



**WISCONSIN  
CHEESE MAKERS  
ASSOCIATION**

EST. 1891

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## **News Release**

January 13, 2021

### **Discover Enriching Keynote Presentations at CheeseExpo Global Online**

MADISON, WI – Keynote presentations at CheeseExpo Global Online April 6-8, 2021 will showcase dairy industry CEOs and top marketing experts, offering attendees an in-depth look at timely industry opportunities, challenges and consumer trends.

Register before February 1 and receive a \$100 discount to access these unique educational opportunities at CheeseExpo Global Online.

“Each day at CheeseExpo Global Online begins with an enriching keynote address,” said John Umhoefer, Executive Director of the Wisconsin Cheese Makers Association (WCMA). “Attendees will gain crucial insights, hearing directly from industry leaders, learning the latest consumer and market channel data, and enjoying the WCMA Industry Recognition Awards.”

CheeseExpo Global Online follows the daily keynote with informative seminars, Ideas Showcase talks, exhibits and “spotlight” closing events each day.

Keynote presentations will kick off each day’s official programming from noon to 12:55 p.m. (CDT), including:

#### **April 6: The RELCO® Opening Keynote: Cheese Industry CEOs Look to the Future**

This online panel will feature David Ahlem, CEO and President of Hilmar Cheese Company; Emile Cordeau, CEO of Agropur and Carl Colizza, President and CEO of Saputo Dairy USA. These leading cheese producers in the U.S. and globally will reflect on 2020, but focus on learnings and strengths that will guide dairy into the future after the largest global disruption in generations. Phil Plourd, President of Blimling and Associates, will moderate and guide this discussion, hosted by RELCO®, a Koch Separation Solutions Company.

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## **April 7: The DSM Food Specialties USA Keynote Event: WCMA Recognition Awards**

A host of industry leaders earned our thanks and recognition in 2020 and 2021, and we'll highlight our Cheese Industry Champions, Distinguished Service Award winners, Vanguard Award cheesemakers and Babcock Award educators. Join the ceremony and applaud these greats as they acknowledge their awards in video presentations. Hosted by DSM Food Specialties USA.

## **April 8: The Amcor Flexibles North America Keynote Address: Moving On – Trends that will Change the Way You Do Dairy**

An energetic keynote address from Paul Ziemnisky, Executive Vice President of Global Innovation Partnerships with Dairy Management Inc. and Laurie Demerit, CEO of The Hartman Group, will explore the consumer and sales channel environment in a marketplace emerging from COVID-19. Data can provide a look back at the shock and disruptions of 2020, but most importantly, research and information offer look forward. Our keynoters will address topics including:

- How have consumers acted and reacted in the last 12 months?
- Which of those tendencies and trends will carry into the future – how will they transform the future for dairy?
- What new business models and actions are emerging in the restaurant trade and grocery trade that may reflect the impact from 2020, and change how and where consumers enjoy cheese and dairy products?
- What consumer trends and new behaviors are emerging in in-home dining, in snacking?
- How has major growth in e-commerce impacted dairy and where is that trend headed?
- What dairy products, new cheese products, might fit with changes in the future?

Amcor Flexibles North America hosts this final keynote event of CheeseExpo Global Online.

Visit [CheeseExpoGO.org](https://CheeseExpoGO.org) by February 1 to receive a \$100 discount at CheeseExpo Global Online.

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