



IAMCA 82nd Annual Meeting

July 23-25, 2018

Winnipeg, Manitoba, Canada

Dear colleagues,

Dairy Farmers of Manitoba (DFM) is pleased to host the International Association of Milk Control Agencies' (IAMCA) 82nd annual meeting in Winnipeg, Canada, July 23-25.

Registration

The registration deadline is **May 31, 2018**. To register, complete the registration form and send it to Dan McCarthy:

- Email: dan.mccarthy@agriculture.ny.gov
- Fax: 1-518-485-8730

Make checks payable in US funds to IAMCA 2018. To pay by credit card, phone Dan McCarthy at 1-518-457-4921.

Accommodations

The event is being held at The Fairmont Winnipeg. A block of rooms is reserved until **June 18, 2018**. To reserve your room:

- Visit <https://aws.passkey.com/go/dairyfarmersofmanitoba>, or
- Call 1-800-441-1414 and quote group code **dair0718**.

Located in the vibrant heart of downtown Winnipeg, at the famous corner of Portage and Main, The Fairmont Winnipeg extends the naturally warm reception of the Prairies. For more information, visit <http://www.fairmont.com/winnipeg/>.

Transportation

Winnipeg Richardson International Airport (YWG) serves the Winnipeg area. For information on getting to and from the airport, including car rentals and taxis, visit www.waa.ca/location/.

About Winnipeg

Winnipeg is the vibrant capital of Manitoba, located at the geographical centre of North America. Richly steeped in history, Winnipeg's multicultural birthplace is marked at the junction of the Red and the Assiniboine Rivers – now a green urban oasis known as The Forks.

Known for its friendly and welcoming spirit, Winnipeg is a diverse multicultural city with a rich and varied history. An aboriginal trading centre prior to the arrival of the Europeans, Winnipeg was at the heart of the country's fur trade and instrumental in developing Canada's gateway to the west.

Winnipeg's architecture and neighbourhoods reflect the profound character of this prairie city with a population of 750,000.

Over the last decades, Winnipeg has developed into a cosmopolitan city complete with top-notch restaurants, swanky boutiques, exciting attractions and an arts and culture scene that bursts with talent and originality.

For more information, visit:

- Tourism Winnipeg (<https://www.tourismwinnipeg.com/>)
- Travel Manitoba (<https://www.travelmanitoba.com/>)

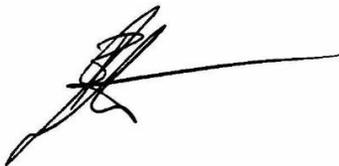
Questions?

Contact Carla Chevalier at Dairy Farmers of Manitoba.

- Phone: (204) 833-3401
- Email: carlac@milk.mb.ca

We look forward to seeing you in Winnipeg this July!

Sincerely,

A handwritten signature in black ink, appearing to read 'Brent Achtemichuk', with a long horizontal line extending to the right.

Brent Achtemichuk
2018 President, International Association of Milk Control Agencies
General Manager, Dairy Farmers of Manitoba



IAMCA 82nd Annual Meeting

Draft Agenda

Winnipeg, Manitoba, Canada
July 23-25, 2018

Monday, July 23

- 2:00 p.m. – 4:00 p.m. Executive Committee Meeting (*Cambridge Room*)
- 6:00 p.m. – 7:30 p.m. **President's Reception – Cibo Waterfront Café**

Tuesday, July 24

- 7:00 a.m. – 8:30 a.m. **Breakfast** (*Winnipeg East Ballroom*)
- 8:30 a.m. – 8:45 a.m. **Welcome** (*Winnipeg West Ballroom*)
Brent Achtemichuk – President, IAMCA
Honourable Ralph Eichler – Minister of Agriculture
- 8:45 a.m. – 10:00 a.m. **Industry Update Panel**
Dairy industry outlook in Canada and USA
- 10:00 a.m. – 10:30 a.m. **Nutrition break** (*Winnipeg Ballroom Foyer*)
- 10:30 a.m. – 12:00 p.m. **Digital Strategy Panel**
Aiding dairy farmers in communicating with consumers on social media
- 12:00 p.m. – 1:00 p.m. **Lunch** (*Winnipeg East Ballroom*)
- 1:00 p.m. – 2:00 p.m. **World Markets**
Overview of world markets
- 2:00 p.m. – 3:00 p.m. **Processing Capacity and Labour**
Future of cheesemaker labour force in Canada
Economic benefits of additional dairy processing capacity – Pennsylvania study
- 3:00 p.m. – 3:30 p.m. **Nutrition break** (*Winnipeg Ballroom Foyer*)
- 3:30 p.m. – 5:00 p.m. **Innovation Panel**
Innovative dairy products and market differentiation
- 5:45 p.m. – 6:00 p.m. **Buses loading for Social Evening** (*Hotel Lobby*)
- 6:00 p.m. **Buses depart for Social Evening**
- 6:30 p.m. – 9:00 p.m. **Social Evening – Gateway to the Arctic**



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Wednesday, July 25

7:00 a.m. – 8:30 a.m.

Breakfast (*Winnipeg East Ballroom*)

8:45 a.m. – 9:00 a.m.

Buses loading for processing plant tour (*Hotel Lobby*)

9:00 a.m.

Buses depart for tour

9:30 a.m. – 11:30 a.m.

Tour of Manitoba Dairy Ingredients Processing Plant
(70 Irene Street, Winnipeg MB)

11:30 a.m.

Buses depart for Fairmont Hotel

12:00 p.m. – 1:30 p.m.

Lunch (*Winnipeg East Ballroom*)

1:30 p.m. – 3:00 p.m.

Retail/Food Service Panel

Role of dairy in the retail/food service industry

3:00 p.m. – 4:00 p.m.

IAMCA Annual General Meeting

Election of Officers

Minutes

Treasurer's reports

Legal reports

Standing committee reports

Nominating Committee

Election of Executive Committee

New Business

Adjournment

5:30 p.m. – 6:30 p.m.

Cocktails (*Winnipeg Ballroom Foyer*)

6:30 p.m. – 9:00 p.m.

Banquet (*Winnipeg East Ballroom*)



Schedule of Events

President's Reception – July 23

Cibo Waterfront Café – located in a re-purposed pump house on the bank of the historic Red River. For much of the 20th century, the building provided water coolant to Winnipeg's Downtown Steam Heating Plant. High ceilings, large windows, industrial masonry, and urban riverfront views all create the setting for a distinctive experience.

Business casual attire

Boarding time: 5:45 p.m.

Reception: 6:00 p.m. - 7:30 p.m.



Gateway to the Arctic – July 24

Gateway to the Arctic – in the heart of Assiniboine Park Zoo's award-winning *Journey to Churchill* exhibit. This is the primary viewing point for polar bears and seals. Underwater viewing tunnels, known as Sea Ice Passage, give visitors the rare opportunity to view these amazing creatures swimming from below the surface of the water.

https://www.youtube.com/watch?v=7_3s9SE8scs

Enjoy dinner in the Tundra Grill – the final landmark at *Journey to Churchill* – where you will feel as though you have been transplanted onto the tundra as you look through the 150-foot-wide wall of 9-foot-high windows.

Casual attire (Walking footwear recommended)

Boarding time: 5:45 p.m.

Explore Journey to Churchill: 6:30 p.m. – 7:30 p.m.

Dinner: 7:30 p.m. – 9:00 p.m.



Banquet – July 25

Fairmont Winnipeg – Wrap up your stay in friendly Manitoba with an exquisite dinner in the elegant ballroom of Winnipeg's premier hotel.

Business/business casual attire

Cocktails: 5:30 p.m.

Dinner: 6:30 p.m. - 9:00 p.m.