

2022 Dairy Forum | Schedule At-A-Glance

Tuesday, March 15 – Thursday, March 17

JW Marriott Desert Springs – Phoenix, Arizona



TUESDAY, MARCH 15

2 pm	Welcome & General Comments
2:30 pm	Reaching Today's – and Tomorrow's – Consumer A closer look at the relevant research and insights guiding checkoff priorities and programs, featuring nationally recognized generational insights researcher and keynote speaker Jason Dorsey who will share learning and engage farmers in a facilitated, interactive session to determine what it means to dairy foods and dairy farming.
5 pm	Recess Day One
5:30 pm	Opening Reception <i>Dinner on your own</i>

WEDNESDAY, MARCH 16

Following a morning general session, attendees will rotate through four breakouts for a deeper dive on how your dairy checkoff is taking the insights shared on day one and applying it to core farmer-approved priorities:

- Growing sales domestically through powerful partnerships
- Growing US dairy sales internationally through exports and international partnerships
- Building trust in dairy with an emphasis on reaching Gen Z consumers
- Advancing US dairy's position as part of a global food system

6:30 am	Breakfast
8 am	General Session – Vision for Today's Dairy Checkoff DMI CEO Barbara O'Brien and other leaders will share the vision and focus for today's dairy checkoff, reflecting the feedback and guidance gathered during a multi-month listening tour with farmers, checkoff staff and industry leaders from across the country.
10 am	Break & Rotate
10:30 am	Rotation Session 1
11:30 am	Lunch & Rotate
1 pm	Rotation Session 2
2 pm	Break & Rotate
2:30 pm	Rotation Session 3
3:30 pm	Break & Rotate
4 pm	Rotation Session 4
5 pm	Recess Day Two <i>Dinner On Your Own</i>

THURSDAY, MARCH 17

7:30 am	Breakfast On The Square Small group breakout breakfast conversation facilitated by state and regional organization CEOs and farmer leaders to share takeaways from breakout rotations and what it means to dairy promotion. Coming out of the breakout sessions an identified farmer will be asked to share 3 key headlines during the closing general session.
9 am	What We've Learned – Small Group Breakout Headlines Designated spokesperson from each breakout session shares 3 key headlines from the breakout sessions and surface common themes. What It Means – A Call to Action National, global, state and regional checkoff organization leadership will offer their perspective on what we've heard, what it means to the checkoff and what farmer leaders can do and/or share as they head home.
11 am	2022 Forum Adjourns <i>Box Lunches Provided</i>