

CHAMPIONS OF DAIRY 2022



Goals for Fall 2022 Virtual Training...

Know	WHY forms are fun and important to our dairy farmers (and to your promotion group!)
Know	WHAT information should be included on all funding forms
Know	WHERE to find and save the 2022 Dairy Promotion Funds Report
Know	WHEN all forms are due – including reports, applications, and award forms.

***“NEVER DOUBT THAT A SMALL GROUP OF
THOUGHTFUL, COMMITTED CITIZENS CAN
CHANGE THE WORLD; INDEED, IT’S THE
ONLY THING THAT EVER HAS.”***

– Margaret Mead



Telling Our Wisconsin Dairy Story



Building Trust in Wisconsin Dairy



CODs, 4-H/FFA, Alice in Dairyland, WIAA

Dairy Farmers of Wisconsin works with Champions of Dairy to **build consumer trust** in Wisconsin dairy products and in dairy farmers and dairy farming methods by extending DFW programs and implementing national checkoff programs on the local level.



Champions of Dairy

Goal:

Extend national and in-state Consumer Trust key messages by leveraging local level dairy promotion organizations and volunteers through funding, support materials and training.

1. Alice in Dairyland Partnership
2. Promotion Communications & Training Programs
3. Campaign Assets-materials and kits
4. Champions of Dairy Youth Promotion Partnerships



**PROUDLY
DAIRY®
WISCONSIN**

**DAIRY
IS
GOOD
FOR
YOU
AND
WISCONSIN**

NATIONAL DAIRY MONTH

Support your Wisconsin dairy farmers by purchasing real, locally-produced cheese, milk and dairy products.

Learn more about Wisconsin Dairy at
WisconsinDairy.org

Brought to you by XXXX County Dairy Promotion.

GRANT PROGRAM

- Providing financial support to independent dairy promotion groups
 - Aligns DFW and National dairy key messaging with local level dairy promotion champions through financial grant funding
- Support is allocated to 63 county dairy promotion groups and Wisconsin State Fair Dairy Promotion Board
 - In 2021, DFW funded **61 county groups**



Alice in Dairyland

- By partnering with the DATCP Alice in Dairyland program, we can extend DFW campaigns and messages to grow relevance of dairy and dairy farming with youth and Wisconsin audiences
- We leverage the Alice program to engage with Wisconsin media, farmers, and consumers



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Dairy Youth Programs

- Supporting youth organizations allows DFW to provide consistent key messaging to dairy promotion efforts while building dairy farmer recognition of check-off value and programs.
- Youth program support includes:
 - Wisconsin 4-H dairy programs
 - Wisconsin FFA
 - WIAA
 - Wisconsin Association of Agriculture Educators



KEY DAIRY MOMENT ASSETS

Develop key messages and asset kits that support and align Champions of Dairy to key moment DFW campaigns and ensure consumers are experiencing consistent dairy messages across multiple channels.

Key moments include:

- National Dairy Month
- Earth Day/Sustainability
- National Ice Cream Month
- Chocolate Milk (WIAA)
- Holiday Butter Campaign
- Dairy Farm Tours



LEARN. EAT. ENJOY.

DAIRY IS GOOD FOR YOU AND WISCONSIN

PRODUCING A GALLON OF MILK RELEASES 19% LESS GREENHOUSE GAS EMISSIONS THAN IT DID IN 2007.

TRUE! THAT'S EQUIVALENT TO THE AMOUNT OF CARBON DIOXIDE REMOVED FROM THE ATMOSPHERE BY HALF A MILLION ACRES OF U.S. FORESTS EVERY YEAR.

DAIRY IS GOOD

FOR YOU AND

WISCONSIN

June is National Dairy Month—a celebration of farmers who have dedicated their lives to feeding communities across the state, country and globe.

Wisconsin dairy farmers have a long history of protecting their land and water for the future of their families, farms and communities.

For example, Wisconsin has over 28 dairy-farmer-led watershed groups that protect hundreds of thousands of acres of land and water across the state.

Whether you're making an enticing entree or wholesome breakfast, make a sustainable choice and feel good about buying local Wisconsin dairy products.

HOW DOES DFW WORK WITH CHAMPIONS OF DAIRY PROMOTION?

Dairy is good for my Body, my Community and my Planet.



Good for my Body



Immunity

Energy

Real Enjoyment

Recipes

Options for Everyone

Good for my Community



Economic Impact

Dairy Heritage

Family Owned

Youth and School Programs



Good for my Planet



Sustainability

Greenhouse Gas

Animal Care

Carbon Footprint

Environmental Stewardship



Champions of Dairy – FY23 (Growth)

- Increase communication via e-newsletter and COD Facebook group
- Increase DFW branding on support materials and at events (tag Dairy Farmers of Wisconsin on social)
- Provide Social Media Assets to groups
- Increase engagement of funded dairy promotion programs with DFW
- Funding for three key areas: Good for You (nutrition), Good for Planet, Good for Community.

Champions of Dairy – FY23 Changes

- Fund up to \$4,750 per application, require year end reporting, **but also layer in proof points: advertisements, photos, social media posts, etc. (Tag Dairy Farmers of Wisconsin)**
- Fall trainings will be virtual (recorded) highlighting changes and expectations, sharing ideas, answering questions, and opportunities for getting the most from DFW-funded promotion year. Provide deadline to reports: January 31, 2023.
- Spring 2023-County Promotion groups will go over outlined expectations for FY23 and plans for FY24. Three remote locations throughout the state will be offered with computer access to help process grant applications (for groups struggling with online applications). There will be a pre-recorded training on how to apply for grant funds as well as in person "work" days.
- **Discontinue** awarding Wisconsin Dairy Excellence Awards (WIDEA) outstanding dairy promotion efforts.
- **Focus Campaigns**
 - National Dairy Month-Selection of On the Farm or Community kits, social toolkit, and key messages.
 - National Ice Cream Month-kit, key messages, and social media posts.
 - Buy Local (Butter, dairy products)



New for 2023/2024 (Plan now):

- 1. Champion of Dairy local CDPGs will be required to have four officers, none of which can be family members.**
- 2. Groups will be required to provide data around the number of people reached with promotions and images to validate funds used (when submitting their grant reports for 2023).**
- 3. 2022 will be the last year for the Wisconsin Dairy Excellence Awards.**
- 4. Deadlines will not be extended for any groups, with no exceptions.**
- 5. As of June 2023, all materials from DFW will be kits or downloadable. This may affect your budget planning. Outside of campaign-specific kits (National Dairy Month, National Ice Cream Month, Buy Local), DFW will not print, store, or mail general-use materials or handouts. Groups will be expected to print locally and source their own small giveaways.**

2022-2023 Dairy Promotion (Tentative) Timeline

December 2022	Virtual COD training and webinar/Grant reporting
January 6 , 2023	2023 Grant Applications available
January 31, 2023	2022 Grant Funding FY22 Reports DUE
February 6, 2023	2023 training Oshkosh (Tentative)
February 7, 2023	2023 training Madison (Tentative)
February 8, 2023	2023 training Eau Claire (Tentative)
March 31, 2023	2023 Grant Applications DUE

Reports and applications are important!

- Annual COD Funding Reports must be filed for verification of use of funds
- Reports kept on file for Annual Audit and DATCP
- Metrics from reports are shared with IRS to maintain DFW non-profit status



Image credit: Gail Klinkner

DFW CANNOT be used to:

- Influence state or federal legislation or rulemaking – ATCP 140.47(e) & Chapter 96.16
- Directly impact milk pricing or supply – Chapter 96.18
- Make or deliver products – ATCP140.47(5)
- Make any gift or gratuitous payment for which the recipient gives no bona fide consideration. - ATCP140.47(6)

Key Take Away – If your Champion of Dairy group is sponsoring an event and/or product with dairy promotion funding dollars, promotion and/or education needs to be tied to it.

Champions of Dairy Legal Takeaways...

Champions of Dairy must have up-to-date W-9 on file with DFW

Champions of Dairy groups are separate legal organizations.

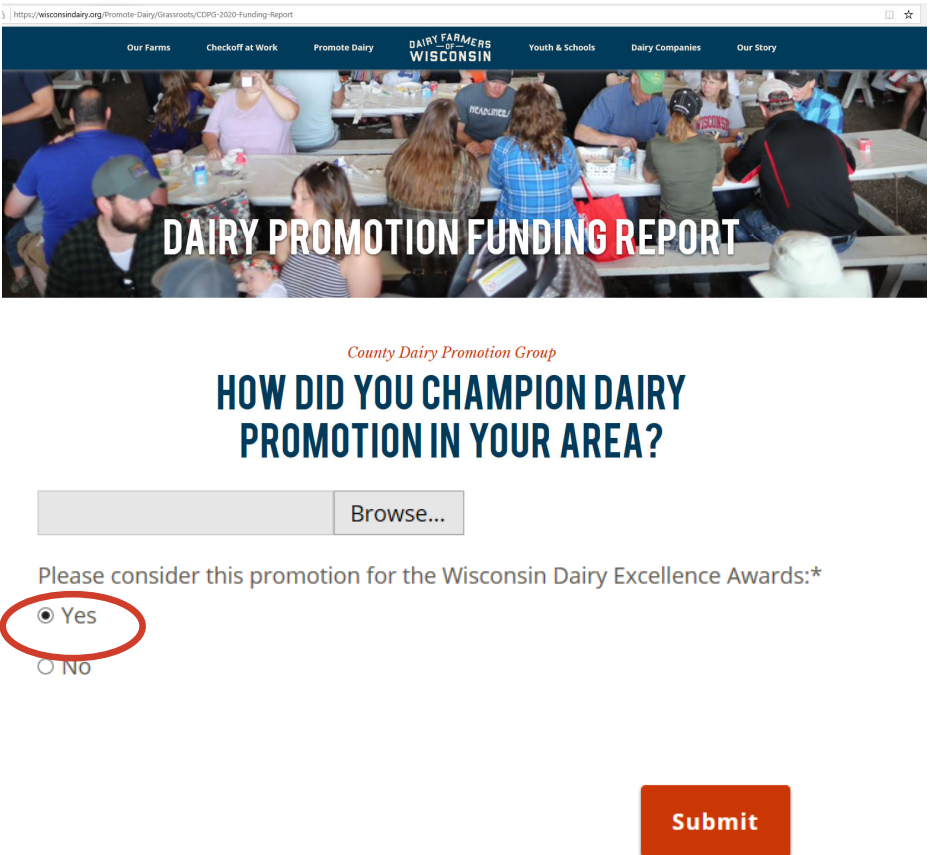
DFW does not carry insurance for Champions of Dairy groups.

Wisconsin Dairy Excellence Awards

Due January 31, 2022 (Last year for this award)

- Eligible events held January 1, 2022 – December 31, 2022
- Application is part of the 2022 Dairy Promotion Report
- Promotion Categories
 - National Dairy Month
 - Dairy is Good for my Body
 - Dairy is Good for my Community
 - Dairy is Good for my Planet

Additional application questions will be emailed to all applying promotions.



The screenshot shows a web browser window with the URL <https://wisconsinmilk.org/Promote-Dairy/Grassroots/CDPG-2020-Funding-Report>. The page features a dark blue header with navigation links: "Our Farms", "Checkoff at Work", "Promote Dairy", "DAIRY FARMERS OF WISCONSIN", "Youth & Schools", "Dairy Companies", and "Our Story". Below the header is a large image of a group of people sitting at a table, with the text "DAIRY PROMOTION FUNDING REPORT" overlaid. The main heading reads "HOW DID YOU CHAMPION DAIRY PROMOTION IN YOUR AREA?". Below this is a "Browse..." button. The question "Please consider this promotion for the Wisconsin Dairy Excellence Awards:*" is followed by two radio button options: "Yes" (which is selected and circled in red) and "No". At the bottom right is a red "Submit" button.

<https://wisconsinmilk.org/Promote-Dairy/Grassroots/CDPG-2020-Funding-Report>

Our Farms Checkoff at Work Promote Dairy DAIRY FARMERS OF WISCONSIN Youth & Schools Dairy Companies Our Story

DAIRY PROMOTION FUNDING REPORT

County Dairy Promotion Group

HOW DID YOU CHAMPION DAIRY PROMOTION IN YOUR AREA?

Browse...

Please consider this promotion for the Wisconsin Dairy Excellence Awards:*

☒ Yes

☐ No

Submit

If you have any questions or need assistance, please reach out directly to Tina Peterson-Tpeterson@wisconsinmilk.org (608) 577-6842



Learn more about how your checkoff dollars work:

Follow DFW on Facebook:

facebook.com/DairyFarmersofWisconsin

Follow America's Dairyland:

facebook.com/AmericasDairyland

Follow Wisconsin Cheese:

facebook.com/WisconsinCheese

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