



THE
POWER
OF

DAIRY



IDFA

INTERNATIONAL
DAIRY FOODS
ASSOCIATION

DAIRY FORUM 2020

#DairyForum

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DAIRY FORUM 2020

President's Breakfast

The Power of Change

Sponsored by:



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DAIRY FORUM 2020

Michael Dykes, D.V.M.

President and CEO
International Dairy Foods Association





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**DISRUPTION
AHEAD!**



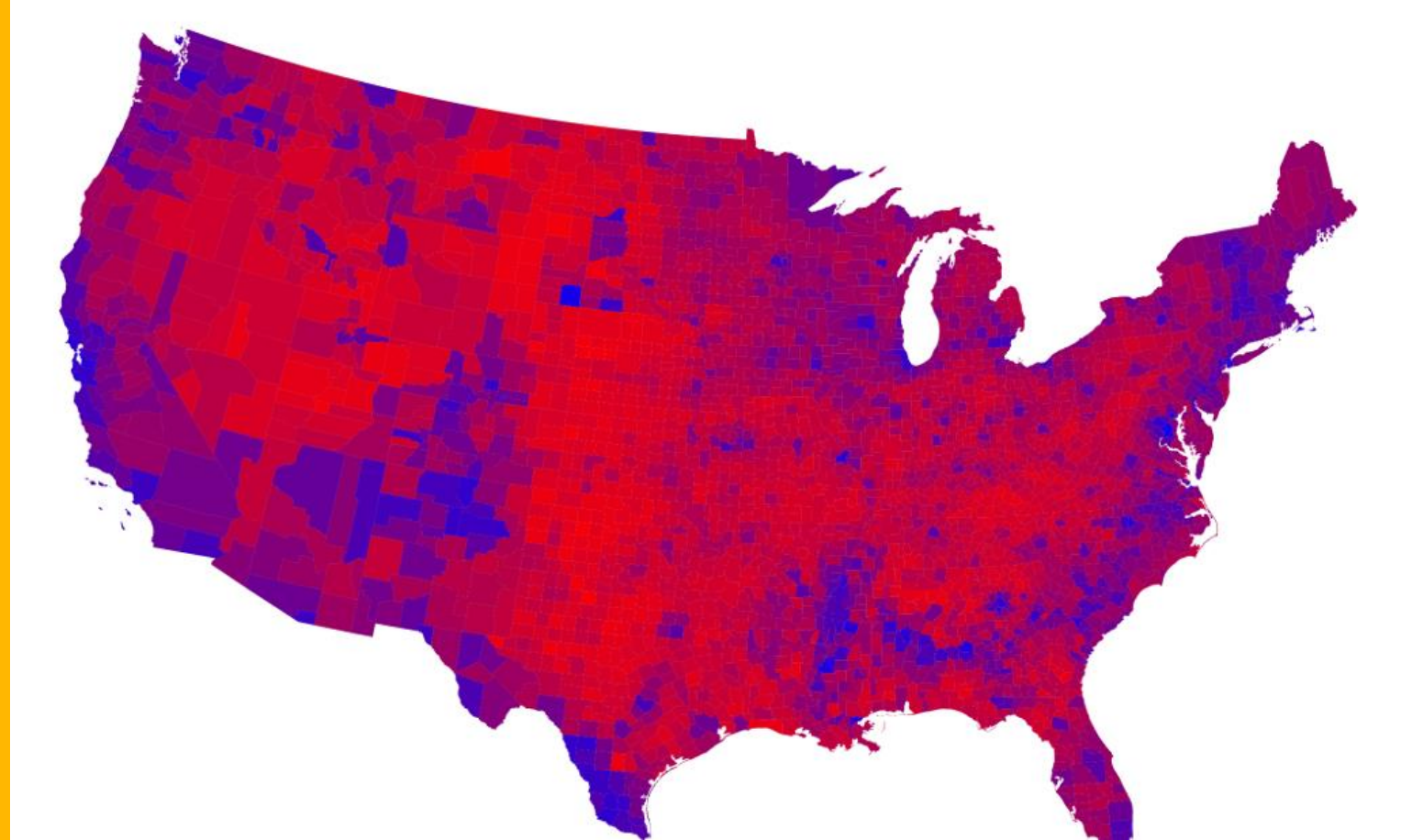
Our world is changing....



IMPEACHMENT

CONFLICT

BANKRUPT



Political Divide

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IDFA Executive Council

Industry Segment Boards

IDFA Fluid
Milk Board

IDFA Ice
Cream Board

IDFA Cheese
Board

IDFA Yogurt
and Cultured
Products
Board

IDFA
Ingredients
Board



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Change and Results



Focusing on trade

- USMCA passes
- Phase 1- Japan deal complete
- Phase 1-China deal complete



Collaborating across the industry

- \$253 million USDA purchase of fluid milk for food banks (IDFA/MilkPEP/Feeding America)
- Historic collaboration with NMPF on Farm Bill priorities

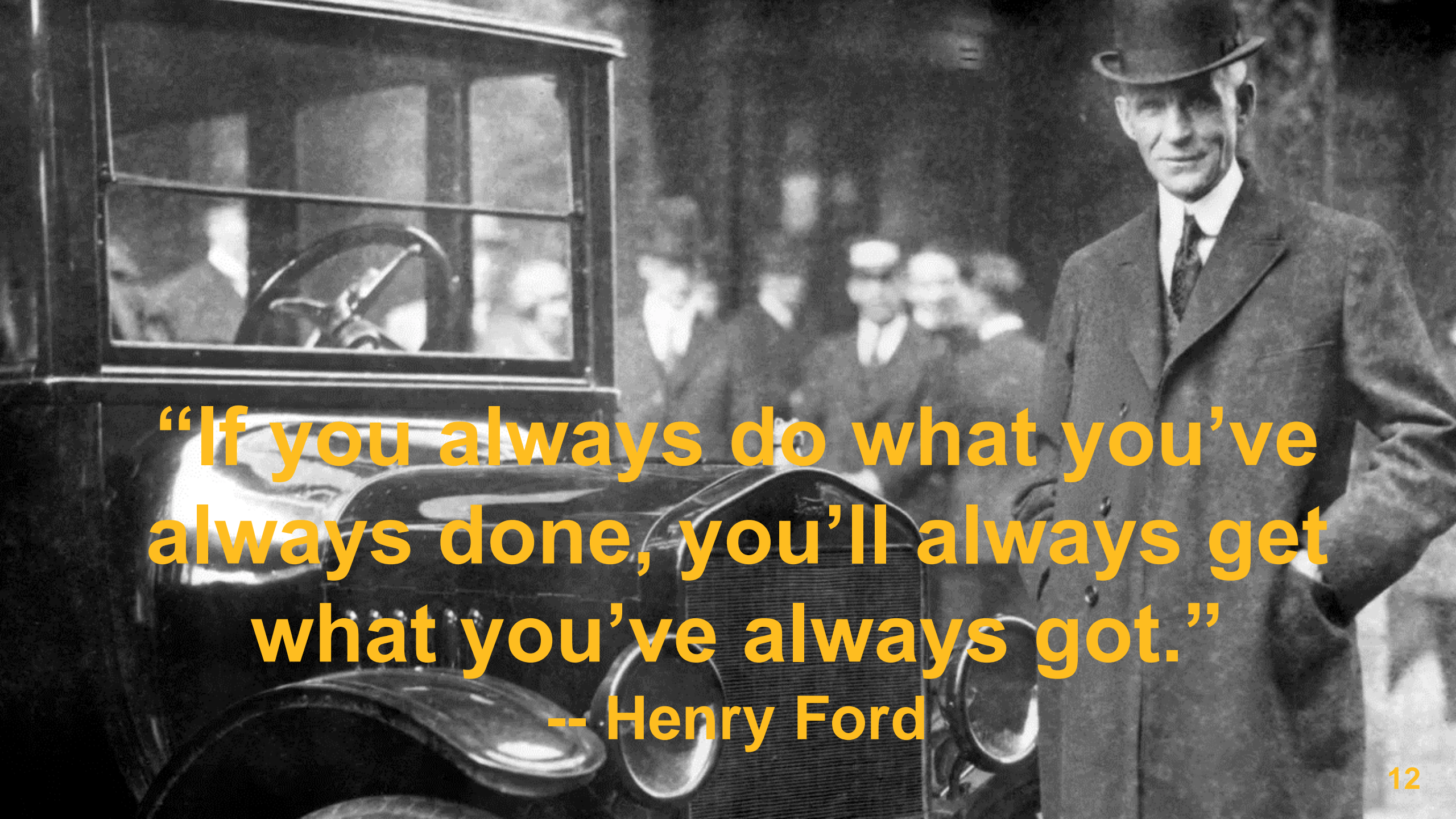


Aligning federal funding with federal policy

- \$1 million appropriated for a SNAP milk incentive program
- \$3 million for USDA ARS ice cream waste research



Change is Essential

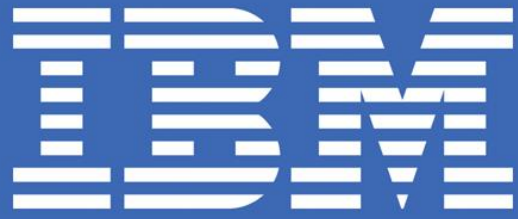
A black and white photograph of Henry Ford standing next to a vintage car. He is wearing a dark suit, a white shirt, a dark tie, and a bowler hat. The car is a dark-colored, early 20th-century model with a large steering wheel and a prominent front grille. In the background, a group of people, including men in suits and hats, are standing and watching. The scene appears to be outdoors, possibly at a public event or a factory demonstration.

**“If you always do what you’ve
always done, you’ll always get
what you’ve always got.”**

-- Henry Ford





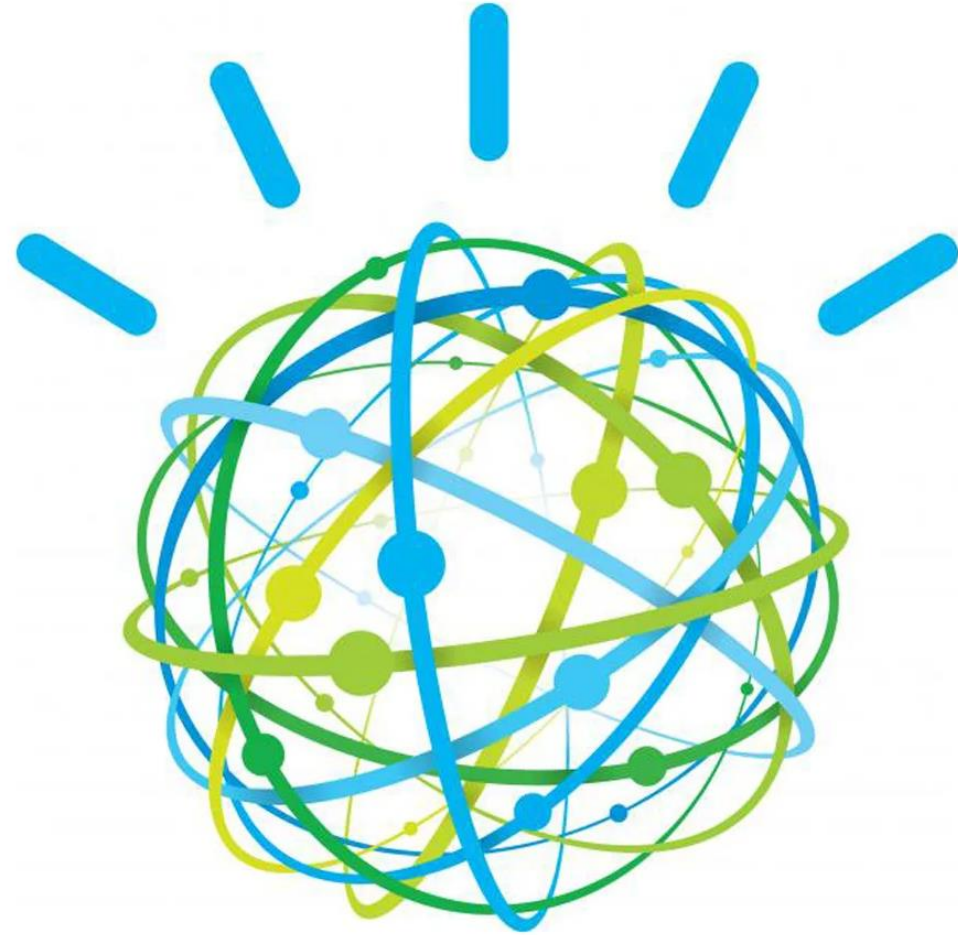




IBM



IBM



IBM **Watson**

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Change is.....

Inevitable

Powerful

Essential

Embrace it. Lead it.

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Dairy is evolving...



Gallon of Milk



Whey Protein Bar



Whey Protein Drink





100% FARMER OWNED

LIVE REAL FARMS

LACTOSE FREE

Dairy + Almond

MILK BLEND

VANILLA
WITH OTHER NATURAL FLAVORS

5g PROTEIN

70 CALORIES

50% + 50%

DAIRY & ALMOND BLEND HALF GALLON (1.89L)

100% FARMER OWNED

LIVE REAL FARMS

LACTOSE FREE

Dairy + Almond

MILK BLEND

ORIGINAL

5g PROTEIN

70 CALORIES

50% + 50%

DAIRY & ALMOND BLEND HALF GALLON (1.89L)

100% FARMER OWNED

LIVE REAL FARMS

LACTOSE FREE

Dairy + Oat

MILK BLEND

ORIGINAL

5g PROTEIN

110 CALORIES

50% + 50%

DAIRY & ALMOND BLEND HALF GALLON (1.89L)

100% FARMER OWNED

LIVE REAL FARMS

LACTOSE FREE

Dairy + Almond

MILK BLEND

CHOCOLATE

5g PROTEIN

140 CALORIES

50% + 50%

DAIRY & ALMOND BLEND HALF GALLON (1.89L)



SARGENTO®



Balanced Breaks®

7g PROTEIN 180 CALORIES

Natural Sharp Cheddar Cheese, Sea-Salted Cashews & Cherry Juice-Infused Dried Cranberries

See Nutrition Information for Total Fat & Saturated Fat Content.

NET WT. 4.5 OZ (127 g)

3-1.5 OZ (42 g) Snacks

3 PACK

SARGENTO®

SARGENTO®



Balanced Breaks®

7g PROTEIN 190 CALORIES

Natural White Cheddar Cheese, Sea-Salted Roasted Almonds & Dried Cranberries

See Nutrition Information for Total Fat & Saturated Fat Content.

NET WT. 4.5 OZ (127 g)

3-1.5 OZ (42 g) Snacks

3 PACK

SARGENTO®

KIRKLAND
Signature



MONTEAU

Alpine

COW'S MILK CHEESE



CABOT CLOTHBOUND
MATURE BANDAGE

Cheddar

COW'S MILK CHEESE



Spanish
RED WINE
SOAKED

Goat

SPANISH GOAT'S
MILK CHEESE



IL TARTUFO
*Pecorino
Toscana*

ITALIAN SHEEP'S
MILK CHEESE WITH TRUFFLES



TUSCAN
HAND-RUBBED
Fontina
COW'S MILK CHEESE



Cheese Flight

Wine Pairings: CHARDONNAY, PINOT NOIR, TEMPRANILLO & CHAMPAGNE | *Beer Pairings:* BELGIAN, AMBER & HOPPY ALES





Rogue River Blue® Cheese

CAVE AGED AT LEAST EIGHT MONTHS

ROGUE CREAMERY PLEDGES NO ARTIFICIAL GROWTH HORMONES

STAINABLE RAW WHOLE COW MILK, SALT, ENZYMES,

ROQUEFORTI, GRAPE LEAVES & PEAR BRANDY.

FACTORY Nº 192 · EU 3010003

WWW.ROGUECREAMERY.COM

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OR • 97502 • MADE IN USA



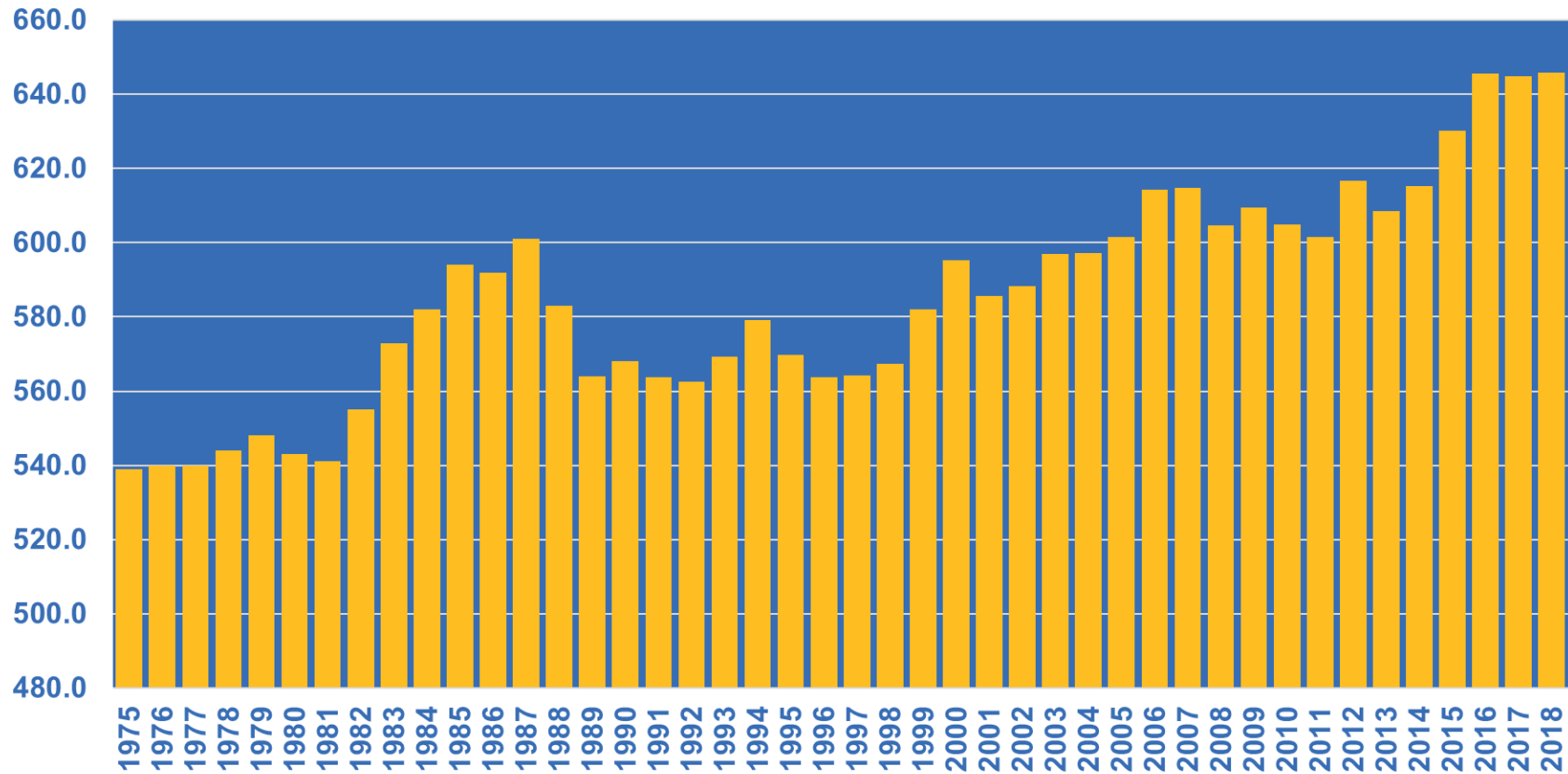
We have a good story to tell.....



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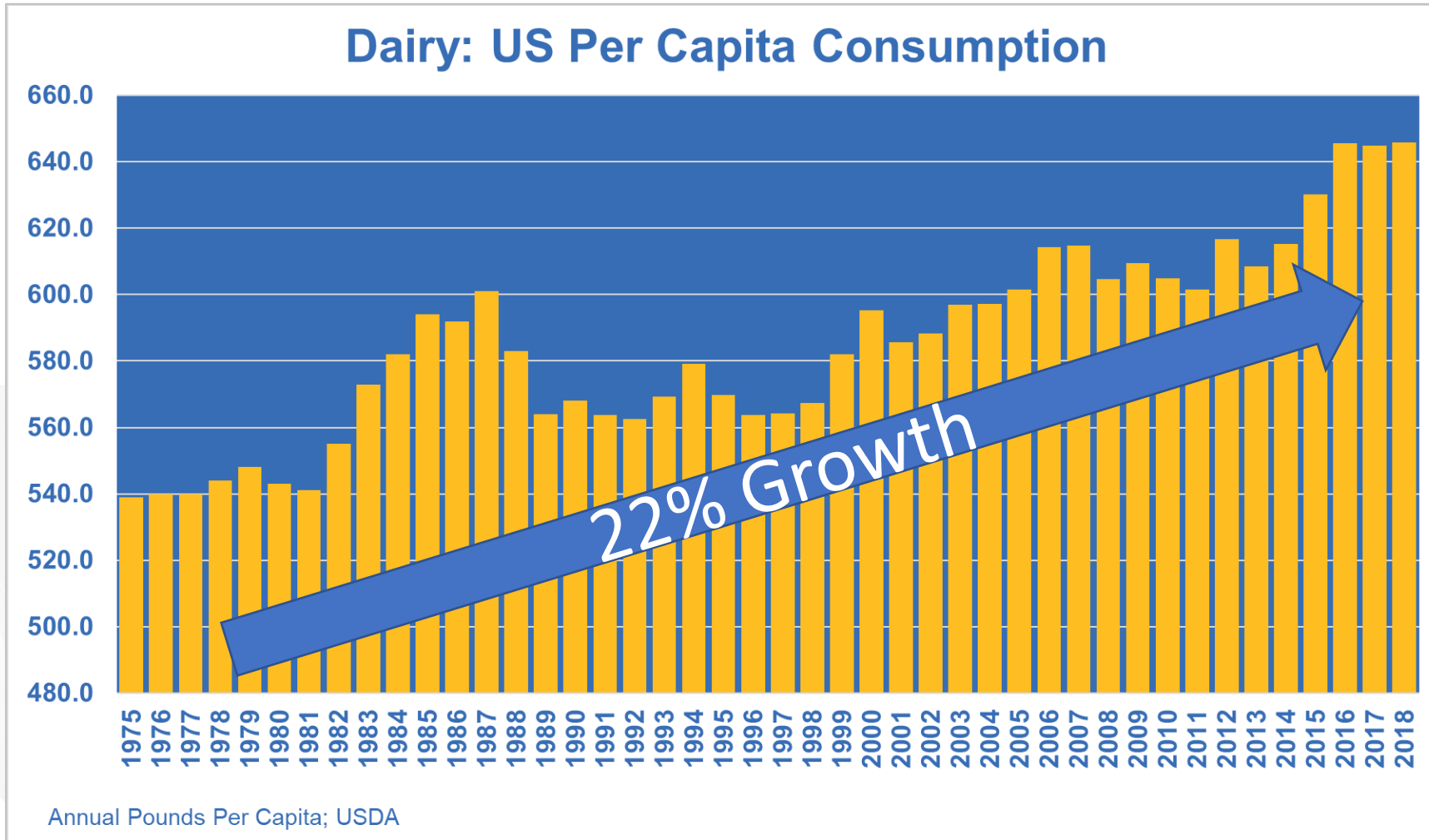
Dairy: US Per Capita Consumption



Annual Pounds Per Capita; USDA

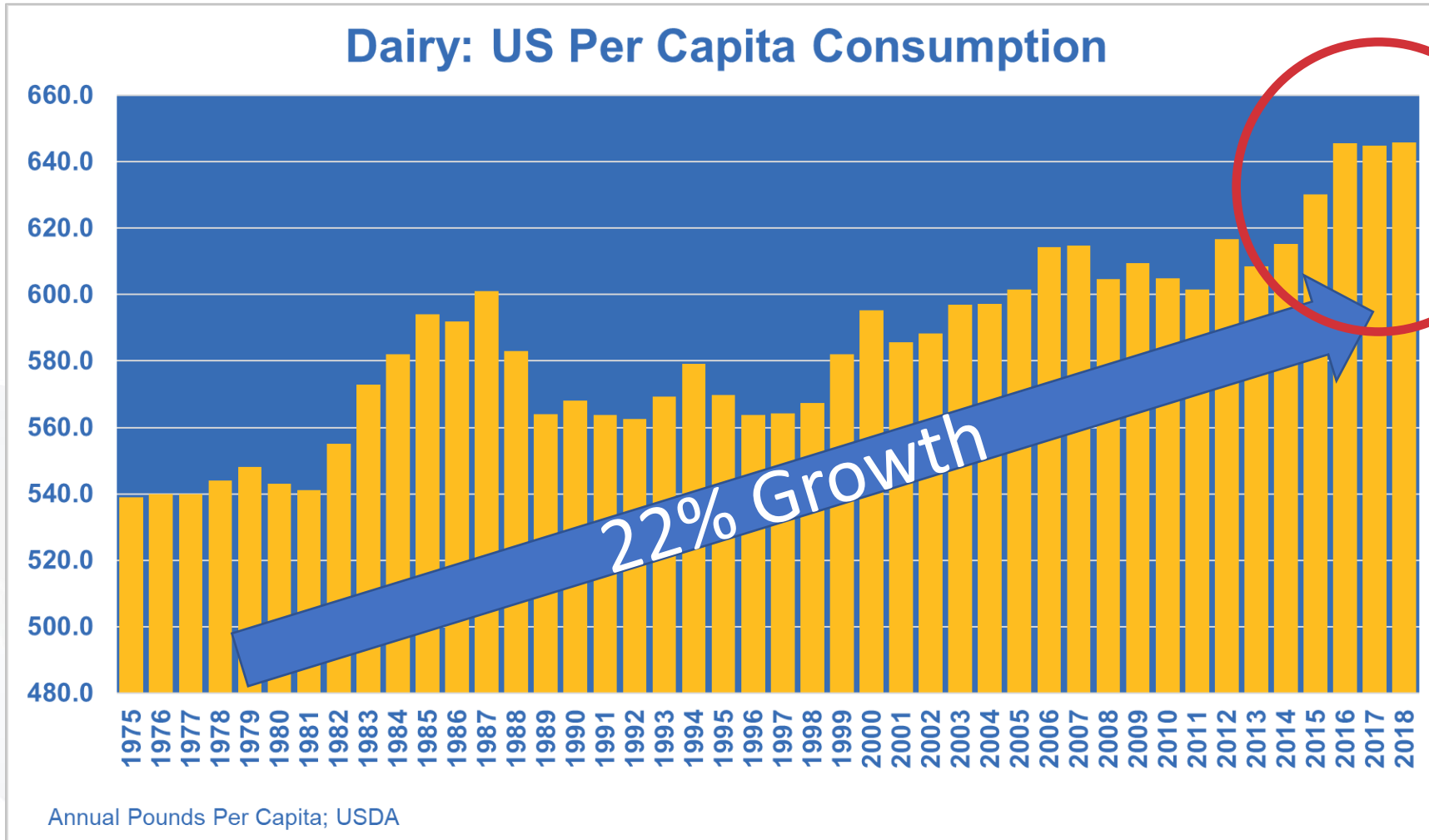
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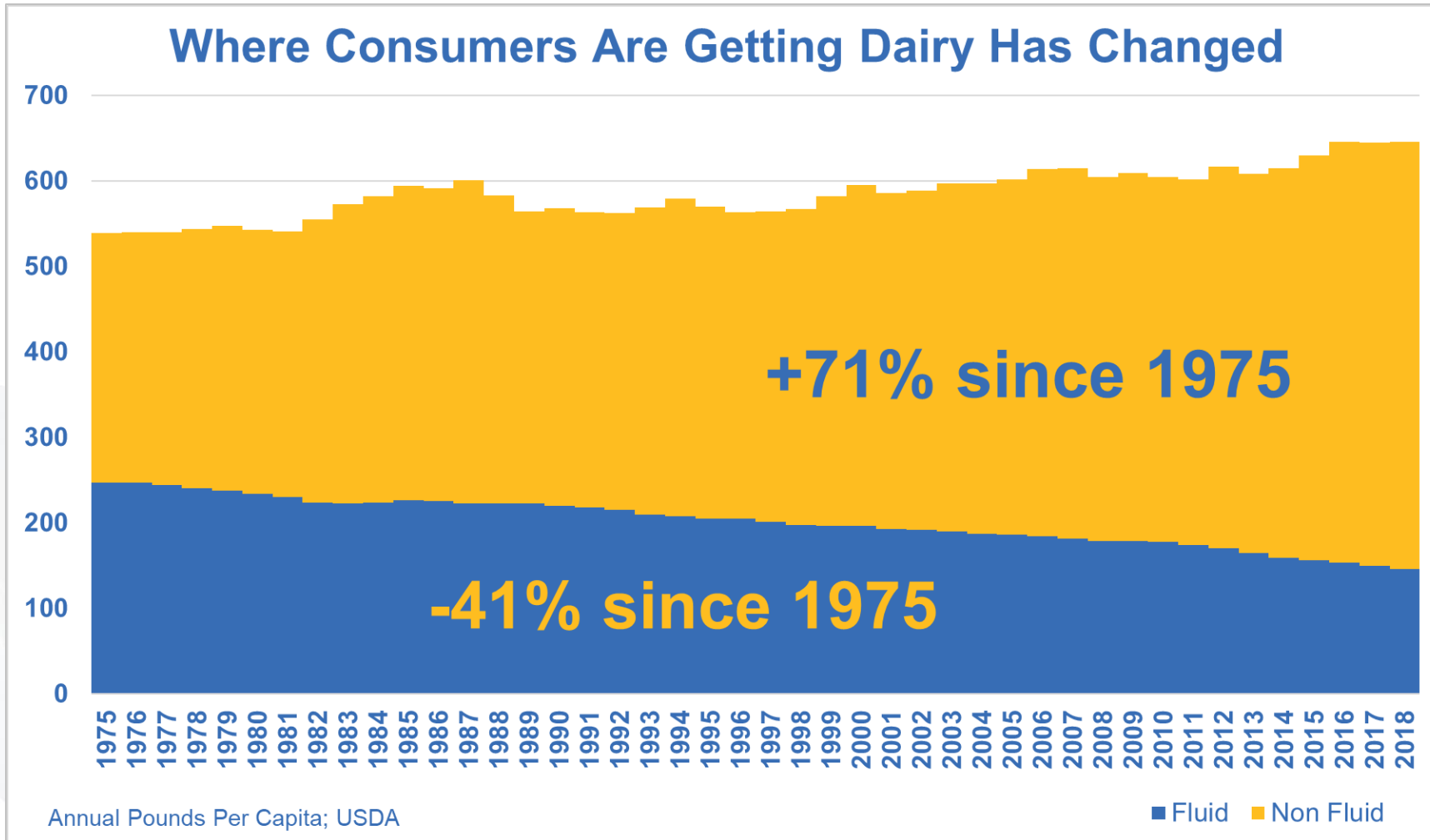
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A family of three is shown in a supermarket aisle, pushing a shopping cart filled with groceries. The father, wearing a plaid shirt, stands behind the cart. The mother, in a light blue polo shirt, stands to the right. A young child is sitting in the cart, smiling. The aisle is lined with shelves of various products, and the lighting is bright. The text "Consumer is boss" is overlaid in a large, yellow, sans-serif font across the center of the image.

Consumer is boss

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Consumers value.....



Health and wellness



Affordability



Safety



Ability to meet specific nutritional or value-based characteristics



Sustainability



SUSTAINABLE

INDUSTRY

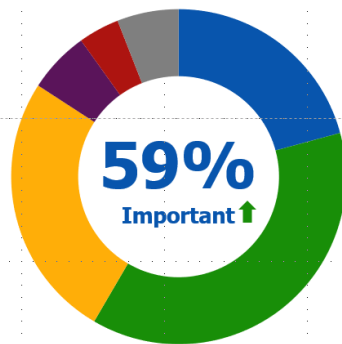
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Majority Say Sustainability of Food Important

Sustainability for consumers means reducing pesticides, an affordable food supply and conserving natural habitats

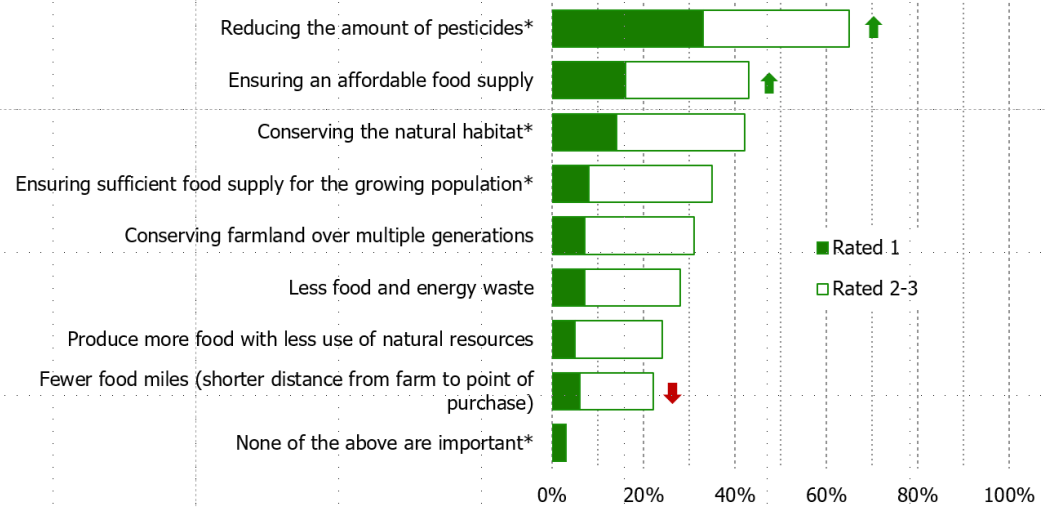
Importance of Sustainability in Food Products Purchased



- Very important
- Somewhat important
- Neither important nor unimportant
- Not very important
- Not at all important
- Don't know enough

Ranked Important Aspects of Sustainable Food Production

(Of those who say it's important their food be produced sustainably)



Q45: How important is it to you that the food products you purchase or consume are produced in a sustainable way? (n=1,009)

Q46: What 3 aspects of producing food in a sustainable way are most important to you? (Select top answer.) (Of those who say it's important their food be produced sustainably, n=583)

*Response text has been abridged

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Sustainability includes...



Animal care



Environmental stewardship




Ensuring workforce and workplace wellbeing



Harnessing information technology to create the conditions for continued growth across our industry

A person wearing a red and white plaid shirt is holding a tablet computer. The background is a blurred office environment with teal-colored structural elements and a desk with a laptop. The text "Technology is driving change." is overlaid in the center in a bold, yellow font.

Technology is driving
change.



GENE EDITING

 DeLaval

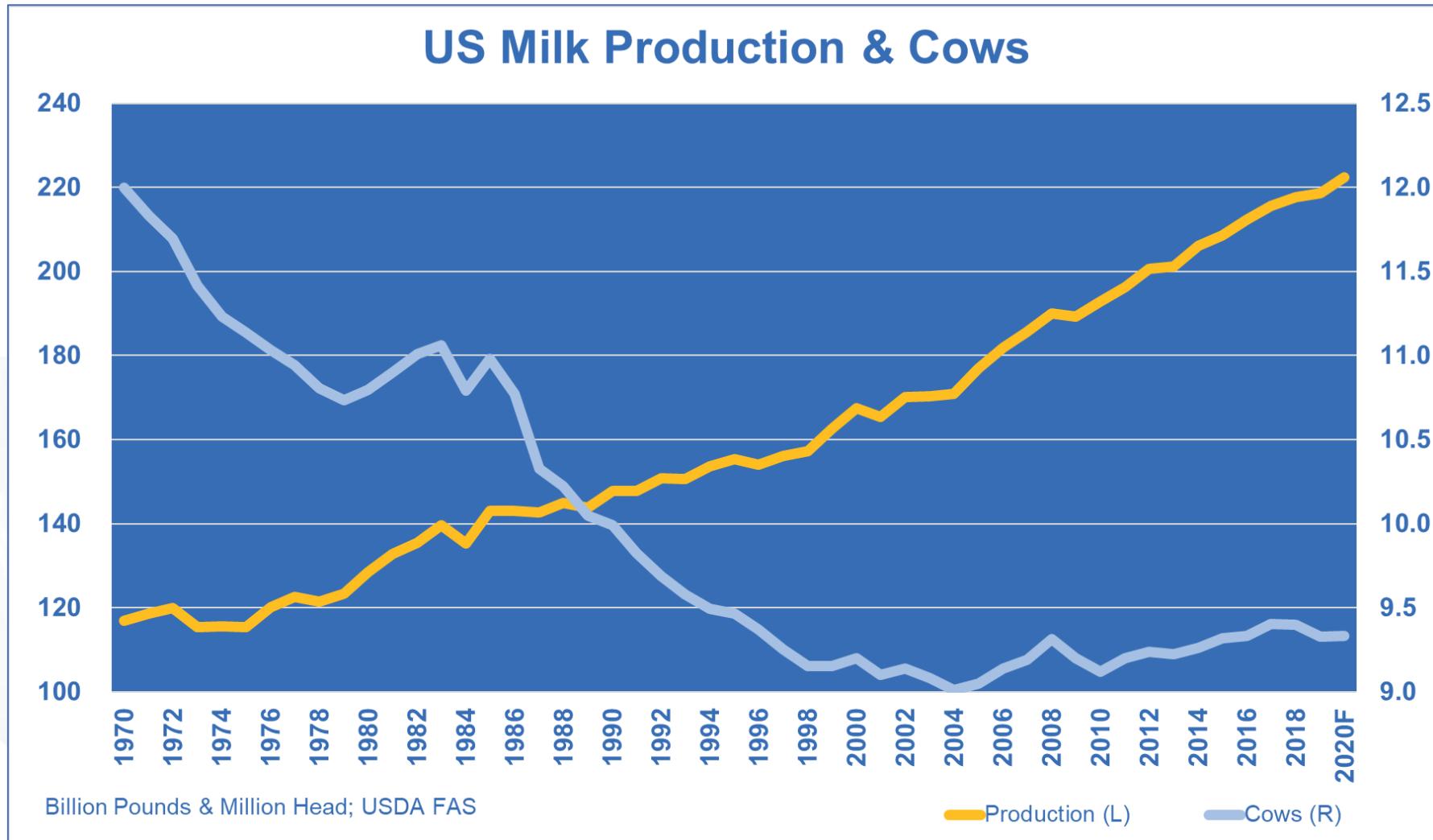


Hand Navigator



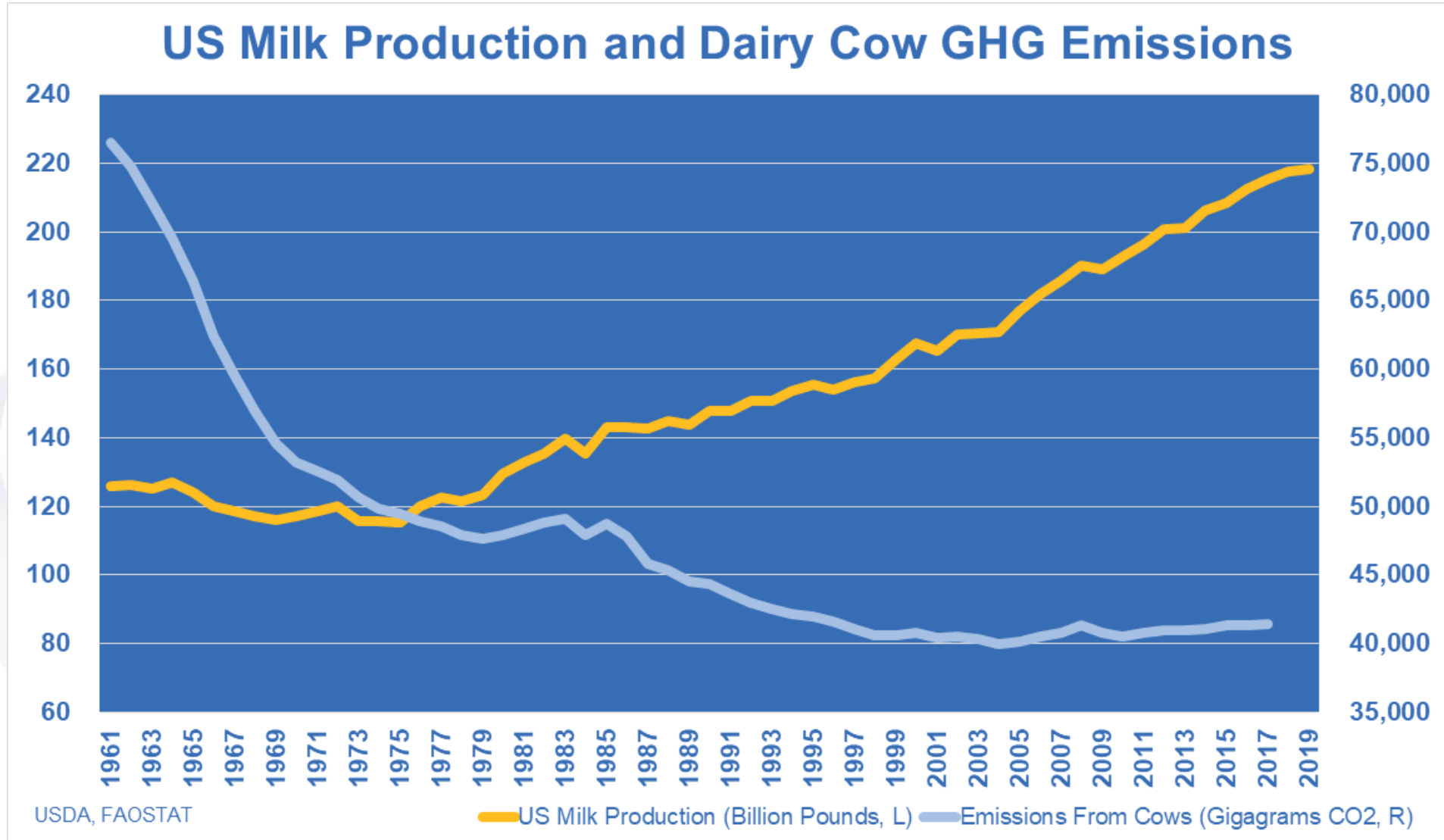
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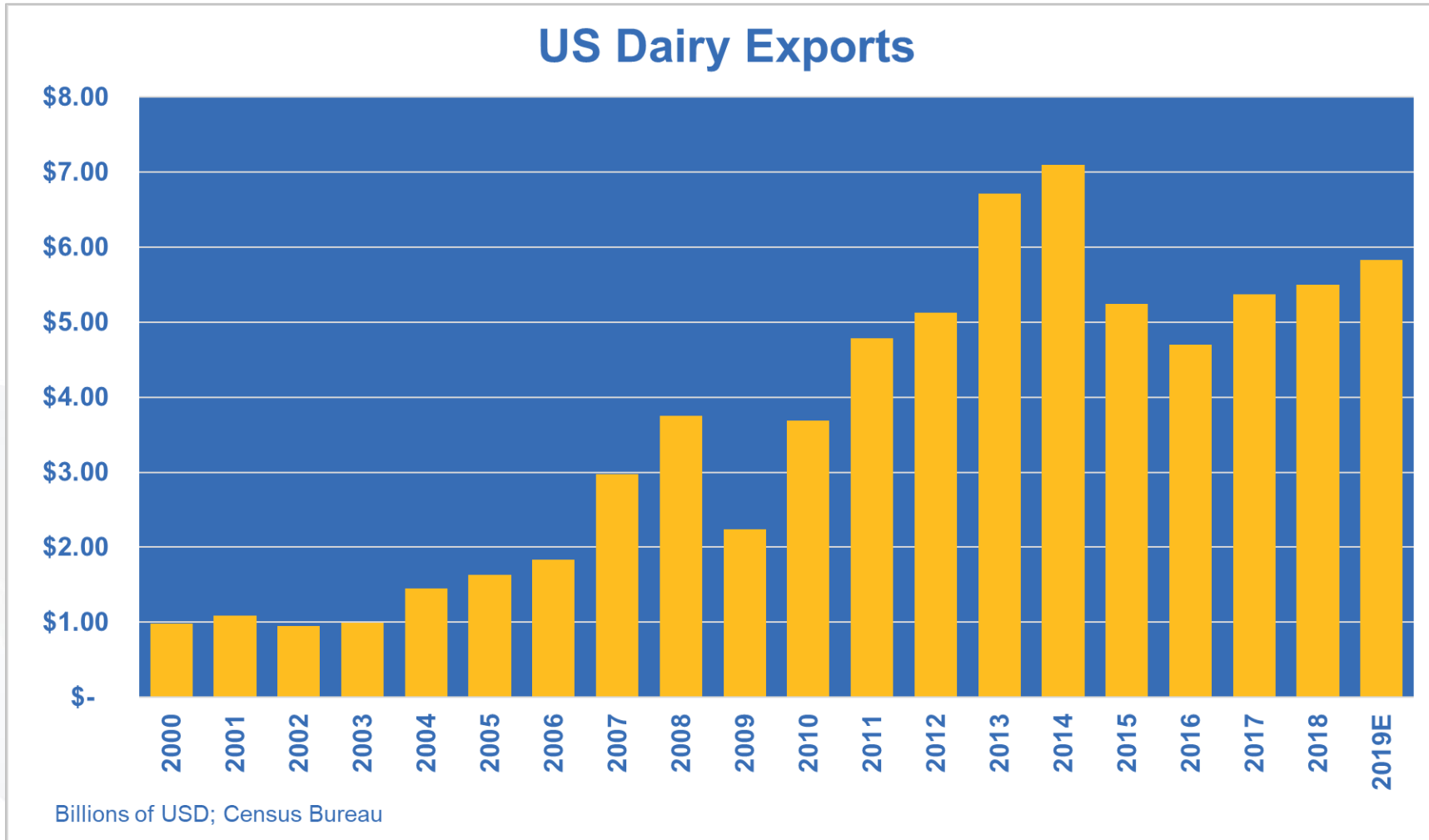
TRANSFORMATION
DIGITAL



Global Markets

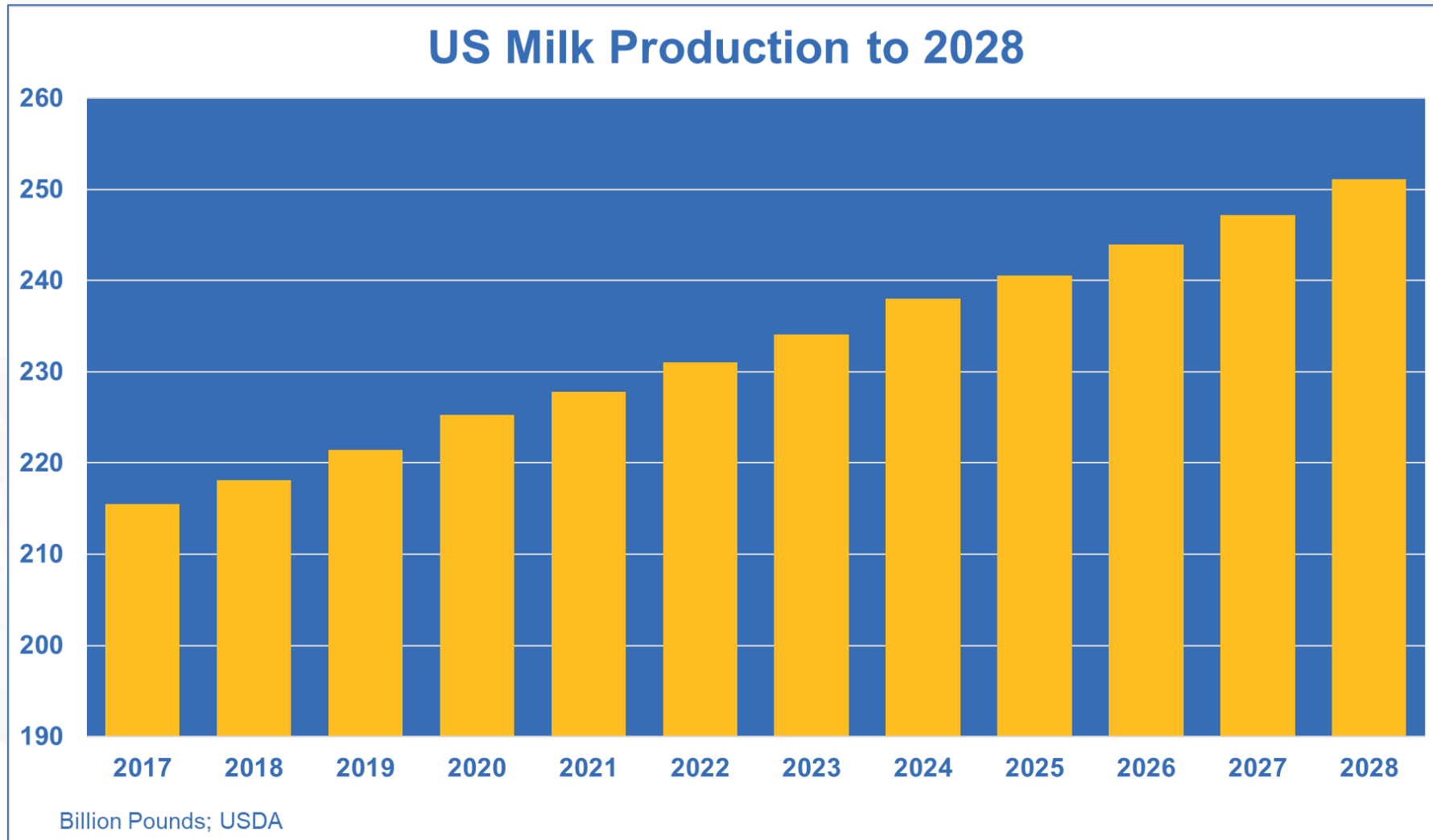
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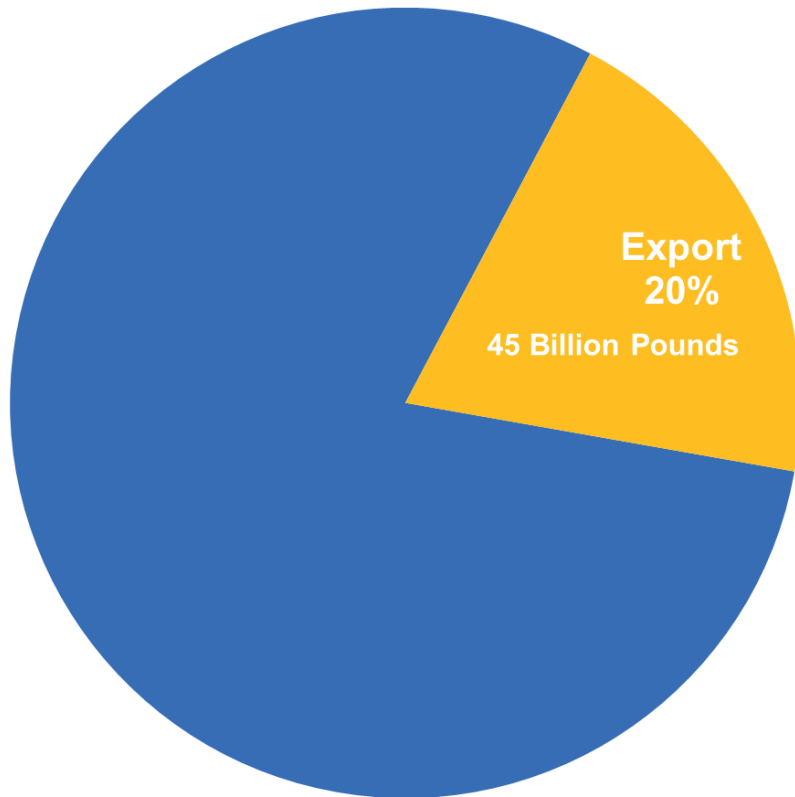
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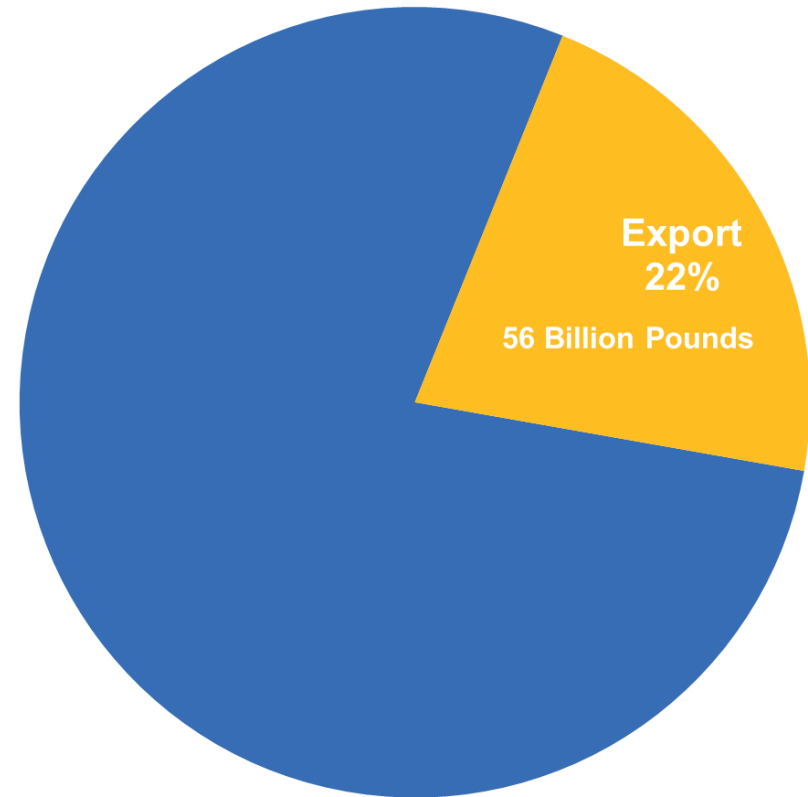
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2018 Milk Utilization



Skim Solids Basis, USDA Data, Blimling and Associates Calculations

2028 Milk Utilization

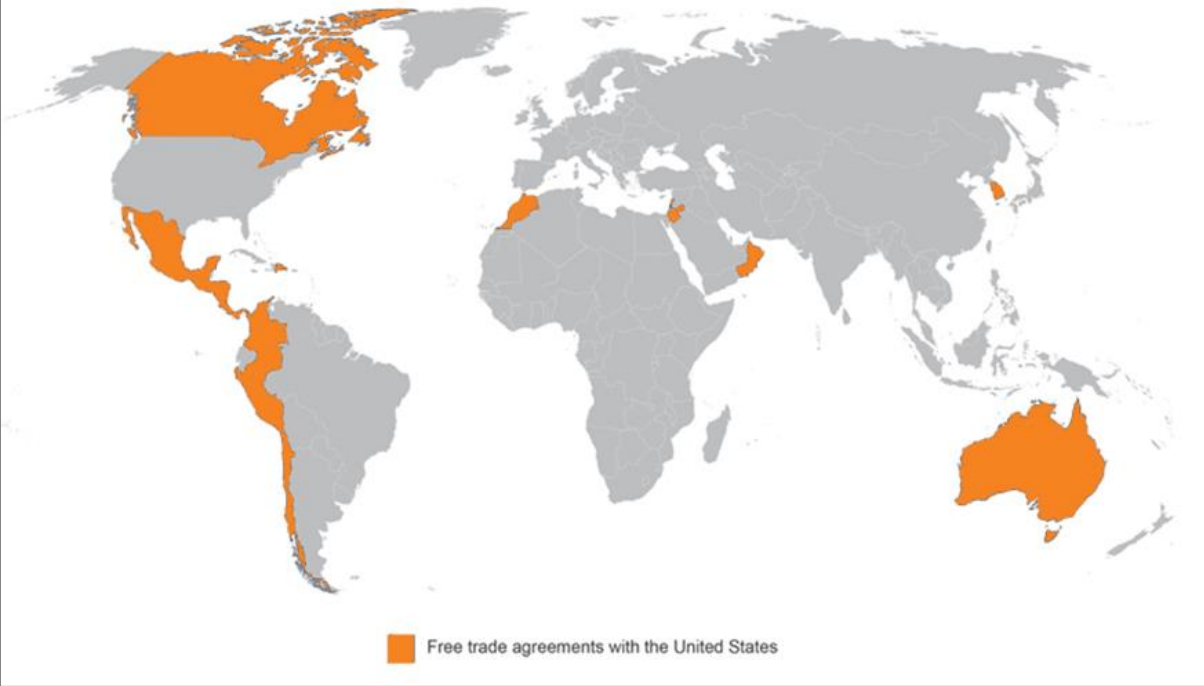


Skim Solids Basis, USDA Data, Blimling and Associates Calculations

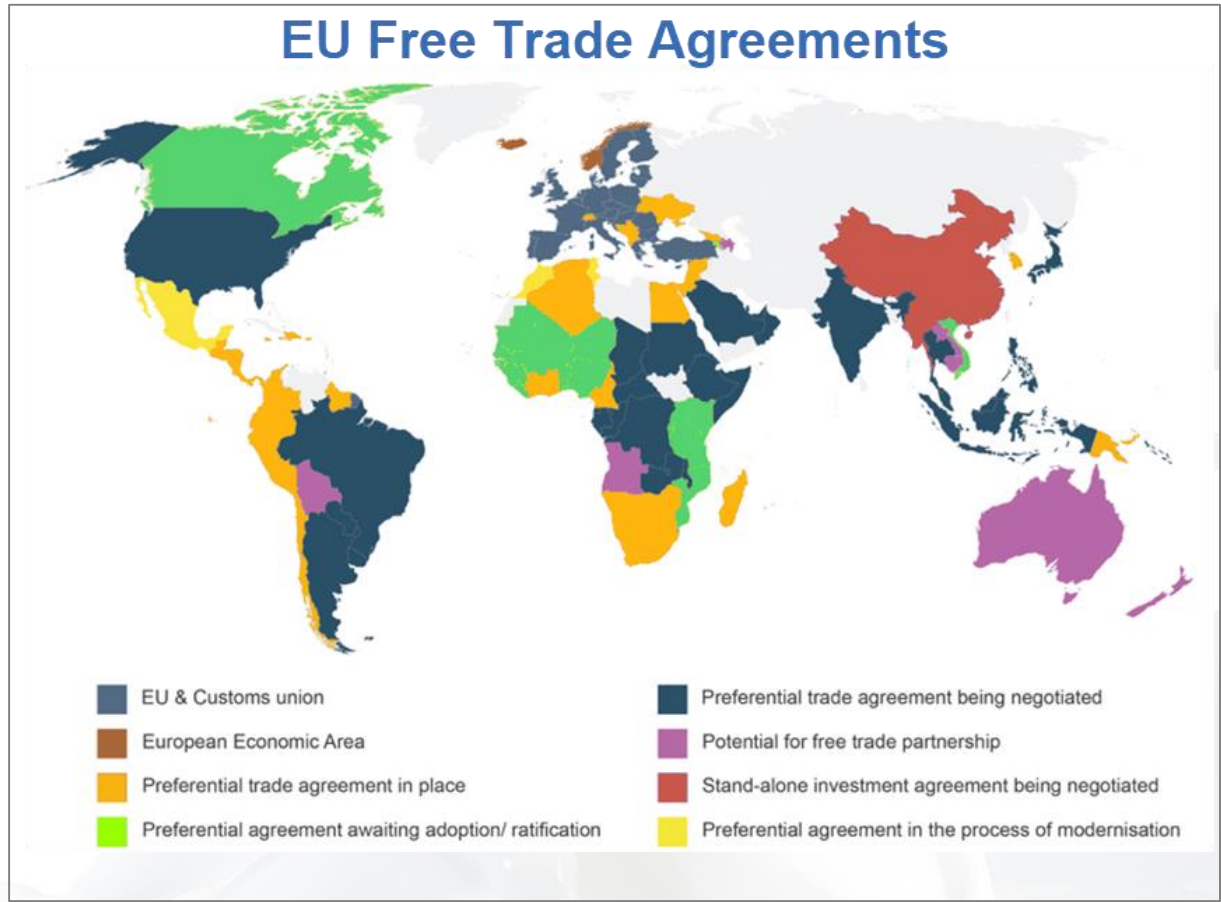
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U.S. Free Trade Agreements



EU Free Trade Agreements



Leadership
Required



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Power of People



NextGen Leadership Program

WOMEN IN
DAIRY
NETWORK





Change is
Here.

How do we embrace change?

Innovate to evolve

Take bold risks. Think in new ways.

Build coalitions with new allies

Diversify product array

Expand markets

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The POWER of DAIRY is YOU!

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Together, we are making a
difference for dairy.

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Thank you!



(202) 220-3539



mdykes@idfa.org

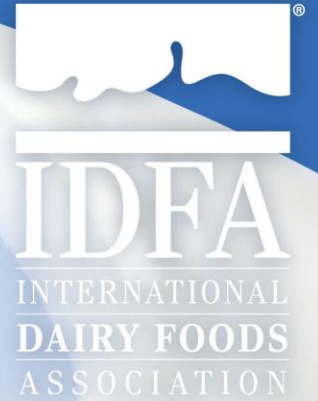


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