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dairy insights SUMMIT



December 11, 2025 **Madison, WI**

for dairy executives, processors, policy makers,
educators and other key leaders

dairy insights SUMMIT

THINK BEYOND TOMORROW



December 11, 2025

Madison Marriott South, Madison, WI

dairy insights SUMMIT

December 11, 2025

Madison Marriott South, 706 John Nolen Drive, Madison, WI

9:00 am **Registration**
9:30 **Summit begins**
4:00 pm **Summit concludes**

think beyond tomorrow

Dairy unbound: reimagining what's next

Today's consumers are redefining what they expect from food. Their voices are loud and clear: transparency, responsibility and innovation are no longer optional.

Charlie Arnot will unpack the latest consumer insights and shifting expectations, and **Kevin Ryan** will enter the conversation about how these pressures cascade through the food chain. Together, they'll shed light on why meeting expectations requires more than efficiency. They'll also discuss strategies to meet the new demands of creativity and novel approaches to product development with a flair for challenging the commodity mindset.

In an engaging kickoff, dairy's leaders will be invited to dream into existence the industry's next chapter and position it for long-term growth.

Technology in action: lessons from dairy's past and future

What causes one innovation to fade while another redefines a category? This session explores two contrasting case studies: a production technology designed to boost on-farm efficiency but failed to achieve lasting acceptance and a processing innovation that transformed dairy into a premium, high-value product. We'll examine the factors that either drive or derail technology adoption—from the original goals and producer buy-in to consumer perception. What determines whether the public sees value? What builds trust or sparks resistance? And what do these lessons reveal about future technologies and their chances for consumer support? This session challenges dairy leaders to think critically about how value is defined, who defines it, and how the industry can position innovation to move beyond commodity status.

Show me the money

Dairy has the potential to deliver a vast array of wholesome, innovative, premium products. But how does that translate into long-term, sustained profitability?

Dr. Ed Seifried, PhD, applies an economist's lens to the future of dairy demand. In this session, he'll explore whether U.S. and global consumers will have the income, growth and confidence to make sure that milk—and dairy products of all kinds—continue to have a place on their tables.

This session tackles the big questions. Where is the money in dairy today? And, just as importantly, where will it be tomorrow? What does our industry need to do to ensure dairy remains relevant, affordable and valued in an ever-changing economic landscape?

presenters



Charlie Arnot is CEO of the Center for Food Integrity, an international non-profit organization dedicated to building consumer trust and confidence in today's food system. Recognized as a thought leader in food and agriculture, he is highly regarded as a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, public relations and issues management within the food system.



Kevin Ryan is the founder and CEO of Malachite Strategy and Research, a consultancy specializing in innovation and strategy for food, beverage and retail industries. With nearly 20 years of experience at General Mills and Amazon, Kevin brings a unique perspective to consumer goods, combining expertise in food science, anthropology and strategic planning. He holds a PhD and MS in Food Science and an MSc in Food Anthropology. Kevin is also the host of the "3 Squares" podcast and writes the "FoodStuff" newsletter, where he explores trends and shifts in the food industry.



Charlie Benz is passionate about advancing innovation, science and technology. Charlie's experience spans a range of groundbreaking solutions, from reduced tillage/no-till practices and Roundup® to cow comfort and nutrition with Posilac®, flea, tick and heartworm prevention with Frontline® and Heartgard®, timed AI with GONABreed®, and more. He has built and led teams that are enthusiastic about their work and the people they serve. As a business owner with his wife, the couple runs Real Property Management Alliances, partnering with property owners, residents and vendors to create an enjoyable, profitable experience for all involved.



Dr. Edmond J. Seifried is Professor Emeritus of Economics and Business at Lafayette College in Easton, PA. He serves as the executive consultant for the Sheshunoff CEO Affiliation Programs, Chief Economist of the Southwest Graduate School of Banking (SWGSB) Foundation, dean of the Virginia and West Virginia Banking Schools and is currently on the SWGSB faculty. He has served on numerous graduate banking school faculties and has delivered over 3500 economic presentations to groups in the United States and abroad, and is the author of the book "The Art of Strategic Planning for Community Banks."