



FISCAL YEAR
2019
ANNUAL REPORT

A LETTER FROM
THE DAIRY
FARMERS OF
WISCONSIN
CEO

CHAD VINCENT



PROUDLY
SUPPORTING OUR
DAIRY FARMERS

THROUGH
MARKETING, SALES
& PROMOTION

Dear Wisconsin dairy farmers,

This annual report includes a summary of your promotional organization's activities for the fiscal year 2019. Our highlights include continued support of new product research at the UW Center for Dairy Research and on-farm sustainability work by the UW Discovery Farms program. We have also worked to build demand for your milk at the WIAA Boys and Girls State Basketball Tournaments, in Wisconsin schools and through National Dairy Month initiatives and the Holiday Butter Promotion. Dairy Farmers of Wisconsin continues to help increase consumption of Wisconsin cheese and dairy products across the country and around the world.

Fiscal year 2019 saw continued growth in sales of Wisconsin cheese. Per capita consumption of cheese and butter in the U.S. both saw continued growth, and overall milk usage continues to increase. Still, it was another challenging year for dairy farmers everywhere.

This year, I spent a considerable amount of time in face-to-face meetings with you, sharing information about our organization's strategy and operations and discussing how our staff and programs are establishing new markets for your milk. These meetings gave me an opportunity to meet many of you and answer questions. There are a few topics I always address:

1. Consumers trust dairy farmers. Based on our research, consumer trust in the dairy industry and dairy farmers remains high. Your voices and stories matter.
2. Dairy consumption is increasing. Overall per capita dairy consumption has grown 16 percent over the past 35 years, driven by cheese, yogurt and butter. We continue to fight for fluid milk with our national partners.
3. Wisconsin milk becomes Wisconsin cheese. Our state uses 90 percent of the milk it produces for cheesemaking, and 90 percent of that cheese is sold outside the state. Therefore, many of our promotional efforts focus on cheese in highly populated areas of the country, and are largely delivered in digital formats to relay our messages in the most efficient and cost-effective manner.

Despite the challenges that you continue to face, it's important to remember a couple of important truths about Wisconsin dairy: We produce a high-quality product that people value and want to buy. In fact, 94 percent of households consume milk, while 96 percent consume cheese. Wisconsin has the strongest brand in the cheese and dairy industry, and Dairy Farmers of Wisconsin will continue to do everything we can to build upon it.

Please don't hesitate to contact us with any questions.

Sincerely,

Chad Vincent, CEO

8418 EXCELSIOR DR. MADISON, WISCONSIN 53717
TEL: 608.836.8820

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

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2019 & 2018

ASSETS		
	2019	2018
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,461,713	\$ 4,960,637
Short-term investments—certificates of deposit	4,000,000	2,995,000
Accrued interest receivable	39,981	32,196
Assessments receivable	2,559,387	2,596,136
Accounts receivable	5,021	20,880
Inventory	432,659	176,379
Prepaid expenses	1,249,859	666,522
TOTAL CURRENT ASSETS	11,748,620	11,447,750
LONG-TERM INVESTMENTS		
Certificates of deposit	7,744,398	7,749,398
PROPERTY AND EQUIPMENT, NET		
	1,163,344	957,097
OTHER ASSETS		
Website domain	300,000	300,000
Website development costs, net	599,793	572,802
TOTAL OTHER ASSETS	899,793	872,802
TOTAL ASSETS	\$ 21,556,155	\$ 21,027,047

LIABILITIES AND NET ASSETS		
	2019	2018
CURRENT LIABILITIES		
Accounts payable	\$ 2,232,543	\$ 1,627,534
Accrued expenses and other liabilities	551,037	563,729
Accrued wages	147,465	127,645
Deferred revenue	7	0
TOTAL LIABILITIES	2,931,052	2,318,908
NET ASSETS, without donor restrictions	18,625,103	18,708,139
TOTAL LIABILITIES AND NET ASSETS	\$ 21,556,155	\$ 21,027,047

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

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2019 & 2018

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
	2019	2018
REVENUES, GAINS AND LOSSES		
Assessments	\$ 30,419,268	\$ 30,184,573
Investment return, net	257,580	159,529
Other	39,220	24,279
Realized loss on property and equipment disposals	(6,880)	0
Loss on disposal of website development costs	0	(69,331)
TOTAL REVENUES, GAINS AND LOSSES	30,709,188	30,299,050
EXPENSES		
Program services:		
Channel management	12,959,388	12,002,172
Corporate communications	16,631,995	13,740,253
Total program expenses	29,591,383	25,742,425
Supporting services:		
Administration	1,200,841	1,195,737
TOTAL EXPENSES	30,792,224	26,938,162
Change in net assets without donor restrictions	(83,036)	3,360,888
Net assets, without donor restrictions, beginning	18,708,139	15,347,251
Net assets, without donor restrictions, ending	\$ 18,625,103	\$ 18,708,139

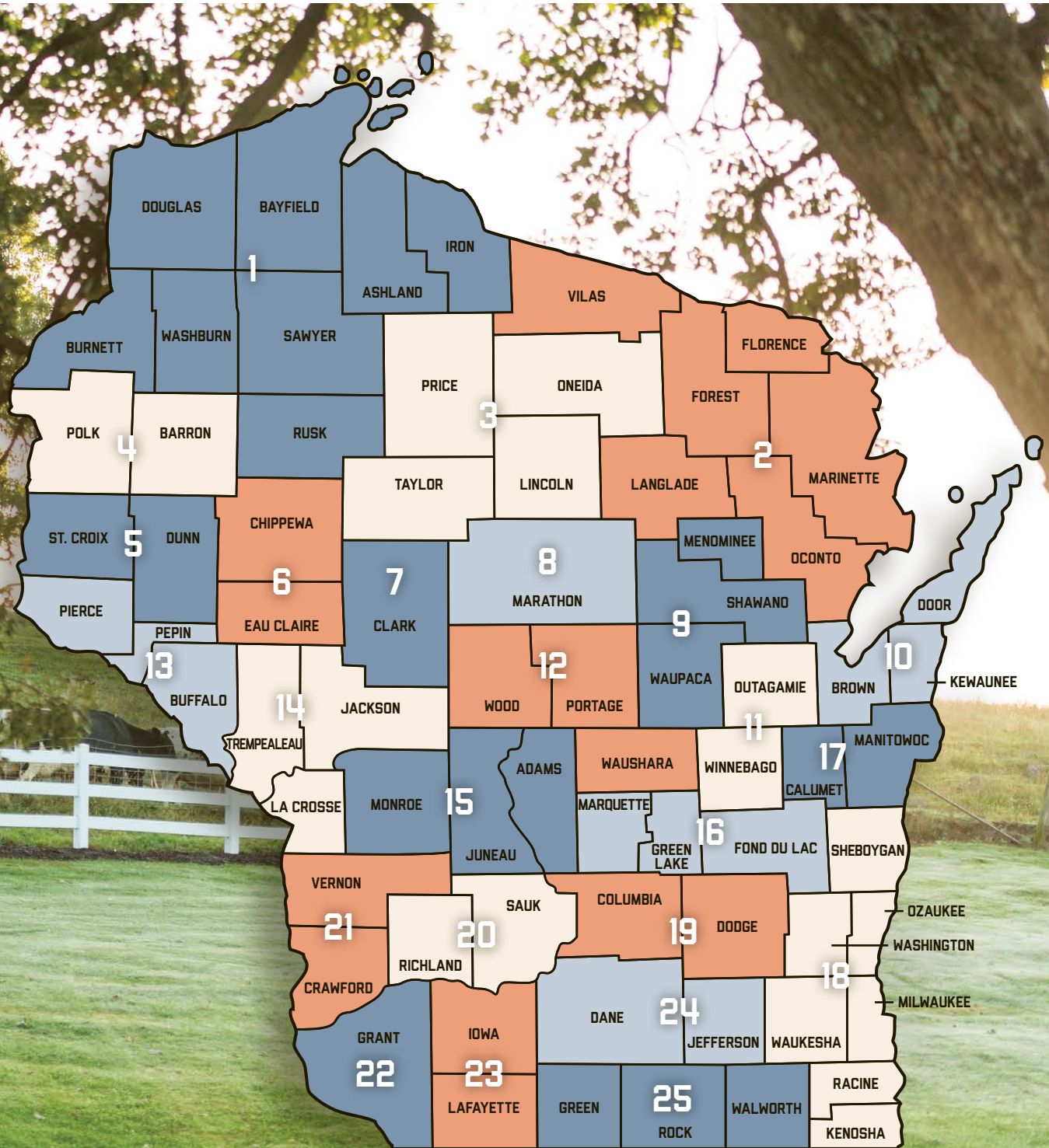
WMMB's financial statements are audited by SVA Certified Public Accountants, S.C., P.O. Box 44966, Madison, WI 53744-4966.

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.

FY19 BOARD OF DIRECTORS

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





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*Executive Committee Member, FY19

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.

Elections in 2020 will occur in districts 1, 4, 7, 10, 13, 16, 19, 22, 25.

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

CONSUMER CONNECTIONS

BREAKING RECORDS AND MAKING NEWS

Dairy Farmers of Wisconsin works hard to create lasting, meaningful connections with consumers through targeted marketing efforts. We leverage Wisconsin's status as the State of Cheese to further elevate perceptions of Wisconsin cheese in various channels and formats.



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

12 DECEMBER 2019

CONSUMER CONNECTIONS



WISCONSIN CHEESE ANTHEM

With more than **120 million impressions**, this video has exposed consumers to Wisconsin cheese in a big way, quickly helping us reach our goal of being the largest cheese platform on the internet.

SOUTH BY SOUTHWEST (SXSW)

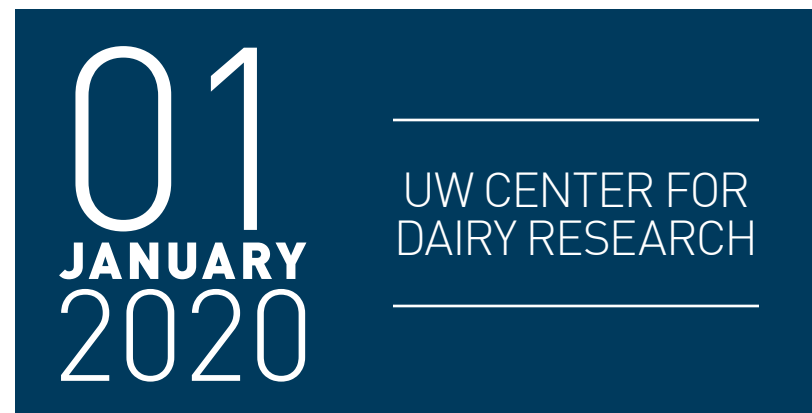
At the largest technology, film and entertainment conference of its kind, attendees were treated to a Wisconsin State Fair experience in Austin, Texas, where Wisconsin cheese took center stage.

GUINNESS WORLD RECORDS

We broke the Guinness World Record for the World's Largest Cheeseboard with a new mark of **4,500 pounds**.

Our work created more than **\$30 million in non-purchased media value** in fiscal year 2019, helping make Wisconsin cheese the top choice for consumers in Wisconsin, across the country and around the world.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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
19	20 Martin Luther King Jr. Day National Cheese Lover's Day	21	22 Dairy Strong, Madison, WI	23 Dairy Strong, Madison, WI	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8



NEW PRODUCT DEVELOPMENT

More than 10 new products moved into development in fiscal year 2019.

REACHING NEW MARKETS

More than **90%** of the products in research and development are intended for international markets.

AWARD-WINNING RESULTS

At the 2019 U.S. Championship Cheese Contest, the **top 3 cheese finalists trained at CDR**, in addition to 78% of contest winners.

DAIRY SAFETY & QUALITY

The CDR makes it a priority to keep processing plants in operation, and the highly trained staff assisted more than 300 dairy companies with technical support, training and education.

The Center for Dairy Research collaborates with manufacturers and processors to bring innovative, nutritious and profitable products to market, which keeps dairy products relevant and increases demand for Wisconsin milk.

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

RESEARCH & INSIGHTS

IDENTIFYING OPPORTUNITIES

Dairy Farmers of Wisconsin conducts comprehensive research into consumer behavior and perceptions to determine how to improve trust in Wisconsin dairy products and farming practices. Our most recent research focused on milk purchase factors and generational roles and perceptions.



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

02 FEBRUARY 2020

RESEARCH & INSIGHTS



INFORMING OUR EFFORTS

Research provides critical insights on consumers, highlighting trends and informing our messaging strategy. It also provides insights to Wisconsin dairy companies so that they're better equipped to meet consumers' changing buying habits.

FINDING WHAT MATTERS

Research indicates more consumers prioritize transparent food production when making purchase decisions. We work hard to emphasize the quality and safety of Wisconsin dairy products.

YOUNGER GENERATIONS ARE CRUCIAL

More than 50% of children say they collaborate on meal decisions with parents. Learn more about how we're addressing this influential generation at WisconsinDairyCouncil.com.

The more we know about consumers, the better we can promote Wisconsin dairy products. Our continued research informs our decisions to help us drive demand for your milk.

CHOCOLATE MILK

INCREASING AWARENESS AND CONSUMPTION

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. MilkPEP's "Built With Chocolate Milk" campaign offers national marketing materials that we leveraged at a local level to conserve your checkoff dollars. Our multi-channel campaign features a range of engaging activities and compelling advertisements across digital, social, in-stadium, TV and other platforms.

KOHL CENTER

GOOD LUCK TO ALL.

Player	P	R	A	F
5 NAU	0	0	3	0
10 ROHDE	0	0	0	0
14 COONEY	0	0	0	0
22 NAU	3	1	0	0
24 JOPLIN	8	2	1	1
10 SCHAEFER	2	0	0	1
11 NELSON	0	0	1	0
20 AUSTON	3	0	0	0
23 VOIGT	5	0	0	0
35 HALE	0	0	0	0

12 1ST 19
10:36
1 FOULS 2

What schools will win the 2019 WIAA Boys State Basketball Tournament?

Go to WKOW 27's Facebook page to vote and see the winners for the

BUILT WITH

CHOCOLATE MILK

CHAMPIONSHIP POLL

27 WKOW

WIAA Boys State of Wisconsin

DAIRY FARMERS OF WISCONSIN

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



LARGEST TV VIEWERSHIP IN WISCONSIN DURING MARCH

Our chocolate milk messages were seen by **more than 3.6 million households** across the state.

IN-STADIUM SIGNAGE INCREASED SALES

We **tripled the amount of chocolate milk sold** in-stadium compared to years past, in addition to selling out of product at the boys tournament.

MOBILE ADVERTISEMENTS DROVE CHOCOLATE MILK ENGAGEMENT

Focused digital advertising increased Wisconsin user engagement by nearly **200%** on BuiltWithChocolateMilk.com.

This targeted campaign promotes the nutritional and recovery benefits of chocolate milk to young, active consumers, helping increase awareness and consumption of your milk within a crucial audience.

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

UW DISCOVERY FARMS

SUPPORTING SUSTAINABILITY

For nearly two decades, Dairy Farmers of Wisconsin has supported UW Discovery Farms®, a farmer-led research and outreach program that focuses on the relationship between agriculture and water quality. The program works with farmers to find ways to minimize environmental impacts while preserving and improving farm productivity and profitability. In addition, UW Discovery Farms also educates and improves communication among consumers, researchers, policymakers and the agricultural community to better identify and implement effective environmental management practices.



DAIRY FARMERS
OF WISCONSIN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31 WPS Farm Show, Oshkosh, WI	1 WPS Farm Show, Oshkosh, WI	2 WPS Farm Show, Oshkosh, WI	3	4
5	6	7	8	9	10	11
12 Easter	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	9

04 APRIL 2020

UW DISCOVERY FARMS



CONDUCT UNIQUE RESEARCH
More than 60 Wisconsin farms participated in on-farm soil and water quality research in fiscal year 2019.

COLLABORATE WITH THE U.S. GEOLOGICAL SURVEY
UW Discovery Farms works with this agency to gather credible water quality information.

STUDY THE EFFECTS OF ENVIRONMENTAL RULES & REGULATIONS
The program analyzes how farm profitability, farm management and the environment are affected, and provides data to farmers and key influencers.

Research conducted by UW Discovery Farms helps farmers better understand the economic and environmental impacts of agricultural practices. In turn, farmers can take steps to protect both the environment and production agriculture, helping your livelihood remain stable for years to come.

RETAIL PROMOTIONS

DRIVING PURCHASE DECISIONS

The Proudly Wisconsin Cheese and Proudly Wisconsin Dairy badges embody everything our great state is known for: quality, tradition, innovation, passion and winning awards. Cheese isn't just something we do in Wisconsin—it's who we are. We're proud to be the state of cheese, and we've translated that pride into success at grocery stores nationwide.



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

05 MAY 2020

RETAIL PROMOTIONS



PROUDLY WISCONSIN BADGES

Tell consumers that products are made with quality and passion.

IN-STORE PROMOTIONS

Wisconsin cheese is available in **98%** of the nation's grocery stores and is supported by coordinated in-store merchandising.

DRIVING GROWTH USING THE WISCONSIN NAME

Wisconsin cheese is seeing **5.2% annual growth** in the U.S., compared to 1.6% for non-Wisconsin cheese.

Our national retail efforts help drive distribution and sales growth for Wisconsin-made cheese with retailers across the country, which in turn drives demand for products made with your milk. The Proudly Wisconsin Cheese badge is more visible so consumers can easily recognize our cheeses when making purchase decisions.

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

NATIONAL DAIRY MONTH

CELEBRATING DAIRY

The tradition of National Dairy Month and breakfasts on the farm underscores our pride in the Wisconsin dairy industry. These events highlight the important role that farmers play in their communities, while offering attendees a chance to explore the farms and enjoy fresh, locally made dairy products.

GOLDEN E DAIRY



WWW.HOORAYWISCONSINDAIRY.COM

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

06 JUNE 2020

NATIONAL DAIRY MONTH



MAKING NATIONAL NEWS

Our efforts brought heightened awareness to Wisconsin and earned **more than \$1 million in publicity** through national media outlets, magazines and newspapers.

TELLING YOUR STORY

Consumers trust dairy farmers, and celebrating National Dairy Month with on-farm dairy events solidifies that confidence.

GRASSROOTS SUPPORT

Dairy Farmers of Wisconsin helps each eligible Wisconsin county promotional group execute dairy promotions in their local area by providing monetary grants and promotional materials.

National Dairy Month breakfasts attract thousands of people to dairy farms across the state and create positive awareness of the role you and your products play in the community and across the country.

BUYER MISSIONS

THE PERFECT PAIRING

Our Wisconsin Buyer Missions' program places Wisconsin cheesemakers and dairy companies in front of more than 500 buyers from the country's largest retailers, distributors, foodservice operators and influencers. We give buyers a full immersion tour of Wisconsin's dairy industry that includes an on-farm experience. This targeted approach exposes buyers to additional cheeses and flavors they may not otherwise get to experience.



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



IMMEDIATE RESULTS

Some buyers make purchases during their visit to Wisconsin. One buyer from AG Baton Rouge **purchased 60 wheels of Wisconsin cheese**, and another purchased a renowned mammoth cheddar.

CREATING LONG-TERM PARTNERS

Retail and wholesale buyers who experience a Wisconsin Buyer Mission become long-term partners who believe in the Wisconsin Cheese brand, repeat their purchases and share our stories with their customers.

INTERNATIONAL INFLUENCE

Backed by state and federal support, Dairy Farmers of Wisconsin hosted an international delegation of cheese buyers from 5 Middle Eastern countries. Demand for dairy in that region is expected to rise by **more than 85,000 tons** in the next 2 years.

Direct interactions help buyers understand dairy farmers and their livelihoods better, which leads to sales of Wisconsin cheese and increased demand for your milk.

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

CONSUMER AWARENESS

CONNECTING WITH AND EDUCATING CONSUMERS

At the 2019 Wisconsin State Fair, "Dairy Lane," launched to connect more consumers to the dairy community. This interactive and experiential area provides education and information to thousands of consumers. We worked with the State Fair Dairy Promotion Board to create a hands-on experience that tells stories of environmental stewardship, animal care and innovation on Wisconsin dairy farms.

DAIRY
SMART
SNACKING
COOL-ER

naturally
HEALTHY

The protein naturally found in milk helps build strong muscles for active lifestyles.

good for your
BELLY

The live cultures or probiotics found in yogurt are great for digestive health.



#WIDAIRYLANE



Irreplaceable
DAIRY

You would need to eat 12 servings of other protein to get the same amount of calcium as one serving of milk.

on-the-go
SNACKS

Yogurt is a great snack for on-the-go. It's portable, easy to eat, and packed with protein and calcium.

WISCONSIN
DAIRY
IS
DELICIOUS

HEALTHY
LOCAL
AFFORDABLE



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

08 AUGUST 2020

CONSUMER AWARENESS



REACHING AN URBAN AUDIENCE
Dairy Lane has the opportunity to reach **more than 1 million people** at the Wisconsin State Fair.

MILKING DEMONSTRATIONS
More than 43 milking demonstrations educated **more than 10,000 fairgoers** about the safety and quality of milk.

VIDEOS & INTERACTIVE GAMES
Educational and celebratory videos, along with an interactive 'smart cart' video game, provided hands-on learning about dairy nutrition.

This exhibit provides massive exposure for the dairy industry. Our presence and influence helps increase awareness of your hard work and quality products.

YOUTH, SCHOOLS & EDUCATION

BUILDING ENTHUSIASM FOR DAIRY

Your checkoff dollars help support programs like Fuel Up to Play 60, the leading national in-school health and wellness program. By encouraging students to consume nutrient-rich foods—especially all-natural dairy products—and be physically active for at least 60 minutes each day, Fuel Up to Play 60 is helping create a healthier generation. Additionally, our in-school video with Alice in Dairyland educates students about Wisconsin dairy and agriculture.



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

09
SEPTEMBER
2020

YOUTH, SCHOOLS
& EDUCATION



BIG IMPACT

Fuel Up to Play 60 has involved **3 million students in Wisconsin** and 38 million in America over the last 10 years.

BIG RESULTS

Thanks to the USDA school breakfast program, national cumulative **milk use increased by 1 billion pounds** from 2010 to 2017.

ALICE IN DAIRYLAND VIDEO

Our new video reached **more than 10,000 Wisconsin students** this fiscal year, educating them about Wisconsin dairy products and farming practices.

Fuel Up to Play 60 helps young people establish healthy dairy consumption patterns, creating steady demand for your milk for years to come. Reaching students in new and exciting ways leads to a greater understanding of Wisconsin's dairy industry.

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

FARMER TRUST

TELLING YOUR STORIES

Dairy Farmers of Wisconsin is building trust in dairy farmers and farming practices by sharing your stories with Wisconsin residents in urban areas. Whether it's showing films in Miller Park or placing National Farmers Day editorial content in urban newspapers, we're working hard to create a connection between consumers and Wisconsin dairy farmers.



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

10 OCTOBER 2020

FARMER TRUST



I'M A WISCONSIN DAIRY FARMER

Our 6 farmer features have garnered **more than 4 million impressions**, encouraging Wisconsin residents to look at dairy farmers in a new way.

CONNECTING WITH CONSUMERS

We put Wisconsin dairy farmers in front of big audiences in unexpected places. One farmer traveled to New York City with her son to talk with consumers at a National Farmers Day pop-up event.

AT THE MOVIES

We showed our farmer films at **over 23 Wisconsin movie theaters** this summer, and they were a particularly big hit at the Wisconsin Film Festival.

PARTNERSHIPS PROVIDE POWER

The Milwaukee Brewers honored a Wisconsin dairy farm family during 6 games this summer, and also displayed a jumbotron film in which a local dairy farmer swapped places with members of the Brewers grounds crew.

By creating a connection to dairy farmers and farming practices, we help humanize your livelihood to increase demand for Wisconsin milk.

CONSUMER TRUST

SHOWCASING SUSTAINABILITY

According to research, more consumers want to know the environmental impacts of food production, and they're looking for more information to help with purchase decisions. Dairy Farmers of Wisconsin helps you tell stories of environmental care and sustainability efforts through news media requests and placed editorial content.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Daylight Saving Time Ends	2	3	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

11 NOVEMBER 2020

CONSUMER TRUST



CARING FOR THE LAND

Dairy farmers are true stewards of the land. Compared to 70 years ago, producing 1 gallon of milk uses **65% less water** and **90% less land**.

CONTINUOUS IMPROVEMENT

The carbon footprint of 1 gallon of milk has decreased by **63%** since 1944.

GLOBAL IMPACT

Dairy farming in North America has the **lowest greenhouse gas emissions** of any region in the world.

You have great stories to tell, and by sharing them with consumers, we help align your products and practices with environmental stewardship and drive demand for your all-natural milk.

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

GRATE. PAIR. SHARE.

SHOWCASING WISCONSIN CHEESE

Our online cooking and lifestyle magazine features branded consumer recipes, food-related content and tips to drive awareness and affinity for Wisconsin cheese. Each issue ties our state's artisan cheese products to the most meaningful moments in life. **Grate. Pair. Share.** has crossed the screens of millions of people, providing inspiration and influencing purchase decisions, especially during the holidays.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4 Wisconsin Farm Bureau Annual Meeting	5 Wisconsin Farm Bureau Annual Meeting
6 Wisconsin Farm Bureau Annual Meeting	7 Wisconsin Farm Bureau Annual Meeting	8	9 UW Discovery Farms Conference, Wisconsin Dells, WI	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	9

12
DECEMBER
2020

GRATE.
PAIR. SHARE.



REACHING MILLIONS OF PEOPLE

Each issue of *Grate. Pair. Share.* earns **more than 25 million impressions** and is viewed by some of the most notable food professionals in the country.

VALUED CONTENT

Viewers engage with the magazine for longer than the industry average time. For this reason, *Grate. Pair. Share.* is considered one of the best in the online magazine category.

CONSISTENCY

We deliver consistent, effective messaging for consumers at WisconsinCheese.com, in retail and media and on our social platforms.

By reaching millions of people with lifestyle images and compelling stories, *Grate. Pair. Share.* helps increase awareness of and purchase intent for Wisconsin cheese products made with your milk.



WISCONSINDAIRY.ORG

WISCONSINCHEESE.COM