

WESTERN ORGANIC DAIRY PRODUCERS
ALLIANCE



CONFERENCE & TRADE SHOW

NOVEMBER 19-20, 2024 - PEPPERMILL - RENO
WWW.WODPA.COM

Hello WODPA Farmers & Stakeholders,

Welcome to Reno! We are so happy you're here. We hope while you are with us, you can enjoy a relaxing and fun time away from the farm and everyday stress. We have a great lineup of speakers, trade show vendors and hot topics and hope you find value in the information you hear at our conference. Our goal is for you to take some knowledge and ideas back to implement and strengthen your own farms and businesses. Over the next two days, we encourage you to share your ideas and thoughts as well as learn from the experiences of others in our industry. 2024 has been a year of constant growth and advocacy for WODPA. We are excited to share our year in review and show you how we have been representing organic dairy farmers because of your support, both financially and otherwise. We all deserve to celebrate a year of perseverance and success, and I am thankful I get to celebrate alongside you this week.



Cheers,

Lia Sieler

Executive Director, WODPA
lia.wodpa@outlook.com

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BOARD ELECTIONS

Officer and representative elections will be held during the WODPA Business Meeting
Wednesday, November 20, 2024.

Elections will be held for the two-year officer positions of President, Vice President and Second Vice President. A representative will also be elected to three-year terms for the states of Oregon, and Texas. Multiple At-Large positions are also up for election.

Producers may self-nominate from the floor or be nominated by another member.

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 businesses.

A valuable and rewarding way to help is to actively serve as an officer or representative.

Nominations for all positions will also be taken from the floor during the business meeting and added to the ballot as write-in candidates. Only WODPA Farmer Members can vote and only one vote per active dairy. If a current state representative moves into an officer position, their vacated position will become available for election.

Position descriptions can be found on our website at www.wodpa.com.



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2024 CONFERENCE & TRADE SHOW

- AGENDA -

NOVEMBER 19-20TH 2024 - PEPPERMILL - RENO, NEVADA

TUESDAY, 11/19:

- 11:00am - 2:00pm: **Trade Show Set Up**, Peppermill Resort; Tuscany Rooms A-C
- 3:30pm: **Trade Show Opens**, Tuscany Rooms A-C
- 5:00pm - 6:30pm: **Welcome reception** for All located within Trade Show area, Tuscany Rooms A-C

WEDNESDAY, 11/20:

- 7:00am - 8:00am: **Breakfast** sponsored by **Sierra Organic**
- 8:00am - 9:00am: **Welcome & Business Meeting**, Zach Cahill, President & Lia Sieler, Executive Director (Elections, Annual Summary, Hot Topic Issues and Discussion)
- 9:00am - 9:30am: **Knowledge we've gained from this past year**, WODPA Board Members
- 9:30am - 9:45am: **Introduction of Trade Show Vendors and Sponsors**
- 9:45am - 10:30am: **Coffee Break and Trade Show Visit**. Sponsored by **Alexandre Family Farm**
- 10:30am - 11:30am: **Understanding Farm Personalities**, Dr. Tranel, Iowa State University Extension
- 11:30am - 12:15pm: **Onboarding & Early Employee Training for Retention**, Dr. Miller & Uli Salas, Alltech
- 12:15pm - 1:30pm: **Lunch & Trade Show visit** sponsored by **A.L. Gilbert** and **Best Agri-Marketing, Inc.**
- 1:30pm - 2:30pm: **Farm level Cost Analysis**, Dr. Tranel, Iowa State University Extension
- 2:30pm - 3:15pm: **Forage-fueled Component Production: From Pasture to Pail**, Dr. Koch, Agri-King.
- 3:15pm - 3:30pm: **Ice Cream** break sponsored by **Straus Family Creamery**
- 3:30pm - 4:45pm: **Beef Markets to Dairies: Side Hustle to Supply Driver**, Mr. Laine, American AgCredit
- 4:45pm - 5:45pm: **Educational Sessions** (30 minutes each, choose 2 of the 3 to attend)
- Session 1: Protivity**, Dr. Hammon, Zoetis
 - Session 2: Colostrum Impacts in Organic Dairies**, Dr. Chigerwe, UC Davis
 - Session 3: Highly Pathogenic Avian Influenza & Biosecurity**, Betsy Karle, UCCE
- 5:45pm - 6:30pm: **Break**
- 6:30pm - 7:30pm: **Happy Hour** sponsored by **Hunt & Behrens** located inside the **Trade Show area**
- 7:30pm - 8:30pm: **Live Auction, Maui Raffle Drawing** and **Dinner** for all attendees, sponsors & vendors

THURSDAY 11/21:

- 8:00am - 10:00am: **Trade Show move out**



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Noble Family Dairy - Murphy, OR
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Perucchi Dairy - Bodega, CA
Regli Jerseys - Ferndale, CA
Salt River Farms - Fortuna, CA
Silva Family Dairy - Tomales, CA
Spaletta Ranch - Petaluma, CA
Stornetta Ranch LLC - Manchester, CA
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Wesen Organic Dairy, LLC - Bow, WA

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McClelland's Dairy - Petaluma, CA
Moreda Valley Dairy - Petaluma, CA
Postmus Organic Farms - Dublin, TX
Tejas Dunes LLC - Muleshoe, TX
Windy Ridge - Bonanza, OR

2024 SPEAKER BIOS

DR. LARRY TRANEL - IOWA STATE UNIVERSITY EXTENSION AND OUTREACH

Dr. Larry Tranel graduated from University of Wisconsin Platteville with B.S. degrees in Ag Economics and International Studies and an MS in the Ag Industries. His doctorate is in Pastoral Psychology and spends 50% of his time in Rural Mental Health. Larry has been in and out of dairy farming more than a few times and is involved in Tranel Family Farms, a 600 cow organic dairy in Wisconsin. Dr. Tranel spent 10 years as Dairy Farm Management Agent with University of Wisconsin Extension and the past 25 years as Dairy Specialist with Iowa State University Extension and Outreach. He specializes in financial management, organic, grazing, low cost parlors and robots, personalities and farmer mental health. He is also an ordained minister and has a one man band called "Dairy Larry and da Udders."



DR. LUKE MILLER - ALLTECH

Dr. Luke Miller's expertise extends to every level of a dairy operation. Prior to joining Alltech, he was the general manager for a 6,000-head, multi-site dairy in central California. During his eight years at the dairy, he managed dairy operations and a team of 45 employees, and he designed and constructed a state-of-the-art, 80-stall rotary milking barn. He also worked with local and national government agencies on grants and permitting.

Previously, Miller spent eight years as a large animal veterinarian, where he became the practice owner. He practiced all facets of large animal medicine and also aided in the design and implementation of dairy protocols and standard operating procedures.

He received a bachelor's degree in animal science and a doctoral degree in veterinary medicine from Michigan State University. Miller and his family currently reside in central California.



ULISES SALAS-VEGA - ALLTECH

Ulises Salas-Vega joined Alltech in January 2015, and his role focuses on hosting bilingual training and educational dairy workshops for dairy employees.

Originally from Costa Rica, he moved to the United States to continue his education after receiving his bachelor's degree in agriculture engineering. He sought to invest in the dairy business, and after working with Hilmar Cheese Company, he started his own Jersey dairy in South Dakota. While running his operation, he prided himself on the relationships he made with employees to better enhance employee knowledge and training, which ultimately led to increased production and overall efficiency.



DR. LOUISA KOCH - AGRI-KING

Louisa Koch is a dairy nutritionist for Agri-King, where she provides expert technical support to dairy farmers and sales consultants. With a focus on optimizing cow performance, she specializes in enhancing milk component production. Louisa holds a Bachelor's degree from West Virginia University, a Master's from West Texas A&M, and a Ph.D. from Clemson University. Based in Port Byron, IL, she enjoys life with her husband and two sons while actively contributing to advancements in dairy nutrition."



2024 SPEAKER BIOS

BEN LAINE - AMERICAN AGCREDIT

Ben Laine is Terrain's dairy sector analyst. His previous experience includes work as a dairy analyst for Rabobank, a senior economist covering the dairy industry at CoBank, and a commodity hedging manager and economist at Agri-Mark dairy farmer cooperative. While at Agri-Mark, he developed a tool for dairy producers to manage their milk price risk.

Ben has also developed trading and risk management programs for commercial dairy commodity businesses, produced price forecasts and provided economic outlooks. His research has spanned the dairy supply chain, consumer trends, methane reduction and export markets. Ben earned his MS in resource economics at the University of Massachusetts, Amherst.



DR. DOUG HAMMON - ZOETIS

Doug Hammon, DVM, PhD, is a Director of Cattle Technical Services at Zoetis and leads the Dairy Technical Services team in the Western US. With experience as a clinical veterinarian, veterinary consultant, academic instructor and researcher, Dr. Hammon advises dairy producers, veterinarians and members of the ZOETIS field force to help enhance overall cow health and profitability of dairies. Dr. Hammon's research and clinical focus has been on transition cow management, uterine health, and calf health. Dr. Hammon graduated from Washington State University with his Doctor of Veterinary Medicine in 1994 and earned his PhD in Animal Science (Reproductive Biology), from the Department of Animal, Dairy and Veterinary sciences at Utah State University in 1998. Upon receiving his PhD, Dr. Hammon joined the faculty at Utah State University Department of Animal, Dairy and Veterinary Sciences as an Assistant Professor. He joined the Zoetis Technical Services team in 2005. Dr. Hammon has published peer-review articles in well-known publications and journals, focusing primarily on reproductive health and transition cow management.



DR. MUNASHE CHIGERWE - UC DAVIS, SCHOOL OF VETERINARY MEDICINE

Dr. Munashe Chigerwe ("Dr. C") is a Professor of Livestock Medicine and Surgery at the University of California Davis, School of Veterinary Medicine. He teaches veterinary students about individual and production livestock medicine and surgery. His research focuses on preweaning calf health in conventional and organic dairies. He is currently collaborating with organic and conventional dairy producers on research to provide information on aspects of calf health, including colostrum administration practices, colostrum quality, and disease occurrence before weaning.



BETSY KARLE - UC COOPERATIVE EXTENSION GLENN COUNTY

Betsy Karle is a Cooperative Extension Dairy Advisor in the Sacramento Valley. Betsy grew up on her family's dairy in Sonoma County and earned her Bachelor's and Master's degrees from UC Davis. Betsy's research and extension program focuses on a wide variety of issues important to local dairies, with special emphasis on calf raising, animal health and disease management, and environmental stewardship.



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2024 STAKEHOLDERS

WODPA thanks its stakeholder 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 voice more necessary than ever. WODPA is the only organic dairy association focused on dairies in the Western United States.

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Special thanks to the California Cattle Council for the two grants awarded to WODPA this year.

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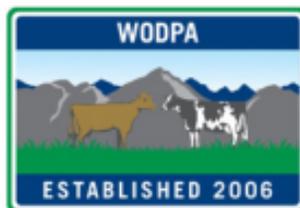
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