

An Invitational Workshop
For Dairy Economists
And Policy Analysts


Global Changes—Local Strategies



Sponsored by
The National Dairy Markets and Policy
Extension Education Committee

May 1 & 2, 2014

The Hilton Milwaukee, Downtown
509 West Wisconsin Avenue
Milwaukee, WI
(414) 271-7250
www.hiltonmilwaukee.com


THE UNIVERSITY OF WISCONSIN
MADISON
Mark Stephenson
Director of Dairy Policy Analysis
202 Taylor Hall
427 Lorch Street
Madison, WI 53706

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
Marin Bozic—University of Minnesota
Scott Brown—University of Missouri
Robert Cropp—University of Wisconsin
Brian Gould—University of Wisconsin
John Newton—University of Illinois
Charles Nicholson—Penn State University
Andrew Novakovic—Cornell University
Joe Outlaw—Texas A&M University
Mark Stephenson—University of Wisconsin
Cam Thraen—The Ohio State University
Chris Wolf—Michigan State University

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

<http://DairyMarkets.org/Workshop>

or by contacting Nancy Carlisle at:
(608) 265-2908 or nlcarlis@wisc.edu

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About the Workshop...

This year will mark the twenty-first Annual Workshop sponsored by the Extension Education Committee. Previous programs have focused on federal orders, product innovation, price variation and global dairy markets.

The Agricultural Act of 2014 is in the books and all that remains are final rules and implementation. We will examine farm strategies of the Margin Protection Plan and examine market consequences.

Global Climate Change is playing a current role in dairy markets and climatologists are suggesting that we aren't done yet. We will hear what they expect the next decade and more to bring to agricultural markets.

Milwaukee is a culturally rich city and an affordable destination. Our hotel is right downtown with many fine restaurants and sights within walking distance. Please join us for this informative and thought-provoking workshop.

Dress is business casual.

The Program...

Thursday, May 1

- 7:00 Registration & Breakfast
- 8:00 Welcome
- 8:10 **Session I:** Setting the Stage: A Market Outlook
- 8:45 **Session II:** Measuring Farm Performance
- 9:45 **Session III:** Margin Protection Plan: Farm Strategies and Considerations
- 10:45 Break
- 11:00 **Session III (cont):** Margin Protection Plan: Market Implications
- 12:00 Lunch
- 1:30 **Session IV:** Status and Opportunities for Dairy Sectors Around the World
- 3:00 Break
- 3:30 **Session V:** Global Climate Change and the Climate for Global Responses
- 5:00 Adjourn
- 5:30 Reception and Hosted Bar

Friday, May 2

- 7:00 Breakfast
- 8:00 Welcome
- 8:15 **Session VI:** Perspectives from the Real World – Producer Panel
- 9:45 Break
- 10:15 **Session VII:** Perspectives from the Real World – Dairy Retailers Panel
- 11:45 Closing Comments and Adjourn

Location, Date, and Cost...

Milwaukee is the location for this year's workshop. We hope you will find it to be a convenient and affordable trip. The workshop will be held at the Hilton Milwaukee, in the heart of the downtown.

A block of rooms has been reserved until March 28th at the hotel. You will need to contact the hotel directly to make your reservations. You can call the hotel at (414) 935-5940 or you can reserve on-line at: <http://dairymarkets.org/hotel> (group code **UWMAD**) We have negotiated a special room rate of \$119 per night if you tell them you are with the **"UW Madison Workshop"**.

The registration cost for the Workshop itself is \$380 per participant. Breaks, lunch, a social hour and breakfasts are provided. You can register and pay for the Workshop by visiting:

<http://dairymarkets.org/registration>

Or, a check made payable to "UW-Madison" should be sent to:

CALS Conference Services
University of Wisconsin-Madison
640 Babcock Drive
Madison, WI 53706

no later than April 18th.