

WESTERN ORGANIC DAIRY PRODUCERS ALLIANCE 2014 CONFERENCE AND TRADE SHOW AGENDA OCTOBER 14TH-15TH, 2014

MONDAY, OCTOBER 13TH

5:30 p.m. – 7:00 p.m. Horizon will be hosting a pre-conference happy hour with light appetizers at the DoubleTree Hotel in the lobby

TUESDAY, OCTOBER 14TH

8:00 a.m. – 9:00 a.m. Welcome and business meeting - Hot Topics

- Executive Director Report
 - Origin of Livestock
 - Organic Research and Promotion
- Board Nominations
- Bylaws
- Open floor
- GMO labeling update

9:00 a.m. – 9:30 a.m. *History of organic dairy in Sonoma County, issues unique to wine country, and a vision for the future:* **Mr. Marcus Benedetti, President and CEO, Clover Stornetta**

9:30 a.m. – 9:50 a.m. Trade Show company introductions

9:50 a.m. – 10:15 a.m. Yogurt Break and Trade Show – Yogurt sponsored by Wallaby Yogurt

10:15 a.m. – 11:15 a.m. *Current Perspectives and Big Picture Issues that face the Organic Dairy Industry:* **Dr. Tim LaSalle, International Consultant for the Howard G. Buffet Foundation and previous CEO of Rodale Institute.**

11:15 a.m. – 12:15 p.m. *Hard Work & Harmony: Effective Relationships In Family Businesses:* **Mr. Dave Pratt, Ranch Management Consultants**

12:15 p.m. – 1:15 p.m. Lunch and Trade Show

1:15 p.m. – 2:15 p.m. *CowSignals: what your cows are telling you:* **Dr. Hubert Karreman, VMD, Rodale Institute and Certified CowSignals Trainer**

2:15 p.m. – 3:00 p.m. *How to implement a GMO process verification program for your farm: the why, the how, and the cost:* **Mr. Albert Straus, Founder and CEO, Straus Family Creamery**

3:00 p.m. – 3:20 p.m. Trade Show company introductions

3:20 p.m. – 3:45 p.m. Break and Trade Show—Sponsored by Straus Family Creamery

3:45 p.m. – 4:30 p.m. *WODPA's Economic Survey, what are the next steps?:* **Dr. Cynthia Daley, California State University, Chico, Organic Dairy Program**

4:30 p.m. – 5:15 p.m. *Establishing your farm's financial benchmarks to assess your economic well-being; compare your numbers to industry standards; how to identify your problem areas:* Panel discussion with: **Mr. John Kennedy, Bluehill Ag Consulting; Mr. Robert Burroughs, CPA for Genske, Mulder & Co. LLP; & Mrs. Ruth McClure, Vice President – Lending, American AgCredit, Petaluma, CA.**

5:15 p.m. – 5:30 p.m. Trade Show company introductions

5:30 p.m. – 6:45 p.m. Trade Show and Clover Stornetta sponsored Happy Hour

6:45 p.m. Organic sit-down dinner in the ballroom

WESTERN ORGANIC DAIRY PRODUCERS ALLIANCE

2014 CONFERENCE AND TRADE SHOW AGENDA

OCTOBER 14TH-15TH, 2014

WEDNESDAY, OCTOBER 15TH

8:00 a.m. – 9:00 a.m. WODPA Business Meeting, Elections and Voting on initiatives

9:00 a.m. – 9:45 a.m. *Organic approaches to managing mastitis and lameness:* **Dr. Hubert Karreman, VMD, Rodale Institute and Certified CowSignals Trainer**

9:45 a.m. – 10:00 a.m. Trade Show company introductions

10:00 a.m. – 10:30 a.m. Yogurt Break and Trade Show – Yogurt sponsored by Wallaby Yogurt

10:30 a.m. – 11:30 a.m. *Someday this will all be yours....or not:* **Mr. Dave Pratt, Ranch Management Consultants**

11:30 a.m. – 12:00 p.m. *Farmers Advisory Committee:* **Mr. Nathaniel Lewis, Senior Crops and Livestock Specialist, Organic Trade Association**

12:00 p.m. – 1:00 p.m. Lunch and Visit Trade Show

1:00 p.m. – 1:45 p.m. *How to read your soil analysis; what products to use to balance your soils based on your soil analysis and application processes:* **Mr. Mark Kopecky, Agronomist, Organic Valley**

1:45 p.m. – 2:30 p.m. *Utilization of fodder as an alternative source of energy in the organic dairy ration; impact of fodder-based diets on rumen function:* **Dr. Cynthia Daley, California State University, Chico, Organic Dairy Program**

2:30 p.m. Adjourned

2:30 p.m. – 5:30 p.m. Dairy Tours, Petaluma, CA

- ❖ Jim Riebli Dairy: 295 Rainsville Road, Petaluma, CA 94952
- ❖ McClelland Dairy: 6475 Bodega Ave, Petaluma, CA 94952

5:30 p.m. Dinner & Local Oyster's—Hosted by Petaluma area organic dairymen

- ❖ Location: Olympia's Valley Estate, Joe and Kathy Tresch
1051 Walker Road, Petaluma, CA 94952