

--DRAFT PENDING SUB-COMMITTEE APPROVAL--

**WISCONSIN DAIRY TASK FORCE 2.0
SUB-COMMITTEE ON CONSUMER PERCEPTION AND CONFIDENCE
MINUTES**

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February 14, 2019

The Consumer Perception and Confidence sub-committee of the Wisconsin Dairy Task Force 2.0 met on Thursday, February 14, 2019 beginning at 9:00 a.m. via teleconference, based at DATCP, 2811 Agriculture Drive, Madison, WI 53708 in Room 456.

Call to Order

Chair Dennis Bangart called the meeting to order at 9:02 a.m.

Members Present

Members present included: Chad Vincent, Janet Clark, Moriah Brey, Steve Bechel, Amy Penterman, Ted Galloway, Patty Edelburg, and Dennis Bangart. Dairy Task Force 2.0 Chair Mark Stephenson and DATCP staff Ashley Andre also attended. Jen Walsh, the sub-committee's resource person, also attended. David Ward did not attend.

Minutes

Approve minutes of last meeting

Chair Bangart asked for a motion to approve the minutes. Patty Edelburg made a motion. Amy Penterman seconded. The minutes were approved unanimously.

Consider draft recommendations

Chair Bangart read Recommendation #3, to develop programming to encourage people to pursue agricultural and dairy careers in our local communities. He asked for discussion.

Chair Stephenson shared that he is asking all sub-committee members to add a simple problem statement to accompany each recommendation so we know what we are trying to solve. Chair Bangart will make the addition before the next teleconference.

Ted Galloway moved to move the draft recommendation forward. Steve Bechel seconded. Approved unanimously.

Chair Bangart welcomed Jen Walsh to introduce Recommendation #4, the need for a cohesive, consistent message about dairy. Chair Stephenson asked sub-committee members to add footnotes to specific facts when possible. Moriah Brey shared that this recommendation works well with another recommendation from the Regulatory Certainty sub-committee on the need for additional messaging in sustainability.

Chair Bangart questioned the words, 'control' the message. Mr. Galloway suggested, 'accurately guides the message.' Amy Penterman suggested 'proactive.' Patty Edelburg does feel like the word control does fit in this paragraph. Mr. Bechel and Ms. Penterman pointed out that it is about telling our story.

Chair Stephenson added that much of this write-up is justification. The recommendation is a one-page reference sheet. Mr. Galloway shared one more idea, 'proactively control the message.' Ms. Walsh will make some edits based on the discussion.

Mr. Galloway moved to move the recommendation forward. Ms. Edelburg seconded the motion. Approved unanimously.

Mr. Galloway introduced Recommendation #9, supporting the FARM program or other equivalent programs. Mr. Bechel shared his support for this as it is crucial for the industry. He did mention that there is sometimes pushback on the farm level for the documentation and workload that goes with it. Mr. Galloway shared that originally there was resistance in the processing industry for FMSA, but now it is really seen as a driver's license to be a growing player. For the FARM program, the modules that are being added are making us as an industry safer and better.

Mr. Vincent noted that a vast majority of milk comes from dairies that are already in the FARM program. He added that if there is not a single program, each retailer may develop its own. That would be more difficult. It creates an industry standard. Mr. Bechel asked if there is more that associations can do to get the message out about the importance of this.

Chair Stephenson asked Mr. Galloway to include a short explanation of what the FARM program is and the basis of why we're supporting it.

Ms. Penterman made a motion to move the recommendation forward. Mr. Galloway seconded. Approved unanimously.

Ashley Andre shared that the recommendations are numbered as they come in. They are not in any particular order.

Chair Bangart asked for discussion on the two other recommendations suggested at the last meeting, food labeling and check-off dollars.

Mr. Galloway noted he had spoken to David Ward about food labeling but have not yet developed a recommendation for consideration. Chair Stephenson will follow-up with Mr. Ward on food labeling and the importance of check-off dollars.

Ms. Edelburg volunteered to draft a recommendation that the state and the federal government would enforce food labeling standards. Mr. Bechel asked if we should include ties to other organizations that feel the same way. Ms. Edelburg said she would broadly say 'other organizations' so no one is missed. The sub-committee will approve this recommendation at the next teleconference.

Chair Stephenson will work on a recommendation about the value of check-off dollars for education and product promotion and development. Ms. Brey asked if the recommendation should include a few points about what is currently done with those dollars since many people do not know. Chair Stephenson agreed that it is often not known what can and cannot be done with check-off dollars due to restrictions. Ms. Penterman mentioned that something should possibly be added that there are limitations of what cannot be done with check-off dollars.

Chair Bangart asked about when the check-off began and how. Are there rules that need to be looked at?

Mr. Bechel asked how we can collaborate with Dairy Farmers of Wisconsin to tell what is already happening. Ms. Walsh said that DFW has that information. Mr. Galloway agreed that it is fairly complex. Ms. Penterman added that we may not be able to change the minds of people who challenge check-off.

Chair Stephenson will take these ideas and talk to David Ward to draft a recommendation before the next teleconference.

Ms. Andre pointed out that Janet Clark had drafted a recommendation on the importance of agritourism. It is moving forward in the Dairy and Rural Community Vitality sub-committee. Ms. Clark confirmed to Ms. Brey that it includes the possibility of funding to assist.

Identify next steps

Chair Bangart asked for any additional discussion.

Ms. Andre reviewed the next steps:

- Chair Bangart will make edits to Recommendation #3.
- Ms. Walsh will make edits to Recommendation #4.
- Mr. Galloway will make edits to Recommendation #9
- Ms. Edelburg will draft a recommendation on the need to enforce food labeling standards.
- Chair Stephenson will draft a recommendation on the value of check-off dollars.

These follow-up items should be sent to Ms. Andre by February 22.

The next teleconference to approve final recommendations will be March 8 at 1:00 p.m.

Adjournment

Mr. Galloway moved to adjourn. Ms. Edelburg seconded. The sub-committee adjourned at 9:52 a.m.

Minutes drafted by Ashley Andre.