

## IDFA Social Media Toolkit for Dairy Forum 2022

Thank you for joining us at Dairy Forum 2022 as we explore what is NEW, NOW, and NEXT for dairy.

This toolkit includes content you can use on your social media platforms, primarily Facebook, Twitter, LinkedIn, and Instagram, to engage with the dairy community on conversations being started at Dairy Forum. Please feel free to customize the text as you see fit, and please remember to use the hashtag #DairyForum.

If you have any questions or requests for additional materials, please contact Michael Goodin, director of multimedia and digital content, at [mgoodin@idfa.org](mailto:mgoodin@idfa.org).

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 2022 URL: [www.dairyforum.org](http://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 2022**

### **Dairy Forum 2022: NEW. NOW. NEXT.**

- Dairy Forum, presented by the International Dairy Foods Association, is back in 2022 in sunny Palm Desert, California with the premier annual event for dairy foods executives. Connect with peers and industry leaders. Advance your knowledge and thinking. And get inspired.

- Dairy Forum connects the right people to the right issues at the right time. Discover NEW ideas first at Dairy Forum. Learn about the latest trends and innovations that will impact how you do business in today's dynamic marketplace.
- Gain fresh perspective from C-suite leaders, thinkers, and influencers on issues that are important to our industry NOW. Come together to advance the future of your business and our industry at Dairy Forum.
- Dairy Forum will inspire you to deliver value and innovation in new ways. Be inspired by the NEXT best practices that will help you better anticipate the future and drive change for your employees, customers and consumers.

### **Dairy Forum, A Business Conference with Dairy Elements**

- Dairy Forum programming is focused on equipping dairy industry leaders to be nimble and progressive leaders, providing them with best practices for business strategy and talent recruitment and retention, and challenging them to embrace change and opportunity to continue to grow the industry.
- Dairy Forum is no longer just a dairy conference. It is a business conference for dairy leaders.

### **Dairy, A Growth Industry**

- Now is the most exciting time to be in dairy.
- Despite major shocks caused by the COVID-19 pandemic, America's growing love for dairy products of all shapes and sizes reached record heights in 2020.
- Dairy consumption in the U.S. has grown for five straight decades—a 22% increase since 1975 when USDA began tracking data. Dairy is a growth industry.
- U.S. dairy supports more than 3.3 million jobs that generate \$41.6 billion in direct wages and \$753 billion in overall economic impact.

### **Growing Markets Abroad**

- Two decades ago, U.S. dairy was almost 100% a domestic market. The United States now claims a dairy export market of more than \$6 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).
- Despite major supply chain and transportation issues, U.S. dairy export volumes and value in 2020 were up over 2019 levels in 9 of our top 10 markets. Some Asian markets—China, Philippines, Indonesia, and Malaysia—saw increases between 40-50% in value over 2019, with correlating increases in volume to those markets.
- 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, A Sustainability Solution**

- Dairy delivers sustainable, accessible and affordable food with unparalleled health and nutrition benefits.

- 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.
- 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.
- Individually, dairy companies are balancing the economic, social and environmental aspects of sustainability throughout their operations. Companies are innovating for the future – finding ways to work more efficiently, develop new technologies, review sourcing options, reduce energy consumption, conserve water and recycle production waste.
- Collectively, the U.S. dairy industry has committed significant resources to achieve ambitious environmental stewardship goals, including GHG neutrality, optimized water use, and improved water quality by 2050.

## **Social Media Graphics**

Easily download images for each session to use on Facebook, Twitter, Instagram, and LinkedIn:

[CLICK HERE TO DOWNLOAD IMAGES](#)

## **Session Descriptions and Social Media Handles**

### **Sunday, January 23:**

#### **Chairman's Lecture: Mel Robbins and The 5 Second Rule – Achieve Breakthrough Performance for Your Team and for Your Life**

*6:00 p.m. – 7:00 p.m. Pacific*

Imagine if you had a secret weapon that instantly turned you into your most powerful and productive self. What if you could spot opportunity in every moment and have the courage and the discipline to trust your instincts, take action without hesitation, close the sale and share your ideas with conviction. You'd be unstoppable. In one of the most popular TEDx Talks in the world, Mel Robbins introduced "The 5 Second Rule" to over seven million people in 75 countries and struck a nerve so fundamental, more than 100,000 people watch it every month. Since that talk, Mel has conducted an extensive research project on the brain, habits and fear. Her findings are remarkable: You can change your life in 5 seconds. This is a life-altering speech filled with groundbreaking insights and a tool for action that is critical for selling, leadership development, innovation and success. Mel will present the secret to HOW we change behavior, HOW to take smart risks, HOW you bring out the best in your team and HOW to create the results that we covet at work and in life.

#### **Speaker:**

##### **Mel Robbins**

Expert on Leadership & Defeating Doubt, Award-Winning CNN Commentator, and Best-Selling Author

Twitter Handle: @melrobbins

## **Monday, January 24:**

### **President's Breakfast: What is New, Now, and Next for Dairy?**

*8:30 a.m. – 9:30 a.m. Pacific*

Hear IDFA President and CEO Michael Dykes, D.V.M., talk about what is NEW, NOW and NEXT for the dairy industry in his much-anticipated annual address to the dairy community. This year, Michael makes 5 Big Predictions about how factors from sustainability to people are shaping the future of the dairy industry. Calling on a host of industry trends, proprietary research, and feedback from IDFA members and stakeholders, Michael gives an insightful, optimistic take on how the U.S. dairy industry is moving into position to become the world's dominant supplier of high-quality, sustainable, affordable dairy products. Want to know how to win the future? Find out at Dairy Forum's annual President's Breakfast.

#### **Speaker:**

**Michael Dykes, D.V.M.**

President and CEO, IDFA

Twitter Handle: @michaeldykesdc

Company Handle: @dairyidfa

### **Deep Dive – Breaking the Mold: Why Standards Modernization is Essential**

*9:45 a.m. – 10:45 a.m. Pacific*

Scientific and technology breakthroughs hold the potential for dairy companies to bring a plethora of nutritious and added-value dairy products to consumers. Unfortunately, a number of the U. S. Food and Drug Administration's outdated dairy standards of identity stand in the way. In this session, leading authorities in dairy food science and FDA regulations will explain how and why these standards need to be modernized to permit the industry to continue to innovate and provide products that consumers want, while protecting the essential characteristics that consumer expect.

#### **Speakers:**

**John Lucey, Ph.D.**

Professor of Food Science and Director of the Center for Dairy Research, University of Wisconsin

Company Handle: @WICDR

**Elizabeth Fawell**

Partner, Hogan Lovells US LLP

Company Handle: @HoganLovells

**Alain Gerard**

Vice-President, Quality & Innovation, Lactalis American Group, Inc.

Company Handle: @groupe\_lactalis

**John Allan, M.S. (moderator)**

Vice President, Regulatory Affairs and International Standards, IDFA

Company Handle: @dairyidfa

## Deep Dive – Aligning Federal Spending with Federal Nutrition & Health Policy: Dairy’s Role in SNAP via Healthy Fluid Milk Incentives

9:45 a.m. – 10:45 a.m. Pacific

Americans Healthy Eating Index averages 59 out of 100, and despite dairy being considered a “nutrient-dense” food, dairy products are under-consumed, according to the DGAs, by 90% of Americans. SNAP has grown into a \$74 billion nutrition assistance program that empowers participants to make their own food, nutrition and budget choices on a monthly basis. It is 76% of the Farm Bill. Meanwhile, IDFA worked with Congress to establish Healthy Fluid Milk Incentive Projects in the 2018 Farm Bill and since secured funding for grants to test milk-incentives for SNAP participants. This Deep-Dive will explore and build upon milk-incentive partnerships between dairy processors, non-profits, and retailers to increase SNAP participants nutrition through dairy purchases.

### Speakers:

#### Jeremy K. Everett

Executive Director, Baylor University’s Collaborative on Hunger and Poverty  
Twitter Handle: @jeremykeverett  
Company Handle: @BaylorCoHP

#### Ted Mason

Retail Technology Consultant, NGA Foundation Technical Assistance Center  
Company Handle: @NGA\_Foundation

#### Robert Rosado (*moderator*)

Senior Director, Legislative Affairs, IDFA  
Company Handle: @dairyidfa

## Deep Dive - Building Organizations for the Future of the Dairy Industry

11:00 a.m. – 12:00 p.m. Pacific

The future of the dairy industry and our ability to remain globally competitive depends on how we develop the workforce of the future, cultivate the next generation of leaders, and empower and support diversity in leadership roles. Hear from the leaders in this space how dairy companies are building inclusive cultures, empowering industry collaboration, and cultivating a workforce that looks like, and is reflective of, the communities and consumers we serve.

### Speakers:

#### Ron Dunford

President & CEO, Schreiber Foods, Inc.  
Company Handle: @Schreiber\_Foods

#### Monica Massey

EVP, Chief of Staff and Chief Innovation Officer, Dairy Farmers of America, Inc.  
Company Handle: @dfamilk

**Sheila Murty**

Executive Vice President, People & Culture, Tillamook County Creamery Association  
Company Handle: @TillamookDairy

**Philomena Morrissey Satre**

Director, Diversity & Inclusion and Strategic External Relationships, Land O'Lakes  
Company Handle: @LandOLakesInc

**Keith Schroeder**

CEO, High Road Craft Ice Cream, Inc.  
Company Handle: @highroadcraft

**Tracy Boyle (*moderator*)**

Chief of People Strategy, IDFA  
Company Handle: @dairyidfa

**Deep Dive - Dairy's Role in Addressing Food Insecurity**

*11:00 a.m. – 12:00 p.m. Pacific*

At home and abroad, vulnerable and economically insecure people are dealing with rising rates of food insecurity due to health and economic impacts from the COVID-19 pandemic, climate change, conflict, and more. Dairy is central to nutrition, especially for children and mothers. However, dairy is not a core component of global feeding programs despite its significant nutritional benefits and there have been challenges in the United States with getting more dairy to food banks and nutrition programs due to dairy's perishability and other factors. With the incidence of food insecurity on the rise, how can U.S. dairy make a more meaningful contribution to feeding and nutrition efforts in the United States and around the world? In this session, hear from leaders in dairy processing and food security discuss opportunities for U.S. dairy to get more engaged in addressing one of the most pressing challenges of our time—hunger.

**Speakers:****Jon Brause**

Director, WFP Washington Office, World Food Programme  
Company Handle: @WFP

**Mark Broadhurst**

Vice President, Corporate Affairs, Chobani  
Twitter Handle: @broadhurst\_mark  
Company Handle: @Chobani

**Navyn Salem**

Founder and CEO, Edesia Nutrition  
Twitter Handle: @navyn\_salem  
Company Handle: @EdesiaNutrition

**Erika Thiem**

Chief Supply Chain Officer, Feeding America  
Company Handle: @FeedingAmerica

**Matt Herrick (moderator)**

Senior Vice President, Public Affairs and Communications, IDFA  
Executive Director, IDFA Foundation  
Twitter Handle: @mattmherrick  
Company Handle: @dairyidfa

**Lunch Session: Leading Beyond the Walls of the Workplace – What They Don't Teach You in Business School**

*12:15 p.m. – 1:45 p.m. Pacific*

In this talk, Jim discusses how best to operate in uncertain business environments, especially as the modern era of work continues to introduce new ways for teams to collaborate both in person and virtually. He will share the structure that he is using to consult with CEO's globally, along with best practices for: leadership team meetings, leading your company at every level, the language you speak, what your associates need to know, and celebrating every little success.

**Speaker:**

**Jim Donald**

Chairman of Albertson's & Former CEO of Starbucks, Pathmark Supermarkets and Extended Stay Hotels

**Supply Chain Resiliency with Gene Seroka**

*1:45 p.m. – 2:45 p.m. Pacific*

The supply chain disruptions are presenting major challenges for the dairy industry exporting and importing products through ports as well as moving across land to those ports. Gene Seroka, the executive director of the Port of Los Angeles, will share his perspectives on these challenges and his insights on needed solutions as someone on the front lines of this issue.

**Speakers:**

**Eugene D. Seroka**

Executive Director, Port of Los Angeles  
Company Handle: @PortofLA

**Becky Rasdall (moderator)**

Vice President, Trade Policy and International Affairs, IDFA  
Company Handle: @dairyidfa

**Conference Partner Session: Rethinking the Future: New Approaches to Innovating in Dairy**

*3:00 p.m. – 3:45 p.m. Pacific*

Join us for a panel discussion with industry experts as we discuss how key drivers – ESG, supply chain constraints, cost pressures, and ever-changing consumer lifestyles – will shape the future of dairy. In this session, we'll review the immense changes that have happened in

the liquid dairy space in just the past ten years. Then, we'll look into the future and explore how we can innovate to be more sustainable, weather supply chain volatility, improve costs, and tap into new channels and products to attract new consumers.

**Speakers:**

**Pedro Goncalves**

VP of Marketing, U.S. and Canada at Tetra Pak  
Company Handle: @tetrapak\_uscan

**Mike Konkle**

Chief Executive Officer, Dairy MAX Inc.  
Company Handle: @DairyMAX

**Larine Urbina**

VP of Communications, U.S. and Canada at Tetra Pak  
Twitter Handle: @Larine  
Company Handle: @tetrapak\_uscan

**Conference Partner Session: Global Trends in Packaging Sustainability: What They Mean for Dairy Products**

*3:00 p.m. – 3:45 p.m. Pacific*

**Speakers:**

**David Clark**

Vice President, Sustainability, Amcor Ltd.  
Company Handle: @amcorpackaging

**Tuesday, January 25:**

**Breakfast Session: The Power of Inclusion and Mindful Engagement in the Workplace**

*8:30 a.m. – 9:30 a.m. Pacific*

Without understanding culture, we will have a difficult time understanding open- and closed-mindedness. Dr. Robbins talks about the power of inclusion and mindful engagement in the workplace and how culture plays a key role in how humans behave in a world full of differences. Culture also ties into the pursuit of inclusion & innovation, and it has everything to do with teamwork and leadership.

**Speaker:**

**Steve Robbins**

Diversity, Inclusion & Cultural Competency Expert  
Company Handle: @slrobbinsinc

**Deep Dive – Women in the Workforce Study**

*9:45 a.m. – 10:45 a.m. Pacific*



The 2021 Women in the Workplace study conducted by McKinsey & Company and LeanIn.Org is the 7th consecutive year of their annual research effort to provide organizations with benchmarks on talent pipeline, HR practices, and employees' experiences related to career advancement, work-life issues, and diversity. We are pleased to have an expert from McKinsey and Company join us at the Dairy Forum to share the results and insights from the study. The 2021 findings focus on the impact of the COVID-19 pandemic and the growing emphasis on diversity, equity, and inclusion on the experiences of women and the state of work more broadly. As evidenced by the findings in the study, our industry efforts focused on elevating and empowering diversity in leadership roles is more important than ever.

**Speaker:**

**Kate Lloyd George**

Associate Partner, McKinsey & Company

Company Handle: @McKinsey

**Deep Dive - Winning the Marketplace: IDFA Study on Milk Pricing Modernization**

*9:45 a.m. – 10:45 a.m. Pacific*

In February 2021, IDFA commissioned a study to explore areas in which the current U.S. milk pricing system is creating challenges for US dairy stakeholders across the supply chain. The study included a survey of the performance of pricing systems in other major milk-producing countries with the goal of identifying how our pricing system could be changed to encourage innovation and enhance U.S. dairy's ability compete in the global marketplace. The principal authors of the IDFA study will provide an overview of their findings and recommendations to the industry.

**Speakers:**

**Marin Bozic, Ph.D.**

Assistant Professor, University of Minnesota

Twitter Handle: @marinbozic

**Phil Plourd**

President, Blimling and Associates

Twitter Handle: @pplourd

Company Handle: @Blimling

**J. David Carlin (moderator)**

Senior Vice President, Legislative Affairs and Economic Policy, IDFA

Company Handle: @dairyidfa

**Deep Dive - 'Great Attrition' or 'Great Attraction'? The Choice is Yours**

*11:00 a.m. – 12:00 p.m. Pacific*

A record number of employees are quitting or thinking about doing so. Organizations that take the time to learn why—and act thoughtfully—will have an edge in attracting and retaining talent.

## Speaker:

### **Bonnie Dowling**

Associate Partner, McKinsey & Company  
Company Handle: @McKinsey

## Deep Dive - The Race to Decarbonize Dairy

*11:00 a.m. – 12:00 p.m. Pacific*

Over the past 75 years, U.S. dairy production has made significant reductions in water and land use while drastically reducing greenhouse gas (GHG) emissions—but consumers and investors want us to do much more. Recently, U.S. dairy producers and processors united in their commitment to reach Net Zero GHG emissions by 2050. Meanwhile, food companies are setting their own rigorous sustainability metrics for suppliers while the proliferation of private carbon markets gives farmers real income potential from carbon reduction strategies. With ambitious commitments in hand, new innovative tools like carbon markets, and funding assistance from the private sector and federal government, will dairy reach Net Zero by 2050? Dairy Forum is pleased to welcome a panel of industry professionals, sustainability experts, and NGO scientists to discuss the path to net zero.

## Speakers:

### **Mike McCloskey**

Co-Founder and CEO, Select Milk Producers  
Company Handle: @SelectMilk

### **Jason Weller**

President, Truterra, LLC  
Company Handle: @TruterraLLC  
Twitter Handle: @The\_Chief15

### **Michael Wironen, PhD**

Senior Scientist, Agriculture & Food Systems, The Nature Conservancy  
Company Handle: @nature\_org

### **Danielle Quist (moderator)**

Vice President of Regulatory Affairs and Counsel, IDFA  
Company Handle: @dairyidfa

## Lunch Session: Political Outlook

*12:15 p.m. – 1:45 p.m. Pacific*

A.B. Stoddard offers a non-partisan perspective of the political landscape of the day and our nation's upcoming elections. Frequently meeting with sources and politicians of all stripes, Stoddard has her finger on the pulse of Washington DC, as she offers detailed and smart political and electoral analysis. In a talk as up-to-date as the headlines, she covers the five biggest stories in the news, the most up-to-date happenings between Congress and the White House, ongoing budget battles, and the electoral prospects for the two parties.

## Speaker:

**A.B. Stoddard**

Associate Editor and Columnist, RealClearPolitics  
Twitter Handle: @theabstoddard  
Company Handle: @RealClearNews

## **C-Suite Talks from the Top: Keith Schroeder**

*1:45 p.m. – 2:00 p.m. Pacific*

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

### **Speaker:**

#### **Keith Schroeder**

CEO, High Road Craft Ice Cream, Inc.  
Company Handle: @highroadcraft

## **Global Dairy Perspective**

*2:00 p.m. – 2:50 p.m. Pacific*

Join a group of international industry leaders to hear their insights on what's New.Now.Next. for dairy in the current domestic and global economic environment. Learn how these extraordinary leaders have grown their business for the future dairy industry and how they are positioning their companies for prosperity by developing the people, processes and products that will meet the demands of tomorrow's global marketplace.

### **Speakers:**

#### **Henrik Hoejen Andersen**

CEO, Arla Foods Ingredients  
Company Handle: @ArlaIngredients

#### **Carl Colizza**

President and Chief Operating Officer, Saputo Inc.  
Company Handle: @SaputoInc

#### **Émile Cordeau**

Chief Executive Officer, Agropur Cooperative  
Company Handle: @agropur

#### **Kelvin Wickham**

Chief Executive Officer, Africa, Middle East, Europe, North Asia, Americas (AMENA),  
Fonterra Co-operative Group Limited  
Company Handle: @Fonterra

#### **Patricia D. Stroup (moderator)**

Senior Vice President and Chief Procurement Officer, Nestle S.A. & Chief Executive Officer,  
Nestlé S.A.  
Company Handle: @Nestle

## Conference Partner Session: What Does it Take to Be a Modern Food Brand?

3:00 p.m. – 3:45 p.m. Pacific

At last year's IDFA Dairy Forum, MilkPEP surfaced why it is so important to understand the modern consumer and their demands. This year we are building on that platform and outlining what it takes to be a modern food brand. Through our diverse and experienced panel we will bring this session to life, highlighting key themes such as health & wellness, innovation, personalization in food and more.

### Speakers:

#### Nick Geoghegan

Strategy Director, Eat Big Fish  
Twitter Handle: @nickeatbigfish

#### Yin Woon Rani

CEO, Milk Processor Education Program (MilkPEP)  
Twitter Handle: @Yintegrated  
Company Handle: @gonnaneedmilk

#### Brad Simms

President and CEO, GALE  
Company Handle: @GalePartners

## Wednesday, January 26:

## Breakfast Session: What's Next for Dairy? Perspectives from McKinsey & Company

8:30 a.m. – 9:30 a.m. Pacific

McKinsey & Company has spent significant time understanding the impact of the pandemic on consumer brands, agriculture, and overall sustainability. Remarks will focus on ways that dairy companies can learn from these trends and prepare for the future.

### Speakers:

#### Christina Adams

Partner  
McKinsey & Company  
Company Handle: @McKinsey

#### Ludovic Meilhac

Partner  
McKinsey & Company  
Company Handle: @McKinsey

#### Roberto Uchoa

Senior Partner  
McKinsey & Company  
Company Handle: @McKinsey

## **Closing Session: Dairy Dialogues**

*9:30 a.m. – 10:30 a.m. Pacific*

A distinguished panel of dairy leaders will provide their insights and perspectives on what is New.Now.Next. for dairy. The panelists will share how they are positioning their companies for prosperity by developing the people, processes and products that will meet the demands of tomorrow's global marketplace.

### **Speakers:**

#### **David Ahlem**

CEO and President, Hilmar Cheese Company, Inc.

Company Handle: @HilmarCheese

#### **Patrick Criteser**

President and CEO, Tillamook County Creamery Association

Company Handle: @TillamookDairy

#### **Tim Doelman**

CEO, fairlife, LLC

Company Handle: @fairlife

#### **Sheryl Meshke**

Co-President and CEO, Associated Milk Producers, Inc.

#### **Michael Dykes, D.V.M.**

President and CEO, IDFA

Twitter Handle: @michaeldykesdc

Company Handle: @dairyidfa