

PDPW Dairy Food & Policy SUMMIT



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

December 19-20, 2018
Sheraton Hotel, Madison, Wis.

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What's in store for dairy?

Opportunities in trade, trends, markets and more.

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Dairy Food & Policy SUMMIT

Sheraton Hotel, 706 John Nolen Drive, Madison, Wis.

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Register online today at www.pdpw.org or call 800-947-7379.

If paying by check, make check payable to PDPW and mail completed form to PDPW, 820 N. Main St., Suite D, Juneau, Wis., 53039.



Sheraton Hotel, 706 John Nolen Drive, Madison, Wis.
Member Registration: \$100/person (1 day); \$150/person (2 days)
Non-Member Registration: \$225/person (1 day); \$275/person (2 days)
**ask about our student and government rate*
Registration fee covers workshop, materials and lunch. NOT hotel

Participant Names	Date(s) attending	Member \$100 each	Non-Member \$225 each	Member \$150 each	Non-Member \$275 each
_____	Dec. 19 <input type="checkbox"/> Dec. 20 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 19 <input type="checkbox"/> Dec. 20 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 19 <input type="checkbox"/> Dec. 20 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 19 <input type="checkbox"/> Dec. 20 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL		\$ _____	\$ _____	\$ _____	\$ _____

2018 Dairy Food & Policy Summit Agenda

Day 1: Wednesday, December 19

12:30 p.m. Registration
1:00 p.m. Summit kickoff
5:30 p.m. Day 1 concludes

Prevailing in uncertain times

There's a lot of uncertainty in agriculture - fortunately, the world is still welcoming what Wisconsin produces. Wisconsin Secretary of Agriculture, Trade and Consumer Protection **Sheila Harsdorf** will provide a panoramic perspective on regulatory issues, key stakeholder collaboration and initiatives such as the Dairy Taskforce 2.0.

A global view of dairy

It's been a year of challenges and volatility in dairy's global trade and markets. Come prepared to lean into the discussion and ask the tough questions of US Dairy Export Council COO **Matt McKnight**. He'll cover global trade, agreements, economy, and policy. He'll also shed light on tariffs, bottlenecks and opportunities that impact our dairy community.

Ag policy, trade and the U.S. dollar

For US dairy, global markets and international trade are a bitter pill. With markets down and our future uncertain, we're looking for activities to encourage bullish action. Hear from economist **Dan Basse** as he summarizes current macro-economic forces and what to expect in the months ahead.

Dairy trends panel: Look ahead, get ahead

Linda Wenck, Principal at MorganMyers communications firm, will take us on a journey into the future of food with a panel of trendsetters from a few segments of the dairy value chain including a processor, dairy brand and retailer. As they share what they see as relevant consumer and food trends, we'll explore what the impact might be for the dairy industry and what it could mean for you.

Specialty cheese reception

Celebrate Wisconsin's dairy industry with a specialty cheese reception - sponsored by Dairy Farmers of Wisconsin.

Day 2: Thursday, December 20

8:30 a.m. Registration
9:00 a.m. Summit reconvenes
12:00 p.m. Lunch
3:00 p.m. Summit concludes

Chat with Chad - progress report

The Wisconsin Milk Marketing Board's name change to Dairy Farmers of Wisconsin (DFW) represented a revitalized strategic mission, vision and identity. Hear from CEO **Chad Vincent** as he updates us on the progress toward expanded growth opportunities domestically and globally to put Wisconsin cheese on the world's grocery list.

Remember when bacon wasn't so sexy

In good trends and bad, the pork industry historically has blazed the trail for dairy. You name the issue - industrialization, consolidation, environmental, animal welfare or global economics - what happens in the pork industry happens to dairy. Listen in as National Pork Board CEO **Bill Even** shares what the pork industry has done well, tripped on or overcome from which dairy can learn.

Wisconsin update: NR 151

The Department of Natural Resources updated Wisconsin Administrative Code NR 151 in July of 2018 to add Silurian bedrock performance standards. This code change will impact manure-spreading operations for many eastern Wisconsin dairy farms. Learn which areas are affected as well as requirements and variance options. **Eric Cooley**, co-director of the UW Discovery Farms Program, will facilitate the discussion with DNR staff members **Mary Anne Lowndes** and **Mike Gilbertson**.

Connecting the dots on transportation

It's time to discuss animal transportation. With the animal, our farms and our communities in mind, this discussion will touch on regulations, best practices, animal health and the need for industry collaboration. Hear from **Emily Yeiser Stepp** and **Chase DeCoite**.



Sheila Harsdorf was appointed Secretary of the Wisconsin Department of Agriculture by Governor Walker in 2017. She earned her bachelor's degree in animal science from the University of Minnesota and became an ag loan officer for Production Credit Association following graduation. In 1980, she and her brother, Jim, became partners in the family dairy. Harsdorf has served in state legislature for more than 25 years. She was first a state representative for the 30th Assembly District; most recently she served as a state senator for the 10th Senate District.



Matt McKnight is Chief Operating Officer at the U.S. Dairy Export Council. Managing daily operations, he focuses on securing additional access, increasing demand and facilitating sales. He formerly served as USDEC's Senior Vice President of Market Access, Regulatory and Industry Affairs and has held positions at Cargill, Land O'Lakes and Archer Daniels Midland.



Daniel Basse is President of AgResource Company, a domestic and international agricultural research firm in Chicago that forecasts domestic and world agricultural price trends. AgResource provides research to different sectors of the industry around the globe, including farmers, elevators, soy, corn, and wheat processors, food and trading companies, and meat packers. Dan has been in the commodity business since 1979.



Linda Wenck, Principal at MorganMyers strategic communications firm, is known for putting her 360-degree perspective and smart strategy to work for clients spanning the farm-to-food chain. From McDonald's and Kraft Heinz to Merck Animal Health, Foremost Farms and various farmer-led organizations, she shapes innovative communication strategies that build brands, protect technologies, close gaps and align audiences. She's driven to find solutions that are good for farmers, good for ag/food companies and good for society.



Chad Vincent, CEO of Dairy Farmers of Wisconsin, has driven growth at Fortune 50 corporations and privately held ventures. At Miller Brewing Company, he managed a \$2 billion portfolio of brands and a \$900-million marketing budget. At Miller International, he oversaw all non-US marketing; as president of Miller's Asia-Pacific region, he introduced Miller into China, Korea, Japan and Indonesia. As Managing Director at Heinz Frozen foods, Chad ran a \$500-million division. Before coming to DFW, Chad was CMO/Head of Strategy at Sartori Cheese where he led brand building and introduced Sartori into retail and global markets.



Bill Even is Chief Executive Officer for the National Pork Board. He previously served as Global Industry Relations Lead for DuPont Pioneer, managing global corporate engagement strategy. Prior to working with that post, Even served as South Dakota Secretary of Agriculture from 2007 to 2010, managing six department divisions and serving as Deputy Secretary of Tourism & State Development, Director of the Governor's Office of Economic Development, State Energy Policy Director, and Policy Advisor for Governor Mike Rounds.



Mary Anne Lowndes is Runoff Management Section Chief at the Department of Natural Resources, which is responsible for program policy and development, and assists regional staff and supervisors in implementation. Mary Anne has held this position for 7 years.



Mike Gilbertson is the Agricultural Nonpoint Source Implementation Coordinator for the DNR; he's responsible for consistent implementation of agricultural performance standards in NR 151 and policy development for the agricultural nonpoint source program.



Eric Cooley serves as co-director of the UW Discovery Farms Program, where he coordinates and implements water quality research, collects and disseminates data, and develops educational materials based on Discovery Farms' research.



Emily Yeiser Stepp is Senior Director of the FARM Program. Prior to this role, she served as the Dairy and Beef Extension Coordinator at University of Maryland. She obtained her master of science degree in dairy science from Virginia Tech and earned a bachelor of science degree in animal science with a minor in agribusiness management from Penn State University.



Chase DeCoite, Director of Beef Quality Assurance Programs for the National Cattlemen's Beef Association, directs day-to-day operations and program development and training programs. Prior to this position, Chase earned a bachelor's degree in animal science from UC Davis and attended graduate school at Cal Poly, San Luis Obispo, where his research focused on consumer perceptions of beef animal welfare programs.