief Communications Officer, Intrexon
Springs Ballroom A-D

5. [Probe] Nutrition Policy and Moving Up to Higher Fat Milk and Dairy

Moderator: Cary Frye, Senior Vice President, Regulatory Affairs, IDFA
Panelists: Roger Clemens, Adjunct Professor, Pharmacology and Pharmaceutical Sciences, School of Pharmacy, University of Southern California, and Co-founder and Executive Vice President, Polyscience Consulting
Randy Green, Principal, Watson Green LLC
Greg Miller, Chief Science Officer and Executive Vice President, Research, Regulatory and Scientific Affairs, National Dairy Council/Dairy Management Inc.
Desert Ballroom 3-6

6. [Hear] What Shapes American Food and Beverage Consumption Behavior

Speaker: David Portalatin, Vice President, Industry Analysis - Food Sector, The NPD Group
Desert Ballroom 9-12

10:45 – 11:00 a.m. **Networking Break**
Desert Ballroom Foyer

11:00 – 11:45 a.m. **Concurrent Sessions**

7. [Go] Back to the Future of Dairy: Part 2

Moderator: Keith Nunes, Executive Editor, Food Business News
Panelists: Jack Bobo, Senior Vice President, Chief Communications Officer, Intrexon
Lewis Goldstein, Vice President, Brand Marketing, Organic Valley
Vinny Poduval, Senior Vice President, Enterprise Quality and Food Safety, Schreiber Foods, Inc.
Springs Ballroom A-D

8. **[Hear]** About Global Dairy Trends, Drivers and Outlook for 2026

Moderator: Dave Carlin, Senior Vice President, Legislative Affairs and Economic Policy, IDFA

Speakers: Tom Bailey, Executive Director, Dairy Research, Rabobank
John Newton, Director, Market Intelligence, American Farm Bureau Federation

Desert Ballroom 3-6

9. **[Envision]** a New Future for Fluid Milk

Speakers: Kikke Riedel, Vice President, Strategy and Insights, MilkPEP

Victor Zaborsky, Vice President of Marketing, MilkPEP

Desert Ballroom 9-12

11:45 a.m. – Noon **Networking Break**
Desert Ballroom Foyer

Noon – 1:30 p.m. **Award Presentation: [Honor] Dairy Foods 2017 Processor of the Year**
Recipient: Dairy Farmers of America (DFA)

Lunch Session: **[Predict]** What the Midterm Election May Bring

Introduction: Mike Wells, President and CEO, Wells Enterprises, Inc.

Speaker: Charlie Cook, Editor and Publisher of Cook Political Report and Political Analyst for National Journal

Desert Ballroom 7 and 8

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12:30 – 3:00 p.m. **Spouse Activity***
Off the Vine – Palm Springs Wine Tasting
The Pointe

1:30 – 1:45 p.m. **Networking Break**
Desert Ballroom Foyer

1:45 – 2:30 p.m. **Partner Session: [Discover] Disruptors on the Dairy Sector Horizons**

Speaker: Kevin Bellamy, Global Sector Head - Dairy, Rabobank
Springs Ballroom A-D

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*Separate fee and preregistration required

2:45 – 3:30 p.m.

Partner Session: [Secure] the Future with Sustainability Strategies Available Today

Speaker: Scott Byrne, Environmental Specialist, Tetra Pak

Pedro Goncalves, Vice President, Marketing, Tetra Pak

Springs Ballroom A-D

Sponsored by



3:30 – 5:30 p.m.

ProFood Tech Committee Meeting

(invitation only)

Springs Ballroom J-L

3:45 – 4:45 p.m.

Joint MIF/IICA and NCI Economic Policy Committee Meeting

(invitation only)

Springs Ballroom H and I

5:30 – 7:30 p.m.

Closing Celebration

Costas Nightclub

WEDNESDAY, JANUARY 24

8:30 – 9:30 a.m.

Award Presentation: [Honor] IDFA's 2018 Food Safety Leadership Award

Recipient: Brian Kraus, Director of Food Safety and Regulatory Compliance, Wells Enterprises, Inc.

9:30 – 10:30 a.m.

Breakfast Session: [Chart] Your Own Leading Indicators in the Global Economy

Introduction: Alan Thomsen, President and CEO, Schoep's Ice Cream Co., Inc., and Chair, International Ice Cream Association

Speaker: Zachary Karabell, Head of Global Strategies, Envestnet, Inc.

Desert Ballroom 7 and 8

Breakfast service will begin at 8:15 a.m.

The Next Step: [Position] Dairy for Prosperity

Introduction: Kevin Bellamy, Global Sector Head - Dairy, Rabobank

Moderator: Michael Dykes, D.V.M., President and CEO, IDFA

Panelists: Tim Brown, President and COO, Chobani

Mike Haddad, President and CEO, Schreiber Foods, Inc.

Sheryl Meshke, Co-President and CEO, Associated Milk Producers, Inc.

Mike Wells, President and CEO, Wells Enterprises, Inc.

Desert Ballroom 7 and 8

10:30 a.m.

Adjournment

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GENERAL SESSION AND CHAIRMAN'S RECEPTION



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CELEBRATING EXCELLENCE AWARDS

The Celebrating Excellence Awards honor individuals and organizations that have made significant contributions to the dairy industry. Dairy Forum recognizes the 2018 National Cheese Institute Laureate, the 2018 Innovative Dairy Farmer of the Year, the 2018 IDFA Food Safety Leadership Award winner and the Dairy Foods 2017 Processor of the Year.

2018 National Cheese Institute Laureate

The National Cheese Institute will present the NCI Laureate Award to David M. Barbano, Ph.D., a professor in the department of food science at Cornell University. Through his research, Dr. Barbano has developed and introduced many industry advancements, including new cheese manufacturing processes that are more cost effective and have helped to improve product safety. He also improved the functionality of Mozzarella cheese and the sensory qualities of reduced and low-fat cheese.



Dr. Barbano has been affiliated with Cornell University for more than 50 years. After earning his bachelor's and master's degrees in food science, he joined the department as a professor in 1980 to share his knowledge and inspire dairy students. Throughout his work at Cornell, Dr. Barbano has significantly improved testing methods and procedures for all dairy products, and his research on the chemistry and processing of dairy foods helped to develop many innovative solutions. He has published more than 85 peer-reviewed articles related to the cheese industry and trained more than 60 graduate students, including many who are now making their own contributions to the industry.

2018 Innovative Dairy Farmer of the Year

In operation since 1773, Schrack Farm Resources in Loganton, Pennsylvania, has learned a thing or two about the natural environment and the importance of farming practices that focus on conservation. Today the Harbach family is managing a 1,100-head dairy herd, while advocating for no-till farming, maintaining soil health and promoting awareness of the Chesapeake Bay watershed.



Pictured: Jim and Lisa Harbach

Schrack Farm Resources was an early adapter of renewable energy technology and installed one of the first methane digesters in Pennsylvania. Now the farm generates revenue by selling power back to the grid and reduces electricity costs for the farm. Schrack Farm Resources effectively demonstrates that investment in environmentally friendly practices can lower costs, provide new revenue streams and offer greater efficiencies on the farm. The Harbach family and Schrack Farm Resources continues to educate local legislators and their community about these positive economic and environmental benefits.

2018 IDFA Food Safety Leadership Award

IDFA is pleased to recognize Brian Kraus, director of food safety and regulatory compliance with Wells Enterprises, Inc., for his expertise, knowledge and commitment to advancing food safety within the dairy industry.

Kraus has been a driving force for excellence in food safety for more than 30 years. During his tenure with Wells Enterprises, he has built a strong food safety culture throughout the organization and has emerged as a dairy industry leader in food safety.



Kraus has trained more than 60 Wells employees on effective preventive controls in ice cream production and serves as a subject matter expert and trainer in a number of dairy industry food safety programs. He is currently working on research on the control of persistent *Listeria* in dairy processing environments and serves on the *Listeria* Research Consortium, a group working to find new and innovative solutions for the control of *Listeria monocytogenes*. Also, Kraus's research has provided his company and the industry with a much-needed tool for verification and validation in allergen control programs.

Dairy Foods 2017 Processor of the Year Award

Dairy Farmers of America (DFA) has ridden an impressive growth wave over its 20 years of operation. And in doing so, the cooperative has not strayed from its two-pronged mission to deliver value back to its 13,000-plus dairy farmer owners and to add value to the marketplace by increasing demand for U.S. dairy products.

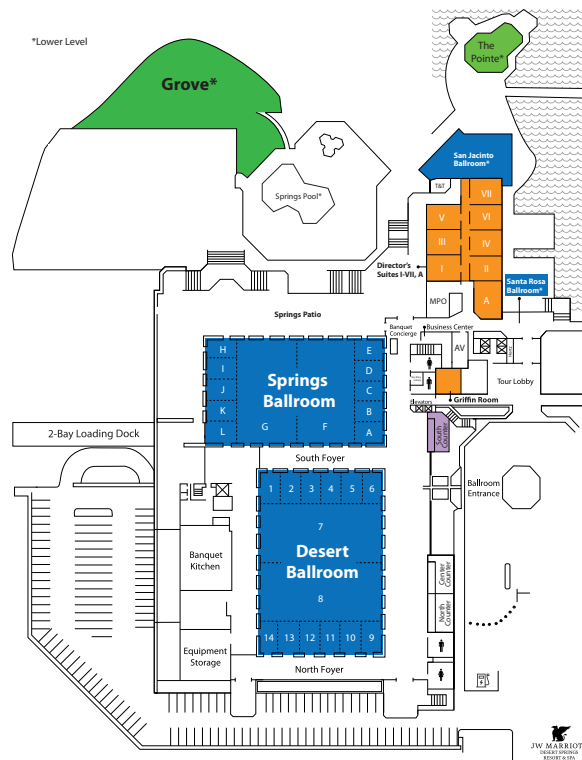


In recent years, DFA has ramped up its investments in the dairy industry, adding and revamping facilities in multiple locations — and preparing to open its first office outside of the United States, in Singapore. In addition, it has forged exciting partnerships with other dairy processors that share its values. And although product innovation has long been one of DFA's core values, the cooperative has stepped up efforts here of late — working to create a "culture of innovation."

Throughout all of these efforts, DFA has not lost sight of the importance of social and environmental responsibility. DFA not only is actively engaged in efforts to reduce water use and air leaks at its plants, but also continues to seek out partnerships to help its farmer owners enhance sustainability at the farm level.

CONGRATULATIONS
TO ALL AWARD
RECIPIENTS.

HOTEL MEETING SPACE



RESORT MAP



Resort Activities

- 1 Spa
- 2 Fitness Center
- 4 Golf Shop
- 7 Oasis Pool – Lap Pool
- 8 Oasis Pool – High Energy Zone
- 9 Oasis Pool – Casual Zone
- 11 Colonnade of Shops
- 12 Biggest Loser Resort
- 13 Putting Green

- 16 Concierge
- 17 Front Desk
- 18 Lobby Gift Shop
- 26 Springs Pool – Family Friendly
- 32 Flamingo Island
- 33 Tennis Complex

Restaurants & Lounges

- 3 Mikado
- 5 Fisherman's Landing

- 6 Oasis Bar & Grill
- 10 Costas Night Club
- 14 Starbucks
- 15 Lobby Bar
- 20 Blue Star Lounge
- 21 Rockwood Grill

Meeting Space

- 19 Santa Rosa Ballroom
- 22 San Jacinto Ballroom

- 23 The Pointe
- 24 Directors Suites
- 25 Business Center
- 27 The Grove
- 28 JW Pavilion
- 29 Springs Patio
- 30 Springs Ballroom
- 31 Desert Ballroom

IDFA INFORMATION

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industry, which employs nearly one million skilled individuals, generates more than \$39 billion in direct wages and has an overall economic impact of more than \$200 billion. IDFA is the umbrella organization for the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). Our members range from large multinational organizations to single-plant companies. Together they represent more than 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States and sold throughout the world. Our diverse membership includes numerous food retailers, suppliers and companies that offer infant formula and a wide variety of milk ingredients. Visit IDFA at www.idfa.org.

IDFA LEADERSHIP

International Dairy Foods Association

Chair: **Mike Reidy**
Senior Vice President-Corporate Affairs
Leprino Foods Company

Vice Chair: **Jay Bryant**
CEO
Maryland and Virginia Milk Producers
Cooperative Association, Inc.

Secretary: **David Ahlem**
CEO and President
Hilmar Cheese Company, Inc.

Treasurer: **Alan Thomsen**
President and CEO
Schoep's Ice Cream Co. Inc.

Milk Industry Foundation

Chair: **Jay Bryant**
CEO
Maryland and Virginia Milk
Producers Cooperative
Association, Inc.

Vice Chair: **Ralph Scozzafava**
CEO
Dean Foods Company

Secretary: **Tim Walls**
Executive Vice President,
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Schreiber Foods, Inc.

Treasurer: **Paul Corney**
President and COO
Saputo Dairy Foods USA

National Cheese Institute

Chair: **David Ahlem**
CEO and President
Hilmar Cheese Company, Inc.

Vice Chair: **Terry Brockman**
President and COO, U.S. Division
Saputo Cheese USA Inc.

Secretary: **Tom Murphy**
President
Brewster Cheese Company

Treasurer: **Dan Zagzebski**
President and CEO
Great Lakes Cheese Co., Inc.

International Ice Cream Association

Chair: **Alan Thomsen**
President and CEO
Schoep's Ice Cream Co. Inc.

Vice Chair: **Ken Jorgensen**
Director, Dairy Operations
H-E-B

Secretary: **Ed Hinson**
Vice President-General Manager,
Ice Cream
Dean Foods Company

Treasurer: **Rich Draper**
CEO
The Ice Cream Club, Inc.

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