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WESTERN ORGANIC DAIRY PRODUCERS  
ALLIANCE

# 2020 VIRTUAL CONFERENCE

November 18th, 2020 - LIVE ON ZOOM

PLEASE REGISTER BY NOVEMBER 11th  
To register go to: [www.wodpa.com](http://www.wodpa.com)

The mission of the Western Organic Dairy Producers Alliance is to preserve, protect, and ensure the sustainability and integrity of organic dairy farming across the west.



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# 2020 WODPA VIRTUAL CONFERENCE

Visit [www.wodpa.com](http://www.wodpa.com) for all information

Please register by November 11, 2020

The Conference will be hosted on Zoom this year.

Once you've registered on the WODPA website through Eventbrite, you will receive a link and passcode for the meeting. On Zoom, you can enable your personal video as well as see the presentations live. Or, you'll also have the option to call in and listen over the phone.

LEARN ABOUT ZOOM AND HOW TO USE IT AT [WWW.WODPA.COM](http://WWW.WODPA.COM)

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## WODPA SPONSORSHIP AND SUPPORT

Your generous support of our WODPA conference is what keeps our organization going year after year and is appreciated by our producers across the entire western region and the broader organic industry.

### THERE'S STILL TIME TO ADVERTISE IN THE WODPA PROGRAM AND LIVE WEBINAR!

We created multiple ideas and levels for conference sponsorship and welcome your creativity too. We look forward to sharing your logo, product, company, and contact information. The conference materials will be presented in a reusable format, leaving producers with your information for future use.

Let us know how we can work together!

Please contact us by 11/11/2020

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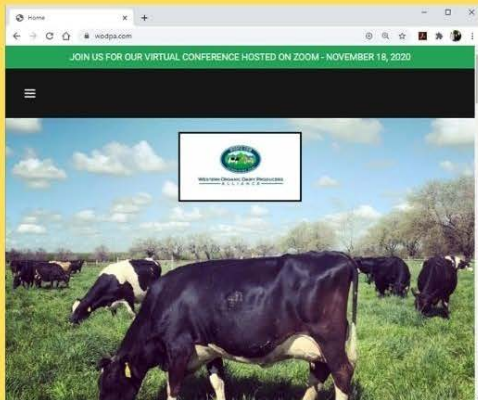
# VIRTUAL CONFERENCE AGENDA

- 9:00 am**      **Welcome and Opening of the Conference, Ward Burroughs, WODPA President**
- 9:05am**      **WODPA Business Meeting:** to include Elections, Updates & Hot Topics
- 9:30 am**      **Dr. Jennifer Tucker, Deputy Administrator, National Organic Program, USDA**  
**Protecting Organic Dairy: A National Organic Program Update**  
The National Organic Program's mission is to ensure the integrity of USDA organic products. Dairy oversight continues to be a key priority for the program. In this presentation, we will provide updates about Origin of Livestock and Strengthening Organic Enforcement rulemaking, and about our Dairy Compliance program. We'll also review our high priority goals for the coming year and answer your questions.
- 10:15 am**      **Abby Youngblood, National Organic Coalition and Megan DeBates, Organic Trade Association,** will provide us with updates on advocacy and policy issues.
- 10:25 am**      **Producer Updates and Accomplishments:** Hear from your fellow organic dairy producers about projects and upgrades they have implemented on their operations through grants and funding opportunities within the past year.
- 10:45 am**      **Michele Clarke-Mason, Founder of Veracious True Foods** will share her experience as the prior Seattle Seahawks Team Nutritionist on why consumers choose organic, educating athletes on the importance of dairy, dairy sensitivities, and milk alternatives. Her information will help us answer some of the questions we are met with as producers.
- 11:00 am**      **Coffee Break**
- 11:10 am**      **Sonoma County Assistant Sheriff Naugle and Tawny Tesconi, Executive Director of the Sonoma County Farm Bureau,** will address what to do if activists arrive on your farm and the laws pertaining to it. This is your chance to ask how to handle issues you may face in your area.
- 11:45 am**      **Ann Burkhart, Independent Consultant** on Organic Milk in Food Service with previous experience as an Ethical Sourcing Manager at Starbucks and the Earthworm Foundation, will share insights company decision making, the growing number of corporate sustainability programs. Where does our organic milk fit in or what challenges we face?
- 12:15 pm**      **Business Meeting:** continuation of discussion or topics, as necessary.





# HAVE YOU VISITED OUR WEBSITE LATELY??



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[WWW.WODPA.COM](http://WWW.WODPA.COM)

Our website features:

- The Latest Organic Industry News
- Integrity Newsletters
- Board Member Information
- Producer Payment Sponsor information
- Associate Membership information
- 2020 Virtual Conference information, Conference registration link and Conference Sponsor List

INTERESTED IN OUR MAILING LIST AND E-MAIL LIST? SEND US YOUR INFO AT [WODPA@OUTLOOK.COM](mailto:WODPA@OUTLOOK.COM)

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## 2020 PRESENTERS

### DR. JENNIFER TUCKER

### NATIONAL ORGANIC PROGRAM

**The National Organic Program's mission is to ensure the integrity of USDA organic products. Dairy oversight continues to be a key priority for the program. In this presentation, we will provide updates about Origin of Livestock and Strengthening Organic Enforcement rulemaking, and about our Dairy Compliance program. We'll also review our high priority goals for the coming year, and answer your questions.**



*Jennifer Tucker, Ph.D., was named Deputy Administrator of the Agricultural Marketing Service (AMS) National Organic Program on June 21, 2018. Dr. Tucker served as Associate Deputy Administrator of the National Organic Program from 2011-2018. Before joining USDA, she served as a group facilitator and organization development consultant, working primarily with scientific and technical government and non-profit organizations. She earned a B.A. in Environmental Science from Wesleyan University, an M.S. in Management from Purdue University, and a Ph.D. in Science and Technology Studies from Virginia Tech.*

### MEGAN DEBATES

### ORGANIC TRADE ASSOCIATION

**Megan DeBates will inform the audience on the Advocacy and Policy issues OTA is currently working on.**

*Megan DeBates is the Director of Legislative Affairs and Coalitions for the Organic Trade Association (OTA). In this capacity, she develops and implements policy strategies in the interest of OTA's mission and its members, and engages Congress, federal and state agencies, and other stakeholder groups to further those policy goals. She currently serves as staff for the Trade Association's recently formed Dairy Council. The OTA Dairy Council brings together farmers, handlers, processors, and manufacturers in order to advance the organic dairy sector. The current membership of the council collectively represents over 90% of the U.S. organic dairy market.*

*Prior to joining OTA, DeBates served as Senior Legislative Aide to U.S. House of Representatives Congressman Peter A. DeFazio (OR-04). She graduated from the University of Oregon with a dual degree in international studies and environmental studies.*



### ABBY YOUNGBLOOD

### NATIONAL ORGANIC COALITION

**Abby Youngblood will inform the audience on the Advocacy and Policy Issues that NOC is currently working on.**

*Since 2015, Abby Youngblood has served as the Executive Director at the National Organic Coalition (NOC), an alliance of farmers, ranchers, NGOs, and companies dedicated to protecting organic integrity. Youngblood has been a passionate participant in the organic farming and food justice movement for more than two decades and is a former co-owner and operator of a vegetable farm in upstate New York. She holds a master's degree in public policy and non-profit management from New York University's Wagner School of Public Service, and lives with her husband and two children in Arlington, MA.*





## 2020 PRESENTERS

### MICHELE CLARKE-MASON

### VERACIOUS TRUE FOODS

#### **Why Consumers Choose Organic and Its Importance to Athletes**

**Michele Clarke-Mason, Veracious True Foods.** As the prior Seattle Seahawks NFL Team Nutritionist for 6 years, Ms. Clarke-Mason educated athletes on fueling their bodies, dairy sensitivities, and the difference between milk and plant-based alternatives. She will answer questions posed by program participants.

*The Founder of Veracious True Foods, Ms. Clarke-Mason currently provides Nutritional Therapy services to the Seattle Seawolves Major League Rugby team along with many other private clients. She served as the Nutritional Therapist for the Seattle Seahawks from 2013 to 2019, in addition to consulting for the Texas Rangers Baseball Club in 2015. Ms. Clarke-Mason is committed to uniting nutrition, dining services and athlete education in one complete program, showing people that healthy food is delicious.*



### ASSISTANT SHERIFF JIM NAUGLE

### SONOMA COUNTY SHERIFF'S OFFICE

**Sonoma County Assistant Sheriff Jim Naugle will educate the audience on what to do if activists show up on their farm and inform the audience on laws pertaining to activism. He will be live to answer questions posed by program participants.**

*After graduating from Petaluma High School, Jim attended the University of California at Davis where he obtained a Bachelor of Science Degree in Environmental Biology and Management. In January of 1998, Jim was hired as a Police Officer for the City of Novato where he worked patrol and was a Defensive Tactics Instructor and SWAT Team member. In July of 2001, he was hired by the Sonoma County Sheriff's Office as a patrol deputy. In October 2010, Jim was promoted to Sergeant. As a sergeant, Jim has worked at the Russian River Substation, Windsor Police Department, and Internal Affairs. Jim also held assignments as a supervisor for the SWAT Team, Defensive Tactics, Use of Force, and K9 unit. In April 2019 Jim was promoted to Assistant Sheriff where he now oversees the Law Enforcement Division of the Sheriff's Office. Jim currently serves as an Advisory Board Member for The Salvation Army.*



### TAWNY TESCONI

### SONOMA COUNTY FARM BUREAU

**Tawny Tesconi, Executive Director of the Sonoma County Farm Bureau will present on what to do if activists show up on your farm and laws pertaining to activism. She will be live to answer questions posed by program participants.**

*Tawny Tesconi joined the Sonoma County Farm Bureau as the Interim Executive Director in 2017. She had a 30-year career in fair management and public service, and in December of 2015, she retired as Director of General Services of Sonoma County to start her fair services company of Tesconi Event And Management Solutions (TEAMS).*

*She is a past-president and current member of Petaluma Rotary Club; member of the SRJC Ag Trust Board; and a past member of the Richard and Saralee's Barn fundraising committee. Tawny is a 1987 graduate of the Western Fairs Association Management Training program, is a past President of WFA and was inducted into their Hall of Fame in 2012. Tawny also has her CFE from the International Association of Fairs and Expo & has a BS degree in Managerial Economics from UC California, Davis.*



## 2020 PRESENTERS

### ANN BURKHART

### INDEPENDENT CONSULTANT

**Ms. Burkhart will provide insights on the use of organic milk in national food service settings, the growing number of corporate sustainability programs and more. She will answer questions posed by program participants.**

*Ann Burkhart has worked in sustainable agriculture and social responsibility for the past 20 years. Her grandparents on both sides of the family were dairy farmers so she grew up with a strong connection to farming. Currently Burkhart is living on Whidbey Island, looking for land to develop as a sustainability focused retreat center and occasionally consulting in the sector. Most recently, she was as a Relationship Manager at Earthworm Foundation (formerly known as The Forest Trust). Burkhart worked with member companies (brands) to set policy around sourcing key agricultural commodities, gain traceability in their supply chain, support transformation projects at origin and verify progress against their goals. She also had responsibility for new business development in the United States.*

*Burkhart formerly worked at Starbucks as a manager on the ethical sourcing team, focused on Starbucks programs for dairy, produce and animal welfare, but also contributed to the manufactured goods, coffee, and cocoa programs. Previously she helped build the company's business ethics and compliance program and worked on the equal opportunity initiatives team. Burkhart has also worked as acting director of Weyerhaeuser's ethics and compliance program and held management consulting positions with two Internet development firms. As a volunteer, she served on the board of directors for EarthCorps and Global Visionaries. Burkhart received her bachelor's degree from the Jackson School of International Studies at University of Washington and her master's degree from the Stern School of Business at New York University.*



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## 2020 BOARD ELECTIONS

**Officer and director elections will be held during the business meeting during WODPA's 2020 Virtual Conference on the morning of Wednesday, November 18, 2020.**

Elections will be held for the two-year officer positions of President and Vice President.

Representatives will also be elected to three-year terms for the States of Arizona, Colorado, Idaho, Nevada, and Utah. At-Large positions are also up for election.

**Producers may self-nominate.**

WODPA is looking for leaders. WODPA is an organization of, for and by organic dairy producers. We need your help to proactively address the most important issues facing our industry and your family dairy business. A valuable and rewarding way to help is to actively serve as an officer or director. Officer and director elections will be held during the business meeting at WODPA's 2020 Virtual Conference.



Nominations, for all positions, will also be taken from the floor at the annual meeting and added to the ballot as write-in candidates. Only western organic dairy producers can vote, only one vote per active dairy. Any dairyman wanting to cast a proxy vote must be in attendance the day of the virtual conference. If a State Representative moves into an Officer position, their vacated position will become available for election.

**Producers interested in running for any of the positions should notify Dean Wesen at 360-630-1216. Job Descriptions can be found on our website at [www.wodpa.com](http://www.wodpa.com).**

**WODPA is looking for leaders who will:**

- Bring their interests and ideas to WODPA, especially as they relate to enhancing fulfillment of WODPA's mission. That mission being to preserve, protect, and ensure sustainability and integrity of organic dairy farming across the west.
- Serve Western Region organic dairy farmers by actively participating in WODPA activities intended to fulfill WODPA's mission.
- Lend their voice, time, and energy to help WODPA address the important issues affecting our members and drive the process so that our opinions and positions are heard.
- Meet Board Member Qualifications
- Represent WODPA to the membership by acting as goodwill ambassadors for WODPA as they educate, inform, and recruit support.
- Assist in fundraising from members.
- Financially support WODPA.



## 2020 ASSOCIATE MEMBERS

(AS OF 10/30/2020)

WODPA thanks its Associate Members for their support of our mission; to preserve, protect, and ensure the sustainability and integrity of organic dairy farming across the west

WODPA will continue our work to help ensure the sustainability of our dairies, making the need for WODPA's independent voice more necessary than ever. WODPA is the ONLY organic dairy association focused on dairies in the Western United States. Our voice is being heard on a national level because of Associate Members and sponsors like yourself. It is critically important to have WODPA fighting for organic stakeholders, while working while dairy families are home working hard to keep their dairies sustainable families work hard at home to keep their dairies sustainable. Together as organic stakeholders, we have the power to educate others and vocalize our struggles in this challenging dairy environment. For more information please visit [www.wodpa.com](http://www.wodpa.com).



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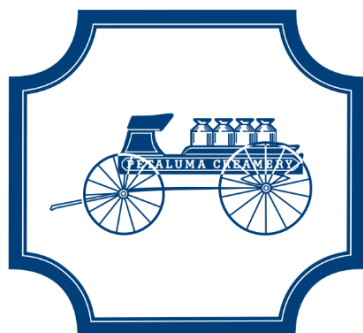
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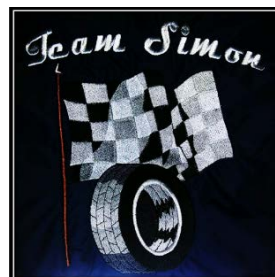
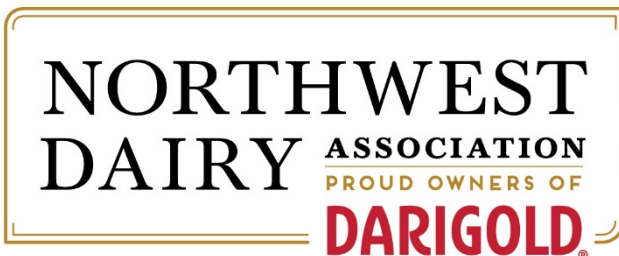


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## 2020 PRODUCER PAYMENT

WODPA thanks its dairy producer sponsors for their much-valued financial contributions to WOPDA's mission. It is through their generous financial support that WOPDA can pursue its mission to preserve, protect, and ensure the sustainability and integrity of organic dairy farming across the west. As of 10/29/2020.

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