

# WESTERN ORGANIC DAIRY PRODUCERS ALLIANCE 2015 CONFERENCE AND TRADE SHOW CORVALLIS, OREGON

**MONDAY, OCTOBER 26<sup>TH</sup>**

5:30pm – 7:30pm Welcome reception at Hilton Garden Inn, Corvallis, Oregon - Registration opens - Trade Show setup. Please check in, register for the conference and attend reception

**TUESDAY, OCTOBER 27<sup>TH</sup>**

7:00am – 8:30am **Producer only breakfast meeting**

9:00am – 9:30am: **Welcome** –Andrew Dykstra, President & Richard Mathews, Executive Director

- Pete Mahaffy, Conference Chair – 2015 Conference & Trade Show Overview
- Executive Director Update – Accomplishments and NOP Update
- Hot Topic Issues Summary, Richard Mathews
- A Preview of Wednesday's Farm Tour: Double J Jersey Dairy – Jon Bansen

9:30am – 10:15am: **Keynote: Challenges ahead for USDA Organic Seal – Mr. Tom Willey:** *Tom Willey and his wife, Denesse, have operated T&D Willey Farms, a seventy five acre farm in Madera, California since 1981. Certified Organic by CCOF since 1987 they grow a wide array of Mediterranean vegetables. Tom is a passionate advocate for local food prominence. Currently, he is working closely with a number of organizations urging Whole Foods to modify its proprietary produce rating system which devalues the USDA Certified Organic Seal.*

10:15am – 10:35 am: Trade Show Company Introductions

10:35am- 11:15am: Trade Show and Break Sponsored by Organic West

11:15am- 12:15 pm: **Managing for a drought resilient farm: Practices that build soil and pay long-term dividends – A Producer Perspective - Mr. Cheyenne Christianson:** *The Christianson's bought a run-down farm in July of 1993 and started grazing in 1994 as a way to produce high quality on-farm feed. His innovative grazing management strategy boosts soil fertility and as a result, improves the quality of his grass, a phenomenon Cheyenne says is crucial during drought. Northern WI suffered severe drought for several years - forcing the Christianson's to "think out of the box" – and focus on ways to manage the farm with less rain. Cheyenne has become a master grazer and owes his success to the quality and quantity of his grass.*

12:15pm - 1:15pm: Trade Show and Lunch

1:15pm- 2:30pm: **Scientific Pasture Profitability Panel: Connecting the dots between soil, grass & profits.**

Moderated by Mr. Jon Bansen, Double J Jersey Dairy

- **All pasture is not created equal – the secret to profitable pasture starts in the soil.** Cynthia A. Daley, Ph.D., California State University Chico, Organic Dairy Education & Research Program
- **Using weekly pasture growth & utilization measurements to make management decisions on Oregon dairies.** Mr. Troy Downing, M.S., Oregon State University Cooperative Extension. Dairy Specialist

2:30pm – 2:45pm: Tradeshow company introductions

2:45pm- 3:30pm: Trade Show & Straus Family Creamery Sponsored Ice Cream Break

3:30pm – 5:00 pm: Hot topic issues defined & Q&A

- Origin of Livestock – WODPA position (VP Sean Mallet & VP Ward Burroughs)
- Organic Check-Off Program – WODPA position to date (Richard Mathews)
- Livestock Materials Authorization –WODPA’s comments to NOSB (Richard Mathews)
- Open Floor Hot Topic Discussion

5:00pm – 5:15pm: Trade Show Company Introductions

5:15pm - 6:30pm: Trade Show and Clover Stornetta Sponsored Happy Hour

6:30pm – Dinner & Cocktails (no host bar)

## **WEDNESDAY, OCTOBER 28<sup>TH</sup>**

7:00am – 8:00am: **Zoetis** sponsored producer breakfast. Come learn; **How to Utilize Your Herd’s Genetic Potential**. Presentation starts at 7:15am.

8:00am: Business Meeting:

8:00am: Welcome, Andrew Dykstra, President

8:05am: Membership/Fundraising update, Sean Mallet, Vice President

8:10am: - Origin of Livestock Policy Committee Proposed Policy

- Check off Program Committee Proposed Policy
- Livestock Materials Committee Proposed Policy & Feedback on how to Proceed
- Board of Director Elections

9:15am – 10:30am: **Maximizing Employee Potential: Family and Non-Family- Drs. Pat and Paul Frishkoff, Leadership in Family Enterprise, LLC**, *Both were raised in business-owning families. Pat launched the Austin Family Business Program at Oregon State University, which will celebrate 30 years this fall. She also held the A. E. Coleman Chair in Family Business. Paul was Professor of Accounting in the Lundquist College of Business at the University of Oregon. Their tag-team presentations are interactive, informative and humorous. You will take away key questions and suggestions for approaching them in your business. They will alert you to snags and offer secrets for success. Pat's background and family-business focus is agriculture. Pat leads with systems development, specifics of planning, and asking the hard questions. Paul weaves in career assessment, communication skills, and a wicked sense of humor.*

10:30am - 11:00am: Trade Show & Break Sponsored by JKB Energy

11:00am – 12:00pm: **Economic benchmarks for the most successful farms & how these top programs plan for transition to the next generation - Earl Doman, CPA** *Mr. Doman is a Certified Public Accountant practicing in Woodburn, Oregon. He has been in public accounting since 1963 and does not intend to retire. A preparer of estate tax returns, he believes that everyone should understand and prepare for how estate taxes will affect their estate.*

12:00pm – 1:00pm: Lunch and Visit Tradeshow

2:00pm - 5:00pm: **Double J Jersey’s Farm Tour**: Depart from the Hilton Garden Inn lobby **\*Bus transportation provided**

**Farm Tour Topics**: Pasture management, grazing program, late season grasses that perform, calf program, forage budgeting and more. **Double J Jersey’s Address**: 13405 Elkins Road, Monmouth, OR 97361