

# Dairy Farmers of Wisconsin

## 2022 Director Elections

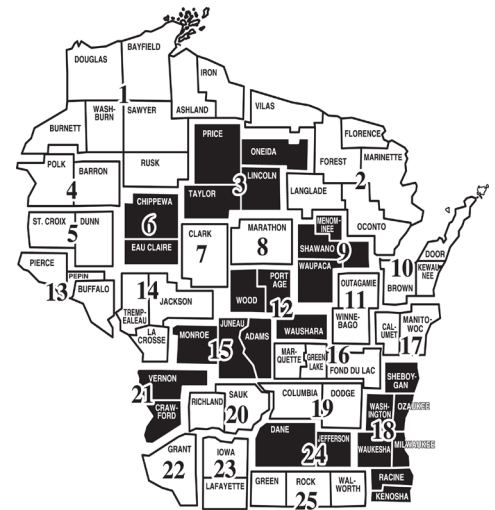
### Winning Board Biographies

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The Wisconsin Department of Agriculture, Trade and Consumer Protection announced the following elected board members from the 2022 Dairy Farmers of Wisconsin director elections which was held May 2-25 in eight of the state's 25 districts.

Please reach out to Debbie Gegare, DATCP, with any questions about elections: [Debbie.Gegare@wisconsin.gov](mailto:Debbie.Gegare@wisconsin.gov); 608-224-5116

Click a name below to view the biography of each district's board member.



#### District 3 (Lincoln, Oneida, Price, Taylor)

- [Gary Kohn, Medford](#)

#### District 6 (Chippewa, Eau Claire)

- [Douglas Danielson, Cadott](#)

#### District 9 (Menominee, Shawano, Waupaca)

- [Jeff Betley, Pulaski](#)

#### District 12 (Portage, Waushara, Wood)

- [Stephen Pankratz, Marshfield](#)

#### District 15 (Adams, Juneau, Monroe)

- [Sandra Madland, Lyndon Station](#)

#### District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha)

- [Rick Roden, West Bend](#)

#### District 21 (Crawford, Vernon)

- [Gail Klinkner, Viroqua](#)

#### District 24 (Dane, Jefferson)

- [Virgil Haag, Mount Horeb](#)



Gary Kohn  
 Kohn Dairy Farm  
 N2611 County Rd E  
 Medford WI 54451  
 Residence: Taylor County

## Director Biography

### District 3 (Lincoln, Oneida, Price and Taylor)

<b>Spouse/Children</b>	Spouse – Lisa   Children – Joshua, Todd, Scott
<b>When did you begin dairy farming?</b>	1985
<b>How many cows do you milk? Breed(s)</b>	120 Holsteins
<b>Where do you ship your milk?</b>	Grassland, Greenwood
<b>Others actively involved in operation:</b>	Lisa and our son Scott and his wife Katy
<b>How many acres do you farm? Other farm facts:</b>	700 acres; 200 acres cash crops; 80 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Taylor County Farm Bureau Vice President (4 years)</li> <li>▪ WFBF policy development committee (2 years)</li> <li>▪ Farm First Dairy Cooperative delegate to annual meeting (2 years)</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ Taylor County Credit Union board director (12 years)</li> <li>▪ Medford Cooperative board director (6 years)</li> </ul>
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	Dairy Farmers of Wisconsin get our check-off dollars to promote and advertise the dairy industry of Wi. I would like the opportunity to work with the other board directors to help DFW in promoting and educating consumers across the country and internationally of the quality and goodness of the products that dairy farmers of Wisconsin produce. I would also like to assure the farmers of Wisconsin that our advertising dollars are spent wisely.
<b>What else should dairy producers in your district know about you?</b>	With my experience on community and agriculture boards I believe that working together as a board you can build a strong organization moving forward. I feel this is my opportunity to give back to the Dairy industry that has served me well.

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# Candidate Biography

**District 6 (Chippewa, Eau Claire)**



Doug Danielson  
Danann Dairy  
13100 County Highway EE  
Cadott 54727  
Residence: Chippewa County

<b>Spouse/Children</b>	Spouse – Annie   Children – Colette, Tyrel and Kelsey
<b>When did you begin dairy farming?</b>	1987
<b>How many cows do you milk? Breed(s)</b>	425; Registered Holsteins
<b>Where do you ship your milk?</b>	La Grander’s Hillside Dairy, Inc. Stanley
<b>Others actively involved in operation:</b>	Annie Danielson, Bob Rajek and Jordan Danielson, all Co-Managers.
<b>How many acres do you farm? Other farm facts:</b>	950 acres farmed, 50 Holstein steers, 25 Holstein breeding bulls, 200 female replacements and other livestock
<b>Ag-related organizations or affiliations</b>	Wisconsin Farmers Union 3-years National Dairy Board Co-op member – Equity Cooperative River Country Cooperative
<b>Community involvement</b>	Big Drywood Lutheran Church – Current Trustee
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	I believe it is very important for me to be involved to support the future of the Wisconsin dairy industry.
<b>What else should dairy producers in your area know about you?</b>	I am a life long dairy farmer who is fully committed and vested in the dairy community and a sustainable lifestyle of Wisconsin agriculture.

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# Candidate Biography

**District 9 (Menominee, Shawano, Waupaca)**



Jeff Betley  
Betley Farms  
W1630 Redwood Dr.  
Pulaski, WI 54162  
Residence: Shawano County

<b>Spouse/Children</b>	Spouse – Jena   Children – Jacob
<b>When did you begin dairy farming?</b>	1991
<b>How many cows do you milk? Breed(s)</b>	2,500 Holsteins
<b>Where do you ship your milk?</b>	Land O'Lakes, Kiel WI
<b>Others actively involved in operation:</b>	Parents - Jack and Gloria, Jena and About 35 dedicated employees
<b>How many acres do you farm? Other farm facts:</b>	4,500 acres; 5,000 young stock, beef cattle etc
<b>Ag-related organizations or affiliations</b>	
<b>Community involvement</b>	
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	To maximize value for our checkoff dollars and to increase transparency of where those dollars are spent.
<b>What else should dairy producers in your area know about you?</b>	

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# Candidate Biography

## District 12 (Portage, Waushara, Wood)



Stephen Pankratz  
 Pankratz Farms LLC  
 11031 county road V,  
 Marshfield WI, 54449  
 Residence: Wood County

<b>Spouse/Children</b>	Spouse – Barbara   Children – Jonathan Pankratz, Matthew Pankratz, Kaylan Avila
<b>When did you begin dairy farming?</b>	1978
<b>How many cows do you milk? Breed(s)</b>	On average we are milking 140 cows and have about 20 dry cows. The breeds we work with are Holstein, Jerseys, Holstein- Jerseys crosses (hojos)
<b>Where do you ship your milk?</b>	Pankratz Farms has been shipping milk to Lynn Dairy since 1958. This dairy plants is located about 10 miles from the farm in the small village of Lynn WI.
<b>Others actively involved in operation:</b>	Barb and children- Jon, Matt, Kaylan; and three employees
<b>How many acres do you farm? Other farm facts:</b>	Also on the farm there is a calf facility where we keep all Young animals under 15 months (about 200 animals). The animals that are over 15 months are off the farm where they are raised till they are about a month before calve (about 140 animals). At that point they are taken back to the main farm to calve (about 10 to 15 animals a month). The farm also sells around 60 Holstein beef calves at 750 pounds for finishing. The farm also runs 1800 Acer's of farm land. Of that acreage 1300 is for cash cropping together with his sons they run a custom cropping/grain storage business.
<b>Ag-related organizations or affiliations</b>	<p>As a high school student I was very active in the local FFA. I continued to be active when my children were in FFA as young adults in the organization. I continue to be be active by helping when high school age employees want to show animals. I have also been asked by students that have taken our animals to the market sale at local fairs if I would honor them by bidding on their animals.</p> <p>The last 20 years I have had the privilege of being a member on the Equity board. I also have been a Wisconsin farm bureau member since taking over the farm.</p>
<b>Community involvement</b>	As a young man, I became a volunteer firefighter for Lincoln Township. I was a volunteer for about 30 years. Of those 30 years I was a fire chief for 6 of them. I stepped aside when I felt that the younger generation was better equipped to handle the demands of the job. I also was elected for 6 years as a supervisor on the Lincoln Township board. I'm also is a member of the knights of Columbus (KC member) for the last 25 years.
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	As a farmer and father that has three children actively pursuing lives/careers in the agriculture industry, specifically in the dairy aspect of agriculture, if elected, my goals are to help the industry continue to move forward by sharing my knowledge and perspectives that I have gained from the many years of being a devoted farmer. I plan to do this by being a representative (for the dairy industry) ot the general public, that does not have a close relationship with the agriculture/dairy industry, understand the economic hardships that farmers are facing recently. I also would actively purse finding

	<p>a larger market for our products. Such as more markets in other states and other countries. Here in Wisconsin we produce high quality goods that need to be placed in a broader market. If elected will push to make these things happen.</p>
<b>What else should dairy producers in your area know about you?</b>	<p>My father, Lawrence Pankratz, started the farm in 1946 after returning from serving over seas in WWII. He started with 15 milking cows and 80 acres of land. On this farm him and his wife, Olive, raised four children Steve being the youngest of the four. Lawrence grew the farm to 55 cows and 240 acres when Steve and his new wife took the farm over in 1978. He, also like his father raised three children on the farm. He grew the farm to what it is now over the next 40 years. In that time he has branched out to not only have dairy but to have cash crops, beef sales, a combining/harvesting business with his sons, grain storage business, and custom planting business with his two sons. He helped his son branch out even more into the agriculture industry when his son decided to start a business in grain trucking. Just recently him and his wife transferred the farm to an LLC and put his three children as the new owners. Again passing the legacy him and his father worked so hard to make onto the next generation. The LLC is now in the process of updating the milking equipment and expanding the dairy milking herd and young stock. They are expanding in hopes to accommodate the needs of not just one growing family on the farm but three families.</p>

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# Candidate Biography

**District 15 (Adams, Juneau, Monroe)**



Sandra Madland  
 Lydell Dairy LLC  
 N864 County Road J  
 Lyndon Station, WI 53944  
 Residence: Juneau County

<b>Spouse/Children</b>	Spouse – Troy   Children – Garrett, Theresa and Hohanna (adult children)
<b>When did you begin dairy farming?</b>	1991
<b>How many cows do you milk? Breed(s)</b>	500 Registered Holstein cows
<b>Where do you ship your milk?</b>	Scenic Central Milk Producers, Boscobel
<b>Others actively involved in operation:</b>	Two of our adult children are employed on our farm. Con, Garret is our Herdsman and daughter, Theresa, is the calf/youngstock manager
<b>How many acres do you farm? Other farm facts:</b>	1,600 acres farmed 400 head of young stock and 75 head of dairy steers (sells as feeders)
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Wisconsin Veterinary Diagnostic Laboratory Board, current board chair.</li> <li>▪ Juneau County Dairy Promotion Board, Vice-Chair</li> <li>▪ Wisconsin District 5 Holstein Association Treasurer</li> <li>▪ Juneau County Fair Dairy Committee, Chair</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ St. Mary’s Catholic Church, Lyndon Station, Coordinator of Religious Education</li> <li>▪ Juneau County Ag Industry and Recreation Society</li> </ul>
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	The work that Dairy Farmers of Wisconsin does is so important to our industry. It is the one origination that includes all the dairy farmers in our state regardless of size, production methods, ownership structure, or location. We all have a stake in how well our product sells in the marketplace. There is always opportunity to strengthen our existing marketing partnerships and to explore new ventures. I would like to be involved with working on those opportunities. Dairy research into new and expanded products is very interesting to me. As our farm numbers continue to decrease, it is more and more important that dairy farmers’ voices continue to be heard to retain the dairy legacy that we have always had in Wisconsin.
<b>What else should dairy producers in your area know about you?</b>	My husband, Troy, and I are first generation dairy farmers. Without family support we started dairying with 32 cows in a rented barn. Through many hours of sweat equity and careful financial planning we have been able to grow out business. We are so proud of our two children that chose to come back to the farm and carry on what we worked so hard to establish. I’ve spent the last twenty plus years working with my own kids and so many others through 4-H, FFA and junior Holsteins. I loved being a dairy leader and now I’m so impressed with the achievements those kids have made and the contributions they are making in either production ag or industry to keep our vocation thriving. I’ve always been involved with dairy promotion, through our country fair, farm tours and many other outlets. I’ve taken cows to the park, the library, the community center, you name it. Putting out a positive message to the outside world helps keep me in a positive frame of mind despite the challenges of our business.

## Candidate Biography

**District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha)**



Rick Roden  
 Roden Echo Valley  
 5579 County Road Y West  
 Bend WI 53095  
 Residence: Washington County

<b>Spouse/Children</b>	Spouse – Melissa   Children – Kendra (5), Brooke (3), Rhen ( 2 months )
<b>When did you begin dairy farming?</b>	2003
<b>How many cows do you milk? Breed(s)</b>	750 milking and pro cross. Holstein x Montbeliarde x Swedish Red
<b>Where do you ship your milk?</b>	DFA
<b>Others actively involved in operation:</b>	Parents - Bob and Cindy Roden and Uncle Joe Roden
<b>How many acres do you farm? Other farm facts:</b>	2,000 acres farmed; 100 steers and we raise all of our own heifers.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Farm Bureau. Was on Ozaukee county Board until 2019 as Young Farmer chair. Currently on local scholarship committee</li> <li>▪ State Farm Bureau Dairy committee for the past 2.5 years.</li> <li>▪ PDPW peer group, and mentor program.</li> <li>▪ DBA member</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ Leader in Knellsville 4-H club</li> <li>▪ On my church Festival committee</li> <li>▪ Help organize the Sundae on the Farm event on our farm each year.</li> </ul>
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	To continue to learn where our check off dollars go towards, and in return to help spread the word to farmers about check off.
<b>What else should dairy producers in your area know about you?</b>	I'm a pretty easy going guy. I great passion for the dairy industry, and like to give back where I can. Family is the most important thing to me, growing up with 4 younger sisters, and now having a young family of my own. Between me and my siblings my parent now have 16, soon to be 17 grandkids. So lots of farm help in the years to come.

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Gail Klinkner  
 Pine Prairie Jerseys & Klinkner  
 Holsteins  
 S7304A State Hwy 27  
 Viroqua, WI 54665  
 Residence: Vernon County

## Candidate Biography

**District 21 (Crawford, Vernon)**

<b>Spouse/Children</b>	Spouse – Rob   Reagan, Garrison, Rubi, Ginger, Rylan
<b>When did you begin dairy farming?</b>	2002
<b>How many cows do you milk? Breed(s)</b>	55 Cows, Registered Holsteins and Jerseys
<b>Where do you ship your milk?</b>	Westby Cooperative Creamery, Westby
<b>Others actively involved in operation:</b>	Our immediate family
<b>How many acres do you farm? Other farm facts:</b>	66 acres farmed; Raise sheep, pigs and other livestock; 50 young stock, beef etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"> <li>▪ Vernon Co Dairy Youth Fund Committee member</li> <li>▪ Vernon Co Jr Dairy Club, Advisor</li> <li>▪ Vernon Co Dairy Promotion Committee, Treasurer</li> <li>▪ 2021 Vernon Co Dairy Breakfast Co-Chair</li> <li>▪ Vernon Co Holstein Association, board member</li> <li>▪ Wisconsin Holstein Association</li> <li>▪ Wisconsin Jersey Breeders, 2023 National Convention Co-Chair</li> <li>▪ Tainter Creek Farmer Lead Watershed Group</li> <li>▪ Valley Stewardship member</li> <li>▪ Vernon County Cattleman's Association</li> </ul>
<b>Community involvement</b>	<ul style="list-style-type: none"> <li>▪ National Night Out, planning committee</li> <li>▪ Franklin Lutheran Church</li> </ul>
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	<p>I want to continue to serve on the Dairy Farmers of Wisconsin Board to support our dairy farmers and ensure that our check off dollars are being spent in the most efficient ways possible.</p> <p>In my first term I learned a lot of information about the great work that is done throughout the state of Wisconsin and the United States to drive sales of Wisconsin Dairy Products and build trust in our dairy farmers. I feel it necessary to be involved in the direction that our dollars are spent to ensure that we are known for our outstanding dairy products far and wide. Further, I want to ensure that the dairy industry is thriving for the next generation.</p>
<b>What else should dairy producers in your area know about you?</b>	<p>I am passionate about the dairy industry. There is no better way to raise a family. Our family is very involved in local dairy promotions and industry organizations. We all enjoy being involved in our community.</p> <p>I enjoy working with youth to develop their leadership abilities and prepare them for their future endeavors.</p>

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Virgil Haag  
Virhada Holsteins  
9158 Britt Valley Road,  
Mount Horeb, WI 53572  
Residence: Dane County

## Candidate Biography

**District 24 (Dane, Jefferson)**

<b>Spouse/Children</b>	Spouse – Dawn   Children – Kody, Karsen
<b>When did you begin dairy farming?</b>	1984
<b>How many cows do you milk? Breed(s)</b>	180 Registered Holsteins
<b>Where do you ship your milk?</b>	Klondike Cheese Company, Monroe WI
<b>Others actively involved in operation:</b>	Kody and Karsen
<b>How many acres do you farm? Other farm facts:</b>	300 acres farmed; 275 young stock, beef cattle etc.
<b>Ag-related organizations or affiliations</b>	<ul style="list-style-type: none"><li>▪ PDPW- Mentor</li><li>▪ Mt. Horeb FFA Alumni Board of Directors-past President</li><li>▪ WI Master Farmers Org- 2022 Steering Committee</li><li>▪ Holstein Breeders- Natl, WI and Dane County- past President</li></ul>
<b>Community involvement</b>	<ul style="list-style-type: none"><li>▪ ELC Church</li><li>▪ Deercreek Sportsman Club</li></ul>
<b>Why do you want to serve on the Dairy Farmers of Wisconsin board?</b>	I am passionate about the dairy industry and believe in taking an active role in promoting our quality products. Working to support dairy farmers is important to me and I am humbled to be able to continue to represent you.
<b>What else should dairy producers in your area know about you?</b>	Understanding the supply chain and consumers demands for dairy is critical to improving our bottom line. I enjoy working with people who influence and believe in what we do as dairy farmers.

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