

31st ANNUAL SOUTHERN DAIRY CONFERENCE

**February 15-16, 2005
The Westin Atlanta Airport Hotel
Atlanta, Georgia**



***Sponsored by Southern Land Grant Universities
University of Arkansas
Auburn University
Clemson University
University of Florida
University of Georgia
University of Kentucky
Louisiana State University
Mississippi State University
North Carolina State University
Oklahoma State University
University of Tennessee
Virginia Polytechnic Institute & State University
Texas A & M University***

Tuesday, February 15, 2005

- 8:00 am Registration & Light Refreshments
- 9:15 am Welcome and introduction
Presiding: Geoff Benson, North Carolina State University
- 9:30 am **National Dairy Situation and Outlook**
Dr. L.J. "Bees" Butler, University of California-Davis
- 10:30 am **National Dairy Policy: Where Are We Headed?**
Dr. Scott Brown, FAPRI, University of Missouri
- 11:00 am **Where Are Federal Orders Headed?**
Dana Coale, Deputy Administrator, Dairy Programs, AMS, USDA
- 11:30 am **The Proposed Merger of FOs 5&7: Why or Why Not?**
Dr. Bill Herndon, Mississippi State University
- 12:00-1:15 pm LUNCH
Presiding: Gary Hay, Louisiana State University
- 1:15 pm **SUDIA/Promotion Update**
Cheryl Hayn, SUDIA
- 1:35 pm **New Health Initiatives: Obesity and Dairy Products**
Dr. Michael Zemel, University of Tennessee
- 2:05 pm **Market Concentration**
Dr. Hal Harris, Clemson University
- 2:35 pm **Criteria for Acceptable Mergers**
Mr. Chris Hardee, US Department of Justice
- 3:00-3:20 pm BREAK
- 3:20 pm **Regional Competitiveness: A Processor Perspective**
Mr. Ernie Yates, Dean Foods

- 3:45 pm **Regional Competitiveness: A Southeast Perspective**
Dr. Albert DeVries, University of Florida
- 4:10 pm **Regional Competitiveness: A California Perspective**
Dr. L.J. "Bees" Butler, University of California-Davis
- 4:30 pm **Dairy Programs in the Southern Land Grant Universities**
Dr. Jack Britt, University of Tennessee
- 4:55 pm ADJOURN
- 6:30 pm DINNER

Wednesday, February 16, 2005

- 7:00 am CONTINENTAL BREAKFAST
Presiding: Gary Rogers, University of Tennessee
- 8:00 am **The Next Challenge: New Air Quality Rules**
Dr. Saqib Mukhtar, Texas A&M University
- 8:40 am **EU CAP Reform: Dairy Impacts**
M. J-M Trarieux, EU Delegation to the US
- 9:20 am **A Global View of Dairy Trade Issues and Policies**
Mr. Simon Tucker, Fonterra Group Ltd.
- 10:00 am BREAK
- 10:20 am **The Next Challenge: Johne's & Crohn's Disease?**
Dr. John Rushing, North Carolina State University
- 10:50 am **Observations on the Dairy Industry**
Mr. Jim Dickrell, Dairy Today
- 11:30 am Wrap up and Adjourn

ROOM RESERVATIONS

Each person attending the conference should make reservations directly with the Westin Atlanta Airport Hotel or motel of their choices. Single or double occupancy rooms at \$115.00 are available. For hotel reservations, you may call 404 762-7676 or write to: Westin Atlanta Airport Hotel, 4736 Best Road, Atlanta, GA 30337. When registering by phone or in writing, please indicate you are with the **Southern Dairy Conference**. **Reservations must be made on or before January 24, 2005, for room to be held at the conference rate.**

Location: The Westin Atlanta Airport Hotel is conveniently located at 4736 Best Road, Atlanta, GA. Complimentary airport shuttle transportation is provided.

NOTE: Guarantee rooms with credit card if arrival is to be after 6 pm EST. Room occupancy is available at 3 pm EST.

CONFERENCE REGISTRATION

For your convenience, a pre-registration form is attached. Online Registration can be done at the following website (credit card only): www.peopleware.net/2532. Registration at the conference will be held adjacent to the meeting room at the Westin Atlanta Airport Hotel, on Monday, February 15, 2005.

The Georgia Agricultural Commodity Commission for Milk sponsors milk breaks. Their continuing support of the conference is gratefully acknowledged.

PURPOSE OF CONFERENCE

This program is planned and presented to focus on issues and opportunities affecting the entire dairy industry of the Southern United States.

**Southern Dairy Conference
Planning Committee
from
Sponsoring Universities**

**Geoff Benson, Chairman
Bill Thomas, Secretary-Treasurer**

University of Arkansas, Little Rock, AR
Jodie Pennington, Extension Dairy Specialist
Wayne Kellogg, Professor, Department of Animal Science

Auburn University, Auburn, AL
B.R. (Pete) Moss, Professor, Department of Animal Sciences

Clemson University, Clemson, SC
H. M. Harris, Jr., Professor, Ag Economics

University of Florida, Gainesville, FL
Richard L. Kilmer, Professor, Food and Resource Economics Department
Dan Webb, Professor, Department of Animal Sciences

University of Georgia, Athens, GA
Bill Thomas, Extension Marketing Economist
Lane Ely, Extension Dairy Science
Steve Nickerson, Head, Department of Animal & Dairy Science

University of Kentucky, Lexington, KY
Bill Crist, Extension Coordinator, Animal Science Department

Louisiana State University Agricultural Center, Baton Rouge, LA
Wayne Gauthier, Department of Agricultural Economics
Gary Hay, Extension Dairy Specialist
Bruce Jenny, Head, Dairy Science

Mississippi State University, Mississippi State, MS
Bill Herndon, Professor & Extension Economist, Department of Agricultural Economics

Angelica Chapa, Assistant Professor & Extension Specialist, Department of Animal & Dairy Science

North Carolina State University, Raleigh, NC
Geoff Benson, Extension Specialist, Department of Agricultural and Resource Economics
John Rushing, Extension Leader, Department of Food Science

S Steve Washburn, Extension Specialist, Department of Animal Science

Oklahoma State University, Stillwater, OK
Darrell Peel, Department of Agricultural Economics

University of Tennessee, Knoxville, TN
Gary Rogers, Professor, Department of Animal Science

Texas A & M University, College Station, TX
Ellen Jordan, Professor & Extension Dairy Specialist
Robert B. Schwart, Professor and Extension Economist

Virginia Tech, Blacksburg, VA
Bob James, Professor, Department of Dairy Science

Terry Kiser, Administrative Advisor
Mississippi State University

John Ort, Extension Advisor
North Carolina State University

Steve Nickerson, Monitor
University of Georgia

Employment and program opportunities are offered to all people regardless of race, color, national origin, sex, age, or disability.

PRE-REGISTRATION FORM
Southern Dairy Conference
February 15-16, 2005
Westin Atlanta Airport Hotel

Name: _____
(Last) (First) (Initial)

Name to appear on name tag: _____

Mailing address: _____
(Street)

(City) (State) (Zip)

University, Business or Agency: _____

Title: _____

E-mail: _____ Telephone Number: _____

Spouse: _____
(Last) (First) (Initial)

Pre-Registration: \$175.00 (Meals and Breaks included)

Late Registration Fee (beginning January 10, 2005): \$200.00

Additional Meals for Spouse: Lunch \$25.00; Dinner \$30.00

Total for Spouse: \$ _____ Total Registration: \$ _____

Registration Payment Options

1. By check. Please make checks payable to: *The University of Georgia*

2. By Credit Card

Credit Card Number _____

Type: Visa MasterCard Discover

Expiration Date: _____

Name on Card: _____

Signature: _____

Mail or fax to: Anne Young The University of Georgia 202 Hoke Smith Athens, GA 30602 Phone: 706 542-0808 Fax: 706 583-0348 apyoung@uga.edu

3. BY ONLINE REGISTRATION: (Credit Card Only): [http:// www.peopleware.net/2532](http://www.peopleware.net/2532)

Reservation for lodging must be made directly with the hotel. Accommodations are available at a specific rate of \$115.00 for single or double per night. **When making reservations, identify yourself as a participant in the Southern Dairy Conference. Reservations must be made by January 24, 2005.** You may call (404) 762-7676. Or write:

The Westin Atlanta Airport Hotel
4736 Best Road
College Park, Ga. 30337
404-762-7676

Athens Conference Office
202 Hoke Smith
Athens, Ga. 30602