

PROUDLY  
SUPPORTING OUR  
DAIRY FARMERS



THROUGH  
MARKETING, SALES  
& PROMOTION

Dear Wisconsin dairy farmer,

The nomination period for open district seats on the Dairy Farmers of Wisconsin (DFW) board is open from February 28 - March 28, 2025. Any affected producer within these districts is eligible to run for a director seat:

District 3	Lincoln, Oneida, Price, Taylor counties
District 6	Chippewa, Eau Claire counties
District 9	Menominee, Shawano, Waupaca counties
District 12	Portage, Waushara, Wood counties
District 15	Adams, Juneau, Monroe counties
District 18	Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha counties
District 21	Crawford, Vernon counties
District 24	Dane, Jefferson counties

Directors should plan to attend 6-8 meetings each year, usually held at the DFW office in Madison. Recently, meetings utilized Zoom conferencing platform over the internet to conduct the business of the board. The current per diem of \$294.50 plus mileage (at IRS standard mileage rate) is paid per full day of board activity. Full details of expectations and reimbursement can be found at [www.WisconsinDairy.org/Elections](http://www.WisconsinDairy.org/Elections)

Some of the key responsibilities of a director are to reach out to producers in a directorship capacity and maintain a well-informed dairy farmer base in the counties s/he represents. In order to adhere to responsibilities, a director needs to participate regularly in the organization; maintain effective relations with other industry segments and the community/districts; advocate for checkoff programs and support the decisions of the board; effectively and efficiently use technology to access e-mail and DFW website.

**Here are some helpful tips:**

Become more informed about DFW and its programs by reviewing the Annual Report

- <https://www.wisconsin dairy.org/Checkoff-at-Work/Annual-Report>

Review the laws that created and guide the Milk Market Order

- [https://docs.legis.wisconsin.gov/code/admin\\_code/atcp/140/144](https://docs.legis.wisconsin.gov/code/admin_code/atcp/140/144)
- <https://docs.legis.wisconsin.gov/statutes/statutes/96/10>

Check out DFW's social media and websites to be more aware of current campaigns and activities.

Websites:

- [www.WisconsinDairy.org](http://www.WisconsinDairy.org)
- [www.WisconsinCheese.com](http://www.WisconsinCheese.com)

Facebook:

- <https://www.facebook.com/DairyFarmersofWisconsin/>
- <https://www.facebook.com/WisconsinCheese/>
- <https://www.facebook.com/AmericasDairyland/>

PROUDLY  
SUPPORTING OUR  
DAIRY FARMERS



THROUGH  
MARKETING, SALES  
& PROMOTION

Instagram:

- <https://www.instagram.com/wisconsincheese>
- <https://www.instagram.com/americasdairyland>

LinkedIn:

- <https://www.linkedin.com/company/wisconsin-dairy/>

Review the monthly dairy farmer newsletter at: [www.wisconsin-dairy.org/Checkoff-at-Work/Farmer-Newsletter](http://www.wisconsin-dairy.org/Checkoff-at-Work/Farmer-Newsletter) and sign up to receive your own copy.

The nomination and election processes are administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). For questions concerning either process, connect with:

DATCP Market Orders & Boards

WI Department of Agriculture, Trade and Consumer Protection

2811 Agriculture Drive

Madison, WI 53708

(608) 224-5046

[DATCPMarketOrders@wisconsin.gov](mailto:DATCPMarketOrders@wisconsin.gov)

Questions about Dairy Farmers of Wisconsin and checkoff programs may be directed to:

Tina Peterson

Dairy Farmers of Wisconsin

8418 Excelsior Dr.

Madison, WI 53717

608.836.8820 | 608.577-6842(direct)

[tpeterson@WisconsinDairy.org](mailto:tpeterson@WisconsinDairy.org)