National Chicken Council

Marketing Seminar

Omni Amelia Island Plantation Resort

Amelia Island, Florida

July 12-14, 2015

**Preliminary Seminar Agenda**

**Sunday, July 12**

2:30-6:00 p.m. Seminar Registration

3:00-4:30 p.m. National Chicken Council Marketing Committee Meeting

(*open to committee members only*)

4:30 to 6:00 p.m. Welcoming Reception

**Sponsored by DuPont Nutrition & Health**

6:00 p.m. Dinner on Your Own

**Monday, July 13**

7:30 a.m.-3:15 p.m. Seminar Registration

7:30 a.m. Continental Breakfast

**Sponsored by Packaging Specialties-Pacmac**

8:30 a.m **“Welcome to Chicken Marketing Seminar 2015”**

* Jerry Lane, President, Claxton Poultry Farms and NCC Chairman of the Board
* Lee Wilson, President, Pilgrim’s and President of the National Poultry & Food Distributors Association
* Gail McWilliam, Vice President Retail & Marketing, Perdue Brands and Chair of the National Chicken Council’s Marketing Committee, Presiding

9:00 a.m. “**How Millennials are Changing the Meat Case: What to Expect as Millennials Mature”**

John Crawford, Client Insights Principal, Protein and Chris DuBois, Principal, IRi Worldwide

10:00 a.m. **“Cracking the Code on Food Issues:**

**Insights from Moms, Millennials and Foodies --**

**When Science & Consumers Collide”**

Charlie Arnot, Chief Executive Officer

Center for Food Integrity

10:30 a.m. Refreshment Break

**Sponsored by Pactiv Corporation**

**“Eat Chicken 2015 Promotion”**

Brett DiNaples, Account Manager, Yerecic Label

11:00 a.m. **“Which Will Come First: 100 Pounds of Chicken**

**Consumption or Pigs Fly”**

William P. Roenigk, Consultant and Former National Chicken Council Senior Vice President and Chief Economist

11:30 a.m. **“Survey Results:** **Chicken Consumption -- Trends &**

**Perceptions among US Consumers”**

**(*Survey Commissioned by NCC and underwritten by Elanco Animal Health and WATT PoultryUSA*)**

* Joyce Neth, Vice President, Director of Audience Development & Research, WATT Global Media
* Matthew Perkins, Senior Advisor, Elanco Animal Health

Noon Group Buffet Lunch

**Co-Sponsored by Cryovac-Sealed Air and International Paper**

1:30 p.m. **“Opportunities and Challenges for Chicken”**

Moderated by John Bartelme, Bartelme Associates and former Chief Marketing Officer, Perdue Farms

* Bill Bush, Senior Director of Sourcing and Supply Innovation, Wendy’s Quality Supply Chain Co-op
* Brian Diffenderfer, Director of Meat & Seafood, Daymon Worldwide

2:30 p.m. **“Beliefs, Brands & Beef**

**Watch Out Chicken Industry if the Beef Big Boys**

**Ever Figure Out All Three at the Same Time”**

M**ack Graves,** Author of “Meat Your Market” Blog for Meatingplace and Founder, Latigo Management & Marketing Consultants

3:00 p.m. **“Situation & Outlook for Chicken, Beef, and Pork”**

* Eric Scholer, Vice President, Express Markets Analytics
* Dr. Glynn Tonsor, Assistant Professor, Kansas State University, Agricultural Economics

3:45 p.m. Seminar Session Adjourns

4:30 to 6:00 p.m. Cocktail Reception

**Co-Sponsored by Express Markets and Yerecic Label**

6:30 p.m. Dinner on Your Own

**Tuesday, July 14**

7:30 a.m. Continental Breakfast

**Sponsored by Packaging Specialties-Pacmac**

8:30 a.m. **“Ten Tenets for Modern Marketers”**

David Burfeind

Chief Knowledge Officer

The Via Agency

9:15 a.m. General Session Adjourns

10:00 a.m. Poultry Power Golf Tournament

Ocean Links

Don Ellen, Sanderson Farms, Golf Tournament Chairman

* **Beverage Cart Sponsored by JBT FoodTech**
* **Box Lunches Sponsored by Volk Enterprises**
* **Tournament Prizes Sponsored by Volk Enterprises**

4:30 p.m. Reception

Golf Tournament Awards

**Co-Sponsored by Interstate Container**

5:30 p.m. Golf Tournament Awards

**Al Schwartz Memorial Golf Tournament Trophy and**

**First Place Plaques Sponsored by *Poultry Times***