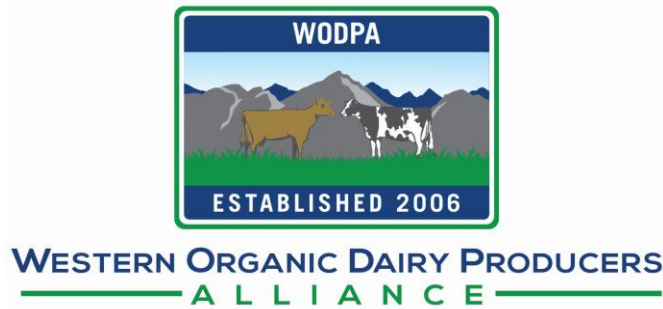




2025 Conference & Trade Show Re-cap

In late October, WODPA's 2025 Conference & Trade Show was held in Saralee & Richard's Barn at the Sonoma County Fairgrounds in Northern California. The fairgrounds and the broader Sonoma County area possess a strong historical connection to agriculture, particularly in the dairy sector. With more than 50 organic dairy farms and several dairy processors located in the region, Sonoma County provided an ideal setting for participants to convene, recognize industry achievements from the past year, and engage with key stakeholders and producers from across the industry.

The 2025 Conference & Trade Show commenced with an exclusive screening of "*World Without Cows*," a documentary presented by *Alltech*. Members of the community were invited to attend this event, which included a sponsored bar serving specialty cocktails such as the *Moo-velous Old Fashioned* featuring Alltech's Town & Branch bourbon and the *Jersey Gin Fizz* with Alltech's Ha'Penny Gin. Following the screening, attendees proceeded directly to the Welcome Reception, marking the beginning of the highly anticipated opening of the trade show that featured 35 businesses dedicated to serving the organic industry.

The second day of the Conference began with a warm welcome from our President, Stewart Kircher. Next, we introduced the Board and held elections for the upcoming year, welcoming Joe Doornenbal as a new Board Member and re-electing officers and directors. We reviewed WODPA's accomplishments for the year—slides are available on the WODPA website under Executive Director's reports. Afterward, all sponsors and vendors introduced themselves before we kicked off the Trade Show and enjoyed a coffee break sponsored by Alexandre Family Farm.

We jumped back in with a session presented by Mr. Ben Laine of *American AgCredit*, titled "Money in Your Pocket or in Your Herd." During our time at the fairgrounds, participants also

attended a policy discussion featuring Adam Warthesen from *Organic Valley/Organic Trade Association*, Lily Hawkins from *Organic Farmers Association*, and our Executive Director, Lia Sieler. The agenda focused on organic dairy policy and opportunities for farmers and stakeholders to engage in industry advocacy. The activities at the fairgrounds concluded with an open trade show and a lunch sponsored by *BEST Agri-Marketing*.

Sonoma County offered excellent weather conditions as attendees boarded buses for an afternoon of educational tours. The program commenced at McClelland Dairy, where George, Dora, and their grandson provided an informative overview of the facility's history and current operations. Participants had the opportunity to tour the milk barn and sample Organic Valley dairy products, noting that McClelland Dairy supplies milk to OV. The group then heard presentations from Mat Schager of *Zoetis Animal Health* and representatives from *Sealpro by Connor Agriscience*.

We hopped back on the buses and headed to our second stop, which was Renati Dairy. Denny Renati kicked us off with a quick summary of the history of their dairy. Attendees enjoyed *Clover Sonoma* yogurt served on site, appropriate given Renati Dairy ships their milk to Clover. We heard a great presentation from *Agri-King Inc.* and talked with Jamie Abbott from *Where Food Comes From* about bundling certifications. Quick reminder that she did say if you are interested in combining your certifications (Validus, Non-GMO and Organic), they are offering a 25% discount for a limited time only. The farm tours concluded at Moretti Family Dairy, where members of the *Alltech* team presented on dry cow mineral supplementation and lameness prevention. *Semex* representatives were also available for discussion, rounding out a comprehensive and informative series of visits.

At the end of the day, we gathered at Olympia's Valley, one of Sonoma County's most beautiful event barns. The Tresch Family kindly donated both the venue and numerous amenities, making our evening truly memorable. The Happy Hour was sponsored by Hunt and Behrens Inc. and featured locally sourced BBQ oysters. The dinner, generously sponsored by AL Gilbert Co., included expertly prepared beef and risotto, which received high praise from attendees for its exceptional quality. The evening provided an excellent opportunity to formally acknowledge

several distinguished members of our organization. Recognition was given to individuals who have served for more than ten years on our Board, including Jennifer Beretta, Darby Heffner, Richard Hughes, and Andrew Dykstra. Additionally, Henk Postmus from Texas was honored as the Outstanding Board Member of the Year. We are deeply grateful to these individuals for their unwavering dedication to our organization and their ongoing support of our industry in so many ways. The moment everyone had been waiting for finally arrived when Marilyn Herzog from *Marilyn Can Travel* drew our winning ticket. Congratulations once again to Mr. Mat Schager on his win! We concluded the evening with a highly successful live auction of premier sire genetics, generously donated by several leading semen companies.

The WODPA Board of Directors wishes to convey its deep appreciation to every company that contributed to this year's event through sponsorship and participation. We recognize that the success of the Conference is a direct result of the collaborative support provided by organizations such as yours.

The execution of this conference was made possible thanks to the dedicated efforts of our Conference Committee: George McClelland, Mike Moretti, Jolynn McClelland, Richard Hughes, Cameron & Nikki Dotti, Jennifer Beretta, Stewart Kircher, Lia Sieler, and especially Darby Heffner. We truly appreciate everything you've done to create such a memorable and outstanding event!