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Dairy Insights Summit

leaping over obstacles for market access

*For leading-edge stakeholders
in pursuit of responsible dairying*

NOVEMBER 28, 2023

Sheraton Madison Hotel



Dairy Insights Summit

leaping over the obstacles for market access

NOVEMBER 28, 2023 | SHERATON MADISON HOTEL, MADISON, WI



Dairy Insights Summit

Dairy farmers work diligently to ensure a wholesome product moves efficiently up the supply chain. Unfortunately, not everything gets to its intended final destination.

In fact, about one-third of the world's food is thrown out each year.

Let's look at creative ways to reduce waste and better utilize our resources.

9:30 am Registration

10:00 Welcome

4:30 pm Conclusion

TUESDAY, NOVEMBER 28

SHERATON MADISON HOTEL, 706 JOHN NOLEN DR., MADISON

Writing the rules to the market-access game

The rules of dairying have been shifting for years, and not just in the states. Processors from around the world will break down the key changes challenging our market access. They'll highlight what these shifts means to on-farm sustainability, consumer demands and projected growth opportunities. As we shift to global regionalization, what obstacles and opportunities are ahead for our processors? And what does that mean for dairy producers as their supplier?

– Panelists include: Martin Bates, James McVitty and Ryan Baraniuk; facilitated by Chad Vincent

Food Surplus vs Food Waste: let's talk sustainability

In 2021, 38% of our nation's 241-million-ton food supply went unsold or uneaten. Known as food surplus, that excess food is still good to eat, but remains shelved because too much was produced or purchased. While some of it gets donated, the vast majority isn't consumed in time and becomes food waste. An estimated 33% of all food in the

U.S. – 80 million tons – goes to landfill, incineration, down the drain or is left in the fields to rot. The impacts on our climate and environment are enormous, because all that food used resources to be grown, harvested, transported, cooled and prepared – only to be discarded. Learn about projects underway designed to improve management practices and engage in discussions as we consider the products we bring to market. – Tara McNerney

Pioneering innovation and change

While there's much room for improvement on the topic of food waste, we're also making great leaps forward. This panel will showcase some of the innovations, technologies, processes and creative thinking within the food supply chain to limit food waste. Lean in with us as we think outside the box and consider new approaches to include in your day-to-day routines.

– Panelists include: Travis Blomberg and Brandon Scholz; facilitated by Shelly Mayer

PRESENTERS



MARTIN BATES president, global relations and marketing, joined Dairy Farmers of America in 2018 after a 25-year career of working with Fonterra™ and other New Zealand dairy cooperatives. Martin is responsible for DFA's international business investments and market development. Previously, he led DFA's Ingredient Solutions Division, overseeing their global-ingredients business.



RYAN BARANIUK has over 15 years of leadership experience in the dairy, beverage and financial industries. As vice president of marketing of Arla Foods Canada executive leadership team, Ryan provides stewardship over several national dairy brands. He has helped shape the future of Canada's dairy industry through brand leadership, overseeing the launch of several innovations.



TRAVIS BLOMBERG coordinates UW-Madison's zero-waste efforts as the Campus Resource Coordinator for the university's Office of Sustainability. In this role, he aligns sourcing and procuring practices, consumption behavior and diversion opportunities for recoverable materials.



SHELLY MAYER and her husband Dwight own Mayer Farms, a six-generation family-owned and operated dairy near Slinger, Wis. Having served as executive director of Professional Dairy Producers (PDPW) since 2001, she has helped dairy farmers nationwide improve environmental management, community relations, water and soil quality, food safety and more.



TARA MCNERNEY is an experienced educator, leader and program facilitator working at the intersection of food, environment, social justice and sustainability. As business support manager for Food Loss and Waste, she is skilled in environmental education, sustainability reporting and consulting, project design and implementation, and more.



JAMES MCVITTY is vice president – trade strategy, sustainability & stakeholder affairs for Fonterra™. In his current role, he serves across the Americas; he has also worked in roles across New Zealand, Singapore and the US. A New Zealand dairy co-operative owned by about 9,000 farm families, Fonterra™ supplies dairy nutrition to consumers around the world.



BRANDON SCHOLZ has served as the president and CEO of the Wisconsin Grocers Association since 1997, directing the statewide member trade group that represents the retail food and grocery industry. He is also a founding partner in The Capitol Group, a Madison-based government and public affairs consulting firm.



CHAD VINCENT has served as CEO of Dairy Farmers of Wisconsin since 2016, leading the state's dairy checkoff organization to build markets and increase visibility for Wisconsin dairy products. Under his leadership, research indicates there has been a 25% increase in Wisconsin brand impact. Chad was recently elected chair of the Wisconsin Agricultural Export Advisory Council, to promote the export of Wisconsin's agricultural products.

