



FOR IMMEDIATE RELEASE

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**NDB, NMPF, UDIA Joint Annual Meeting to be Held Oct. 26-28 in Reno
*Producer Co-op, Promotion Leaders Meet to Set the Course for the Future***

ARLINGTON, VA – Milk producers and dairy industry organizations from around the country will meet to "Create a Path to Prosperity" at the Grand Sierra Resort and Casino in Reno, Nev., on Oct. 26-28, 2010, at the joint annual meeting of the National Milk Producers Federation (NMPF), the National Dairy Promotion and Research Board (NDB), and the United Dairy Industry Association (UDIA).

Participants are encouraged to register for the meeting now at www.dairyevents.com. Participants must register and make their hotel reservations before Thursday, Oct. 7, to receive the preferred discount rates.

Prior to the opening General Session, NMPF will hold the first part of its Town Hall meeting, which will focus on the "Foundation for the Future" that NMPF has been working on for more than a year.

The opening luncheon will feature television football analyst and former Oakland Raiders defensive lineman, Howie Long. Mike Adams from *Agri-Talk Radio* will once again serve as Master of Ceremonies for the general sessions. The general session includes keynote speaker Jason Jennings, a researcher and author who will share information about "Stewardship, instead of leadership," followed by a panel discussion moderated by DairyLea CEO Greg Wickham, with panelists Bill Siebenborn, Missouri dairy producer and UDIA Chair; Paula Meabon, Pennsylvania dairy producer and NDB Chair; and Jay Bryant, CEO of Maryland & Virginia Milk Producers Cooperative Association.

In addition, NMPF Chairman Randy Mooney and President and CEO Jerry Kozak will report 2010 NMPF activities and accomplishments. The day will conclude with a "Welcome to Nevada Reception" featuring cheeses produced by NMPF member cooperatives.

On Thursday, participants will hear from Jim Wiesemeyer, Senior Vice President of Policy and Trade Issues at Informa Economics Inc., as he speaks about "Washington politics and farm policy: The outlook for the 2012 Farm Bill." The morning will also include a dairy industry panel

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that is moderated by Arizona dairy producer and DMI Chair Paul Rovey, with panelists Larry Jensen, Leprino Foods CEO and Chair of the Innovation Center for U.S. Dairy; Steve McCormick, LALA USA CEO; and Alex Conti, McDonald's Corporation Senior Director of Menu Management. The annual meeting general session will conclude with a report by DMI CEO Tom Gallagher, who will share results and highlights of the dairy producer checkoff program.

The awards luncheon will take place at noon on Thursday, and that afternoon will conclude with the second part of NMPF's Town Hall Meeting. Thursday evening's banquet will feature a performance by Gloriana, a country music group that includes Tom Gossin, Mike Gossin, Rachel Reinert, and Cheyene Kimball.

Sponsorship opportunities are still available for interested organizations. For more information, or for general meeting information, fees and registration, and the full meeting notice, visit www.nmpf.org/nmpf-joint-annual-meeting.

The National Milk Producers Federation, based in Arlington, VA, develops and carries out policies that advance the well being of dairy producers and the cooperatives they own. The members of NMPF's 31 cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of more than 40,000 dairy producers on Capitol Hill and with government agencies. Visit www.nmpf.org for more information.

Dairy Management Inc.™ (DMI) is the nonprofit domestic and international planning and management organization responsible for increasing sales of and demand for U.S.-produced dairy products and ingredients on behalf of America's dairy producers. DMI manages the American Dairy Association®, National Dairy Council®, U.S. Dairy Export Council®, and Innovation Center for U.S. Dairy™. Visit www.dairycheckoff.com for more information.