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November 29, 2022

Sheraton Hotel, Madison, WI



2022 DAIRY INSIGHTS SUMMIT

Sheraton Hotel, 706 John Nolen Dr., Madison, WI

In times of endless change every business owner needs focus. Contradicting signals from the economy and unpredictable shifts in society compel us to recognize, understand and sort through risks and opportunities.

Tuesday, November 29

9:00 am Registration

9:30 Welcome

4:45 pm Conclusion

What in the world? Global politics and evolving markets

Our world is in the initial phases of deglobalization. Gone are the days when a single power dominates – as has been the case with the US over the last three decades. A multipolar world is emerging, accompanied by a volatile, competitive landscape of rising and falling powers. Meanwhile, our energy sources and capacity to use data in smarter, more automated ways are changing the nature of productivity and work. How did we get here? **Jacob Shapiro** and **Dan Basse** will identify key geopolitical forces expected to shape the next five years with an emphasis on trade protectionism, conflicts between great powers and the coming worldwide macro developments that will affect dairy producers and other major agricultural commodities.

Hot potato

Like any other industry, the Wisconsin potato industry has had its triumphs and tribulations. In this session, we'll engage with a leader representing another agricultural commodity that has been-there-done-that. While they currently navigate labor and water challenges as well as issues with human and food safety, **Tamas Houlihan** will draw parallels across agricultural sectors so we can learn from their experiences – good, bad and ugly.

Water: What's it worth?

Water is life. For millennia, people all over the world have fought wars for water access. As groundwater levels around the globe vary, **Dr. Maureen Muldoon, PhD**, will lead a discussion that provides an eye-opening perspective on the value of the Midwest's groundwater. **Brian Richter** will lead a dialogue about how today's water shortages are constraining economic productivity and impacting ecosystem health globally. He'll also explain why and where water scarcity is intensifying and outline proven solutions to move toward a more water-secure future.

Protecting our food system

Each of us has a role in national security – and that includes safeguarding our food system. Engage with top experts in Homeland Security as FBI special agents **Scott Mahloch** and **Byron Franz** illustrate how our businesses may be impacted. They'll outline how we can protect the food system, make plans for our farms and ensure a safe product reaches the consumers' table. In addition to describing threats from cyber intrusions and ransomware – and identifying mitigation tactics for them – the special agents will also educate us on the FBI's Weapons of Mass Destruction program and the Bureau's work regarding biological threats such as food defense and agricultural threats faced in Wisconsin.

Presenters

Dan 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 their research around the globe to various segments of the industry including farmers, elevators, soy and corn processors, wheat millers, food companies, trading companies, importers and exporters.

Special Agent Byron Franz has worked national security or cyber matters for over 25 years. He currently serves on FBI-Milwaukee's Cyber Squad, on which one of his responsibilities is to raise awareness of cyber and insider threats to business, academia and state/local governments. He is FBI-certified to conduct cyber investigations and rated as proficient to work counterintelligence investigations by the U.S. Intelligence Community.

Tamas Houlihan is executive director of the Wisconsin Potato & Vegetable Growers Association (WPVGA). Previously, Houlihan served for 27 years as managing editor of *The Badger Common Tater* magazine, the

official voice of the Wisconsin potato and vegetable industry. From the WPVGA, Houlihan has received the President's Award twice in addition to being honored with a Distinguished Service Award.

Special Agent Scott Mahloch entered the FBI in 2008 and was first assigned to FBI-Milwaukee Division's Kenosha Resident Agency. In 2012, he transferred to FBI-Chicago Division, where he worked national security matters and served as the FBI-Chicago Weapons of Mass Destruction Coordinator. In 2018, Mahloch transferred back to FBI-Milwaukee Division, where he currently serves as the FBI-Milwaukee Weapons of Mass Destruction Coordinator.

Dr. Maureen Muldoon earned a Ph.D. in hydrogeology and Master's in Pleistocene Geology & Hydrogeology, both from the UW-Madison. She started her career with the Wisconsin Geological & Natural History Survey in 1987, then taught at UW-Oshkosh for 21 years as a professor of geology teaching physical, chemical and field-methods courses in hydrogeology. Dr. Maureen recently returned to the Wisconsin Geological and Natural History Survey where she conducts groundwater research. Her research focuses on applied-groundwater concerns throughout Wisconsin.

Brian Richter has been a global leader in water science and conservation for over 30 years. He is the president of Sustainable Waters, a global organization focused on water-scarcity challenges, which promotes sustainable water use and management with governments, corporations, universities and local communities. Brian has developed scientific tools and methods to support river protection and restoration efforts, including the *Indicators of Hydrologic Alteration* software used by water managers and scientists worldwide.

Jacob Shapiro is a partner and director of Geopolitical Analysis for Cognitive Investments (CI) in New Orleans. Jacob oversees geopolitical analysis at CI, working with their research team to integrate geopolitics into CI's investment strategies. In addition to authoring the *Global Situation Report*, a weekly intelligence brief on important worldwide developments, Jacob hosts CI's podcast series, "Cognitive Dissidents," which features interviews with a wide array of experts in foreign policy, technology and global business.

