



2014 Agricultural Relations Council Meeting Agenda The Madison Concourse Hotel, Madison, WI

Tuesday, June 24

2 p.m. to 5 p.m. – ARC Board Meeting

6 p.m. – ARC board dinner

Wednesday, June 25

8 a.m. to 9 a.m. -- Registration

9 a.m. -- 9:15 a.m. -- Welcome and Outline of Program Agenda (Mike/Den)

9:15 a.m. -- 10:15 -- Session 1

Brandon Tidwell, Darden Restaurants and Paul Pitas, Culvers. Topic: Retail perspectives on sustainability and their respective connections with agriculture

10:15 a.m. -10:30 a.m. -- Break before next session

10:30 a.m. - 11:45 a.m. -- Session 2

Jen Walker, Dean Foods. Jen Walker, Director of Dairy Stewardship for Dean Foods, will focus on the relationship between its farmers who produce milk for the company, plus consumers and activists regarding procurement requirements and how milk is produced. Another speaker (yet to-be-determined) also will be featured in this segment.

Noon to 1 p.m. – Lunch

Speaker: Carrie Mess “DairyCarrie” and Daren Williams. Their perspectives on issues relating to Panera and Chipotle.

1 p.m. - 2:15 p.m.-- Session 3

Speaker: Fred Minnick Topic: How agriculture is covered in food media, and how that impacts ag PR. Fred is an ag communicator by education and past practice. He also was a Wisconsin National Guard soldier, and wrote the book, Camera Boy, an army journalists’ view of the war in Iraq. Fred is one of the premier wine and whisky writers and photographers in the world, and has interesting views of how agriculture is covered in food media, as well as insights on how that impacts ag PR.

2:15 p.m. - 2:30 p.m.-- break before next session

Wednesday, June 25, *continued...*

2:30 p.m. - 3:30 p.m.-- Session 4

Speaker: Madison Farmers' Market Representative. Nearly 200 area farmers sell home grown produce at this world-renowned market. We'll get perspectives on consumer buying intentions. (This workshop is tentative at this time.)

3:30 p.m. - 3:45 p.m. -- break before final session

3:45 - 4:45 -- Session 5

Joe Hansen, National Cattlemen's Beef Association (NCBA). Topic: Social media monitoring

5 p.m. to 6 p.m. – ARC Business Meeting

6 p.m. -- Adjourn session.

7:00 p.m. – Evening group dinner.

Thursday, June 26

7 a.m. to 8 a.m. – Breakfast

8 a.m. – Board bus to ABS (about 15 minute drive)

8:30 a.m. – 10 a.m. – Tour of ABS.

10 a.m. -11:30 a.m. – Travel and visit dairy farm (site TBD)

11:30 a.m. – 1 p.m. – Lunch. Travel to Dane Culvers.

1:00 – 1:30 p.m. -- Travel to International Crane Foundation (Bariboo) for tour.

1:30 – 3 p.m. – International Crane Foundation tour.

3 – 3:30 p.m. – Travel to Wollersheim Winery.

3:30 p.m. – 4:30 p.m. – Wollersheim Winery.

4:30 p.m. (approximate) – Travel back to hotel.

6-10 p.m. – Reception, followed by awards dinner (Golden ARC, HOF)