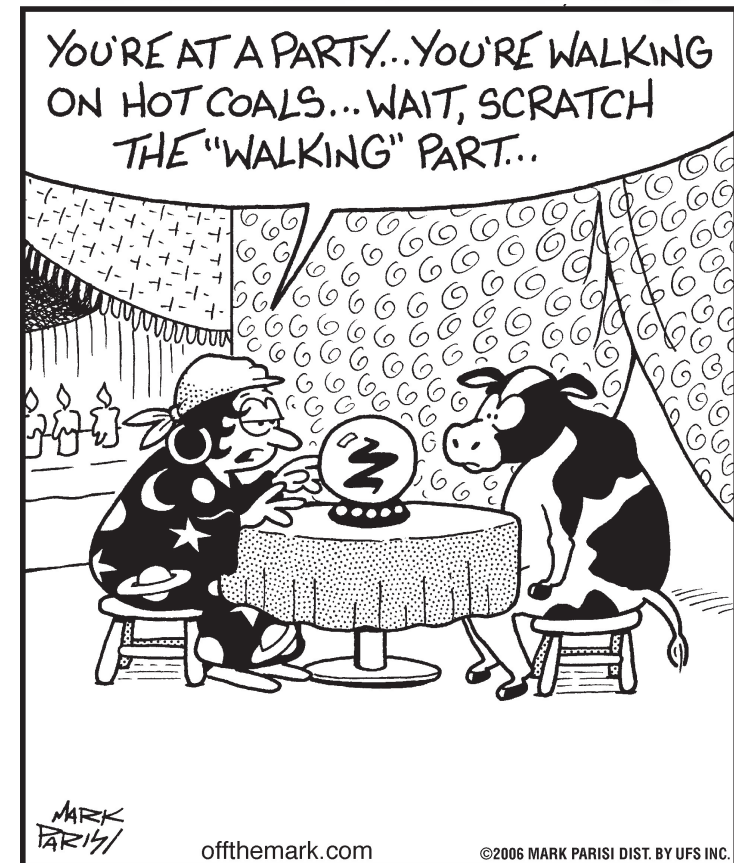


An Invitational Workshop  
For Dairy Economists  
And Policy Analysts

## Discovering Prices and Managing Risk: Do We Need a Better Way?

The Dairy Markets and Policy Extension Education Committee is a group of leading dairy marketing economists who share an interest in problem-solving dairy research and extension education at the national level. Present membership includes:

David Anderson—Texas A&M University  
Robert Boynton—Cornell University  
Scott Brown—University of Missouri  
Robert Cropp—University of Wisconsin  
Charles Nicholson—Cal Poly-SLO  
Andrew Novakovic—Cornell University  
Joe Outlaw—Texas A&M University  
Mark Stephenson—University of Wisconsin



Additional information about the workshop can be found on the World Wide Web site at:

<http://dairy.wisc.edu/workshop/>

or by contacting Cathy Rook at:  
(608) 263-3308

Sponsored by  
The National Dairy Markets and Policy  
Extension Education Committee

May 10 & 11, 2012

Hilton Salt Lake City Airport  
5151 Wiley Post Way, Salt Lake City, UT  
(801) 539-1515  
[www.HiltonSLC.com](http://www.HiltonSLC.com)

## Thursday, May 10

- 7:00 Registration & Breakfast**—Apollo Ballroom I & II
- 8:00 Welcome**—Andrew Novakovic, Cornell University
- 8:15 Session I:** Does What Motivated Milk Marketing Orders Still Matter?: Andy Novakovic, Cornell University
- 9:05 Session II:** Marketing Orders—Current Regional Issues and Political Factors: Scott Brown, Univ. of Missouri, moderator  
David Cooper, Family Dairies USA  
John Wilson, Dairy Farmers of America  
Mike Suever, H.P. Hood
- 10:00 Break**
- 10:30 Session III:** Marketing Orders—Price Discovery: Bob Cropp, University of Wisconsin—retired, moderator  
Mark Stephenson, University of Wisconsin  
Ron Knutson, Texas A&M—retired
- 11:30 Session IV:** Marketing Orders—Classified Pricing: Bob Cropp, University of Wisconsin—retired, moderator  
Chuck Nicholson, Cal Poly—San Luis Obispo  
Corey Freije, Upper Midwest Milk Marketing Order
- 12:30 Lunch**—Gemini Ballroom
- 1:30 Session V:** Lessons from LGM—Dairy for Margin Insurance: Mark Stephenson, University of Wisconsin  
Cameron Thraen, The Ohio State University  
John Newton, The Ohio State University  
Tiffany LaMendola, Blimling & Associates  
Alan Zepp, Pennsylvania Center for Dairy Excellence
- 3:00 Break**

- 3:30 Session VI:** Growth Management, Milk Price & Margin Outcomes: Chuck Nicholson, Cal Poly, moderator  
Scott Brown, University of Missouri  
Chris Wolf, Michigan State University  
Chris Noble, Linwood Management Group

**5:00 Adjourn**

**5:30 Reception**—Gemini Ballroom

## Friday, May 11

- 7:00 Breakfast**—Apollo Ballroom I & II
- 8:00 Welcome**—Robert Boynton, Cornell University
- 8:10 Session VII:** Real World Reflections—Dairy Processor Panel: Robert Boynton, Cornell University, moderator  
Allison Specht, Leprino Foods  
Ernest Yates, Borden Dairy Company  
Benoît Rouyer, CNIEL  
Bill Schiek, Dairy Institute of California
- 9:45 Break**
- 10:15 Session VIII:** Real World Reflections—Dairy Farmer Panel: David Anderson, Texas A&M, moderator  
Jim Krahn, Oregon Dairy Producers  
Rick Phillips, Dairy Farmers of Canada  
Geoff Vandenheuvel, J & D Star Dairy  
Jerry Meissner, Norm-E-Lane, Inc. Dairy
- 11:45 Closing Remarks and Adjourn**

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There will not be a formal proceedings published from this workshop. However, we will be placing copies of the principal papers and the presentation files used by the speakers on our web site. These files may be downloaded at <http://dairy.wisc.edu/workshop>