



FISCAL YEAR
2020

ANNUAL REPORT
& 2021 CALENDAR

PROUDLY
SUPPORTING OUR
DAIRY FARMERS



THROUGH
MARKETING, SALES
& PROMOTION

Dear Wisconsin dairy farmers,

While the past few years have been incredibly difficult for dairy farmers, the 2020 global pandemic brought even more challenges. Through it all the team at DFW continued to represent Wisconsin dairy farmers every day, focusing on driving awareness and affinity for Wisconsin dairy. As you know, we place an emphasis on cheese (because 90% of your milk is made into cheese) and we work tirelessly on your behalf to increase distribution, trial and sales of Wisconsin cheese, domestically and abroad, and build trust for Wisconsin dairy products, our dairy farmers and dairy farming. How we accomplish that may change, especially in these times, but the strategy remains the same— simply continue to build sales and trust in Wisconsin dairy.

As the pandemic took hold, we quickly shifted and hope you saw many of the ways we created new programming to ensure we could help keep Wisconsin milk and dairy moving during the pandemic. New elements included:

- We created the “Here For You” TV and digital campaign, which showcased how our dedicated farmers were still in the barns to ensure residents had fresh dairy, and supported the campaign with more ads for milk and cheese
- Partnering with Department of Agriculture, Trade, and Consumer Protection (DATCP) and Wisconsin Grocers Association, we worked to keep dairy moving with our “Stop Retail Limits” program, getting grocery stores to stop purchase limits on dairy
- We helped get dairy to the state’s 200+ food pantries via partnerships with Hunger Task Force, DATCP, Rural Mutual Insurance/Wisconsin Farm Bureau
- With schools closing, we helped get milk and dairy products to kids for breakfast and lunch
- As consumers rushed to buy products online, we created an e-commerce site to help drive Wisconsin cheese sales, which yielded record-breaking sales for some cheese companies
- Working with industry experts, we developed a heavily-used COVID-19 resource page providing general information for dairy farmers, processors and consumers

8418 EXCELSIOR DR. MADISON, WISCONSIN 53717
TEL: 608.836.8820

PROUDLY
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& PROMOTION

We found multiple ways to keep Wisconsin dairy farmers in the news, creating over 125 farmer video interview segments that aired across the state. We kept Wisconsin cheese products top of mind for consumers as we gained a record amount of free publicity totaling over \$40 million in value, including articles in publications like Food and Wine, the Wall Street Journal, and even a Wisconsin Cheese featured segment on The Kelly Clarkson Show. WisconsinCheese.com made it to the FIRST page of the Google search for cheese, and we supported more in-store promotions across the country than ever. The Proudly Wisconsin® Cheese badge is now on 95% of Wisconsin’s cheeses helping consumers identify cheese from our wonderful state.

During the pandemic, dairy demand has remained high and consumers continue to seek out real, nutritious dairy products to help feed their families while safely sheltering at home. In 2019, per capita dairy consumption reached 653 pounds—the highest level since 1960! And at grocery stores, since the start of the pandemic natural cheese sales have grown 27%, butter sales are up 46%, and milk sales are up 11% compared to the same time last year.

This annual report will provide a summary of your dairy checkoff organization’s activities for fiscal year 2020 (July 2019 through June 2020) by highlighting some of the programs that promote, educate and provide research for your milk.

Please contact us with any questions. We’d like to connect with you.

Sincerely,

Chad Vincent, CEO

PS: To stay up to date on our latest promotion efforts and timely news and issues, take a moment to sign-up for our monthly farmer e-newsletter by visiting WisconsinDairy.org and clicking the link for the dairy farmer newsletter. You can also get realtime updates via the DFW Facebook page we’ve created just to keep farmers informed. Note that our consumer Facebook pages (which have about a half-million combined fans) are Wisconsin Cheese and America’s Dairyland.

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WISCONSIN MILK MARKETING BOARD, INC. d.b.a. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2020 & 2019

ASSETS		
	2020	2019
CURRENT ASSETS		
Cash and cash equivalents	\$ 6,105,755	\$ 3,461,713
Short-term investments—certificates of deposit	5,500,000	4,000,000
Accrued interest receivable	34,271	39,981
Assessments receivable	2,499,615	2,559,387
Accounts receivable	32,387	5,021
Inventory	490,952	432,659
Prepaid expenses	1,031,609	1,249,859
TOTAL CURRENT ASSETS	15,694,589	11,748,620
LONG-TERM INVESTMENTS		
Certificates of deposit	4,744,398	7,744,398
PROPERTY AND EQUIPMENT, NET	1,064,411	1,163,344
OTHER ASSETS		
Website domain	300,000	300,000
Website development costs, net	401,294	599,793
TOTAL OTHER ASSETS	701,294	899,793
TOTAL ASSETS	\$ 22,204,692	\$ 21,556,155

LIABILITIES AND NET ASSETS		
	2020	2019
CURRENT LIABILITIES		
Accounts payable	\$ 1,125,732	\$ 2,232,543
Accrued expenses and other liabilities	338,015	551,037
Accrued wages	263,209	147,465
Deferred revenue	79	7
TOTAL LIABILITIES	1,727,035	2,931,052
NET ASSETS, without donor restrictions	20,477,657	18,625,103
TOTAL LIABILITIES AND NET ASSETS	\$ 22,204,692	\$ 21,556,155

WISCONSIN MILK MARKETING BOARD, INC. d.b.a. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2020 & 2019

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
	2020	2019
REVENUES, GAINS AND LOSSES		
Assessments	\$ 30,250,875	\$ 30,419,268
Investment return, net	248,964	257,580
Other	71,773	39,220
Realized loss on property and equipment disposals	(2,710)	(6,880)
Loss on disposal of website development costs	(10,222)	0
TOTAL REVENUES, GAINS AND LOSSES	30,558,680	30,709,188
EXPENSES		
Program services:		
Channel management	12,929,078	12,959,388
Communications	14,512,992	16,631,995
Total program expenses	27,442,070	29,591,383
Supporting services:		
Administration	1,264,056	1,200,841
TOTAL EXPENSES	28,706,126	30,792,224
Change in net assets without donor restrictions	1,852,554	(83,036)
Net assets, without donor restrictions, beginning	18,625,103	18,708,139
Net assets, without donor restrictions, ending	\$ 20,477,657	\$ 18,625,103

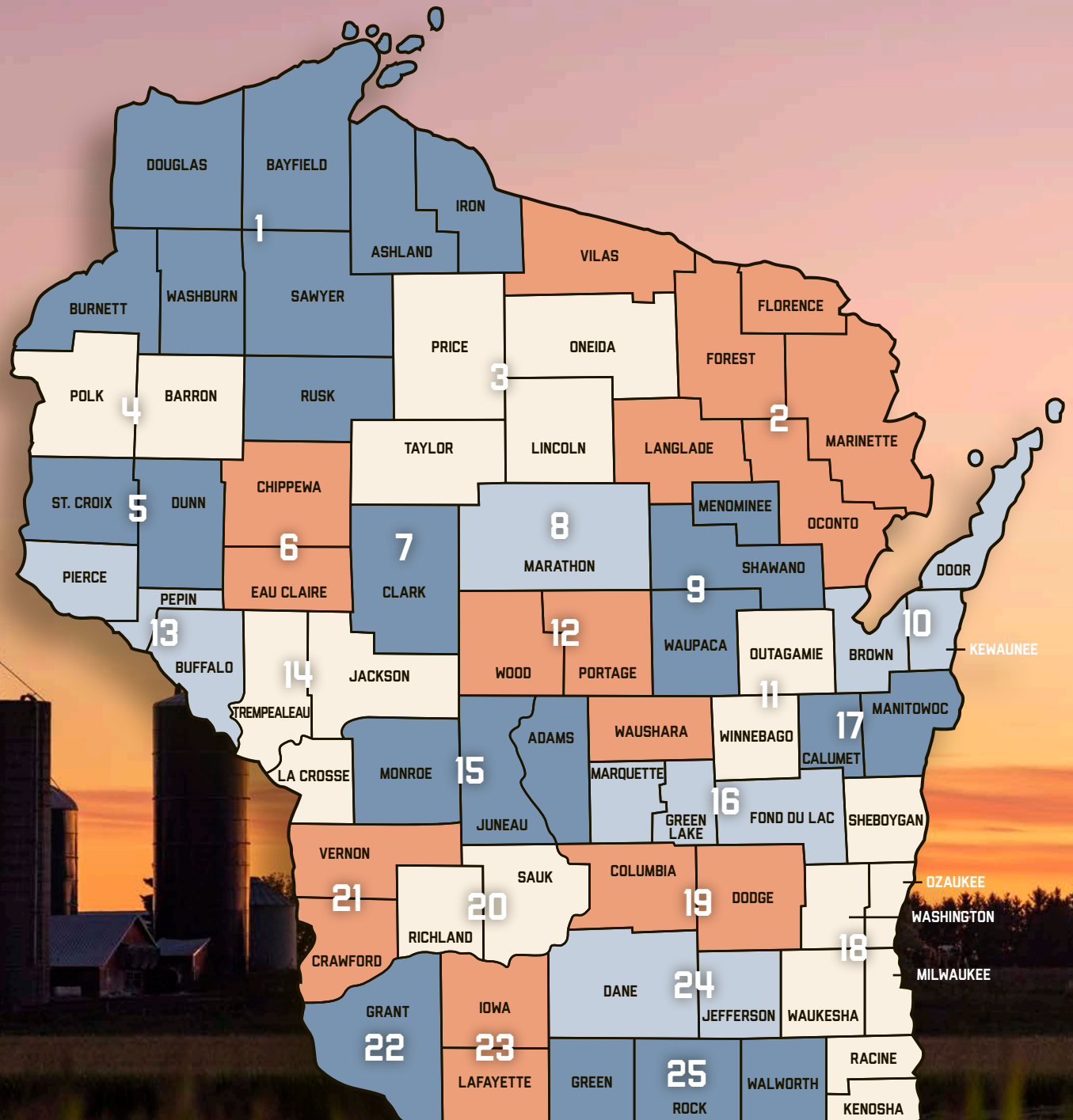
WMMB's financial statements are audited by SVA Certified Public Accountants, S.C., P.O. Box 44966, Madison, WI 53744-4966.

A complete copy of the fiscal year statements and auditor's report is available by writing or calling:

WMMB/DFW, 8418 Excelsior Drive, Madison, WI 53717, 608-836-8820 or 800-373-9662.

FY20 BOARD OF DIRECTORS

We strive to be tireless
advocates for Wisconsin dairy
farmers and drive demand for
Wisconsin dairy products.



	DISTRICT 1 Ben Peterson <i>producer@wisconsinmilk.org</i>		DISTRICT 6 Doug Danielson <i>ddanielson@wisconsinmilk.org</i>		DISTRICT 11 Mike Verhasselt <i>mverhasselt@wisconsinmilk.org</i>		DISTRICT 16 Janet Clark*		DISTRICT 21 Gail Klinkner <i>gklinkner@wisconsinmilk.org</i>
	DISTRICT 2 Connie Seefeldt <i>cseefeldt@wisconsinmilk.org</i>		DISTRICT 7 David Bangart* <i>dbangart@wisconsinmilk.org</i>		DISTRICT 12 Steve Pankratz <i>spankratz@wisconsinmilk.org</i>		DISTRICT 17 Julie Maurer <i>jmaurer@wisconsinmilk.org</i>		DISTRICT 22 Ann Kieler <i>akieler@wisconsinmilk.org</i>
	DISTRICT 3 Mark Leder <i>mleder@wisconsinmilk.org</i>		DISTRICT 8 Steven Sternweis* <i>ssternweis@wisconsinmilk.org</i>		DISTRICT 13 Robert Sendelbach <i>rsendelbach@wisconsinmilk.org</i>		DISTRICT 18 Rick Roden <i>rroden@wisconsinmilk.org</i>		DISTRICT 23 Jay Stauffacher* <i>jstauffacher@wisconsinmilk.org</i>
	DISTRICT 4 Audrey Kusilek <i>producer@wisconsinmilk.org</i>		DISTRICT 9 Jeff Strassburg* <i>jstrassburg@wisconsinmilk.org</i>		DISTRICT 14 Pat Kling <i>pkling@wisconsinmilk.org</i>		DISTRICT 19 Becky Levzow* <i>producer@wisconsinmilk.org</i>		DISTRICT 24 Virgil Haag <i>vhaag@wisconsinmilk.org</i>
	DISTRICT 5 Kay Zwald* <i>kzwald@wisconsinmilk.org</i>		DISTRICT 10 Randy Ebert <i>producer@wisconsinmilk.org</i>		DISTRICT 15 Mary Cook <i>mcook@wisconsinmilk.org</i>		DISTRICT 20 Sharon Laubscher <i>slaubscher@wisconsinmilk.org</i>		DISTRICT 25 Stacy Eberle <i>seberle@wisconsinmilk.org</i>

*Executive Committee Member, FY20

Each member of the Dairy Farmers of Wisconsin Board of Directors is elected to a three-year term. These directors guide the organization's financial affairs, formulate and set DFW's policies, approve the organization's mission and strategy, and serve on one of two main committees—Channel Management or Communications. All directors must be active dairy producers who sell milk into the commercial channels and live in the district where they are nominated.

New directors were elected in districts 1, 4, 10, 19. Access WisconsinDairy.org for current FY21 representation.

Seats in districts 2, 5, 8, 11, 14, 17, 20, 23 will be open for nominations in March 2021.

Sign up for the Power of Promotion digital newsletter at **WISCONSINDAIRY.ORG**



MASTER CHEESEMAKERS

HONING CHEESE CRAFTSMANSHIP

Master cheesemakers use milk as a canvas for their artistic cheese creations, opening new markets and opportunities for Wisconsin dairy farmers. Dairy Farmers of Wisconsin and the Center for Dairy Research celebrated the 26th graduating class of the prestigious Wisconsin Master Cheesemaker® Program. The curriculum has elevated the art of cheesemaking and fortified Wisconsin's outstanding reputation for cheesemaking excellence.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5 Wisconsin Farm Bureau Annual Meeting
6 Wisconsin Farm Bureau Annual Meeting	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Winter Begins	22	23	24 Christmas Eve	25 Christmas Day	26
27	28	29	30	31 New Year's Eve	1 New Year's Day	2
3	4	5	6	7	8	



CURD CERTIFICATION

The Wisconsin Master Cheesemaker® Program hit a major milestone this year. Steve Stettler of Decatur Dairy became the **first Master Cheesemaker** certified in **cheese curds**, his seventh certification.

ELITE COMPANY

To date, **91 cheesemakers** have earned the title of Wisconsin Master Cheesemaker for **47 different cheese varieties**.

A STRONG REPUTATION

Cheese companies, retailers and restaurants capitalize on the respected Wisconsin Master Cheesemaker status in their marketing programs, extending the value of Wisconsin's high-quality milk.

Earning the Master Cheesemaker title is no simple task; it demands years of commitment and skill development. Entry to the program is limited and the requirements stringent. Cheesemakers only earn the right to use the Master's Mark® logo upon completion of this prestigious program.





THE NEXT GENERATION

WHO IS GEN Z?

People who fall into Gen Z, born after 1996, are quickly rising in marketplace importance. The oldest members turned 24 this year and are forming shopping behaviors that will soon become habits. Dairy Farmers of Wisconsin works to understand this evolving generation's concerns, motivations and aspirations to help keep dairy relevant and ensure that milk continues to have a home in their refrigerators.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31 New Year's Eve	1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Martin Luther King Jr. Day	19	20 National Cheese Lover's Day Dairy Strong Conference, Madison, WI	21 Dairy Strong Conference, Madison, WI	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6



FOODIE CONSUMERS

Dairy Farmers of Wisconsin learned Gen Z spends about 24% of their income on food and beverages. Gen Z also wants to be the first to try new food products and experiment with recipes.

ON-THE-GO CONSUMERS

"Natural" is more important to this younger consumer. And so is packaging that allows food to be eaten on the go.

PERCEPTION IS REALITY

Gen Z is the first generation to grow up with both dairy milk and non-dairy beverage options readily available, heavily influencing their perceptions of milk.

The Dairy Farmers of Wisconsin consumer research and insights help make sure communications remain relevant to Gen Z and other target audiences. This information also helps Wisconsin cheese and dairy companies make data-based decisions on new products, marketing and packaging.

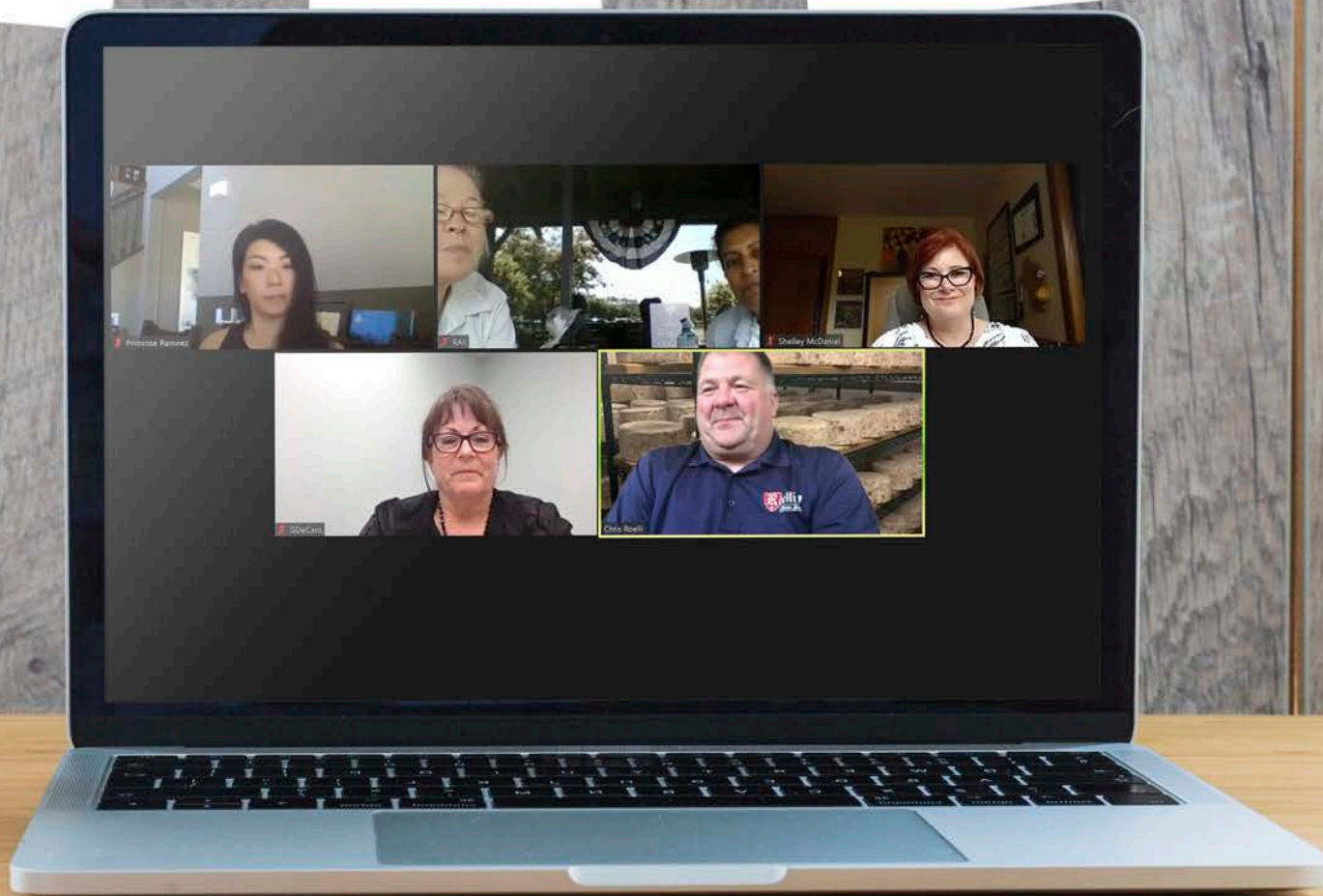
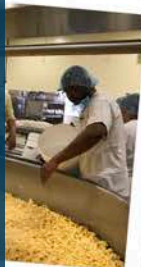
Sign up for the Power of Promotion digital newsletter at [WISCONSINDAIRY.ORG](https://www.wisconsinmilk.com/powerofpromotion)



BUYER MISSIONS

WELCOME TO WISCONSIN CHEESE

Proudly Wisconsin® Cheese buyer missions create long-lasting connections between retail and foodservice decision makers and high-quality, award-winning Wisconsin cheese. Most years, about 500 buyers come to Wisconsin for a hands-on, comprehensive experience of the nation's cheesemaking capital. To accommodate 2020 travel restrictions, Dairy Farmers of Wisconsin developed a virtual platform to help buyers discover their customers' new favorite Wisconsin cheese.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2 Groundhog Day	3	4	5	6
7	8	9	10	11	12	13
14 Valentine's Day	15 President's Day	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6
7	8	9	10	11	12	13



CHEESE CURD SALES

An in-person visit last fall led Lidl Markets, a German-based supermarket chain with **10,000 stores** across Europe and the United States, to authorize the purchase of Ellsworth Cooperative Creamery cheese curds for their Southeast U.S. markets.

VIRTUAL SUCCESS

One of Dairy Farmers of Wisconsin's first virtual buyer missions with Gelson's Markets led to **seven cheese companies** selling new products to DPI West, the Gelson's distributor.

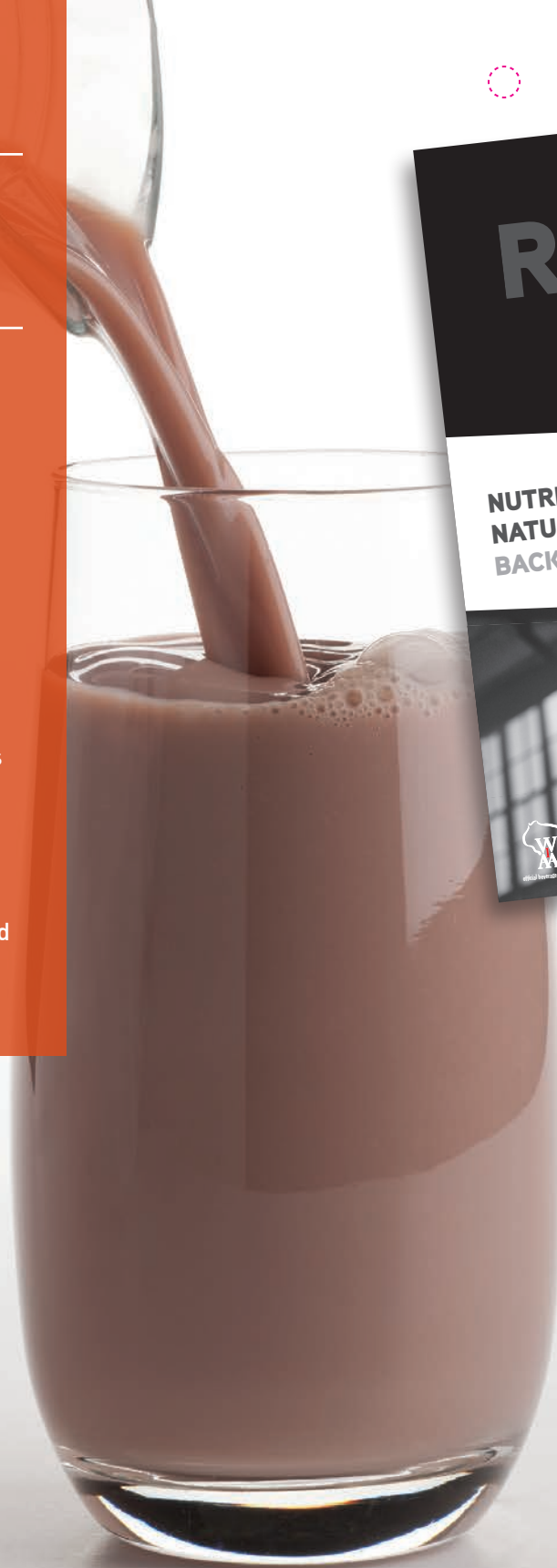
Dairy Farmers of Wisconsin-supported buyer missions are one of the most impactful and effective ways to move cheese from manufacturer to consumer. By telling our story directly to decision makers, we increase the demand for award-winning Wisconsin cheese, which leads to increased demand for high-quality Wisconsin milk.



CHOCOLATE MILK

A WORKOUT RECHARGE

Each year, Dairy Farmers of Wisconsin collaborates with the Milk Processor Education Program (MilkPEP) to promote the recovery benefits of chocolate milk to athletes and fans during the WIAA Boys and Girls State Basketball Tournaments. Multi-channel promotional efforts help coaches, athletes and fans better understand the nutritional benefits of chocolate milk in an athlete's training regimen. Plus, Dairy Farmers of Wisconsin is reinforcing the connection and shared values between dairy farmers and athletes.



BUILT WITH
CHOCOLATE MILK

RECOVER

LIKE A CHAMPION

NUTRIENTS TO REFUEL.
NATURAL PROTEIN TO REBUILD.
BACKED BY SCIENCE.

GET THE PROOF >
BuiltWithChocolateMilk.com

DAIRY FARMERS OF WISCONSIN
Official Beverage of the WIAA
© 2019 Dairy Farmers of Wisconsin

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LOW FAT
CHOCOLATE MILK

DAIRY FARMERS OF WISCONSIN

20+ SCIENTIFIC STUDIES SUPPORT THE BENEFITS OF RECOVERING AFTER STRENUOUS EXERCISE WITH THE HIGH-QUALITY PROTEIN AND NUTRIENTS FOUND IN CHOCOLATE MILK

Lowfat Chocolate Milk:

- Is a natural source of high-quality protein to build lean muscle
- Has the right mix of protein and carbs, scientifically shown to refuel exhausted muscles and help return to peak potential
- Provides fluids and electrolytes - like calcium, potassium, magnesium and sodium - to rehydrate and help replenish critical nutrients lost in sweat

Finish strong with chocolate milk. To learn more about the science behind the recovery benefits of lowfat chocolate milk, log on to BuiltWithChocolateMilk.com

LOW FAT
CHOCOLATE MILK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	1 Dairy Farmers of Wisconsin Nomination Period Begins	2	3	4	5	6
7	8	9	10	11	12	13
14 Daylight Saving Time Begins	15	16	17 St. Patrick's Day PDPW Business Conference, Wisconsin Dells, WI	18 PDPW Business Conference, Wisconsin Dells, WI	19	20 Spring Begins
21	22	23	24	25	26	27
28	29	30 WPS Farm Show, Oshkosh, WI Dairy Farmers of Wisconsin Nomination Period Closes	31 WPS Farm Show, Oshkosh, WI	1 WPS Farm Show, Oshkosh, WI	2	3
4	5	6	7	8	9	10



2020 Spirit of Sport Award Winner Adam Szepeiniec

SPRIT OF SPORT AWARD

Dairy Farmers of Wisconsin proudly sponsored the 2020 Spirit of Sport award, which is given to an individual or group that exemplifies the ideals and spirit of sport at the core of education-based athletics.

SOCIAL CONVERSATIONS

DFW's and WIAA's social media channels help drive conversations about chocolate milk. Twitter posts garnered more than **145,500 impressions**, Facebook reach was **19,972** and Instagram posts achieved a reach of **10,854**.

The cancellation of the 2020 WIAA Basketball Tournaments meant a tactical pivot to reach key target audiences in different ways. Social posts and online communications with athletes and coaches successfully emphasized the benefits of chocolate milk as a healthy way to recharge athletes.

Sign up for the Power of Promotion digital newsletter at [WISCONSINDAIRY.ORG](https://www.wisconsinmilk.com/powerofpromotion)



RETAIL PROMOTIONS

PROMOTING DAIRY ACROSS THE CHAIN

Dairy Farmers of Wisconsin helps cheese and dairy processors market their products through a variety of marketing support programs that promote the Wisconsin heritage of their dairy products. Plus, Dairy Farmers of Wisconsin helps connect processors to retailers and restaurants, also driving dairy distribution and sales.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 WPS Farm Show, Oshkosh, WI National Grilled Cheese Month Begins	2	3
4	5	6 WPS Farm Show, Oshkosh, WI	7 WPS Farm Show, Oshkosh, WI	8	9	10
Easter						
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8



GROWING MILK SALES

About **90% of Wisconsin milk** is used to make cheese. Dairy Farmers of Wisconsin helps cheese companies grow their businesses to increase the demand for your farm's milk.

HARNESSING SOCIAL MEDIA

Leveraging Dairy Farmers of Wisconsin social media support enabled Westby Cooperative Creamery to purchase social media advertising for the first time. The ads directed customers to an online sales portal, boosting average gross daily sales by **415%**!

MAGNIFYING MARKET CONNECTIONS

Henning's Wisconsin Cheese and Nasonville Dairy also partnered with Dairy Farmers of Wisconsin to expand markets. The cheesemakers credited increased sales and marketing opportunities to Dairy Farmers of Wisconsin's innovative approach of promoting Wisconsin cheese using e-commerce and focused, virtual buyer missions.

Processors say collaboration with Dairy Farmers of Wisconsin is vital to their marketing efforts, and strong processor sales equal strong milk sales for Wisconsin dairy farmers.



RESTAURANT PARTNERSHIPS

LOOK FOR PROUDLY WISCONSIN® CHEESE

Dairy Farmers of Wisconsin works diligently to increase awareness and sales of Wisconsin cheese, and one of the most visible ways is through displays of Proudly Wisconsin® Cheese badges in restaurants across the United States that use Wisconsin cheese. When a restaurant includes the Proudly Wisconsin® Cheese badge on their menu, it communicates they use cheese with superior flavor and craftsmanship, and shows consumers they care about the origin and quality of ingredients.

Frank's



PROUDLY SERVING WISCONSIN CHEESE SINCE 1974

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1 Dairy Farmers of Wisconsin Election Period Begins
2	3	4	5	6	7	8
9	10	11	12	13	14	15
Mother's Day						
16	17	18	19	20	21	22 Dairy Farmers of Wisconsin Election Period Ends
23	24	25	26	27	28	29
30	31	1	2	3	4	5
	Memorial Day					



DISCOVERING OPPORTUNITIES

The foodservice industry represents the sale of more than **60% of cheese** produced in Wisconsin.

DRIVING SALES

Restaurants that display Proudly Wisconsin® Cheese badges often see a **5 - 10% increase** in sales volume.

Dairy Farmers of Wisconsin encourages restaurants and retailers to feature the Proudly Wisconsin® Cheese or Proudly Wisconsin® Dairy badge in their marketing materials, including menus, websites, digital platforms and even as décor for restaurants. Efforts are also focused on expanding menu offerings, both daily and limited-time items, with unique varieties of Wisconsin cheese.

Sign up for the Power of Promotion digital newsletter at WISCONSINDAIRY.ORG



NATIONAL DAIRY MONTH

VIRTUAL DAIRY EXPERIENCES

Since traditional in-person National Dairy Month events were not possible in 2020, Dairy Farmers of Wisconsin took a fresh look at opportunities to share dairy's story with consumers. Dairy Farmers of Wisconsin developed several programs to "Celebrate Wisconsin Dairy Farmers," leveraging virtual and digital connections to help increase understanding and trust in Wisconsin dairy farms and our wide variety of delicious dairy products.

CELEBRATE WISCONSIN DAIRY FARMERS

For National Dairy Month
this June, buy local

WISCONSINDAIRY.ORG



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1 National Dairy Month Begins World Milk Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 Summer Begins
20 Father's Day	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10



FARMERS ON THE AIRWAVES

Dairy Farmers of Wisconsin taped more than **60 farmer interviews** to air on broadcast stations in the top five state media markets.

These spots told the stories of local dairy farmers who are passionate about feeding and supporting their local communities. An additional 25-30 interviews aired live. **127 TV/radio segments** resulted from these interviews.

MEDIA IMPRESSIONS

Dairy Farmers of Wisconsin influenced media through TV, radio, social and digital channels and gained over **384 million impressions** and over **180,000 engagements** across DFW-owned channels.

MOBILE APP

Dairy Farmers of Wisconsin developed the **ILoveDairy.com** mobile site to share farmer films, dairy trivia, a cheese car game and more.

Grassroots efforts also helped deploy 63 "Support Wisconsin Dairy Farmers" National Dairy Month kits to local promotion programs. In addition, we supported six drive through breakfasts and events totaling 5,000 consumers.



FLUID MILK PROMOTIONS

THE POWER OF MILK

Dairy Farmers of Wisconsin tapped Milwaukee gymnast and U.S. Olympic hopeful Marvin Kimble to spotlight pride in Wisconsin athletic talent while showcasing the importance of local dairy farmers. Dairy Farmers of Wisconsin collaborates with advertising campaigns from Dairy Management Inc (DMI) and MilkPEP on this program to help increase the efficiency of farmer investment.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	1	2	3
4	5	6	7	8	9	10
Independence Day						
11	12	13	14	15	16	17
18	19	20	21	22	23	24
		Farm Technology Days, Eau Claire, WI	Farm Technology Days, Eau Claire, WI	Farm Technology Days, Eau Claire, WI		
25	26	27	28	29	30	31
1	2	3	4	5	6	7



MOM'S ADVICE

As a kid, Milwaukee native and aspiring Olympic gymnast Marvin Kimble's mom wisely told him to **drink plenty of milk** for strong bones. He still takes her advice, drinking milk daily to support the rigors of accomplishing his athletic dreams.

PERSONAL CONNECTIONS

Just as getting to know a world-class athlete invites a sense of community, dairy farmers invite consumers to get to know local dairy farmers and learn more about how **milk provides essential nutrients** to develop and maintain strong minds and bodies.

Team Milk rallies support for the innumerable nutritional benefits of including milk as part of a healthy diet. Positive relationships with athletes like Marvin Kimble show how milk delivers a physical foundation to support local dreams while helping bridge the gap between Wisconsin dairy farmers and consumers.

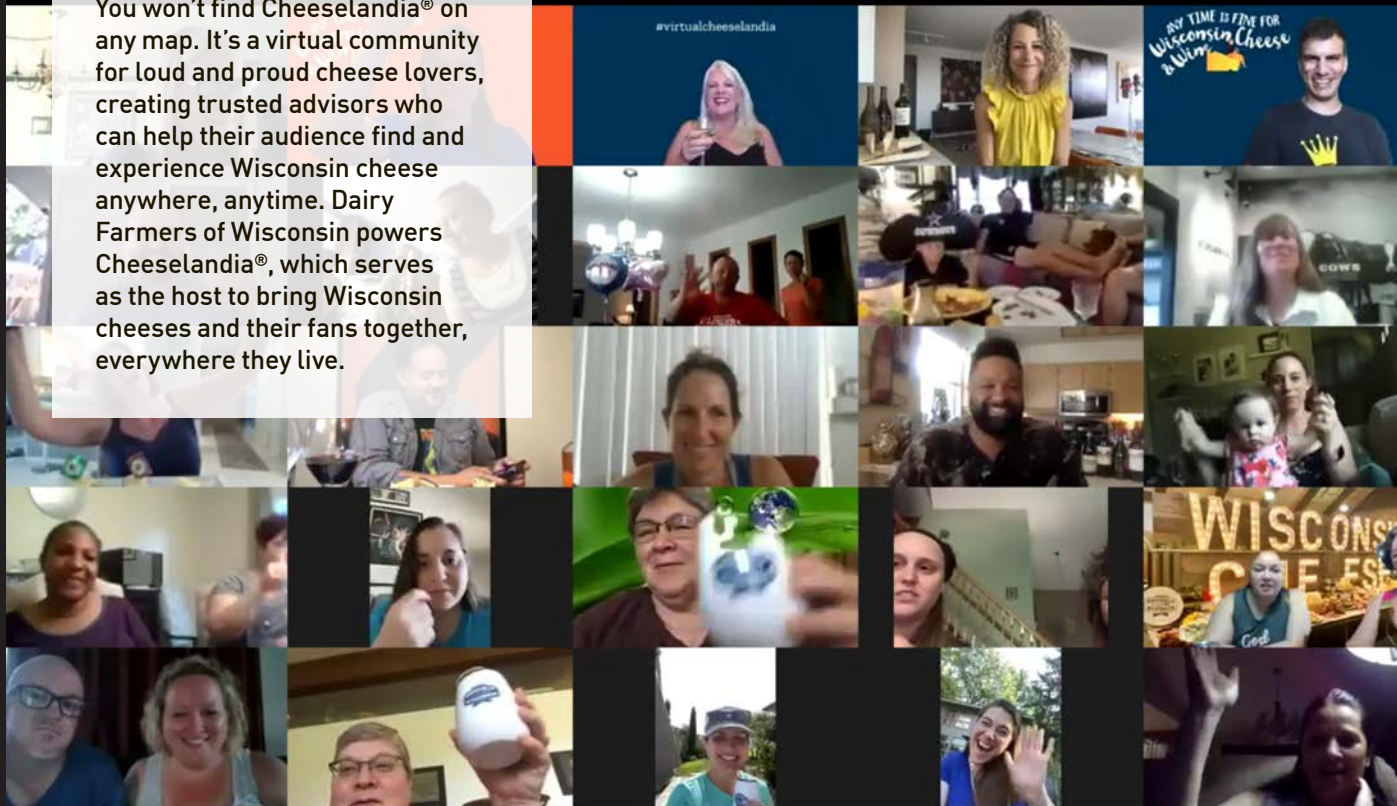
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CHEESELANDIA COMMUNITY

A WORLD FOR CHEESE LOVERS

You won't find Cheeselandia® on any map. It's a virtual community for loud and proud cheese lovers, creating trusted advisors who can help their audience find and experience Wisconsin cheese anywhere, anytime. Dairy Farmers of Wisconsin powers Cheeselandia®, which serves as the host to bring Wisconsin cheeses and their fans together, everywhere they live.



Chat

Samantha MA to Everyone:
I always find it at Wegmans and Whole Foods!

Lindsey - California to Everyone:
Master cheesemakers and dairy tradition = superior cheese :)

Nancy Birschbach to Everyone:
God Bless WI Dairy Farmers. some of the BEST leaders in the world grew up on WI Dairy Farms! My husband included. Not at all biased!

PBR DAVE SACRAMENTO to Everyone:
HIGHEST end product anywhere

Maggie, Wisconsin to Everyone: Thanks team!!!! and cheesemakers!

Tara Rushmer to Everyone:
PLEASE DONT END THIS IS THE BEST VACATION IVE EVER BEEN ON

Alyssa - Wisconsin to Everyone:
So much fun! Thanks WI farmers!!!

To: Everyone
Type message here...

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
				Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI
8	9	10	11	12	13	14
Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI	Wisconsin State Fair, West Allis, WI
15	16	17	18	19	20	21
Wisconsin State Fair, West Allis, WI						
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11



CHEESE PARTIES

In exchange for agreeing to host a party and share it on social media, super fans receive an exceptional assortment of Wisconsin cheeses and everything they need to be the party's cheese aficionado.

WINE AND CHEESE DAY

This event brought over **546 attendees** online to learn about event partner Sartori Cheese, visit the cheese caves and discover what it takes to become a Master Cheesemaker. Guests tuned in from 37 states and Washington, D.C.

SOCIAL FANS

Cheeselandia's Instagram stickers have surpassed **91.6 million views** so far this year.

Through virtual or pop-up Cheeselandia® events, Wisconsin Cheese visited 47 states to create meaningful connections. It sparked a new narrative about the most highly awarded cheese in the world. Visit cheeselandia.com and experience it for yourself and follow Cheeselandia® on Instagram.



CENTER FOR DAIRY RESEARCH

LEADERS IN SEARCH OF EXCELLENCE

More than 30 researchers and scientists at the Center for Dairy Research (CDR) are on a never-ending quest to develop and test dairy products that exceed consumer expectations while providing customers with a safe, wholesome product. Supported by your dairy checkoff dollars, CDR sits firmly at the center of market access and innovation. Cheese and dairy companies from Wisconsin recognized the need for modernization. They collaborated financially with both the government and others in the dairy industry nationwide to expand the well-known Babcock Dairy Hall into a state of the art scientific dairy lab and product development center.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
5	6 Labor Day	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 Fall Begins	23	24	25
26	27	28 World Dairy Expo Madison, WI	29 World Dairy Expo Madison, WI	30 World Dairy Expo Madison, WI	1 World Dairy Expo Madison, WI	2 World Dairy Expo Madison, WI
3	4	5	6	7	8	9



USDA DAIRY BUSINESS INNOVATION PROJECT

CDR and the Wisconsin Cheese Makers Association have been selected by USDA to host a **regional Dairy Business Innovation Initiative**, serving Wisconsin, Minnesota, Iowa, South Dakota and Illinois. The project is designed to **grow the dairy industry**.

MARKET DEVELOPMENT

The Hoard's Dairyman Farm Creamery partnered with CDR and cheesemakers to create several unique cheeses, including **Belaire**, Port Salut-style cheese; **St. Saviour**, a Camembert-style cheese; and **Castel**, a Manchego-style cheese.

NEW PRODUCT DEVELOPMENT

CDR debuted a flavorful, protein-fortified gelatin snack at the Institute of Food Technologists (IFT) Annual Meeting & Food Expo. Aimed at the Asian market, the **calamansi fruit snack** is fortified with U.S. whey protein isolate.

CDR is the go-to resource for dairy product resources and development, ensuring the dairy innovation pipeline is running smoothly. Cross-functional innovation between CDR, the University of Wisconsin and industry researchers helps conceive the value-added products that consumers and markets demand.

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YOUTH AND SCHOOLS

CONNECTING WITH KIDS

Formerly known as the Wisconsin Dairy Council, the Dairy Farmers of Wisconsin's Youth and Schools programs work with students and educators in grades K-12 to build trust in farming and a love of dairy. Program resources include Fuel Up to Play 60 for in-school health and wellness, Dairy in Schools to work with school nutrition programs to build sales and protect dairy's place in school meal programs, and Dairy Education and Experience to teach students about dairy farming and where their food comes from.

**EAT HEALTHY!
GET ACTIVE!**



**Thank You
Wisconsin Dairy
Farm Families**



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28 World Dairy Expo, Madison, WI	29 World Dairy Expo, Madison, WI	30 World Dairy Expo, Madison, WI	1 World Dairy Expo, Madison, WI	2 World Dairy Expo, Madison, WI
3	4	5	6	7	8	9
10	11 Columbus Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31 Halloween	1	2	3	4	5	6



PROMOTE HEALTHY EATING AND ACTIONS

Dairy Farmers of Wisconsin partnered with **1,000 Wisconsin schools**, reaching **300,000** students, to share Fuel Up to Play 60 dairy messages. Plus, we've provided Fuel Up to Play 60 funding grants to **115 schools** to implement dairy-focused activities.

PASS THE HOT CHOCOLATE

Youth and Schools also launched a new hot chocolate milk pilot program in 25 middle and high schools, which resulted in an incremental **344 - 866 pounds** of milk used per month per school.

KEEPING DAIRY ON TABLES

Dairy Farmers of Wisconsin worked with school districts and partners during the pandemic to ensure kids continued to receive daily nutritious meals that include milk.

Children are the next generation of consumers. Dairy Farmers of Wisconsin is dedicated to reaching youth with innovative and enjoyable programs like these to develop their trust in farming and love of dairy foods, ultimately creating long-term dairy advocates.



BUTTER PROMOTIONS

BUTTER'S BENEFITS

Dairy Farmers of Wisconsin encouraged state residents to bake and cook local during the holidays with Wisconsin butter. The butter campaign efforts helped drive sales of Wisconsin butter for holiday enjoyment, flavor and health benefits.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
7	8	9	10	11	12	13
Daylight Saving Time Ends				Veterans Day		
14	15	16	17	18	19	20
22	22	23	24	25	26	27
				Thanksgiving		
28	29	30	1	2	3	4
5	6	7	8	9	10	11



BUTTERING UP CONSUMERS

Dairy Farmers of Wisconsin's work resulted in 60 article placements that generated more than **36 million media impressions** across Wisconsin. Additional targeted placements garnered more than **6.8 million impressions** with a reach of **1.5 million** across Facebook, Pinterest, Spotify, Pandora and local radio.

CREATING COMMUNITY

Encouraging consumers to buy local creates a more intimate relationship with farmers and community; **39% of shoppers** report buying more local products compared to a year ago.

The holiday butter campaign capitalized on traditional November and December butter sales spikes, helping residents identify and look for Wisconsin butter brands. Retailers responded positively to supporting materials, paving the way for future communications and more loyalty towards Wisconsin butter.

Sign up for the Power of Promotion digital newsletter at WISCONSINDAIRY.ORG



GRATE. PAIR. SHARE.

SHARING THE DAIRY LIFESTYLE

Grate. Pair. Share. is Dairy Farmers of Wisconsin's digital cooking and lifestyle magazine. It features upscale, branded consumer recipes, food-related entertaining content, as well as lifestyle and consumer-generated storytelling. It engages customers with usable, innovative, approachable and delicious ways to prepare and enjoy Wisconsin cheese and dairy products, all while creating awareness and affinity for Wisconsin's unique specialty cheese brands.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Winter Begins	29	30	31 Christmas Eve	1 Christmas Day
2	3	4	5	6	7 New Year's Eve	8 New Year's Day



INFLUENCING MILLIONS

Grate. Pair. Share. magazine averaged **25-30 million impressions** this year. Recipe views saw year-over-year growth on WisconsinCheese.com, increasing by **135%**.

QUALITY RECIPE TIME

Users viewed more than **one million pages** of recipe content on WisconsinCheese.com, and the average time on recipe pages has **increased 33%** from last year.

Dairy Farmers of Wisconsin is inspiring and influencing consumer purchase decisions with consistent content and messaging from WisconsinCheese.com to retail.

We reach customers with our culinary content on WisconsinCheese.com, *Grate. Pair. Share.* e-newsletter, press and television media, The Cheese Life blog, social media, recipe ad pages and retail displays.



EMERGENCY CONTACT INFORMATION

FARM OWNER CONTACT INFORMATION: H _____ C _____

FARM ADDRESS: _____

ALTERNATE FARM CARETAKER: NAME _____ P _____

VETERINARIAN: NAME _____ P _____

LOCAL POLICE: _____

SHERIFF DEPARTMENT: _____

LOCAL FIRE DEPARTMENT: _____

FIELD REP: NAME _____ P _____

PROCESSOR: _____

MILK HAULER: NAME _____ P _____

NUTRITIONIST: NAME _____ P _____

AGRONOMIST: NAME _____ P _____

SIGN UP FOR THE FARMER E-NEWSLETTER AT WWW.WISCONSINDAIRY.ORG AND FOLLOW DAIRY FARMERS OF WISCONSIN ON FACEBOOK!

DAIRY FARMERS OF WISCONSIN, 8418 EXCELSIOR DR., MADISON, WI 53717
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