



U.S. Dairy
Export Council®

Ingredients | Products | Global Markets

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MEMORANDUM

February 1, 2017

DATE

USDEC Members

TO

Tom Vilsack, CEO and president, USDEC

FROM

USDEC Staff

CC

My First Day in Office

SUBJECT

On my first official day as CEO and president of the U.S. Dairy Export Council, I'm eager to let you know how excited I am to be working for you and with you.

As the former U.S. Agriculture Secretary, governor of Iowa and a small-town lawyer representing farmers, I have watched U.S. dairy exports climb dramatically over the years, all under the capable leadership of my predecessor, Tom Suber.

You have faced and overcome many challenges. I know this has prepared the industry to deal with a new era, one of steeper global competition, tough domestic criticism of free trade agreements and uncertainty about the future of trade policy. It's time to "punch above our weight;" delivering even more unified impact than our numbers suggest. We will never stop emphasizing how critical our farmers and processors are to the livelihoods of so many rural communities across the country.

It is incumbent on all of us to work together in protecting the progress made the past 20 years. USDEC has spurred this work through outreach to the new Congress and Administration about the importance exports play in our economy. I encourage you all to reassure your customers that they can rely on our industry to remain dedicated to serving them around the world.

As I begin my new role, my focus will be on promoting exports, securing additional access, increasing demand and facilitating sales. I also want us to strengthen our relationships, within the broader dairy industry, in Washington and with our customers around the world.



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I'm extremely optimistic about America, U.S. agriculture and especially U.S. dairy exports. We have safe, affordable and innovative products made efficiently and sustainably. Our industry provides good jobs to hundreds of thousands of Americans and better nutrition to hundreds of millions of consumers around the world.

I believe our best days are ahead of us. I look forward to facing the challenges and embracing the opportunities with you.