

dairy

FORWARD

DAIRY  
FORUM  
2019

**JANUARY 20-23**

**THE RITZ-CARLTON GRANDE LAKES | ORLANDO, FL**

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## WELCOME

I'd like to welcome you to Dairy Forum 2019, the annual industry conference planned and hosted by the International Dairy Foods Association. It's a time of transition for IDFA and the dairy industry. The Dairy Forum continues to be the perfect venue for dairy leaders to network and discuss the challenges and opportunities facing us today and in our future.



We've asked experts, visionaries and leaders to share their thoughts about our changing world, disruptive technologies, the political landscape, dairy policy, trade policy, global markets, consumer demands and the politics of nutrition. The program also will feature IDFA's version of TED Talks and the results of a proprietary study conducted exclusively for IDFA by McKinsey & Company.

These experts, innovators and leaders will discuss the strategies, actions, data and changes they believe will be required to move our industry forward.

Thank you for attending Dairy Forum. Your engagement and continued support of the dairy industry are more important now than ever. Let's combine our new knowledge and networks with collaborative initiatives and efforts that will move dairy forward!



Michael D. Dykes, D.V.M.  
President and CEO  
International Dairy Foods Association

# PREMIER CONFERENCE PARTNERS

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®. [www.Rabobank.com](http://www.Rabobank.com)



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Tetra Pak® is the world's leading food processing and packaging solutions company. Working closely with its customers and suppliers, Tetra Pak provides safe, innovative and environmentally sound products that meet the needs of hundreds of millions of people in more than 170 countries around the world each day. With more than 23,000 employees based in over 85 countries, Tetra Pak believes in responsible industry leadership and a sustainable approach to business.



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## 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](mailto:registrar@idfa.org).

# CELEBRATING EXCELLENCE AWARDS

The Celebrating Excellence Awards honor individuals and organizations that have made significant contributions to the dairy industry.

## Legends in Leadership

**MIKE REIDY**, Senior Vice President – Corporate Affairs, Leprino Foods Company

*Award Presentation:* Sunday, January 20 | Chairman's Lecture

## 2019 Innovative Dairy Farmer of the Year

**ROBERT FOSTER**, Foster Brothers Farm/Vermont National Ag Products, Inc.

*Award Presentation:* Monday, January 21 | Lunch Session

## 2019 IDFA Food Safety Leadership Award

**THE ICE CREAM CLUB, INC.**

*Award Presentation:* Tuesday, January 22 | Breakfast Session

## Dairy Foods 2018 Processor of the Year Award

**LAND O'LAKES, INC.**

*Award Presentation:* Tuesday, January 22 | Lunch Session

# CONGRATULATIONS TO ALL AWARD RECIPIENTS.

# SCHEDULE AT A GLANCE

## SUNDAY, JANUARY 20

- 8:00 a.m. **Morning Golf Tournament\***  
The Ritz-Carlton Golf Club  
Sponsored by
-  
- 1:00 p.m. **Afternoon Golf Tournament\***  
The Ritz-Carlton Golf Club
- 2:00 – 4:00 p.m. **IDFA Executive Council Meeting**  
(invitation only)  
Plaza Ballroom I
- 5:00 – 5:45 p.m. **Chairman's Reception**  
(invitation only)  
Citrus Garden  
Sponsored by
- 

\*Separate fee and pre-registration required

- 6:00 – 7:00 p.m. **Chairman's Lecture –**  
**Getting Ahead of Disruptive Technologies**  
*Speaker: Michael Steep, Executive Director, Stanford Engineering Center for Disruptive Technology and Digital Cities, & Former SVP of Global Business Operations at PARC Xerox*  
The Ritz-Carlton Ballroom

### HONOR: Legends in Leadership

- 7:00 – 9:00 p.m. **Welcome Reception**  
Da Vinci Lawn  
Sponsored by



## MONDAY, JANUARY 21

- 8:45 – 9:45 a.m. **President's Breakfast –**  
**Leading Dairy Forward**  
*Speaker: Michael Dykes, D.V.M., President and CEO, International Dairy Foods Association*  
The Ritz-Carlton Ballroom  
*Breakfast service will begin at 8:30 a.m.*



9:45 – 10:15 a.m. **General Session –**  
**Dairy Policy: Advancing Together**  
*Speaker: Gregory A. Ibach, Under Secretary, Marketing and Regulatory Programs, U.S. Department of Agriculture*  
The Ritz-Carlton Ballroom

10:15 – 10:45 a.m. **General Session –**  
**Food Safety Going Forward: Focus on Technology and Transparency**  
*Speaker: Stephen M. Ostroff, M.D., Former Deputy Commissioner, U.S. Food and Drug Administration*

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

11:00 – 11:45 a.m. **Concurrent Sessions**  
**1. Illuminating Consumption Changes in the U.S. Yogurt Market**  
*Speaker: Tristan Zuber-Hrobuchak, Sales Account Manager – Cultures and Enzymes, Chr. Hansen*  
Tuscany Ballroom D

**2. Global Dairy Perspective: Growing Globally**  
*Moderator: Beth Hughes, Senior Director, International Affairs, International Dairy Foods Association*

*Panelists: Alexander Anton, Secretary General, European Dairy Association*  
**Kimberly Crewther**, Executive Director, Dairy Companies Association of New Zealand  
Tuscany Ballroom E

11:45 a.m. – Noon **Networking Break**

Noon – 1:30 p.m. **Lunch Session –**  
**Upending the Politics of Nutrition**  
*Speaker: Nina Teicholz, Investigative Science Journalist & Author*  
The Ritz-Carlton Ballroom

**HONOR: 2019 Innovative Farmer of the Year**

1:30 – 2:30 p.m. **General Session –**  
**Women Leading Forward**  
*Moderator: Cary Frye, Senior Vice President, Regulatory Affairs, International Dairy Foods Association*  
*Panelists: Miriam Erickson Brown, President and CEO, Anderson Erickson Dairy Company*  
**Beth Ford**, President and CEO, Land O'Lakes, Inc.  
**Barbara P. Glenn, Ph.D.**, Chief Executive Officer, National Association of State Departments of Agriculture



**Marilyn Hershey**, *Owner Operator, Ar-Joy Farms LLC and Chair Women, Dairy Management Inc.*

**Patricia D. Stroup**, *Global Vice President and Head of Commodities, Nestlé*

The Ritz-Carlton Ballroom

2:45 – 3:30 p.m.

**Conference Partner Session –  
How Entrepreneurs are Helping  
Shape the Future of Dairy**

**Speakers:** **Tom Bailey**, *Executive Director, Senior Analyst – Dairy, Rabobank*

**Anne Greven**, *Global Co-Head of F&A Innovation, Rabobank*

**Vivek Pai**, *Global M&A Coordinator Dairy, Rabobank*

**Startup Companies:**

**Miyoko Schinner**, *Founder & CEO, Miyokos Kitchen*

**Chaeyoung Shin**, *CEO, Sugarlogix*

**Evan Sims**, *Founder, Peak Yogurt*

**Damir Wallener**, *CEO, EOI Diagnostics*

Tuscany Ballroom D

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**Rabobank**

3:15 – 4:15 p.m. **PAC Steering Committee Meeting**  
*(invitation only)*

Plaza Ballroom III

3:30 – 4:30 p.m. **Communications Committee Meeting**  
*(invitation only)*

Tuscany Ballroom F

3:30 – 5:30 p.m. **ProFood Tech Committee Meeting**  
*(invitation only)*

Tuscany Ballroom G

4:30 – 5:30 p.m. **International Trade Committee Meeting**  
*(invitation only)*

Plaza Ballroom I

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

Plaza Ballroom III

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

Highball & Harvest Back Porch

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

Heron Suite

## TUESDAY, JANUARY 22

8:45 – 9:45 a.m. **Breakfast Session – Dairy Markets: Where Are We Headed?**  
*Moderator: Phil Plourd, President, Blimling and Associates, Inc.*  
*Panelists: Marin Bozic, Ph.D., Assistant Professor, Department of Applied Economics, University of Minnesota*  
**Robert Johansson, Ph.D., Chief Economist, United States Department of Agriculture**  
The Ritz-Carlton Ballroom  
*Breakfast service will begin at 8:30 a.m.*

**HONOR: IDFA 2019 Food Safety Leadership Award**

9:45 – 10:00 a.m. **Networking Break**

10:00 – 10:45 a.m. **Concurrent Sessions**  
**3. The Future Dairy Workforce**  
*Moderator: Julie Kanak, Managing Director, Diversified Search*  
*Panelists: Patty Andersen, Vice President, Human Resources and Training, Delkor Systems, Inc.*

**Dave Coble, Vice President, Human Resource Systems and Strategy, Schreiber Foods**  
**Corey Jackson, Senior Director, Human Resources, HP Hood LLC**  
Tuscany Ballroom D

**4. Think Outside the Jug**  
*Speakers: John Lucey, Director & Professor, Center for Dairy Research, University of Wisconsin-Madison*  
**Paul Ziemnisky, EVP Global Innovation Partnerships, Dairy Management Inc.**  
Tuscany Ballroom E

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

11:00 – 11:45 a.m. **Concurrent Sessions**  
**5. Innovation and the Marketing Evolution**  
*Speaker: Steve Lerch, Account Executive, Google*  
Tuscany Ballroom D

**6. Path Toward 2030: The Globalization of Dairy**  
*Speaker: Torsten Hemme, Managing Director, IFCN Dairy Research Center, University Kiel*  
Tuscany Ballroom E

11:45 a.m. – Noon **Networking Break**

Noon – 1:30 p.m. **Lunch Session –  
Open the Throttle and Dominate  
Your Marketplace**

*Speaker: Ken Schmidt, Brand  
Visionary & Former Director of  
Communications Strategy at Harley-  
Davidson Motor Company  
The Ritz-Carlton Ballroom*

**HONOR: Dairy Foods 2018  
Processor of the Year**

1:30 – 2:15 p.m. **General Session –  
C-Suite Talks from the Top**  
*Speakers: Beth Ford, President and  
CEO, Land O'Lakes, Inc.  
Mariano Lozano, CEO, Danone  
North America  
The Ritz-Carlton Ballroom*

2:30 – 4:30 p.m. **McKinsey & Company CEO  
Roundtable**  
*(invitation only)  
Plaza Ballroom I*

2:30 – 3:15 p.m. **Conference Partner Session –  
Delivering for Dairy with the  
Power of Industry 4.0**

*Speaker: Seth Tepy, Vice President  
of Tetra Pak® Services, Tetra Pak U.S.  
& Canada*

Tuscany Ballroom D  
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3:30 – 4:15 p.m. **Conference Partner Session –  
Coordination, Collaboration and  
Co-creation: A Unified Voice to  
Propel the Industry Forward**

*Speakers: Beth Engelmann, Chief  
Marketing Communication Officer,  
Dairy Management Inc.*

*Julia Kadison, CEO, MilkPEP  
Barb O'Brien, President, Dairy  
Management Inc. and Innovation  
Center for U.S. Dairy*

*Serena Schaffner, Senior Vice  
President, Communications, Dairy  
Management Inc.*

*Victor Zaborsky, Vice President,  
MilkPEP*

Tuscany Ballroom D  
Sponsored by





3:30 – 4:30 p.m. **Joint Economic Policy Committee Meeting** *(invitation only)*  
Plaza Ballroom III

5:30 – 7:00 p.m. **Closing Reception**  
Bleu  
Sponsored by 

## WEDNESDAY, JANUARY 23

8:30 – 9:30 a.m. **Breakfast Session – Voters Have Spoken: What Did Washington Hear?**  
*Speaker: Mike Allen, Co-founder and Executive Editor of Axios, and Former POLITICO Chief White House Correspondent*  
The Ritz-Carlton Ballroom  
*Breakfast service will begin at 8:15 a.m.*

9:30 – 10:30 a.m. **Closing Session – Resilience and Growth: Perspectives from McKinsey & Company**  
*Speakers: Roberto Uchoa de Paula, Senior Partner, McKinsey & Company*  
*Ludovic Meilhac, Partner, McKinsey & Company*  
*Christina Adams, Partner, McKinsey & Company*  
The Ritz-Carlton Ballroom  
Sponsored by  
McKinsey&Company

10:30 a.m. **Adjournment**

# JOIN THE CONVERSATION

We encourage you to join the conversation online by following IDFA's Twitter, Facebook and Instagram handles [@DairyIDFA](#) | [#DairyForum](#)

# WE SINCERELY APPRECIATE THE SUPPORT OF OUR 2019 CONFERENCE PARTNERS:

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## Luncheon Sessions

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## Opening Reception



**RUAN**

## Registration Lounge



## Closing Reception



## General Session

McKinsey&Company

## Wireless Internet



## Hotel Key Cards



## Mobile App



## Notepads



## Salon Dinners



## Lanyards



## Chairman's Reception



## Onsite Program



## Networking Refreshment Breaks



## Social Media Pulse Institute



## Name Badges



## Golf Tournaments



## Pens





# RESORT MAP

**FUNCTION SPACE**

- |                           |     |                              |     |
|---------------------------|-----|------------------------------|-----|
| 1 Ballroom Rotunda        | LBV | 15 Plaza Ballroom            | LBV |
| 2 Citrus Garden           |     | 16 The Ritz-Carlton Ballroom | LBV |
| 3 Coquina Ballroom        | LBV | 17 Tuscan Ballroom           | LBV |
| 4 Da Vinci Lawn           |     | 18 Tuscan Terrace            | LBV |
| 5 Da Vinci Lawn North     |     | 19 Valencia                  |     |
| 6 Da Vinci Terrace        |     | 20 Valencia Terrace          |     |
| 7 Figtree                 | LBV | 21 Wedding Gazebo            |     |
| 8 Florence                | LBV |                              |     |
| 9 Fountain Courtyard      |     |                              |     |
| 10 Heron                  |     |                              |     |
| 11 Lakeside Terrace       |     |                              |     |
| 12 Mediterranean Ballroom | LBV |                              |     |
| 13 Palazzo Ballroom       | LBV |                              |     |
| 14 Pisa                   | LBV |                              |     |

**GUEST SERVICES**

- |                                   |     |
|-----------------------------------|-----|
| 16 Business Center (Self-service) | LWR |
| 17 Attractions Ticket Desk        | LBV |
| 18 FedEx/Kinkos                   | LBV |
| 29 JW Marriott Bell Stand         | LBV |
| 29 JW Marriott Concierge          | LBV |
| 30 JW Marriott Registration       | LBV |
| 31 The Ritz-Carlton Bell Stand    | LBV |
| 32 The Ritz-Carlton Concierge     | LBV |
| 33 The Ritz-Carlton Registration  | LBV |

**RETAIL STORES**

- |                                    |     |
|------------------------------------|-----|
| 24 Montage, a JW Shop              | LBV |
| 25 The Ritz-Carlton Signature Shop | LBV |
| 26 Golf Pro Shop                   | LBV |
| 28 Tranquility Boutique            | LBV |

**RESTAURANTS & LOUNGES**

- |  |     |
|--|-----|
| 33 Bleu Poolside Bar & Grill           | LBV |
| 34 Café Bodega                         | LBV |
| 35 Citron Brasserie                    | LWR |
| 36 Fairways Pub                        | LBV |
| 37 JW Lobby Lounge & Sushi Bar         | LBV |
| 38 NORMAN'S                            | LBV |
| 39 PRIMO, by Melissa Kelly             | LBV |
| 40 Quench Poolside Bar & Grill         | LBV |
| 41 The Ritz-Carlton Lobby Lounge & Bar | LBV |
| 42 Starbucks®                          | LBV |
| 43 Highball & Harvest                  | LWR |
| 44 Vitale, Spa Café                    | LWR |

- |                                    |     |
|------------------------------------|-----|
| 45 Whisper Creek Farm: The Kitchen | LBV |
| 69 First Drop                      | LBV |

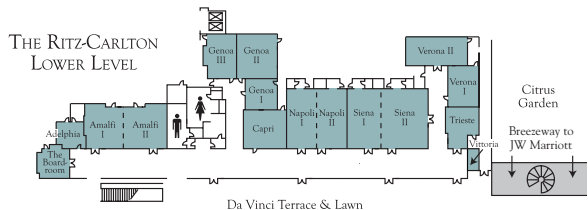
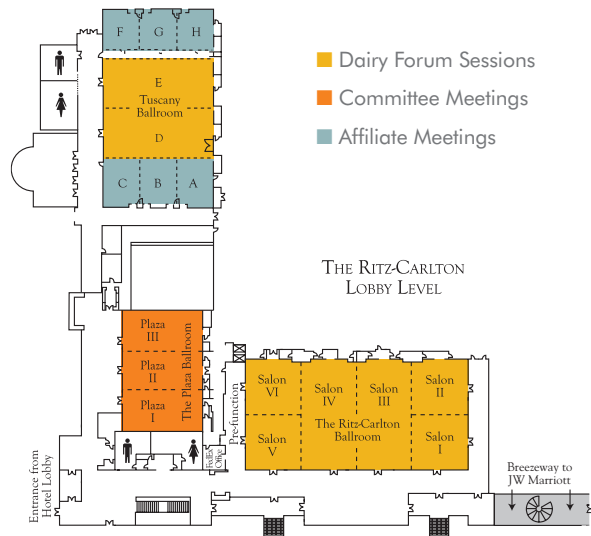
**RECREATION & AMENITIES**

- |                                       |     |
|---------------------------------------|-----|
| 46 Bonfire Pit                        |     |
| 47 Fitness Center                     | LWR |
| 49 JW Marriott Butterfly Garden       |     |
| 50 The JW Studio                      |     |
| 51 JW Marriott Towel Hut and Sundries |     |
| 52 Kayak Beach                        |     |
| 53 Lazy River Pool                    |     |
| 54 AquaCourse 360                     |     |
| 55 Primo Organic Gardens              |     |

- |                                      |     |
|--------------------------------------|-----|
| 56 The Ritz-Carlton Butterfly Garden |     |
| 57 The Ritz-Carlton Golf Clubhouse   |     |
| 58 The Ritz-Carlton Pool             |     |
| 59 The Ritz-Carlton Spa              |     |
| 60 The Ritz-Carlton Towel Hut        |     |
| 61 Ritz Kids Club                    | LWR |
| 62 Ritz Kids Playground              |     |
| 63 Sand Volleyball Court             |     |
| 64 Spa Pool                          |     |
| 65 Tennis Courts                     |     |
| 66 Bocce Ball Courts                 |     |
| 67 Grande Lakes Sports               |     |

LBV - Lobby Level LWR - Lower Level

# HOTEL MEETING SPACE



# SAVE THE DATE DAIRY FORUM 2020



## JANUARY 26–29, 2020

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