

# Program announced for upcoming 2010 Dairy Summit

By SHERRY BUNTING  
Special for Farmshine

LANCASTER, Pa.—Hearing from people in the food retail industry was identified by dairymen as a major highlight from the last Pennsylvania Dairy Summit, and there's more in store for the 2010 Summit February 3-4 at the Lancaster Host Resort.

Ken Cassara, vice president of dairy and frozen foods for Wegman's will be returning as a presenter again this year during the Thursday morning "Retailer Showcase." Last year, he shared the story of how Wegman's has distinguished itself as a different kind of grocery store, staying in tune with the changing trends and demands of its customers.

Cassara also stayed the entire two days of Summit last February, and through his interactions with producers there, as well as listening in on many of the general and breakout sessions, he developed a passion for sharing the dairy farmers' story through Wegman's.

At the 2010 Summit, Cassara will share what has resulted from this passion—a multi-leveled, cross-franchise campaign to connect Wegman's shoppers with the local dairy farm families that supply their stores with milk.

The 2010 Summit will also feature Sofia Therios, with the McDonald's franchise—well known for its ability to reinvent itself to meet the varied and changing demands of consumers.

McDonald's latest reinvention has been quite positive for the dairy industry, as the fast food giant launched the McCafe line of coffee drinks, which include a significant amount of milk.

This year, Summit goers will have the opportunity to hear, first hand, McDonald's perspective on the popular new McCafe drink line, the role dairy plays in their business, and how they see their business and relationship with the dairy industry growing in the future.

The Retailer Showcase is just a fraction of the informative and invigorating sessions Summit planners have lined up for dairymen. The annual Dairy Summit is the pinnacle of idea exchange in the dairy industry. The past two years have drawn crowds of 600, and planners have something new in store for the meals this year on the first day.

In addition to the information and motiva-

tion, dairy producers also look forward to the time for networking with other producers and members of the dairy industry during breaks for mingling and visiting trade show exhibits.

In response to feedback from dairy producers and the businesses supporting the Summit with their trade show presence, more time for networking will be offered this year as lunch and dinner on the first day of the 2010 Summit will be served from buffet-style stations among the trade show exhibitors.

The Dairy Summit is the go-to event that gives dairy farm families, managers, and key employees a progressive edge and forward-thinking perspective through the timely general sessions as well as many practical learning opportunities during the varied breakout sessions over the two day event.

As the winter meeting season gets underway, dairy producers and allied industry will want to plan for this worthwhile learning opportunity hosted by the Professional Dairy Managers of Pennsylvania (PDMP) and the Pennsylvania Dairy Stakeholders in partnership with the Center for Dairy Excellence, Pennsylvania Department of Agriculture and Penn State Dairy Alliance.

Here is a preview of what to expect this year at Summit.

**On Wednesday, Feb. 3, keynote speakers include:**

► Jeff Simmons, President of Elanco, on "Sustainability and Feeding the World." In the next 50 years, farmers will have to feed 100% more people with only about 1% more available land. Hear Simmon's observations on the solutions and the importance of technology, which must contribute 70% of the additional food needed to feed our world.

► Jim Austin, Decisions Strategies International, is well known for his article in the spring 2008 Progressive Dairyman issue on "2016 Future Scenarios for the Dairy Industry and Their Implications Today." During the Summit this year, he will talk about "Taking Strategy to Action: Building for the Future."

Austin has more than 25 years experience in business strategy and can help dairy farm families understand the fine balance between strategy and action to build a "living, flexible plan" for their businesses' future.

More than 60 Fortune 500 companies, including eight of the Fortune 10, have relied on

Decisions Strategies International for their high impact strategies to profit from uncertainty.

► Jim Ostrom, Rosendale Dairy, Fond du Lac County, Wisconsin, will be one of two Producer Showcases this year. Set on 2,000 acres in the town of Rosendale is a 4,000 cow dairy being developed as one of Wisconsin's most environmentally sound, modern and efficient farms.

Ostrom and his partners have 15 years of success operating large farms, and they share a long-standing commitment to animal health. From the farm's free-stall barn architecture to the high-efficiency ventilation system, natural sand bedding and custom feed mixing, Rosendale Dairy is designed to maximize individual cow comfort.

► The Late Show (Dairy Style): Dairy & The Beat will be the attraction after dinner on the first day of Summit this year. If you turn on the television, surf the internet, or listen to the radio, you are sure to find someone out there who is disputing the benefits that dairy products provide to consumers and that dairy farms provide to their surrounding communities.

"Late Show" host Kirk Sattazahn will sit down with Harold Brubaker, business news reporter for the Philadelphia Inquirer and Kim Lehman, director of public relations at Pavone, a world-class public relations firm based in Harrisburg, Pa., to get their perspective. A local broadcast news reporter has also been invited to participate.

**Breakout sessions on Wednesday, Feb. 3 include:**

1) A Look at Immigration Policies and Your Dairy Business, led by Thomas Maloney, Cornell University. In his discussion on workplace enforcement and immigration reform, Tom will address employer rights in relation to immigration enforcement and legislative plans to re-introduce an immigration reform bill in the 2010 Congress.

2) Are You Prepared for Deregulation? A Look at Alternative Energy. This panel discussion will explore higher energy prices in store for 2010, which are pushing many farm families to consider green alternatives for producing their electricity.

Hear from three local farmers who are producing alternative energy (wind, solar and methane) on their farms to find out what they did, how they did it, and how it has benefited

their operations and local communities.

3) Is Your Forage Maximizing Your Herd's Potential? A Look at BMRs, Quality, Storage and the Latest Technology with Dr. Gabriella Varga, Dr. Ken Griswold and Paul Craig. This panel will discuss new research coming out of Penn State University, showing producers how to better maximize herd potential through better management of forage type, quality and storage.

4) Is There Life After Farming for You? Each dairy farm family facing this question is challenged to honestly evaluate possible answers and their consequences. In this session, Dr. Bernie Erven, Ohio State University, will discuss the family, personal and business reasons that can cause problems and make it difficult for dairy farmers to figure out what are the right answers for them. He will address the issues that can lead to avoiding or postponing plans, and he'll provide practical guidelines to work through what can be a difficult decision.

Also on Wednesday morning, before Summit begins, an Early Bird bonus session is available on the Dairy Herd Benchmark Program. How does your dairy compare to dairies down the road and across the state? Find out how using benchmarks to assess performance can lead to greater discovery of key bottleneck areas. Three producers who have participated in the Large Dairy Herd Benchmark Program will share what they've learned about their dairies and how comparing their operation to others has helped them improve and become more profitable.

**On Thursday, Feb. 4 at Summit**

In addition to the Retailer Showcase with Ken Cassara from Wegman's and Sophia Therios from McDonald's, the second day of Summit, Thursday, Feb. 4, will feature:

► Phil Kulp, Kulp Family Dairy Farm, LLC, based in Martinsburg, Blair County, Pa., will be the second Producer Showcase at the 2010 Summit. Kulp will share how his family has grown their dairy operation over the years to its present size of more than 2,000 cows and how they remain committed to stewardship of their animals, the environment and their financials.

► "Milk Pricing: What Went Wrong & How It Can Be Fixed?" This panel discussion will include industry experts Bill Curley, Blimling & Associates, and Matt McKnight, U.S. Dairy Export Council (invited).

In 18 short months, milk prices went from all-time highs to all-time lows, leaving dairy producers across the country reeling from the losses. In his role at Blimling and Associates, Curley has seen the dairy debacle of 2009 play out first hand and will put the puzzle together to show what happened to milk prices, both domestically and internationally.

McKnight, with the U.S. Dairy Export Council, an organization that represents the interests of U.S. producers and processors overseas, will discuss the export and import pieces and how they affected domestic milk prices.

► "Overcoming Obstacles" will be the inspirational theme presented by Roger Crawford, Tennis Champion and Resiliency Expert, during the closing luncheon at Summit.

Crawford was born with severe physical disabilities, and against all odds, became a tennis champion. With passion, humor and hard-won wisdom, Crawford inspires audiences to reevaluate their own limitations, real or imagined. The skills he imparts help others to develop a resiliency and strength to turn adversity into ambition.

Crawford is a living example that all of us have the capacity to achieve great success, despite obstacles. As a speaker, he is a once in a lifetime experience, not to be missed.

A complete program brochure and registration materials are available online at www.padairysummit.org. For more information, keep watching future editions of Farmshine and contact PDMP, toll-free, at 1-877-326-5993.

## Time to get registered for Dairy Summit trade show

LANCASTER, Pa.—Sponsorship opportunities and exhibition booth space are still available for the 2010 Pennsylvania Dairy Summit February 3 and 4 at the Lancaster Host Resort. Dairy producers look for their suppliers at the Summit, where companies benefit from marketing opportunities as exhibitors and high value visibility as a sponsor.

The financial contributions of sponsors support the overall costs of the Summit and help in delivering a quality program. The following companies are Dairy Summit Sponsors as of December 2, 2009:

Triple H Construction, LLC  
Pennsylvania Dairymen's Association  
Mid-Atlantic Dairy Assoc. & Pa. Dairy Promotion Program  
Dairy Cooperative, Inc. / Dairy Farmers of America, Inc.  
Arm & Hammer Animal Nutrition, Inc.  
PA Farm Bureau  
Renaissance Nutrition, Inc.  
MidAtlantic Farm Credit  
Maryland & Virginia Milk Producers Cooperative  
AgChoice Farm Credit  
Turkey Hill Dairy (milk and ice cream).

Sponsor benefits are described at www.padairysummit.org and will apply when full information and a commitment for payment is received by PDMP no later than Monday, January 4, 2010.

As for the trade show, exhibitor space is beginning to fill up, so act now to guarantee a spot.

Attendees will have more time this year for mingling among the exhibitors as lunch and dinner on the first day will be provided at serving stations in the exhibit area. This will add to the break time between sessions for producers to visit and talk with commercial exhibitors.

Booths may be reserved with a signed contract and payment in full by Monday, January 4, 2010.

As of December 2, 2009, the following exhibitors have registered for the 2010 Pa. Dairy Summit trade show:

Accelerated Genetics  
Acuity Advisors & CPAs  
AgChoice Farm Credit  
Arm & Hammer Animal Nutrition, Inc.  
Bernard C. Morrissey Insurance, Inc.  
Cargill Animal Nutrition  
Dairy Cooperative/Dairy Farmers of America  
Dairy One  
Elanco Animal Health  
Farmer Boy Ag Systems  
Fulton Bank  
Genex Cooperative  
Intervet Schering-Plough Animal Health  
King's AgriSeeds, Inc.  
Lancaster Dairy Farm Automation, Inc.  
Lancaster DHIA  
Land O'Lakes, Inc.  
Maryland & Virginia Milk Producers Cooperative  
McLanahan Corporation  
Mid-Atlantic Dairy Assoc. & Pa. Dairy Promotion Program  
Missouri Dairy Growth Council  
Pete Hausser, Livestock Logistics  
Pfizer Animal Health  
Renaissance Nutrition, Inc.  
Triple-M-Farms  
Triple H Construction, LLC

The Dairy Summit is hosted annually by PDMP and the Pa. Dairy Stakeholders with supporting partners the Center for Dairy Excellence, Pa. Department of Agriculture, and Penn State Dairy Alliance. Information and registration materials for sponsorships, exhibition space and attendance are available at padairysummit.org. Or call 877-326-5993.