Northeast Fluid Milk Forum

**What?**
Join us for a day of discussion, bringing together public and private sectors to uncover pre-competitive marketing and innovation strategies to foster growth in the fluid milk industry.

**8:30am Registration**

**8:45am Introduction**
Steve Ammerman, Director of Public Affairs, NY Farm Bureau

**9:00am What is Milk? The True Standard of Identity for Milk**
Cary Frye, VP Regulatory & Scientific Affairs, IDFA

**9:30am Out Position the Competition**
David Just, PhD, Cornell Food & Brand Laboratory

10:10am Break

**10:25am Organic Dynamics: Opportunities & Challenges of Organic Milk Processing & Growth**
Lewis Goldstein, VP Marketing, Organic Valley

**11:15am Milk for Muscle Health in an Aging Population**
Anna Thalacker-Mercer, PhD, Cornell Department of Nutrition

12:00pm Lunch (provided by ADADC)
1:00pm MilkPEP- Changing the Game for Fluid Milk  
Genevieve Poirier-Richards, MilkPEP

1:35pm Market Segmentation for Attracting & Maintaining Customers  
John Hayes, PhD, PSU Department of Food Science

2:15pm Break

2:30pm Advances in Fluid Milk Processing  
Carmen Moraru, PhD, Cornell University Department of Food Science

3:00pm Revitalizing the Dairy Industry through Fairlife  
Steve Jones, CEO, Fairlife, LLC

3:40pm Breakout Discussions

4:45pm Report Back, Final Remarks  
5:00pm Adjourn

Where?  
DoubleTree Hotel  
6301 NY 298  
East Syracuse, NY

When?  
Wednesday, June 24, 2015  
8:30am-5pm

RSVP  
Registration is complimentary.  
RSVP by June 12, 2015.