

NEWS / BUSINESS

Inaugural HighGround Dairy Outlook Conference brings together global decision-makers

CHICAGO — HighGround Dairy is pleased to bring its inaugural Dairy Outlook Conference to attendees across the global dairy sector June 22-23 at the Union League Club in Chicago.

The conference, sponsored the Chicago Mercantile Exchange Group, aims to bring global dairy market participants together to discuss and debate a wide range of topics, including broader macroeconomics impacting fundamental conditions such as the global economy, geopolitical events, trade policy and weather. In addition

to providing the industry with a head start on 2023 budget planning with price forecasts, the conference also will touch on potential structural shifts in supply and demand, including a long-range European milk production outlook and domestic/global consumer food demand trends.

“I feel strongly that the industry needs an event where long-term trends having an impact on price are discussed, debated and challenged,” says Eric Meyer, founder of HighGround Dairy. “There are few better places to host a conference than Chicago in

the summer and the timing is perfect, just before 2023 budget conversations begin.”

Alyssa Badger, director of global operations, HighGround Dairy, adds the conference features an impressive lineup of speakers from various countries.

The two-day event will kick off with an outlook from the HighGround Dairy executive team, and the program will feature insights from Jason Bray, associate director of Southern Pastures, which represents 20 dairy farms throughout the Waikato and Canterbury regions of New Zealand; Jukka Likitalo, secretary general at Eucolait; Jeff Goodwin, president and CEO of Pivotal Ingredients; Megan Sheets, director of strategic development at the U.S. Dairy Export Council; Tom Bailey, executive director of consumer foods and foodservice at Rabobank; Marin Bozic, founder and CEO of Bozic LLC; Charles Funnell, managing director of CF Commodities; and Drew Lerner, senior agricultural meteorologist at World Weather Inc.

Badger notes weather has been a key driver for New Zealand and European milk production over the past few years and will continue to be a primary concern into the future.

“We need an expert opinion of how the next season will shake out, especially in the Southern Hemisphere,” she says.

HighGround also welcomes producers who will share their “boots on the ground” view and what the future of dairy farming looks like in the United States.

“We will have a U.S. dairy farmer roundtable so we can hear directly from the U.S. farmer on what drives their

decision-making at the farm level,” Badger says.

The panel includes Ryan Benthem, owner of Benthem Brothers Dairy, and Simon Vander Woude, owner of Vander Woude Dairy and board chair of California Dairies Inc.

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Alyssa Badger
HIGHGROUND DAIRY

“Our plan is not to just speak to our audience, but to include them in the conversation and leave ample time for questions and discussion,” Badger says, noting the two-day agenda also presents opportunities for attendees to network during breaks and lunches each day and a reception the evening of June 22.

Registration will be open through June 21 as space allows. The cost to attend is \$799 per person, and attendees can register at www.highgrounddairy.com/outlookconference. The website also includes information on overnight accommodations and things to do in Chicago.

For more information, contact Badger or Meyer at 312-604-3080 or email info@highgrounddairy.com. CMN

FDA to study consumer responses to front-of-package symbol bearing ‘healthy’ claim

WASHINGTON — FDA intends to conduct two quantitative research studies to explore consumer responses to the draft front-of-package (FOP) symbols that companies could voluntarily use on a food product as a graphic representation of the nutrient content claim “healthy.” FDA outlined this research in a procedural notice on the planned research that was published in the March 28 Federal Register.

The Federal Food, Drug, and Cosmetic Act (FD&C Act) permits the use of label and labeling claims that characterize the level of a nutrient in a food when the claims are made in accordance with FDA’s regulations, FDA notes. Such claims are referred to as “nutrient content claims.”

The agency also has issued regulations describing “implied nutrient content claims” as those that, among other things, suggest that a food, because of its nutrient content, may help consumers maintain healthy dietary practices.

The rule finalizing these claims also described implied claims, in part, as those that imply that a food, because of its nutrient content, may be useful in achieving a total diet that conforms to current dietary recommendations.

FDA has determined that a claim that a food, because of its nutrient content, may be useful in maintaining healthy dietary practices is clearly a claim that characterizes the level of nutrients in that food. The claim is essentially saying that the level of nutrients in the food is such that the food will contribute to good health.

To help advance its goals of improving dietary patterns and empowering consumers with information to make more informed choices, FDA is exploring the development of a graphic symbol to help companies communicate and consumers identify packaged food products that meet the agency’s definition of “healthy.”

The symbol would be a graphic representation of the nutrient content claim “healthy” and, like the implied nutrient content claim “healthy” itself, would be voluntary for packaged food

companies.

Companies could voluntarily use the symbol on products that meet the agency’s definition of “healthy.”

In 2019 and 2020, FDA conducted a review of the literature on FOP nutrition-related symbols and conducted a series of focus groups to test symbol concepts and draft FOP symbols. Now, the agency intends to conduct two consecutive quantitative research studies: a survey (Study 1) and an experimental study (Study 2) to explore consumer responses to the draft FOP symbols.

If results suggest the need, the symbols will be fine-tuned following the survey and again following the experimental study.

Comments may be submitted at www.reginfo.gov/public/do/PRAMain through April 27.

For more information, contact Ila S. Mizrahi with FDA’s Office of Operations at 301-796-7726 or email PRASStaff@fda.hhs.gov. CMN



DAIRY OUTLOOK CONFERENCE

Union League Club | Chicago, IL
June 22-23, 2022

For Details & Registration, Visit:
highgrounddairy.com/outlookconference

WHAT TO EXPECT

- US Dairy Producer Roundtable
- US and Global Dairy Market Outlook
- Overview and Outlook of Chinese Dairy Demand
- Domestic and International Consumer Dairy Trends
- "Boots-on-the-Ground" Report from New Zealand
- World Weather Outlook
- EU Milk Production and Policy Update





For more information please visit www.highgrounddairy.com/outlookconference