

Conference Purpose

The Southern Dairy Conference is planned through the joint efforts of land grant universities throughout the Southeast, under the sponsorship of the SERA 15 regional committee "Competitiveness and Sustainability of the Southern Dairy Industry." Our objective is to offer informative and thought provoking presentations on current issues of technical and economic importance to all facets of the dairy industry: production, processing, and manufacturing interests in industry and academia.

Southern Dairy Conference Planning Committee from Sponsoring Universities:

Jillian Bohlen, Chair
David Anderson, Secretary

Auburn University
Wayne Greene, Professor & Head,
Dept. of Animal Sciences

Mississippi State University
Stephanie Ward, Dairy Nutrition
Gary Jackson, Extension Advisor

Clemson University
Tina Horn, State Extension Dairy
Specialist

University of Missouri
Joe Horner, Extension Dairy Economist
Scott Brown, Research Assistant
Professor

University of Florida
Mary Sowerby, Extension Dairy
Specialist

North Carolina State University
Steve Washburn, Extension Specialist

University of Georgia
Jillian Bohlen, Assistant Professor,
Animal and Dairy Science
Steve Nickerson, Professor, Animal and
Dairy Science
Joe West, Administrative Advisor

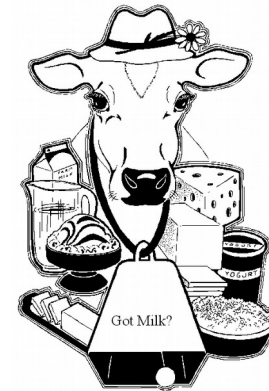
Texas A&M University
David Anderson, Extension Ag
Economist

University of Kentucky
Jeffrey Bewley, Extension Dairy Systems

Louisiana State University
Bruce Jenny, Professor, School of Animal
Sciences

University of Tennessee
Peter Krawczel, Dairy Extension
Specialist

USDA-NIFA
Steve Smith, NIFA advisor



March 8-9, 2016

www.southerndairyconference.com

Sponsored by Southern Land Grant Universities

Auburn University
Clemson University
University of Florida
University of Georgia
University of Kentucky
University of Tennessee
Louisiana State University
Mississippi State University
University of Missouri
North Carolina State University
Texas A&M University

2016 Southern Dairy Conference Agenda

Tuesday, March 8, 2016

8:00 AM	Welcome and Opening Remarks
8:15AM	The Status of Dairy Markets Dr. Andrew Novakovic, Cornell University
9:00 AM	Economic Principles for Dairy Producers to Think About Dr. Kevin Dhuyvetter, Elanco, Dairy Technical Consultant
9:45 AM	Morning Break
10:00 AM	Trends and Innovations in Dairy Products Cheryl Hayn, Southeast United Dairy Industry Association, Inc.
10:45 AM	New Marketing Strategies for the Next Generation Dr. Andrew Novakovic, Cornell University
11:30 AM	Morning Speaker Panel Discussion / Questions
12:00 PM	Networking Lunch
1:15 PM	NMPF'S FARM Program – Version 3.0 – The History and Importance of the Program and Changes Coming for 2017 Dr. Karen Jordan, FARM Technical Advisor, Large Animal Veterinarian, and Dairy Producer
2:00 PM	Serving Up Dairy at the TPP Table Veronica Nigh, Economist, American Farm Bureau Federation
2:45 PM	Afternoon Break
3:00 PM	GMO 101: Separating Fact from Fiction Dr. Wayne Parrott, University of Georgia
3:45 PM	Organic Dairying: Opportunities and Challenges Gerry Cohn, Organic Valley Henry Bruns, Southeast Milk Inc. Butch Lay, Organic Producer, Madisonville, TN
4:30 PM	Afternoon Speaker Panel Discussion / Questions
5:00 PM	Evening Break
6:00 PM - Until	Mixer with University Research, Extension, and Teaching Program Posters

2016 Southern Dairy Conference Agenda

Wednesday, March 9, 2016

7:30 AM	Welcome
7:45 AM	Feeding Strategies for Low Milk Price Dr. Mike Hutjens, University of Illinois
8:30 AM	New Insights into the Importance of Rumen Development in Dairy Heifers Dr. Kristy Daniels, Virginia Tech
9:15 AM	Morning Break
9:30 AM	New Insights into the People Side of Milk Quality Susan Schexnayder, University of Tennessee
10:00AM	Milk Quality Observations from 300 Farm Visits Amanda Stone, University of Kentucky Chandler Blakely, University of Tennessee
10:30 AM	Morning Break
10:45 AM	Using Consultive Audits to Improve Milk Quality and Heat Abatement Dr. Dave Ohman, Diamond V, Technical Service Specialist
11:30AM	Multiple Component Pricing in the Southeast Dr. John Newton, National Milk Producers Federation
12:15 PM	Speaker Panel Discussion / Questions
12:45 PM	Evaluation and Adjourn

PRE-REGISTRATION FORM - 2016 Southern Dairy Conference

March 8-9, 2016

**Embassy Suites Atlanta Airport
4700 Southport Road, Atlanta, GA**

Name: _____
Last First

Name on tag: _____

Mailing Address: _____
Street

_____ City State Zip

University/Business/Agency: _____

Title: _____

Email: _____ Phone #: _____

Spouse: _____

_____ Last First

_____ Pre-Registration	\$175.00	Regular
(Continental Breakfast and Lunch included in registration)	\$75.00	Student

Late Registration Fee	\$225.00	Regular
(beginning Feb 9, 2016)	\$125.00	Student

_____ Additional Meals: \$45.00

Total for Spouse: \$ Total Registration: \$

Registration Payment Options

1. _____ By Check. Make payable to: UGA TCCC/SDC (Fed
Id: 58-6001998)

2. By Credit Card Type: __VS __MC __AX __DS
Card Number: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

3. Online Registration www.ugatiftonconference.org - Registration

Refund Policy: **You may cancel your registration by 2/22/16 and receive a full refund minus a \$25 processing fee. Cancellation must be in writing.**

Telephone and online reservations will be accepted. Telephone reservations can be made by contacting Embassy Reservations at **1-800-362-2779 (1-800-EMBASSY)**. Please ask your attendees to request the group rate for the **Southern Dairy Conference**. The reservations group code for your event is **SDC**. The special room rate will be available until **Saturday, February 13, 2016** or until the group block is sold-out, whichever comes first.

Online:

http://embassysuites.hilton.com/en/es/groups/personalized/A/ATLSPES-SDC-20160307/index.jhtml?WT.mc_id=POG

Direct:

DORIS PINKSTON
Sales Assistant

Embassy Suites Atlanta Airport
4700 Southport Road, Atlanta, GA 30337
Direct: 404-669-3171 | Fax: 404-768-3507
doris.pinkston@hilton.com

Important: A block of rooms is reserved until 02/13/16 to receive the conference rate.

King suites are \$129/night
Double suites are \$139/night

**Mail To: Attn: Renae Woods, UGA Tifton Campus Conference Center, 2360 Rainwater Road, Tifton, GA 31793
Phone: (229) 386-3416, Fax: (229) 386-7229, rltwoods@uga.edu**