



Agenda

Wednesday, February 1, 2017

6:00 p.m.

Dairy Promotion 101 Dinner

Have questions about dairy promotion or how we're connecting with consumers on your behalf? The United Dairy Industry of Michigan (UDIM) will provide an overview of dairy promotion activities to those attending the conference or those who live nearby the conference. The informal meeting will provide an opportunity to share with dairy farmers how UDIM staff works on their behalf to promote dairy across the state, and will give farmers an opportunity to ask questions about programs.

There is no cost to attend. Please feel free to bring others who may not plan to attend the conference.

Thursday, February 2, 2017

9:00 a.m.

Prudent antibiotic use in Michigan: How and what are we doing?

MSU Extension

What do dairy producers, managers, AND employees tell us about antimicrobial drug use in Michigan? This session will discuss progress and pitfalls of antimicrobial drug use in Michigan herds, gained from a USDA-funded study. What do we learn about herd treatment protocols and training from monitoring actual antimicrobial drug use? What tools can we use to change how we use drugs on a dairy farm? Does your treatment plan have a training plan?

11:00 a.m.

Global Dairy Outlook from Thomas Bailey, Rabobank

Thomas Bailey, the Vice President Dairy Analyst with Rabobank Food & Agribusiness Research and Advisory Dairy team

He will share his insights into where the dairy industry is headed globally Bailey and his team are charged with analyzing developments in food and agricultural markets and industries, and advising the bank and its clients on strategic implications for their businesses. Discuss what these changes in the mean to your bottom line.

12:15 p.m.

Lunch

1:15 p.m.

Understanding Consumers and Building Trust and Today's Food Supply Through Transparency

Charlie, Arnot, The Center for Food Integrity

Producers need to better understand the expectations of consumers across a range of socioeconomic backgrounds. It is important to identify the real and perceived barriers to transparency that exist within the food system itself. Arnot will discuss transparency across the food system, one that satisfies the information needs of consumers, supports their access to and selection of safe and healthy food, and builds their trust in today's food supply. He will also look at approaches to transparency that work for both consumers and the food system.

- 2:15 p.m. **Break**
- 2:45 p.m. **Proactively working across the supply chain to build trust in dairy**
Chad Frahm, Innovation Center for U.S. Dairy
 The Innovation Center for U.S. Dairy will discuss how it works across the dairy supply chain to proactively address changing consumer and customer demands, such as working together with processors and dairy cooperatives to better understand today's dairy farm practices. Producers will have the opportunity to ask questions about processor requirements, share their concerns and discuss how a middle ground between processors and producers may be found.
- 4:00 p.m. **A Look Inside Australian Dairying and His Outlook of Global Dairy**
James Mann, Owner and Manager of Donovan's Dairy
 Mann will showcase Donovan's Dairy, a 2,000 cow dairy that is on a partial mixed ration and pasture system. He will also discuss how they use the latest technology including genomic testing to manage their herd and the showcase the opportunities and challenges of dairying in Australia. He will discuss Australia's perspective on the global dairy and share his experiences in promoting dairy through the Dairy Australia Board.
- 5:00 p.m. **Reception, Exhibitor Showcase and Great Lakes Commercial Heifer Extravaganza XII Sale**
 6:30 p.m. **Dinner with Comedian Trent Loos and his Passion for the Purpose**
 We've all heard the phrase "a crime of passion" but how far would you go to protect or promote what you are passionate about? Trent's passion for promoting agriculture was born out of the reality that people were spreading vicious untruths about the industry he grew up in and dearly loved and nobody was setting them straight. What will it take to motivate you to share your story and fight for the things that you think are worthwhile? Listen as Trent shares stories from his worldly travels about the amazing people that are making a difference in so many fields in countless different ways. Whether you prefer a pen and paper or a podcast, your story can change a life and Trent will show you how. Let your heartfelt passion help you define a meaningful purpose in your life beginning today.

Friday, February 3, 2017

- 7:00 a.m. Breakfast
- 8:00 a.m. **The Economics of Dairying Today**
Dr. Greg Bethard, G&R Dairy Consulting, Inc.
 The session will focus on competing successfully in a volatile dairy market. Milk and feed prices are in constant flux, how does a dairy manager survive and prosper in these cycles? What tools are available to help? What can a dairy do strategically to lower costs or improve revenue?
- 9:15 a.m. **A Hoof Health Game Plan for a New Decade**
Dr. Karl Burgi, Dairyland Hoof Care Institute Inc
 As dairy farming is moving into the future with new herd expansions, lameness continues to affect a large number of dairy cows. This session will discuss the reasons for lameness rates ranging internationally from a mere 6% to over 65% per year. Focusing on the fundamentals of hoof health for today's high yielding dairy cows this presentation will focus on hoof health tools with benefits of high milk production, reproduction, longevity and higher profits.
- 10:00 a.m. Break
- 10:30 a.m. **Excelling in Milk Quality and Udder Health**
Dr. Pam Ruegg, University of Wisconsin
 The definition of "high quality milk" and standards for acceptable udder health are continuously becoming more rigorous and dairy producers who wish to remain competitive must meet or exceed these evolving standards. High quality milk is increasingly defined not only by characteristics of the milk in the bulk tank, but also by management processes that we use to

ensure that the cows remain healthy and milk is harvested hygienically. In this presentation, we will review management practices that result in production of high quality milk and discuss the changing expectations of consumers relative to how we manage cows to produce high quality milk that meets those expectations.

11:15 a.m. **Milk Quality Panel – Led by Dr. Pam Ruegg**

- **Dr. Mark Fox**
- **Dr. Roger Thompson**
- **Two Producers – TBD**

12:30 p.m. **Lunch**

Opportunities and Solutions: 2017 and Beyond

Dr. Mike Hutjens, University Illinois Emeriti

The dairy industry, dairy farmers, and agri-business will be facing a “different” look in the future. Four feeding pillars will be explored for 2017 as milk and feed prices remain a challenge with solutions. Looking ahead, herd size and milk production per cow will be important, finding your competitive position, role of forage quality using uNDF and low lignin alfalfa, and improving animal health through animal immunity (using nutrition such as trace minerals and DFM) with less antibiotic application. Get ready if you want to be part of this dynamic dairy!

2 - 4:30 p.m.

Workshops:

- **Q&A with A Producer Down Under**
Learn more about Donovan’s Dairy and Mann’s management strategies in a question and answer workshop
- **In-Depth Discussion about Hoof Health with Dr. Karl Burgi**
A closer look at the details of keeping hoofs healthy: understanding basic hoof anatomy, functional and therapeutic hoof trimming for the prevention of claw horn diseases, timed hoof trimming, prevention of digital dermatitis and foot rot, managing a successful hoof bath, setting up a low lameness action plan.
- **Milk Components: Opportunities for Maximizing Farm Gate Returns**
Adam Lock, Michigan State University and other experts
Maximizing milk components has historically been one of the biggest challenges of dairy management. Milk component yield (not milk volume) continues to be the key driver of dairy profitability. The workshop will emphasize influences on milk components, both fat and protein, during production with input from economics.

5:00 p.m. **Reception**

6:00 p.m. **Dinner and Awards Program**

Saturday, February 4, 2017

10:00 a.m. Jersey Breed Meeting

Noon Conference Concludes