Wednesday

12: 30 p.m.  Introductions & Opening Remarks

1:00 p.m.  Learning How to Hug your Haters
Jay Baer— Hug Your Haters is based on an extensive, proprietary study into the Science of Complaint: how, where, and why we complain, plus case studies from businesses of all types and sizes from around the world

2:00 p.m.  Tail Docking Transition Panel
Brandon Treichler*, DVM
Tim Raasch*, Land O'Lakes
Fabian Bernal*, DFA

2:45 p.m.  Break

3:00 p.m.  Working with the Veterinary Community
Gatz Riddell*, DVM American Association of Bovine Practitioners (AABP)
Richard Doak, DVM FARM Technical Writing Group
Karen Jordan, DVM NMPF Animal Health & Wellbeing Committee Chair

3:45 p.m.  Social Media Training
Maddy Berner, NMPF
Chris Galen, NMPF

4:15 p.m.  Crisis Management Training
David Pelzer, DMI

5:00 p.m.  Day 1 Recap

5:30 p.m.—6:30 p.m.  Reception

*Invited
Thursday

7:00 a.m.  Breakfast

7:30 a.m.  Welcome Back & Recap Day 1

7:45 a.m.  Latest Research Discussion
            Dr. Nigel Cook*, University of Wisconsin—Madison School of Veterinary Medicine
            Cassandra Tucker*, Ph.D UC Davis
            Dr. Marcia Endres*, DVM, Ph.D The University of British Columbia

8:30 a.m.  Biosecurity Review
            Rick Jackson*, Merck

9:00 a.m.  Facilitated Discussion
            How do we bring credibility to the FARM Program?
            How do we communicate internally about FARM?
            How do we communicate externally about FARM?

10:30 a.m. Break

10:45 a.m. Emerging Issues Overview
            Dr. Jamie Jonker, NMPF

11:15 a.m. Consumer Insights
            Nina Von Keyserlingk*, Ph.D The University of British Columbia
            Charlie Arnot, Center for Food Integrity*

12:00 p.m. Working Lunch: Asking Better Questions: FARM Program Evaluations
            Keri Retallik*, Praedium
            Matt Jones*, Validus

12:45 p.m. Closing Comments

1:00 p.m.  Adjourn

1:30 p.m.  OPTIONAL ACTIVITY: Stockmanship Training with Beef Quality Assurance (BQA)
            This session teaches handling methods that improve gathering, sorting, chute work, parlor movement, and transportation. Emphasis is placed on ways to reduce handling stress, and interactive discussions to show how producers can actually shape consumer’s perception. Other topics include how the principles presented actually have a significant economic — as well as quality of life — benefit when applied on farm.*

*Invited