



PROFITABILITY & ENVIRONMENTAL SUSTAINABILITY IN THE DAIRY INDUSTRY

February 9-10, 2010

Hosted by:

Dairy Business Innovation Center, UW-Madison College of Agriculture and Life Sciences, and
WI Department of Agriculture, Trade and Consumer Protection
In Partnership with ACEEE and the 2010 Forum on Energy Efficiency in Agriculture

Monona Terrace • Madison, Wisconsin

PROGRAM

Tuesday, February 9

6:30 PM – 8:30 PM **Joint Reception w/ACEEE Featuring Local Cheese, Beer & Wine**

7:00 PM **Presentation of DBIC Annual Innovation Zone Awards**

Wednesday, February 10 (All-day exhibitions)

Morning Moderator: **Judy Ziewacz**, Executive Director, Wisconsin Office of Energy Independence

8:00 AM – 9:00 AM **Registration & Breakfast**

9:00 AM **Welcome – Jed Colquhoun**, Director of Agricultural Systems Programming, UW-Madison CALS

9:15 –10:00 AM **Keynote Presentation – Andrea Asch**, Manager of Natural Resources, Ben & Jerry's Ice Cream

10:00 – 10:30 AM **Carbon Trading: National Farmers Union Carbon Credit Program**
Doug Caruso, President of WI Farmers Union

10:30 – 11:15 AM **Towards a Carbon Constrained Future: Legislative and Regulatory Developments**
Patrick D. Traylor, Partner, Hogan & Hartson LLP, Washington, DC

11:15 – 12:00 PM **US Dairy Sustainability Commitment & The Innovation Center for US Dairy -**
Matthew Welch, Sustainability Relationships, Dairy Management, Inc.

Noon-1:00 PM **Lunch & Welcome Address – Governor Jim Doyle and Agriculture Secretary Rod**
Nilsestuen

1:00 – 4:30 PM **Break Out Sessions: Producer and Processor Tracks**

Processor Track

Moderator: **John Umhoefer**, Executive Director, Wisconsin Cheese Makers Association

1:00 – 2:15 PM **Accountability from Farm to Fork: Practical Methods for Processors to Reduce Overall**
Carbon Footprint – Michael Levine, Organics & Sustainability, Fonterra; **Cecil Wright**,
Vice President of Sustainability and Local Operations, Organic Valley

- 2:15 -3:15 PM **Fluid Milk: A Life Cycle Assessment – Greg Thoma**, Professor, Chemical Engineering, University of Arkansas, Fayetteville
- 3:15 – 3:30 PM **Break (Grand Terrace)**
- 3:30 – 4:30 PM **Bragging Rights: Use the Package to Convey Sustainable Efforts - Donna Berry**, Food Scientist and Dairy Foods Writer
- 4:30 – 5:00 PM **Q&A and Closing Remarks**

Producer Track

Moderator: **Karl Klessig**, Fifth-generation dairy producer, Cleveland, Wisconsin

- 1:00 – 2:15 PM **Powering My Farm, Powering My Community: How to Make Energy on The Farm - Rick Adamski**, Full Circle Farm, WI; **Scot Wall**, Cashton Bio-Energy Park, Cashton, WI; **Charles Crave**, Crave Brothers Farm, WI
- 2:15 -2:45 PM **Modeling Energy Intensity and Environmental Impact of Integrated Dairy and Bio-Energy Systems in Wisconsin – Thais Passos Fonseca and Horacio Aguirre Villegas**, UW-Madison Biological Systems Engineering
- 2:45 – 3:15 PM **Models for Addressing a Changing Agriculture Ecosystem - Francis Thicke**, Radiance Dairy, IA
- 3:15 – 3:30 PM **Break (Grand Terrace)**
- 3:30 – 4:45 PM **The Green Dairy Farm in the Year 2020 – Mike McCloskey**, Fair Oaks Farm, IN; **Joe Tomandl**, Tomandl Family Farm, WI; **Altfrid Krusenbaum**, Krusen Grass Farms, WI
- 4:45 – 5:00 **Q&A and Closing Remarks**

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