



## NEWS RELEASE

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### Joint ABI/ADPI Annual Meeting to be held April 25-27, 2010 at the Hyatt Regency in Chicago, IL

**Arlington, VA** - The 2010 Annual Conference of the American Dairy Products Institute and the American Butter Institute is just six weeks away, and registrations are being received at a brisk rate. Record attendance is projected for this year's conference, which will be held in Chicago, Illinois, from April 25-27 at the Hyatt Regency Chicago.

As described in greater detail below, the 2010 Conference will feature two full days of outstanding speakers and informative programs on current industry topics. There will also be abundant opportunities to network with over 750 senior level executives from manufacturers, marketers, suppliers, distributors and brokers of manufactured dairy products. Other registered attendees will include industry analysts, journalists, key government officials and trade exhibitors.

Information about the 2010 Conference is available at the official conference website, [www.adpi.org](http://www.adpi.org), which includes online registration and exhibitor registration forms. Additional details may also be obtained by contacting the American Butter Institute at 703-243-5630 or by email at [Aminer@nmpf.org](mailto:Aminer@nmpf.org). The current Agenda of the 2010 ADPI/ABI Conference is also available on the website.

The first full day of the program, Monday, April 26<sup>th</sup>, will kick off with a panel of leading industry economists discussing the Dairy Market Outlook for 2010, as the industry gradually recovers from one of the most difficult periods in recent times. Topics to be covered include raw milk production forecasts, feed costs, dairy commodity price trends, projected U.S. export levels and global market developments. The distinguished panel will be moderated by Mary Ledman of Keough Ledman & Associates, and will feature a cross-section of industry experts, including senior economists from Kraft Foods, Fonterra, Rabobank and Blimling Associates.

The keynote speaker this year will be Ed Wallace, founder of the Relational Capital Group and author of the recently published book, *Business Relationships Built to Last*. The importance of business relationships is widely acknowledged, but few companies or managers systematically focus on how successful professional relationships are established and cultivated.

Mr. Wallace will explain his five tangible steps for transforming ordinary business contacts into high performing relationships based on integrity, establishing common ground and understanding a client's goals, passions and struggles.

At Monday's Recognition Luncheon, the winners of ADPI's Award of Merit and the Jim Page Memorial Scholarship will be announced. The luncheon speaker, Brian Rittgers, Director, Dairy Business Unit, Elanco Animal Health, will explore how agri-business can respond to future worldwide food demand, which is expected to double by the year 2050.

On Monday afternoon, ABI will present the butter industry session entitled "Servicing the Market for Butterfat," to be moderated by Tom Suber, President of the U.S. Dairy Export Council. The session will also discuss the Global Milkfat Market, Insights on Domestic Milkfat Channels and selling product against a tough global competition. The panelists will be Dave Stiefer, U.S. Dairy Export Council, Irv Holmes, Challenge Dairy Products and Lavonne Dietrich, Dairy Farmers of America.

Tuesday morning, April 26<sup>th</sup>, begins with the Dairy Marketing Breakfast featuring Lisa Bradner, VP and Principal Analyst, Forrester Research, who will discuss the transformative effect of social media (i.e., Facebook, YouTube, Twitter, Linked-In, blogs and podcasts) on brand position, corporate image and business marketing strategies. Donna Berry, President, Dairy & Food Communications, Inc. and an editor of *Dairy Foods* magazine will also review recent launches of innovative new dairy products.

Tuesday's general session begins with an address by Harish Damodaran, an agri-business journalist for the *Hindu Business Line* and an expert observer of India's dairy industry. Mr. Damodaran will share his research and insights into India's dairy industry, the largest milk producer in the world, where domestic supply trends may soon encounter challenges in meeting the steadily growing demand for dairy products.

James Monahan, USDA's Deputy Administrator for Commodity Operations, is scheduled to follow with an update on the handling and disposition of surplus dairy commodity products by the CCC.

The 2010 Conference will conclude in the evening with the Customer Appreciation Reception, a well-attended event where award winning cheeses will be served.

"The ABI and ADPI meeting remains a crucial opportunity for dairy industry leaders to discuss where the industry is going in the future, and that need is all the more urgent in today's changing global and business climate," said Jerry Kozak, Executive Director of ABI.

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The American Butter Institute (ABI) is an Arlington, VA-based trade association for manufacturers, processors, marketers and distributors of butter and butter products. ABI's mission is to promote and protect the interests and welfare of the industry. There are currently 29 active member companies who market approximately 90% of all the butter manufactured in the U.S. For more on ABI's activities, visit our website at [www.butterinstitute.org](http://www.butterinstitute.org).