DAIRY FARMERS OF WISCONSIN

STRONG FARMS STRONG FUTURE

2026 ANNUAL REPORT



LETTER FROM CHAD...

Dear Wisconsin Dairy Farmers,

Every day, you put time, care, and hard work into your cows, your land, and your farm's future. Through your dairy checkoff, you also invest alongside fellow farmers in building consumer demand for the products made with your milk.

At Dairy Farmers of Wisconsin, our job is to make that investment work for you—today and in the future.

Over the past year we worked side by side with our board in a "Framing the Future" long-term strategy process. Together, we took a close look at our strategies, programs, and results. We listened to farmers, industry partners, and outside organizations. We asked what a strong future for Wisconsin dairy should look like and where DFW can make the greatest difference.

After 12 months of thoughtful review, your elected farmer Board of Directors helped establish a clear direction. **Our future is all about M.I.L.K.: Marketing, International, Local Initiatives, and Keys to the Future.**

MARKETING: Give people more reasons—and more opportunities—to choose Wisconsin Cheese. Ninety-percent of Wisconsin's milk goes into cheese, and 90% of that cheese is sold outside our state. That makes growing demand for Wisconsin Cheese central to our work. Wisconsin Cheese is already available in 99% of U.S. grocery stores. Working with leading grocery chains, cheesemakers, and processors, we help expand the selection shoppers can find and encourage them to buy. Advertising, media stories and opportunities to taste our cheese show consumers why Wisconsin Cheese belongs at the top of their shopping lists.

INTERNATIONAL: Open doors to future growth. Nearly one-fifth of Wisconsin's milk reaches consumers beyond our borders as dairy products. Our strength in specialty cheese creates opportunities to reach even more of those customers. By connecting Wisconsin processors with international buyers, we help build relationships and open markets for products made with your milk.

LOCAL INITIATIVES: Help Wisconsin consumers see and hear the farmers behind their food. Trust starts with connection. Through Born To Dairy™ and Wisconsin Dairy Month, we bring your stories to life and invite people to experience Wisconsin dairy firsthand. These efforts help keep our state a leader in consumer trust in dairy farmers while giving families more reasons to enjoy and feel proud of Wisconsin dairy.

KEYS TO THE FUTURE: Support the ideas that move dairy forward. Research and innovation help turn your milk into new possibilities. Through support for the Center for Dairy Research, we help Wisconsin cheesemakers and processors improve products, solve challenges, and develop new uses for dairy that meet changing consumer needs.

Across these priorities, responsible use of your checkoff dollars remains essential. This Annual Report shares how your investment was used and what that work accomplished.

Thank you for allowing us the privilege of serving you. It is your hard work that makes everything we do possible, and together, we are securing a strong future for Wisconsin dairy.

With gratitude,

Chad Vincent
CEO, Dairy Farmers of Wisconsin





MARKETING
Increasing Sales at Retail and Building Consumer Love

INTERNATIONAL
Driving Global Demand for Wisconsin Cheese

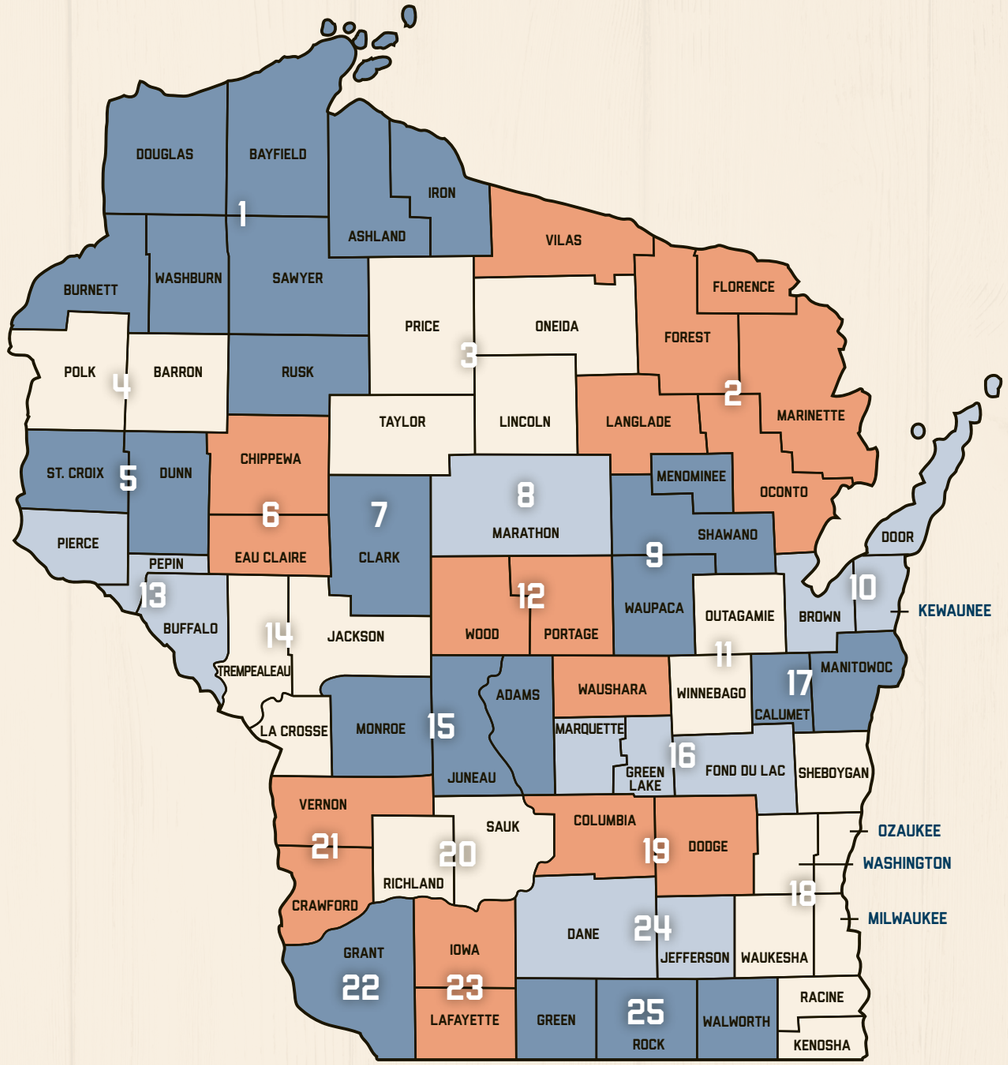
LOCAL
Supporting Local Efforts Farmers Care About

KEYS TO THE FUTURE
Focusing on Research, Innovation, and Partnerships

FY2026 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 Wisconsindairy.org



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. All directors must be active dairy producers who sell milk into commercial channels and live in the district where they are nominated. Access wisconsindairy.org/board for current FY2027 representation.

Seats in districts 2, 5, 8, 11, 14, 17, 20, and 23 will be open for nominations in March of 2027.



DISTRICT 1
Brenda Schloneger
bschloneger@wisconsindairy.org



DISTRICT 2
Carolyn Alsteen
calsteen@wisconsindairy.org



DISTRICT 3
Gary Kohn
gkohn@wisconsindairy.org



DISTRICT 4
Andrew Christenson*
achristenson@wisconsindairy.org



DISTRICT 5
Kay Zwald*
kzwald@wisconsindairy.org



DISTRICT 6
Ali Straschinske
astraschinske@wisconsindairy.org



DISTRICT 7
David Bangart
dbangart@wisconsindairy.org



DISTRICT 8
Jessica Pralle
jpralle@wisconsindairy.org



DISTRICT 9
Jeff Betley*
jbetley@wisconsindairy.org



DISTRICT 10
Tasha Schleis
tschleis@wisconsindairy.org



DISTRICT 11
Dan Hinz
dhinz@wisconsindairy.org



DISTRICT 12
Stephanie Hughes
shughes@wisconsindairy.org



DISTRICT 13
Jonathon Hallock*
jhallock@wisconsindairy.org



DISTRICT 14
Annaliese Wegner
awegner@wisconsindairy.org



DISTRICT 15
Sandy Madland*
smadland@wisconsindairy.org



DISTRICT 16
Janet Clark*
jclark@wisconsindairy.org



DISTRICT 17
Mitch Kappelman
mkappelman@wisconsindairy.org



DISTRICT 18
Rick Roden
rroden@wisconsindairy.org



DISTRICT 19
Mark Crave*
mcrave@wisconsindairy.org



DISTRICT 20
Jessica Kelley
jkelley@wisconsindairy.org



DISTRICT 21
Chad Sime
csime@wisconsindairy.org



DISTRICT 22
Ann Kieler
akieler@wisconsindairy.org



DISTRICT 23
Jody Miller
jmiller@wisconsindairy.org



DISTRICT 24
Virgil Haag
vhaag@wisconsindairy.org



DISTRICT 25
Kristen Metcalf
kmetcalf@wisconsindairy.org

***Executive Committee Members, FY2026**

WISCONSIN MILK MARKETING BOARD, INC.
DAIRY FARMERS OF WISCONSIN
STATEMENTS OF FINANCIAL POSITION
June 30, 2026 and 2025

	2026	2025
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	$ 5,316,389	$ 3,970,320
Short term investments - treasury notes	250,145	0
Short term investments - corporate bonds	2,833,576	2,097,239
Short term investments - certificates of deposit	749,873	1,410,866
Accrued interest receivable	93,670	112,768
Assessments receivable	2,623,110	2,442,147
Accounts receivable	124,584	29,209
Inventory	411,930	396,100
Prepaid expenses	870,570	1,207,610
Total current assets	13,273,847	11,666,259
LONG-TERM INVESTMENTS		
Treasury notes	1,373,362	1,152,609
Corporate bonds	10,269,356	11,819,581
Certificates of deposit	1,501,843	2,251,716
Total long-term investments	13,144,561	15,223,906
PROPERTY AND EQUIPMENT, NET	2,024,508	1,619,671
OTHER ASSETS		
Operating lease right-of-use assets	2,569	9,767
Website domain	300,000	300,000
Website development costs, net	410,977	395,364
Total other assets	713,546	705,131
TOTAL ASSETS	$ 29,156,462	$ 29,214,967
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	$ 2,391,832	$ 2,006,679
Construction payable	173,648	53,321
Accrued expenses and other liabilities	611,909	548,338
Accrued wages	438,814	320,424
Contract liabilities	0	65,658
Operating lease liabilities	2,569	9,767
TOTAL LIABILITIES	3,618,772	3,004,187
NET ASSETS, without donor restrictions	25,537,690	26,210,780
TOTAL LIABILITIES AND NET ASSETS	$ 29,156,462	$ 29,214,967

WISCONSIN MILK MARKETING BOARD, INC.
DAIRY FARMERS OF WISCONSIN
STATEMENTS OF ACTIVITIES
Years ended June 30, 2026 and 2025

	2026	2025
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
Revenues, gains and losses:		
Assessments	$ 32,807,998	$ 31,997,022
Investment return, net	717,079	1,066,886
In-kind contributions	65,349	57,680
Other	212,782	36,125
Realized loss on property and equipment disposals	0	(217)
Total revenues, gains and losses	33,803,208	33,157,496
Expenses:		
Program services:		
Channel management	16,729,589	15,430,164
Marketing and communications	16,321,232	15,755,191
Total program expenses	33,050,821	31,185,355
Supporting services:		
Administration	1,425,477	1,661,830
Total expenses	34,476,298	32,847,185
Change in net assets without donor restrictions	(673,090)	310,311
Net assets, without donor restrictions, beginning	26,210,780	25,900,469
Net assets, without donor restrictions, ending	$ 25,537,690	$ 26,210,780

FY26 IMPACT AT A GLANCE

STRONG FARMS. STRONG FUTURE.

1 GROWING CONSUMER DEMAND

Wisconsin Cheese Affinity

$104M
EARNED MEDIA VALUE
Amplifying our message nationwide.

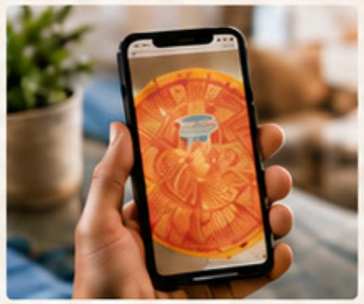
70M+
SOCIAL IMPRESSIONS
Building awareness and consumer love.

31.3M
CONSUMERS REACHED
Connecting millions with Wisconsin Cheese.

163%
INCREASE IN SEARCH IMPRESSIONS
More consumers discovering Wisconsin Cheese online.

4,500+
CHEESELANDIA MEMBERS
A passionate community growing stronger every day.







2 EXPANDING MARKETS

Distributors, Trial & Sales

99%
U.S. GROCERY STORES CARRYING WISCONSIN CHEESE
Helping expand distribution with retailers nationwide.

9,100
RETAIL STORES ACTIVATED
Bringing Wisconsin Cheese to more shoppers in more places.

335
BUYERS CONNECTED WITH WISCONSIN COMPANIES
Creating valuable relationships and new opportunities.

7,100+
SAMPLING EVENTS
Driving trial and inspiring new cheese lovers.

5
INTERNATIONAL TRADE SHOWS
Opening doors in key global markets.









3 BUILDING TRUST

Wisconsin Dairy

43
FARM TOURS
Opening doors and building trust.

70+
JUNE DAIRY MONTH EVENTS
Celebrating dairy across Wisconsin.

6M+
BORN TO DAIRY VIDEO VIEWS
Sharing authentic farmer stories that resonate.

2.66B
CAMPAIGN REACH
Connecting consumers with our farmers.

55,000+
STUDENTS REACHED
Educating the next generation about dairy.









IT'S ALL ABOUT THE MILK!

M MARKETING
Increase sales at retail and build consumer love for Wisconsin dairy.

I INTERNATIONAL
Create new markets for Wisconsin dairy across the globe.

L LOCAL
Support local programs farmers care about to keep dairy strong in our state.

K KEYS TO THE FUTURE
Drive research, innovation and partnerships to ensure a strong future for Wisconsin dairy.

PROUDLY DAIRY WISCONSIN

Thank you for investing in Strong Farms. Strong Future.

A STRONG INVESTMENT FOR WISCONSIN



>>> SUPPORTING FARMERS. STRENGTHENING COMMUNITIES. <<<
DRIVING RESULTS.

>>> THE IMPACT FOR WISCONSIN <<<

RESEARCH AND INNOVATION

Advancing new products, improving dairy processing, and creating opportunities for Wisconsin milk.

GROWS MARKETS AND DEMAND

Expanding sales opportunities for Wisconsin dairy at home and around the world.

STRENGTHENS THE ECONOMY

Wisconsin dairy contributes more than $53 billion to our state's economy annually.

BUILDS TRUST AND CONNECTION

Connecting consumers with the people, practices and values behind Wisconsin dairy.

INVESTS IN OUR FUTURE

Educating the next generation and supporting innovation for a strong, sustainable dairy industry.

>>> THE PROOF <<<

FASTER GROWTH

Wisconsin cheese is outpacing the specialty cheese category.

99%

U.S. GROCERY STORES CARRYING WISCONSIN CHEESE.

50+

COUNTRIES WHERE WISCONSIN CHEESE IS SOLD.

WORLD-CLASS MARKETING

National award-winning campaigns recognized alongside Nike, Pepsi, P&G and Verizon.

wisconsindairy.org • wisconsincheese.com

Wisconsin Dairy:

America's Dairyland:

Wisconsin Cheese:

EXTRA! EXTRA!

Dairy Farmers are kind of a Big Deal!

Wisconsin dairy farmers are more than hardworking—they're originals. From farm-fix-it MacGyvers to ring-light barn stars, Born to Dairy™ celebrates the pride, quirks, and big personalities that make America's Dairyland thrive.

★ $26.4 ★
MILLION
in earned media from the
★ BORN TO DAIRY™ ★
CAMPAIGN



★ NAMED BY ★
AdAge
AS ONE OF THE
13 CREATIVE CAMPAIGNS
TO KNOW ABOUT TODAY
ALONGSIDE
PEPSI, VERIZON,
ETSY AND WHITE CASTLE



milwaukee journal sentinel
FDL Reporter. Marshfield News Herald
Oshkosh Northwestern.
Wisconsin Rapids Tribune
Post Crescent.







DAIRY FARMERS



OF WISCONSIN®

©2026 Dairy Farmers of Wisconsin • DAI-0587