

GDP/IMP Global Marketing Meeting
21 May - 23 May, 2023
Dublin, Ireland
Agenda

Sunday, 21 May	
19:00 – 21:00	Welcome Reception and Dinner Garden Room, Merrion Hotel Merrion Street Upper, Dublin 2
Monday, 22 May	
08:30 – 17:15 <i>Bord Bia</i> <i>140 Pembroke Road, Dublin 4</i>	Business Meetings Focus: Telling Dairy's Environmental Sustainability Story
08:30 – 08:45 Introductions, Meeting Objectives	GDP and IMP
08:45 – 09:15 Welcome to Ireland, Overview of Irish Dairy Market	<i>TBC</i>
09:15 – 10:00 New Research: Dairy Sustainability Trends	Karl Nilsson Partner McKinsey & Company
10:00 – 10:30	Break
10:30 – 11:30 Pathways to Dairy Net Zero: Progress Update and Next Phase	Donald Moore Executive Director, Global Dairy Platform Brian Lindsay Director, Dairy Sustainability Framework
11:30 – 12:00 Dairy's Socio-Economic Impact: A Global Vision	Ernesto Reyes Sector Lead for Dairy Development Global Dairy Platform
12:00 – 13:00	Lunch

<p>13:00 – 13:45 Global Action Plan to Reduce Methane Emissions</p>	<p>Facundo Etchebehere Senior Vice President, Sustainability Strategy and Partnerships, Danone</p>
<p>13:45 – 14:30 New Research: Consumer Perceptions of Industry Sustainability Practices</p>	<p>Serena Schaffner Senior Vice President of Communications Dairy Management Inc.</p>
<p>14:30 – 16:30 (With Break) Dairy Company Panel: Case Studies and Best Practices</p>	<p>Theis Brøgger Communication Director, Arla Foods UK</p> <p>Helene Morissette Vice President of Corporate Responsibility, Saputo</p> <p>Ann Hayes Senior Communications Manager, EU, Americas, Middle East and Africa, Fonterra</p> <p>Peter Boterman Corporate Director of Global Sustainability FrieslandCampina</p> <p>Dairy Farmers of America (invited)</p>
<p>16:30 – 17:00 Global Dairy Sector Purpose</p>	<p>Knute Bjørgen Head of Communications and Marketing Norwegian Dairy Council (Melk)</p>
<p>17:00 – 17:15 Review of Today, Preview of Tomorrow</p>	<p>All</p>
<p>17:45 – 21:00 Tour and Group Dinner</p>	<p>Tour EPIC, The Irish Emigration Museum CHQ, Custom House Quay, Dublin 1</p> <p>Dinner Stack A Restaurant at Urban Brewing Vault C, CHQ Building, Custom House Quay, Dublin 1</p>

Tuesday 23 May	
08:30 – 13:00 <i>Bord Bia</i> 140 Pembroke Road, Dublin 4	Business Meetings Focus: Telling the Nutrition Story of Dairy + Plant-Based Foods
08:30 – 08:45 Agenda Overview	GDP and IMP
08:45 – 09:30 Plant-Based and Animal-Optimized Food Systems Model	Nick Smith Research Officer Sustainable Nutrition Initiative, Riddet Institute Professor Warren McNabb Lead Sustainable Nutrition Initiative, Riddet Institute
09:30 - 10:00 When Protein is More than Protein and EAT-Lancet 2.0	Dr. Mitch Kanter Chief Science Officer, Global Dairy Platform
10:00 – 10:30 The Fractures Trial	Melissa Cameron Human Health and Nutrition Policy Manager, Dairy Australia
10:30 – 11:00	Break
11:00 – 12:30 Industry Association Panel: Case Studies and Best Practices	<i>TBC</i>
12:30 – 12:45 World Milk Day 2023	Kevin Burkum Chief Communications Officer Global Dairy Platform
12:45 – 13:00 Meeting Summary and Next Steps	All
13:00	Lunch and Meeting Adjourn