



About 1 days' worth of milk leaves the US each week, bound for dairy deficit countries.



Wisconsin makes 48% of the specialty cheese in the U.S.



Grate. Pair. Share. has earned more than 3.2 million impressions



The Adopt a Cow program reached over 43,000 students

DAIRY FARMERS —OF— WISCONSIN®



The More the Merrier campaign drove sales through more than 4,800 retail locations



This year's Alice in Dairyland published 120 articles



DFW partners with more than 260 dairy companies



National Dairy Month gained more than 8 million media impressions



This year Dairy Farmers of Wisconsin conducted 26 in-person buyer tours & 6 virtual buyer meetings



Cheeselandians spend 3X as much on cheese as the average consumer



PROUDLY
SUPPORTING OUR
DAIRY FARMERS



THROUGH
MARKETING, SALES
& PROMOTION

DAIRY FARMERS OF WISCONSIN EXISTS TO BE A TIRELESS ADVOCATE, MARKETER AND PROMOTER FOR WISCONSIN DAIRY FARMERS. WE HELP BUILD MARKETS AND TRUST IN OUR FARMERS, DAIRY FARMING, AND OUR DAIRY PRODUCTS.

Thank you for taking time to read this. One of the most difficult challenges I've run across in my career is this – how do we communicate the value of your checkoff investment to you, the state's dairy farm families? Too many dairy farmers I speak with have a limited understanding of dairy checkoff/promotion. Checkoff's mission is to grow demand for your milk by building new markets and encouraging consumer trust in your products.

WE EXIST FOR THE STATE'S DAIRY FARM FAMILIES. There's no shortage of things DFW can do to further dairy in Wisconsin, building markets and growing trust. In Wisconsin we eat our milk, and the 90/90 rule drives a lot of what we do. 90% of your milk is made into cheese and 90% of that cheese is sold outside the state and country.

By building markets and continuing to grow demand and uses for your milk, our signature product, Wisconsin Cheese, must continue to grow.

That said, we must focus and make hard choices every day on which programs to run, and areas of dairy marketing and sales to pursue. Together with our board of directors (elected by you, from your district) we have four main areas that we leverage:

1. WISCONSIN CHEESE PERCEPTIONS AND AWARENESS: Wisconsin makes the best cheese on the planet. We win more awards, have more processing plants, and are growing faster than anywhere else. Awareness, demand and perceptions of Wisconsin Cheese is growing and improving – across the country and around the world. People know about our product quality and our innovation (600 varieties and styles of cheese!), the fact that we have Master Cheesemakers who convert the best milk on the planet into incredible cheese, and amazing heritage all help drive interest and sales of our cheese. And with 10 pounds of milk needed to make a pound of cheese...this is vital to our milk usage here. Other states dream of having the infrastructure and brand that Wisconsin has.

**8418 EXCELSIOR DR. MADISON, WISCONSIN 53717
TEL: 608.836.8820**

2. INCREASE SALES AND DISTRIBUTION OF WISCONSIN CHEESE: It's one thing to make great cheese. Selling it is just as important. DFW partners with the nation's grocery stores, restaurant chains and the processors that turn your milk into cheese. Through these partnerships, DFW works to create nationwide promotions that sell millions of pounds of cheese. We regularly have promotions running in 5,000 grocery stores at a time. You can find Wisconsin Cheese in 99% of America's grocery stores and also now in 140 countries. Growth in cheese sales is vital to drive potential growth opportunities for your milk.

3. THE WORLD IS CHANGING FAST, AND WITH CONSUMERS TRUST in Wisconsin dairy products, our farmers and their sustainability practices is an increasingly significant element of purchase consideration. We know that you treat the land, water, air and cows with respect and care. Conservation—of the land you farm and water you protect and all the sustainability efforts to keep your families farming—is of utmost importance and stimulates stories consumers want to and need to hear. We are working with farmers across the state to tell their sustainability efforts and goals to consumers and officials locally and around the globe.

4. WE UNDERSTAND AND APPRECIATE that we and you cannot do this all on our own. We believe in being a strong and reliable partner to get more done for you and utilize the amazing expertise and infrastructure that this state has to offer. We support The UW Center for Dairy Research—the best dairy research facility around—as well as work with co-ops, processors, milk haulers, state and local officials and numerous groups that all join together to keep our industry moving forward.

I hope you take a minute to review this annual report and additional areas of the website to see more of the specific programs we oversee to drive markets and trust for you. We are proud to be earning nationwide recognition for our marketing efforts as measured against the best marketing companies in the country.

Reach out to me, the staff at DFW, or your board representative to learn more about specific programs.

Sincerely,



Chad Vincent, CEO

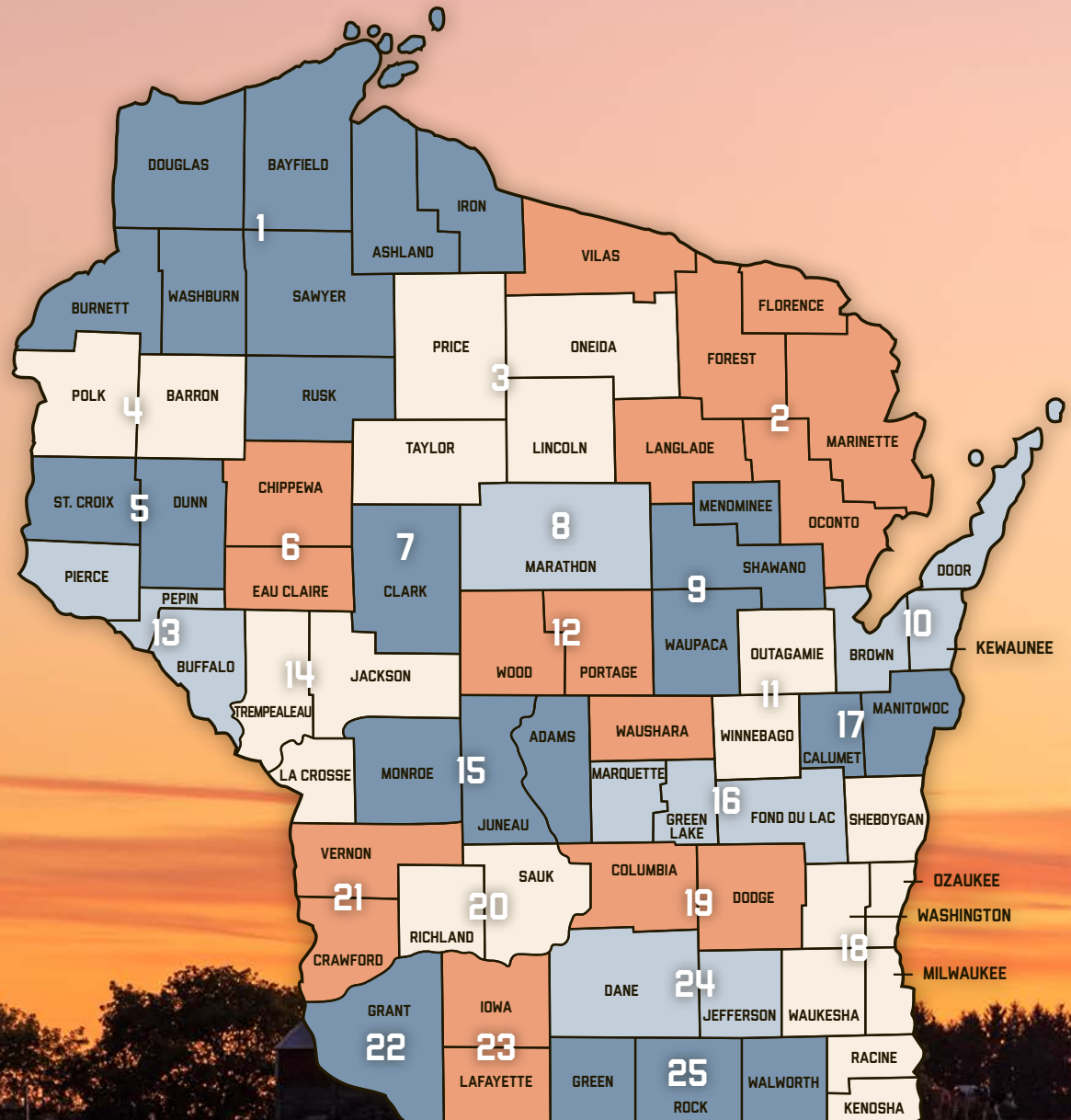
DAIRY FARMERS OF WISCONSIN

8418 EXCELSIOR DR. MADISON, WISCONSIN 53717
TEL: 608.836.8820

FY22 BOARD OF DIRECTORS

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

**Sign up for the
Power of Promotion
digital newsletter
at [Wisconsinmilk.org](https://www.wisconsinmilk.com/wisconsinmilk.org)**



**DISTRICT 1**

Brenda Schloneger
bschloneger@
wisconsinmilk.org

**DISTRICT 6**

Doug Danielson
ddanielson@
wisconsinmilk.org

**DISTRICT 11**

Dan Hinz
dhinz@
wisconsinmilk.org

**DISTRICT 16**

Janet Clark*
jclark@
wisconsinmilk.org

**DISTRICT 21**

Gail Klinkner*
gklinkner@
wisconsinmilk.org

**DISTRICT 2**

Connie Seefeldt
cseefeldt@
wisconsinmilk.org

**DISTRICT 7**

David Bangart*
dbangart@
wisconsinmilk.org

**DISTRICT 12**

Steve Pankratz
spankratz@
wisconsinmilk.org

**DISTRICT 17**

Julie Maurer*
jmaurer@
wisconsinmilk.org

**DISTRICT 22**

Ann Kieler
akieler@
wisconsinmilk.org

**DISTRICT 3**

Mark Leder
producer@
wisconsinmilk.org

**DISTRICT 8**

Steven Sternweis
ssternweis@
wisconsinmilk.org

**DISTRICT 13**

Robert Sendelbach
rsendelbach@
wisconsinmilk.org

**DISTRICT 18**

Rick Roden
rroden@
wisconsinmilk.org

**DISTRICT 23**

Kyle Levetzow
klevetzow@
wisconsinmilk.org

**DISTRICT 4**

Sara
Bahgat-Eggert
sbahgat-eggert@
wisconsinmilk.org

**DISTRICT 9**

Jeff Strasburg
producer@
wisconsinmilk.org

**DISTRICT 14**

Pat Kling
pkling@
wisconsinmilk.org

**DISTRICT 19**

Mark Crave*
mcrave@
wisconsinmilk.org

**DISTRICT 24**

Virgil Haag
vhaag@
wisconsinmilk.org

**DISTRICT 5**

Kay Zwald*
kzwald@
wisconsinmilk.org

**DISTRICT 10**

Tasha Schleis
tschleis@
wisconsinmilk.org

**DISTRICT 15**

Mary Cook
producer@
wisconsinmilk.org

**DISTRICT 20**

Sharon Laubscher
slaubscher@
wisconsinmilk.org

**DISTRICT 25**

Stacy Eberle*
seberle@
wisconsinmilk.org

***Executive Committee Members, FY22**

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 3, 9, 15. Access WisconsinDairy.org for current FY23 representation.

Seats in districts 1, 4, 7, 10, 13, 16, 19, 22, 25 will be open for nominations in March 2023.

WISCONSIN MILK MARKETING BOARD, INC. D.B.A. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2022 & 2021

ASSETS		
	2022	2021
CURRENT ASSETS		
Cash and cash equivalents	\$ 4,681,312	\$ 4,257,218
Short-term investments—certificates of deposit	2,255,469	3,999,599
Accrued interest receivable	37,697	32,916
Assessments receivable	2,551,920	2,484,445
Accounts receivable	47,454	3,241
Inventory	407,019	428,841
Prepaid expenses	794,390	1,378,351
TOTAL CURRENT ASSETS	10,775,261	12,584,611
LONG-TERM INVESTMENTS		
Treasury notes	974,180	814,098
Corporate bonds	6,808,694	5,750,109
Certificates of deposit	2,346,474	2,466,105
TOTAL LONG-TERM INVESTMENTS	10,129,348	9,030,312
PROPERTY AND EQUIPMENT, NET	904,372	923,966
OTHER ASSETS		
Website domain	300,000	300,000
Website development costs, net	509,864	354,872
TOTAL OTHER ASSETS	809,864	654,872
TOTAL ASSETS	\$ 22,618,845	\$ 23,193,761

LIABILITIES AND NET ASSETS		
	2022	2021
CURRENT LIABILITIES		
Accounts payable	\$ 1,320,504	\$ 1,684,975
Accrued expenses and other liabilities	523,712	542,151
Accrued wages	225,865	278,775
Contract liabilities	28	23
TOTAL LIABILITIES	2,070,109	2,505,924
NET ASSETS, without donor restrictions	20,548,736	20,687,837
TOTAL LIABILITIES AND NET ASSETS	\$ 22,618,845	\$ 23,193,761

WISCONSIN MILK MARKETING BOARD, INC. D.B.A. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2022 & 2021

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
	2022	2021
REVENUES, GAINS AND LOSSES		
Assessments	\$ 31,494,163	\$ 31,041,524
Investment return, net	(307,783)	178,674
In-kind contributions	74,653	85,392
Other	39,778	34,120
Realized loss on property and equipment disposals	(2,312)	(208)
Loss on disposal of website development costs	(4,176)	0
TOTAL REVENUES, GAINS AND LOSSES	31,294,323	31,339,502
EXPENSES		
Program services:		
Channel management	13,392,757	12,918,983
Marketing and Communications	16,732,397	17,044,505
Total program expenses	30,125,154	29,963,488
Supporting services:		
Administration	1,308,270	1,165,834
TOTAL EXPENSES	31,433,424	31,129,322
Change in net assets without donor restrictions	(139,101)	210,180
Net assets, without donor restrictions, beginning	20,687,837	20,477,657
Net assets, without donor restrictions, ending	\$ 20,548,736	\$ 20,687,837

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.

DFW increases visibility, distribution, trial, and sales of Wisconsin Cheese in the U.S. and abroad. Through partnerships with cheese companies, major retailers and restaurant chains we drive demand for Wisconsin milk.





Connecting Cheeses to Retailers

Bringing the decision makers for thousands of retail locations across the U.S. to Wisconsin is a task we take pride in and excel at. DFW conducted 26 in-person buyer tours and six virtual buyer meetings in FY22 that highlighted the depth and breadth of Wisconsin Cheese and Dairy.

Connecting retailers to more than 35 different cheese companies and a dairy farm tour we help drive new distribution and affinity for Wisconsin Cheese.

DFW created distribution and sales opportunities by connecting Wisconsin Cheese companies with retail, restaurant, and foodservice decision makers. Wisconsin Cheese claimed high visibility and engagement at six food-centric trade shows reaching 75,000 retail and restaurant buyers and influencers.



Retail Promotions

Key in-store promotions such as The More the Merrier (holiday) and Wonders of Wisconsin (American Cheese Month—May), drove sales throughout more than 4,800 and 6,000 retail locations respectively, across 45 states. Marketing efforts included point of purchase signage, feature ads, store displays and went beyond the physical store front to include digital ads and social media content as consumers continue to purchase groceries online. Media blitzes around campaigns with editors, producers, and influential food magazines connected consumers, retail, and restaurants featuring Wisconsin Cheese.



The More the Merrier (November–December 2021)

The campaign highlighted more than 100 varieties of Wisconsin Cheese and PR earned greater than \$4M in media value.

Click the links for media examples

[Epicurious](#)

[Food52](#)

[MSN](#)

WISCONSINDAIRY.ORG | WISCONSINCHEESE.COM

DFW builds trust in farmers, dairy farming, dairy products, and our organization; moving Wisconsin Dairy to the forefront of consumers minds driving demand for Wisconsin milk.



Adopt a Cow

In addition to the Fuel Up to Play 60 program implemented in schools, DFW executes another program—Adopt a Cow—through a partnership with Discover Dairy and three Wisconsin dairy farmers each year.

The Adopt a Cow program provides knowledge about the dairy industry. Through program research we saw student knowledge grew by 67%, and 65% of teachers said their students were talking about dairy more often. Overall, the participants' trust in the dairy industry grew by 18% as a result of the program.

- 1,718 classrooms/groups reaching over 43,000 students (54% increase in students reached over FY20-21)
- Active participating classrooms in 69 Wisconsin counties
- 70% of public school districts in Wisconsin participate in the program

The Wisconsin Dairy Farmers' Brand

Proudly Wisconsin Cheese® and Proudly Wisconsin Dairy® badges adorn more than 4,650 items crafted in America's Dairyland. Consumers can find Wisconsin Cheese by locating the badge on packaging in 99% of grocery stores across the country.

Through partnerships with more than 260 dairy companies across the state, DFW works to advance the awareness of and desire for Wisconsin dairy and cheese. You can see the badge on product labels from BelGioioso, Saputo, Simon's, Organic Valley, Pine River, Arla Castello, Kwik Trip and many more, making it easy for consumers, from the food fanatic to the busy mom, to find the Wisconsin dairy products they've come to desire.



Specialty Cheese sales have grown twice as fast as non-specialty cheese sales since 2019

6.4% Annual Growth for Wisconsin Cheese Sales across all outlets compared to 2.9% growth for non-Wisconsin Cheese between 2017 and 2021

Wisconsin makes 48% of the specialty cheese in the U.S.


National Dairy Month

DFW shared the love and appreciation of dairy and dairy farming with Wisconsin residents and beyond with a month-long celebration and support of on-farm breakfasts, events, and campaigns. DFW elevated the relationships with Kwik Trip, Culver's, and Festival Foods by enhancing their already generous Wisconsin dairy farmer support with fresh, personalized graphics, on-farm video support, and social media connections.

Throughout the more than month-long celebration we supported:

- More than 140 in-store retail promotions
- Gained more than 8 million media impressions through multiple TV channels/interviews
- Sent 60 on-farm event kits to local volunteer dairy promotion groups
- Over 100 community event kits were distributed around the state to support activities featuring dairy



 Tri-Fecta Farms Family Market
5 hrs · 🌐

👉 🗣️ We are mooooving from [#mayisbeefmonth](#) into [#junedairymonth](#)!
👉 🗣️ Our family takes pride in producing not only mouth watering beef but also rich, creamy, and ... See more



YOUTUBE.COM

TMJ4 - Trifecta Farms MB Extra

WISCONSINDAIRY.ORG | WISCONSINCHEESE.COM

Alice in Dairyland

Alice in Dairyland traveled the state promoting Wisconsin farmers, processors, and dairy products made in our state (in addition to other agricultural products and businesses). While Alice was certainly challenged during COVID-19, the role took the opportunity to pivot and focus on reaching out through social media, creating a virtual farm tour video, and emphasizing published articles. This past year, the role continued to emphasize those same tactics while taking the opportunity at in-person events to engage audiences with dairy messaging.



Alice's Year at a Glance

- 347 speeches at 196 events (20% non-ag audience)
- 70 TV and 153 radio interviews
- Presented to more than 3,800 students
- Published 120 articles
- 2.5 million social media impressions

DFW drives affinity for Wisconsin Dairy Products with an emphasis on cheese. 90% of the milk in Wisconsin is made into cheese and 90% of that cheese is sold outside of Wisconsin.





Global Growth

Consistently, about 1 day's worth of milk leaves the US each week, bound for dairy deficit countries. Checkoff-supported US Dairy Export Council (USDEC) helps make many of the connections between buyer and seller happen. DFW partners with USDEC and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to host international buyers from several countries to elevate their knowledge of Wisconsin dairy products and farming with the purpose of moving more Wisconsin dairy.



Wonders of Wisconsin (May 2022)

- Five virtual consumer events
- One grand finale giveaway event broadcast live on Facebook with 25K views
- 1,200+ custom cheesy deliveries shipped nationwide
- Cheese enthusiasts from 40 states attended virtual events
- Nearly 6,000 locations in 45 states participated in this promotion
- Utilization of the WAZE app supported a 2.3% sales lift, more than \$800K in incremental sales lift among participating retailers



Cheeselandia

We launched a community app where Cheeselandians can learn, connect and share their love of Wisconsin Cheese. Our enthusiastic community of cheese influencers continued to organically grow, attracting new members and fans nationwide celebrating our farmers and their products by preaching their love of Wisconsin Cheese to 50,000 of their closest friends in FY22.

- 99% of Cheeselandians make cheese part of their daily meals
- Cheeselandians spend 3x as much on cheese as the average consumer
- Since joining the community, members are nearly 1.5x more likely to purchase Wisconsin Cheese

Want to get involved? You can! Learn more about Cheeselandia at [Cheeselandia.com](https://cheeselandia.com)



Grate. Pair. Share.

With 5 published issues in FY22, this online magazine continues to grow fans across the country. *Grate. Pair. Share.* has a substantial following of nearly 150,000 eNewsletter subscribers. Targeting the foodie that leans in and thirsts for more knowledge about cheese and are eager to try new dishes, the magazine delivered 68 new recipes, over 3.2 million impressions, and earns 4.8 out of 5 stars when rated by the avid readers.

Subscribe at wisconsincheese.com/grate-pair-share to receive this upscale magazine featuring Wisconsin Cheese, cheesemakers, and recipes in your inbox.





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facebook.com/AmericasDairyland

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Sign up for DFW's Monthly E-Newsletter:
wisconsinmilk.org/Checkoff-at-Work/Farmer-Newsletter

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