



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Bradley M. Pfaff, Secretary

DATE: March 28, 2019
TO: Board of Agriculture, Trade and Consumer Protection
FROM: Bradley M. Pfaff, Secretary *Bradley M. Pfaff*
SUBJECT: Dairy Task Force 2.0 Report

PRESENTED BY: Dr. Mark Stephenson, Director of Dairy Policy Analysis, University of Wisconsin-Madison

RECOMMENDATION: This is for informational purposes only. No Board action is required.

SUMMARY / BACKGROUND:

The Department of Agriculture, Trade and Consumer Protection (DATCP) and UW System established the Dairy Task Force 2.0 in June 2018 to enable stakeholders to come together to make recommendations on actions needed to maintain a viable and profitable dairy industry in our state. The 31 members of the Dairy Task Force 2.0 include farmers, processors, and representatives of allied organizations. The Dairy Task Force 2.0 is chaired by Dr. Mark Stephenson, Director of Dairy Policy Analysis at the University of Wisconsin-Madison.

In the Dairy Task Force 2.0's first meeting in August, the group defined the major challenges facing Wisconsin's dairy industry. From those identified, nine sub-committees were formed to discuss the issues and develop recommendations for possible solutions. Each of the sub-committees met at least once during October and November at locations across the state. The sub-committees include: dairy and rural community vitality, access to capital, education and workforce, consumer confidence and perception, price volatility and profitability, markets, regulatory certainty, research and innovation, and generational succession and transition.

At December's Dairy Task Force 2.0 meeting, each sub-committee chair gave a report on their progress. The Dairy Task Force 2.0 also voted and passed two recommendations that the access to capital and research and innovation sub-committees had prepared. In January, February and early March, the sub-committees held in-person meetings across the state and teleconferences to develop about 50 additional recommendations. These recommendations were considered by the Dairy Task Force 2.0 at the meeting on March 15 in Sheboygan.

The Dairy Task Force 2.0 is modeled after the original Dairy Task Force, which was formed in the 1980's and generated many recommendations that have been implemented over time to retain Wisconsin's recognition as a dairy leader. Members of the public are welcome to make in person comments at all Dairy Task Force 2.0 meeting or submit written comments at any time. Dairy Task Force 2.0 information is available at dairytaskforce.wi.gov.

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