



## Schedule of Events

### Sunday, February 25

- 10:00 am – 6:00 pm      **Registration**
- 1:00 pm – 1:15 pm      **Welcome and Opening Remarks**  
*Lee Bonecutter, Business Development, Cargill Incorporated*  
*Cathy East, Vice President, Procurement, Meat, Seafood and Deli,*  
*Albertsons Companies*
- 1:15 pm – 1:30 pm      **Meat Matters Most! Power of Meat Preview**  
Meat is one of the most important factors in primary store choice and channel switching. Getting meat right requires a keen understanding of how it fits within larger shopping trends, such as health & wellness, convenience, transparency and technology. Previewing the 2018 Power of Meat, our signature closing session, Anne-Marie Roerink will share the top findings and how they tie in with the conference sessions and events to optimize your scheduling and attendance.  
*Anne-Marie Roerink, Principal, 210 Analytics LLC*
- 1:30 pm – 2:30 pm      **Opening General Session: Leading From Any Seat:  
Stories from the Cockpit & Lessons from the Grit Project**  
Tenacity, determination, grit and an innate ability to lead has defined Shannon Huffman Polson. An adventurous young woman, she summited Mount McKinley (now Denali) and, at the time, was the youngest woman to complete the attempt. From there, she was commissioned in the Army and was one of the first women to fly the Apache attack helicopter. Through her leadership and aviation skills she earned the right to lead two flight platoons and was the first woman to command an Apache flight company in the 2nd Infantry Division. With real-world stories and insights from in and out of the cockpit, she offers tangible leadership lessons for audience members to seek out their own targets and, where passion and purpose intersect, incorporate them into their own professional lives. By examining everyday leadership and situational challenges, Shannon empowers others to effectively lead and thrive in any dynamic environment.  
*Shannon Huffman Polson, Army Veteran, Attack Aviation Leader, and Author*

2:30 pm – 2:45 pm

Break

*Sponsored by:*



2:45 pm – 3:30 pm

### **Concurrent Workshops (3)**

#### **Regulatory Update**

Government policies and regulations have far-reaching effects on all segments of the meat industry. Get the latest information on issues of importance to both retailers and processors from NAMI and FMI leading experts in regulatory issues. Topics of discussion include the impact of new labeling initiatives for meat and poultry, pending petitions concerning FSIS adulteration policy, FSIS Listeria Monocytogenes pilot project, animal welfare issues, warning labels, the IARC monograph and its impact, in-store menu labeling and other relevant USDA initiatives and priorities. The session will help attendees understand the impacts of the various regulations, and what to be prepared for in the coming year.

*Mark Dopp, Senior Vice President, Regulatory and Scientific Affairs/  
General Counsel, North American Meat Institute*

*Hilary Thesmar, Chief Food & Product Safety Officer and Vice President,  
Food Safety Programs, Food Marketing Institute*

#### **Follow the Money: How and Why Consumption is Shifting Across Channels**

How and where consumers spend their money is changing dramatically. Retail is no longer competing simply with food service - there's competition from new and emerging channels, and the lines between them are blurring - McDonalds now delivers! Not only are the lines blurring, but the offerings on their menu continue to evolve to meet consumer demands for higher quality food. In this presentation, Nielsen and Datassential will explore how and why consumption is shifting across channels. We'll take a deep dive into consumer attitudes and behaviors around meal kits, E-commerce, home delivery, menu trends, and more! We will explore what is winning in those channels and the strategies meat can use to compete in this crowded market.

*Laurie Rains, Group Vice President, Retail Commercial Strategy, Nielsen  
Kelley Bailie Fechner, Director, Customer Solutions, Datassential*

### **The Farmer's Perspective and Industry Transparency (Pork)**

The story of meat production begins on the farm, with the people that grow and care for the animals that eventually end up as product in retail stores. In this session, attendees will have the opportunity to hear first-hand from a pig farmer - streaming live from their farm - about their daily work, including the decision-making that affects the quality, safety and price of retail meat products. Take advantage of this opportunity to learn about pork production from a virtual farm tour, and to ask questions about the issues farmers deal with each day.

**Moderator:** Sara Crawford, Assistant Vice President, Social Responsibility, National Pork Board

**Speakers:** Brad Greenway, Greenway Pork, 2016 America's Pig Farmer of the Year

Leon Sheets, Sheets Farms, 2017 America's Pig Farmer of the Year

3:30 pm – 3:45 pm

Break

*Sponsored by:*



3:45 pm – 4:45 pm

### **General Session: Maintaining Relevancy: Retail Trends Impacting Today's World and Beyond**

When looking at food retail across the country, there are clear indicators that the industry is changing at an accelerated pace. We'll take a look at the macro trends impacting the industry and the market as a whole, from the growth of e-commerce, the impact of elevated fast-casual, to interesting new formats. This presentation will cover a wide range of innovative concepts, from grocerants to standalone restaurants to meal kit companies and everything in between, showcasing best practice examples in the U.S. and around the world. A special focus will be placed on looking at how innovation is impacting the meat department.

*Neil Stern, Senior Partner, McMillanDoolittle LLP*

*Sponsored by:*



4:45 pm – 6:45 pm

### **Welcome Reception**

*Sponsored by:*



## **Monday, February 26**

7:00 am – 6:00 pm      **Registration**

7:00 am – 8:00 am      **Breakfast**

**Women in the Meat Industry Breakfast** *(by invitation only)*

8:00 am – 9:45 am

### **General Session: Market Outlook for Meat and Poultry**

The economic impact of changing meat, poultry, and livestock supply and demand conditions provide challenges for producers and retailers alike. This session will take an in-depth look at the beef, pork, and poultry markets and explore how factors including weather, animal health, and changing export markets continue to impact domestic availability and prices. Understanding changes in consumer spending and worldwide economic trends, combined with the knowledge of what to expect in livestock markets, will help you prepare for the coming years.

*Paul Aho, Economist and Consultant, Poultry Perspective*

*Randy Blach, CEO, Cattlefax*

*Steve Meyer, Economist, Kerns & Associates*

9:45 am – 10:15 am

Break

*Sponsored by:*



10:15 am – 11:00 am

### **Concurrent Workshops (3)**

#### **Market Outlook: Extended Q&A**

This session will provide extended time in a smaller group setting for questions and discussion with the Market Outlook speakers Paul Aho, Randy Blach, and Steve Meyer. Attendees will have the opportunity to further learn from their expertise on market conditions for beef, pork, and poultry.

*Paul Aho, Randy Blach, and Steve Meyer*

#### **Meal Kits: Retail Responds**

“What should we do about meal kits?” It’s the question on every retailer’s mind as the competitive pressure of both online and off-the-shelf kits continues to grow. Meeting your consumer’s needs in the meal solutions space and executing at retail is not a one-size-fits-all proposition. In this session, you’ll gain insight into the mind of the meal kit consumer, how they shop, and what drives their purchases. We’ll explore four common retail solutions in the space, and provide thought starters on what to consider while planning a meal kit program that works for both your category and your customer.

*Jill Tomeny, Senior Manager, Fresh Category Solutions, Daymon*

### **Connecting with Consumers Digitally through Beef Farmers & Ranchers**

Today's consumers have a passion for all things digital and have many questions about how their food is grown and raised. Through extensive market research, the beef community has developed tools and resources that bring the beef story to consumers in an engaging and impactful way. Learn how these insights can be applied in your organization and how the iconic Beef. It's What's for Dinner brand is being re-introduced to a new generation. This session will provide inspiration and ideas for how to tell the story of meat production in a unique and powerful way, provide examples of how to build and infuse digital content that appeals to today's consumers, and deliver a better understanding of the information consumers are seeking about meat products.

*Alisa Harrison, Senior Vice President, Global Marketing and Research,  
National Cattlemen's Beef Association*

*Kevin Kester, Cow/Calf Producer and President, National Cattlemen's  
Beef Association*

*Sponsored by:*



Funded by Beef Farmers and Ranchers

11:00 am – 11:15 am Break

*Sponsored by:*



11:15 am – 11:30 am **A Clear Look at Transparency**

The most recent edition of FMI's U.S. Grocery Shopper Trends takes a sharp look at consumer expectations regarding transparency; clarifying what data customers find helpful and how they assign responsibility between retailer and producer for providing product information. Together, we will take a look at what the research means for retailer to consumer and supplier to retailer conversations in the meat category, an area of deep consumer scrutiny and interest.

*David Fikes, Vice President, Communications and Consumer/Community Affairs,  
Food Marketing Institute*

- 11:30 am – 12:30 pm **General Session: Politics and Policy – Meaty Matters!**  
Food and agriculture are certain to be front and center of the 2018 political debate, with key issues including the farm bill, NAFTA, welfare reform, and infrastructure, to name a few. Join us as a panel of top Washington agriculture/food policy and political strategists outline the issues, the players, and the best path forward in 2018.  
**Moderator:** *Jennifer Hatcher, Chief Public Policy Officer & Senior Vice President, Government Relations, Food Marketing Institute*  
**Panelists:** *Michael Torrey, Principal, Michael Torrey Associates, LLC*  
*Scott Shearer, Principal, Bockorny Group*
- 12:30 pm – 5:00 pm **Exhibit Hall Open**  
*(Includes Lunch and Reception on Exhibit Floor)*  
See, smell and taste a variety of new products offered by dozens of suppliers.

## **Tuesday, February 27**

- 7:00 am – 10:00 am **Registration**
- 7:00 am – 8:00 am **Breakfast**
- 8:00 am – 9:00 am **General Session: Understanding and Managing a Multigenerational Workforce**  
For the first time in history, four distinct generations – Matures, Boomers, Xers and Millennials – are employed side by side in the workplace. With differing values and seemingly incompatible views on leadership, these generations have stirred up unprecedented conflict in the business world. Today's Generation X managers stand between the massive Boomer population and the even larger Millennial population. The Gen X manager's workplace preferences are to provide distance, space, and plenty of leash for employees to do their work without their interference, but this thinking is backfiring. In this engaging presentation, you will learn what the NextGen workforce wants from their Gen X leaders, how their Boomer bosses define team success, and how Gen X managers, with a simple change in behavior, can develop an extremely loyal and high-performing workforce.  
*Cam Marston, President, Generational Insights*
- 9:00 am – 9:15 am **Break**  
*Sponsored by:*



9:15 am – 10:00 am

### **Concurrent Workshops (3)**

#### **Recruiting and Retaining a New Generation of Employees**

The food industry is hard work, and recruiting people to become a part of the industry can be a challenge. Retaining them once they've experienced the work environment is a challenge, too. But quality employees are your organization's most valuable resource, so how do you find the best candidates, and how can you keep the ones you have? This workshop will discuss tools you can utilize that have been discovered and refined by other industries, and how to customize them for your workplace for use with your NextGen workforce.

*Cam Marston, President, Generational Insights*

#### **Understanding Emerging Trends, Ingredients and Nutrients in Processed Meats to Tell Your Best Brand Story**

*Sponsored by Yerecic Label*

Today's consumers are looking for more detailed information about the food products they purchase than ever before. As consumers are faced with more varied options in the processed meats category, it has become even more important for brands to differentiate themselves with the deep level of product information consumers seek. The challenge for brands is to understand how to tell their best ingredient story in a way that will resonate with consumers. In this session, attendees will take a deep dive into trending ingredients like the superfood kale, examine the prevalence of marketing claims such as "high protein" and "lean", and explore the benefits of utilizing certifications such as organic and non-GMO. They will walk away with an understanding of the way these attributes impact sales and growth in the overall meat market and specialty categories, and leave with an understanding of how to elevate their products in the industry by gaining insight into current and emerging 360° product trends.

*Brooke Bright, Senior Data Strategy Manager, Label Insight*

*Sponsored by:*



#### **Harnessing the Power of Social Media**

The arrival of Social Media as a marketing channel has been the target of an incredible amount of hype as the way to market our products to customers. As part of an overall digital marketing strategy, Social plays a vital role in reaching customers with personalized and relevant content. This session is designed to help attendees understand exactly what Social Media is today, what it is not, and the challenges in using it effectively to drive customers to your products.

*Karl Meinhardt, Vice President, Media & Digital Marketing,*

*Albertsons Companies*

10:00 am – 10:15 am Break

*Sponsored by:*



10:15 am – 11:30 am **Closing General Session: The Power of Meat:**

**An In-depth Look at Meat through the Shopper's Eyes**

In today's market, the meat industry has to cater to five distinctly different generations. Increasingly, one size fits no one. Shoppers' meat buying decisions are influenced by larger shopping trends, such as health & wellness, convenience and transparency. Several of these mega trends have driven significant sales gains for the meat department, and are influencing what and how much people buy and what channels they visit. Join us for our number one-rated session for ten years running to see how buying patterns, consumer interest and trends are shifting. The Power of Meat is the peer-recommended update on our category's path to purchase to learn how to target each unique audience with the right product and message.

- Competitive landscape — Where is the consumer buying meat, and how can you differentiate?
- Convenience — How do time-saving solutions in planning, shopping and preparation affect meat?
- Technology — How does technology influence shoppers' meat purchases pre-, during and post-trip?
- Health and wellness — How is the nation's focus on nutrition, balance and health changing meat choices?
- Transparency — Do shoppers still want to know about the product and production process, and how is it affecting sales?
- Sustainability/welfare — How does the growing focus on the planet and animal influence meat choices?

Join us for the can't-miss state of the industry review to see our world through the eyes of the shopper.

*Anne-Marie Roerink, Principal, 210 Analytics LLC*

*Sponsored by:*



12:00 pm – 1:30 pm **AMC Planning Committee Debrief Meeting**