

USDEC Board of Directors Meeting

AGENDA

APRIL 6-8, 2016 • SWISSÔTEL

323 East Upper Wacker Drive, Chicago

(Agenda as of February 18)



WEDNESDAY, APRIL 6, 2016

| TIME | ACTIVITY | LOCATION |
|-----------------|---|----------------|
| 4:00 pm–6:00 pm | Trade Policy Committee Meeting <i>(designated and invited committee members only)</i> | Lucerne Room I |

THURSDAY, APRIL 7, 2016

| TIME | ACTIVITY | LOCATION |
|-----------------|---|---------------|
| 6:00 am–7:00 am | Finance Committee Meeting <i>(committee members only)</i> | Room TBD |
| 7:00 am | Registration, Continental Breakfast | Lucerne Foyer |

GENERAL SESSION

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|-----------------|--|----------------------|
| 7:30 am–8:00 am | Opening and Welcome Remarks <ul style="list-style-type: none">• Paul Rovey, chairman, U.S. Dairy Export Council (USDEC)• Tom Suber, president, USDEC | Lucerne Room II, III |
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| 8:00 am–9:00 am | Huntsman on China—Revisited <ul style="list-style-type: none">• Jon M. Huntsman Jr., former Ambassador to China and former Utah governor• David Ahlem, chief executive officer and president, Hilmar Cheese Company (<i>moderator</i>) | Lucerne Room II, III |
|-----------------|--|----------------------|

In 2012, with China's economic growth engine in high gear, Jon Huntsman, former ambassador to China, riveted USDEC members with a detailed account about the country's economic, political and cultural challenges. Now, nearly four years later, with a decline in China's currency as well as dramatic market downturn and stock market turmoil, USDEC will bring back Huntsman to discuss China's economic transition from exports, investment and heavy industry to consumption and services. How will China's new economic policy affect its global growth and what does it mean for U.S. exporters? Hear Huntsman and moderator David Ahlem, chief executive officer and president of Hilmar Cheese company.

| TIME | ACTIVITY | LOCATION |
|-----------------------------------|---|--|
| 9:00 am–10:15 am | <p>Global Market Outlook: EU Ambition and U.S. Position</p> <ul style="list-style-type: none"> • Christophe Lafougère, director, GIRA Consultancy and Research • Marc Beck, executive vice president, strategy and insights, U.S. Dairy Export Council (<i>moderator</i>) <p>Since quota abolition in April 2015, as well as with the loss of the Russian market and expansion of FTAs, the European Union has emerged as an aggressive exporter building volumes and market share in key import markets, and positioning itself as the market driver and the primary competition for U.S. dairy exporters. In this session we'll examine the EU's competitive imperatives and strategies, with a focus on the markets and the product sectors in its sights and how European companies are positioning to grow their share in what is expected to be an increasingly competitive global playing field.</p> <p>The discussion also will provide an up-to-date assessment and outlook of the broader global market environment for 2016. What will it take for U.S. exporters to thrive and survive in these 'new normal' conditions, characterized by oversupply, growth ambitions and fierce competition?</p> | Lucerne Room II, III |
| 10:15 am–10:30 am | Break | Lucerne Foyer |
| PRODUCT COMMITTEE MEETINGS | | |
| 10:30 am–12:00 pm | <p>Cheese and Consumer Products Committee</p> <p>Global Ingredients Committee</p> | <p>Alpine Room I, II</p> <p>Lucerne Room II, III</p> |
| 12:00 pm–1:00 pm | Lunch | Geneva/Currents Room |
| 1:00 pm–1:15 pm | <p>Dairy Market Access Issues of Interest</p> <ul style="list-style-type: none"> • Matt McKnight, senior vice president, market access, regulatory and industry affairs, USDEC <p>What are the most challenging market access barriers of late for U.S. dairy exporters? Which are the most technical and the most troublesome? This session will update members on current efforts to resolve technical barriers and keep members informed of any potentially new developments.</p> | Lucerne Room II, III |

| TIME | ACTIVITY | LOCATION |
|------------------------------------|---|----------------------|
| GENERAL SESSION (CONTINUED) | | |
| 1:15 pm–2:30 pm | <p>The TPP and Global Dairy Trade: U.S. and Canadian Perspectives <i>Overview, Update and Economic Analysis</i></p> <ul style="list-style-type: none"> • Shawna Morris, vice president of trade policy, USDEC • John Newton, senior director of economic research, National Milk Producers Federation <p><i>Presentation and Points-of-View Discussion</i></p> <ul style="list-style-type: none"> • Dino Dello Sbarba, president and chief operating officer, Saputo • Jaime Castaneda, senior vice president of trade policy, USDEC • Tom Suber, president, USDEC (<i>moderator</i>) <p>As the largest dairy processor in Canada, Saputo holds a unique vantage point on the newly-finalized Trans-Pacific Partnership (TPP) and what lies ahead for global dairy trade. This session will feature the views of the company’s president relative to the TPP and, in particular, what the trade agreement may mean for its U.S., Australian and Canadian operations.</p> | Lucerne Room II, III |
| 2:30 pm–2:45 pm | Break | Lucerne Foyer |
| 2:45 pm–4:00 pm | <p>Containing a Crisis in a Global World—Are You Ready?</p> <ul style="list-style-type: none"> • Sam Mulligan, director, Data Driven Marketing Asia, Shanghai • Customer Company Representative (TBD) • John Dardis, senior vice president, U.S. corporate affairs, Glanbia (<i>moderator</i>) • Margaret Speich, senior vice president, strategic and industry communications, USDEC <p>Nearly three years after a false alarm in which dairy ingredients were thought to be potentially contaminated with botulism, the Fonterra WPC80 precautionary recall remains a reminder that anything can happen in today’s highly competitive global environment where complex production and distribution channels are intrinsically linked, and rumors spread across continents in milliseconds.</p> <p>To strengthen U.S. Dairy’s international crisis preparedness, USDEC established a pilot program to help strengthen crisis capabilities among the largest U.S. suppliers to China, considered as our most sensitive U.S. export market to both real and perceived food safety crises.</p> <p>In this session, we’ll hear results of groundbreaking market research on the messages and communications actions that would matter the most to Chinese consumers in a crisis, as well as the crisis tools and capabilities that companies need to protect their reputation, image and sales.</p> | Lucerne Room II, III |

| TIME | ACTIVITY | LOCATION |
|-----------------|---|------------------------|
| 4:00 pm–4:15 pm | Business Plan (<i>Action Required</i>) <ul style="list-style-type: none"> • 2017 Business Plan Preparation: Assumptions and Projected Revenue • Tom Suber, USDEC | Lucerne Room II, III |
| 4:15 pm–4:30 pm | 2015 Audit Report (<i>Action Required</i>) | Lucerne Room II, III |
| 4:30 pm | Adjournment | Lucerne Room II, III |
| 5:30 pm–7:00 pm | Reception | Edelweiss (43rd Floor) |

FRIDAY, APRIL 8, 2016

| TIME | ACTIVITY | | | | | | | | | | | |
|--|---|----------------|----------|--|-------------|---------------------------------|---------|----------------------------------|---------|--|--------|--|
| 7:30 am–12:00 pm | Member Consultations with USDEC Representatives from Middle East, China, Japan and Southeast Asia <table border="1"> <thead> <tr> <th>REPRESENTATIVE</th> <th>LOCATION</th> </tr> </thead> <tbody> <tr> <td><i>Nina Bakht Halal, USDEC Middle East</i></td> <td>Grindelwald</td> </tr> <tr> <td><i>Daniel Chan, USDEC China</i></td> <td>Verbier</td> </tr> <tr> <td><i>Jeff McNeill, USDEC Japan</i></td> <td>Zermatt</td> </tr> <tr> <td><i>Dali Ghazalay, USDEC Southeast Asia</i></td> <td>Gstaad</td> </tr> </tbody> </table> <p>To schedule consultations, contact John Klees at jklees@usdec.org.</p> | REPRESENTATIVE | LOCATION | <i>Nina Bakht Halal, USDEC Middle East</i> | Grindelwald | <i>Daniel Chan, USDEC China</i> | Verbier | <i>Jeff McNeill, USDEC Japan</i> | Zermatt | <i>Dali Ghazalay, USDEC Southeast Asia</i> | Gstaad | |
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| 7:30 am–12:00 pm | Personal Consultations on Crisis Preparedness <p>USDEC members have an opportunity to sign up for personal consultations with Weber Shandwick Beijing. The consultations will be offered at the Swissôtel from 7:30 am to 12:00 pm.</p> <p>For more information and to schedule consultations, contact Clemente Santiago at csantiago@usdec.org.</p> | Room TBD | | | | | | | | | | |