

## **WISCONSIN DAIRY TASK FORCE 2.0 AGENDA**

**March 15, 2019**

The Wisconsin Dairy Task Force 2.0 will meet on Friday, March 15, 2019 at 10:00 a.m. at UW-Green Bay|Sheboygan Campus, Main Building, Wombat Room, 1 University Drive, Sheboygan. The agenda for the meeting is shown below. A lunch and other breaks will be observed.

### **AGENDA ITEMS**

1. Call the meeting to order
2. Approve minutes of the December 13, 2018 meeting
3. Public appearances  
*Note: Each speaker will be limited to five minutes or less, depending on the number of speakers. Each speaker must fill out an appearance card and submit it to Ashley Andre. Appearance cards will be available at the meeting.*
4. Review discussion and voting procedures
5. Consider and vote on recommendations
  - a. Research & Innovation
    - i. Recognize the importance of exports to Wisconsin dairy (Lucey)
    - ii. Increased collaboration in the UW System and with private industry (Lucey)
    - iii. Regulatory changes needed to FDA product standards of identity (Lucey)
    - iv. Increase in dairy processor grant funding (Vincent)
    - v. Need to engage with state and federal government leaders (Vincent & Burhandt)
    - vi. Staffing analysis at CDR and additional state funds for full-time positions (Vincent)
    - vii. Emphasis on value-added and specialty cheese in Wisconsin (Vincent)
  - b. Generational Succession and Transition
    - i. Investments in scholarships, planning support, and apprenticeship (Haag & Kirkpatrick)
    - ii. Reimplementation of the Beginning Farmer and Farm Asset Owner tax credit (Klussendorf)
    - iii. Need for additional farm business succession facilitators (Daniels)
    - iv. Review eligibility for DWD services for self-employed individuals (Untz)
  - c. Consumer Confidence and Perception
    - i. Encourage young people to pursue ag careers (Bangart & Penterman)
    - ii. Need for a consistent industry message (Walsh, Brey & Stephenson)

- iii. Support the National Dairy FARM Program or equivalent (Galloway)
  - iv. Truth in food labeling (Edelburg)
- d. Education and Workforce
- i. Reduce barriers for farmers to utilize services from DWD DVR (Knigge & Stephenson)
  - ii. Assist rural businesses pursue healthy workplace practices (Scharfman)
  - iii. Develop a dairy internship program (Johnson)
- e. Dairy and Rural Community Vitality
- i. Need to study the impact of dairy and agriculture on local communities (Bangart, Von Ruden and Schmidt)
  - ii. Establishment of ag-based programs at the local level (Wells, Bangart & DeLong)
  - iii. Solutions for road local road infrastructure and maintenance funds (Hamm, Schroeder & Buholzer)
  - iv. Educational programming for non-farm audiences (Clark)
  - v. Assist farms develop and market agritourism (Haag, Clark & Schmidt)
  - vi. Support for broadband internet services in rural communities (Haag, Clark & DeLong)
  - vii. Require animal official identification (Haag)
  - viii. Encourage dairy producers to run for local offices and commissions (Hamm)
- f. Markets
- i. Become one of the dairy product and business innovation centers (Daniels)
  - ii. Need to have and understand a contract/member agreement (Wells)
  - iii. Reduce the number of milk classes from the current four to two (Galloway & Stephenson)
  - iv. Support processors with load consolidation and logistics planning (Lucey)
  - v. Feasibility study for Wisconsin Cheese Brand and Export Board (Lucey)
  - vi. Create a Cheese Export program at CDR with technical staff support (Lucey)
  - vii. Work to conduct detailed consumer preferences and insight studies (Lucey)
- g. Access to Capital
- i. Beginning farmer program modernization (Guse)
  - ii. Capital for new and emerging technology (Guse)
  - iii. Establishment of a Farm Savings Account for farmers (Accola & Stephenson)
  - iv. Support the Access to Better Credit (ABC) Act (Guse)
- h. Regulatory Certainty

- i. Create an app for dairy producers and associates on major topics (Brey)
- ii. Address regulations impacting milk haulers (Schroeder)
- iii. Bulk Milk Weighers and Samplers license reciprocity (Schroeder)
- iv. Support for public and private partnerships (Galloway)
- v. Need for regulatory certainty and consistency (Guse & Penterman)
- vi. Remove the annual requirements for the rBST affidavit (Ward)

i. Price Volatility and Profitability

- i. Increasing milk quality standards (Hamm)
- ii. Understanding marketing tools available (Johnson, DeLong & Hamm)
- iii. Increasing demand for fluid milk consumption in schools (DeLong)
- iv. Need to understand milk pricing and provide training (Crosby)
- v. Implementation of California fluid milk standards (Klussendorf)
- vi. Support H.R. 832, Whole Milk for 4 Healthy Kids Act of 2019 (Klussendorf)
- vii. Support mandatory pooling (Klussendorf)
- viii. Federal Milk Marketing Order structure changes (Crosby)

6. Identify next steps

7. Adjourn