Product and Process Innovation and Invention

Membership
Shelly Mayer — producer, Exec Dir of PDPW
Jeff Schwager — President, Sartori Cheese
Chad Vincent* — CEO of Dairy Farmers of Wisconsin
Rob Byrne — Schreiber Foods
Andy Buttles — producer, Stone Front Farm (PDPW)
Steve Bechel — VP Operations, Eau Galle Cheese Factory
Ted Galloway — The Galloway Company

Resource Person(s)
Kent Weigel — chair, Dairy Science Dept
John Lucy — Director, Center for Dairy Research

Issues Identified
Innovations->new product outlets
CDR & product innovation & industry partners
Product innovation
New product development
New product development-> R&D
Bold new discoveries leading to ideas
Collaboration of ideas for solutions
Innovation->product & markets
Innovation Tech. (research)
Innovation in technology
Is milk only milk, research opportunities
Develop industrial use for milk and dairy
Dairy research at WI universities (lack of funding to support)
Technology 4 manure handling and community perception
Industrial uses for milk

* Sub-Committee Chairperson
Regulatory Certainty

Membership
Moriah Brey — producer
Amy Penterman — producer, Dutch Dairy, DBA
Bradley Guse — BMO Harris Bank
Ted Galloway — The Galloway Company
Jerry Schroeder — Wisconsin Milk Haulers Association
Brody Stapel — producer, Double Dutch Dairy, DBA
David Ward* — Dir Govt Relations, Coop Network
Shelly Mayer — producer, Exec Dir of PDPW
Steve Bechel — VP Operations, Eau Galle Cheese Factory
Rob Byrne — Schreiber Foods

Resource Person(s)
Peter Vadas — soil scientist, USDA Dairy Forage Research Center

Issues Identified
Regulatory environment impedes farm and processor growth
Regulation stops innovation
Regulatory certainty
State and federal regulations overlap
Environmental regulations @ all levels-Co., Town, and State
Regulatory restrictions
Challenges regulations
Phosphorous revelation
Nutrient control
Manure
Environmental issues
Waste water issue and manure management
Farmers and regulators working together
Regulations->county level moratoriums
Technology->manure handling and community perception
Funding research soil, water
Road weight limitations
Transportation funding
Does WI want dairy to grow? In many ways it seems not.

* Sub-Committee Chairperson
Rural Communities Support and Infrastructure

(Sub-committee combined with Economies of Scale vs. Size issue grouping from August 13th meeting.)

**Membership**

Darin Von Ruden — producer, Pres. Wisc Farmers Union
John Schmidt — Bus Development Manager, Landmark Services Coop
Dennis Bangart — Asst Vice Pres, Farm Credit
Elizabeth Wells* — Dir Farm Milk Management, Organic Valley
Janet Clark — producer, Vision-Aire Farms, Farm Bureau
Don Hamm — producer, Pres WI NFO
Melissa Haag — Lodi Veterinary Hospital
Michael DeLong — Vice President, First Bank of Baldwin
Jerry Schroeder — Wisconsin Milk Haulers Association

**Resource Person(s)**

Steven Deller — Ag Economist, community economic development, UW Madison

**Issues Identified**

- Community loosing Ag infrastructure
- Fewer farms->fewer customers to support community businesses
- Decline of rural communities
- Rural infrastructure
- Business management (financial lit.)
- Supportive infrastructure
- Independence to a fault (all need help)
- Need more collaboration
- Strengthen the partnership between farmers and processors
- Not let efficiency take us too far to vertical integration, we need diversity in farming
- Vertical integration
- Do you or do you not control industry growth-define industry growth
- Farm size

* Sub-Committee Chairperson
**-markets

Members
Jeff Schwager — President, Sartori Cheese  
Brody Stapel — producer, Double Dutch Dairy, DBA  
Chad Vincent — CEO of Dairy Farmers of Wisconsin  
Elizabeth Wells — Dir Farm Milk Management, Organic Valley  
Patty Edelburg — producer, Wisc Farmers Union  
Dave Daniels — producer, Mighty Grand Dairy, Farm Bureau  
Tom Crosby — producer, Vice Pres, WI NFO  
Rob Byrne* — Schreiber Foods  

Resource Person(s)
Krista Knigge — DATCP, export markets  

Issues Identified  
Market development (research)  
Market access  
Market opportunities  
Exports-focus on specialty items and away from fluctuating commodity based  
Export markets  
Market volatility  
What is market share in obvious places that we have missed?  
Over supply  
Lack of access to market milk  
Access to export markets, geographic indicators, tariffs, regulations, trade agreements  
Loss leader  
Processing capabilities  
Milk from other states  
Help expand export opportunities  
Shipping milk in from other states and labeling the finished product as “WI” based  
Distribution issues  
How do we get our milk to market/manure to fields  
Balancing supply with demands of the market  

* Sub-Committee Chairperson
Price Volatility & Profitability

Members
Ryan Klussendorf — producer, Broadland Grass Farm, Farm Bureau
Darin Von Ruden — producer, Pres. Wisc Farmers Union
Tom Crosby — producer, Vice Pres, WI NFO
Don Hamm — producer, Pres WI NFO
Dan Pearson — producer, Organic Valley
Rene Johnson — Vice President, Union Bank and Trust Co.
Michael DeLong* — Vice President, First Bank of Baldwin

Resource Person(s)
Kevin Bernhardt — Ag Economist, Center for Dairy Profitability, UW Plattville

Issues Identified
We produce over 82 mil #’s of milk every day in WI. If in 5 yrs that is 100 mil #’s, where does it go?
Price gap between farm and customer
FMMO
Cost of production=input costs never go lower-they just keep climbing
Cost passed to farmer
Pricing tools to help w/ prices
Price volatility
Pricing to stay profitable
Farm profitability

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

Education Workforce

(Sub-committee combined with Management of Time & Money issue group from August 13th meeting)

Membership
Paul Scharfman — President, Specialty Cheese Company
Amy Penterman — producer, Dutch Dairy, DBA
John Schmidt — Bus Development Manager, Landmark Services Coop
Lori Weyers* — President, Northcentral Technical College
Rene Johnson — Vice President, Union Bank and Trust Co.
Dave Buholzer — Klondike Cheese Company

Resource Person(s)
Bob Milligan — Senior Consultant, Dairy Strategies

Issues Identified
Sustainable workforce
Labor shortage (affordable)
Work force building for dairy industry->at each step
Labor availability
Quality, affordable labor force
Talent shortage, technical and labor short
Labor-who will work?
Access to labor
Immigrant labor
Education->starting at school level
Get farmers to be part of the answer/not waiting for someone else
Need more education in financial planning/management
Education of next generation/future leaders
Lack of exposure to farm model alternatives

* Sub-Committee Chairperson
Access to Capital

(Sub-committee combined with Financial Barriers issue group from August 13th meeting)

Membership
Paul Scharfman — President, Specialty Cheese Company
Bradley Guse* — BMO Harris Bank
Darin Von Ruden — producer, Pres. Wisc Farmers Union
Don Hamm — producer, Pres WI NFO
John Accola — Feed Division Manager, Premier Cooperative

Resource Person(s)
Kevin Bernhardt — Ag Economist, Center for Dairy Profitability, UW Platteville

Issues Identified
Capital availability
Access to credit
Lack of short-term operating loans
High capital investment
Capital to implement technology
Capital to create sustainable solutions
Barriers to modernization (capital)
Financing for rural buildings and expansion
Access to capital for farms to invest
Cost of start-up
Access to land (lack of or high $)
Cost of entering business
Transferring farm
Need young farmer start up programs
Young farmer education
Barriers to entry-capital
High opportunity cost

* Sub-Committee Chairperson
**Next Generation**

**Membership**
Melissa Haag — Lodi Veterinary Hospital
Dave Daniels* — producer, Mighty Grand Dairy, Farm Bureau
Ryan Klussendorf — producer, Broadland Grass Farm, Farm Bureau
Dan Pearson — producer, Organic Valley
Charles Untz — producer

**Resource Person(s)**
Joy Kirkpatrick — Center for Dairy Profitability, UW Madison

**Issues Identified**
Wealth transfer
Need to get young generation opportunity
Aging dairy farmers
Generational farm transfers
Ability for young farmers to start-up in dairy business
Generational transition, taxes
Transition the farm to next gen.
Next generation

* Sub-Committee Chairperson