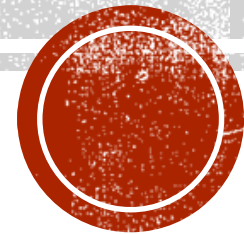


ODI NAME CHANGE

4/9/2018

Greg Younger
&
Lisbeth Goddik



PREVIOUS NAMES

- 1910 Oregon Butter and Ice Cream Makers Association
- 1910 Oregon Butter Makers Association
- 1929 Oregon Butter and Cheesemakers Association
- 1939 Oregon Dairy Manufacturers Association
- 1953 Oregon Dairy Industries



WHY CHANGE THE NAME?

- Many current members of our organization are already from outside of Oregon
- Much of the growth in the dairy industry happens outside of OR
- Potential attendees from other states are not able to get permission to attend ODI since the name itself suggests a small internal state event.
- Due to specificity of the regional name, people are not interested in attending.
- Many Oregon processors have closed down as the industry sector moves towards fewer and larger facilities. ODI is not sustainable as an association if inwardly focused on Oregon.



CLOSED DAIRIES

- **Sunshine Dairy Foods**
- **Raven Creamery,**
- **Curly's Dairy,**
- **Bandon Cheese,**
- **Valley of the Rogue Dairy,**
- **Echo Spring Dairy**
- **Mallory's Dairy**
- **Deluxe Ice Cream**
- **Darigold (Medford),**
- **FCC**



NEXT STEPS

- Member input & feedback
 - Please fill out the form that was given to you at the beginning of this session as all feedback is much appreciated
- Further discussion by the board...

ODI Name Change

Please vote for the name you feel best represents ODI as we move forward in a more regional and inclusive format. Return the ballot to Reitha by this afternoon and we'll report the result at tomorrow's business meeting. Note that this is not a binding vote but rather serves as a guide for the ODI Board.

- _____ Western Dairy Industries
- _____ Western Dairy Processors Alliance
- _____ Pacific Dairy Alliance
- _____ Pacific Dairy Industries
- _____ Others. Please suggest: _____
- _____ No change



Q & A...

