



2016 FOOD & POLICY SUMMIT

October 25-26

Sheraton Hotel, Madison, WI

If your business is dairy...
then it's your business
to be here.



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Dairy Producers®

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www.pdpw.org

CEU Credits Available:



UW-SVM:
Up to 12.5 CEU

2016 FOOD & POLICY SUMMIT

Name _____

Business/Farm Name _____

Address _____

City _____ State _____ ZIP _____

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Registration fee covers workshop, materials and lunch.

Registration does NOT include hotel.

Member Registration Rate: \$100/person for one day; \$150/person for both days

Non-Member Registration Rate: \$150/person for one day; \$200/person for both days

Participant Names	Day Attending	Member		Non-Member	
		1 day	2 days	1 day	2 days
	<input type="checkbox"/> Oct. 25 <input type="checkbox"/> Oct. 26	\$100	\$150	\$150	\$200

	<input type="checkbox"/> Oct. 25 <input type="checkbox"/> Oct. 26	\$	\$	\$	\$
	<input type="checkbox"/> Oct. 25 <input type="checkbox"/> Oct. 26	\$	\$	\$	\$
	<input type="checkbox"/> Oct. 25 <input type="checkbox"/> Oct. 26	\$	\$	\$	\$
TOTAL \$		\$	\$	\$	\$

Credit Card Information Check one: ☐ Visa ☐ MasterCard ☐ Discover

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If paying by check, make payable to PDPW.
Mail completed form to:

PDPW
820 N. Main St., Suite D
Juneau, WI 53039
Register online at www.pdpw.org
or call 800-947-7379



Decisions are made by those who show up

*Bringing together fellow dairy farmers,
processors, regulators, and allied industry.*

There are more voices than ever clamoring to shape how you dairy. While transparency at the farm level is a common buzz, this summit is your opportunity to gain first-hand knowledge of what they are demanding from you.

**Come to the table.
Lean into the discussion.
Make a difference.**

AGENDA

Tuesday, Oct. 25

12:30 p.m. – Registration

1:00 p.m. – Summit opening

6:30 p.m. – Dinner and evening session

Wednesday, Oct. 26

8:00 a.m. – Registration

8:30 a.m. – Summit reconvenes

4:00 p.m. – Conclusion

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Tuesday, Oct. 25 – Wednesday, Oct. 26

Sheraton Hotel

Hotel reservations 866-716-8134 • 706 John Nolen Drive • Madison, WI 53713



DAY 1 Insights: Voices driving policy



of potential.

General Session 1 – Food Panel: Dean Foods, JBS USA, The Hershey Company, Grassland Dairy Products, Inc.
Glean insight – all in the name of transparency - from up-the-chain food processors and suppliers on current and upcoming food trends. Learn who's demanding change in how you do your job as a meat and milk provider.
Jennifer Walker DVM, PhD, Director, Dairy Stewardship of Dean Foods; Deb Arcoleo Director, Product Transparency of The Hershey Company; Kim Stackhouse, Director of Sustainability for JBS USA; Goedhart Westers, Vice President of Business Development with Grassland Dairy Products, Inc.

General Session 2 – Consumer Panel: Are their stomachs keeping them awake at night?

Are consumers really driving food policy discussions or are divisive labels being driven by others? You decide. A consumer panel will share their perspectives of dairy. Learn what they think, what they believe, where they go to for their information and how they make their decisions.

General Session 3 – Scott Beckstead with HSUS

Hear directly from HSUS on dairy, expectations and goals they have for food-animal production and our industry.

DAY 2 Be a part of the solution

General Session 1 – Brian Lubbers, DVM, PhD: Biology and Policy of Antibiotic Use in Animal Agriculture
Big changes are coming to agriculture. Listen to Dr. Brian Lubbers as he digs deep into animal antibiotics. Learn what antibiotic resistance means to animals and humans in both long and short terms. He will answer questions on how policies are shaped around antibiotic use and what is coming next. You will learn how policy changes will directly impact your dairy, how you manage and your future.

General Session 2 – NMPF Policy, Process and On-Farm Practices

National Milk Producers Federation is looked to as a voice of dairy farmers. Hear from Senior Management how policy is being shaped and how NMPF interacts with the national check-off programs, the major food brands and dairy farmers. Learn who is making the decisions that are impacting policy and could impact your farm practices.

General Session 3 – Regulator/producer Panel: Clean Water, Its Everybody's Business

Water issues are making headlines across America. The Wisconsin DNR is opening up NR 151, an administrative rule that regulates all types and sizes of dairy farms. Hear from Jeff Voltz, DNR, about what's coming down the pike on this rule. Hear from Don Nyles, dairy farmer of Casco, Wis., who is involved in the Peninsula Pride Watershed project in northeastern Wis. Learn how projects like Peninsula Pride Watershed impact our industry. This dynamic panel provides a panoramic view of dairy's water challenges, rules and solutions for the future.

DAY 2 Breakout Sessions

(Attend three of the four specialty sessions)

Breakout 1:

Dairy Management, Inc.™ (DMI) is the management organization that builds demand for dairy products and is funded by America's nearly 49,000 dairy farmers, as well as dairy importers. Campaigns such as Got Milk and Dairy Good represent a taste of what DMI has done. Gather insight into one of the nation's promotional check-off programs funded by agriculture and see what they are doing for you.

Breakout 2:

National Milk Producers Federation's (NMPF) senior management makes themselves available for questions about the FARM program, and policies impacting your dairy. During this session, you can cover details of FARM, updates on current policies and important issues. Bring questions and come prepared to interact with the people who are representing dairy farmers in Washington, D.C.

Breakout 3:

Hear from the Wisconsin Milk Marketing Board (WMMB). For many consumers around the U.S., Wisconsin means cheese. Through the years, Wisconsin's promotional efforts have been the envy of most across the country as WMMB has grown the demand for our cheeses worldwide. Hear how this reputation has been developed and what is happening to keep Wisconsin dairy top of mind for consumers.

Breakout 4:

Responsible on-farm use of antibiotics starts with a good working relationship between a farmer and veterinarian. With more testing and a closer eye on food, WVMA's Food Armor® program provides both the industry and dairy farmers a practical solution for achieving proper animal care while producing pure, safe food. Learn how this Wisconsin-born solution is gaining national notoriety while proving its worth to cows, dairy owners, customers up the value chain and consumers.

Hear from these Brands and NGOs

