

--DRAFT PENDING APPROVAL--

WISCONSIN DAIRY TASK FORCE 2.0 MINUTES

April 15, 2019

The Wisconsin Dairy Task Force 2.0 met via teleconference on Monday, April 15, 2019 at 2:00 p.m. at the Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Drive, Room 456, Madison, Wisconsin 53708.

AGENDA

Call the meeting to order

Chair Dr. Mark Stephenson called the meeting to order at 2:01 p.m.

Ashley Andre called the roll. Members present included: Moriah Brey, Andy Buttles, Janet Clark, Tom Crosby, Dave Daniels, Patty Edelburg, Don Hamm, Ryan Klussendorf, Shelly Mayer, Amy Penterman, Brody Stapel, Darin Von Ruden, Dave Buholzer, Rob Byrne, Paul Scharfman, Jerry Schroeder, Elizabeth Wells, Jon Accola, Dennis Bangart, Michael DeLong, Bradley Guse, Melissa Haag, Rene Johnson, and Chad Vincent.

Members not present included: Dan Pearson, Charles Untz, Steve Bechel, Ted Galloway, Jeff Schwager, David Ward, and John Schmidt.

Ex-officio member President Dr. Lori Weyers, UW System's Jeff Buhrandt, DATCP's Krista Knigge and Grace Colas, CDR's Dr. John Lucey, and Dairy Farmers of Wisconsin's Jen Walsh also participated.

Approve minutes of the March 15, 2019 meeting

Chair Stephenson asked for any additions or corrections to the minutes. There were none. Bradley Guse made a motion to approve as distributed. Brody Stapel seconded. The minutes were approved.

Public appearances

There were no public appearances.

Discuss and vote on the results of the priority survey

Chair Stephenson explained that the Dairy Task Force 2.0 has passed 51 recommendations total. 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.

Thirty Dairy Task Force 2.0 members completed the survey. Chair Stephenson gave an overview of the recommendations that received the most dots. They included:

Recommendation	Number of dots	Sub-committee
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

Chair Stephenson asked for any questions or discussion.

Dave Buholzer pointed out that many of the recommendations that received many dots have some crossover, such as mentioning exporting or support for the Center for Dairy Research (CDR). Should there be some combining of similar recommendations going forward? Chair Stephenson agreed that there are a number of recommendations from different sub-committees that are similar and have crossover content.

Brody Stapel asked what happens to the rest of the recommendations that did not receive the most dots. Chair Stephenson confirmed that all recommendations that passed the Dairy Task Force 2.0 will be included in the final report. This ranking simply gives some guidance about priority for implementation. The Chair explained that some recommendations are asking for implementation at the individual business level while others are more focused towards an organization, state legislature, or federal policymakers.

Paul Scharfman pointed out that the recommendations include a few specific asks. These specific asks need to be taken to the state legislature and to the federal regulators. He noted the importance of distilling these recommendations to the main asks or takeaways. Chair Stephenson emphasized the need for the Dairy Task Force 2.0 final report to be in a readable document. This document will highlight recurring themes, such as specialty cheese, market development and

exports. Paul Scharfman also pointed out two additional themes: the need to increase the demand for dairy products and barriers for capital.

Brody Stapel pointed out that this work to bring the recommendations to state legislators is already happening through some agricultural organizations. Paul Scharfman agreed there is great value in showing industry groups are supportive and that we are all on the same team.

Dennis Bangart pointed out that some recommendations were broadened, taking away from a specific ask. There may need to be a little bit of review of the original intent of a few of them.

Brody Stapel pointed out the importance of all the recommendations on the list. Chair Stephenson noted that it is difficult to identify favorites or the best ideas.

Chair Stephenson asked for a motion to rank the recommendations according to the survey results. Shelly Mayer made the motion. Dave Buholzer seconded. The group passed the motion.

Identify next steps

Chair Stephenson shared that he will work to distill the ideas of the Dairy Task Force 2.0 into a written document. The report will include our votes and all the recommendation text. He really wants to be sure that the piece is readable and approachable. He asked if there was a subset of the Dairy Task Force 2.0 who would review a first draft. Brad Guse suggested the chair of each sub-committee as well as anyone else who would volunteer to provide input. Paul Scharfman volunteered to be part of that effort.

Chair Stephenson asked for a motion for the Dairy Task Force 2.0 to move forward to draft a final document, sharing early drafts and responses with sub-committee chairpersons and anyone else who would like to be a part of that review before bringing the final document back to the full group. Brad Guse made the motion. Brody Stapel seconded. The motion passed.

Chair Stephenson shared with the group that we do want to think about the implementation or roll out of the recommendations. He also reminded the Dairy Task Force 2.0 that the first Dairy Task Force did a progress report about five years after the group's conclusion to look at which recommendations were implemented and to what degree.

Chair Stephenson asked for further discussion. Jerry Schroeder shared that producers have been asking him about how the recommendations will help them short term. Dennis Bangart shared that he has heard a criticism of the Dairy Task Force 2.0 about the limited number of recommendations that are farmer-specific.

Chair Stephenson shared that in the first meeting, he did emphasize that the Dairy Task Force 2.0 should not spend a lot of time trying to correct our current problems. We wanted to create the best environment going forward, and perhaps look at ways so that we do not end up in this same situation another time down the road.

Ryan Klussendorf pointed out the importance of getting the value back to the farmers. Farmers are strongly feeling the impact of the downturn. Chair Stephenson did point out the connection between farm and retail prices, and how that has changed over time.

Dave Buholzer shared how the Federal Order has changed throughout his career. Chair Stephenson noted that there might be a Federal Order hearing coming and that would open a broader, national discussion. Ryan Klussendorf pointed out that we only have two recommendations specific to the Federal Order, mandatory pooling and reducing to two classes. Do we need to address more? Chair Stephenson noted that when the Federal Order hearings are coming up, there would likely be a need for the state to pull together a group of people in anticipation of that to come to a consensus on issues.

Brad Guse pointed out that while recommendations may not look producer-specific at this time, in the end, they are significant. Chair Stephenson noted that time will tell the impact of the recommendations.

Jon Accola shared the importance of the moving the recommendations forward. Once the group's work stops, support and work is needed to keep pushing them forward. Paul Scharfman noted that it is up to the civilians on the phone call to make it happen and make a difference, getting bills in front of legislators. He shared that idea of a one-page document to summarize the main points of actionable items. Chair Stephenson agreed that we all have roles to play with the opportunities.

Dr. John Lucey asked about the overall vision of what the future of the dairy industry will look like. He pointed out the recommendations are a list of tasks of how we will get there. Chair Stephenson noted that this is part of what he hopes will be in the final document; the recommendations distilled down and themes shared. Chair Stephenson noted how the Dairy Task Force 2.0 began its work; identifying the impediments facing the industry and how we could address some of those. When Chair Stephenson works to pull together the final document, it will be a collection of the discussions and perspectives the group has had over many teleconferences and meetings.

Adjourn

Darin Von Ruden made a motion to adjourn. Dave Buholzer seconded. The members agreed by a voice vote. The Wisconsin Dairy Task Force 2.0 adjourned at 2:45 p.m.

Minutes drafted by Ashley Andre.