

CONFERENCE | Objectives

- Learn how to be mindful about capturing the key learnings through the day.
- Examine food truths and learn how to identify misinformation.
- Learn what currently motivates consumers on beverage choices, and how you can use that information to better relate to your patients, clients and students.
- Identify the incidence of T2D diabetes and the role of dairy foods in both prevention and management.
- Learn how to build your knowledge of agriculture with facts about the people & practices behind our food supply.
- Review recent research around saturated fat and how it may fit into a healthy diet.
- Compare data around food secure and insecure households and how that is impacting children's ability to learn.

CONFERENCE | Faculty

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The Guilt-Free RD®
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Former Deputy Undersecretary,
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CPEs: This conference provides 7 continuing professional education units.

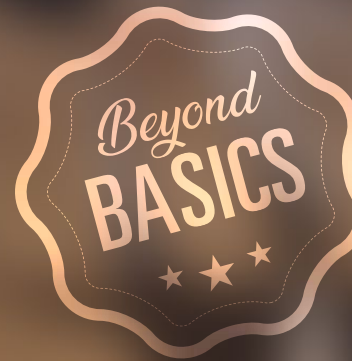


PO Box 26877
Tempe, AZ 85285

DAIRY COUNCIL OF ARIZONA'S

27TH ANNUAL
TARGETING TRENDS

Beyond Basics



OCTOBER 11, 2018

THE BUTTES RESORT
2000 WESTCOURT WAY | TEMPE, ARIZONA 85282

DAIRY COUNCIL OF ARIZONA'S 27TH ANNUAL TARGETING TRENDS

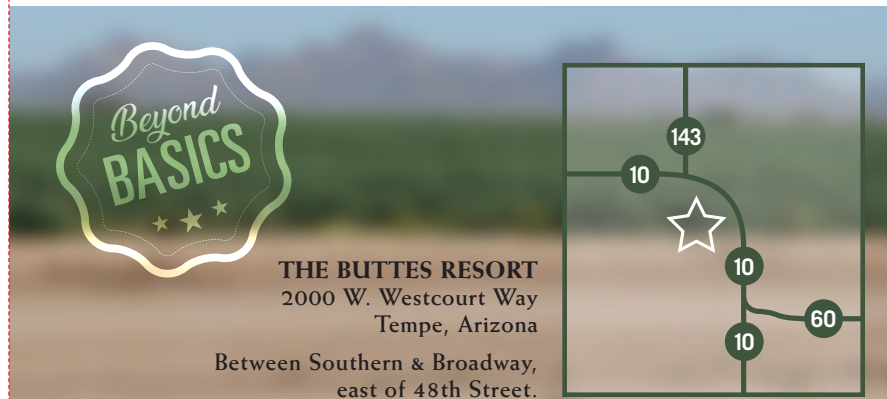
Beyond Basics

CONFERENCE

Agenda

- 7:00 am **Registration and Continental Breakfast**
- 8:00 **OPENING REMARKS**
- 8:15 **MAKING THE CONNECTION: PUTTING TODAY'S LEARNINGS INTO PERSPECTIVE & PRACTICE**
Be prepared to take note of your key learnings throughout the day. This will tie into the closing session where you will use them to create an individualized action plan.
*Melissa Joy Dobbins MS, RDN, CDE
SoundBites® Inc.*
- 8:30 **CONSUMER BEVERAGE TRENDS**
Beverages account for a significant portion of total calorie intake and consumer trends are always changing. Learn how children, families and other groups incorporate beverages into their daily lives.
*Deirdre Roache,
KANTAR Group*
- 9:30 **KNOWING THE SOURCE: FROM GATE TO PLATE**
Feel like people don't understand where their food comes from? Concerned that your clients are confused by the junk science behind food studies? Perplexed about how food is grown? You're not alone; professionals across the food system are faced with increasing questions about our food supply.
Michele Payn, Cause Matters, LLC
- 10:30 **Break**
- 10:45 **FOOD TRUTHS FROM FARM TO TABLE**
Do your clients dread going to the grocery store or feel guilty if they eat a food that's not the "right" choice? Does all the information and emotion around nutrition make you want to throw your hands in the air? It's time to celebrate food and the truth in food!
Michele Payn

- 11:45 **Lunch (provided)**
- 1:00 pm **DIABETES AND DAIRY: RESEARCH, RECOMMENDATIONS AND REAL WORLD**
Type 2 Diabetes is a major public health concern. More than one in three people have pre-diabetes and most don't know they have it. Research shows there's hope, but they can stop the progression, and dairy foods can help.
*Cara Schragger, MPH, RD, CDE
Joslin Diabetes Center*
- 2:00 **Break**
- 2:15 **RESEARCH UPDATE**
Is butter really back? You've heard the news reports stating that saturated fat may not be as bad as initially thought. Maybe all saturated fat is not the same and may function differently.
*Moises Torres-Gonzales, PhD
National Dairy Council Research Team*
- 3:15 **FOOD SECURITY AND SCHOOL MEALS**
We all know children who may not eat if they didn't eat at school. Find out just how much of a difference school meals and summer feeding programs make.
*Katie Wilson, PhD
Kt Consulting*
- 4:15 **MAKING THE CONNECTION: WRAP-UP**
Create your own individualized action plan so you can apply this knowledge and put it into practice immediately.
*Melissa Joy Dobbins MS, RDN, CDE
SoundBites® Inc.*
- 4:45 **Closing remarks**



Registration Form

Register online at www.arizonamilk.org or fill out this form and mail it to us.

Name (For name tag) _____ Daytime Ph# _____

Place of Employment (For name tag) _____

Email _____

Address _____ City _____

State _____ ZIP _____

Advanced Registration (Postmarked by October 1, 2018)	\$75	Mail registration form and payment to: Dairy Council of Arizona PO Box 26877 Tempe, AZ 85285-6877
Late Registration (After October 1, 2018)	\$95	
Full-time College Students	\$30	If paying by check or PO: Check/PO # _____ Amount _____