



WISCONSIN DAIRY WELLNESS SUMMIT 2018

DAIRY WELLNESS
MAKES A DIFFERENCE™

zoetis

WHAT: DAIRY WELLNESS SUMMIT 2018

WHERE: LODGE KOHLER/GREEN BAY, WISCONSIN & LAMBEAU FIELD/GREEN BAY, WISCONSIN

WHEN: FEBRUARY 1-2, 2018

WHY: The Dairy Wellness Summit, organized by Zoetis, will help you discover new ways to work that can benefit your operation today and in the future. This invitation-only event will bring Wisconsin's elite dairy producers together and encourage them to think about innovative steps they can take in 2018 that will set up more prosperous and sustainable years to come.

Ideally situated just yards from Lambeau in the heart of Titledown plaza, LODGE KOHLER is a new hotel unlike any other in Green Bay. Sophisticated, spirited, warm and welcoming, the result is a modern day lodge where the glory of sport and Wisconsin's Northwoods is celebrated with style, best-in-class service and, of course, a rousing cheer. All 144 guest rooms and suites feature custom-designed KOHLER® bathrooms and signature bath and beauty products from KOHLER Waters SPA. www.lodgekohler.com

As a premier Wisconsin landmark, anyone who enters the gates of LAMBEAU FIELD will share an overwhelming experience of history and pride. All meals, seminars and events will be held at LAMBEAU FIELD.



**RSVP to your Zoetis representative
by December 22, 2017.**

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WISCONSIN DAIRY WELLNESS SUMMIT AGENDA

THURSDAY, FEBRUARY 1, 2018

11:00 – 12:30 **LUNCH**

12:30 – 2:00 **LIVESTOCK AND CLIMATE CHANGE FACTS AND FICTION**

Frank Mithloehner Ph.D., Professor and Air Quality Extension Specialist, Department of Animal Science, University of California, Davis
Frank Mithloehner is a professor of Animal Science and Air Quality Specialist at UC Davis and recently concluded chairing a Food and Agriculture Organization of the United Nations Committee to measure and assess the environmental impact of the livestock industry. According to Frank, it is time to end the rhetoric and separate facts from fiction around the numerous sectors that contribute emissions and to identify solutions for the global food supply that allow us to reduce our impact on the planet and its resources. “Meatless Mondays,” greenhouse gases from agriculture, carbon footprint reductions, and more! Let’s continue this conversation with Frank and get the facts on these important issues.

2:00 – 3:00 **INNOVATING THROUGH DIRECT SUPPLIER RELATIONSHIPS**

Ryan Siralli, Sr. Agriculture Director - DanoneWave

More than ever multi-national food processors are looking for innovative ways to source safe, consistent and sustainably produced dairy ingredients. This movement has generated an opportunity for direct relationships between farms and processors like Danone. Learn more about the drivers behind direct supply agreements for both producer and processor. Ryan will share more about his role in building these partnerships and how they are helping shape the future of supply chain interaction in the dairy industry.

3:00 – 3:30 **BREAK**

3:30 – 4:30 **ADDING VALUE TO DAIRY WITH BEEF**

John Hepton, Agri-Beef

You know you can create enough replacement animals, but are you optimizing selective breeding strategies to create the right replacement animals? The beef production system is hungry for a reliable supply of uniform high quality cattle. We are all beef producers but the challenge at hand is how to be a BETTER beef producer. Let’s learn from John at Agri-Beef about their partnerships, feedlot performance and selection of beef breeds, and the additional revenue that dairy-beef calves can bring to your bottom line.

4:30 – 5:15 **“WHAT’S NEW?” RESEARCH AND INNOVATION - ZOETIS**

6:00 **RECEPTION**

FRIDAY, FEBRUARY 2, 2018

6:30 – 8:00 **BREAKFAST**

8:00 – 8:45 **“WHAT’S NEW?” RESEARCH AND INNOVATION – ZOETIS**

8:45 – 10:00 **NR151**

John Holevoet, Director of Community Affairs, Wisconsin Dairy Business Association

Consistent with state statutes, NR 151 directs the DNR to promulgate rule performance standards to meet water quality standards and address specific issues either geographically or by activity. The NR 151 rule modification is to develop a targeted performance standard to address land spreading of manure on soils in sensitive areas of the state — i.e. where depth to bedrock is shallow and the bedrock is fractured (also described as karst topography). Hear more about DBA’s experience in this workgroup and how these changes may affect you now and in the future.

10:30 – 10:30 **BREAK**

11:00 – 12:15 **AG ACT AND UPDATES ON CRITICAL FEDERAL POLICY CHANGES**

Laurie Fischer, Public Policy Consultant & President of the American Dairy Coalition

Adequate labor is essential for the dairy industry. Laurie Fischer is well-known throughout Wisconsin and Washington, D.C. for her tenaciousness in addressing the critical labor shortages in the agriculture sector. Hear more about “The Agriculture Guestworker Act of 2017” (AG Act), a realistic immigration reform bill and how it could help ensure a reliable labor force for the dairy and agricultural industries.

12:00 **CLOSING**