

--DRAFT PENDING SUB-COMMITTEE APPROVAL--

**WISCONSIN DAIRY TASK FORCE 2.0
SUB-COMMITTEE ON CONSUMER CONFIDENCE AND PERCEPTION
MINUTES**

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March 8, 2019

The Consumer Confidence and Perception sub-committee of the Wisconsin Dairy Task Force 2.0 met on Friday, March 8, 2019 beginning at 1:00 p.m. via teleconference, based at DATCP, 2811 Agriculture Drive, Madison, WI 53708 in Room 456.

Call to Order

Chair Bangart called the meeting to order at 1:00 p.m.

Members Present

Members present included: Janet Clark, Moriah Brey, Steve Bechel, David Ward, Amy Penterman, and Dennis Bangart. Jen Walsh, the sub-committee's resource person, was also present. Dairy Task Force 2.0 Chair Mark Stephenson and DATCP staff Ashley Andre also attended.

Chad Vincent and Patty Edelburg were unable to attend.

Minutes

Approve minutes of last meeting

Chair Bangart asked for a motion to approve the minutes. Amy Penterman made a motion. Steve Bechel seconded. The minutes were approved unanimously.

Consider recommendations

Chair Bangart asked Ashley Andre to review the recommendations to be considered by the sub-committee and asked Chair Stephenson to lead the remainder of the meeting.

Chair Stephenson introduced Recommendation #3, the need for agricultural career development programs. Ms. Penterman read the recommendation. David Ward made a motion to move the recommendation forward. Janet Clark seconded.

Mr. Ward asked about other sub-committees work. He said it is very important to have economic development as well as workers available. Chair Stephenson confirmed there is a sub-committee consider Dairy and Rural Community Vitality. The group approved the recommendation.

Resource person Jen Walsh introduced recommendation #4, the need for a consistent industry message. She noted two changes since the previous conference call; removing the word control and adding footnotes of references. Chair Stephenson asked for discussion.

Moriah Brey shared that the Regulatory Certainty sub-committee is working on a similar recommendation to develop an app as a reference for dairy producers and associates on key topics. It would collect available information in one spot.

Mr. Bechel made a motion to move the recommendation forward as written. Ms. Penterman seconded. The group approved the motion.

Chair Stephenson read recommendation #9. He asked for any questions or comments. It is primarily an endorsement for the FARM Program or equivalents. Chair Stephenson asked for the extra 'that' to be removed from the first sentence of the recommended solution. Ms. Andre will make the change.

Mr. Ward made a motion to move the recommendation forward with that change. Ms. Clark seconded. The group approved the motion.

Chair Stephenson introduced recommendation #29, support for truth in labeling. Mr. Ward explained the purpose of the recommendation to ensure food labeling laws are applied and enforced. He would suggest adding the Wisconsin DOJ to the recommended solution. It would read: "We strongly encourage DATCP and Wisconsin DOJ to do all they can to work with state attorney generals as well as Congress, FDA, and USDA to implement truth in labeling laws. We encourage DATCP and Wisconsin DOJ to encourage labeling requirements that better inform consumers about the difference between dairy products and plant based beverages as well as beef products that come from cattle and those that were created in a laboratory." Ms. Andre will make that change.

Mr. Bechel made a motion to move the recommendation forward as rewritten. Ms. Penterman seconded. The group approved the motion.

Chair Stephenson asked for any more discussion and thanked the members for their work.

Identify next steps

Chair Stephenson asked for any more discussion and thanked the members for their work.

Adjournment

The sub-committee adjourned at 1:21 p.m.

Minutes drafted by Ashley Andre.