



IDFA

**International
Dairy Foods Association**

IDFA Issues Briefing

Thursday, October 7 | 11:00 a.m. – 1:00 p.m. ET



IDFA

**International
Dairy Foods Association**

Welcome

Heather Soubra, Chief of Staff



Schedule of Events



October 7, 2020	
11:00am - 1:00pm EST	Issues Briefing
2:00pm - 3:30pm EST	IDFA Ice Cream Board Meeting
October 8, 2020	
10:00am - 11:30am EST	IDFA Yogurt & Cultured Products Board Meeting
12:00pm - 1:00pm EST	Dairy Innovator Dialogue with Dan Zagzebski
1:00pm - 2:30pm EST	IDFA Fluid Milk Board Meeting
3:00pm - 4:30pm EST	IDFA Cheese Board Meeting
October 9, 2020	
10:00am - 11:30am EST	IDFA Ingredients Board Meeting
12:00pm - 1:00pm EST	Lunch and Learn featuring Kyle Dropp, Morning Consult
1:30pm - 3:30pm EST	IDFA Executive Council Meeting



IDFA

**International
Dairy Foods Association**

Antitrust Statement

Danielle Quist, Vice President,
Regulatory Affairs and Counsel





IDFA
**International
Dairy Foods Association**

Chairman's Remarks

Dan Zagzebski, Chairman, IDFA Executive Council,
and President & CEO, Great Lakes Cheese Co., Inc.



Nomination and Governance Committee



Dan Zagzebski, President & CEO, Great Lakes Cheese Co., Inc.



Terry Brockman, President & COO, U.S. Division, Saputo Cheese USA Inc.



Philippe Caradec, Vice President, Public and Government Affairs, Danone North America



Ed Mullins, Executive Vice President & CEO, Prairie Farms Dairy, Inc.



Brian Phelan, CEO, Glanbia Nutritional, Glanbia plc



Erin Sharp, Group Vice President, Manufacturing, The Kroger Co.



Patricia D. Stroup, Global Vice President and Head of Commodities, Nestle S.A.



Mike Wells, President and Chief Executive Officer, Wells Enterprises, Inc.



IDFA
**International
Dairy Foods Association**

Chairman's Remarks

Dan Zagzebski, Chairman, IDFA Executive Council,
and President & CEO, Great Lakes Cheese Co., Inc.





IDFA

**International
Dairy Foods Association**

State of the Industry

Michael Dykes, D.V.M. *President and CEO*





Current State

Reflections and
Learnings

Path Forward

Current State

Record unemployment 25-30 million
Americans are receiving unemployment
benefits

Higher food insecurity

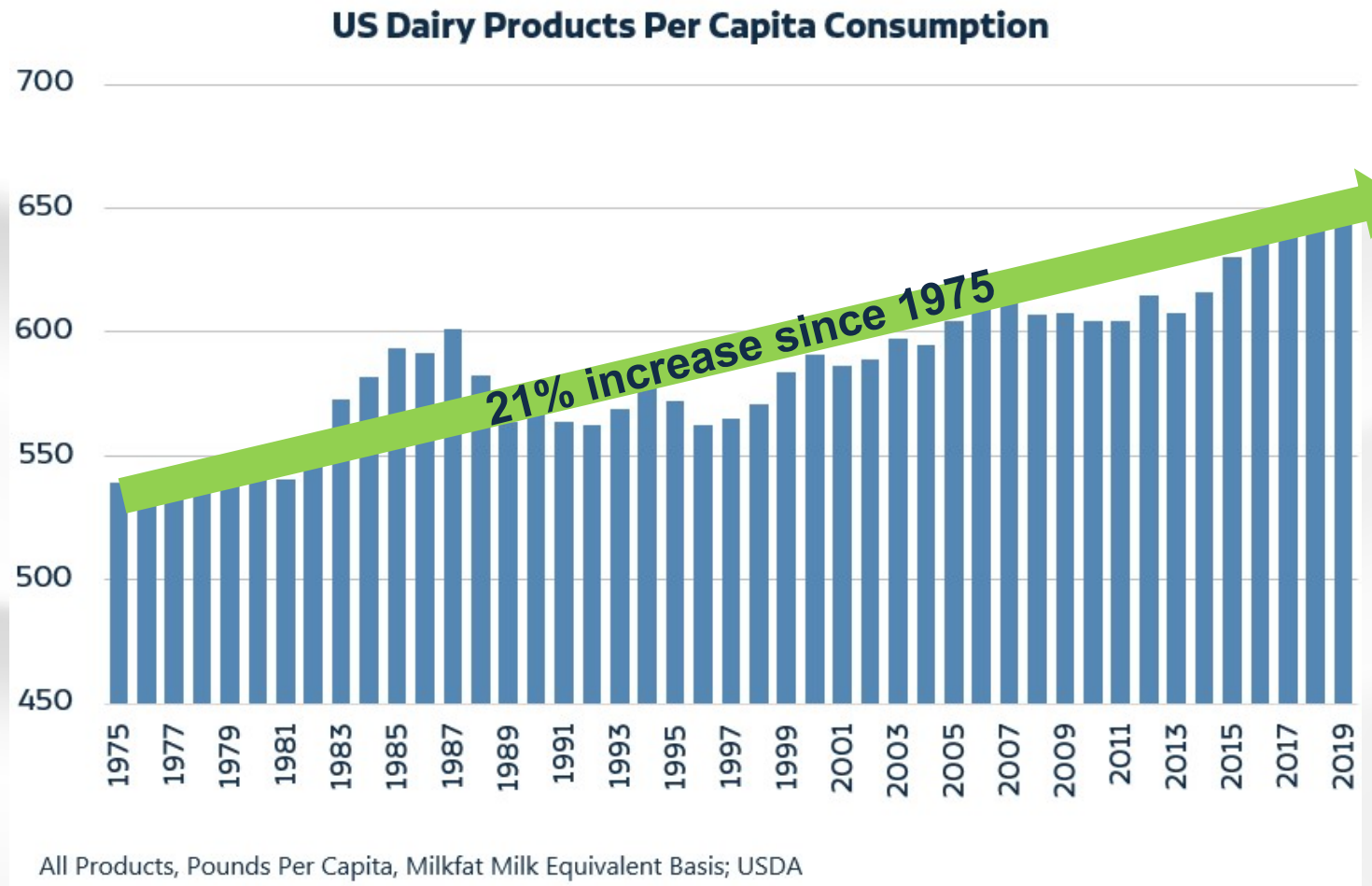
Economic lockdown -\$3.3 trillion federal
deficit

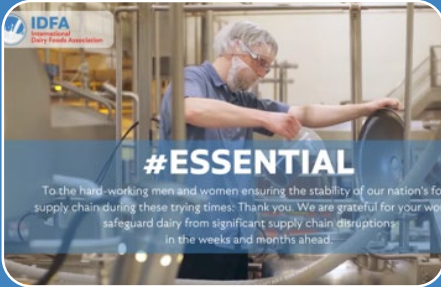
Uneven and uncertain recovery

Tremendous uncertainty – volatility,
e-commerce, trade, organizations,
budgets, government support



American Dairy Consumption Reaches All-Time High; Cheese, Butter and Yogurt Continue to Drive Growth for Dairy Industry





Health and safety of workforce



Maintain the supply chain intact

- Financial assistance to farmers and processors
- Reduce milk supply



US Government purchases to feed people

Your Leadership has Made a Difference for Dairy



IDFA
International Dairy Foods Association

Dear Dairy Community,
Today's announcement by the White House and USDA—the Coronavirus Food Assistance Program—is an important first step that begins to bring much needed relief to the U.S. dairy industry. With \$10

A photograph of a man and a woman in a warehouse setting. The man is in the foreground, wearing a dark blue hoodie over a blue shirt, smiling. The woman is behind him, also smiling. They are surrounded by large white milk jugs and other dairy products. In the background, there are high industrial shelving units filled with bags of feed or other supplies.

#ESSENTIAL

To the hard-working men and women ensuring the stability of our nation's food supply chain during these trying times: Thank you. We are grateful for your work to safeguard dairy from significant supply chain disruptions in the weeks and months ahead.

A photograph of a man wearing safety glasses and a beard, working in a factory setting. He is focused on a task, possibly operating machinery. The background shows industrial equipment and pipes.

Thank You To Our #Essential Workers in Our Food Industry

Watch later Share

INTERNATIONAL DAIRY FOODS ASSOCIATION

From everyone at IDFA – Thank You.

A photograph of a man in a denim shirt looking at a smartphone. Overlaid on the image is the IDFA logo, which is a circular emblem with a milk splash and the text "INTERNATIONAL DAIRY FOODS ASSOCIATION". Below the logo is a play button icon.





IDFA

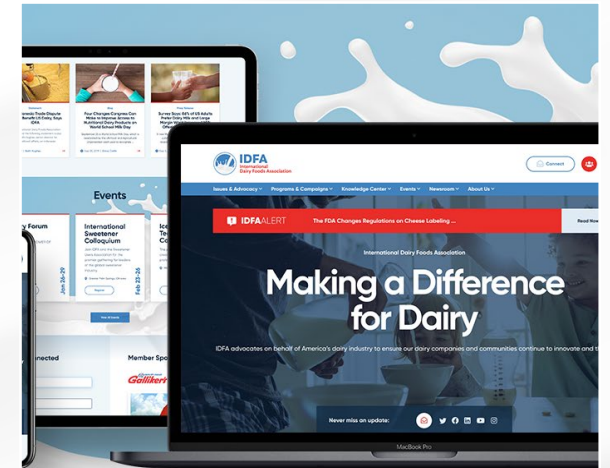
International Dairy Foods Association



Advocacy



Regulatory



Communications



Technology
Turbo Charged



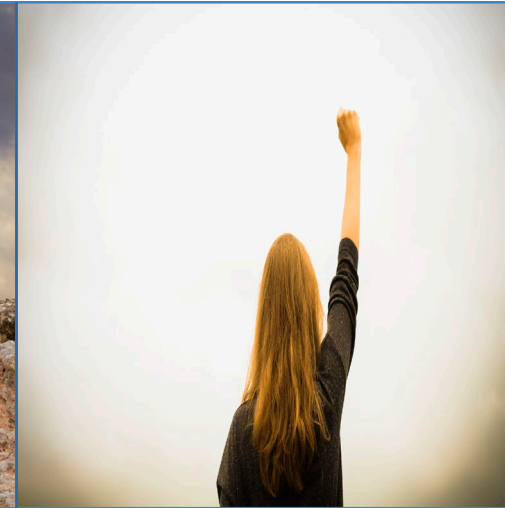
Trust more
important than
ever



Deglobalization
is increasing



Political risk is
growing
Rural – Urban
Divide



Cultural
changes will
drive reform

IDFA **Vision** for the **Future**

McKinsey & Company



IDFA *Vision* for the *Future*

Drivers and Direction



Global
Competitiveness



Sustainability



Industry Evolution



Innovation &
Technology

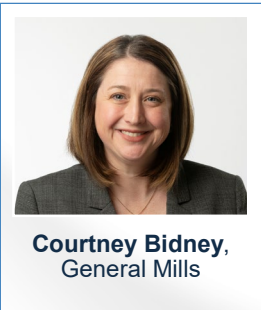


Workforce of the
Future

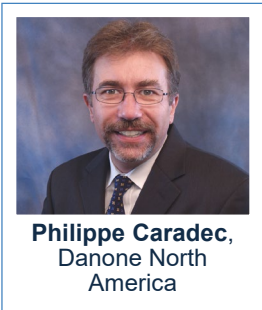


Political Outlook

Vision for the Future Task Force



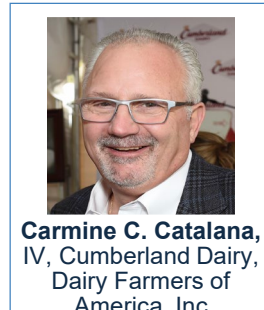
Courtney Bidney,
General Mills



Philippe Caradec,
Danone North
America



Patrick Carroll, IMA
Dairy & Food USA



Carmine C. Catalana,
IV, Cumberland Dairy,
Dairy Farmers of
America, Inc.



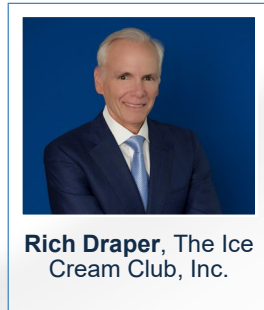
Patrick Criteser,
Tillamook County
Creamery Association



Joe Diglio, Michigan
Milk Producers
Association



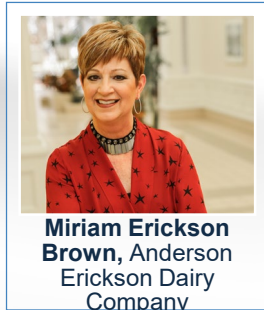
Heather Draper,
The Ice Cream
Club, Inc.



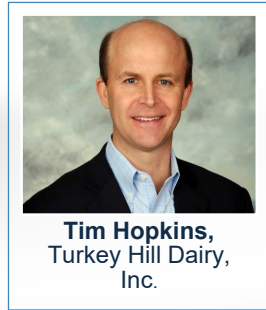
Rich Draper, The Ice
Cream Club, Inc.



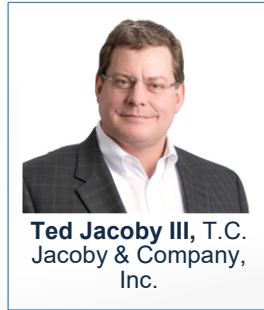
Kurt Epprecht,
Great Lakes Cheese
Co., Inc.



**Miriam Erickson
Brown,** Anderson
Erickson Dairy
Company



Tim Hopkins,
Turkey Hill Dairy,
Inc.



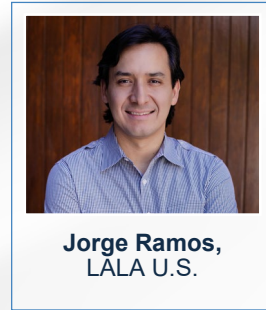
Ted Jacoby III, T.C.
Jacoby & Company,
Inc.



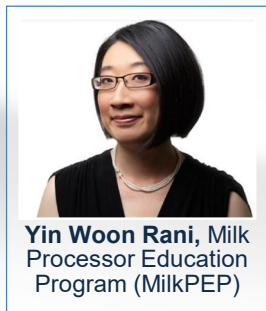
Dan LaMarche, Vice
President, Operations,
Agropur U.S.



Brian Perry, Perry's
Ice Cream
Company, Inc.



Jorge Ramos,
LALA U.S.



Yin Woon Rani, Milk
Processor Education
Program (MilkPEP)



Caleb Robinson,
Saputo Dairy Foods
USA, LLC



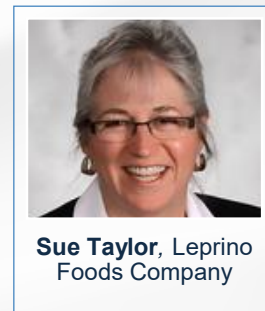
Jim Sartori, Sartori
Company



Neal Schuman,
Schuman Cheese



Scott Sexton,
Dairy.com



Sue Taylor, Leprino
Foods Company



Mike Wells, Wells
Enterprises, Inc.

Where are we in the process

1

**Assess key
segment
board drivers**

Articulate the strategic question and identify market trends and uncertainties

2

**Identify
critical
uncertainties**

Analyze, categorize and prioritize market trends and uncertainties

3

**Develop
scenarios**

Build scenarios around critical uncertainties

4

**Identify
strategic
options**

Assess impact of each scenario and develop strategic options

5

**Identify IDFA
role**

Prepare business operations and capabilities for the new strategy

Drivers

Drivers/ Driving forces are external future issues that will impact the future

Trends

Trends are drivers that are relatively certain in both their incidence and their impact on the future

Uncertainties

Uncertainties are drivers that are uncertain in both their incidence and their impact on the future

Plausible outcomes

Outcomes that are plausible (not possible) for any driver of the industry.
Uncertainties often have multiple divergent outcomes

Critical uncertainties

Critical Uncertainties are uncertainties that have a significant impact on the future and are highly uncertain

Scenarios

Scenarios are provocative and **plausible stories** about how the future might unfold. Scenarios are not predictions of the future. They are **precise but not accurate.**

Uncertainties

US Consumer preferences

Ecommerce

Sustainability concerns around dairy products

Standards of Identity

Size of alternative beverages category (plant based and cellular)

Labor availability/Immigration reform

US trade stance

Federal Milk pricing policy reform

Technology/innovation

Digital transformation/automation



IDFA

**International
Dairy Foods Association**

Making a Difference for Dairy!

More change is coming.

*Let's embrace, prepare, and lead
forward TOGETHER*



IDFA

**International
Dairy Foods Association**

Advocacy



David Carlin, SVP, Legislative Affairs & Economic Policy

Dairy Recourse Loan Program (S. 4354)

- Available to processors, packagers & merchandisers of any dairy product
- Inventories may be rotated
- Loans available over a 24-month period – until the restaurant and food service sectors have time to recover



Rep. Collin Peterson,
MN-7



Sen. Tina Smith (D-MN)

Tax Relief for Essential Workers (H.R. 6841/S. 4213)

- Provides partial exclusion from gross income taxes and temporary payroll tax relief for qualifying workers
- Available for essential workers in the dairy industry (plant workers and farm laborers)
- Would expire on the date that the federal emergency declaration is lifted



Sen. Joni Ernst (R-IA)

Food Security Protection Act (S. 4453)

- Provides grants to food banks to improve storage (including cold storage for dairy products)
- Strengthen partnerships to prevent food waste
- Provide grants and loans to help smaller food processors retool and buy new equipment to help them cater to new markets



**Sen. Debbie Stabenow
(D-MI)**



The House and Senate Passed *the Continuing Appropriations Act, 2021 and Other Extensions Act (CR)*

The CR maintained funding for our appropriations priorities.

1) \$1 million for the Healthy Fluid Milk Incentive Projects; 2) \$1.5 million for Ice Cream Research; and 3) increased Funding for FDA Standards of Identity Modernization.



IDFA

**International
Dairy Foods Association**

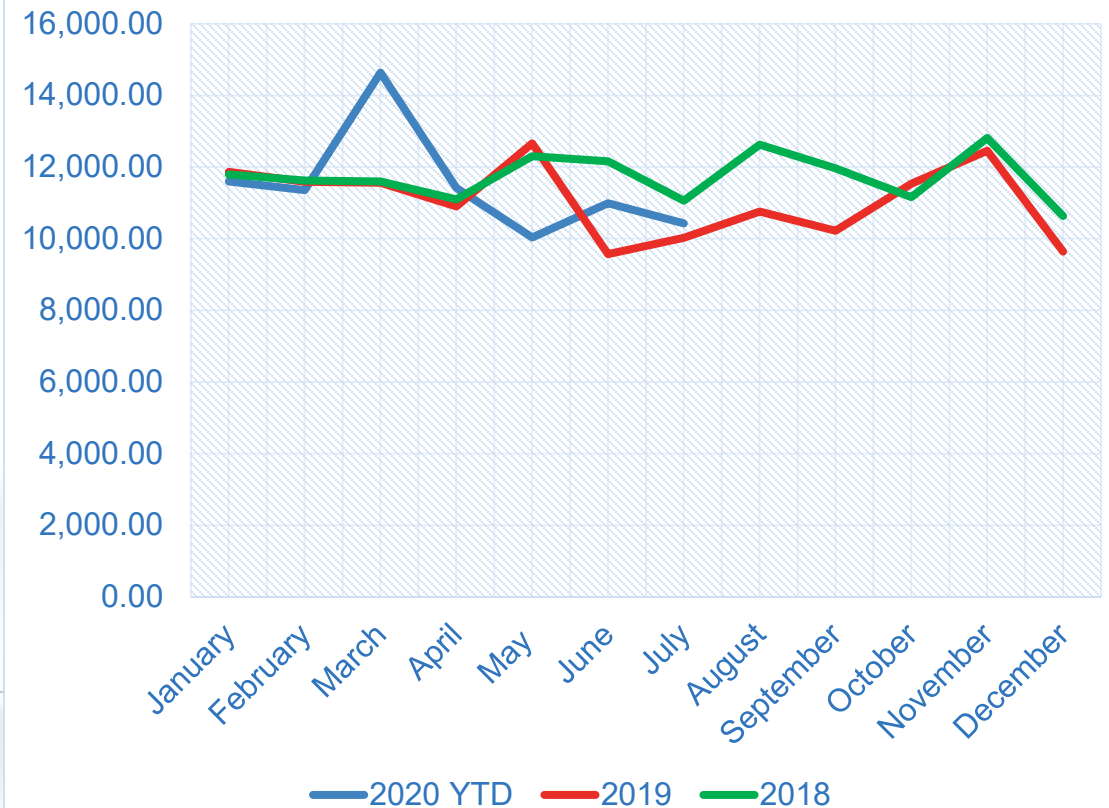
Trade Update



Becky Rasdall, Vice President, Trade Policy and International Affairs

- **Canada's TRQ Administration:**
 - Conditions for allocations don't align with USMCA obligations (*e.g. limiting allocations to processors, requiring presence in Canada, etc.*)
 - Reports of low fill rates
- **Canada's Price Classes:**
 - Canada's published information does not align with USMCA transparency obligations (*e.g. no yield factor, pooling information, etc. yet published*)
 - New Class 4(a) recreates same protein disposal problem as Class 7

Dairy Exports to Canada, by Volume (Millions of Metric Tons)



The Bad:

- Rumors of China pushing importers to buy non-US and Australian products over COVID.
- Increased tensions = increased opportunities for China to use dairy as a lever.
- China's determination to build up domestic milk supply.
- China's "dual circulation" policy focusing on reduced import reliance.

The Good:

- Continued short-term growth in whey demand.
- Continued tariff exclusions for whey.
- Long-term continued high fluid milk consumption predicted.
- Likely opportunity to push for Phase Two under a second Trump Administration.

The ???:

- Taiwan negotiations?
- Further COVID fallout?
- China's reporting on swine herd growth?
- China seeds = agricultural intelligence office?
- 430 recommendations in House GOP China Task Force report?
- New/increasing bilateral tensions or business prohibitions?



United Kingdom –

- Text negotiations progressing, but uncertainty remains due to election
- Major unresolved concerns surrounding the Irish border
- More likely to obtain US-UK agreement than UK-EU agreement



Kenya –

- First round of text negotiations in October
- Precedent opportunity for U.S. dairy, but dairy is an import sensitive product in Kenya

Trump Administration:

- Continued non-traditional approach to trade policy
- China Phase 2 hybrid with “decoupling”
- Possibility of switching from bilateral to multilateral negotiations
- Japan Phase 2
- Pursue other Asian bilateral negotiations
- TPP under a different name?
- TPA re-authorization needed but uncertain

Biden Administration:

- Return to more traditional trade policy or more tacit approach to trade
- Likely multilateral negotiating approach if engaged
- Reversal of China Phase 1
- Revisiting CPTPP
- Reversal of retaliatory tariffs
- TPA re-authorization uncertain



IDFA

**International
Dairy Foods Association**

Political Affairs



Colin Newman, Director, Political Affairs and Strategic Programs

Over 195

direct legislator contacts



- **5** Washington strategic fly-ins
- **2** Legislative fly-outs
- **+20** meet & greets, tours, other events
- June virtual fly-in month
- New grassroots platform (Phone2Action)



- **14** IDFA hosted fundraisers
- **\$400K** political footprint
- **Plan to distribute an additional \$30K**



IDFA Political Action
Committee

- **IDFA PAC** will continue to support our dairy champions
- November/December virtual fly-in
- Virtual new Member meet & greets





IDFA

**International
Dairy Foods Association**

Regulatory



Joe Scimeca, SVP, Regulatory & Scientific Affairs

■ **Standards of Identity (SOI)**

- Advocating for SOI Modernization using a horizontal approach
 - Written comments submitted July 20, 2020
 - Virtual meeting held with CFSAN ONFL on Sept 18, 2020
 - Horizontal approach would enable flexibility in ingredients, use of new technologies, change in shape/form/size, and other areas
- Stream-line TMP process for efficiency
- Minimize need for Evidentiary Hearing for Dairy SOI

■ **UF/MF Milk for Cheese**

- Written comments submitted Aug 13, 2020
- Advocating for adoption of proposed fluid UF milk proposed rule and expand to include MF
- No basis for a labeling requirement indicating UF/MF milk



- **Working with USDA to provide milk & dairy to those in need**
 - Guidance and assistance on USDA's Farmers to Families Food Box Program
 - Rd 2: with the extension, purchases of up to \$1.47 B
 - Rd 3: >200 BOAs, 50 contracts
 - As of end of Sept: > 100 M food boxes have been distributed
 - A grand total of up to \$4 B may be awarded
 - USDA Sec. 32 purchases for cheese, butter, yogurt and milk
 - Leadership in the creation of a Swiss Cheese CID
 - Food Nutrition Programs (CNP, SNAP, WIC, etc.)
 - Outreach on CNP waivers on meal timing, meal pattern flexibility, non-congregate feeding, package sizes, parent-guardians pick-up, among others
 - Enabled low-fat flavored milk to be sold





IDFA

**International
Dairy Foods Association**

Dietary Guidelines for Americans

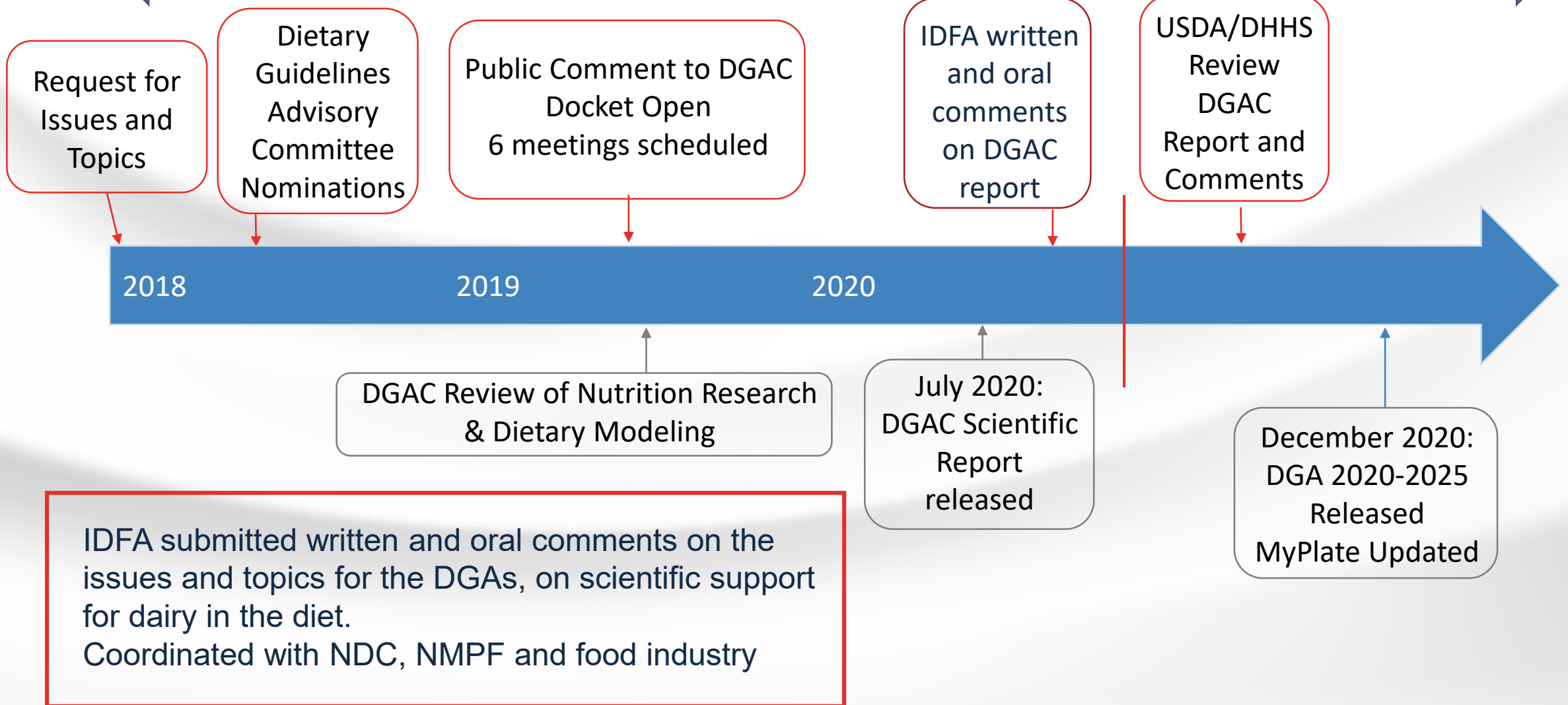


Michelle Matto, Regulatory Team

2020-2025 Dietary Guidelines for Americans



IDFA Goals: Maintain dairy group, 3 daily servings recommendation, promote dairy at all fat levels



IDFA submitted written and oral comments on the issues and topics for the DGAs, on scientific support for dairy in the diet. Coordinated with NDC, NMPF and food industry

Messages:

1. Affirm Key Recommendations Made by DGAC
2. Recommend Increased Dairy Consumption
3. Recognize Favorable Outcomes Related to Consumption of Dairy at All Fat Levels
4. Recommend No Less than 10% Added Sugars in Total Diet
5. Develop or update consumer-focused messaging and materials on the DGAs

Activities/Tactics:

- IDFA letter to USDA/DHHS staff
- IDFA members send letters to USDA/DHHS target audience
- Dairy farmer video testimonial to Secretary Perdue & President Trump
- Ask supportive members of Congress to encourage USDA/HHS to review studies on dairy at all fat levels
- Identify new or existing research on effective consumer messages from DGAC report, share with USDA
- IDFA webinar with Dr. Barbara Schneeman



IDFA

**International
Dairy Foods Association**

Food Safety and Other Regulatory

John Allan, Vice President, Regulatory Affairs and
International Standards



IDFA Comments (July 2020):

- Part of FSMA rulemaking; released in November 2019 for comment
- Congress adopted this provision in FSMA to address “lab shopping” by importers seeking to import contaminated product by retesting product at different labs until it tests negative for the contaminant of concern.
- Proposed “Food Testing Orders” would require certain product and environmental testing to be conducted by a lab accredited under the FDA program and the results provided to FDA.
- FDA’s proposed concept goes well beyond any need to address “lab shopping”.
- Proposed rule presents substantial policy, practical, and legal concerns, including:
 - FDA offered no basis nor purpose for food testing orders, consideration of alternative approaches, or acknowledgement of the agency’s existing authorities
- **Conclusion:** FDA should either remove the food testing order proposal entirely from the final rule or issue a re-proposal with a clear and limited scope.

IDFA Comments (August 2020):

- Intentional Adulteration (food defense) Rule: Another key part of FSMA rulemaking
- IDFA supports much of the third installment of the guidance.
- IDFA requested that FDA:
 - Emphasize the measures it will take to protect the sensitive nature of food defense plans.
 - Provide guidance to facilities on the measures they should take when a mitigation strategy fails and a contamination event is suspected.
 - Update certain examples to highlight the distinctions between monitoring and verification.
- **Conclusion:** Overall, IDFA supported guidance, but it needs to be strengthened or better clarified in certain areas.
- IDFA is looking to provide more training/assistance for members in building robust food defense programs and complying with the IA rule.



IDFA

**International
Dairy Foods Association**

BE Disclosure Rule



Danielle Quist, Vice President, Regulatory Affairs and Counsel

IDFA Advocacy for Clear Guidance

- Compliance date extension rejected – January 1, 2022
- July 2020 Guidance for documentation of “validated refinement processes” and ingredient testing
- Uncertainty across supply chain about scope of substantiation needed for labeling decisions
 - Obtain testing and process validation records
- IDFA seeking clarification on fermentation inputs from FDA
- IDFA staff available for documentation review



Natural Grocers et.al. v. Perdue

- Case filed in N.D.Ca. on Jul. 7, 2020; amended complaint Oct. 2
- Assigned judge friendly to consumer actions against food companies
- Key claims:
 - Disclosure tied to detectability of modified rDNA – focus on highly refined ingredients
 - Electronic/QR code finalized without comment/discriminatory
 - Use of “BE” and terminology not familiar to public
 - 1st Amendment – right to label foods consistent with consumer expectations

- IDFA continues to monitor litigation against employers
- Changes in state laws (workers' compensation)
- Federal legislation limiting employer liability is stalled
- Preparation is key – documentation and implementation of COVID-19 safety protocols continues to lower litigation risk and improve outcomes

Resources & Webinars:

- Jul. 28 – Legal Community webinar on U.S. DOJ Criminal Enforcement and Food Safety (full membership webinar in the Fall)
- Aug. 13 – Preparing for and Defending COVID-19 Lawsuits
- IDFA funding for public website: Federal and State COVID-19 food industry policies and guidance



IDFA

**International
Dairy Foods Association**

Communications Update



Matt Herrick, SVP, Executive and Strategic Communications

Where We Prevailed

1. Note to Americans: Eat More Dairy
2. Three Daily Servings Preserved
3. Separate Dairy Category Maintained
4. Dairy Included in the Healthy Category
5. Dairy Essential to New Birth - 24 Months of Age (B-24) Recommendations
6. Dairy Better for Bone Health Than Previously Reported
7. Disinformation Combated

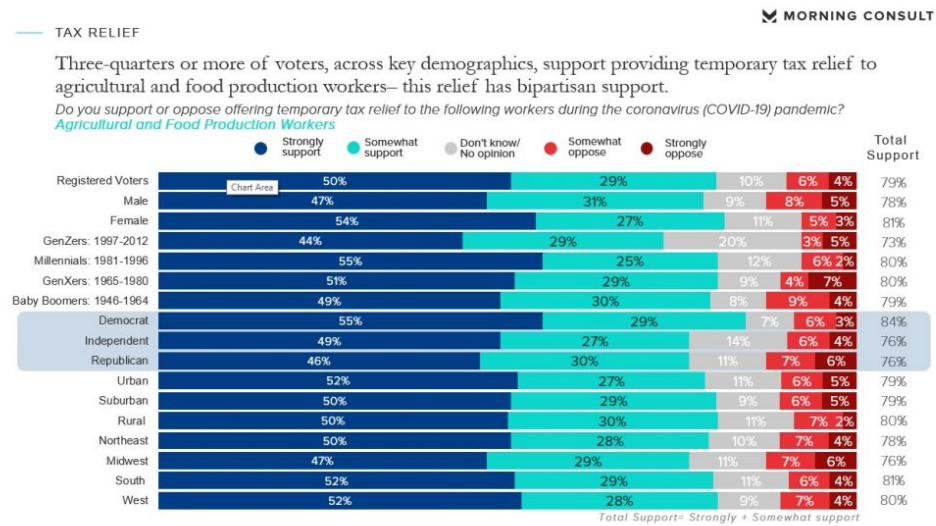
Where There's More Work to Do

1. Recognize Favorable/Neutral Outcomes of Consuming Dairy at All Fat Levels
2. Recommend No Less than 10% Added Sugars in Total Diet
3. USDA Needs Updated Consumer-Focused Messaging & Materials on DGAs (especially for dairy recommendations)

How We Will Get There

- Direct Advocacy to USDA Leadership
 - IDFA outreach and communication to USDA leadership
 - IDFA members send form letters USDA via IDFA Campaign Center
 - IDFA members submit individual comments to USDA and HHS
- IDFA & NMP Produce a Dairy Farmer Appeal Video to Secretary Perdue & President Trump
- Letters from Members of Congress to USDA and HHS Leadership
- Letter from Nutritionists to USDA and HHS

Communications – Policy Wins



Essential Worker Tax Relief



Will the next coronavirus relief package leave essential workers behind?

BY MICHAEL DYKES, OPINION CONTRIBUTOR — 08/07/20 05:00 PM EDT
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

Just In...

Cindy McCain endorses Biden: He's only candidate 'who stands up for our values'
CAMPAIGN — 8M 31S AGO

Democrats urge Biden to resist filibuster, court-packing calls
CAMPAIGN — 8M 43S AGO

Trump extends ban on racial discrimination training to federal contractors
ADMINISTRATION — 11M 16S AGO

Air Force Two, with Pence aboard, returns to New Hampshire airport after striking bird

30 SHARES

SHARE

TWEET



Eventually, Congress will pass a new coronavirus relief package because the future of America's economy and global competitiveness depends on it.

U.S. Senator Tina Smith Introduces Loan Program to Help Dairy Processors Weather COVID-19 Economic Crisis

WASHINGTON, D.C. [7/29/20]—Today U.S. Senator Tina Smith (D-Minn.)—a member of the Senate Agriculture Committee—introduced legislation to create a loan program to provide relief to dairy processors who have been affected by the coronavirus (COVID-19) pandemic and the resulting economic crisis.

"A dairy recourse loan would ensure all links in the dairy supply chain remain intact and have access to the working capital they need to keep operating and paying their bills amid the significant market volatility caused by the COVID-19 pandemic," said Michael Dykes, D.V.M., President and CEO, International Dairy Foods Association. **"IDFA and our members are grateful to Senator Smith for providing dairy food companies with the financial tools they need to continue processing milk, keep workers employed and keep Americans fed with nutritious dairy products."**

Language establishing a dairy recourse loan program was included in the House passed *HEROES Act*.

Dairy Recourse Loan Program

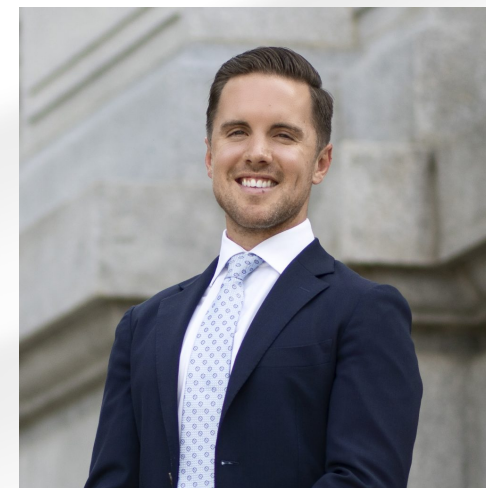
HOME NEWS **realagriculture** SERIES RADIO



IDFA

**International
Dairy Foods Association**

Virtual Programming



Andrew Jerome, Director, External and Member Communications

IDFA Virtual Programming will set an industry standard for content, including:

- Continuing Education & Certification Courses
- Virtual Q&A Sessions
- Virtual Conferences & Events
- Podcasting & Audio Content
- Networking Opportunities
- On-Demand and Streaming Video Content

We will create a natural nexus between the **IDFA Events Center** & **IDFA Knowledge Center** so events, resources, and virtual content are easier to find and access.

The **IDFA Virtual Programming** experience offers these benefits:

- A greater volume of high-quality offerings
- Easy streaming or on-demand content thanks to increased server capacity
- More knowledge products from IDFA Subject Matter Experts & Gold Business Partners
- Store your favorite content as part of your IDFA profile

IDFA Sustainability Initiative

Q1 2021: Changes we make to digital tools, capabilities and server capacity will also support the Sustainability Program Builder Tool

Dairy Innovator Dialogues Live

- Live Q&A conversations with today's most respected and innovative dairy leaders
- Exclusively for IDFA members
- More than 800 registrants for Episodes 1-4
 - Ep. 1 - Ron Dunford, Schreiber Foods
 - Ep. 2 – Jeff Fielkow, Tetra Pak
 - Ep. 3 – Rick Smith, Dairy Farmers of America
 - Ep. 4 – Dan Zagzebski, Great Lakes Cheese
 - October 8, Noon Eastern
- Contact Matt Herrick or Andrew Jerome if interested



The Dairy Download Podcast

- Goal: To position IDFA as a convener of thought leaders and to provide our members and the dairy industry at large with insight into the market, consumer and policy trends shaping our industry.
- Episodes are ~25 minutes, released biweekly
- More than 500 downloads of Episode 1, featuring Marin Bozic and Joe Glauber
- Listen to Episode 2 today!





IDFA

**International
Dairy Foods Association**

Membership & Programs



Tom Wojno, SVP of Innovation and Member Advancement

Virtual Programming – Webinars & Trainings



IDFA
International Dairy Foods Association

Preparing for COVID-19 Lawsuits:

What You Can Do Today to Prevent and Successfully Defend Lawsuits by Employees and the Public

Presented By:
faegre drinker




Sarah L. Brew

DAIRY ACCOUNTING AND FINANCE 2.0

Regulatory RoundUP

July 21, 12:00–3:15 P.M. EASTERN
July 22, 12:00–4:00 P.M. EASTERN



Mar's Moorman, PhD

NAVIGATING THE CARES ACT

Cyber Security - Where do we start?

Webinar

PRESENTED BY: IDFA International Dairy Foods Association ABB

Don't Blink: Dairy Markets Moving at Light Speed

Webinar

PRESENTED BY: IDFA International Dairy Foods Association

COVID-19 CLEANING AND DISINFECTION PRACTICES FOR DAIRY COMPANIES

Leveraging New Molecular Technologies to Improve Dairy Operations

Webinar

PRESENTED BY: MERIEUX NutriSciences IDFA International Dairy Foods Association

SPECIAL MEMBERSHIP BRIEFING ON COVID-19

Digital and Analytics (DnA) to Drive and Sustain Growth in the "Next Normal"

Webinar

PRESENTED BY: McKinsey & Company IDFA International Dairy Foods Association

Session 3 of "Planning for Black Swans"

Finding the Right Tool for the Risk Management Job





Michael Dykes, D.V.M. IDFA
Derek Nelson Little Caesars Pizza
Robert Chesler INTL FCStone Financial Inc., a wholly owned subsidiary of StoneX Group Inc.

DAIRY INNOVATOR DIALOGUES

EPISODE 1: LIVE

RON DUNFORD, PRESIDENT AND CEO OF SCHREIBER FOODS
WEDNESDAY, JULY 29TH AT 1 P.M.




MICHAEL DYKES, D.V.M. PRESIDENT AND CEO, IDFA
RON DUNFORD PRESIDENT AND CEO, SCHREIBER FOODS

Women in Dairy

Encourage | Support

Virtual Gatherings

Hosted By:





Courtney Bidney Yoplait USA
Lynne Bohan HP Hood
Yin Woon Rani MilkPEP

2019 – 13 Webinars,
~ Monthly Cadence

2020 – 35 Webinars,
7 Scheduled, 3 Training
Modules, 2 Multi-day
Conferences – Projected
50+ by year's end.

2020 – 2021 Programming



Oct 14
2020

Introduction to Dairy Product Labeling

📍 Webinar Series, 4-hour 🕒 Oct 14 2020 – Oct 15 2020

[Event Details](#)

Oct 19
2020

The Power of People

📍 Virtual Series 🕒 Oct 19 2020 – Oct 21 2020

[Event Details](#)

Nov 4
2020

IDFA Membership Briefing - November 2020

📍 Webinar 🕒 Nov 4 2020

[Event Details](#)

Jan 25
2021

Dairy Forum 2021

📍 Virtual Conference 🕒 Jan 25 2021 – Jan 28 2021

[Event Details](#)

Feb 28
2021

International Sweetener Colloquium

📍 Aventura, FL 🕒 Feb 28 2021 – Mar 3 2021

[Event Details](#)

tbd*

Mar 16
2021

Yogurt & Cultured Innovation Conference

📍 Bonita Springs, FL 🕒 Mar 16 2021 – Mar 17 2021

[Event Details](#)

Mar 16
2021

Ice Cream Technology Conference

📍 Bonita Springs, FL 🕒 Mar 16 2021 – Mar 17 2021

[Event Details](#)

Jun 14
2021

IDFA Leadership Symposium

📍 Ithaca, NY 🕒 Jun 14 2021 – Jun 17 2021

[Event Details](#)

In Development:

November '20
Political Outlook
Webinar

Feb. '21
Dairy 101/
Procurement
Training Module

March '21
Policy & Risk
Management
Virtual Event

ANNOUNCING...DairyTECH 2021



WHAT: **The Intersection of Dairy & Tech** – Technology and leadership national conference with global extensions

WHEN: **May 5-7, 2021**

Held in conjunction with MilkPEP and IDFA Spring Board Meetings

- **MilkPEP Board Meeting:** May 1-2
- **IDFA Board Meeting:** May 3-5

WHERE: Austin Marriott Downtown – Hoping to be the Industry's First in-person gathering of the year!

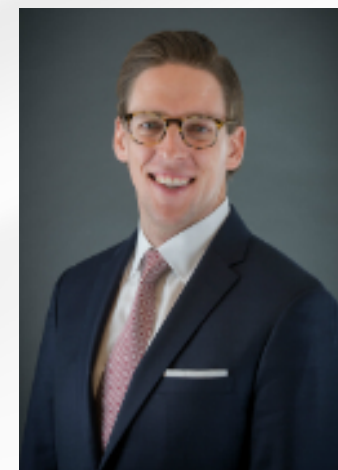
WHY: Connects stakeholders and brings together dairy leaders to share innovative solutions to transform the dairy industry



IDFA

**International
Dairy Foods Association**

Making a Difference Campaign & New Member Recruitment



Matt Herrick, SVP, Executive and Strategic Communications

Tom Wojno, SVP of Innovation and Member Advancement

Communications – Membership Campaign



Making a Difference for Dairy

We're Your Experts

IDFA delivers the data, insights, research, analysis, and personalized support that help the dairy industry and professionals operate more efficiently and effectively, giving them the tools and resources they need to grow their businesses. Our sole focus at IDFA is to deliver value for our members, and as we work to support your immediate needs of today and position our members to lead on the emerging and strategic issues of tomorrow.



Explore the Ways IDFA Can Benefit Your Business



We're Your Advocates

By deploying a mix of government relations, regulatory expertise, strategic communications, and grassroots and coalition-led engagements, IDFA advocates on behalf of the dairy industry on the most important policy, regulatory and business issues of the time. In addition, IDFA continues to offer its members access to state and federal regulators, policymakers, and decision-makers at the highest level on the issues most relevant to their businesses and the dairy industry.

Join IDFA Today

Communications – Membership Campaign



[Visit the Ornua Foods "Making a Difference" Page](#)

Dear Larlaith,

I hope you and your loved ones are managing well and in good health. Your work is critical to our industry and you have the gratitude of everyone at IDFA for what you do every day on behalf of our industry.

A few weeks ago, I wrote asking you to consider joining IDFA. I'm writing again today to let you know about a **new effort we've launched especially for you**. It's called Making a Difference for Dairy. This is not only IDFA's motto, it is also how we define the benefits and services that come with IDFA membership. Every day, we are focused on making a difference for dairy.

Visit the Making a Difference online resource center—built especially for you and everyone at Ornua Foods North America—to learn more. There, you will hear directly from IDFA members about the value they see in membership.

[See How Ornua Foods Can Make a Difference for Dairy](#)

Larlaith, when you join IDFA, you join the industry's premier trade association committed to a vibrant future for dairy. We have spent the last three years building a new IDFA that represents and engages all segments of the dairy industry, and the events of the past two months only underscore our commitment to elevate and unify all voices. I am a strong believer that all voices matter.

I can assure you that your investment in IDFA is an investment in the collective growth and success of the dairy industry.

Contact me directly to discuss membership today. Together, we're making a difference for dairy.

[Contact Michael Dykes, D.V.M. About Membership Today](#)

Sincerely,



Michael Dykes

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

Making a Difference for Dairy



Dear Larlaith,

I hope you and your loved ones are managing well and in good health. Your work is critical to our industry and you have the gratitude of everyone at IDFA for what you do every day on behalf of our industry.

I ask that you consider joining IDFA today and supporting an organization committed to a vibrant future for dairy. We have spent the last three years building a new IDFA that represents and engages all segments of the dairy industry, and the events of the past two months only underscore our commitment to elevate and unify all voices. I can assure you that your investment in IDFA is an investment in the collective growth and success of our industry.

Please take just a few minutes to watch the video below and explore what an IDFA membership can do for your dairy business.

Please contact me directly to discuss membership today. Together, we are making a difference for dairy!

Sincerely,

Michael Dykes

Michael Dykes, D.V.M.
President & CEO

[Contact Michael](#)

- 13 segmented email and web marketing campaigns between June and September to top prospects like Ornua Foods (Ornua Foods is now a member of IDFA!)
- Targeted communications to
 - IDFA's top 17 prospects
 - Prospects who recently dropped
 - Top 250+ prospects
- Custom web pages and personalized letters from Michael Dykes for each top prospect
- Follow-up phone calls from IDFA staff and IDFA member leaders like YOU

THANK YOU!!!

Communications – Membership Campaign



”

IDFA is the voice and advocate for the dairy industry. They are an invaluable resource for us on everything from food safety to exports to government relations. Their expertise and support enhances our ability to contribute to the growth of the industry.

Dan Zagzebski

President & CEO
Great Lakes Cheese



”

For every dollar invested, we get \$12 back. IDFA is an extension of my own team and my own staff that has the resources and the connections to make things happen and be aware of things in the industry that we're simply not capable of doing ourselves.

Michael C. Wells

President & CEO
Wells Enterprises, Inc.



”

IDFA has been a phenomenal resource for Hood. Their staff has been extraordinarily helpful to us with guidance and training on regulatory matters. Their communication staff is top notch. And their advocacy in legislative and regulatory issues is very effective and professional. Finally, IDFA provides an opportunity for our team to engage with peers in the industry, helping them develop their own knowledge and network.

Jeff Kaneb

Chief Operating Officer
HP Hood



”

Over many, many years—with all of the different changes that occur from a regulatory standpoint and even a food safety standpoint—IDFA has really helped us stay up to speed to make sure that we are doing the right things for our customers.

Louie P. Gentine

Chief Executive Officer
Sargento Foods, Inc.



IDFA

**International
Dairy Foods Association**

Making a Difference for Dairy

Making a Difference – New Members



**Dairy Processors
– 8 New Members**

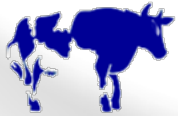
**Gold Business Partners
– 6 New Members**

**FY2021
New Member Goal/Budget –
\$150,000
Q1 Revenue YTD - \$154,597**

Making a Difference – New Members

Processors

CHICAGO



DAIRY

Cedar Grove
CHEESE 

Turner[®]
DAIRY FARMS

Ornua

 **simplerway**
NUTRITIONALS



Wade's
DAIRY INC

Gold Business Partners



DairyAmerica[™]



Top 10 + 1 Prospective Processor Members

Associated Milk Producers, Inc.

Borden Dairy**

Bongards' Creameries

Cayuga Milk Ingredients

Daisy Brand Inc.

First District Association

High Desert Milk

Hoogwegt US, Inc.

Milk Specialties Global Food Solutions

Unilever Ice Cream – N.A.

United Dairy, Inc.



IDFA

**International
Dairy Foods Association**

Dairy Forum 2021

Heather Soubra, Chief of Staff



DAIRY FORUM 2021



IDFA
International
Dairy Foods Association

#DairyForum
January 25 – January 28

DAIRY **EV**OLVED

Highlights



DAIRY FORUM 2021



January 25 – 28, 2021

DAIRY FORUM IS GOING VIRTUAL FOR 2021

With virtual technology and event production, we will present a Dairy Forum in January 2021 that maintains our high standards and sets a new bar in virtual conferencing.

DAIRY EVOLVED

Four days of top-notch programming on **leadership, technology, global trade, sustainability, product innovations**, and navigating the **political landscape**.

CONNECT AND COLLABORATE

Virtual Social Lounges, networking, and special Invitation events, private video chat spaces

KEYNOTE SPEAKERS



DAIRY FORUM 2021



Chris Wallace

Emmy Nominated Journalist and
Host, FOX News Sunday



Peter Diamandis

Chairman, Singularity University &
Chairman and CEO, X PRIZE
Foundation



Adam Grant

American Psychologist
and Author



Greg Williams

Editor-in-Chief, WIRED Magazine

View from Washington



Achieving Innovation
and Breakthroughs



Givers Take All: Creating
a Culture of Productive
Generosity



Your Corporate Social Responsibility
Program Isn't Enough: Why Today's
Organizations Will Succeed by
Becoming Purpose Driven





Global Competitiveness: U.S. dairy needs a robust strategy to ensure we continually expand and improve our profile in domestic and international markets.



Sustainability: Dairy producers and processors are repositioning the dairy industry as a problem solver and partner on sustainability efforts.



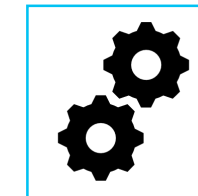
Political Outlook: With a major election on the horizon, expect big changes ahead for Congress and the federal government, regardless of who wins in November.



Innovation & Technology: Industry leaders are constantly adapting and evolving but need policymakers and regulators to remove obstacles to innovation.



Workforce of the Future: Focusing on leadership development, diversity and inclusion, and building a workforce of the future will ensure our industry remains successful.



Industry Realignment: The infrastructure and services supporting the dairy industry need to evolve so dairy companies can better navigate the policies affecting their business.

DAIRY FORUM 2021



IDFA
International
Dairy Foods Association

#DairyForum
January 25 – January 28

A large, stylized graphic of a milk splash on the left side of the image, transitioning into a series of overlapping, colorful, abstract shapes in the center and right. The colors include orange, yellow, pink, purple, green, and blue. The shapes are layered and semi-transparent, creating a sense of depth and movement.

DAIRY **EVOLVED**



IDFA

**International
Dairy Foods Association**

IDFA People Strategy

Heather Soubra, Chief of Staff





HR Leaders in Dairy

Over 50 IDFA Member CHROs



Women in Dairy

Empower | Encourage | Support

Nearly 500 Women
Leaders



NextGen Leadership Program

Cohort 2 : 28 members

The Power of People



October 19-21 | CHROs and CEOs

NextGen Leadership Program: Cohort 2



Chris Allen, Dairy Farmers of America, Inc.



Erika Bognar, Sargento Foods, Inc.



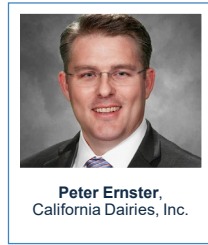
Colby Butcher, Plains Dairy LLC



Darin Copeland, Prairie Farms Dairy, Inc.



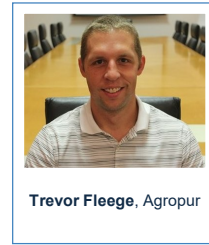
Brian Danahy, Upstate Niagara Cooperative, Inc.



Peter Ernster, California Dairies, Inc.



Christina Fiocchi, Saputo Cheese USA, Inc.



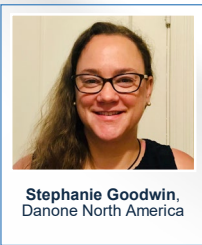
Trevor Fleege, Agropur



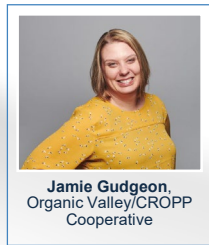
John Foster, Nestle/Nestradé



Eric Fuhrmann, Saputo Cheese USA, Inc.



Stephanie Goodwin, Danone North America



Jamie Gudgeon, Organic Valley/CROPP Cooperative



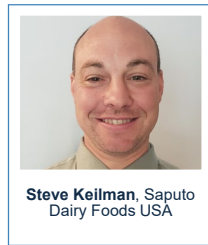
Darin Hanson, Foremost Farms USA



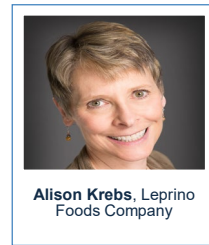
Kyle Hunter, Stanpac, Inc.



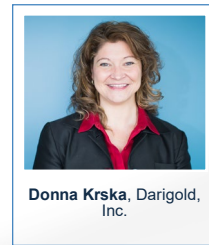
Bryan Johnson, Fonterra USA, Inc.



Steve Keilman, Saputo Dairy Foods USA



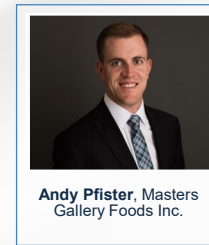
Alison Krebs, Leprino Foods Company



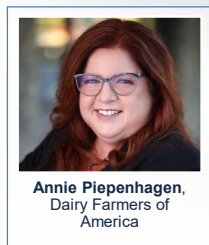
Donna Krska, Darigold, Inc.



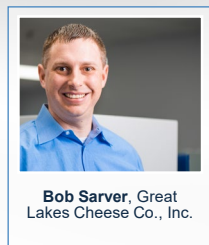
Katsy Leeman, Brewster Cheese, Inc.



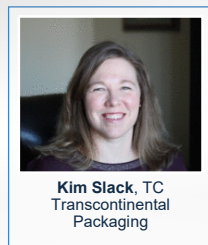
Andy Pfister, Masters Gallery Foods Inc.



Annie Piepenhagen, Dairy Farmers of America



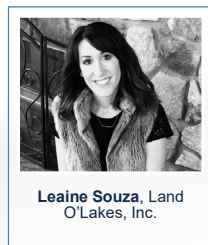
Bob Sarver, Great Lakes Cheese Co., Inc.



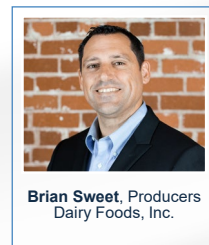
Kim Slack, TC Transcontinental Packaging



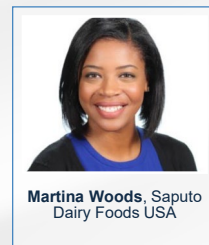
Tim Smith, Fonterra USA, Inc.



Leaine Souza, Land O'Lakes, Inc.



Brian Sweet, Producers Dairy Foods, Inc.



Martina Woods, Saputo Dairy Foods USA



Ryan Yonkman, Rice Dairy LLC



NextGen Leadership Program

The Power of People



October 19-21, 2020

1:00PM–4:00PM ET

EgonZehnder



IDFA
International
Dairy Foods Association

McKinsey
&Company


Schreiber

Building Organizations and Workforces for the Future



Dan Harris

Award-Winning ABC News Anchor and Host of the Ten Percent Happier Podcast



Aaron De Smet

Senior Partner
McKinsey & Company



Sebastien D'Incau

Consultant
Egon Zehnder



Ron Dunford

President and CEO
Schreiber Foods, Inc.



Yin Woon Rani

CEO
MilkPEP



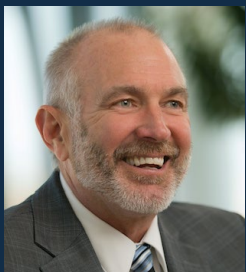
Stan Ryan

President and CEO
Darigold, Inc.



Patricia Stroup

Global Vice President & Head of Commodities
Nestle S.A.



Dave Coble

Senior Vice President, HR Systems and Strategies
Schreiber Foods, Inc.



Loren Heeringa

Senior Vice President and Chief Human Resources Officer
Land O'Lakes, Inc.



Sandra Lamartine

Chief People Officer
Glanbia Nutritionals



Marie-Claude Milot

Head of People, Culture and Engagement
Darigold, Inc.

The Power of People



October 19-21, 2020

1:00PM–4:00PM ET

EgonZehnder



IDFA
International
Dairy Foods Association

McKinsey
&Company


Schreiber

Board Meeting Dates 2021

**Spring Meetings of the IDFA Executive
Council & Industry Segment Boards**

May 3-5 | Austin Marriott Downtown

**Fall Meetings of the IDFA Executive
Council & Industry Segment Boards**

October 5-8 | Washington DC





IDFA

**International
Dairy Foods Association**

IDFA Issues Briefing

Thursday, October 7 | 11:00 a.m. – 1:00 p.m. ET
