



# DAIRY FARMERS OF CANADA 2021 VIRTUAL ANNUAL DAIRY POLICY CONFERENCE

DAIRY FARMING FORWARD  
February 4 and February 10-11, 2021

## PRELIMINARY AGENDA

### Thursday, February 4

*\* for producers/DFC members only*

12:00-1:00 p.m. | **Effective Lobbying in a Virtual Environment Briefing for Producers**

### Wednesday, February 10

*\* for producers, members, and associate members only. Closed to media*

12:30 p.m. | **Opening of Conference**  
Pierre Lampron, President, Dairy Farmers of Canada

12:50 p.m. | **World Market Overview & 2021 Outlook**  
Maxime Collette (TBC), Economist, Dairy Farmers of Canada

1:15 p.m. | **DFC Blue Cow Marketing Update**  
Pamela Nalewajek, Vice President of Marketing, Dairy Farmers of Canada

1:40 p.m. | **Fireside Chat: U.S. Politics and Dairy**  
Special Guest (TBA)

2:55 p.m. | **Break**

3:10 p.m. | **Sustainability and On-Farm Innovation Adoption**  
More and more dairy farmers are taking advantage of sources of green energy. What are the environment and economic benefits and what are the challenges to greater adoption of this technology?

4:10 p.m. | **Government of Canada Representative** *(invited)*

4:30 p.m. | **Day One Wrap Up**  
Pierre Lampron, President, Dairy Farmers of Canada

### Thursday, February 11

*\* for producers, members, and associate members only. Closed to media*

1:00 p.m. | **Opening Remarks**  
Pierre Lampron, President, Dairy Farmers of Canada

1:05 p.m. | **Representative of the Official Opposition** *(invited)*

1:15 p.m. | **Fireside Chat: Canadian Political Landscape & the Implications for Dairy**  
Special Guest (TBA)

2:30 p.m. | **Break**

3:00 p.m. | **Rebounding from COVID-19**  
Duncan Fulton *(invited)*, Chief Corporate Officer, Restaurant Brands International

4:15 p.m. | **Strategic Planning 2022: An Interactive Session with Dairy Farmers**  
Jacques Lefebvre, CEO, Dairy Farmers of Canada

5:30 p.m. | **Closing Remarks**  
Pierre Lampron, President, Dairy Farmers of Canada