

# **WESTERN ORGANIC DAIRY PRODUCERS ALLIANCE 2017 CONFERENCE AND TRADE SHOW AGENDA NOVEMBER 15<sup>TH</sup> & 16<sup>TH</sup> 2017 NUGGET HOTEL AND CASINO, SPARKS, NV**

## **Tuesday, November 14<sup>th</sup>:**

1:00pm – 5:00pm: Trade Show Move-In

5:00pm – 6:30pm: Registration and Trade Show Visit

6:30pm – 7:30pm: Nugget/WODPA Hosted Happy Hour (Trade Show Exhibitors Welcome)

7:30pm: Producer Only Meeting

## **Wednesday, November 15<sup>th</sup>:**

7:30am - 8:20am: Breakfast Sponsored by A. L. Gilbert / Lockwood Seed and WODPA

7:30am – 8:30am: Registration and Trade Show Visit

8:30am – 9:00am: Welcome - Richard Mathews, WODPA Executive Director

- Introduce Conference Chair: Sean Mallett, WODPA President
- Conference Overview: Sean Mallett, WODPA President
- Executive Director Update - Accomplishments for the year: Richard Mathews

9:00am – 10:30am: WODPA Business Meeting

- Discussion of Hot Topics
- Origin of Livestock
- Organic Check-Off Program
- Transitional Certification
- Open Floor Hot Topic Discussion
- Voting on Initiatives
- WODPA Board Elections

10:30am – 11:00am: Trade-Show company introductions

11:00am – 11:45am: Trade Show Visit

11:45pm – 12:45pm: Lunch & Trade Show Visit Sponsored by Straus Family Creamery & WODPA

12:45pm – 2:00pm: CEO's and Presidents: Mr. Michael Levine, Glanbia and Mr. Albert Straus, Straus Family Creamery

- Part 1: Organic Dairy Sector Future. Speaker's view, on the current state and future of organic dairy. Their views regarding the organic dairy sector's strengths and weaknesses

(including supply), consumer purchasing trends, and the potential for demand growth.  
THERE WILL BE NO PRICE DISCUSSION.

- Part 2: Questions & Answers

2:00pm – 2:30pm: Trade Show company introductions

2:30pm – 3:00pm: Coffee Break and Trade Show Visit

3:00pm – 4:00pm: Starting them Right – Early calf management and health impacts on long term performance: Victor Cortese DVM, PhD, Dipl ABVP Zoetis Animal Health

4:00pm - 5:15pm: Importance of Tracking Expenses, Mr. Robert Burroughs, Genske, Mulder & Company

5:15pm - 6:15pm: Happy Hour Sponsored by JKB Energy (in trade show venue) & Trade Show Visit

6:15pm: Dinner Sponsored by American AgCredit and WODPA

**Thursday, November 16<sup>th</sup>:**

8:00am – 9:00am: Zoetis sponsored Breakfast for Dairymen. New Opportunities for Fresh Cow Health, Victor Cortese DVM, PhD, Dipl ABVP Zoetis Animal Health

9:00am: Call Meeting to Order, Sean Mallett, WODPA President

9:00am – 10:15am: CEO's and Presidents: Mr. Marcus Benedetti, Clover Sonoma and Mr. Mike Bedessem, Organic Valley

- Part 1: Organic Dairy Sector Future. Speaker's view, on the current state and future of organic dairy. Their views regarding the organic dairy sector's strengths and weaknesses (including supply), consumer purchasing trends, and the potential for demand growth. THERE WILL BE NO PRICE DISCUSSION.
- Part 2: Questions & Answers

10:15am - 10:45am: Break and Trade Show Visit

10:45am – 11:45am: Pasture Rule and what inspectors should be looking at to determine compliance. Richard Mathews, Andrew Dykstra, Blake Alexandre, Dr. Cindy Daley & Tim Miranda

11:45am – 12:45pm: Dairy Efficiencies; where are you, Mr. Larry Burrows, Excel Dairy Nutrition

12:45pm – 1:15pm: Lunch & Trade Show Visit: Sponsored by Washington State Dairy Products Commission and WODPA

1:15pm – 2:00pm: Nielsen Reporting - Organic Milk & Cheddar Cheese, Sean Mallett WODPA President

2:00pm: Meeting Adjourned and Trade Show takedown