

Wisconsin Dairy Task Force 2.0 Priority Survey: Results

To prioritize the recommendations, the Dairy Task Force 2.0 used dot voting. As discussed in the March 15th meeting, each of the 31 voting members of the Wisconsin Dairy Task Force 2.0 were asked to complete a survey on their own time. Each member received ten dots. A dot signaled that the member believes the recommendation is a priority. Members could choose to put one dot by ten recommendations or put multiple dots by a recommendation they felt was a high priority. The maximum number of dots per recommendation was three. The results of the survey will be discussed and voted on in a meeting of the Dairy Task Force 2.0 on April 15, 2019 at 2:00 p.m. Public notice of the meeting is available at publicmeetings.wi.gov.

| Recommendation | Number of dots | Sub-committee |
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| 2. Invest in the Dairy Innovation Hub | 24 | Research and Innovation |
| 31. Feasibility study for Wisconsin Cheese Brand and Export Board | 18 | Markets |
| 44. Staffing analysis at CDR and additional state funds for full-time positions | 16 | Research and Innovation |
| 25. Recognize the importance of exports to Wisconsin dairy | 14 | Research and Innovation |
| 7. Become one of the dairy product and business innovation centers | 14 | Markets |
| 13. Reduce the number of milk classes from the current four to two | 14 | Markets |
| 27. Regulatory changes needed to FDA product standards of identity | 10 | Research and Innovation |
| 29. Truth in food labeling | 10 | Consumer Confidence and Perception |
| 16. Require animal official identification | 10 | Dairy and Rural Community Vitality |
| 32. Create a Cheese Export program at CDR with technical staff support | 10 | Markets |
| 10. Solutions for local road infrastructure support and maintenance funds | 9 | Dairy and Rural Community Vitality |
| 45. Emphasis on value-added and specialty cheese in Wisconsin | 8 | Research and Innovation |
| 51. Mandatory pooling | 8 | Price Volatility and Profitability |
| 11. Educational programming for non-farm audiences | 7 | Dairy and Rural Community Vitality |
| 19. Capital for new and emerging technology | 7 | Access to Capital |
| 38. Address regulations impacting milk haulers | 7 | Regulatory Certainty |
| 35. Increasing milk quality standards | 7 | Price Volatility and Profitability |
| 50. Support H.R. 832, Whole Milk for 4 Healthy Kids Act of 2019 | 7 | Price Volatility and Profitability |
| 1. Rural processors access to capital | 7 | Access to Capital |
| 18. Beginning farmer program modernization | 6 | Access to Capital |
| 26. Increase collaboration in the UW System and with private industry | 5 | Research and Innovation |
| 22. Reimplementation of the Beginning Farmer and Farm Asset Owner tax credit | 5 | Generational Succession and Transition |
| 4. Need for a consistent industry message | 5 | Consumer Confidence and Perception |
| 47. Need for regulatory certainty and consistency | 5 | Regulatory Certainty |
| 40. Increasing demand for fluid milk consumption in schools | 5 | Price Volatility and Profitability |
| 5. Need to study the impact of dairy and agriculture on local communities | 4 | Dairy and Rural Community Vitality |
| 15. Support for broadband internet services in rural communities | 4 | Dairy and Rural Community Vitality |
| 33. Work to conduct detailed consumer preferences and insight studies | 4 | Markets |
| 42. Increase in dairy processor grant funding | 3 | Research and Innovation |
| 43. Need to engage with state and federal government leaders | 3 | Research and Innovation |
| 21. Investments in scholarships, planning support, and apprenticeship sponsors | 3 | Generational Succession and Transition |
| 14. Assist farms develop and market agritourism | 3 | Dairy and Rural Community Vitality |
| 36. Encourage dairy producers to run for local offices and commissions | 3 | Dairy and Rural Community Vitality |
| 12. Need to have and understand a contract/member agreement | 3 | Markets |
| 20. Establishment of a Farm Savings Account for farmers | 3 | Access to Capital |
| 34. Create an app for dairy producers and associates on major topics | 3 | Regulatory Certainty |
| 39. Bulk Milk Weighers and Samplers license reciprocity | 3 | Regulatory Certainty |
| 23. Need for additional farm business succession facilitators | 2 | Generational Succession and Transition |
| 3. Encourage young people to pursue ag careers | 2 | Consumer Confidence and Perception |
| 53. Support the Access to Better Credit (ABC) Act | 2 | Access to Capital |
| 48. Remove the annual requirements for the rBST affidavit | 2 | Regulatory Certainty |
| 9. Support the National Dairy FARM Program or equivalent | 1 | Consumer Confidence and Perception |
| 6. Reduce barriers to utilize services from DWD DVR | 1 | Education and Workforce |
| 17. Assist rural businesses pursue healthy workplace practices | 1 | Education and Workforce |
| 24. Develop a dairy internship program | 1 | Education and Workforce |

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| 8. Establishment of ag-based programs at the local level | 1 | Dairy and Rural Community Vitality |
| 41. Support for public and private partnerships | 1 | Regulatory Certainty |
| 46. Need to understand milk pricing and provide training | 1 | Price Volatility and Profitability |
| 28. Review eligibility for DWD services for self-employed individuals | 0 | Generational Succession and Transition |
| 30. Support processors with load consolidation and logistics planning | 0 | Markets |
| 37. Understanding marketing tools available | 0 | Price Volatility and Profitability |