



AGENDA

Suggested CDR Performance Indicators and Learning Code Needs for Registered Dietitian Nutritionists

10 a.m. – 10:10 a.m. **Welcome Remarks**

10:10 a.m. – 11:00 a.m. **Consumer Focus Group**

Hear first-hand from consumers regarding their opinions on dairy, how they make their purchasing decisions and how they view dairy farming. This live focus group will give you insights into a consumer mindset and provide you the opportunity to ask questions.

0.5 credit hours

Suggested Performance Indicator(s): 11.1.5, 11.2.9, 11.4.5

Suggested Learning Code(s): 7050, 7210

11:00 a.m. – 11:30 a.m. **Small Group Discussions**

Upon hearing from our live focus group, we will break out into virtual small groups to discuss the themes that were shared and how to use that information in your given roles in the dairy supply chain.

0.5 credit hours

Suggested Performance Indicator(s): 11.1.5, 11.2.9, 11.4.5

Suggested Learning Code(s): 7050, 7210

11:30 a.m. – 12:00 p.m. **Lunch Break**

12:00 p.m. – 12:40 p.m. **The New Normal: Post COVID-19 Dairy Category**

How can dairy category growth on e-commerce be sustained after the pandemic settles? “Freshness” was a barrier to purchase dairy online prior to COVID-19. In March of 2020, 55% of consumers reported they had purchased groceries online and 21% of shoppers specifically said they were buying milk online. With e-commerce experiencing accelerated growth, this session uncovers where the opportunities are for dairy and e-commerce.

0.5 credit hours

Suggested Performance Indicator(s): 7.2.6, 7.2.8, 7.3.3, 11.1.5, 11.4.1

Suggested Learning Code(s): 7050, 8018, 8040, 8050



12:40 p.m. – 1:15 p.m.

The Environmental Solution Panel

Learn how dairy is the environmental solution to good nutrition. The dairy industry has been on a long path of continuous improvement when it comes to practices that decrease its carbon footprint, improve water quality and reduce and optimize water usage. Hear from a dairy farmer, a cooperative processor and a consumer branded product manufacturer about what they are doing to reach the industry's 2050 Environmental Stewardship Goals.

0.5 credit hours

Suggested Performance Indicator(s): 7.2.3, 7.2.6

Suggested Learning Code(s): 4100, 8018

1:15 p.m. – 1:30 p.m.

Break

1:30 p.m. – 2:10 p.m.

How the 21st Century Eater is Shaping the Future of Food & Dairy - Mike Lee

In this session, Mike Lee of The Future Market and Alpha Food Labs will explore the trends and consumer behaviors that are shaping the future of food, with a specific focus on the dairy industry. This journey will be viewed through the lens of the 21st century eater—an eater who demands foods that fulfill needs at the intersection of health, sustainability, and experience. Join this session to understand how these consumers will impact the marketplace for decades to come and what food producers, processors, distributors, brands, and retailers can do to meet their needs and thrive well into the future.

0.5 credit hours

Suggested Performance Indicator(s): 11.1.4, 11.1.5, 11.2.1, 11.4.1

Suggested Learning Code(s): 2040, 8018, 8100

2:10 p.m. – 2:50 p.m.

The Secret to Navigating Change - Harris III

In times of unprecedented change, how do you lead your organization into the future? You do it through developing and casting a vision that stirs the imaginations of those you influence. You remind them of who they are, which reawakens their wonder to what is possible. These important shifts are only accomplished through the magical power of story.

Great leaders bring stories to life and invite their teams, clients and customers to become characters in that story. The result is a new narrative that creates clarity, alignment, and confidence regardless of new market conditions.



The **Dairy** Experience

July 15, 2020 | **VIRTUAL**

0.5 credit hours

Suggested Performance Indicator(s): 3.1.3, 4.1.5, 4.2.9

Suggested Learning Code(s): 1070, 1110

2:50 p.m. – 3:05 p.m.

Debrief and Closing Thoughts