

--DRAFT PENDING SUB-COMMITTEE APPROVAL--

**WISCONSIN DAIRY TASK FORCE 2.0
SUB-COMMITTEE ON RESEARCH AND INNOVATION
MINUTES**

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March 5, 2019

The Research and Innovation sub-committee of the Wisconsin Dairy Task Force 2.0 met on Tuesday, March 5, 2019 beginning at 1:00 p.m. via teleconference, based at DATCP, 2811 Agriculture Drive, Madison, WI 53708 in Room 175.

Call to Order

Chair Chad Vincent called the meeting to order at 1:04 p.m.

Members Present

Members present included: Chad Vincent, Rob Byrne, Andy Buttles, Jeff Buhrandt, Steve Bechel, and Task Force 2.0 Chair Mark Stephenson. Dr. John Lucey, Dr. Kent Weigel, and Krista Knigge, Dairy Task Force 2.0 resource people, participated. DATCP staff Ashley Andre also attended.

Shelly Mayer, Jeff Schwager, and Ted Galloway were unable to attend.

Minutes

Approve minutes of last meeting

Chair Vincent asked for a motion to approve the minutes. Steve Bechel made a motion. Rob Byrne seconded. The minutes were approved unanimously.

Public comment

Jen Pino-Gallagher of M3 Insurance joined the teleconference to give public comment. She thanked the Dairy Task Force 2.0 members for working to find solutions. She was pleased to see the emphasis on collaboration in the sub-committee's recommendations and that the Dairy Innovation Hub recommendation included the entire supply chain. Ms. Pino-Gallagher hopes that we consider additional stakeholders, such as municipalities and counties, who are very important collaborators in rural Wisconsin.

She also noted how the group is working to leverage state resources and expertise. She encourages us to possibly consider WEDC as a potential partner and resource since agriculture is one of their key focus areas. Ms. Pino-Gallagher also complimented the work of the DATCP International Agribusiness Center. She also noted mentions of cluster funding in previous

meetings. Ms. Pino-Gallagher encouraged the group to look at other Wisconsin clusters as examples, for example FaB Wisconsin.

Chair Vincent thanked Ms. Pino-Gallagher for her comments and asked the group how we incorporate this thinking into what we are developing. Chair Stephenson noted that we do have a sub-committee focused on the vibrancy of our rural communities and the need to recognize the entire supply chain. He thought that many of the comments had been discussed in a variety of sub-committees.

Consider recommendations

Chair Stephenson explained that he made some edits to the recommendations for format and voice. Today we need to finalize what will move forward to the full Dairy Task Force 2.0 on March 15. Chair Vincent asked if the group would rather read each recommendation aloud or have someone an overview. Mr. Byrne encouraged the group to have the submitter give a quick 30-second summary of the recommendation purpose before the discussion and vote.

Dr. John Lucey introduced recommendation #25, the need to develop a plan and strategies to help our cheesemakers to produce new products successfully targeted for export markets. It does mention some specific ideas that are included in other sub-committee recommendations, such as a Wisconsin Cheese Brand and a Dairy Export Board. Mr. Byrne moved to approve as written. Mr. Buhrandt seconded. The group approved the recommendation moving forward.

Dr. Lucey summarized recommendation #26, the need for increased collaboration. He mentioned how sometimes funding limitations, for example, can make it difficult to collaborate. Dr. Lucey also mentioned how on the previous teleconference, the group noted the importance of collaboration not only across UW System but with private sector as well. Mr. Bechel made a motion to approve. Mr. Buttles seconded. The group approved moving the recommendation forward.

Dr. Lucey gave an overview of recommendation #27, encouraging FDA to make changes needed to their product standards of identity. He noted that by not updating standards, the United States is put at a competitive disadvantage. He added that last year, multiple stakeholders including Secretary Harsdorf met with FDA to encourage updates for technology such as milk concentration and membrane filtration. This recommendation states the problem and recommended solution, but it does not includes specifics. Mr. Byrne moved to move the recommendation forward. Mr. Buhrandt seconded. The group approved moving the recommendation forward.

Chair Vincent introduced recommendation #42, asking for a request in dairy processor grant funding. Additional funds will promote and encourage growth and innovation in Wisconsin dairy plants. Mr. Byrne made a motion to move the recommendation forward. Mr. Bechel seconded. The group voted to move the recommendation forward.

Mr. Buhrandt introduced recommendation #43, the need to engage with state and federal government leaders. It emphasizes the need for industry to communicate the challenges and opportunities facing dairy. Mr. Vincent noted that the recommendation includes the need to

provide training and guidance for farmers and other industry representatives to participate in this type of dialogue. Mr. Buttles made a motion to move the recommendation forward. Mr. Byrne seconded. The group approved the motion.

Chair Vincent gave an overview of recommendation #44 about the Center for Dairy Research. The two proposed solutions include an analysis of staffing needs and additional state budget funds to support new full-time staff positions to fully leverage the capabilities of the new facility.

Chair Vincent noted one edit in the first sentence of the problem statement, The Center for Dairy Research (CDR) *is and has been* a crucial partner in the growth of the Wisconsin dairy industry over the past 30 years. Ashley Andre will make that change.

Mr. Bechel made a motion to move the recommendation forward. Mr. Buttles seconded. The group approved the motion.

Chair Vincent introduced recommendation #45 recognizing the importance of specialty and value-added cheese to Wisconsin's dairy industry. Mr. Vincent also acknowledged the contributions of Wisconsin's commodity cheeses. He thanked John Umhoefer of the Wisconsin Cheese Makers Association for his input on this recommendation. The three proposed solutions are increased market understanding, increased access to production for start-ups and innovative concepts, and innovation in distribution to east and west coast markets.

Chair Vincent asked for the three bolding headings in the recommended solutions be lowercased, except for the first word. Ms. Andre will make the change.

Mr. Byrne made the motion to move the recommendation forward. Mr. Bechel seconded. The group approved moving the recommendation forward.

Identify next steps

Chair Vincent asked for clarification about the upcoming meeting on March 15. Chair Stephenson noted that for each recommendation, a person will have an opportunity to give a brief introduction, take several questions or discussion points, and then a vote will be taken. It is likely due to the length of the recommendations that debate will be limited to five to seven minutes per recommendation. Chair Vincent noted that a visible clock may be helpful. Chair Stephenson agreed that he is planning to have one available.

Dr. Lucey asked for meeting details. Ms. Andre will follow-up.

Adjournment

The sub-committee adjourned at 1:27 p.m.

Minutes drafted by Ashley Andre.