

AGENDA

Tuesday, July 24

11:30 a.m.-4:30 p.m.

Midwest Dairy Corporate Board Meeting

2:00-6:00 p.m.

Registration

5:00-7:00 p.m.

Welcome Reception (Lakes A & B)

Network with peers and other industry leaders as the Dairy Experience Forum kicks off with a fun night of appetizers and socializing.

Wednesday, July 25

6:15-8:30 a.m.

Registration

6:30-8:00 a.m.

Breakfast Buffet (Lakes A & B)

8:00-8:30 a.m.

Welcome – Lucas Lentsch, CEO, Midwest Dairy and Allen Merrill, Board Chair, Midwest Dairy (Premier Sponsor)

8:30-10:00 a.m.

Consumer Focus Group – Jan Johnson, Millennium Research (Lakes A & B)

What are consumers really looking for? Why do they make the food choices they do? Hear from a focus group of consumers as they discuss these questions and more.

10:00-10:30 a.m.

Break

10:30-11:30 a.m.

Breakout Sessions (Group A: Lakes C, Group B: Lakes D, Group C: Nokomis ABC)

Upon hearing from our consumer focus group, we'll break into small groups to discuss the themes that were shared and focus on how the dairy industry can use that information moving forward.

11:30 a.m.-12:00 p.m.

Break

12:00-1:00 p.m.

The Future of Food – Mike Lee, The Future Market (Lakes A & B)

This session will provide a compelling overview of the innovations, trends, and consumer behaviors that are disrupting our food system, along with what it means for practitioners in the food space today. Join Mike Lee, food designer and founder of Alpha Food Labs and The Future Market, as he guides the audience through today's innovations that will define the future of food for years to come.

1:30-4:00 p.m.

Food for Thought: A Taste and Learn Experience (Lakes A & B, Lakes C, and Lakes D)

– Lloyd Metzger PhD, Director of Midwest Dairy Foods Research Center, South Dakota State University
– Tonya Schoenfuss PhD, Associate Professor, Dairy Products Technology, University of Minnesota
– Bob Roberts PhD, Head of Food Science, Penn State University

There are many new innovations in dairy! Learn more about new and different dairy products through tasting and experiencing first-hand the differences in beverages, cheese, and frozen dairy products.

1:30-4:00 p.m.

Five State Trade Association Meeting (Nokomis ABC)

– Jim Mulhern, CEO of National Milk Producers Federation

(ISDA, MMPA, SDDP, NSDA, MDIA directors and invited guests only)

4:45-9:00 p.m.

Mississippi River Boat Cruise, Padelford Riverboats

*Enjoy a relaxing evening cruising in style on the Mississippi River! Busses begin boarding at 4:45 p.m. and will depart promptly at 5:00 p.m. **You must have your name badge to board.***



Thursday, July 26

6:30-8:00 a.m.

Breakfast Buffet (Lakes A & B)

7:00-8:30 a.m.

Midwest Dairy Division Board Meetings

8:30-9:00 a.m.

Break

9:00-9:45 a.m.

Dairy Trade: Policy Issues, Demand Opportunities and U.S. Exportable Surplus (Lakes A & B)

– Dr. Marin Bozic, University of Minnesota

At the dawn of the new decade, what trends and opportunities lie ahead for cow milk production? How will new developments in dairy trade policies and rising global incomes affect U.S. dairy producers and consumers? We will forecast the manufacturing capacity of the coming years as well as trends in domestic demand to estimate the U.S. exportable surplus and evaluate it against expected growth in world dairy trade.

9:45-10:00 a.m.

Break

10:00-10:45 a.m.

Responsibility vs. Trust: Consumer Perceptions on Government (Lakes A & B)

– Roxi Beck, Center for Food Integrity

While consumers hold governmental agencies responsible for safe and healthy food, they don't necessarily trust them. Learn research-based insights on how to create connections with elected officials why it matters to long-term transparency with consumers.

10:45-11:00 a.m.

Break

11:00-11:45 a.m.

Dietary Guidelines for Americans - Development, Impact and Updates (Lakes A & B)

– Julie Hess, PhD, Manager of Scientific Affairs, National Dairy Council

– Joanne Slavin, PhD, RDN, University of Minnesota

The Dietary Guidelines for Americans (DGA) is the cornerstone for nutrition policy in the U.S. and form the basis of federal food, nutrition education, and information programs. This session will provide an overview of the DGA and its impact on consumers, including through food and nutrition assistance programs. Additionally, this session will discuss the timeline and development of the DGA as well as proposed changes to the guidelines that could be implemented as soon as 2020.

11:45 a.m.-12:15 p.m.

Lunch Buffet Opens (Lakes A & B)

12:15-1:15 p.m.

Giving Consumers an Excellent Dairy Experience (Lakes A & B)

– Moderator and Panelist: Michael Dykes, CEO of International Dairy Foods Association

– Panelist: Brad Gruen, VP of Marketing, fairlife

– Panelist: Chad Vincent, CEO of Dairy Farmers of Wisconsin

Hear from leaders in the dairy value chain on how their brands are working to give consumers an excellent experience in dairy through new innovations and creative marketing.

1:15-1:30 p.m.

Break

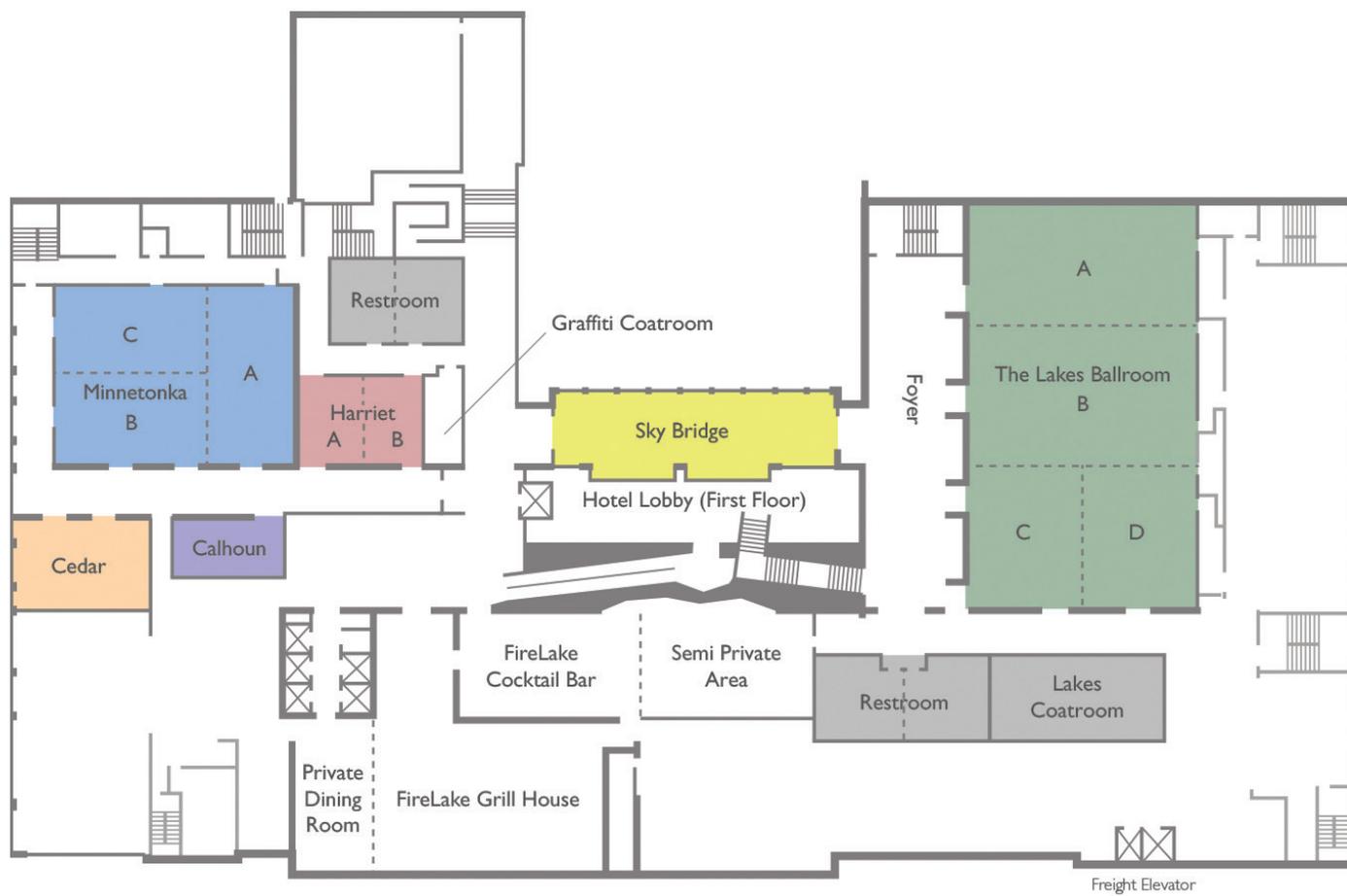
1:30-2:30 p.m.

1MT1MT: ONE MORE THING, ONE MORE TIME – Josh Sundquist (Lakes A & B)

Josh Sundquist is a Paralympic ski racer and bestselling author who has been featured on CNN and in USA TODAY and has spoken across the country to groups ranging from Fortune 500 companies to inner city public schools to the White House. His high-octane blend of energy and humor inspires organizations and individuals to adopt his ski racing motto, 1MT1MT (one more thing, one more time) as their new standard of excellence. Josh shares stories about losing his leg to cancer, ski racing in the Paralympics, and playing jokes with his artificial leg to give motivation for overcoming adversity and reaching peak performance.

MEETING MAP

Second Floor Level





Third Floor Level

