

Food & Policy SUMMIT 2017



**Gene editing. GMOs. Hormones.
Air and water. Antibiotics.
Market access. Exports.**

**You asked for the conversations.
Join us at the table.**

*Inviting fellow dairy
farmers, policy makers,
educators and allied leaders*

December 6 & 7, 2017
Sheraton Hotel, Madison, Wisconsin



**If you're not at the table
you're on the menu**

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*Are YOU determining your future?
Or is someone else?*

CEU's available: Up to 9 Dairy AdvanCE Up to 11.4



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. 6 <input type="checkbox"/> Dec. 7 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 6 <input type="checkbox"/> Dec. 7 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 6 <input type="checkbox"/> Dec. 7 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
_____	Dec. 6 <input type="checkbox"/> Dec. 7 <input type="checkbox"/>	\$ _____	\$ _____	\$ _____	\$ _____
TOTAL		\$ _____	\$ _____	\$ _____	\$ _____



Food & Policy Summit 2017 Agenda

Day 1	Wednesday, December 6	Day 2	Thursday, December 7
12:30 p.m.	Registration	9:00 a.m.	Registration
1:00	Summit kickoff	9:30	Summit reconvenes
7:15	Day 1 concludes	12:15 p.m.	Lunch
		3:15	Summit concludes

Day 1: New faces, policies and possibilities

Meet Wisconsin Milk Marketing Board's bright, personable, and focused CEO, **Chad Vincent**. He'll share his vision for growing demand and opening markets for America's Dairyland and then give you the floor for questions.

A global view of dairy

Come prepared to lean into the discussion and ask the tough questions of US Dairy Export Council CEO **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.

In the news: Non-ag media panel

When a story breaks, how does the media get the facts? Who's considered a valuable and credible resource? Hear from TV/radio personality **Katrina Cravy** from WKLH and **Michelle Johnson**, former manager of The Associated Press, as they share their perspectives and perceptions of the dairy industry. They'll outline how they put together a news story and establish credible contacts. Facilitated by **Linda Wenck** of MorganMyers.

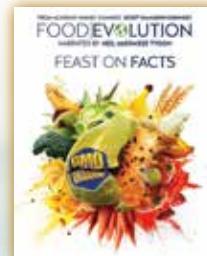
Who's driving the bus? And where's it headed?

Consumers have questions about food. Where does it come from? Who's producing it - and how? Today's food trends are set by those asking the questions. **Charlie Arnot**, CEO of the Center for Food Integrity unveils CFI's 2017 survey identifying the most influential audiences, their attitudes and the reasons behind their food-buying decisions.

Celebrate Wisconsin's dairy industry with a specialty cheese reception - sponsored by the Wisconsin Milk Marketing Board.

Evolution or revolution?

In a refreshing new format featuring Wisconsin cheeses and beverages, this evening's session brings a movie debut to you. "Food Evolution" is certain to stir up some big questions about how we feed a growing population, protect the environment and "live clean". We'll discuss technology, our farms, and the future of agriculture.



Day 2: Dairy - where biology meets social science

Genetic technologies have dramatically reduced dairy's environmental footprint - they've also led to increased public scrutiny of agriculture. **Dr. Allison Van Eenennaam** succinctly communicates that these technologies promote the sustainability of dairy production but also the consumer-centric world in which we live.

Tread lightly: What's ahead for dairy and our carbon footprint?

Dr. Frank Mitloehner will present a scientific view of the growing global demand for dairy, its impact on our planet and the false claims buzzing around the topic. Expect a high-energy presentation about air emissions and other social issues.

Superbugs or superheroes?

Caring for food-production animals is growing more complex by the day. **Dr. Randy Singer** uses science to expose the truth about antibiotic use, management and residue avoidance. Who's winning the bacteria-resistance war - the bugs or us? Dr. Singer uncovers the solutions and opportunities not just in food production but human medicine, too.

Science Report: Well water in Kewaunee County

Water is vital to us all and taking care of it is not optional. **Dr. Mark Borchardt**, the lead scientist studying private wells in northeast Wisconsin, recently completed a study to identify the sources of fecal contamination and risk factors - land use, well construction, and weather patterns - leading to groundwater contamination. We'll go beyond finger-pointing to help our communities work together for clean water and a viable agricultural sector.

Round table discussion with the experts

After you've digested a full menu of scientific and technical presentations. Take the discussion deeper by posing your unasked questions to Dr. Mitloehner, Dr. Borchardt and Dr. Singer. Leave with tactical information that helps you move your business forward.

Presenters



Chad Vincent, CEO of the Wisconsin Milk Marketing Board, 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. Most recently, Chad was CMO/Head of Strategy at Sartori Cheese where he led brand building and introduced Sartori into retail and global markets.



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.



Katrina Cravy is an Emmy Award-winning TV news veteran and one of the most trusted names in Southeastern Wisconsin. She's been an on-camera reporter, anchor and host for FOX, NBC and ABC affiliates. As a consumer reporter, her hidden-camera investigations and negotiating skills helped viewers reclaim nearly \$2 million. With more than 20 years of media experience, Katrina started her own company to train executives to be their best on camera.



Michelle Johnson is senior director of Integrated Marketing & Communications at the University of Wisconsin-Milwaukee. She oversees university publications, public relations and marketing. Prior to joining UWM, Michelle worked for nine years with The Associated Press, serving as manager for Wisconsin. From 2009 to 2013, she was the main editor for AP's national ag reporting team, working with print and video journalists across the nation to share how food is produced and consumed in the US.



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-based 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.



Charlie Arnot is the CEO of the Center for Food Integrity, a non-profit organization dedicated to building consumer trust and confidence in today's food system. With over 25 years of experience in communications, issues management and public relations in the food system, his commitment to excellence, innovation and integrity have positioned him as a trusted advisor to CEOs, government leaders and executives.



Dr. Alison Van Eenennaam is Cooperative Extension Specialist in Animal Genomics and Biotechnology at the University of California-Davis. Her research-and-outreach program focuses on animal genomics and biotechnology in livestock production systems, and her research includes genome editing for livestock and the development of genomic approaches to select for cattle less susceptible to disease. Dr. Van Eenennaam frequently provides a credible voice on controversial scientific topics; she's appeared on national programs such as "The Dr. Oz Show", National Public Radio's "Science Friday" and "Food Evolution".



Dr. Frank Mitloehner is Professor and Air Quality Specialist in Cooperative Extension at the University of California-Davis. An expert on agricultural air quality, livestock housing and husbandry, he conducts research to further mitigate air emissions from livestock operations and implications of the emissions on health and safety of farm workers and neighboring communities. He's served as chairman of a United Nations Food and Agriculture Organization project to benchmark livestock production's environmental footprint.



Dr. Randy Singer is Professor of Epidemiology at the University of Minnesota in the Department of Veterinary and Biomedical Sciences, College of Veterinary Medicine and the Division of Epidemiology-School of Public Health. Dr. Singer developed an internationally recognized research and educational program focused on predicting emergence, spread and persistence of infectious diseases. He was awarded the Presidential Early Career Award for Scientists and Engineers by President Clinton for his work on antibiotic resistance.



Dr. Mark Borchardt is Research Microbiologist for USDA's Agricultural Research Service and Program Leader for the Laboratory for Infectious Disease and the Environment, US Geological Survey, Wisconsin Water Science Center. Dr. Borchardt's expertise is on the measurement, fate, transport and health effects of human and agricultural zoonotic pathogens in the environment. He recently received the Dr. John L. Leal award for his work on improving water quality and protecting public health in the United States.