

Wisconsin Dairy Task Force 2.0
Sub-Committee Membership and Other Information

Consumer Confidence & Perception

Members

Chad Vincent — CEO of Dairy Farmers of Wisconsin
Janet Clark — producer, Vision-Aire Farms, Farm Bureau
Moriah Brey — producer
Steve Bechel — VP Operations, Eau Galle Cheese Factory
David Ward — Dir Govt Relations, Coop Network
Amy Penterman — producer, Dutch Dairy, DBA
Patty Edelburg — producer, Wisc Farmers Union
Dennis Bangart* — Asst Vice Pres, Farm Credit

Resource Person(s)

Jen Walsh — Dairy Farmers of Wisconsin

Issues Identified

Consumer confidence
Build consumer confidence
What do people and other people in Ag think of the WI Dairy Ind. outside of WI?
Increased fluid consumption
Linking production to end user/consumer
Animal VNIR [sic] revelations
Customer demands for transparency
Perception of ag/dairy to consumer
Customer perceptions
Consumer perception of milk as not healthy
Outside pressure from consumer led organizations
Changing consumer preferences
Cows and houses don't mix, how do we get along
Consumer perception
Loss of domestic consumption

* Sub-Committee Chairperson