



Thursday – February 24, 2022 – 1 p.m. ET

## Agenda

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|---|------------------------------|
| <u>Welcome &amp; Introduction</u>   | Tom Wojno                    |
| 1. Presidents Report  | Michael Dykes                |
| 2. Legislative  |                              |
| a. FMMO Update  | Dave Carlin                  |
| b. Appropriations   | Rob Rosado                   |
| c. Child Nutrition Reauthorization  | Rob Rosado                   |
| d. Supply Chain Issues  | Donald Grady / Becky Rasdall |
| e. Trade  | Becky Rasdall                |
| f. Political Affairs  | Colin Newman                 |
| 3. Regulatory   |                              |
| a. Cellular Ag for Dairy Position Update  | Joseph Scimeca               |
| b. Health and Wellness Initiative   | Joseph Scimeca               |
| c. Child Nutrition Update   | Michelle Matto               |
| d. Sustainability Update  | Danielle Quist               |
| 4. Communications   |                              |
| a. Dairy Nourishes Advocacy Update  | Matt Herrick                 |
| • School Meals Advocacy   |                              |
| • General Child Nutrition Advocacy & NYC  |                              |
| b. Dairy Delivers Advocacy Update   | Andrew Jerome                |
| • Setting a Narrative: Becoming the World's Leading Supplier of Nutritious, Sustainable, Affordable Dairy |                              |
| • Earned Media: Supply Chain Challenges   |                              |
| c. Dairy Sustains Program Update  | Matt Herrick                 |
| • Dairy EP&L Program  |                              |
| d. Multimedia Update  | Michael Goodin               |
| • New Video Series on Dairy Recruitment and Retention   |                              |
| • The Dairy Download Surpasses 20K Listens  |                              |
| 5. IDFA People Strategy   | Tracy Boyle                  |
| • Dairy Diversity Coalition   |                              |
| • Women in Dairy  |                              |
| • HR Leaders in Dairy   |                              |
| ▪ Power of People Conference  |                              |
| • NextGen Leadership Program  |                              |
| ▪ Dairy Leadership Symposium  |                              |
| 6. IDFA Upcoming Programs and Engagement  | Tom Wojno                    |