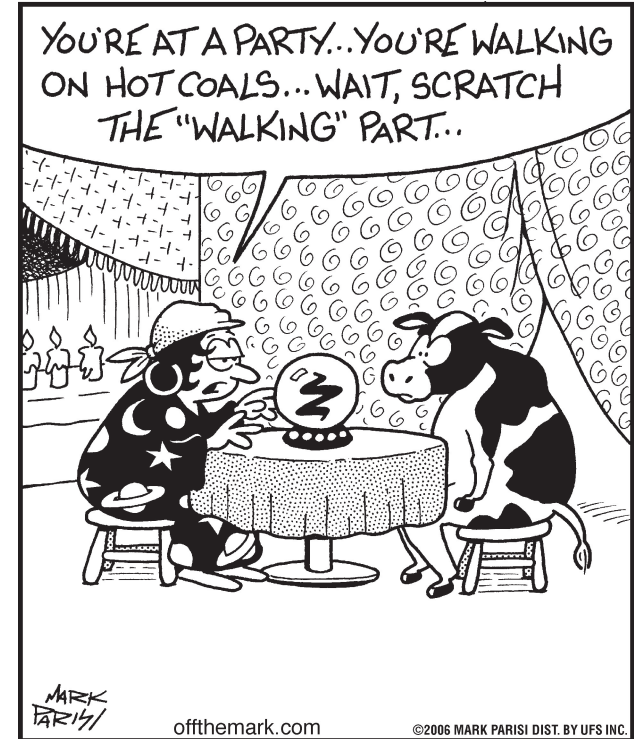


An Invitational Workshop  
For Dairy Economists  
And Policy Analysts


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



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)

  
THE UNIVERSITY OF WISCONSIN  
MADISON  
Mark Stephenson  
Director of Dairy Policy Analysis  
281 Animal Sciences Building  
1675 Observatory Drive  
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  
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

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## About the Workshop...

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

At this workshop we will explore different aspects of dairy policy related to the Farm Bill debate and beyond. Many issues including milk price discovery, classified pricing, the politics of milk marketing orders, margin insurance plans and growth management will be discussed. We will also hear from folks involved in milk production and dairy product processing for their perspectives on policy impacts in their businesses.

Salt Lake City is an interesting destination with history, recreation, shopping and fine dining in the area. Please join us for this informative and thought-provoking workshop.

Dress is business casual.

## The Program...

### Thursday, May 10

- 7:00 Registration & Breakfast
- 8:00 Welcome
- 8:10 **Session I:** Does What Motivated Milk Marketing Orders Still Matter?
- 9:05 **Session II:** Milk Marketing Orders – Current Regional Issues and Political Factors
- 10:00 Break
- 10:30 **Session III:** Milk Marketing Orders – Price Discovery
- 11:30 **Session IV:** Milk Marketing Orders – Classified Pricing
- 12:30 Lunch
- 1:30 **Session V:** Lessons from LGM-Dairy for Margin Insurance Plans
- 3:00 Break
- 3:30 **Session VI:** Growth Management, Milk Price & Margin Outcomes
- 5:00 Adjourn
- 5:30 Reception and Hosted Bar

### Friday, May 11

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

## Location, Date, and Cost...

Salt Lake City 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 hotel, near the Salt Lake City Airport and about 10 miles from the downtown area.

A block of rooms has been reserved until April 10<sup>th</sup> at the hotel. You will need to contact the hotel directly to make your reservations. You can call the hotel at (801) 539-1515 or you can reserve on-line at: <http://www.HiltonSLC.com> (group code **DMP**) We have negotiated a special room rate of \$106 per night if you tell them you are with the "Dairy Policy" group.

The registration cost for the Workshop itself is \$375 per participant. Breaks, lunch, a social hour and breakfasts are provided. You can register and pay for the Workshop by visiting:

<http://dairy.wisc.edu/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 May 4<sup>th</sup>.