



IDFA
International
Dairy Foods Association

DAIRY FORUM 2022

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January 23–26, 2022

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Dear Friends,

Welcome to Dairy Forum 2022! I am so grateful to be back together for the dairy industry's premier event, presented by the International Dairy Foods Association. Over the past two years, we've thought a lot about what makes Dairy Forum meaningful to so many. Time and again, it comes down to personal connections and interactions. While you're here, please take a moment to appreciate the personal connections we form at Dairy Forum. For me, those connections mean more today than ever before.

We have a tremendous program this year to help you discover what is NEW, NOW, and NEXT for dairy.

Hear from industry leaders, analysts, federal officials, experts in global commerce and trade, and innovators who are driving growth and progress. Learn what it takes to build organizations for the future, attract and retain talent, harness data and technology, and build more inclusive workforces. Explore new tools and incentives to help dairy become more sustainable and reach net-zero emissions by 2050. Hear top industry economists discuss how the U.S. milk pricing model can become more competitive in the global marketplace. Honor dairy's continuing efforts to address hunger among the most vulnerable. And stay current on state and federal policies and regulations affecting the dairy industry.

While serious headwinds continue, the outlook for our industry is bright, thanks to your ability to embrace innovation, invest in growth, and remain unified. IDFA values your engagement and participation at Dairy Forum and is excited to partner with you to discover what is NEW, highlight what is NOW, and co-create what is NEXT for dairy!



Thank you,

A handwritten signature in black ink that reads "Michael Dykes". The signature is fluid and cursive, written over a light blue geometric background element.

Michael D. Dykes, D.V.M.
President and CEO
International Dairy Foods Association



CELEBRATING EXCELLENCE AWARDS

The Celebrating Excellence Awards honor individuals and organizations that have made significant contributions to the dairy industry.

IDFA LAUREATE AWARD

Ed Mullins, *Senior Executive Officer, Prairie Farms Dairy, Inc.*

Dan Zagzebski, *President & CEO, Great Lakes Cheese Co., Inc.*

Award Presentation: Sunday, January 23 | Chairman's Lecture

DAIRY FOODS 2021 PROCESSOR OF THE YEAR AWARD

Danone North America

Award Presentation: Monday, January 24 | Lunch Session

IDFA FOOD SAFETY LEADERSHIP AWARD

Jeremy Travis, *Vice President of Quality and Technical Services, Hilmar Cheese Company*

Award Presentation: Tuesday, January 25 | Breakfast Session

2022 INNOVATIVE DAIRY FARMER OF THE YEAR

Hildebrand Farms Dairy

Award Presentation: Tuesday, January 25 | Lunch Session

Congratulations to all award recipients.

SCHEDULE AT A GLANCE

SUNDAY, JANUARY 23

8:00 a.m.

Morning Golf Tournament

Desert Springs Golf Club – Palms Course

Sponsored by:  

1:00 p.m.

Afternoon Golf Tournament

Desert Springs Golf Club – Palms Course

2:00 – 4:00 p.m.

IDFA Executive Council Meeting

(invitation only)

Santa Rosa Ballroom

5:00 – 5:45 p.m.

Chairman's Reception (invitation only)

Springs Ballroom Terrace

Sponsored by: 

Doors Open: 5:45 p.m.

6:00 – 7:00 p.m.

Chairman's Lecture: Mel Robbins and

The 5-Second Rule – Achieve

**Breakthrough Performance for Your Team
and for Your Life**

Sinatra Ballroom

**Speaker: Mel Robbins, Expert on
Leadership and Defeating Doubt,
Award-Winning CNN Commentator,
and Best-Selling Author**

Sponsored by: 

7:00 – 8:30 p.m.

Welcome Reception

Grove

Sponsored by: 

SCHEDULE AT A GLANCE

MONDAY, JANUARY 24

Doors Open: 8:15 a.m.

8:30 – 9:30 a.m.

President's Breakfast: What Is New, Now, and Next for Dairy?

Sinatra Ballroom

Speaker: **Michael Dykes, D.V.M.,**
*President and CEO, International Dairy
Foods Association*

Sponsored by:  **Rabobank**

9:30 – 9:45 a.m.

Networking Break

Sponsored by:  **Dairy.com**

9:45 – 10:45 a.m.

Deep Dive Sessions

1. Aligning Federal Spending with Federal Nutrition & Health Policy: Dairy's Role in SNAP via Healthy Fluid Milk Incentives

Springs Ballroom F

Moderator: **Robert Rosado,** *Senior Director, Legislative Affairs,
International Dairy Foods Association*

Panelists: **Jeremy K. Everett,** *Executive Director, Baylor University's
Collaborative on Hunger and Poverty*

Ted Mason, *Project Director, National Grocers Association
Foundation Technical Assistance Center*

2. Breaking the Mold: Why Standards Modernization Is Essential

Springs Ballroom G

Moderator: John Allan, M.S., Vice President, Regulatory Affairs and International Standards, International Dairy Foods Association

Panelists: Elizabeth Fawell, Partner, Hogan Lovells US LLP

Alain Gerard, Vice-President, Quality & Innovation, Lactalis American Group, Inc.

John Lucey, Ph.D., Professor of Food Science and Director of the Center for Dairy Research, University of Wisconsin

10:45 – 11:00 a.m.

Networking Break

Sponsored by: 

11:00 a.m. – Noon

Deep Dive Sessions

3. Building Organizations for the Future of the Dairy Industry

Springs Ballroom F

Moderator: Tracy Boyle, Chief, People Strategy, International Dairy Foods Association


Panelists: Ron Dunford, President & CEO, Schreiber Foods, Inc.

Monica Massey, EVP, Chief of Staff and Chief Innovation Officer, Dairy Farmers of America, Inc.

Sheila Murty, Executive Vice President, People and Culture, Tillamook County Creamery Association

Philomena Morrissey Satre, Director, Diversity & Inclusion and Strategic External Relationships, Land O'Lakes

Keith Schroeder, CEO, High Road Craft Ice Cream, Inc.

Sponsored by:  FSNS

SCHEDULE AT A GLANCE

4. Dairy's Role in Addressing Food Insecurity

Springs Ballroom G

Moderator: **Matt Herrick**, Senior Vice President, Public Affairs and Communications, International Dairy Foods Association & Executive Director, IDFA Foundation

Panelists: **Jon Brause**, Director, WFP Washington Office, World Food Programme

Navyn Salem, Founder and CEO, Edesia Nutrition

Erika Thiem, Deputy Chief Supply Chain Officer, Feeding America

Mark Broadhurst, Vice President, Corporate Affairs, Chobani, Inc.

Doors Open: Noon

12:15 – 1:45 p.m.

Lunch Session: Leading Beyond the Walls of the Workplace – What They Don't Teach You in Business School

Sinatra Ballroom

Speaker: **Jim Donald**, Chairman of Albertson's & Former CEO of Starbucks, Pathmark Supermarkets and Extended Stay Hotels


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1:45 – 2:45 p.m.

General Session: Supply Chain Resiliency with Gene Seroka

Sinatra Ballroom

Speaker: **Eugene D. Seroka**, Executive Director, Port of Los Angeles

Sponsored by: 

3:00 – 3:45 p.m.

Conference Partner Session: Rethinking the Future – New Approaches to Innovating in Dairy
Springs Ballroom F

Moderator: Larine Urbina, VP of Communications, U.S. and Canada, Tetra Pak
Panelists: Pedro Goncalves, VP of Marketing, U.S. and Canada, Tetra Pak

Mike Konkle, Chief Executive Officer, Dairy MAX Inc.

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3:00 – 3:45 p.m.

Conference Partner Session: Global Trends in Packaging Sustainability: What They Mean for Dairy Products
Springs Ballroom G

Speaker: David Clark, Vice President, Sustainability, Amcor Ltd.

Sponsored by:  amcor

3:00 – 4:00 p.m.

PAC Steering Committee Meeting (invitation only)
San Jacinto Ballroom


3:00 – 4:00 p.m.

International Trade Committee Meeting (invitation only)
Springs Ballroom H-L

4:00 – 4:30 p.m.




Press Briefing
Santa Rosa Ballroom

SCHEDULE AT A GLANCE

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- 4:00 – 5:00 p.m.** Women in Dairy Reception (invitation only)
The Pointe
Sponsored by:  balchem
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- 4:15 – 5:15 p.m.** State Association Executive Meeting (invitation only)
San Jacinto Ballroom
-
- 5:30 – 6:30 p.m.** PAC Reception (invitation only)
The Edge

TUESDAY, JANUARY 25

Doors Open: 8:00 a.m.

-
- 8:15 – 9:30 a.m.** Breakfast Session: The Power of Inclusion and Mindful Engagement in the Workplace
Sinatra Ballroom
Speaker: Steve Robbins, Ph.D., Diversity, Inclusion & Cultural Competency Expert
Sponsored by: 
-
- 9:30 – 9:45 a.m.** Networking Break
Sponsored by:  | 
-
- 9:45 – 10:45 a.m.** Deep Dive Sessions
-
- 5. 2021 Women in the Workforce Study by McKinsey and LeanIn.Org**
Springs Ballroom F
Speaker: Kate Lloyd George, Associate Partner, McKinsey & Company

6. Winning the Marketplace: IDFA Study on Milk Pricing Modernization

Springs Ballroom G

Moderator: **J. David Carlin**, Senior Vice President, Legislative Affairs and Economic Policy, International Dairy Foods Association

Panelists: **Marin Bozic**, Ph.D., Assistant Professor, University of Minnesota

Phil Plourd, President, Blimling and Associates

10:45 – 11:00 a.m.

Networking Break

Sponsored by: 


11:00 a.m. – Noon

Deep Dive Sessions

7. “Great Attrition” or “Great Attraction”? The Choice Is Yours

Springs Ballroom F

Speaker: **Bonnie Dowling**, Associate Partner, McKinsey & Company

Sponsored by:  **FSNS**

8. The Race to Decarbonize Dairy

Springs Ballroom G

Moderator: **Danielle Quist**, Vice President, Regulatory Affairs and Council, International Dairy Foods Association

Panelists: **Mike McCloskey**, Co-Founder and CEO, Select Milk Producers

Jason Weller, President, Truterra LLC

Michael Wironen, Ph.D., Senior Scientist, Agriculture & Food Systems, The Nature Conservancy

Sponsored by:  **ELOPAK**

Doors Open: Noon

SCHEDULE AT A GLANCE

12:15 – 1:45 p.m.

Lunch Session: Political Outlook

Sinatra Ballroom

Speaker: **A.B. Stoddard**, Associate Editor and Columnist, *RealClearPolitics*


Sponsored by:  FARM CREDIT

1:45 – 2:00 p.m.

General Session: C-Suite Talks from the Top

Sinatra Ballroom

Speaker: **Keith Schroeder**, CEO, *High Road Craft Ice Cream, Inc.*

Sponsored by: 

2:00 – 2:50 p.m.

General Session: Global Dairy Perspective

Sinatra Ballroom

Moderator: **Patricia D. Stroup**, Senior Vice President and Chief Procurement Officer, *Nestle S.A.* & Chief Executive Officer, *Nestrade S.A.*

Panelists: **Carl Colizza**, President and Chief Operating Officer (North America), *Saputo Inc.*

Émile Cordeau, Chief Executive Officer, *Agropur Cooperative*

Henrik Hoejen Andersen, CEO, *Arla Foods Ingredients*

Kelvin Wickham, Chief Executive Officer, Africa, Middle East, Europe, North Asia, Americas (AMENA), *Fonterra Co-operative Group Limited*

Sponsored by: 

3:00 – 3:45 p.m.

What Does It Take to Be a Modern Food Brand?

Springs Ballroom F

Speakers: **Nick Geoghegan**, *Strategy Director, Eat Big Fish*

Tressie Lieberman, *Vice President, Digital Marketing and Off-Premise, Chipotle Mexican Grill*

Brad Simms, *President and CEO, GALE*

Yin Woon Rani, *CEO, Milk Processor Education Program*

3:00 – 4:30 p.m.

**NextGEN Leadership Roundtable
(invitation only)**

Springs Ballroom H-L

3:30 – 4:30 p.m.


**Economic Policy Committee Meeting
(invitation only)**

Santa Rosa Ballroom

SCHEDULE AT A GLANCE

5:30 – 7:00 p.m.

Closing Reception
Springs Retreat Pool

Sponsored by:  dairytech

WEDNESDAY, JANUARY 26

Doors Open: 8:15 a.m.

8:30 – 9:30 a.m.

Breakfast Session: What's Next for Dairy?
Perspectives from McKinsey & Company
Sinatra Ballroom

Speakers: **Christina Adams**, Partner,
McKinsey & Company

Ludovic Meilhac, Partner, McKinsey
& Company

Roberto Uchoa, Senior Partner, McKinsey
& Company

9:30 – 10:30 a.m.

Closing Session: Dairy Dialogues
Sinatra Ballroom

Moderator: **Michael Dykes**, D.V.M.,
President and CEO, International Dairy
Foods Association

Panelists: **David Ahlem**, CEO and President,
Hilmar Cheese Company, Inc.

Patrick Criteser, President and CEO,
Tillamook County Creamery Association

Tim Doelman, CEO, fairlife, LLC

Sheryl Meshke, Co-President and CEO,
Associated Milk Producers, Inc.

Sponsored by:  Kansas
Department of Agriculture Schedule as of January 4, 2022.



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Chairman's Lecture, Welcome Reception
& Partner Session



Luncheon Session

CHR HANSEN

Improving food & health



FARM CREDIT

Salon Dinner,
Deep Dive Session
& Lobby Bar Coasters



Salon Dinner &
Mobile App



Salon Dinner



Chairman's
Reception

BANK OF AMERICA

Breakfast Session



Live Stream



Deep Dive Session



Wireless Internet



Hotel Key Cards



Notepads



Closing Reception



Closing Session



C-Suite Talks from the Top



General Session



Monday Coffee Break



Tuesday Coffee Break



Printed Program



Women in Dairy Reception



Pens



Golf Tournament



Social Media Pulse Institute





SAVE THE DATE

DAIRY FORUM 2023

January 22–25, 2023

JW Marriott Grande Lakes | Orlando, Florida



IDFA
International
Dairy Foods Association

We greatly appreciate your cooperation in making this a successful and safe gathering. Please note that IDFA will continue to follow state and federal guidelines related to COVID-19 as they evolve. To this end, the state of California now requires all Dairy Forum attendees to present proof of vaccination or a negative COVID-19 test result to participate, and all attendees must wear an appropriate face mask. Do not attend events if you are experiencing fever, cough, body aches, or symptoms associated with COVID-19. Thank you and enjoy Dairy Forum.