

Social Media Toolkit for Dairy Forum 2025

Thank you for joining us at Dairy Forum 2025 as we come together to collaborate, innovate and explore the LIMITLESS future for the dairy industry!

This toolkit includes content you can use on your social media accounts—primarily LinkedIn, X (Twitter), Instagram and Facebook—to promote your engagement with the dairy community at Dairy Forum. Please feel free 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 Mariah Minnick, IDFA communications manager, at mminnick@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 2025 URL: www.dairyforum.org LinkedIn: https://www.linkedin.com/company/idfa

Twitter: @dairyIDFA

Instagram: https://www.instagram.com/dairyidfa/ Facebook: https://www.facebook.com/dairyidfa/

Main Messages for Dairy Forum 2025

Dairy Forum 2025 — LIMITLESS

- Dairy Forum, presented by the International Dairy Foods Association, convenes in San Antonio, Texas, with the premier annual event for dairy business leaders.
- Dairy Forum is the only place where leaders from across the dairy supply chain meet to exchange ideas, foster innovation, and cultivate meaningful connections.

- Limits are self-imposed. Dairy Forum 2025 will present sessions that expand the boundaries of dairy leaders' visions for their businesses. How can dairy companies expand their labor and talent pools? How can dairy exceed record domestic consumption and export figures in recent years? What non-traditional partnerships can dairy executives leverage to expand their technological capabilities, or their brand awareness? Gain insights and inspiration from leading thinkers and experts in business leadership, technology, nutrition, sustainability and more.
- Dairy Forum 2025 will advance your knowledge and unite with leaders from across the supply chain—from farmers to cooperatives, processors, suppliers, retailers, foodservice and government. Dairy Forum is the only event where leaders from across the dairy supply chain meet to exchange ideas, foster innovation, and cultivate meaningful connections.
- Dairy Forum is not just a dairy conference. It is a business conference for dairy leaders.

The Future of Dairy is LIMITLESS

- There are a limitless number of ways the dairy industry is well positioned to continue growing and thriving. Throughout the sessions at Dairy Forum, we will address the importance of:
 - Creating value from disruption to create opportunities for industry growth. Dairy leaders can turn potential threats into competitive advantages by being agile, adapting to the marketplace, and evolving to meet consumer needs. Disruption has created opportunities for those bold enough to seize them.
 - Partnering with technology to pave the path for a successful future. The
 technology revolution we're experiencing offers unprecedented opportunities for
 dairy companies to solve our most pressing challenges and create new
 competitive advantages by improving efficiency, marketing more effectively, and
 connecting with consumers more meaningfully.
 - Embracing a growth mindset. Investing in our industry's fundamentals—quality, efficiency, innovation, and reliability—will secure sustainable growth for U.S. dairy in an increasingly complex global marketplace.
 - People as a key to dairy's success. The heart of enduring success lies in unleashing human potential. Every person carries within them infinite possibilities waiting to be discovered and unleashed. When we remove artificial constraints and nurture an environment where everyone can flourish, we create ripples of positive change that extend far beyond our immediate reach. There is a wide array of opportunities for individuals of all backgrounds to become part of the dairy industry and grow their careers.

Dairy Nourishes Americans Throughout All Life Stages

- Dairy delivers sustainable, accessible and affordable food with unparalleled health and nutrition benefits.
- Good nutrition is the foundation of health and wellness for adults and children alike, and dairy is a crucial part of a healthy diet beginning at a very young age. No other type of food or beverage provides the unique combination of nutrients that dairy contributes to the American diet, including high quality protein, calcium, vitamin D, and potassium, and

- health benefits including better bone health and lower risk for type 2 diabetes and cardiovascular disease.
- In fact, a growing body of data and research underscores the role that dairy—at all fat levels—should play in a healthy diet. Dairy processors provide a wide range of nutritious dairy options, at a variety of fat and sweetness levels that can work within the healthy diets of Americans. No matter the level of sweetness or fat, milk, yogurt and cheese provide the same nutrient package of up to 13 essential nutrients.

Cow's milk alone has been found to hydrate the body better than water and delivers 13 essential nutrients that everyone needs to stay healthy. Recently, a panel of experts from the Academy of Nutrition and Dietetics, the American Academy of Pediatric Dentistry, the American Academy of Pediatrics, and the American Heart Association, concluded that cow's milk—whole, low fat and skim milks—offers a host of essential nutrients that young kids need to be healthy, while recommending parents strictly limit or eliminate all other beverages from their child's diet except for water.

Dairy products play a critical role in the diet of children, where milk is the top source of calcium, potassium, phosphorus, and vitamin D in kids ages 2-18. According to the U.S. Departments of Agriculture and Health and Human Services, American children and adolescents over four years old are not consuming enough dairy to meet the Dietary Guidelines for Americans (DGAs) recommendations. Case in point: 73 percent of the calcium available in the food supply is provided by milk and milk products; and milk is the number one source of protein in the diets of children ages 2 to 11.

Social Media Graphics

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

CLICK HERE TO DOWNLOAD IMAGES

Session Descriptions and Social Media Handles

Sunday, January 26:

Chairman's Lecture - Understanding Washington's New Agenda 6:00 p.m. – 7:00 p.m. Central

In this session, Former Speaker Kevin McCarthy will delve into the key priorities of the new Administration and the 119th Congress. With his unparalleled experience working closely with leadership from both parties, Former Speaker McCarthy offers a unique perspective on the future landscape of Washington.

Discover what the recent elections signify for the dairy industry and gain valuable insights into the potential implications. Explore the key players shaping this environment, anticipate the policies and legislation that will take center stage in the first year, and contemplate the broader effects of shifting power dynamics for both the U.S. and the global stage.

Speaker:

Kevin McCarthy

55th Speaker of the House X handle: @SpeakerMcCarthy IG handle: @speakermccarthy

LinkedIn: https://www.linkedin.com/in/speakermccarthy/

Monday, January 27:

President's Breakfast

8:30 a.m. - 9:10 a.m. Central

Join us for the 2025 President's Breakfast where Michael Dykes will deliver the Annual State of Dairy Address. He will review the past year's developments in the dairy industry and provide insights into the future. His presentation will highlight the LIMITLESS possibilities that emerge when our industry unites to prioritize and tackle our key opportunities and challenges. This is a must-attend event for anyone invested in the future of dairy.

Speaker:

Michael Dykes, D.V.M.

President and CEO, IDFA X handle: @michaeldykesdc

LinkedIn: https://www.linkedin.com/in/michael-dykes-ba60587/

Deep Dive – The Future of Dairy Procurement

9:45 a.m. - 10:45 a.m. Central

Join us for an enlightening session on the future of dairy procurement, where we will explore the evolving landscape of sourcing and purchasing dairy products in a rapidly changing industry. As global challenges and technological advancements reshape the dairy sector, it becomes critical to stay ahead with innovative procurement strategies.

This session will bring together industry procurement leaders to discuss emerging trends, best practices, and the latest tools to optimize dairy procurement operations.

Speakers:

Patricia Stroup

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

LinkedIn: https://www.linkedin.com/in/patricia-stroup-720845132/

Morgan Gruhlke

Director of Strategic Sourcing, Sargento

LinkedIn: https://www.linkedin.com/in/morgangruhlke/

Company LinkedIn: https://www.linkedin.com/company/sargento/ Company handle: @SargentoCheese (X), @sargentofamily (IG)

Carson Landsgard

Chief Supply Chain Officer, H-E-B

LinkedIn: https://www.linkedin.com/in/carson-landsgard-036815246/

Company LinkedIn: https://www.linkedin.com/company/heb/

Company handle: @HEB (IG/X)

Trevor Fleege

Senior Director of Management and Milk procurement, Agropur LinkedIn: https://www.linkedin.com/in/trevor-fleege-20a07141/ Company LinkedIn: https://www.linkedin.com/company/agropurcoop/

Laura Hill

Dairy Supply Optimization Leader, The Kroger Co.

Company LinkedIn: https://www.linkedin.com/company/kroger/

Company handle: @kroger (X), @krogerco (IG)

Deep Dive – Beyond Carbon: Business & Natural Capital

9:45 a.m. - 10:45 a.m. Central

Some have called the 2020s the decade of climate action. In parallel, there is momentum behind corporate stewardship, standards, reporting, and investment in natural capital and biodiversity. While near-term carbon outcomes are of vital importance, this panel will explore the long-run importance of also considering how full ecosystems are connected to our business operations.

Speakers:

Ryan Findlay

Head of Sustainable Food and Agriculture, Rabobank LinkedIn: https://www.linkedin.com/in/ryanpfindlay/

Company LinkedIn: https://www.linkedin.com/company/rabo-agrifinance/

Company handle @rabobank (X/IG)

Laura Donnelly

Director & Global Lead, Nature, BSR

LinkedIn: https://www.linkedin.com/in/laura-donnelly-71135024/ Company LinkedIn: https://www.linkedin.com/company/bsr/

Catherine Musulin

Head of Mission & Sustainability, Horizon

LinkedIn: https://www.linkedin.com/in/catherinemusulin/

Company LinkedIn: https://www.linkedin.com/company/horizon-organic/

Company handle: @horizonorganic (IG), @Horizon Organic (X)

Mike Aquino (moderator)

Director, ESG, International Dairy Foods Association LinkedIn: https://www.linkedin.com/in/connectwithaquino/

Deep Dive - State of Women in Dairy: A Progress Report

11:00 a.m. – 12:00 p.m. Central

In 2024, IDFA presented the first ever State of Women in Dairy survey readout, complete with key findings and recommendations for greater gender equality across the dairy sector. Join a follow-up discussion to learn about progress made, see new benchmarking data, discover what partnerships have formed, and understand where we go from here.

Speakers:

Jenene Calloway

Senior Vice President, Talent Development & Chief Diversity Officer, Schreiber Foods, Inc.

LinkedIn: https://www.linkedin.com/in/jenene-calloway-50ba216/

Company LinkedIn: https://www.linkedin.com/company/schreiber-foods/

Company handle: @Schreiber_Foods (X), @schreiber_foods (IG)

Mat Bartkowiak

VP of Corporate Responsibility and Development, Nelson-Jameson LinkedIn: https://www.linkedin.com/in/mathew-j-bartkowiak-390a2b34/ Company LinkedIn: https://www.linkedin.com/company/nelson-jameson-inc/

Company handle: @nelsonjameson (X), @nelsonjamesoninc (IG)

Becky Rasdall Vargas (moderator)

Senior Vice President, Trade and Workforce Policy, International Dairy Foods Association LinkedIn: https://www.linkedin.com/in/brasdall/

Deep Dive – Got Security? Protecting Dairy Processing in the Digital Age

11:00 a.m. - 12:00 p.m. Central

Cybersecurity threats in the dairy, food and agriculture sectors pose unique challenges that require targeting solutions. This panel session brings together experts to discuss the evolving landscape of cybersecurity in these industries, share insights into current vulnerabilities, and explore effective strategies to safeguard critical infrastructure and data.

Speakers

Jonathan Braley

Director, Food and Agriculture-ISAC and the Information Technology-ISAC

LinkedIn: https://www.linkedin.com/in/jonathan-braley-29813287/

Company LinkedIn: https://www.linkedin.com/company/food-agriculture-isac/

Company handle: @foodandagisac

Sriraj Kantamneni

Executive Vice President, Chief Information & Digital Officer, Schreiber Foods, Inc.

LinkedIn: https://www.linkedin.com/in/sriraj/

Company LinkedIn: https://www.linkedin.com/company/schreiber-foods/

Company handle: Company handle: @Schreiber Foods (X), @schreiber foods (IG)

Ryan Schaap

Chief Information Officer, Wells Enterprises

Company LinkedIn: https://www.linkedin.com/company/wells-enterprises/

Company handle: @wellsentinc (IG)

Matt Wilkinson

Vice President, Technology & Business Development, Great Lakes Cheese

LinkedIn: https://www.linkedin.com/in/matthew-wilkinson-258a5a/

Company LinkedIn: https://www.linkedin.com/company/great-lakes-cheese/

Company handle: @greatlakescheese (IG)

Lunch Session – Lead to Win: Insights to Maximize Your Impact as a Leader in Today's Evolving Environment

12:15 p.m. – 2:00 p.m. Central

Carla Harris, Vice Chairman of Morgan Stanley, gospel recording artist, and author of the book, Expect to Win and Strategize to Win, will share insights on leadership, emphasizing the transformative power of authenticity and embracing one's true self. Through her wealth of industry knowledge and leadership acumen, she will delve into the significance of showing up authentically in both personal and professional realms.

Don't miss this opportunity to gain valuable perspectives from Carla Harris on leadership, self-expression, and the profound impact of authenticity in driving success and fostering genuine connections.

Speaker:

Carla Harris

Senior Client Advisor and Vice Chairman, Morgan Stanley LinkedIn: https://www.linkedin.com/in/carla-harris-5192047b/

Company LinkedIn: https://www.linkedin.com/company/morgan-stanley/

Company handles: @MorganStanely (X), @morgan.stanley (IG)

Leveraging Dairy's Health Halo to Attract Young and Non-Traditional Consumers

2:00 p.m. - 3:00 p.m. Central

Dairy products play a critical role in the healthy diets of Americans, yet not all Americans believe dairy is essential to their diet. How can the dairy industry leverage current population trends, new product innovation and government initiatives to solidify dairy's healthy halo among all Americans? This panel will identify opportunities for dairy companies to better appeal to younger demographics and to change the perceptions of those who believe dairy does not fit within their diet.

Speakers:

June Thompson

Registered Dietitian

Yin Woon Rani

CEO, MilkPEP

LinkedIn: https://www.linkedin.com/in/yinwoonrani/

Company LinkedIn: https://www.linkedin.com/company/milkpep/

Company handle: @gonnaneedmilk (IG)

Amanda Blechman

Director, Nutrition and Scientific Affairs, Danone

LinkedIn: https://www.linkedin.com/in/amanda-soled-blechman-rd-cdn-50492632/

Company LinkedIn: https://www.linkedin.com/company/danone/ Company handle: @danonenorthamerica (IG), @DanoneNA (X)

Catherine Duregger (moderator)

Vice President, Brand Management, Shamrock Farms

LinkedIn: https://www.linkedin.com/in/catherine-caruso-duregger/

Company LinkedIn: https://www.linkedin.com/company/shamrock-foods/

Company handle: @shamrockfarmsmilk (IG)

Conference Partner Session – Unlocking Growth: Harnessing the Power of REAL Dairy and Health & Wellness to Give Consumers What They Really Want

3:15 p.m. – 4:00 p.m. Central

Dairy Management, Inc. has discovered that more than 50% of consumers are dissatisfied with how current food, beverage and supplement offerings meet their health and wellness needs.

Join us for an exclusive session tailored for industry leaders, where we'll dive deep into the findings from a comprehensive study involving over 12,000 U.S. consumers to reveal what consumers really want for their health and wellness needs and what it means for dairy. You'll be introduced to a series of cutting-edge innovation tools, including a claims playbook, a digital platform and resource tool, plus an innovation showcase of global products, concepts and inspiring product prototypes. These solutions are designed to align perfectly with the evolving needs of today's consumers, providing your organization with a unique opportunity to accelerate growth and outpace the competition.

Don't miss this chance to gain actionable insights and explore how REAL dairy can be the key to unlocking new growth avenues for your business.

Speakers:

Christopher Urban

Vice President, Growth Platforms and Partnerships, Dairy Management Inc.

LinkedIn: https://www.linkedin.com/in/christopher-urban-a701bb8/

Company LinkedIn: https://www.linkedin.com/company/dairy-management-inc-/

Company handle: @undeniablydairy (IG)

Brandon Casteel

Vice President of Partnerships, SPINS

LinkedIn: https://www.linkedin.com/in/brandon-casteel-06a5803/ Company LinkedIn: https://www.linkedin.com/in/brandon-casteel-06a5803/

Kristiana Alexander

Vice President, Consumer Insights & Innovation, Dairy Management Inc.

LinkedIn: https://www.linkedin.com/in/kristianaalexander/

Company LinkedIn: https://www.linkedin.com/company/dairy-management-inc-/

Company handle: @undeniablydairy (IG)

Paul Ziemnisky

Group EVP, Wellness, Innovation, and Business Development

LinkedIn: https://www.linkedin.com/in/paulziemnisky/

Company LinkedIn: https://www.linkedin.com/company/dairy-management-inc-/

Company handle: @undeniablydairy (IG)

Conference Partner Session – Artificial Intelligence and Automation in Dairy Production

3:15 p.m. – 4:00 p.m. Central

As we enter the next industrial revolution, integrating artificial intelligence (AI) and automation in food production is not just an opportunity but a necessity to remain competitive. In a market flooded with discussions on digital transformation, AI, and automation, cutting through the noise and taking the first practical step can be challenging. This session will delve into the transformative potential of AI in the dairy industry, offering a clear and pragmatic roadmap of proven solutions to well-known challenges.

We will provide an in-depth examination of what the combination of automation and AI mean for dairy operations, highlighting practical and effective solutions that save time, money, and unnecessary effort. Through real-world examples, we will demonstrate how our innovative solutions empower dairy producers to make better everyday decisions, leveraging industry knowledge and experience rather than relying solely on technology. Join us to discover how Tetra Pak can propel your dairy operation into the future, harnessing the power of AI and automation to stay ahead in a rapidly evolving industry.

Speakers:

Sean Sims

Vice President of Automation Solutions, Tetra Pak

LinkedIn: https://www.linkedin.com/in/sean-sims-50200219/ Company LinkedIn: https://www.linkedin.com/company/tetra-pak/

Company handles: @tetrapak (X/IG)

Tuesday, January 28:

Breakfast Session – Rural Economic Outlook

8:30 a.m. - 9:30 a.m. Central

What to expect on interest rates. Examining the reliability of the nation's electric grid. Understanding artificial intelligence and our labor market. These topics and more will be covered by Tom Halverson, president and CEO of CoBank. Halverson is responsible for implementing the strategic and business direction for CoBank, one of the largest private providers of credit to the U.S. rural economy. The bank delivers loans, leases and other financial services to agribusiness, food and supply cooperatives, rural infrastructure, and Farm Credit customers in all 50 states. In his presentation, Tom will share CoBank's assessment on the state of the farm, food, and rural economies, risks and opportunities in domestic markets, and the key trends that every food and agribusiness CEO should be aware of. In 2023, CoBank recorded one of the best years in its history from a financial standpoint, despite substantial uncertainty and volatility in the macro economy. Average loan volume reached all-time highs. Credit quality in their loan portfolio remained strong.

Hear Tom's perspective on how food and agriculture businesses can continue to deliver value to customers and shareholders by understanding the trends shaping America's rural economy.

Speaker:

Thomas Halverson

CEO and President, CoBank

LinkedIn: https://www.linkedin.com/in/thomas-halverson/ Company LinkedIn: https://www.linkedin.com/company/cobank/

Company handle: @cobank (X), @cobankacb (IG)

Deep Dive - Dairy in an Evolving Health Environment

9:45 a.m. - 10:45 a.m. Central

The U.S. spends roughly \$1.1 trillion per year to treat diet-related diseases like diabetes, cardiovascular disease, hypertension and cancer—a problem recognized by government, healthcare companies, and food industry alike. Each of these sectors is responding—how can dairy better leverage its positive health benefits to help improve health and compete in the evolving market? Join us as we explore the rise of GLP-1 drugs, current industry research and marketing efforts, and the role of government nutrition programs and the Dietary Guidelines for Americans.

Speakers:

Joanne Slavin, PhD, RDN

Professor, Department of Food Science and Nutrition, University of Minnesota Company LinkedIn: https://www.linkedin.com/school/university-of-minnesota/

Company handle: @FSCN UMN (IG/X)

Marie E. Latulippe, MS MBA RDN

Director of Science Programs, Institute for the Advancement of Food and Nutrition Sciences

LinkedIn: https://www.linkedin.com/in/marie-e-latulippe-7244774/
Company LinkedIn: https://www.linkedin.com/company/iafns-science/

Michelle Albee Matto, MPH, RDN (moderator)

Associate Vice President, Regulatory Affairs and Nutrition, International Dairy Foods Association

LinkedIn: https://www.linkedin.com/in/michellematto/

X handle: @amfoodnutrition

Deep Dive – FMMO Changes: Impacts of Risk Management for Processors and Buyers

9:45 a.m. - 10:45 a.m. Central

Changes in Class I price formula will make risk management more complicated for beverage milk processors, while using only cheddar blocks for pricing Class III milk will change basis points and possibly reduce risk for most cheese buys and sellers, including exports.

Speakers:Katie Burgess

Director, Risk Management, Ever.Ag

LinkedIn: https://www.linkedin.com/in/katie-burgess-bb905693/

Company LinkedIn: https://www.linkedin.com/company/ever-ag-financial-services/

Company handle: @Ever_Ag_Insight (X)

Ted Jacoby, III

President and CEO, T. C. Jacoby & Company, Inc.

LinkedIn: https://www.linkedin.com/in/ted-jacoby-iii-4325955/ Company LinkedIn: https://www.linkedin.com/in/ted-jacoby-iii-4325955/

James De Jong

Director, Economics and Risk Management, Glanbia

LinkedIn: https://www.linkedin.com/in/james-de-jong-388779148/

Company LinkedIn: https://www.linkedin.com/company/glanbianutritionals/

Company handle: @GlanbiaNutri (X)

Christopher Herlache

Risk Management Team Leader, Schreiber Foods, Inc. LinkedIn: https://www.linkedin.com/in/christopher-herlache/ Company handle: @Schreiber Foods (X), @schreiber foods (IG)

Mike Brown (moderator)

Chief Economist, International Dairy Foods Association

LinkedIn: https://www.linkedin.com/in/michael-brown-26bb2bb/

Deep Dive – Making Dairy Limitless for the Next Black Swan Event

11:00 a.m. – 12:00 p.m. Central

A global pandemic, wars, tariffs, and shortages. Five years later, supply chain disruptions seem like yesterday's problem. But experts think these kinds of events will continue, rather than dissipate. How are YOU prepared to be limitless in the next black swan event? Come hear from experts who spend their careers studying disruption to talk about a few future scenarios and how to prepare for them.

Speakers:

Israel Santiesteban-Barrientos

Senior Vice President Supply Chain Management U.S., Schreiber Foods LinkedIn: https://www.linkedin.com/in/israel-santiesteban-43627b1b/ Company LinkedIn: https://www.linkedin.com/company/schreiber-foods/

Company handle: @Schreiber Foods (X), @schreiber foods (IG)

Bruce Heckman

Vice President, Manufacturing, Walmart

LinkedIn: https://www.linkedin.com/in/bruce-heckman/

Company LinkedIn: https://www.linkedin.com/company/walmart/

Company handle: @walmartworld (IG/X)

Becky Rasdall Vargas (moderator)

Senior Vice President, Trade and Workforce Policy, International Dairy Foods Association

LinkedIn: https://www.linkedin.com/in/brasdall/

Deep Dive - Strategic Advocacy in a Post-Chevron World

11:00 a.m. - 12:00 p.m. Central

In the six months since the Supreme Court's 2024 Loper Bright and Corner Post decisions, advocates for dairy are already adjusting to the seismic shift in policymaking responsibilities among federal legislators, regulators and courts. In this deep dive, learn more about how food and agriculture advocates must adapt their strategies to be successful advocates for dairy and to improve the business climate for the future.

Speakers:

Travis Cushman

Deputy General Counsel for Litigation & Public Policy, American Farm Bureau Federation

LinkedIn: https://www.linkedin.com/in/traviscushman/

Company LinkedIn: https://www.linkedin.com/company/american-farm-bureau-federation/

Company handle: @FarmBureau (X/IG)

Kellie Adesina

Director of Federal Government Affairs, Kraft Heinz LinkedIn: https://www.linkedin.com/in/kellieadesina/

Company LinkedIn: https://www.linkedin.com/company/the-kraft-heinz-company/

Company handle: @KraftHeinzCo (X)

Elizabeth B. Fawell

Partner, Hogan Lovells

LinkedIn: https://www.linkedin.com/in/elizabeth-fawell-918ab267/ Company LinkedIn: https://www.linkedin.com/in/elizabeth-fawell-918ab267/

Company handle: HoganLovells (X)

Danielle Quist (moderator)

Vice President, Regulatory Affairs and Counsel, International Dairy Foods Association

LinkedIn: https://www.linkedin.com/in/danielle-hallcom-quist-6445b5b4/

Lunch Session – Navigating Global Volatility: Intelligence Insights for Dairy Leaders

12:15 p.m. – 2:00 p.m. Central

A powerful voice in the Intelligence Community and one of its leading national security professionals, Eric Traupe is the former assistant director of the CIA for the Near East and served on the front lines of U.S. counterterrorism efforts for more than 20 years. He remains a trusted advisor to our nation's highest-ranking leaders, having advised CIA directors, presidents, cabinet and military officials, and members of Congress.

Eric will discuss the geopolitical and economic issues as we head into 2025, share an intelligence insider's assessment of the potential outcomes of headline-grabbing global issues, as well as the possible impact on businesses, the global economy, and society. From the front lines to the White House and to the board room, Traupe will offer his perspectives on the geopolitical drivers that contribute to market volatility, supply chain disruption, and factors that are paving the way to a new world order that dairy industry leaders will need to understand to prosper.

Speaker:

Eric Traupe

National Intelligence Leader; Former CIA Assistant Director LinkedIn: https://www.linkedin.com/in/eric-traupe-993917231/

What's New in Dairy Product Ingredient Innovation

2:00 p.m. - 3:00 p.m. Central

Learn from the experts about new and novel dairy ingredients that have entered the marketplace or that are in the near-term pipeline and what consumer trends and demands are driving this innovation.

Speakers:

Samuel Alcaine, PhD (moderator)

Vice President, Regulatory and Scientific Affairs, International Dairy Foods Association LinkedIn: https://www.linkedin.com/in/sam-alcaine-51b5093/

Peggy Ponce

Director of Product Innovation, Agropur

LinkedIn: https://www.linkedin.com/in/peggy-ponce/

Company LinkedIn: https://www.linkedin.com/company/agropurcoop/

Darren Seifer

Industry Advisor, Consumer Goods and Foodservice Insights, Circana

LinkedIn: https://www.linkedin.com/in/darrenseifer/

Company LinkedIn: https://www.linkedin.com/company/wearecircana/

Company handles: @WeAreCircana (IG/X)

Venkateswarlu (Venkat) Sunkesula, PhD

Vice President of Research & Product Development, Idaho Milk Products LinkedIn: https://www.linkedin.com/in/venkat-sunkesula-ph-d-1638457/ Company LinkedIn: https://www.linkedin.com/company/idaho-milk-products/

Company handle: @idahomilkproducts

Kelley Lowe, MSc

Globa Director, Product Research, Abbott Nutrition

LinkedIn: https://www.linkedin.com/in/kelley-lowe-4230974a/
Company LinkedIn: https://www.linkedin.com/company/abbott-/
Company handle: @abboTtglobal (IG), @abbottnews (X)

Eileen Thanner

Chief Operating Officer, fairlife, LLC

LinkedIn: https://www.linkedin.com/in/eileen-thanner-1a11515/ Company LinkedIn: https://www.linkedin.com/company/fairlife-llc/

Company handle: @fairlife (X/IG)

Conference Partner Session – Transforming Dairy for the Future: Driving Automation, Innovation and Growth with Cloud Technology

3:15 p.m. – 4:00 p.m. Central

This session highlights how industry leaders are using cloud technology to spark innovation, drive growth, and stay ahead in a rapidly changing landscape. Learn how AI is optimizing production, enhancing agility, and delivering smarter, faster decision-making. Discover how automation and data-driven strategies are revolutionizing supply chain efficiency and productivity. Hear directly from peers who have embraced these technologies to fuel growth and reimagine the future of dairy. Gain fresh perspectives and actionable insights to navigate the evolving dairy industry with confidence.

Speakers:

Mikael Bengtsson

Industry & Strategy Solution Director, Food & Beverage, Infor Company LinkedIn: https://www.linkedin.com/company/infor/

Company handle: @Infor

Eric Hale

Director of IT, United Dairymen of Arizona

Company LinkedIn: https://www.linkedin.com/company/udamilk/

Company handle: @UDAMilk (X/IG)

Bill Blase

Vice President, Information Technology, Aurora Organic Dairy

LinkedIn: https://www.linkedin.com/in/billblase/

Company LinkedIn: https://www.linkedin.com/company/aurora-organic-dairy/

Conference Partner Session – Leading Through Material Science: Advancing Sustainable Packaging Innovations for Dairy Products

3:15 p.m. – 4:00 p.m. Central

In the dairy industry, where freshness, safety, and shelf life are paramount, the role of sustainable materials in flexible packaging is vital. This session explores how advances in material science are driving more fiber or film-based sustainable solutions in dairy packaging by reducing environmental impact without compromising product performance. We will examine a wide range of innovative sustainable materials and explore how material science is paving the way for packaging that meets regulatory demands and consumer expectations. Attendees will gain insights into current and emerging packaging technologies that enhance recyclability, support circular economy, extend product shelf life, improve production efficiency and reduce waste in the dairy supply chain.

Speakers:

Luc Ravenelle

Vice President Sales & Marketing Canadian Fleixbles, ProAmpac LinkedIn: https://www.linkedin.com/in/luc-ravenelle-a9253a11/ Company LinkedIn: https://www.linkedin.com/company/proampac/

Company handle: @ProAmpac (X)

Hesam Tabatabaei

Senior Vice President of Global Product Development & Innovation, ProAmpac

Company LinkedIn: https://www.linkedin.com/company/proampac/

Company handle: @ProAmpac (X)

Wednesday, January 29:

The Four Seasons of a CEO: Navigating Leadership Transitions and Strategic Evolution

8:00 a.m. - 9:00 a.m. Central

The dairy industry is facing a pivotal time, facing surmounting pressures of sustainability along with changing industry regulation and a shifting labor market. Strong leadership is required to lead the dairy industry and navigate through this pivotal period. The plenary session will introduce the six key practices that set exceptional leaders apart from the rest.

The session will close with a panel featuring 4 CEOs which will provide a comprehensive overview of the challenges and strategies at different stages of a CEO's career, from mid-career development to first-time CEO challenges to legacy and succession planning, and the continuous evolution of skills and lessons learned.

Speakers:

Mike Durkin

President and CEO, Leprino Foods Company

Company LinkedIn: https://www.linkedin.com/company/leprino/

Company handle: @LeprinoFoodsCO

Louie Gentine

CEO, Sargento Foods Inc.

LinkedIn: https://www.linkedin.com/in/louie-gentine-645a955/ Company LinkedIn: https://www.linkedin.com/company/sargento/ Company handle: @SargentoCheese (X), @SargentoFamily (IG)

Tina Floyd

CEO, Hudsonville Ice Cream

LinkedIn: https://www.linkedin.com/in/tina-floyd-4a8508a8/

Company LinkedIn: https://www.linkedin.com/company/hudsonville-ice-cream/

Company handle: @hudsonville ic (IG)

Dennis J. Rodenbaugh

President and CEO, Dairy Farmers of America, Inc.

LinkedIn: https://www.linkedin.com/in/dennis-rodenbaugh-bb70a025/

Company LinkedIn: https://www.linkedin.com/company/dairy-farmers-of-america/

Company handles: @dfamilk (X/IG)

Saving Lives: How Dairy is Partnering to Address Crises

9:00 a.m. - 10:00 a.m. Central

For decades, partners like Feeding America have made it possible for food companies to step up and address hunger and crises in the U.S. Increasingly, nutritious dairy foods and dairy ingredients in fresh and shelf-stable formats are playing a vital role in getting important nutrients to hungry and vulnerable people through domestic and international relief programs. Join entrepreneur and humanitarian Hamdi Ulukaya and Claire Babineaux-

Fontenot of the nation's foremost hunger relief organization for a special discussion on aligning corporate mission with values to help those in need.

Speakers:

Hamdi Ulukaya

Founder & CEO of Chobani, Founder of the Tent Partnership for Refugees

LinkedIn: https://www.linkedin.com/in/hamdiulukaya/

Company LinkedIn: https://www.linkedin.com/company/chobani/

Company handle: @chobani (X/IG)

Claire Babineaux-Fontenot

Chief Executive Officer, Feeding America

LinkedIn: https://www.linkedin.com/in/clairebabineaux-fontenot/

Company LinkedIn: https://www.linkedin.com/company/feeding-america/

Company handle: @feedingamerica (X/IG)

Michael Dykes, D.V.M.

President and CEO, IDFA X handle: @michaeldykesdc

LinkedIn: https://www.linkedin.com/in/michael-dykes-ba60587/