



2022 Dairy Forum Pre-Meeting Overview

Audience

- National, State and Regional Board Members – Braden, Baker/SR CEOs
- Select Emerging Promotion Farmer Leaders – SR CEOs
- Select DMI Farmer Advisory Council Members - Sudnick

Please join us for the 2022 Dairy Forum that will be held March 15-17 at the JW Marriott Desert Ridge in Phoenix, Arizona. (Note: this is a different location from the original save-the-date.)

As your state, regional, national and international checkoff organizations continue their hard work to advance farmer priorities and strategies that help maintain and grow sales and trust in dairy for today and in the future, your participation in our annual forum is more important than ever.

The 2022 Dairy Forum offers a unique opportunity to bring farmers together from across the country to better understand the mindset of today's consumers – both in the United States and around the world – and what those insights can mean for dairy. At the Forum, you will hear from expert guest speakers, along with checkoff farmer and executive leaders who will share how we leverage insights to build out the strategies that drive sales and build trust for dairy and dairy farmers.

The meeting kicks off Tuesday afternoon at 2 p.m. MST with an opening general session that features research expert Jason Dorsey who will help us understand and learn how to engage with the next generation of consumers. This session also includes an interactive portion that will explore what this means for dairy.

Following an opening reception on Tuesday evening, attendees will reconvene Wednesday morning for a general session featuring DMI CEO Barbara O'Brien and other checkoff leaders who will lay out how the checkoff works to address these insights and trends. The remainder of the day will feature a series of rotations where attendees can experience for themselves the programs and initiatives that are driving results today, including:

- Building trust with the next generation of consumers
- Driving sales and demand in the United States and globally
- Using research and education to position U.S. dairy as a critical part of a global food system

Thursday morning kicks off with a working breakfast for farmers from across the country to share what they learned throughout the General Session and rotations and offer their perspectives. Following these small group sessions, attendees will gather for a final General Session to report what was discussed, followed by a wrap up that showcases what we've learned – and what we all can do now to help advance a better future for dairy. The Forum will adjourn at 11 a.m. MST.

Additional Information | Overview of Travel Expenses Covered

For DMI Board of Directors, DMI will reserve and pay for two nights at the JW Marriott Desert Ridge and provide for all program-related meals (Tuesday lunch and reception; Wednesday breakfast and lunch; Thursday breakfast and lunch) and travel-related expenses that include economy airfare, mileage and parking.

For State and Regional Boards of Directors, DMI will reserve and pay for two nights at the JW Marriott Desert Ridge for all program-related meals as noted above. Travel-related expenses (including economy airfare, mileage and parking) is covered by your local promotion organization.

Please note that spousal travel costs are not reimbursable, nor are non-program related meals. Additionally, Thursday's small-group breakfasts are limited to only those farmers identified in specific breakout groups.

For more information contact Midwest Dairy's Stacey Bergherr (sbergherr@midwestdairy.com; 651-487-4740) or DMI's Mike Braden (mike.braden@dairy.org; 847-774-4921).

Additional Information | Frequently Asked Questions

Why should I come to the Forum? What makes this meeting different?

You have been invited as a farmer leader in the dairy community to learn about and experience the vision and work of your dairy promotion organizations as we focus on meeting the needs of today's – and tomorrow's – consumers. Our industry is in the midst of transformational change and influence; we need to hear and learn from you.

The Forum offers a unique opportunity for farmers to focus on dairy consumers and customers, and to share your perspectives and input on the current and future direction of the checkoff.

The meeting also offers a great opportunity to establish and grow relationships with fellow farmers, and local and national checkoff staff that bring value today and into the future.

What's in it for me?

You will have the opportunity to hear from and interact with dairy, consumer and business leaders who are shaping the future of the dairy industry. The insights and relationships you gain will help you anticipate future consumer/customer, farm and industry opportunities and challenges, and help develop a future forward vision of your farm or business.