

Recommendation #3

Subcommittee: Consumer Confidence and Perception

Submitted by: Dennis Bangart and Amy Penterman

Engage DATCP in partnership with other Cabinet branches to offer model programs for communities, local businesses, education systems in a career path development programs targeting the ag career sector. The goal is to show that local industries, ag companies, manufacturers, and farms offer highly skilled and technical careers right in their local communities, with the ultimate goal of retaining or returning youth after education and attracting individuals with high skill sets into our local agriculture based infrastructures and economies.

Recommendation #4

Subcommittee: Consumer Confidence and Perception

Submitted by: Jen Walsh, Moriah Brey and Mark Stephenson

A critical issue identified as an obstacle to Consumer Confidence and Perception is that we as the dairy industry **are often not in control of the messages** we really want to tell. We frequently find ourselves on the defense, reacting to the story of the day, be it the Lancet's recommendation for a reduction in dairy consumption to save the planet or an undercover video misrepresenting life on a dairy farm. Without a focus on controlling the message, we risk maintaining this undesirable position on defense.

Thus, the Consumer Confidence and Perception sub-committee of the Dairy Task Force 2.0 **recognizes a need for a cohesive, consistent message about dairy** to be communicated to consumers by all players in the dairy industry to reinforce the positive messaging required and allow us to strengthen our message through repetition via multiple channels.

Most of us in the industry can recite the fact that dairy is a \$43 billion industry in Wisconsin. We all recite the fact that 90% of Wisconsin's milk is made into cheese. Let's broaden those succinct, well-known talking points to include a broader range of issues, including those that impact consumer confidence and perceptions about dairy; things such as nutrition, environmental stewardship, economic impact, animal care, etc. We therefore **recommend creating a one-page reference sheet with key messages related to different facets of dairy to be distributed to key players**, including the governor's office, farm organizations, universities, etc., to ensure that when we talk about dairy, **we all speak with a united voice and send a consistent, positive message to consumers.**

Creation of the reference sheet would be a multi-organizational effort, using research conducted by Dairy Management Inc. (DMI) and Dairy Farmers of Wisconsin regarding what dairy-specific topics are most relevant to consumers and the appropriate way to communicate these key messages to consumers.

- For example, research shows that few consumers know that all milk is antibiotic free.
- Research further shows that this misinformation creates consumer distrust.

- Therefore, we would include a talking point on antibiotics to ensure that whenever consumers hear about antibiotics in milk (or the lack thereof) they hear the same message communicated the same way that has been tested to ensure it has the intended impact on consumer confidence

Identifying the distribution list for the reference sheet would also be a multi-organizational effort to ensure that anyone engaged in Wisconsin's dairy industry receives a copy. The reference sheet would also be available online, though ownership of the document would need to be determined.

Recommendation #9

Subcommittee: Consumer Confidence and Perception

Submitted by: Ted Galloway

Recommendation supporting the Farm Program and or equivalent programs

Ensuring that the state of Wisconsin's Dairy Industry receives ample supply of the highest quality milk is lifeblood for processing superior quality dairy products, and healthy cows produce safe, wholesome milk. The Dairy Industry in partnership with dairy farmers have recognized a collaborative responsibility to ensure the best care is provided to dairy cows, not only because it's good for business but because it's the right thing to do. The Wisconsin Dairy Processors along with Wisconsin's Dairy Producers are firmly committed to ethical treatment and sustained animal wellness on dairy farms. The well-being of animals raised and used in the food supply is important to us, as it is to the consumers of our products.

The Wisconsin Dairy Task force strongly supports that that all dairy farms and manufacturers that supply our dairy processors with milk or dairy products do so in a manner that meets or exceeds industry standards and government regulations regarding animal welfare. Willful mistreatment or cruelty to animals is unacceptable and inconsistent with the values of dairy farmers.

The Wisconsin Dairy Task Force enthusiastically supports the animal care guidelines outlined in the National Dairy FARM (Farmers Assuring Responsible Management) Program and or an equivalent program and endorses suppliers to enroll and participate in FARM. The Program is founded on the principles of continuous improvement, details specific animal care guidelines and best practices that are available at www.nationaldairyfarm.com. Our suppliers will encourage this continuous improvement with their producers, make every effort to report progress on FARM program implementation and be as transparent as possible.
