

# Phil Plourd

NATIONALLY RECOGNIZED DAIRY ECONOMIST, FEATURED SPEAKER



Phil Plourd is President of Blimling and Associates, Inc. and President of the services division of Dairy.com. He has been involved in dairy market analysis, research, forecasting and risk management activities for 20 years. Phil draws on that experience to lead an expert team of 16 who are committed to helping clients find better ways to do business. He is a popular speaker who engages audiences on a variety of topics.

Phil resides near Madison, Wisconsin with wife Rhonda and daughters Rebecca and Leah. He is currently President of the Board of Directors of Big Brothers Big Sisters of Dane County and his family is involved with Madison Library Foundation.

PHIL HAS SPOKEN AT A VARIETY OF VENUES, RANGING FROM FOOD INDUSTRY EVENTS AND DAIRY COOPERATIVE BOARD MEETINGS TO WALL STREET AND THE US CONGRESS.



## SPEAKING TOPICS

Phil covers a variety of topics, including food industry economics and “all things dairy.” Below you’ll find some of his most requested presentations:

### The State of the American Consumer

Understanding consumer trends and potential is critical to solving the demand puzzle. With that in mind, we take audiences through the macroeconomic data, public surveys and anecdotal reports that tell us where consumers are at and, critically, where they appear to be going in the months ahead.

### Feeding the World

Why is American agriculture uniquely situated to meet increased demand for food around the globe? What are the economic opportunities and risks? How do evolving US food culture and food politics fit into the picture? An optimistic – but eminently realistic – assessment.

### The Supply-Side Quest

More people globally with more money means more demand for dairy products. Where will the milk come from? Is the US well positioned to play a large role? What about post-quota Europe? Is New Zealand growth sustainable? This presentation looks at supply-side dynamics in a global context.

**Other popular topics include:** Dairy Market Situation and Outlook, Dairy Policy: Problems and Prescriptions, and Global Dairy Market Convergence

## RAVE REVIEWS

*Phil's presentations are always informative, insightful and engaging. He has become a regular feature at our annual meeting, and our attendees always look forward to hearing from him. His material is always fresh, current and relevant to his audience. It's presented in a way (with a little humor) that people like to listen to. That's the reason we keep inviting him back!*

**David L. Thomas, CEO**

**American Dairy Products Institute**

*We've had Phil Plourd speak about the dairy industry at several CoBank events. He's a terrific speaker. He's knowledgeable, engaging and articulate. Moreover, the Q&A sessions at the end of his presentations are as good as or even better than the presentations, and that's saying a lot.*

**Leonard Sahling, Division Manager**

**CoBank**

## Booking Information

For detailed information on Phil's speaking topics or to book him for your next event: 214.360.0061 ext. 238 or visit <http://www.dairy.com/speaking>

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and **ASSOCIATES**