PACIFIC COAST COALITION

Dairy Products Innovation

CONFERENCE

at FRESNO STATE

SEPTEMBER 7, 2023

Venue: **Resnick Student Union**
Fresno State

Program organized by the California Dairy Innovation Center, CMAB and the Pacific Coast Coalition at Fresno State University.

Program

8:30	**Registration and coffee**
9:00	**Opening** *Dr. R. St. Hilaire, Dean, Jordan College of Agricultural Science and Technology, Fresno State, and Dr. S. Pheasant, Director, Institute of Food and Agriculture, Fresno State*
9:15	**What consumers want – 2023 health and wellness landscape study** *M. Buerk, Executive Vice President, Global Innovation and Insights, Dairy Management Inc.*
9:45	**Why Innovation? Market opportunities for the California dairy sector, capacity gaps** *B. Carroll, VP Business Development, and B. Yee, Director, Processors Partnerships, California Milk Advisory Board*
10:30	Break and poster session
11:00	**The role of sensory sciences in driving innovation** *Dr. M. Drake, Director, Southeast Dairy Foods Research Center*
Noon	Lunch and poster session
1:00	**Integrating sustainability, nutrition and innovation** *D. Mullinax, Executive Director, California Dairy Research Foundation* **Omega 3 milk, cream and butter** – research and case study *Dr. C. Licon, DPTC Director, CalPoly San Luis Obispo*
1:30	**Investigating the drivers and factors that affect consumer's choice of milk in coffee at coffeeshops** *L. Hoang/ Dr. A. Prakash, Food Science Program, Chapman University*
1:50	**Product innovation showcase & student competitions** *hosted by J. Margolis, CMAB, Bill Graves and Rohit Kapoor, Dairy Management Inc.* ▪ Presentations by student teams from Fresno State, CalPoly, San Luis Obispo and Oregon State
3:15	Break and products tasting.
3:30	**Process Innovation Spotlight – High Pressure Technology** *L. Petersen, General Manager, Youngstown - Reedley*
3:50	**Workforce Development and Training/Internships Opportunities** *Panel chaired by Dr. Phil Tong, CalPoly Professor Emeritus* ▪ *Industry Representatives: Gary Germaine, Leprino Foods Company; Ty Hobard, Hilmar Cheese Company; Krista Gartelos, Dairy Farmers of America; Nancy Hyde, California Dairies Inc., Chris Hernandez and Joey Freitas, Lactalis USA.* ▪ *Academia: Katy Pankey, CalPoly, Dr. A Prakash, Chapman University.*
5:00	**Networking reception at Fresno State Winery**
7:00	Adjourn

Who should attend? Professionals in the dairy products processing sector, entrepreneurs, product development and operations personnel, suppliers to the industry, community college and university students in food science, nutrition, biological sciences, engineering. No prerequisites.
Cost: Industry $190, Academia $125, Students $80.
Register here https://www.dairypcc.net/event/dairy-products-innovation-conference/

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