

All The Right Moves

The International Cheese Technology Exposition has outgrown its previous venues. So it moves to Milwaukee in April. It will be the ICTE's largest event ever.

The Wisconsin Cheese Makers Association and the Wisconsin Center for Dairy Research, both headquartered in Madison, Wis., are hosting the cheese industry's most exclusive show — the International Cheese Technology Exposition (ICTE), April 10-12 at the Frontier Airlines Center in Milwaukee, Wis.

The ICTE is an intensive combination of morning seminars, two full afternoons of uninterrupted exposition and evening social affairs for dairy manufacturers and suppliers. Plus, this year's exhibit floor will be 33% larger than the show's record-setter in 2010. For more information about the show, go to www.cheeseexpo.org.

Schedule of Events

Tuesday, April 10

6-8 p.m. Welcome Reception

Wednesday, April 11

8-9 a.m. WCMA Opening Address: Mark Murphy, president and CEO, Green Bay Packers.

9 a.m. to noon Concurrent Session. "Cheese: Today's Challenges and Tomorrow's Opportunities." Wisconsin Center for Dairy Research and Innovation Center for U.S. Dairy

How do we deal with the challenges of yeasts and molds? How do we get back to the basics regarding factors that affect

body, texture and flavor in cheesemaking? Once you've made your cheese, how do you capture the value of whey? CDR staff will share the latest research findings in all of these areas, while the Innovation Center for U.S. Dairy will focus on opportunities such as the impact of the new school lunch program on cheese, followed by their new report on the Future of Dairy and Cheese Research.

- **9 a.m.** Opening Remarks. Moderator Dr. John Lucey, director, Wisconsin Center for Dairy Research (WCDR)
- **9:10 a.m.** "Getting Back to the Basics: Factors that Affect Body, Texture and Flavor." Dr. Mark Johnson, senior scientist and assistant director, WCDR
- **9:40 a.m.** "Diagnosis: Yeasts and Molds; Now What?" Dean Sommer, cheese and food technologist, WCDR
- **9:55 a.m.** "You've Made your Cheese; How do You Capture the Value of the Whey?" Karen Smith, dairy processing technologist, WCDR
- **10:15 a.m.** Panel Q&A
- **11 a.m.** "The Future of Dairy." Lynn Stachure, senior vice president, strategy, insights and planning, Dairy Management, Inc.
- **11:15 a.m.** "The Future of Cheese." Dr. Steve Hill, director, cheese research and development, Kraft Foods
- **11:30 a.m.** "Cheese in the New School Environment." Speaker to be determined
- **11:50 a.m.** Panel Q&A



**INTERNATIONAL
CHEESE
TECHNOLOGY EXPO**

April 10-12, 2012 | Milwaukee, WI

9 a.m. to noon Concurrent Session. Wisconsin Cheese Makers Association and University of Wisconsin Agricultural and Applied Economics

"Reforming Dairy Policy Reform." Construction resumes on federal dairy policy as Congress plans to build a 2012 Farm Bill in the spring. World trade opportunities demand changes in dairy product price supports, federal milk marketing orders and even dairy product standards. And, domestic budget pressure points to the end of government pay-outs and new opportunities to address milk price volatility and market downturns. Join economists Mark Stephenson and Brian Gould for a fresh look at dairy policy.

- **9 a.m.** "Dairy Policy Update." Moderator Phil Plourd, president, Blimling & Associates
- **9:15 a.m.** "Market-based Ideas for Dairy Product Price Discovery." Mark Stephenson, director, Dairy Policy Analysis, University of Wisconsin-Madison
- **9:45 a.m.** "Dairy Revenue Risk Management: Why is it Needed and What are the Best Alternatives?" Brian Gould, associate professor, agricultural and applied economics, University of Wisconsin-Madison
- **10:45 a.m.** "Today's Worldwide Dairy Opportunities." Panel moderator Phil Plourd, president, Blimling & Associates

- **11 a.m.** Discussion Panel: Jon Davis, president and CEO, Davisco Foods International; Sue Taylor, vice president, dairy policy and procurement, Leprino Foods; David Ahlem, vice president, dairy policy and procurement, Hilmar Cheese

Noon to 1 p.m. WCMA Luncheon. Achievement Awards Presentations.

The Wisconsin Cheese Makers Association will honor three recipients of WCMA's Distinguished Service Award and congratulate the third-year graduates of WCMA Management Skill for Dairy Professionals certificate program.

12:30 - 5 p.m. Exhibit Hall Open.

5-7 p.m. Reception and World Championship Cheese Auction

Thursday, April 12

8-9 a.m.

"Baker Tilly Opening Address." Pilot Jeff Skiles relates the tale of the Miracle on the Hudson. Skiles, along with pilot

Chesley Sullenberger, landed U.S. Airways Flight 1549 safely on the Hudson River 60 seconds after losing all engines over New York City.

9 a.m. to noon Concurrent Session. "Asian Export Opportunities for Dairy Processors and Equipment Manufacturers."

U.S. Dairy Export Council and Wisconsin Department of Agriculture, Trade & Consumer Protection & Wisconsin Economic Development Corp.

U.S. dairy exports to Korea, Japan, Southeast Asia and China are growing for whey products, lactose, milk powders and cheese. USDEC experts will break down market opportunities in the region, as well as U.S. concerns with European geographic indicators that threaten to block U.S. cheese varieties from entering Asian markets. Wisconsin export specialists will discuss equipment sales opportunities in Asia. The session concludes with a special address from Korean import specialist Sunny Ahn.

- **9 a.m.** Welcome from Seminar Hosts
- **9:15 a.m.** "The Global Cheese Market Opportunity." Angélique Hollister,

vice president, cheese marketing, U.S. Dairy Export Council

- **9:45 a.m.** "Export Services and Opportunities for Dairy Food Companies & Equipment Manufacturers." Brad Schneider, export development manager, Wisconsin Economic Development Corp.; Lisa Stout, agricultural marketing consultant, Wisconsin Department of Agriculture, Trade and Consumer Protection
- **11 a.m.** "Safeguarding Traditional Cheese Names." Shawna Morris, vice president, trade policy, U.S. Dairy Export Council
- **11:20 a.m.** "South Korea: Market Trends and Opportunities for U.S. Cheese." Sunny Ahn, president, FoodMinds Co., Ltd.
- **11:50 a.m.** Panel Q&A

9 a.m. to noon Concurrent Session. "New Regulatory Challenges for Food Safety."

Wisconsin Milk Marketing Board. New programs and laws from regulators in the United States and abroad will