



# IDFA Strategic Priorities



*Making a Difference for Dairy*

# IDFA Governance Structure

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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

# IDFA Strategic Priorities



Nutrition

Standards

Trade

FMMO

Research & Education

Food Safety

Labor

Natural Cheese



# IDFA Strategic Priorities Summary (1/2)

Nutrition	Standards	Trade	FMMO
<p data-bbox="25 678 63 992">Strategic Priorities</p> <ul style="list-style-type: none"><li>• Change <b>government programs</b> (WIC, School Meals, SNAP, Fluid milk purchase program, competitive foods program) to allow more dairy options</li><li>• Defend role of milk and cheese in dairy food group in the <b>2020-2025 Dietary Guidelines for Americans (DGA)</b></li><li>• <b>Promote dairy ingredient consumption:</b> Educate policy makers on positives of dairy-derived proteins to ensure appropriate recognition in Federal standards and feeding programs</li></ul>	<ul style="list-style-type: none"><li>• <b>Labeling and use:</b> Urge FDA to allow innovation and greater flexibility in labeling and use of novel nutritious dairy ingredients and products; Streamline FDA regulatory process for ice cream standards</li><li>• <b>Modernize standards:</b> Facilitate finalization of FDA standard of identity for yogurt and initiation of FDA work to modernize other cultured product standards; Advocate for greater clarity on allergen labeling in ice creams</li><li>• Ensure the <b>Pasteurized Milk Ordinance</b> is updated to reflect current market needs</li><li>• Update <b>Live and Active Cultures</b> Seal program</li></ul>	<ul style="list-style-type: none"><li>• Expand <b>global market opportunities</b> for cheese and dairy-derived ingredients</li></ul>	<ul style="list-style-type: none"><li>• <b>Modernize FMMO system</b> to encourage greater innovation and investment<ul style="list-style-type: none"><li>▪ Consensus Class I, Class III, Class IV and spot market rules priority issues are identified and changes are adopted in a federal order hearing or legislatively.</li></ul></li></ul>

# IDFA Strategic Priorities Summary (2/2)

Strategic Priorities

Research and Education	Food Safety	Labor	Natural Cheese
<ul style="list-style-type: none"><li>• Provide <b>funding for USDA's Agricultural Research Service (ARS)</b> for research on ice cream co-product</li><li>• Coordinate with USDA ARS to assist researchers in developing a <b>cost-effective solution to ice cream co-product</b></li><li>• Highlight <b>critical new research, technologies and approaches to innovation</b> and marketing in the yogurt and cultured product sector through multiple platforms</li></ul>	<ul style="list-style-type: none"><li>• Develop and <b>promote food safety education and training</b> tools through <b>www.safeicecream.org</b> for small scale &amp; artisan ice cream/frozen dessert manufacturers and allied industries</li></ul>	<ul style="list-style-type: none"><li>• Advocate for changes to immigrant visas through Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC) that accommodate the needs of the dairy industry</li></ul>	<ul style="list-style-type: none"><li>• Protect members from frivolous <b>lawsuits related to natural cheese</b> by helping pass the CURD Act</li></ul>

# Fluid Milk Board – Strategic Priorities

	Nutrition	Standards	Labor	FMMO
Strategic Priorities	<ul style="list-style-type: none"> <li>Change government programs to allow more milk options</li> <li>Defend milk's role in dairy food group in the 2020 Dietary Guidelines for Americans (DGA)</li> </ul>	<ul style="list-style-type: none"> <li>FDA allows innovation and greater flexibility in labeling novel nutritious milk products as Milk</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for changes to immigrant visas through Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC) that accommodate the needs of the dairy industry</li> </ul>	<ul style="list-style-type: none"> <li>Modernize FMMO system to encourage greater innovation and investment</li> </ul>
Goals	<ul style="list-style-type: none"> <li>Child Nutrition Reauthorization (CNR) includes: 2% milk back in WIC program; 1% flavored milk in school meals program in statute and larger milk container sizes allowed in high school competitive foods program; additional Sec. 32 fluid milk purchases; SNAP fluid milk incentive program funded and implemented</li> <li>2020-2025 Dietary Guidelines for Americans (DGA) maintain 3 servings a day recommendation for dairy foods that include milk; Allow one serving of dairy to be reduced fat</li> </ul>	<ul style="list-style-type: none"> <li>Novel nutritious milk products can be labeled as "milk"</li> </ul>	<ul style="list-style-type: none"> <li>Immigration legislation, if passed by Congress, includes a visa proposal that meets the needs of dairy processors and farmers, including a workable year-round visa program accommodating worker families and not requiring "touchbacks"</li> </ul>	<ul style="list-style-type: none"> <li>Consensus Class I priority issues are identified</li> <li>Member-supported changes are adopted in a federal order hearing or legislatively</li> </ul>

# Fluid Milk Board– Key Actions (1/2)

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## Nutrition

Change government programs to allow more milk options

- Educate members of the Senate Ag and House Ed & Labor Committees regarding CNR priorities
- Recruit House and Senate champions for CNR and appropriations priorities
- Secure USDA support
- Develop support from other key stakeholders (e.g., WIC Association)

Defend milk's role in dairy food group in the 2020 DGA

- Advocate Dietary Guidelines Advisory Committee (DGAC) consider new scientific evidence on the role of higher fat dairy in a healthy diet
  - Written comments and testimony to DGAC include evolving science on milkfat
  - Work with National Dairy Council (NDC) on review of full fat dairy research
  - Coordinate testimony and comments with NDC, NMPF and members
  - Analyze DGAC report, meet with USDA and file comments to support dairy role and higher fat recommendations in the DGA
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# Fluid Milk Board – Key Actions (2/2)

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Standards	FDA allows innovation and greater flexibility	<ul style="list-style-type: none"><li>• Determine the scope of request to FDA (UF milk, added proteins, higher vitamin D, non-nutritive sweeteners)</li><li>• Develop data and evidence to support requested changes for milk standards</li><li>• Determine method for request (petition, TMP, regulatory discretion letter)</li><li>• Secure broad industry support (NMPF, ADPI, state dairy associations) for request to FDA</li><li>• Pre-meeting with FDA Commissioner's office &amp; CFSAN to determine receptivity</li><li>• Develop communication strategy to advance advocacy</li><li>• Recruit members, state dairy associations and state departments of agriculture and federal policy makers to lobby FDA</li></ul>
Labor	Advocate for changes to immigrant visas	<ul style="list-style-type: none"><li>• Advocate for IDFA's Immigration Task Force priorities through the Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC)</li></ul>
FMMO	Modernize FMMO system to encourage greater innovation and investment	<ul style="list-style-type: none"><li>• Class I &amp; II issues working group formed</li><li>• Provide technical support to working group and develop best practices</li><li>• Data supporting industry priorities is developed</li><li>• Longer term issues working group established</li></ul>

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# Ice Cream Board – Strategic Priorities

	Standards	Research and Education	Labor	Food Safety
Strategic Priorities	<ul style="list-style-type: none"> <li>Streamline FDA regulatory process for ice cream standards</li> <li>Advocate before FDA for flexibility to use novel milk-derived proteins and various ingredient substitutes</li> <li>Advocate for greater clarity on allergen labeling</li> </ul>	<ul style="list-style-type: none"> <li>Provide funding for USDA's Agricultural Research Service (ARS) for research on ice cream co-product</li> <li>Coordinate with USDA ARS to assist researchers in developing a cost-effective solution to ice cream co-product</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for changes to immigrant visas through Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC) that accommodate the needs of the dairy industry</li> </ul>	<ul style="list-style-type: none"> <li>Develop and promote food safety education and training tools through <a href="http://www.safeicecream.org">www.safeicecream.org</a> for small scale &amp; artisan ice cream/frozen dessert manufacturers and allied industries</li> </ul>
Goals	<ul style="list-style-type: none"> <li>FDA promulgates new, streamlined regulations allowing companies to keep up with consumer demand and innovations</li> <li>FDA regulations provide flexibility for use of novel technologies and ingredients</li> <li>FDA provides greater clarity on allergen labeling</li> </ul>	<ul style="list-style-type: none"> <li>Ensure continued Congressional appropriation of \$1.5 million for the ARS ice cream co-product research</li> <li>ARS conducts ice cream co-product research with the full cooperation and assistance of the ice cream industry</li> </ul>	<ul style="list-style-type: none"> <li>Immigration legislation, if passed by Congress, includes a visa proposal that meets the needs of dairy processors and farmers, including a workable year-round visa program accommodating worker families and not requiring "touchbacks"</li> </ul>	<ul style="list-style-type: none"> <li><a href="http://www.safeicecream.org">www.safeicecream.org</a> website developed, launched and publicized; website is kept current and promoted effectively</li> </ul>

# Ice Cream Board – Key Actions (1/3)

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## Standards

Facilitate FDA regulatory process for ice cream standards through adequate funding

- Develop FDA action plan to prioritize the use of funds
- Ensure robust funding continues for the FDA Office of Nutrition and Food Labeling to support standards of identity modernization efforts with the goal of appropriating continued higher funding levels for the office in FY2020 and beyond

Advocate with FDA for flexibility to use novel milk-derived proteins and various ingredient substitutes

- Engage IDFA Standards and Labeling Committee to prepare comments to FDA's Fall Public Meeting
- Determine whether additional request should be made to FDA
- Facilitate direct member engagement with FDA through fly-ins
- Ensure IDFA leadership reiterates standards modernization goals with top FDA officials
- Secure broad industry support and leverage coordination with Food & Beverage Industry Alliance

Advocate for greater clarity on allergen labeling

- Develop scope of request for advisory statements on allergens ("may contain" or "processed on the same equipment" and removal of coconut from tree nut allergen list)
  - Determine method of request to FDA
  - Secure broader food industry support
  - Facilitate direct member engagement with FDA via fly-ins
  - Seek additional lobbying support from food organizations
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# Ice Cream Board – Key Actions (2/3)

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Research and Education	<p>Provide funding for USDA's ARS for research on ice cream co-product issue</p>	<ul style="list-style-type: none"><li>• Advocate for continued funding through the Congressional appropriations process. Work includes continued work with Appropriations champions and member fly-ins. Specifically, includes champion development on the House/Senate Agriculture Appropriations Subcommittees</li></ul>
Research and Education	<p>Coordinate with USSDA ARS to assist researchers in developing a cost-effective solution to ice cream co-product</p>	<ul style="list-style-type: none"><li>• Establish advisory committee to work with ARS research team</li><li>• Advisory Committee: IDFA, Blue Bell, Dean Foods, Hershey Creamery, Hiland Dairy, HP Hood, Hudsonville Ice Cream, Kemps, Nestle, Rich's Ice Cream, Perry's Ice Cream, Pierre's Ice Cream, Tetra Pak, The Ice Cream Club and Wells Enterprises</li><li>• Convene regular advisory committee meetings and conference calls</li><li>• Ensure researchers have access to individual company experts, site visits, sampling and data sharing</li><li>• Communicate updates to membership</li></ul>
Labor	<p>Advocate for changes to immigrant visas</p>	<ul style="list-style-type: none"><li>• Advocate for IDFA's Immigration Task Force priorities through the Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC)</li></ul>

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# Ice Cream Board – Key Actions (3/3)

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## Food Safety

Develop and promote food safety education and training tools through [www.safeicecream.org](http://www.safeicecream.org) for small scale & artisan ice cream/frozen dessert manufacturers and allied industries

- Engage with multi-stakeholder ice cream food safety advisory team and lead website development sub-team
  - Populate website and maintain up to date with educational materials, on line training tools, regulatory information and other information for small scale/artisan community
  - Promote website through IDFA external communication channels, IDFA members and other external partners
  - Develop metrics to: (1) measure exposure to and use of website and training materials and (2) reassess and modify outreach efforts, as needed
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# Cheese Board– Strategic Priorities

	Standards	Trade	FMMO	Labor	Nutrition	Natural Cheese
Strategic Priorities	<ul style="list-style-type: none"> <li>Flexibility to use microfiltered milk in cheese making with the ingredient labeled as milk</li> </ul>	<ul style="list-style-type: none"> <li>Expand global market opportunities for cheese</li> </ul>	<ul style="list-style-type: none"> <li>Modernize FMMO system to encourage greater innovation and investment</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for changes to immigrant visas through Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC) that accommodate the needs of the dairy industry</li> </ul>	<ul style="list-style-type: none"> <li>Defend cheese's role in dairy food group in the 2020 Dietary Guidelines for Americans (DGA)</li> </ul>	<ul style="list-style-type: none"> <li>Protect members from frivolous lawsuits related to natural cheese</li> </ul>
Goals	<ul style="list-style-type: none"> <li>FDA regulatory discretion granted for using microfiltered milk in cheese making with the ingredient labeled as milk</li> </ul>	<ul style="list-style-type: none"> <li>IDFA is recognized as the preeminent U.S. dairy organization on international trade policy by ensuring cheese is prioritized in trade negotiations, enforcement, and facilitation</li> </ul>	<ul style="list-style-type: none"> <li>Consensus Class III and spot market rules priority issues are identified</li> <li>Member-supported changes are adopted in a federal order hearing or legislatively</li> </ul>	<ul style="list-style-type: none"> <li>Immigration legislation, if passed by Congress, includes a visa proposal that meets the needs of dairy processors and farmers, including a workable year-round visa program accommodating worker families and not requiring "touchbacks"</li> </ul>	<ul style="list-style-type: none"> <li>Updated DGA maintains three servings a day recommendation for dairy foods that include cheese. Allow one serving of dairy to be reduced fat</li> </ul>	<ul style="list-style-type: none"> <li>Pass the CURD Act</li> </ul>

# Cheese Board– Key Actions (1/2)

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Standards	Flexibility to use microfiltered milk in cheese making with the ingredient labeled as milk	<ul style="list-style-type: none"><li>• Determine the scope of request to FDA (dried or fluid forms, other restrictions)</li><li>• Secure broad industry support (NMPF, ADPI, state dairy associations) for request to FDA</li><li>• Pre-meeting with FDA Commissioner's office &amp; CFSAN to determine receptivity</li><li>• Develop data/evidence on widespread use of MF milk in imported cheese</li><li>• Develop communication strategy to advance advocacy</li><li>• Recruit members, state dairy associations and state departments of agriculture in cheese states and federal policy makers to lobby FDA</li></ul>
Trade	Expand global market opportunities for cheese	<ul style="list-style-type: none"><li>• Determine TRQ quantities with Segment Board for cheese that ensures improved dairy access equal to or better than CPTPP and EU-Japan EPA and present to USTR, USDA and Congressional trade committees</li><li>• Support MOU between USDA and FDA that facilitates export certification process in a timely manner</li><li>• Continuous review with IDFA Trade Committee on FTA priority countries and present country priorities to USTR, USDA, and key Congressional offices</li><li>• Brief congressional allies to elevate cheese's profile in future trade agreements</li><li>• Work with coalitions, state dairy associations and members to lobby</li></ul>
FMMO	Modernize FMMO system to encourage greater innovation and investment	<ul style="list-style-type: none"><li>• Class III and Class IV and Spot market rules issues working group formed</li><li>• Provide technical support to working group and develop best practices</li><li>• Data supporting industry priorities is developed</li><li>• Longer term issues working group established</li></ul>

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# Cheese Board– Key Actions (2/2)

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## Labor

Advocate for changes to immigrant visas that accommodate the needs of the dairy industry

- Advocate for IDFA's Immigration Task Force priorities through the Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC)
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## Nutrition

Defend cheese's role in dairy food group in the 2020 DGA

- Advocate Dietary Guidelines Advisory Committee (DGAC) consider new scientific evidence on the role of higher fat dairy in a healthy diet
  - Written comments and testimony to DGAC include evolving science on milkfat
  - Work with NDC on review of full fat dairy research
  - Coordinate testimony and comments with NDC, NMPF and members
  - Analyze DGAC report, meet with USDA and file comments to support dairy role and higher fat recommendations in the DGA
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## Natural Cheese

Protect members from frivolous lawsuits related to natural cheese

- Enactment of legislation that inserts a definition of "natural cheese" supported by our members in federal statute
  - Outreach to HELP member offices to pave the way for utilizing the "hotline" process in the Senate to pass the bill
  - Develop leverage that will help overcome Chairman Pallone's opposition in the House by generating support from House Democrats
  - Assure FDA technical consultation with Congress on CURD Act definition is supportive
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# Yogurt and Cultured Products Board – Strategic Priorities

	Standards	Nutrition	Labor	Research and Education
Strategic Priorities	<ul style="list-style-type: none"> <li>Facilitate finalization of FDA standard of identity for yogurt</li> <li>Initiation of FDA work to modernize other cultured product standards</li> <li>Update Live and Active Cultures Seal program</li> <li>Ensure the Pasteurized Milk Ordinance is updated to reflect current market needs</li> </ul>	<ul style="list-style-type: none"> <li>Clarify that states can allow WIC redemptions for packages of yogurt "up to" 32 oz.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for changes to immigrant visas through Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC) that accommodate the needs of the dairy industry</li> </ul>	<ul style="list-style-type: none"> <li>Highlight critical new research, technologies and approaches to innovation and marketing in the yogurt and cultured product sector through multiple platforms</li> </ul>
Goals	<ul style="list-style-type: none"> <li>FDA issues yogurt standard of identity final rule before the end of 2019 reflecting IDFA's positions; FDA work on standards modernization that impacts other cultured product standards reflects IDFA's interests</li> <li>New Live and Active Cultures Seal logo and criteria developed</li> <li>Proposal 111: FDA approves cup-set yogurt criteria adopted by 2019 NCIMS and any additional changes needed to the PMO are passed in 2021 with IDFA support</li> <li>Proposal 112: 2021 NCIMS approves new solution for yogurt parfait issue allowing parfaits to continue being produced in non-IMS-listed facilities</li> </ul>	<ul style="list-style-type: none"> <li>Bill or report language to provide clarification is included in Child Nutrition Reauthorization.</li> </ul>	<ul style="list-style-type: none"> <li>Immigration legislation, if passed by Congress, includes a visa proposal that will accommodate the needs of dairy processors and farmers including a workable, year round visa program that accommodates worker families and does not require "touchbacks"</li> </ul>	<ul style="list-style-type: none"> <li>IDFA members across segment gain valuable information on innovation, research, technology, and marketing, along with networking opportunities – through successful launch of the innovation conference</li> </ul>



# Yogurt and Cultured Products Board– Key Actions (1/3)

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## Standards

Facilitate finalization of FDA standard of identity for yogurt

- Develop FDA action plan to prioritize the use of funds
- Ensure robust funding continues for the FDA Office of Nutrition and Food Labeling to support standards of identity modernization efforts with the goal of appropriating continued higher funding levels for the office in FY2020 and beyond

Monitor FDA work to modernize other cultured product standards

- Determine the scope of request to FDA (e.g., added ingredients, allowed variations to make processes)
- Develop data and evidence to support requested changes for standards
- Determine method for request (petition, TMP, regulatory discretion letter)
- Secure broad industry support (NMPPF, ADPI, state dairy associations) for request to FDA
- Pre-meeting with FDA Commissioner's office & CFSAN to determine receptivity
- Develop communication strategy to advance advocacy; and recruit members, key state dairy associations and state departments of agriculture and federal policy makers to lobby FDA

Update Live and Active Cultures Seal program

- Working through IDFA Standards and Labeling Committee's LAC Seal Working Group, conduct critical review of program and propose revisions
  - Develop go-to-market plan
  - Proposed changes reviewed and approved by Committee, with input from Segment Board
  - Approval from all Segment Boards
  - Publicize release of updated Seal program through appropriate channels
  - Gather data to measure uptake and value to industry
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# Yogurt and Cultured Products Board– Key Actions (2/3)

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## Standards (Cont.)

Ensure the Pasteurized Milk Ordinance is updated

- Proposal 111: IDFA collects cup-set yogurt parameters, meets with FDA to discuss. If FDA is unsatisfied with current industry practice, IDFA would work with members and FDA, with input from states, to develop acceptable practices to include in new proposal for 2021 NCIMS
  - Proposal 112: IDFA will ensure appropriate stakeholders are engaged, then work with FDA and NCIMS study committee to develop revised solution to propose to 2021 NCIMS
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## Nutrition

Clarify that states can allow WIC redemptions for packages of yogurt "up to" 32 oz.

- Develop legislative language providing needed flexibility
  - Advocate for container size flexibility language with House and Senate committees of jurisdiction and key offices on those committees
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## Labor

Advocate for changes to immigrant visas that accommodate the needs of the dairy industry

- Advocate for IDFA's Immigration Task Force priorities through the Agriculture Workforce Coalition (AWC) and Essential Worker Immigration Coalition (EWIC)
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# Yogurt and Cultured Products Board– Key Actions (3/3)

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## Research and Education

Highlight critical new research, technologies and approaches to innovation and marketing in the yogurt and cultured product sector through multiple platforms

- IDFA staff to develop new Yogurt & Cultured Innovation Conference in Spring 2020 with input from a new Conference Program Team consisting of Segment Board and other member company reps
  - Conference is held
  - Post-conference survey of attendees is performed and results feed into same annual process to ensure continuous improvement and success is achieved
  - Additional platforms will be utilized to share relevant information with the industry, including webinars, speakers at Dairy Forum, etc.
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# Ingredients Board – Strategic Priorities

	Trade	Standards	FMMO	Nutrition
Strategic Priorities	<ul style="list-style-type: none"> <li>Expand global market opportunities for dairy derived ingredients</li> </ul>	<ul style="list-style-type: none"> <li>Dry Dairy powder recall standards: Need to reduce amount of product included in recalls due to isolated contamination to lessen financial and reputational loss</li> </ul>	<ul style="list-style-type: none"> <li>Modernize FMMO system to encourage greater innovation and investment</li> </ul>	<ul style="list-style-type: none"> <li>Promote dairy ingredient consumption: Educate policy makers on positives of dairy-derived proteins to ensure appropriate recognition in Federal standards and feeding programs</li> </ul>
Goals	<ul style="list-style-type: none"> <li>IDFA is recognized as the preeminent U.S. dairy organization on international trade policy by ensuring dairy-derived ingredients are prioritized in trade negotiations, enforcement, and facilitation</li> </ul>	<ul style="list-style-type: none"> <li>FDA accepts a set of practices to distinguish sub-lots of dairy powder production runs when true "clean breaks" are not possible</li> </ul>	<ul style="list-style-type: none"> <li>Consensus class IV priority issues are identified</li> <li>Member-supported changes are adopted in a federal order hearing or legislatively</li> </ul>	<ul style="list-style-type: none"> <li>Target federal policies and programs are updated to include IDFA's proposals</li> </ul>

# Ingredients Board– Key Actions (1/2)

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Trade

Expand global market opportunities for dairy derived ingredients

- Determine TRQ quantities with Board for milk powders and butter that ensures improved dairy access equal to or better than CPTPP and EU-Japan EPA and present to USTR, USDA and Congressional trade committees
  - Garner support from FDA, AMS and FAS to reduce restrictions on high risk dairy-derived ingredients and products, such as infant formula, exported to China
  - Collect data and present to USTR and USDA to ensure US government take action on EU intervention stocks on powder at the WTO level
  - Support MOU between USDA and FDA that facilitates export certification process in a timely manner
  - Continuous review with trade committee on FTA priority countries and present country priorities to USTR, USDA, and key Congressional offices
  - Monitor export volumes and pricing to ensure USMCA provisions on Canadian exports of skim milk powder and infant formula are enforced
  - Engage members through Segment Board and International Standards Task Force to develop international standards positions and drive policies and global alignment through US Codex Office, International Dairy Federation and outreach to foreign industry and government contacts
  - Brief congressional allies to elevate profile of dairy-derived ingredients in future trade agreements
  - Work with coalitions, state dairy associations and members to lobby
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# Ingredients Board– Key Actions (2/2)

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Standards	Dry Dairy powder recall standards: Need to reduce amount of product included in recalls	<ul style="list-style-type: none"><li>• Work through IDFA Food Safety Committee to develop solution, including regulatory compliance best practices</li><li>• Organize meeting with FDA and/or USDA and refine solution, as needed</li><li>• Share practices with industry via webinar and other written communications</li></ul>
FMMO	Modernize FMMO system to encourage greater innovation and investment	<ul style="list-style-type: none"><li>• Class IV and Spot market rules issues working group formed</li><li>• Provide technical support to working group and develop best practices</li><li>• Data supporting industry priorities is developed</li></ul>
Nutrition	Promote dairy ingredient consumption	<ul style="list-style-type: none"><li>• Work with IDFA committees and segment board to identify needed policy changes and appropriate mechanisms to achieve goals</li><li>• Collaborate with ADPI to ensure communication with different target audiences</li><li>• Enhance relationships with Members of Congress</li><li>• Conduct Congressional briefing</li></ul>

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# IDFA Governance



## IDFA Executive Council

## Industry Segment Boards

IDFA Fluid  
Milk Board

IDFA Ice  
Cream Board

IDFA Cheese  
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and Cultured  
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### Questions?

If you have questions about our new governance structure or the board selection process, please contact **Heather Soubra**, IDFA's Chief of Staff at [hsoubra@idfa.org](mailto:hsoubra@idfa.org) or (202) 220 3551.

