



GLOBAL DAIRY PLATFORM



**11<sup>th</sup> Annual  
GDP/IMP Global Dairy Marketing Communications  
Virtual Meeting  
Monday, 4 May - Tuesday, 5 May 2020**

**Zoom Meeting Information  
Monday, 4 May**

Join Zoom Meeting

<https://zoom.us/j/150272860>

Meeting ID: 150 272 860

877 369 0926 US Toll-free

877 853 5247 US Toll-free

Find your local number:

<https://zoom.us/u/abTz825IBX>

**Monday, 4 May (Central US Time)**

**08:00** Welcome, Meeting Objectives, Defining Sustainable, Responsible Food Systems

*Donald Moore, GDP Executive Director*

*Zoë Kavanagh, National Dairy Council Chief Executive Officer*

**08:15** COVID-19 and the Implications for Dairy

*Jay Waldvogel, SVP of Strategy and International Development, Dairy Farmers of America*

*Kelvin Wickham, CEO of Africa, Middle East, Europe, North Asia and Americas, Fonterra Co-operative Group Limited*

**09:15** The Environmental Impact of Livestock: Facts and Fiction

*Dr. Frank Mitloehner, Professor at the University of California, Davis*

**10:15** Break

**10:45** Building Livestock's Evidence for Sustainability

*Fritz Schneider, Chair of the UN's Global Agenda for Sustainable Livestock*

**11:15** Measuring Dairy's Progress

*Brian Lindsay, Dairy Sustainability Framework Secretariat, GDP Sector Lead*

**11:35** GDP Net Zero – Pathways to Low-Carbon Dairy

*Kevin Burkum, GDP Communications Director*

**11:55** Wrap-up

**12:00** Adjourn



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**Zoom Meeting Information**  
**Tuesday, 5 May 2020**

Join Zoom Meeting

<https://zoom.us/j/397746775>

Meeting ID: 397 746 775

877 853 5247 US Toll-free

877 369 0926 US Toll-free

Find your local number:

<https://zoom.us/u/abTz825IBX>

**Tuesday, 5 May (Central US Time)**

**08:00** Welcome

**08:15** The Future of Dairy and Other Animal Foods in Turbulent Food Systems  
*Dr. Frédéric Leroy, Professor at Vrije Universiteit, Brussels*

**09:15** Environmental Sustainability Communications Message Map  
*Team Member or Kevin Burkum*

**09:45** Break

**10:15** Dairy Search Pilot Projects in UK, US  
*Sophie Clarke, Dairy UK Communications Manager*  
*Stu Baker, AHDB Senior Marketing Manager*  
*Serena Schaffner, DMI Senior VP Communications*

**11:00** World Milk Day and Enjoy Dairy Rally  
*Kevin Burkum*

**11:30** Wrap-up, Closing Remarks  
*Zoe Kavanagh and Donald Moore*

**12:00** Meeting Close