

## **DRAFT PENDING SUB-COMMITTEE APPROVAL**

### **Wisconsin Dairy Task Force 2.0 Sub-Committee on Consumer Confidence & Perception Minutes**

**October 24, 2018**

The Sub-Committee on Consumer Confidence & Perception of the Wisconsin Dairy Task Force 2.0 met on Wednesday, October 24, 2018 beginning at 10:00 a.m. at the University of Wisconsin-Fond du Lac, Admin/Extension Building, located at 400 University Drive, Fond du Lac, WI 54935 in Room 242.

#### **Call to Order**

Sub-Committee Chair Dennis Bangart called the meeting to order at 10:00 a.m.

#### **Members Present**

Janet Clark, Moriah Brey, Steve Bechel, David Ward, Amy Penterman, Patty Edelburg, Ted Galloway and Dennis Bangart.

Not present: Chad Vincent

#### **Minutes**

#### **Welcome and Introductions**

Members of the Sub-Committee introduced themselves.

Jen Walsh, Vice President of Insights & Strategy at Dairy Farmers of Wisconsin, introduced herself. Ms. Walsh will serve as the Sub-Committees' resource person.

Chair Bangart reviewed the tasks assigned to the Sub-Committee. They are:

1. Review issues identified by the full Task Force and refine those issues into four or five categories.
2. Consider the working name of the committee.
3. Consider possible solutions to each of the categories.
4. Classify these solutions.
5. Discuss needed follow-up.

#### **Resource Presentation**

Ms. Walsh shared a 38-slide PowerPoint presentation with research data that relates to the issues identified by the full Task Force including consumer confidence and perception, nutrition, and fluid milk consumption.

Chair Bangart thanked Ms. Walsh for her comments. With consumers, their perception is their reality. Chair Bangart gave an example of packaging on a promotional box of baby formula and to consider what consumers may perceived from receiving it.

## Category Consolidation

To begin the first task of the day, Chair Bangart passed around a bag with 14 slips of paper, each labeled with one of the 14 issues identified by the full Task Force. He had members each take one or two, read it aloud and discuss how to consolidate them into categories. The five categories created were:

Issues originally identified by the full Task Force included in that category	Category created
Consumer confidence	<b>Consumer</b>
Build consumer confidence	
Customer perception	
Consumer perception	
What do people and other people in ag think of the Wisconsin dairy industry outside of Wisconsin?	<b>Perception of those from outside Wisconsin</b>
Linking production to end user/consumer	
Perception of ag/dairy to consumer	<b>Community perception</b>
Cows and houses don't mix, how do we get along	
Animal VNIR [sic] revelations	<b>Animal welfare</b>
Customer demand for transparency	
Increased fluid milk production	<b>Product level</b>
Customer perception of milk as not healthy	
Changing consumer preferences	
Loss of domestic consumption	

## Topics Within Categories

After identifying the categories, the group worked to discuss topics within those categories. These issues were:

Category created	Topics within these categories
<b>Consumer</b>	<ul style="list-style-type: none"> <li>- Confidence – Are we dragging the consumer to us or meeting them where they are? Do they feel forced? Are we showing them the way?</li> <li>- Perception</li> <li>- Preference</li> <li>- Building</li> <li>- Health/Nutrition</li> <li>- Coming together as an industry</li> <li>- Change</li> <li>- Transparency</li> <li>- Environmental</li> <li>- Sustainability</li> <li>- Proactive industry actions, not reactive</li> <li>- Control the message</li> <li>- McDonald's perception vs Culver's perception</li> </ul>

<b>Perception of those from outside Wisconsin</b>	<ul style="list-style-type: none"> <li>- Value of the Wisconsin brand - Telling the history and story of cheesemakers</li> <li>- National/global</li> <li>- Impact on policy</li> <li>- Wisconsin cheese is the best.</li> <li>- Simple</li> <li>- Positive for all</li> <li>- Different faces of dairy</li> <li>- Protect ourselves - Does protection equal future sales? Or future loss?</li> <li>- Product, product, product</li> </ul>
<b>Community perception</b>	<ul style="list-style-type: none"> <li>- Farm equipment - slow</li> <li>- Larger versus small</li> <li>- Visual appearance/image of farms</li> <li>- 96% of Wisconsin dairy farms family-owned. - Does the consumer care?</li> <li>- Perception of the industry versus perception of a person</li> <li>- "So God made a farmer" commercial</li> <li>- "Got Milk?"</li> <li>- Farms support families and communities</li> </ul>
<b>Animal welfare</b>	<ul style="list-style-type: none"> <li>- 'Top 10'</li> <li>- Celebrate</li> <li>- Technology</li> <li>- National Dairy FARM Program</li> <li>- Identifying where are our remaining flaws</li> <li>- Pictures are worth a 1000 words – good and bad depending on the picture</li> <li>- Our livelihood depends on animal welfare – is that defensive?</li> <li>- Positive and negative perceptions – red barns versus large facilities</li> <li>- Showing how many human comforts are similar</li> <li>- Footage jobs for people similar to jobs on farms</li> </ul>
<b>Product level</b>	<ul style="list-style-type: none"> <li>- Increase consumption</li> <li>- Loss of consumption in some areas</li> <li>- Linking production to the end consumer</li> <li>- Thought that milk is not healthy – going away from dairy</li> <li>- Flavor and taste</li> <li>- "Craft" taste – more money but over saturated</li> <li>- Social media – humans drink milk of others while other animals do not</li> <li>- Photos of people food</li> <li>- Tell the nutritional story – bang for your buck</li> <li>- Phones</li> <li>- Influence the decision makers</li> </ul>

## Lunch

Lunch occurred at 12:03 p.m., and the Sub-Committee reconvened at approximately 12:35 p.m.

Before continuing discussion, Chair Bangart shared a series of photos as an example of how two slightly different photos would tell a different story based on perception.

Chair Bangart asked Mark Stephenson to touch on the previous Dairy Task Force report and how one of the biggest impacts of that report was the push towards specialty cheese production. The Task Force report gave the industry permission to explore.

The group then discussed possible solutions for each category:

<b>Category</b>	<b>Possible solutions and recommendations</b>
<b>Consumer</b>	<ul style="list-style-type: none"><li>- Need to control the message and inform them about dairy products and farming remembering the three components of trust: capability, caring and believability. Focus on the positives.</li><li>- Need to better understand the consumers and what products they want to keep per capita dairy consumption increasing</li><li>- Recommend Dairy Farmers of Wisconsin generate a marketing campaign to make dairy relatable, connecting farmers and consumers</li><li>- Need to celebrate dairy's successes</li><li>- Need for research to specifically target certain demographics and what cheeses they desire and where they shop</li><li>- Need to promote specific dairy products people love and not dairy in general</li><li>- Need to target 'foodies'</li><li>- Need to determine dairy's best audience and how to reach them</li><li>- Need to reach our youth through nutritionists and schools</li><li>- Need to build off Wisconsin's strong reputation</li><li>- Need for farmers to better understand where Dairy Farmers of Wisconsin is spending their dollars</li><li>- Need to make milk cool again</li><li>- Need to further distinguish other Wisconsin dairy products as craft</li></ul>
<b>Perception of those from outside Wisconsin</b>	<ul style="list-style-type: none"><li>- Need to highlight the reasons Wisconsin is an ideal place for dairy</li><li>- Need to position Wisconsin as a dairy leader focusing on our strength, purity and as a cornerstone</li></ul>

<p><b>Community perception</b></p>	<ul style="list-style-type: none"> <li>- Need to focus on our shared values</li> <li>- Need to create videos and social media content for different demographics</li> <li>- Need to be transparent and share genuine message from the heart</li> <li>- Need to increase funding and support for community outreach such as hosting on-farm events</li> <li>- Create or build off an existing organization that can help people open up their farms for the community.</li> <li>- Share how the loss of a farm impacts rural communities including schools and businesses</li> </ul>
<p><b>Animal welfare</b></p>	<ul style="list-style-type: none"> <li>- Educate consumers about the high standards of the National Dairy FARM Program</li> <li>- Need to share how we treat our animals like pets</li> <li>- Share how we manage our cows better and know our cows better than ever with technology</li> <li>- Need for funding to teach people how to talk to about farming to consumers and media in all regions across the state</li> </ul>
<p><b>Product level</b></p>	<ul style="list-style-type: none"> <li>- Need to work with existing stakeholder groups to enforce standards of identify and fair labeling on a national level.</li> <li>- Need to research if labeling about milk fat content differently would impact consumers' purchase</li> </ul>

During the solution discussion, Chair Bangart showed examples of the old REAL® Seal. The group discussed how other programs, like Box Tops for Education, are similar today.

**Break**

A break was called at 1:55 p.m. The group started their work again at 2:06 p.m.

Before continuing discussion on solutions, the group watched several videos including the McDonald's® Thanks Our Nation's Dairy Farmers video on YouTube and the Dairy Farmers of Wisconsin farmer profiles.

**Conclusion**

These solutions and recommendations will be further developed at the next Sub-Committee meeting. Chair Bangart thanked the Sub-Committee for their work and tentatively set their next meeting date for January 8. The location will be determined.

The Sub-Committee adjourned at 3:13 p.m.

Minutes drafted by Ashley Andre.