



Annual Meeting

June 8, 2017 ▪ Heartland Agribition Center ▪ 2600 Swan Lake Blvd, Independence, IA 50644

9:30 Registration Opens

Free event for producers and friends of Iowa's dairy industry.

10:00 Welcome

Kurt Wierda, Chair of Dairy Iowa

Brian Waddingham, Executive Director of the Coalition to Support Iowa's Farmers

10:10 The Food Morality Movement: Changing the Culture of Agriculture

Kevin Murphy, Food Chain Communications

See how activists have surrounded agriculture, are applying a convergence model of communication, and swaying public opinion, even in rural America. Everyone will leave knowing how to effectively respond.

11:10 Awards & Recognition

- **Scholarship Winners**
- **Ralph Keeling Award**
- **Dairy Champions**

11:30 Labor Saving and Value-Added Technology

Producer Panel

Learn what other dairy producers are doing with technology to save on labor and provide more value to their operations.

12:30 Lunch

Enjoy a buffet lunch and network with fellow members of Iowa's dairy community.

1:30 Building Iowa's Dairy Industry

Interactive session with Industry Panel and roundtable discussions. Learn about what everyone is doing to support Iowa's dairy industry, build consumer trust, and develop tomorrow's leaders.

- Iowa State Dairy Association
- Western Iowa Dairy Alliance
- Northeast Iowa Community College
- Coalition to Support Iowa's Farmers
- Iowa Department of Agriculture and Land Stewardship
- Iowa State University
- Midwest Dairy Association

3:00 Conclude
