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Registration fee covers workshop, materials and lunch. To register, visit www.pdpw.org, scan the QR code or call 800-947-7379.



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FUTURE READY
 ACCELERATING DAIRY'S SUCCESS



The stakes are high, and so are the opportunities. Join us in Madison, Wis. to ensure you're ready to lead. This is your moment to transform your farm's sustainability efforts into a competitive advantage and secure your long-term market access.

Secure Your Spot Today. Don't wait to adapt—act now to be part of the solution. The **PDP Carbon Conference 3.0** will equip you with the knowledge and strategies to navigate this rapidly evolving space and prepare your business for the future.

For more details and registration information, visit www.pdpw.org or call 800.947.7379.



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 www.pdpw.org

PDP CARBON conference 3.0

Tuesday, January 28, 2025
 Sheraton Hotel, Madison, Wis.

PDP CARBON conference 3.0

Tuesday, January 28, 2025
 Madison, Wis.

Understand the critical concepts of the carbon conversation.



digging in deeper
ON THE TOPIC OF

carbon



PDP CARBON conference 3.0

Everyone's after your data — and your carbon, too

9:30 am	Registration	12:00 pm	Lunch
10:00	Conference begins	4:30	Conference concludes

Tuesday, January 28, 2025 Sheraton Hotel, 706 John Nolen Dr, Madison, WI

What's it worth?



Engage with leaders who live and breathe this topic every day. These innovators will guide you on how to move from being reactive to proactive, helping early adopters place themselves on the **leading edge**, not the **bleeding edge**, of emerging opportunities. This conference offers you a chance to prepare for the future and maintain your competitive edge.



Dairy's Carbon Dialogue: Lead, Don't Follow

The world of carbon markets is a rapidly emerging frontier. Markets are forming, opportunities are taking shape, and the stakes for dairy producers have never been higher. Decisions about sustainability are happening now. If you're not part of the conversation, others will make choices for you.

The pressure is mounting. Retailers and global organizations have set ambitious net-zero goals for 2045, with agriculture responsible for 80% of raw ingredient emissions, according to Pore and Nemecek. Producers who fail to adapt risk losing market access and falling behind as the industry demands transparent, sustainable practices.

Learn to interpret your data, identify actionable strategies, and determine how to turn carbon challenges into business advantages.

Key Insights and Critical Conversations



Carbon isn't just about numbers; it's about opportunity. This conference will address the foundational differences between offsets and insets, explore the evolving role of biodiversity projects, and provide practical insights into monetizing and leveraging your farm's data. Discover how sustainable practices are more than just a responsibility—they're a business advantage.

This isn't a theoretical exercise. You'll engage with leaders such as **Jenny Bockhahn** and **Kevin Ogorzalek** who have pioneered carbon-credit systems tailored to the dairy industry and will provide a corporate perspective on Scope 3 data reporting and sustainability strategies.

The stakes are high, and so are the opportunities.

Additionally, **Patrick Wood** will share insights on transforming emissions reductions into revenue opportunities. **John Goeser** and **John Jacobs** will help you recognize the value of your data. While others may want to utilize your numbers (account for your carbon) this information may have more power in helping you manage and leverage future opportunities. Either way, this is your data; own it.



Perspectives: Delivering Low-Carbon Dairy

Milk processors play a pivotal role in quantifying the sustainability efforts of dairy farmers to meet market demands and demonstrate dairy's positive impact on the planet. Representatives from **Agropur**, **Grande Cheese Company**, and **Dairy Farmers of America** will share insights on the programs in which they're involved, the data they're collecting and how they're working with farmers to showcase progress. What data is being collected? Where is the information stored? Where are the greatest opportunities?

They'll also discuss the pressures their customers face and the importance of industry-wide collaboration to ensure dairy remains a sustainable and trusted global food source.

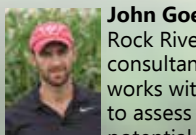
These conversations will help you understand where markets are headed, how to navigate new requirements, and what steps you need to take to secure your place in this evolving landscape.

Presenters *you'll have access to these experts all day*



Jenny Bockhahn and **Kevin Ogorzalek**, co-owners of Concord Agriculture Partners, have pioneered carbon-inset systems tailored to the dairy industry. Their expertise in

Scope 3 data reporting and sustainable frameworks empowers producers to monetize sustainability while strengthening connections across the supply chain.



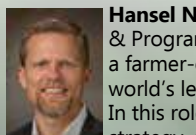
John Goeser, animal nutrition director at Rock River Laboratory and agribusiness consultant at Cows Agree Consulting, works within data-driven projects to assess enteric methane reduction potential and impacts associated with feed management practices

John Jacobs of Green Valley Dairy, will join John Goeser to share dairy producer insights.



Jeff Montsma and **Jacqueline Stroud** represent Agropur, a leading dairy processor committed to advancing sustainability throughout their value chain. They bring firsthand

insights on how processors collaborate with farmers to meet customer demands for reduced emissions while driving value.



Hansel New is AVP Sustainability Strategy & Programs at Dairy Farmers of America, a farmer-owned cooperative and one of the world's leading dairy food companies. In this role he leads DFA's sustainability strategy, supports business sustainability priorities, and supports commercial operations and farmer-owners in conservation activities.



Dr. Paul Rapnicki, veterinarian and Director of Producer Services at Grande Cheese Company, provides a unique perspective on balancing agricultural practices with dairy industry sustainability goals. His leadership helps bridge the gap between farmers and customers, ensuring low-carbon milk solutions benefit the entire dairy industry.



Patrick Wood, founder of Ag Methane Advisors, specializes in helping livestock producers turn greenhouse gas reductions into revenue. With 18 years of experience, he's a leading expert on environmental commodities and sustainability strategies for agriculture.

