

**Recommendation #35****Sub-committee:** Price Volatility and Profitability**Submitted by:** Don Hamm*Increasing milk quality standards*

The Dairy Task Force 2.0 recommends changes to the Pure Milk Ordinance (PMO) that would include the EU standards for SCC counts; 400,000 maximum.

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**Recommendation #37****Sub-committee:** Price Volatility and Profitability**Submitted by:** Don Hamm, Mike DeLong and Rene Johnson*Understanding marketing tools*

The Dairy Task Force 2.0 recommends dairy producers work to understand the marketing tools that are available such as Dairy Revenue Protection (DRP), Dairy Margin Coverage (DMC), Livestock Gross Margin (LGM-Dairy), etc. We encourage producers to use the tools that best fits their business.

We further recommend county Farm Service Agency (FSA) offices, agriculture bankers, insurance providers and marketing specialists work together to provide learning opportunities for Wisconsin dairy farmers to deepen their knowledge of existing and new risk management and marketing tools available. A collaborative effort among these industry partners to educate and associate our dairy farmers with these pricing tools is essential for the long term stability of our dairy industry.

We challenge the Wisconsin Bankers Association, county FSA offices, marketing specialists and insurance agents to join forces and host informative meetings covering topics such as DRP, DMC, LGM, forward contracts, put options and direct marketing through their co-op or dairy plant.

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**Recommendation #40****Sub-committee:** Price Volatility and Profitability**Submitted by:** Mike DeLong*Increasing demand for fluid milk consumption in schools*

The Dairy Task Force 2.0 recommends Dairy Farmers of Wisconsin, Wisconsin FFA Chapters, dairy processors, dairy producers, dairy product distributors and Wisconsin schools team up together to put dispensable milk machines in every school in Wisconsin (including universities) for students to purchase milk. The milk machines would offer 8oz servings of milk in an easy to drink container that maintains freshness. We recommend that multiple flavors of milk be offered for sale.

We recommend the State of Wisconsin offer grants to schools or FFA chapters to purchase these milk machines. We recommend that Wisconsin processors be eligible for economic development grants or milk check off dollars be used to convert or enhance their product lines to be able to bottle the 8oz containers of milk for sale.

We recommend that the milk bottled and sold in these machines must be produced from Wisconsin Dairy Farms.

Finally, we recommend that 25% of the sales dollars of the bottles of milk go directly back to Wisconsin Dairy Producers.

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**Recommendation #46**

**Sub-committee:** Price Volatility and Profitability

**Submitted by:** Tom Crosby

*Need to understand milk pricing and provide training*

The Dairy Task Force 2.0 recommends all dairy farmers develop a general understanding of how federal milk marketing orders work. We also recommend the UW Center for Dairy Profitability to hold regional seminars to educate farmers on this topic.