



Idaho Milk Processors Annual Conference  
August 12 - 13, 2021  
Sun Valley, Idaho

**IDAHO MILK PROCESSORS ASSOCIATION**

**TO:** Members and Friends of the Association  
**FROM:** Daragh Maccabee – IMPA President  
**DATE:** April 20, 2020

The Board of Directors of the Idaho Milk Processors Association have been planning and looking forward to what would have been our 94<sup>th</sup> Annual Meeting and Conference in Sun Valley, Idaho in August 2020. At the same time, we have been closely monitoring the Covid-19 situation and carefully assessing the viability of the event under the current circumstances in Idaho and beyond. It is with the utmost regret that we have taken the very difficult decision to cancel the event for this year.

The decision not to proceed with the conference this year was taken after consideration of multiple factors, including:

1. Due to the impact of the COVID-19 situation, the lack of on campus activity has restricted the ability of students and their advisors to engage sufficiently in the practical work of New Product Development (NPD) projects. We therefore had already been forced to postpone the NPD competition for 2020. The NPD competition and the presence in Sun Valley of students and faculty is just one of the examples of the rich activity and personal interaction that takes place each year but also represents the very type of activity that is especially problematic at the current time.
2. Similarly, our cheese contest requires the use of member facilities and in person engagement in advance of the conference, the viability of which would be in doubt this year.
3. We have worked closely with our partners at the Sun Valley Resort who have been nothing but collaborative with us in arriving at this decision. We are an Association with limited financial resources and the reality is that the commitment to a conference comes with onerous financial commitments that are not feasible for us to take on.
4. The region in the vicinity of Sun Valley (Blaine County) has been one of Idaho's "hot spots" for the Coronavirus and Covid-19 cases. We felt that there would be at least some risk of a significant reduction in attendance at the conference and that assumes that Blaine County would already have relaxed current restrictions that would prevent the holding of an event such as ours.
5. We believe that one of the reasons our conference is so successful and why we all look forward so much to Sun Valley in August each year is the many great opportunities we have to meet, talk, socialize, to do business and to have fun together, all in a beautiful environment. While we look forward to many more special August events in the years to come, it is reasonable to assume that we simply could not hope to have anything close to a normal event this year.

We are very pleased to be in a position to continue with our Scholarship Program for the 2020-21 academic year. It is important that we continue to build and support the future generations of industry experts and leaders. We will also continue all our other work supporting the advancement of the dairy industry in Idaho and Utah.

We have great conference partners in both Sun Valley and TMN Events, together we are motivated at the prospect of our biggest and best event ever in August 2021. In the meantime, to our members, we applaud you and wish you well in your "Essential" work, in persevering and supporting our industry through the challenges of Covid-19 and in continuing to fulfill our collective obligation of feeding and nourishing a nation and the world.

**Lodging:** If you have already reserved rooms for August 2020, Sun Valley will be reaching out to you to discuss your options. You can also call Sun Valley at 1-800-786-8259. Mark the dates for the 2021 conference in your calendars now – August 12<sup>th</sup> and 13<sup>th</sup>.

It will be with greater enthusiasm than ever that we look forward to welcoming you back to Sun Valley in August 2021.

Take care.