



IDFA Social Media Toolkit for Dairy Forum 2021

This toolkit includes suggested content for use on your social media platforms, primarily Facebook, Twitter, LinkedIn, and Instagram. Please customize the text as you see fit, and please remember to use the hashtag #DairyForum. Thank you!

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About Dairy Forum

IDFA's Dairy Forum is the premier event for dairy food executives to connect with other industry leaders, advance their knowledge, and discover new perspectives on issues that are important to our industry.

IDFA's Forum page and Social Handles

Dairy Forum 2021 URL: www.dairyforum.org

Twitter: [@dairyIDFA](https://twitter.com/dairyIDFA)

LinkedIn: <https://www.linkedin.com/company/idfa>

Instagram: <https://www.instagram.com/dairyidfa/>

Facebook: <https://www.facebook.com/dairyIDFA/>

Main Messages for Dairy Forum

Dairy Forum 2021—Dairy Evolved

- #DairyForum is the premier event for dairy food professionals, suppliers, and food retailers.
- The focus this year is on DAIRY EVOLVED – the significant change happening across our industry driven by consumer demand and preferences.
- The dairy industry is embracing evolution. The future is in innovation. We must continue to innovate to stay ahead and remain on the consumer's shopping list.

Dairy, A Resilient Industry

- The COVID-19 pandemic presented unprecedented challenges for our dairy industry workforce and supply chains.
- Despite significant disruption, U.S. dairy processors adapted quickly to both ensure their workforce remained safe and healthy and ensure American consumers would continue to receive nutritious, wholesome dairy products.
- This Dairy Forum, we'll recognize those who keep us united & resilient--our #essential workers.

Economic Growth & Trade

- U.S. dairy supports more than 3 million jobs that generate \$159 billion in wages and \$620 billion in overall economic impact.
- Two decades ago, U.S. dairy was almost 100% a domestic market. The United States now claims a dairy trade surplus of \$2.7 billion and sends American dairy products to 146 countries. U.S. dairy exports nearly tripled since the early 2000s, and the United States became the world's third-largest dairy product exporter behind New Zealand and the European Union (EU).
- Overall, U.S. dairy exports support about 400,000 jobs across the country.
- As the share of product for export continues to grow, dairy is more dependent on global markets and growing global demand.
- U.S. dairy needs a predictable, transparent and rules-based system of international trade that provides a clear path to growth through comprehensive trade deals.

Dairy Growth

- Now is the most exciting time to be in dairy.
- Dairy consumption in the U.S. has grown for five straight decades—a 21% increase since 1975 when USDA began tracking data. Dairy is a growth industry.
- Over the past decade alone, domestic per capita cheese consumption increased by more than 19%. Per capita yogurt consumption is up 7%. Per capita butter consumption is up 24%. And now we're starting to see greater demand for whole milk, ultra- and micro-filtered milks, lactose-free milk, organic milk, and other drinkable products.
- Even as consumer tastes change, fluid milk remains a staple in 94% of U.S. households today.

Sustainability

- U.S. dairy produces twice as much milk today with half as many dairy cows on much less land, achieving major reductions in CO2 equivalent emissions, according to FAO data.
- Over the past 30 years, we have produced 50% more milk and reduced CO2 equivalent emissions by more than 9%.
- The environmental impact of producing a gallon of milk shrunk in the decade between 2008-2017, using 31% less water, 21% less land and a 20% smaller carbon footprint.

Social Media Graphics and Handles

Monday, January 25:

Social Media Images for Facebook, Twitter, Instagram, and LinkedIn:

<https://www.dropbox.com/sh/260j576tsscqqsj/AAD8cCaCRIUd48gXi85HQ8Ya?dl=0>

President's Address: Dairy Evolved – Live Q&A with IDFA President & CEO Michael Dykes, D.V.M.

11:00 a.m. – 12:00 p.m. Eastern

In the opening session, IDFA President and CEO Michael Dykes, D.V.M., sits down for a one-on-one interview with Sara Wyant, president of Agri-Pulse Communications, Inc., and

editor and publisher of Agri-Pulse.com. The dairy industry, from producer to processor, is not unlike other evolving industries, and has experienced significant phases of consolidation and realignment due to market, consumer, and external forces. Michael and Sara will discuss the state of the dairy industry and how industry leaders are pushing toward the future even as the COVID-19 pandemic continues to impact the supply chain and global markets. With a new Farm Bill on the horizon and changes in political leadership in Washington, D.C., how IDFA helps the industry navigate the next few years will be critical in dairy's evolution.

Speakers:

Michael Dykes, D.V.M.

President and CEO, IDFA

Twitter Handle: @michaeldykesdc

Company Handle: @dairydifa

Sara Wyant

President of Agri-Pulse Communications, Inc.

Editor and Publisher of Agri-Pulse.com.

Company Handle: @agripulse

Givers Take All: Creating a Culture of Productive Generosity

12:15 p.m. – 1:15 p.m. Eastern

Culture is a key component of success, but many leaders struggle in managing the cultures of their teams and organizations. Based on a decade of research and consulting with Fortune 500 companies – including recent projects at JetBlue, Goldman Sachs, Teach For America, and Warby Parker – Adam Grant argues that the highest-performing organizations are the ones that embrace an ethos of knowledge sharing, helping, and mentoring. In this dynamic presentation, Grant outlines the key strategies for building a culture of productive generosity. He urges companies to reward givers and get rid of takers, by making their reputation known to them and challenging them to new behavior. He also shares how leaders and organizations can improve practices around selection and hiring, recognition and rewards, and collaboration and coordination – to boost revenue, efficiency, and satisfaction.

Speaker:

Adam Grant

American Psychologist and Author

Twitter Handle: @AdamMGrant

Deep Dive Session 1 - Sustainability in Dairy: Getting from Commitments to Real Results

1:30 p.m. – 2:30 p.m. Eastern

Sustainability in dairy involves much more than reducing our carbon emissions. The companies leading the sustainability revolution in dairy today are focused on the full supply chain, including sustainable packaging solutions, ensuring balance of natural resources in production and processing, providing transparency in ingredient sourcing, maintaining the highest standards in animal care, and treating workers with dignity and respect from farm to fork. Companies across dairy are not only collaborating to reduce our industry's

environmental footprint on the farm and within processing plants, but also making many other important changes, often without fanfare and buried deep within sustainability progress reports. If dairy is going to lead the sustainability revolution for food and beverage, then we must get beyond commitments and get to results. Join this session to hear from Chief Sustainable Officers at some of the world's leading food companies about their efforts to create sustainable supply chains.

Speakers:

Jed Davis

Director of Sustainability
Cabot Creamery Cooperative
Company Handle: @cabotcheese

Lisa Zwack

Head of Sustainability
The Kroger Co.
Company Handle: @kroger

Deanna Bratter

Head of Sustainable Development
Danone North America
Twitter Handle: @DeannaBratter
Company Handle: @DanoneNA

Danielle Quist

Vice President, Regulatory Affairs and Counsel
International Dairy Foods Association
Company Handle: @dairyidfa

Deep Dive Session 2 - Food Industry Evolution and Revolution

1:30 p.m. – 2:30 p.m. Eastern

2020 presented unprecedented challenges to our industry and our customers. Join us to hear from industry experts about how retailers, restaurants, food service and government customers of the dairy industry are coping with COVID-19 and what the “new normal” for their respective consumer channels might look like on the other side of the crisis.

Speakers:

Phil Plourd

President
Blimling and Associates, Inc.
Twitter Handle: @pplourd
Company Handle: @Blimling

Tom Bené

President and Chief Executive Officer
National Restaurant Association
Twitter Handle: @TomLBene
Company Handle: @WeRRestaurants

Chad Coester

Senior Vice President of Own Brands
Albertsons Companies
Company Handle: @Albertsons

Joseph Glauber

Senior Research Fellow
International Food Policy Research Institute
Twitter Handle: @JoeGlauber1

10% Happier with Dan Harris

2:30 p.m. – 3:00 p.m. Eastern

Dan Harris is the co-anchor of ABC News' "Nightline" and the weekend edition of "Good Morning America,". After covering the religion beat for ABC News, he discovered meditation and wrote the bestselling book 10% Happier. Unlike over-promising self-help gurus who guarantee overnight life-changing miracles, Harris advocates simple, secular, scientifically validated ways to boost your happiness.

Speaker:**Dan Harris**

Award-Winning ABC News Anchor and Host of the Ten Percent Happier Podcast
Twitter Handle: @danbharris
Company Handle: @10percent

Tuesday, January 26:

Social Media Images for Facebook, Twitter, Instagram, and LinkedIn:

https://www.dropbox.com/sh/6aq3lx7kl8i82xz/AACWLUf1tyqd3m1Z13JR_Exna?dl=0

A New Era of Dairy Policy: A Fireside Chat with Senator Debbie Stabenow

11:30 a.m. – 12:00 p.m. Eastern

As a new Congress and new Administration convene in Washington, the leaders of the Senate Agriculture Committee will share their perspectives and predictions on where agricultural policy is heading over the next two years and how these changes could affect the dairy industry.

Speaker:**U.S. Senator Debbie Stabenow (D-MI)**

Chairwoman
Senate Agriculture, Nutrition and Forestry Committee
Twitter Handle: @SenStabenow

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

12:15 p.m. – 1:15 p.m. Eastern

As editor-in-chief of WIRED magazine, Greg Williams brings in-depth knowledge of the future of technology and how it will impact every sector of business. From his perspective, today's decision-makers must shift from focusing on shareholders to having purpose at their core because consumers expect not only a commitment to sustainability and sustainably-produced goods, but also a commitment to the betterment of society. A significant number and range of businesses—from start-ups like Warby Parker, to multinationals such as Unilever—are embracing the idea that being 'mission-driven' will be a necessity for forward-thinking organizations. Greg examines this accelerating trend and offers insights into organizations that are implementing long-term thinking, establishing meaningful goals and pursuing positive change.

Speaker:

Greg Williams

Editor-in-Chief

WIRED Magazine

Twitter Handle: @GregWilliams718

Company Handle: @WIRED

Deep Dive Session 1 - Next Generation Marketing for Next Generation Dairy Consumers

1:30 p.m. – 2:30 p.m. Eastern

Panel of experts sharing insights on the next generation of dairy consumers, their expectations of brands, and how to compete for their attention, share of stomachs, dollars, loyalty and more.

Speakers:

Jaime Dictenberg

Senior Vice President of Consumer Marketing

Nickelodeon

Twitter Handle: @jaimbo22

Company Handle: @Nickelodeon

Michael Fanuele

President

Assembly Media

Company Handle: @MediaAssembly

Sarah Hofstetter

President

Profitero

Twitter Handle: @Pezmeister1

Company Handle: @profitero

Yin Woon Rani

CEO

MilkPep
Company Handle: @MilkLife

Deep Dive Session 2 – Global Competitiveness

2:00 p.m. – 3:00 p.m. Eastern

IDFA recognizes the importance of trade to the future of the dairy industry, and getting creative about maximizing trade opportunities is going to be critical moving forward. At the same time, for the first time in recent history, there is real consideration being given to whether multilateral agreements and organizations (e.g. the WTO) or bilateral trade agreements are better tools for unlocking the most potential for U.S. products globally, and what the U.S. should do about it. These experts will discuss that fundamental debate by looking through the lens of both U.S. and other regions' policy tools and approaches to global competitiveness in dairy products.

Speakers:

Andrei Mikhalevsky

Advisor
Dairy Farmers of America Inc.
Company Handle: @dfamilk

Darci Vetter

Vice Chair for Agriculture, Food and Trade
Edelman
Twitter Handle: @DarciVetter
Company Handle: @EdelmanPR

Kelvin Wickham

CEO AMENA
Fonterra Co-operative Group Limited
Company Handle: @Fonterra

Becky Rasdall

Vice President, Trade Policy and International Affairs
International Dairy Foods Association
Twitter Handle: @dairyidfa

C-Suite Talks from the Top: Shane Grant

2:30 p.m. – 3:00 p.m. Eastern

Taking a page from the popularity of TED talks, Dairy Forum will feature dairy industry leaders who will give concise and colorful talks about leading in today's uncertain and challenging market.

Speaker:

Shane Grant

Executive Vice President and CEO
Danone North America
Company Handle: @DanoneNA

Wednesday, January 27:

Social Media Images for Facebook, Twitter, Instagram, and LinkedIn:

https://www.dropbox.com/sh/emu3k8ampghuuec/AABuJxah8Gnmb6j7mKG_XGkNa?dl=0

A New Era of Dairy Policy: A Fireside Chat with Senator Senator John Boozman

11:00 a.m. – 11:15 a.m. Eastern

As a new Congress and new Administration convene in Washington, the leaders of the Senate Agriculture Committee will share their perspectives and predictions on where agricultural policy is heading over the next two years and how these changes could affect the dairy industry.

Speaker:

U.S. Senator John Boozman (R-AR)

Ranking Republican Member

Senate Agriculture, Nutrition and Forestry Committee

Twitter Handle: @JohnBoozman

Embracing the Future of Dairy

11:15 a.m. – 12:00 p.m. Eastern

COVID-19 is a humanitarian crisis with vast global impact on the world at large and far reaching impacts on dairy. Where is the dairy industry today and what might define the future landscape? In this session, we will take stock of trends impacting the industry, how players have been positioning themselves to react to uncertainties, and how companies across the value chain can take the future into their own hands to shape the path ahead.

Speakers:

Christina Adams

Partner

McKinsey & Company

Company Handle: @McKinsey

Isabella Maluf

Associate Partner

McKinsey & Company

Company Handle: @McKinsey

Ludovic Meilhac

Partner

McKinsey & Company

Company Handle: @McKinsey

View from Washington

12:15 p.m. – 1:15 p.m. Eastern

As one of the country's most seasoned journalists, Chris Wallace draws from his decades at the news desk to deliver valuable insight and perspective for business organizations and individuals. With an expert's eye and a historian's perspective, Wallace analyzes potential scenarios to provide an in-depth understanding of how to prepare for the immediate future. From tax reform and the state of healthcare to the 2020 Presidential election, Wallace breaks down the day's headlines with the clarity and distinction that have established him as a go-to source for the most important political issues. Wallace also offers behind-the-scenes anecdotes about Washington and perspective on the critical and evolving role of the media.

Speaker:

Chris Wallace

Emmy Nominated Journalist and Host, FOX News Sunday

Company Handle: @FoxNewsSunday

Deep Dive Session 1 – The New Era of Food Safety

1:30 p.m. – 2:30 p.m. Eastern

What will food safety and regulation look like in the future? How will technological advancements lead to greater transparency and quicker action by regulators and industry to find and fix food safety problems and reduce foodborne illness and recalls? Where are we seeing advances now, in the US and internationally? Panelists representing non-industry perspectives will discuss the current situation across industry and stress the need to avoid complacency.

Speakers:

Sandra Eskin

Project Director, Food Safety

The Pew Charitable Trusts

Twitter Handle: @safefoodsandy

Company Handle: @pewtrusts

Frank Yiannas

Deputy Commissioner for Food Policy and Response

U.S. Food and Drug Administration

Company Handle: @US_FDA

Deep Dive Session 2 – The Evolving Workforce

1:30 p.m. – 2:30 p.m. Eastern

Today's interconnected global economy is characterized by increased synergies, lower transaction costs, unprecedented automation and digitization, and massive generational shifts where younger professionals demand greater purpose and connectivity at the workplace while also requesting increased flexibility for where work is performed. To thrive and compete in an uncertain future, organizations must break free from traditional management mindsets to think boldly about how best to utilize talent and human capital to achieve business goals in a state of disruption. In other words—people are our most important asset and they will be the ones who develop and deliver solutions for the consumer demands and societal challenges of tomorrow. Join organizational experts to discuss the new workforce evolution.

Speaker:

Aaron De Smet

Senior Partner

McKinsey & Company

Company Handle: @McKinsey

C-Suite Talks from the Top: Jeff Fielkow

2:30 p.m. – 3:00 p.m. Eastern

Taking a page from the popularity of TED talks, Dairy Forum will feature dairy industry leaders who will give concise and colorful talks about leading in today's uncertain and challenging market.

Speaker:

Jeff Fielkow

President & CEO

Tetra Pak, U.S. & Canada

Company Handle: @tetrapak_uscan

Thursday, January 28:

Social Media Images for Facebook, Twitter, Instagram, and LinkedIn:

https://www.dropbox.com/sh/4qcpjefewhv8g1m/AABeZadKEUu03QpvZVDH49g_a?dl=0

Dairy Dialogues

11:00 a.m. – 12:00 p.m. Eastern

A distinguished panel of dairy leaders will provide their perspectives on the “Next Normal” in the dairy industry, the implications of COVID-19, and how we prepare for an unpredictable future. Following several sessions that will encourage leaders to upend the status quo and the evolution of dairy, this panel will provide a prescient conclusion to Dairy Forum's foray into the future.

Speakers:

Heather Anfang

Senior Vice President, U.S. Dairy Foods

Land O'Lakes Inc.

Company Handle: @LandOLakesInc

Mike Durkin

President and CEO

Leprino Foods Company

Company Handle: @LeprinoFoodsCO

Louie Gentine

CEO

Sargento Foods Inc.

Company Handle: @SargentoCheese

Shane Grant

Executive Vice President and CEO
Danone North America
Company Handle: @DanoneNA

Michael Dykes, D.V.M.

President and CEO
International Dairy Foods Association
Twitter Handle: @michaeldykesdc
Company Handle: @dairyidfa

Achieving Innovation and Breakthroughs

12:15 p.m. – 1:15 p.m. Eastern

With the message of “evolve or die,” Peter Diamandis is a dynamic, inspirational speaker who provides real value to his audience by showing them how to drive breakthrough thinking focused on achieving clear, measurable, and objective results. Based on the success of the Ansari X PRIZE—which stimulated the creation of the billion-dollar private spaceflight industry—and more recently the launch of the \$30 million Google Lunar X PRIZE, Diamandis discusses how to incentivize innovative thinking and breakthroughs. He explains how traditional thinking, risk-aversion, and incrementalism causes the demise of companies unable to cope with the changes brought by disruptive innovation. Diamandis discusses how the rapid growth of key exponential technologies (nano, info, bio) is empowering individuals and companies to do what only governments were able to achieve in past decades.

Speaker:**Peter Diamandis**

Chairman, Singularity University
Chairman and CEO, X PRIZE Foundation
Twitter Handle: @PeterDiamandis
Company Handle: @Xprize

Deep Dive Session 1 – How E-Commerce Can Breathe New Life into Dairy

1:30 p.m. – 2:30 p.m. Eastern

While e-commerce has been trending up for years, the COVID-19 pandemic has brought it to the forefront, sparking many consumers to try an online grocery service for the first time. At the same time, we see record numbers of shoppers turning to e-commerce for their grocery needs. This shift in behavior is set to alter the way we shop for groceries well into the future, opening new opportunities for products of all kinds to increase their reach via e-commerce. In this session, our panel of experts will explore how consumer buying habits are shifting and how the dairy industry—and milk in particular—can benefit from these emerging trends by tapping into the power of e-commerce.

Speakers:**Pedro Goncalves**

Vice President, Marketing – U.S. and Canada
Tetra Pak Inc.

Company Handle: @tetrapak_uscan

Pat Mulhern

Vice President, National Accounts
Kettle & Fire

Philip Wirsén

Global Strategy Channel Leader
Tetra Pak Inc.
Company Handle: @tetrapak_uscan

Deep Dive Session 2 – Respond, Recover, Reopen and Reimagine

1:30 p.m. – 2:30 p.m. Eastern

When the pandemic struck, millions of businesses were challenged to respond, recover, reopen and reimagine how they operate. The development of new technology and innovation came to the forefront of protecting the global food chain during a time of great uncertainty. During this session, Ecolab CEO Christophe Beck and other divisional leaders will discuss challenges, learnings and the future of their respective industries as it relates to the importance of rethinking food and employee safety through collaboration and emerging technologies.

Speakers:

Christophe Beck

President and CEO
Ecolab Inc.
Twitter Handle: @CEOEcolab
Company Handle: @Ecolab

Neil Bogart

Executive Area Technical Support Coordinator, Food & Beverage
Ecolab Inc.
Company Handle: @Ecolab

David Goforth

Vice President, Field Sales and Service, Food & Beverage, North America
Ecolab Inc.
Company Handle: @Ecolab

Adam Johnson

Vice President and General Manager, Global Food Retail Services
Ecolab Inc.
Company Handle: @Ecolab

Kris Prentice

Vice President, Global Pest Elimination
Ecolab Inc.
Company Handle: @Ecolab

C-Suite Talks from the Top: Patricia D. Stroup

2:30 p.m. – 3:00 p.m. Eastern

Taking a page from the popularity of TED talks, Dairy Forum will feature dairy industry leaders who will give concise and colorful talks about leading in today's uncertain and challenging market.

Speaker:

Patricia D. Stroup

Senior Vice President and Chief Procurement Officer, Nestle S.A.

Managing Director, Nestrade S.A.

Company Handle: @Nestle