Nutrition Services

DIRECT DIVERSION CONFERENCE

2026

WEDNESDAY NOV 18

8AM- 3PM

THE LISMORE

333 GIBSON ST

EAU CLAIRE, WI

RSVP AT www.callifd.com/direct-diversion

REGISTRATION & BREAKFAST: 7:30 TO 8:00 AM

WELCOME: 8:00 AM

DIRECT DIVERSION 101: 8:10 TO 10:10 AM

For those considering participating in Direct Diversion or looking for clarity and networking opportunities

A) How it Works, B) NOI vs FFS, C) Partnering with IFD, D) SEPDS & Calculators

*New networking sessions included

PRODUCTS ON BOARD: 10:15 TO 11:15 AM

A food show voyage for some Direct Diversion lines

PANEL DISCUSSION: 11:20 AM TO 12:20 PM

Discussion and Q&A with brokers, DPI & MDE, distributor, and SFA.

OUR VOYAGE INTO DIRECT DIVERSION AND HOW WE SET SAIL: 12:25 TO 1:00 PM

Bobbie Guyette, MPH, RD, CD, Supervisor of School Nutrition | New Richmond

ROUND TABLE MENU CONCEPTS/NEW ITEMS: 1:00 TO 3:00 PM

Manufacturers will present unique menu concepts utilizing Direct Diversion products that follow National School Breakfast and National School Lunch guidelines. Manufacturers will also show “new to the market” products that qualify for Direct Diversion 2026-2027.

*IFD Sales and Purchasing will be available throughout the event to answer questions

Added Bonus—Professional Standards Free CEU’s