



Welcome

IDFA Membership Briefing

November 1, 2018

1 p.m. – 2 p.m. Eastern



**IDFA**

INTERNATIONAL  
DAIRY FOODS  
ASSOCIATION

# Agenda



Presiding: Michael Dykes, IDFA President & CEO

1. Introduction: Issues Overview & Look Ahead
2. Governance Structure – Process and Transition
3. Proposed Dues Model Change
4. Legislative Update
  - a. 2018 Farm Bill
  - b. FY 2019 Appropriations Priorities
  - c. Natural Cheese Legislation
  - d. Trade
5. Regulatory Activities
  - a. FDA's Multi-Year Nutrition Innovation Strategy
  - b. Reconsideration of EPA's Risk Management Program (RMP) Regulations
  - c. Pending National Bioengineered Food Disclosure Standard
  - d. Enhancing U.S. Dairy Coordination on International Issues
6. New IDFA Knowledge Center and Highlight of Upcoming Events
  - a. 2018 Midterm Webinar: Dairy Outlook for New Congress – Dec. 11  
1:00 p.m. – 2:00 p.m. Eastern
  - a. Dairy Forum 2019 – Jan. 20-23 – Orlando, FL
  - b. International Sweetener Colloquium 2019 – Feb. 24-27 – Aventura, FL
  - c. ProFood Tech 2019 – Mar. 26-28 – Chicago, IL
  - d. Ice Cream Technology Conference 2019 – Apr. 16-17 – St. Petersburg, FL
  - e. 2019 Membership Briefings – Dates TBD
7. Q&A from Membership

Presenting

Michael Dykes  
Heather Soubra  
Tom Wojno

Dave Carlin/Donald Grady  
Tony Eberhard  
Dave Carlin  
Beth Hughes/Cary Frye

Cary Frye  
Danielle Quist  
Danielle Quist  
John Allan

Tom Wojno/Heather Soubra/Neil Moran

Cindy Cavallo

- All lines are placed on mute during this briefing.
- Questions can be submitted via Chat throughout the briefing and will be answered during the Q&A session. Any unanswered questions will be addressed individually after the briefing.
- Only IDFA staff can view Chat questions and will answer questions without revealing their source.
- This Membership Briefing is being recorded. The recording will be available at [www.idfa.org](http://www.idfa.org), under the Membership tab.
- For technical difficulties during the briefing, send a message through the Chat box or e-mail [membership@idfa.org](mailto:membership@idfa.org).



President's Report:  
A Vision for the  
Future of IDFA



**IDFA**

INTERNATIONAL  
DAIRY FOODS  
ASSOCIATION



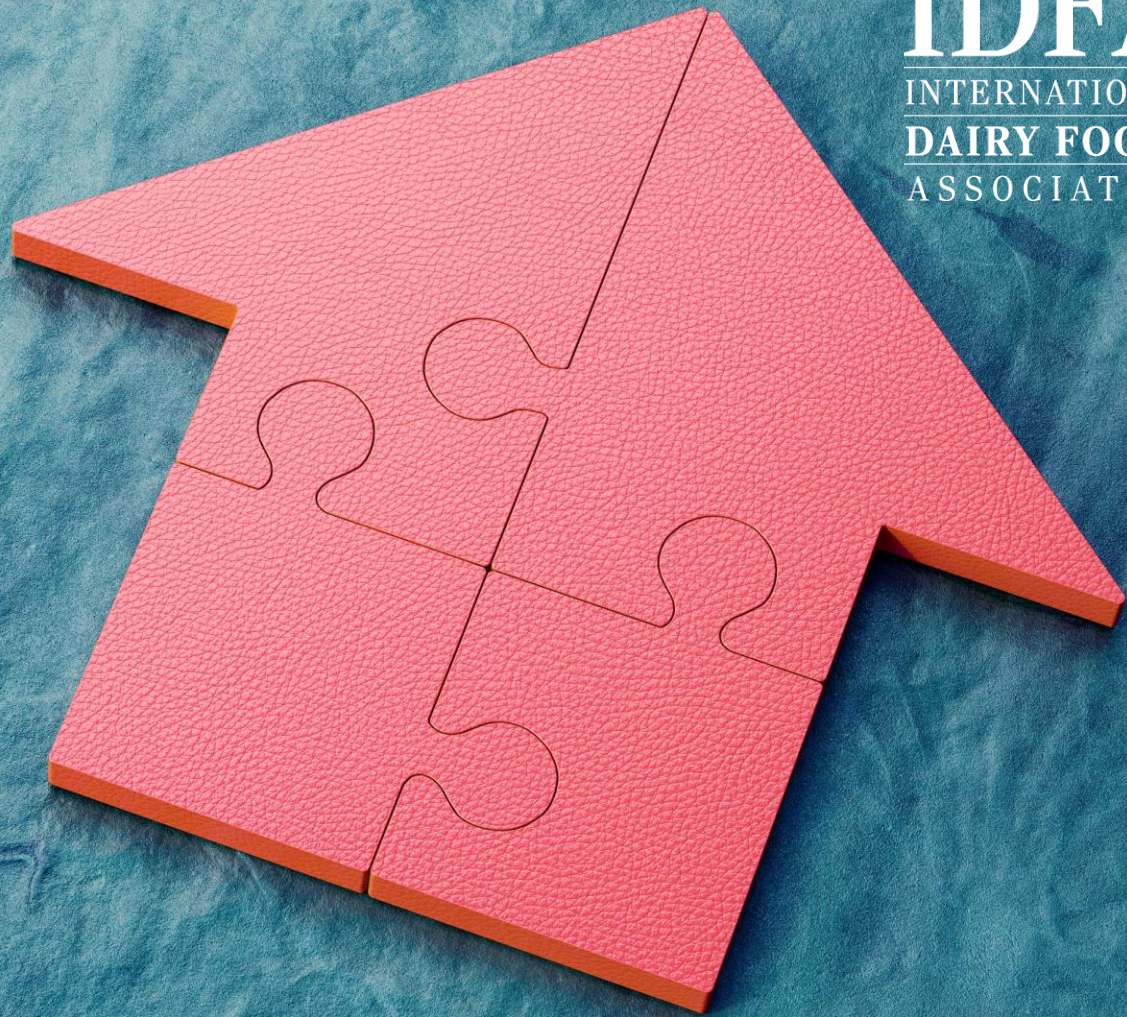
## Delivering Value for Members

Advocacy

Regulatory

Communications

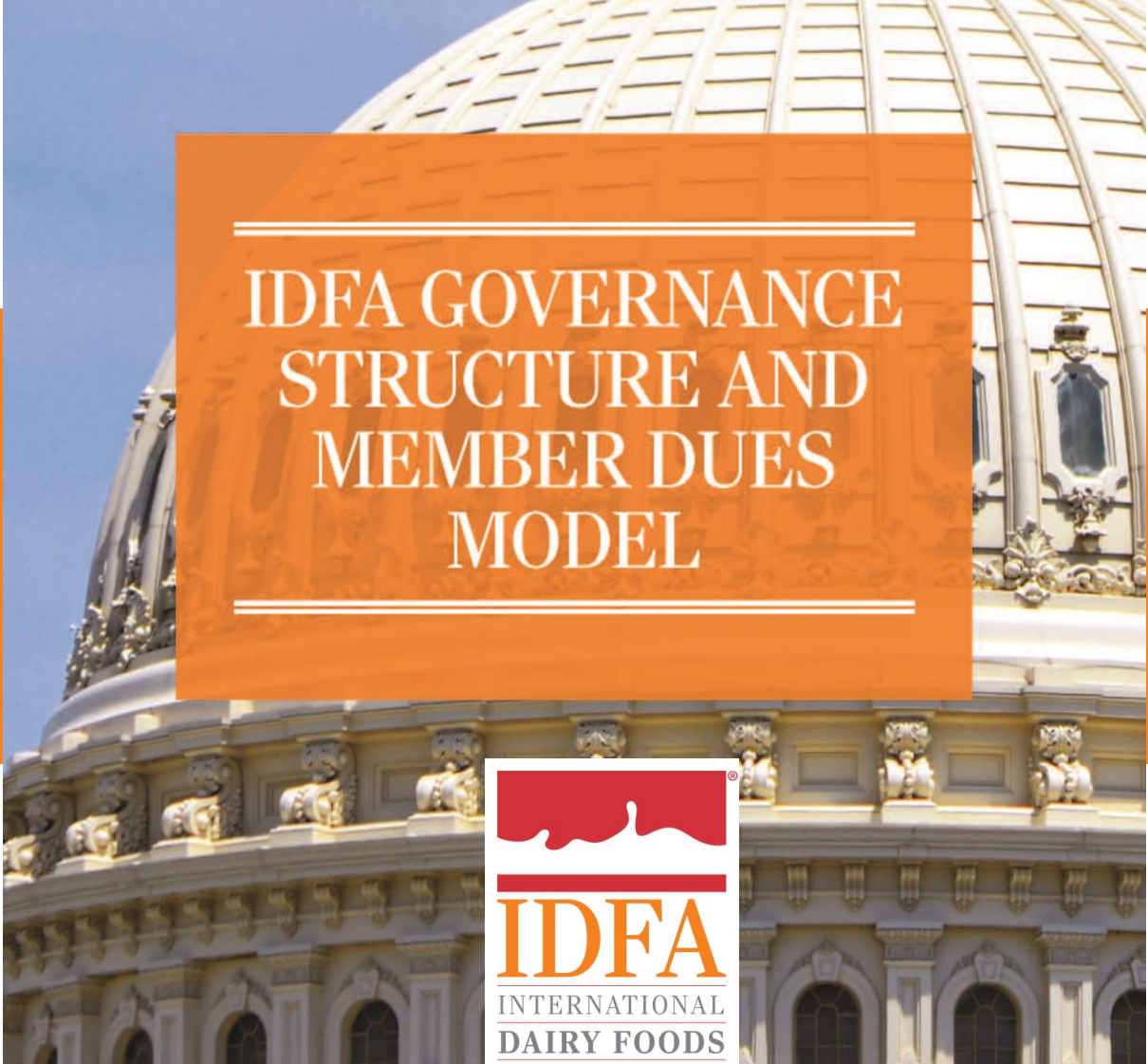
# Four Point Focus



# Four Point Focus

Operational  
Excellence





IDAFA GOVERNANCE  
STRUCTURE AND  
MEMBER DUES  
MODEL







# GOVERNANCE STRUCTURE



# Governance Structure Objectives



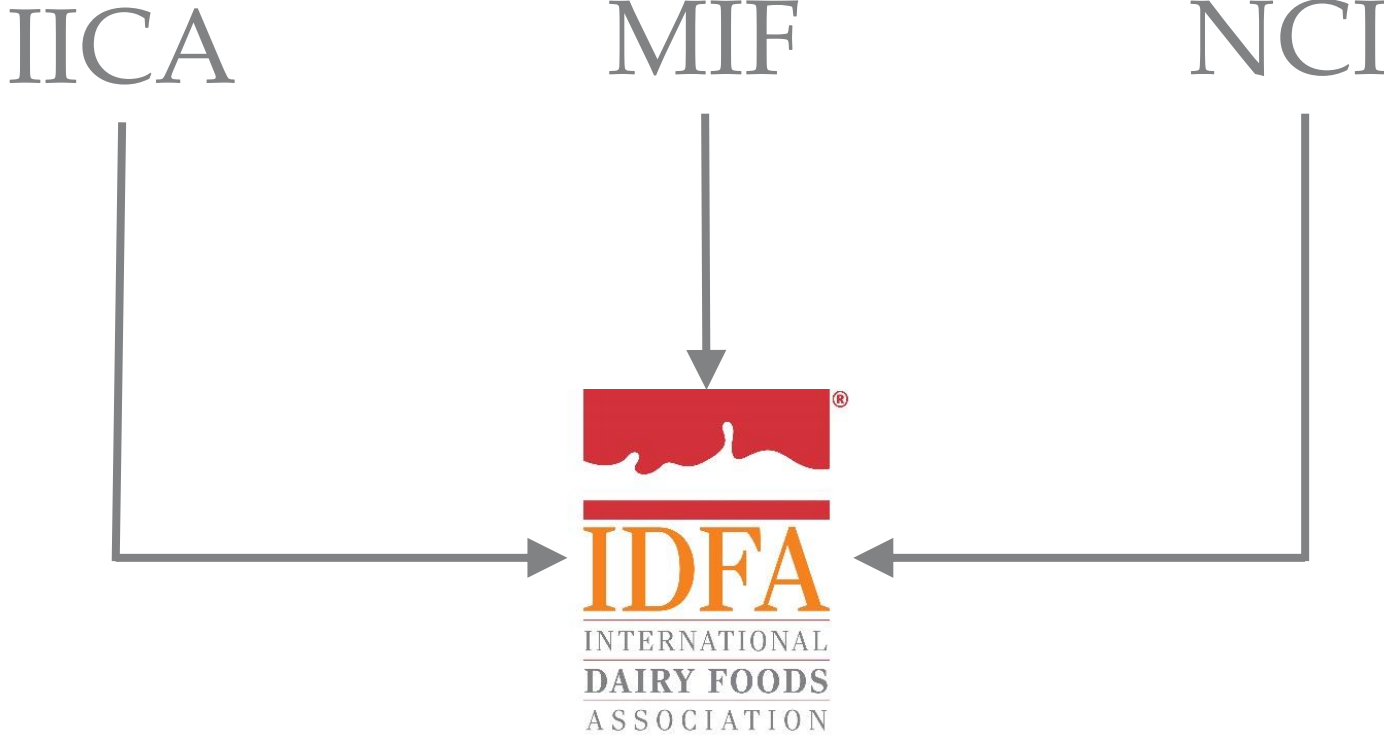
Simplified Structure

Place for all members  
and all segments



Organizational  
strategic alignment

# Three Into One . . . .



.... With This Result



IDFA Executive Council

Industry Segment Boards

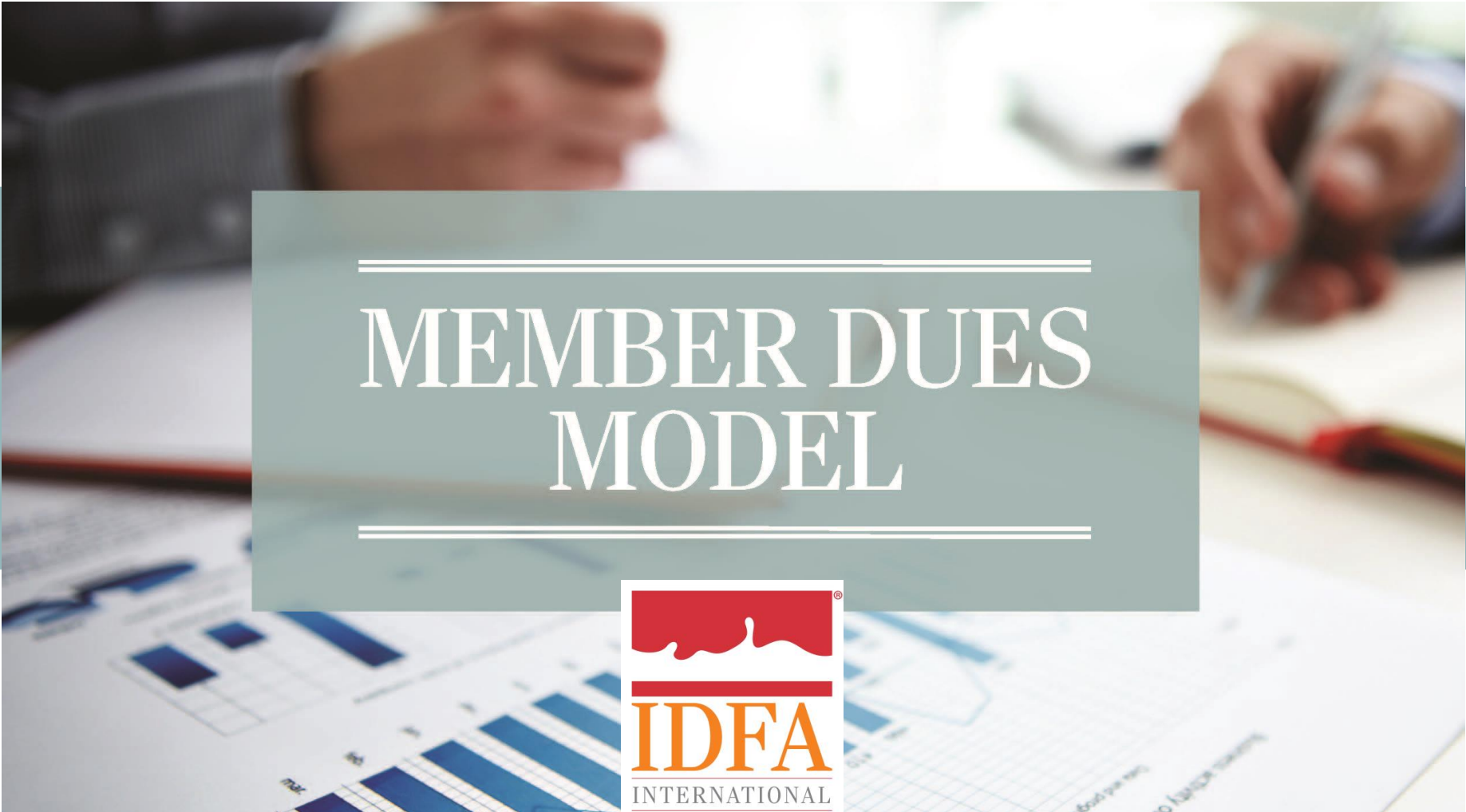
IDFA Fluid  
Milk Board

IDFA Ice  
Cream Board

IDFA Cheese  
Board

IDFA Yogurt  
and Cultured  
Products  
Board

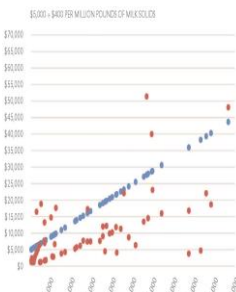
IDFA  
Ingredients  
Board



# MEMBER DUES MODEL

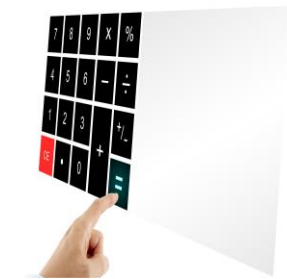


# Member Dues Model Objectives



Fair and Equitable

Simple



Sustainable Model  
for Future Vision of  
IDFA



# GOVERNANCE STRUCTURE



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



# Governance Structure: IDFA Executive Council



## IDFA Executive Council

**Conduct the  
official business of  
the association**

**15-25 Members**

**Nomination and  
Governance  
Committee**

**Includes  
Chairs/Vice Chairs  
of Industry  
Segment Boards**

**In place by  
January 1, 2019**

# Nomination and Governance Committee



## Chairman of IDFA Board of Directors

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

## Officers of the MIF Board of Directors

- Chair: Jay Bryant, Chief Executive Officer, Maryland and Virginia Milk Producers Cooperative Association, Inc.
- Vice Chair: Ralph Scozzafava, CEO, Dean Foods Company
- Secretary: Tim Walls, Executive Vice President, Schreiber US, Schreiber Foods, Inc.
- Treasurer: Paul Corney, President & COO, Saputo Dairy Foods USA

## Officers of the NCI Board of Directors

- Chair: David Ahlem, CEO and President, Hilmar Cheese Company, Inc.
- Vice Chair: Terry Brockman, President & COO, U.S. Division, Saputo Cheese USA Inc.
- Secretary: Tom Murphy, President, Brewster Cheese Company
- Treasurer: Dan Zagzebski, President & CEO, Great Lakes Cheese Co., Inc.

## Officers of the IICA Board of Directors

- Chair: Alan Thomsen, President & CEO, Schoep's Ice Cream Co., Inc.
- Vice Chair: Ken Jorgensen, Director, Dairy Operations, H-E-B
- Secretary: VACANT
- Treasurer: Rich D. Draper, Chief Executive Officer, The Ice Cream Club, Inc.

# Governance Structure: Industry Segment Boards



Provide **strategic vision, policy direction** and leadership on **segment-specific issues**

**Chairs and Vice Chairs** will work to select the candidates between **January and March**

**First Meetings in March** in conjunction with ProFood Tech (March 26-28)

# Transition to New Governance Structure

- 1. Nomination and Governance Committee** to select members of IDFA Executive Council and chairs and vice chairs of Industry Segment Boards
- First Conference Call scheduled for **November 1** with plans for in-person meeting in Washington **December 4-5**.
- IDFA Executive Council in place by **January 1** with first meeting at the Dairy Forum
- IDFA team will work with the chairs and vice chairs of the **Industry Segment Boards** to determine the segment board member candidates **between January and March**.
- First Meetings of the **Industry Segment Boards** will be held in conjunction with ProFood Tech (**March 26-28**) in **Chicago**.

# Nomination and Transition Procedures

## IDFA Executive Council and Industry Segment Boards INTEREST FORM

The new IDFA Governance Structure provides for a new leadership structure to include an IDFA Executive Council with 15-25 members and five Industry Segment Boards that represent fluid milk, ice cream, cheese, yogurt and cultured products, and ingredients, with flexibility for additional products and Industry Segment Boards in the future.

The strength of the new leadership structure is its mix of expertise, talents, experiences, and perspectives. We are asking members of the previous boards to indicate your interest in being considered for a seat on the inaugural Executive Council and Industry Segment Boards by completing the form below and submitting to [hsoubra@idfa.org](mailto:hsoubra@idfa.org) by October 15, 2018. We would be honored to have your continued service.

### PROPOSED PROCESS

#### IDFA EXECUTIVE COUNCIL

The interim IDFA Nomination and Governance Committee to convene in October and November to nominate officers and members of IDFA Executive Council and chairs and vice chairs of Industry Segment Boards.

#### INDUSTRY SEGMENT BOARDS

The IDFA team and chairs and vice chairs of the Industry Segment Boards will work together to determine the process for filling the board seats between January and March, in time for their first board meetings in March.

#### PERSONAL INFORMATION

NAME: \_\_\_\_\_

POSITION/TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

MOBILE PHONE: \_\_\_\_\_

OFFICE PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME OF ASSISTANT AND EMAIL: \_\_\_\_\_

PLEASE INDICATE BELOW WHICH LEADERSHIP GROUP YOU ARE INTERESTED IN SERVING ON.

IDFA EXECUTIVE COUNCIL

INDUSTRY SEGMENT BOARDS

IDFA FLUID MILK BOARD

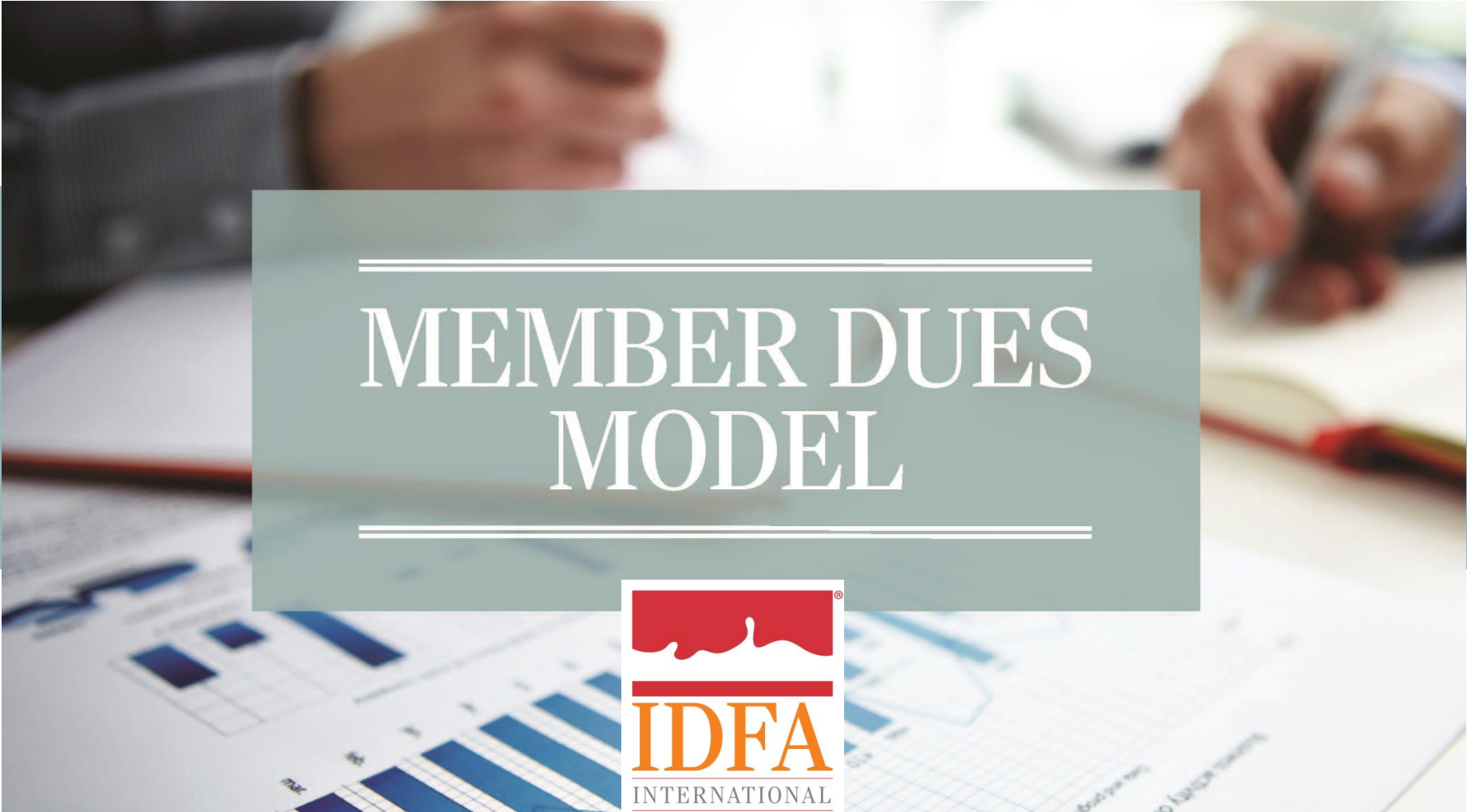
IDFA ICE CREAM BOARD

IDFA CHEESE BOARD

IDFA YOGURT AND CULTURED PRODUCTS BOARD

IDFA INGREDIENTS BOARD

Please save this document as "Your Name - \_Executive Council\_Industry Segment Board Interest" and email it to [hsoubra@idfa.org](mailto:hsoubra@idfa.org). Thank you for your willingness to serve.



# MEMBER DUES MODEL



# Overview & Timeline – Governance/Dues



## PHASE 1

### January 2018

- Convened 12 Member Working Group
- Partnered with The Moery Company
- Moery Company Interview/Evaluation Process

### March 2018

- Moery Presented Findings to Budget & Finance Committee 3/13
- March – May:  
With Support from Committee – IDFA Developed Framework for Governance and Membership Model

### May 2018

- Moery Group Presentation on recommendations
- Illustration of Framework to Board
- Board Vote to Proceed with Phase 2 of development of member model, governance and bylaws

## PHASE 2

### October 2018

- IDFA Board Action on Motions
- IDFA Board vote on New Governance Structure
- Staff/Counsel Update on Dues Model Progress

### March 2019

- Exec. Council Vote on New Membership Model
- Pending Approval, Full Membership Vote on New Model

### July 2019

- Pending Approval, New Model Execution

# Background: Why a New Dues Model?



- Ties into new governance proposal with one organization (not a federation of 3)
- Reconciles 3 separate dues structures that were never designed to be consistent across categories
- Facilitates bringing in members who don't easily fit in a milk, ice cream or cheese bucket
- Over the years, inconsistencies have developed even with organizations
- Need to stabilize and secure funding for IDFA to ensure continuation of programs and activities members value



- A basis for dues that can be applied sensibly to all members
- Focus on size of business based on volumes of milk solids used in operations - representing dairy companies based on the most fundamental characteristic that defines them as a dairy company
- Calculate milk solids as the common denominator of every milk input, dairy ingredient, or dairy output

# May – October Feedback & Listening Sessions



MAY 25	Secure Advisory Partners for Governance and Membership Initiatives
JUNE 18	Member Meeting #1, Hilton Chicago O'Hare Governance Framework and Listening Session
JUNE 29	Member Conference Call to Provide Summary of June Meeting
JULY 31	Member Meeting #2, Hilton Chicago O'Hare Membership Deep Dive
AUGUST 15	Member Conference Call to Provide Summary of July Meeting
AUGUST 20	Member Meeting #3, Hilton Chicago O'Hare Feedback on Revised Proposal
SEPTEMBER 10	Final Proposal Circulated to Board Members
SEPTEMBER 12	Member Conference Call to Review Proposal
OCTOBER 4-5	Board Vote on New Governance Structure Proposal

- 3 In-person Listening Sessions
- 3 Group Conference Calls
- Dedicated small group segment/business model calls: Milk, Cheese, Ice Cream, Yogurt, Ingredients, Retail, Cut & Wrap, Co-Op
- To date, contact with nearly 70 Member Companies

# Models & Metrics Explored



## MEMBER DUES MODEL

### Banded

By which fixed dues pricing would be based on sales or volumes within ranges

### Variable

Dues vary directly with size (was applied to both sales and volume)

### Fixed plus Variable

Dues include a fixed amount plus an amount that varies directly with size

### Cap and Cup

Dues model with a minimum and maximum dues that supersedes the variable rate

### Progressive Rate

Variable rate with an increasing rate for larger companies

### Regressive Rate

Variable rate with a decreasing rate for larger companies

### Slant Curve Model

Entry of fixed rate with increase occurring at a declining rate per unit of volume

# Overview & Timeline

## PHASE 1

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# Member Dues Model – Next Steps



- **October 25<sup>th</sup> – Outreach to broader membership/Collect milk solids data from all operating members to allow final model calibration**
- **Refine data collection and dues calculation software tool**
- **Fall 2018 -- Develop transition strategies for next 1-3 years to facilitate FY19 budgeting and provide transition assistance as needed**
- **March 2019 – Board Vote to Approve New Membership Model**
- **July 2019 – Launch new dues structure**



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# Legislative Priorities

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# 2018 Farm Bill



# Joint IDFA/NMPF Farm Bill Priorities



- Improve the Dairy Margin Protection Program;
- Change the Class I mover and extend the Dairy Forward Pricing Program for Class II, III and IV Milk;
- Include a dairy purchase incentive program within SNAP





**Goal: Provide tools needed to allow processors, cooperatives and dairy producers to better manage price risk on all Classes of milk regulated under Federal Milk Marketing Orders**

- **Change** the Class I mover from the higher of Class III and Class IV to the simple average of Class III and Class IV plus a \$0.74 adjustor
- **Extend** the current dairy forward pricing program for Class II, III and IV milk



# SNAP Milk Incentive Program

- House Farm Bill
  - Snap Retailer Program- \$120 million annually
  - FINI Program- \$45-\$65 million annually
- Senate Farm Bill
  - SNAP Fluid Milk Pilot Program- \$20 million discretionary funding over five years



- Current farm bill expired on September 30<sup>th</sup>
- Minimal disruption to current programs except:
  - Dairy Forward Pricing Program
  - Foreign Market Development Program
- During a lame duck session, Congress will either:
  - Pass a new compromise farm bill, or
  - Extend the current farm bill into 2019



# FY 2019 Appropriations



- ✓ \$1.5 million for Agricultural Research Service (ARS) ice cream waste solutions.
- ✓ \$3 million increase in funding for FDA's Office of Nutrition and Food Labeling for SOI regulations.

# Ice Cream Appropriations \$1.5 million

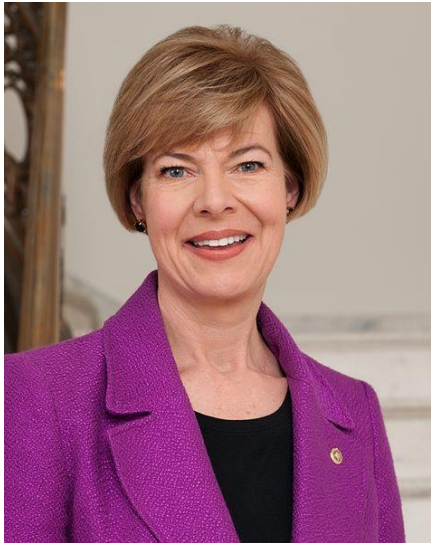


## House

**Rep. Mark Pocan (D-WI)**

**Rep. David Young (R-IA)**

**Rep. Dutch Ruppersberger (D-MD)**

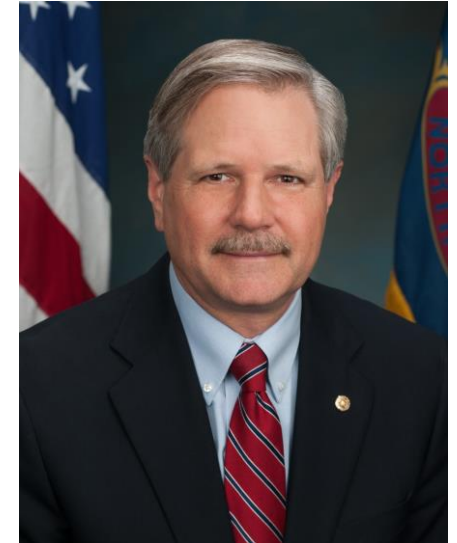


## Senate

**Senator Jerry Moran (R-KS)**

**Senator Tammy Baldwin (D-WI)**

**Senator John Hoeven (R-ND)**



# FDA Funding \$3 million

## House

**Rep. Mike Simpson (R-ID-02)**

**Rep. Pete Aguilar (D-CA-31)**

**Rep. Kevin Yoder (R-KS-03)**

**Rep. David Valadao (R-CA-21)**

**Rep. Robert Aderholt (R-AL-04)**

## Senate

**Senator Roy Blunt (R-MO)**

**Senator John Hoeven (R-ND)**

**2% Nutrition**

**\$1 Billion  
FDA Food  
Safety &  
Nutrition  
Funding**





\$3 Million for SOI



\$1.5 Million



## Ag Appropriations Conference

- Fate of the FY19 Agriculture Appropriations bill remains uncertain.
- Continuing Resolution through December 7
- Resolution possible in the “Lame Duck”



# Natural Cheese



# Codifying Useful Regulatory Definitions (“CURD” Act)



## S. 2322

## H.R. 4828



Sen. Ron Johnson  
(R-WI)



Sen. Ron Wyden  
(D-OR)



Rep. Billy Long  
(R-MO-07)



Rep. Ron Kind  
(D-WI-03)

# Senate Hotline Process

- Used to pass non-controversial bills
- Requires support of relevant committee chair and ranking member
- Ask all 100 Senate Offices to advise leadership if they object to passing a hotlined bill
- If no objection is filed, bill will be passed on the Senate floor by unanimous consent.



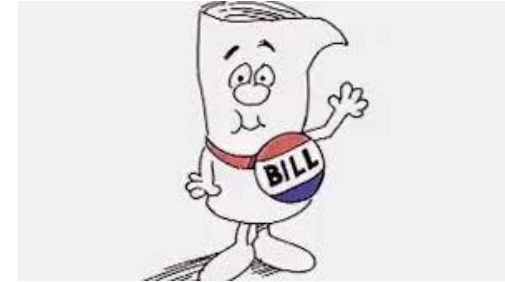
Streamlined floor procedures often used for non-controversial bills with bipartisan support

- Limited debate
- No amendments allowed
- Requires 2/3 vote to pass



## Possible Legislative Vehicles:

- Government funding bill - C.R. expires December 7<sup>th</sup>
- Farm bill or farm bill extension
- Emergency Supplemental Disaster Funding (Hurricane Michael)
- Extension or reauthorization of National Flood Insurance Program



# Congressional Calendar



**November 6**

**Election Day**

**Nov. 13–Dec. 14**

**Lame-Duck Session**

**Goal: Get Natural Cheese Bill passed this Congress.**



# Trade Update



## KEY ELEMENTS FOR DAIRY:

### Mexico

- Preserved #1 market

### Canada

- Eliminated Canada's Class 6 & 7 six months after USMCA entered into force
- Prices for MPCs, SMP, and infant formula not lower than:  
USDA NFDMM price - Canada's applicable processor margin X Canada's yield factor
- Capped Global Exports:

YEAR	MPC plus SMP Thresholds
1	55,000 MT
2	35,000 MT
YEAR	Infant Formula Thresholds
1	13,333 MT
2	40,000 MT



## KEY ELEMENTS FOR DAIRY:

### Canada

- Market Access:

Product	Year 6 Volume
Fluid Milk	50,000 MT
Cheese	12,500 MT
Cream	10,500 MT
SMP	7,500 MT
Butter & Cream Powder	4,500 MT
Conc. & Cond. Milk	1,380 MT
Yogurt & Buttermilk	4,135 MT
Powdered Buttermilk	520 MT
Nat. Milk Const.	2,760 MT
Ice Cream & Mixes	690 MT
Whey	4,134 MT
Other Dairy	690 MT

## Trade Promotion Authority

Aug. 31 – Congress notified of intent to sign agreement

Sept. 30 – Release of text to public

Nov. 29 – Partners sign agreement

Jan. 28 – Report on required changes to U.S. law

March 14 – Int'l. Trade Commission report required

March/April – Congressional consideration and implementation

## Section 232 – National Security; Dept. of Commerce

- June 1: U.S. imposed 25% tariff on imported steel  
U.S. imposed 10% tariff on imported aluminum
- June 5: Mexico retaliated with 10-15% tariff on U.S. cheese
- July 1: Canada retaliated with 10% tariff on U.S. yogurt, pizza & quiche
- July 5: Mexico increased tariff on U.S. cheese to 20-25%

## **Section 301 – China’s IP practices ; USTR**

**July 6:** U.S. imposed a 25% tariff on \$34 billion of Chinese goods

**July 6:** China retaliated in kind with 25% tariff on U.S. milk, cream, yogurt, whey, butter & cheese

**August 23:** U.S. imposed 25% tariff on \$16 billion worth of Chinese goods

**August 23:** China retaliated with 25% tariff on \$16 billion worth of U.S. goods

**September 17:** U.S. announced \$200 billion in tariffs & threat of an additional \$267 billion in tariffs if China retaliated in any way

**September 24:** U.S. imposed 10% tariff on \$200 billion worth of Chinese goods

**September 24:** China retaliated with 5-10% tariff on U.S. lactose, infant formula, etc.

**All U.S. Dairy Products Now Impacted**

# Potential Bilateral Agreements

- Japan
- EU
- United Kingdom
- Philippines
- African Country (Kenya, South Africa, Nigeria)

# Trade Mitigation Package – Up to \$12B



First Tranche - \$6.1 billion

3 components:

- 1. Market Facilitation Program:** \$4.7B payments to commodity producers –\$127.4M for dairy; Apply Sept. 4, 2018 - Jan 15, 2019
- 2. Agricultural Trade Promotion Program:** provide cost-share assistance to organizations for overseas activities - \$200M; Awarded on a merit basis; Apply before Nov. 2, 2018
- 3. Food Purchase and Distribution Program:** purchase \$1.2B commodities & distribute to food banks - \$84.9M for fluid milk and cheese in addition to the Section 32 purchase of \$50M of fluid milk = **\$135M**

Second Tranche: Uncertain

# USDA Fluid Milk Awarded Solicitations



**Section 32 Purchases:**  
*(Delivery Oct. 15, 2018 – Dec. 5, 2018)*

**Total Quantity:**  
62,981,833.50 lbs.

**Total Dollars:**  
\$20,441,294.31

Supplemental \$10 million solicitation  
for fluid Milk just announced!

# USDA Purchase of Fluid Milk & Cheese



## \$84.9 Million Food Purchase and Distribution for Trade Mitigation Purchase of Dairy

- September 11, 2018 Pre-Solicitation Announcement

Material Description	Solicitation	Delivery Timeframe
CHEESE PROCESS REGULAR LOAVES 6/5 LB	October 2018	December 16, 2018 – March 31, 2019
	January 2019	April – June 2019
CHEESE CHEDDAR YELLOW CHUNKS PKG 12/1 LB	October 2018	December 16, 2018 – March 31, 2019
	January 2019	April – June 2019
FLUID MILK HALF-GAL or GALLON	January 2019	April – June 2019
	April 2019	July – September 2019

- **Only USDA approved vendors can bid**
  - Approval is via the USDA Website: [www.ams.usda.gov/selling-food](http://www.ams.usda.gov/selling-food)





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# Domestic Regulatory Issues

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**IDFA**

INTERNATIONAL  
DAIRY FOODS  
ASSOCIATION

# FDA's Multi-Year Nutrition Innovation Strategy

*Cary Frye*



# FDA's Nutrition Innovation Strategy

Modernizing Standards of Identity



Modernizing Claims



Modernizing Ingredient Labels



Implementing Nutrition Facts Label



Reducing Sodium



## IDFA Written Comments - October 11, 2018

- Input from IDFA's Regulatory Committee and Standards Modernization Task Force member
- Aligned with previous policy recommendation for CFSAN Regulatory Reform
- Food standards modernization a must
- Hold off on "Healthy" icon
- Support simple ingredient labeling
- Transform Temporary Marketing Permit process
- Push for action on long - pending dairy petitions
- Completion of yogurt standards (2009)



# Expand Filtered Milks for Cheese

## IDFA convenes FDA and Dairy Leaders to Discuss Expanding Technology for Cheese



- New approaches for high quality cheese and milk-derived whey
- Advantages of microfiltered (MF) milk technology
- Evolution of MF in other countries
- Research showing composition and nutritional parity with MF milk
- General request for FDA to expand use of filtered milk for cheese to include MF milk
- Allowing an ingredient declaration of “milk”



## Labeling Plant-Based Products

- September 28<sup>th</sup> FDA Announced: Request for Information on “Use of Name of Dairy Foods in Labeling Plant-Based Products”
- Help FDA determine how to develop guidance for labeling plant-based products
- Seeking information, data, consumer research to determine if labeling using dairy terms “milk,” “yogurt,” “cheese” are confusing or misleading to consumers
- Do consumers understand difference between the basic nature, characteristics, ingredient and nutritional content of plant-based products and their dairy counterparts?
- Seeking Regulatory Committees input – Oct. 16 & Nov. 2 calls



# EPA's Risk Management Plan Rule



# EPA RMP Rule – Two Tracks

## Clean Air Act – Accidental Release Prevention, Risk Management Plan/Program

- 10,000 lb+ anhydrous ammonia in refrigeration systems
- Use of chlorine in wastewater pretreatment systems

2017 final RMP  
rule (IDFA  
opposed)

EPA “delay rule”  
pushed effective  
date to 2019

“Delay rule”  
invalidated Aug.  
2018

2017 rule now  
effective

2018 proposed  
RMP rule (IDFA  
supported)

Rescinds many  
2017 rule  
provisions

EPA expects to  
finalize Jan.  
2019

Likely to be  
challenged in  
court



# 2017 Rule Compliance Dates



**Mar. 14, 2018**

- **Emergency response coordination activities**

**Mar. 15, 2021**

- **Third-party audit**
- **Root cause**
- **Information sharing**
- **Emergency response exercises**

**Mar. 15, 2022**

- **Submit updated RMP to EPA**

# USDA's Proposed Rule on Bioengineered Food Disclosure



# Background



- USDA Agricultural Marketing Service (AMS) rule - mandatory, national system for disclosing and labeling of bioengineered food via text, symbol, electronic link/QR code
- Rule at White House Office of Management and Budget
- USDA stating it aims to finalize rule Dec. 1, 2018
- USDA stating it may seek to tie rule's effective date to Jan. 1, 2020 Nutrition Facts Label
- IDFA filed comments Jul. 3; met with OMB Sept. 21
- Key IDFA themes:

Aligns with  
consumers' demand  
for transparency

Recognizes  
bioengineering as a  
safe and proven  
technology

Minimizes  
recordkeeping &  
reflects standard  
industry practices

# Highlights of IDFA Comments



Possible Symbols

- ✓ **Mandatory disclosure of highly refined ingredients**
- ✓ **0.9% disclosure threshold**
  - ✓ VT - content of the total weight of the food or EU - presence is adventitious or technically unavoidable
- ✓ **Standard must be non-disparaging, especially in disclosure text, symbol and placement**
- ✓ **Standard applies to imported foods**
- ✓ **Companies free to include additional truthful and non-misleading information, e.g., cows not fed GE crops**
- ✓ **At least 24-month compliance date allowing dairy companies to use existing label stock (48+ months for companies complying with Vermont Law)**

Support Key  
Exclusions  
from  
Disclosure

- Enzymes, vitamins and incidental additives
- Food sold in restaurants/similar retail establishments, very small manufacturers
- Animals that consumed BE feed/treated with BE drugs
- Foods certified under the National Organic Program

# Enhancing U.S. Dairy Coordination on International Issues





## CHALLENGES

- Trade litigation risk
- Lack of science/evidence base
- Uncoordinated engagement across food and dairy industry
- Lack of appreciation/interest from policymakers (US and globally)

## OPPORTUNITIES

- Open new markets
- Trade facilitation
- Dispute settlement
- Safer food



## *IDFA International Standards Task Force*

- ✓ Define priorities
- ✓ Enhance engagement
- ✓ Improve coordination
- ✓ Leverage IDFA's advocacy capacity and relationships with policymakers



## *IDFA International Standards Task Force*

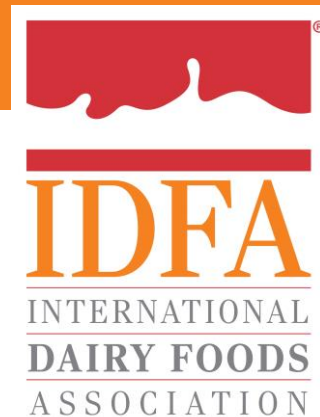


**Please contact:**

**John T. Allan - VP, Regulatory  
Affairs and International Standards**

**[JAllan@idfa.org](mailto:JAllan@idfa.org)**

# IDFA Knowledge Center/ Highlights of Upcoming Events





## Dairy Industry Policy Outlook for the 116<sup>th</sup> Congress

- House & Senate Overview
- Impact on Dairy Policy Agenda
- Analysis of Key Committee Changes and Agendas

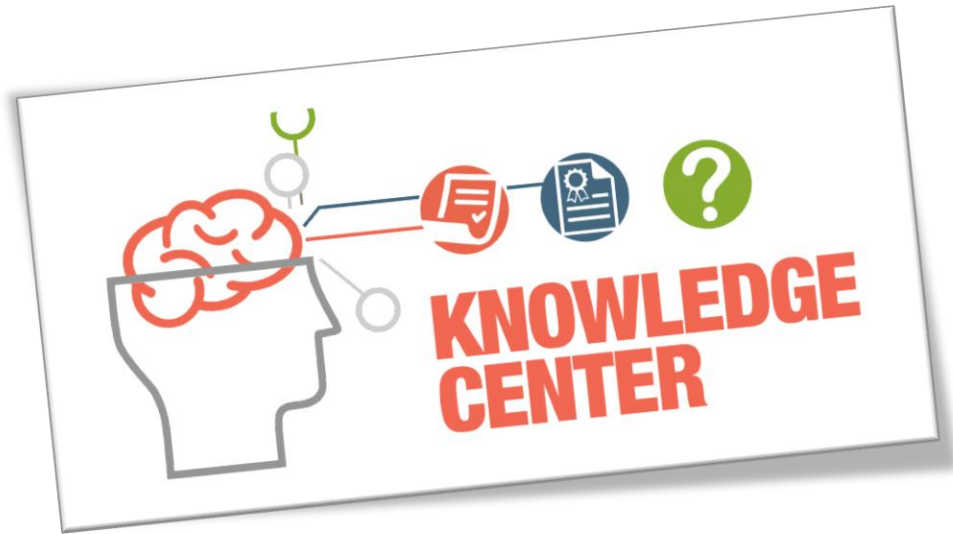
**December 11, 2018 | 1:00 - 2:00 p.m. EST**

**Register** <https://www.idfa.org/events/>

## Gold/Business Partner Call For Content

Send Topics of Interest to  
Tom Wojno - SVP, Innovation &  
Member Advancement

[Twojno@IDFA.org](mailto:Twojno@IDFA.org)



# Highlights of Upcoming Events

- 2018 Midterm Webinar: Dairy Outlook for New Congress - Dec. 11, 2018  
1:00 - 2:00 p.m. EST
- Dairy Forum 2019 – Jan. 20-23  
Orlando, FL
- International Sweetener Colloquium 2019 – Feb. 24-27  
Aventura, FL
- ProFood Tech 2019 – Mar. 26-28  
Chicago, IL
- Ice Cream Technology Conference 2019 – Apr. 16-17  
St. Petersburg, FL
- 2019 Membership Briefings – Dates TBD



# *dairy* FORWARD

## DAIRY FORUM 2019

**JANUARY 20-23**

THE RITZ-CARLTON GRANDE LAKES | ORLANDO, FL

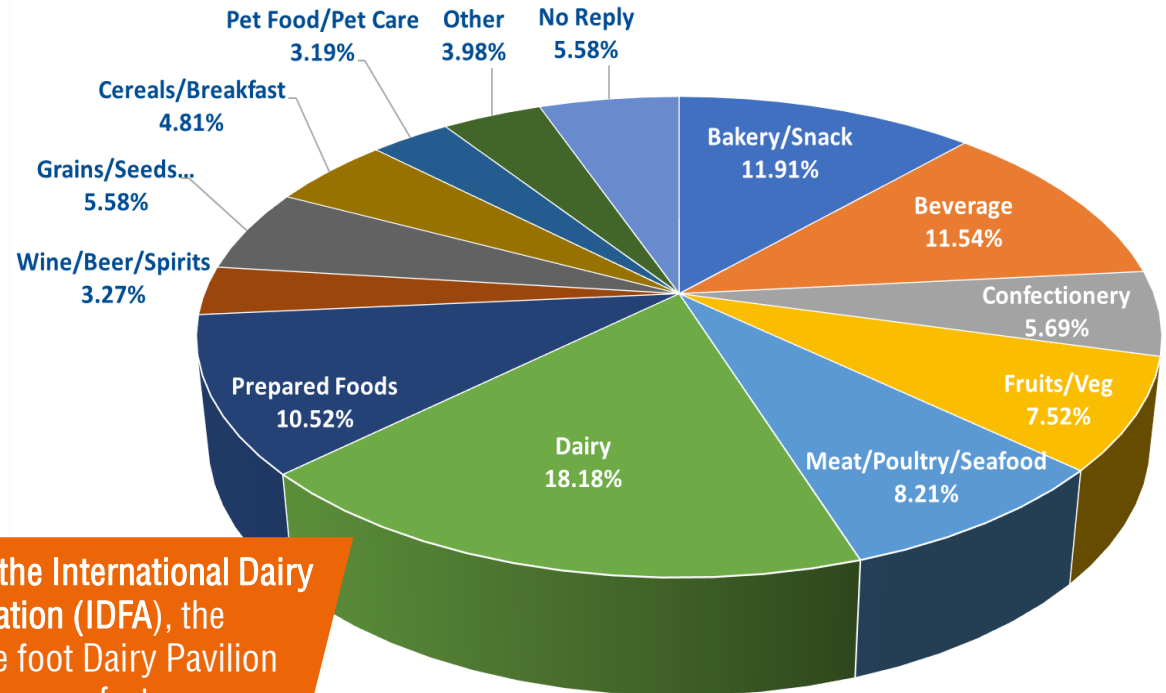
[WWW.DAIRYFORUM.ORG](http://WWW.DAIRYFORUM.ORG) | [#DAIRYFORUM](https://twitter.com/DAIRYFORUM)



## PFT 2017 Recap

- 6,602 attendees
- 447 exhibiting companies
- 144,247 net square feet of exhibits

## Industries Represented



Presented by the International Dairy Foods Association (IDFA), the 50,000 square foot Dairy Pavilion drew top dairy manufacturers.



## 2019 Goals



**\$250,000**  
net revenue

## What are attendees looking for?

Top 5 Reasons Attendees Came to ProFood Tech 2017:

- See the latest innovations in the food and beverage processing sector
- Develop relationships with new suppliers
- Identify best practices in the food and beverage processing sector
- Network with industry peers
- Obtain information needed to recommend a purchase

**Exhibit Sales**



## Member Support

- ✓ Register for and attend the show with your team
- ✓ Promote the show to the vendors you want to see there
- ✓ Participate:
  1. Walk the show floor
  2. Maximize networking opportunities
  3. Attend the educational sessions

### And most importantly:

- ✓ Give us suggestions and feedback

# Questions?



## IDFA Staff Presenters:

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Heather Soubra, Chief of Staff – [hsoubra@idfa.org](mailto:hsoubra@idfa.org), (202) 220-3551

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Donald Grady, Manager, Legislative Affairs – [dgrady@idfa.org](mailto:dgrady@idfa.org), (202) 220-3524

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Thank You!

