

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

**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

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**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.

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**Rural Communities Support and Infrastructure**

(Sub-committee combined with Economies of Scale vs. Size issue grouping from August 13<sup>th</sup> 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

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**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

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**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

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**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

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**Education Workforce**

(Sub-committee combined with Management of Time & Money issue group from August 13<sup>th</sup> 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

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**Access to Capital**

(Sub-committee combined with Financial Barriers issue group from August 13<sup>th</sup> 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 Plattville

**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

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**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