

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.

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

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

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:

John Harsch

President, Sustainable Environmental Consultants

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, Nestrade 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