

--DRAFT PENDING SUB-COMMITTEE APPROVAL--

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

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March 1, 2019

The Research and Innovation sub-committee of the Wisconsin Dairy Task Force 2.0 met on Friday, March 1, 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 Mark Stephenson called the meeting to order at 1:04 p.m.

Members Present

Members present included: Paul Scharfman, Jeff Schwager, Andy Buttles, and Steve Bechel. Drs. John Lucey and Kent Weigel, the sub-committee's resource people, also participated. Dairy Task Force 2.0 Chair Mark Stephenson and DATCP staff Ashley Andre and Krista Knigge also attended.

Shelly Mayer, Chad Vincent, Rob Byrne, and Ted Galloway were unable to attend.

Minutes

Approve minutes of last meeting

Chair Stephenson asked for a motion to approve the minutes. Andy Buttles made a motion. Jeff Schwager seconded. The minutes were approved unanimously.

Consider draft recommendations

Chair Stephenson introduced recommendation #25, expanding dairy exports. Dr. John Lucey provided a summary of the discussion at the last meeting about the importance of exports to Wisconsin's dairy industry and some strategies to increase export markets. He noted that there are some similarities to the recommendations in the Markets sub-committee. Chair Stephenson will be going through all the recommendations, and if we have some that are very similar, he will work to make them more distinguishable to ensure they are not duplicative.

Steve Bechel made a motion to move the draft recommendation forward. Mr. Buttles seconded. The motion passed unanimously.

Chair Stephenson noted that he will be going through all the recommendations to ensure consistent voice and format. The sub-committee will vote on the final recommendations on a teleconference next week.

Chair Stephenson welcomed discussion on recommendation #26, increased collaboration. Dr. Lucey noted how the recommendation was developed after talking about the need to break down silos and ensure the greatest benefit from our expertise. Sometimes there are limits to collaboration based on funding sources, such as check-off dollars.

Mr. Bechel made a suggestion that we add something about the need to also increase collaboration with private sector, sharing the research. Sometimes it has happened that private industry invests in research that the University has already done. Dr. Lucey will make the addition. Mr. Bechel added that we have a lot of great information within UW; it is a just a matter of how we can more extensively share it.

Mr. Buttles made a motion, and Mr. Bechel seconded. The group agreed to move the draft recommendation forward.

Chair Stephenson welcomed discussion on recommendation #27. Dr. John Lucey noted that the standards of identity for dairy products have not been modernized in years. He shared how we are falling behind and losing production efficiency to other countries. He shared an experience he had last year traveling to Wisconsin D.C. with other stakeholders to talk with FDA about microfiltration technologies.

Chair Stephenson asked who would be the leaders in advocating for this effort. Dr. Lucey suggested IDFA or NMPF. Dr. Lucey would make a friendly amendment to strike the second sentence from this recommendation about broadening a definition. It should be left at “The FDA is encouraged to update and modernize their standards of identity for dairy products that hinder product innovation, such as, recent technologies for milk concentration.” Dr. Lucey will make edits to the recommendation and send it back to Mark for the group to vote on at the next teleconference.

Krista Knigge introduced recommendation #42, increasing dairy processor grant funding. Mr. Bechel made a motion to advance the recommendation. Mr. Buttles seconded. The group agreed unanimously.

Chair Stephenson gave an overview of recommendation #43, the need to engage with legislators. There was no discussion. Mr. Buttles made a motion to support the recommendation. Mr. Bechel seconded. The group agreed unanimously to move the recommendation forward.

Chair Stephenson read recommendation #44 for a stronger CDR for value-added dairy. The two action items stated include fund new staff for new R&D capabilities and report staffing needs to industry and legislators. Chair Stephenson asked for questions or discussion.

Dr. John Lucey noted that he was not part of development this recommendation. He noted the operating budget is only a small portion is funded by the state. Mr. Bechel thought that it was worth noting in the recommendation that only 4% of CDR is funded by the state. He was surprised by this point. Chair Stephenson will follow-up with Chad Vincent about this recommendation and make revisions. Mr. Buttles made a motion to move the recommendation forward, and Mr. Bechel seconded. The group agreed unanimously.

Chair Stephenson read recommendation #45, a singular emphasis in value-added cheese. Three action items were identified: an in-depth consumer study, an economic and engineering study, and a distribution analysis. It was noted that there is some duplication with the Markets sub-committee draft recommendation #30 and possibly others. Chair Stephenson will review all recommendations and revise this recommendation for the group to vote on in the next teleconference.

Identify next steps

The sub-committee chose to hold their next teleconference on Tuesday, March 5 at 1:00 p.m.

Adjournment

The sub-committee adjourned at 1:48 p.m.

Minutes drafted by Ashley Andre.