

CHAMPIONS OF DAIRY

NOW CHAMPIONS OF **WISCONSIN**
—
(C.O.W.)

If you have any questions or need assistance, please reach out directly to Tina Peterson-Tpeterson@wisconsindairy.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:

wisconsindairy.org/Checkoff-at-Work/Farmer-Newsletter

Goals for Fall 2023 Virtual Training...

Know	Merge of content areas, streamlining programs and deadlines.
Know	WHAT information should be included on all funding forms
Know	WHERE to find resources
Know	WHEN all forms are due



Telling Our Wisconsin Dairy Story



DISCOVER
TASTE
CELEBRATE
WISCONSIN DAIRY



Building Trust in Wisconsin Dairy



CDPGs, 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 Wisconsin

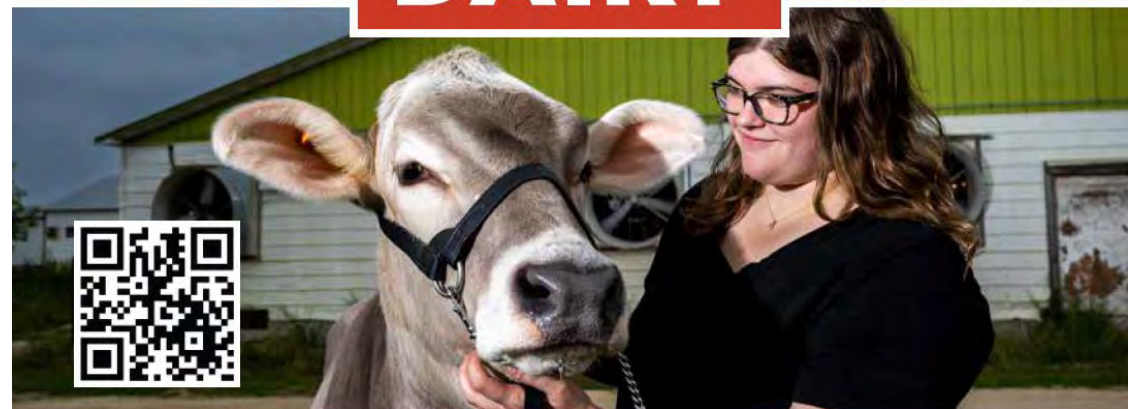
Goal:

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. Drive demand for Wisconsin Dairy
3. Promotion Communications & Training Programs
4. Campaign Assets-materials and kits
5. Champions of Dairy Youth and School Promotion Partnerships



**DISCOVER
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WISCONSIN
DAIRY**



NATIONAL DAIRY MONTH

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

Learn more about



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 2023, DFW funded **63 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



Ashley Hagenow
76th Alice in Dairyland

DAIRY FARMERS OF WISCONSIN
STRONG FARMS STRONG FUTURE

Ever wonder what happens on a Wisconsin Dairy Farm?



Love **Nutrition** **Sustainability**
History **Comfort** **Innovation**

To learn more about dairy farmers, dairy farming practices, and view our educational materials, visit wisconsinmilk.org
Follow Alice's adventures at aliceindairyland.com  

FARMERS USE 90% LESS LAND+ 65% LESS WATER for an astonishing 63% smaller carbon footprint THANKS TO DAIRY INNOVATION

WISCONSIN HAS NEARLY A QUARTER of the total dairy farms in the U.S.

95% of Wisconsin Dairy Farms are **FAMILY OWNED**

Learn more at wisconsinmilk.org

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Dairy Youth Programs

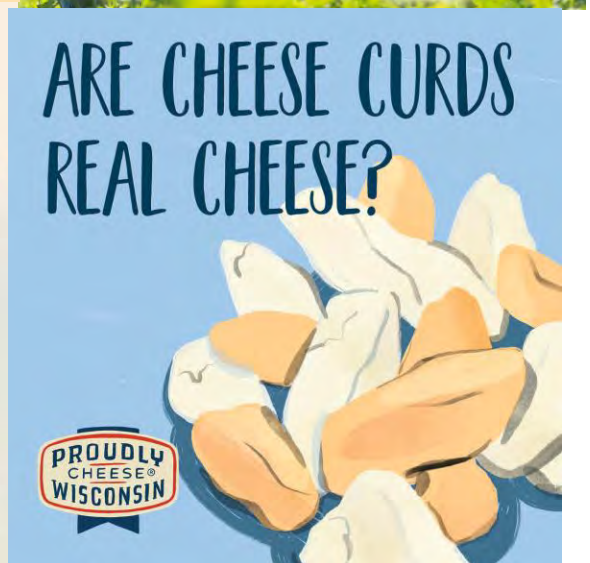
- Supporting youth organizations allows DFW to provide consistent key messaging to dairy promotion efforts while building dairy farmer recognition of check-off value and programs.
 - Wisconsin 4-H dairy programs
 - Wisconsin FFA
 - WIAA
 - Wisconsin Association of Agriculture Educators

KEY DAIRY MOMENT ASSETS

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

Key moments include:

- June Dairy Month
- Earth Day/Sustainability
- National Farmer Day/Stories
- National Cheese Curd Day
- National Ice Cream Month
- Chocolate Milk (WIAA)
- Wisconsin Butter Campaign
- Dairy Farm Tours

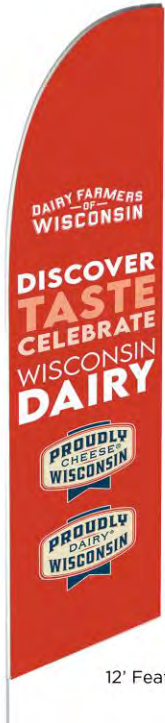


June Dairy Month "On the Farm"

National Dairy Month
"On-the-Farm" Event Kit Content



Pendant Banner



12' Feather Flag



20" Display Cubes

National Dairy Month
"On-the-Farm" Event Kit Content



10" Hand Fans



2" Stickers



Table Tents

Print Ads

National Dairy Month

Print Ads; Full + Half-Page Newspaper



Static



Variable for local event



Social Media/Digital Ads

National Dairy Month

Digital; Banner Ads, Social, E-mail



- QR Codes:
- Our Stories
 - Recipes

Just add
Wisconsin Dairy
wisconsincheese.com/recipes

Baked Provolone In Puff Pastry With Plum Chutney

Blueberry Peach Mascarpone Icebox Cake

Grilled Feta Nicoise Salad

Roasted Rainbow Beet Salad

You'll know it's one of ours
 when you see the badge.

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Learn more about
COW CARE
wisconsincheese.com/qr-cow-care

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Learn more about
WISCONSIN CHEESE
wisconsincheese.com

f t i y p

Product Promotion Digital Toolkits

PROUDLY WISCONSIN - Butter Facts -

BUTTER IS MADE FROM SIMPLE INGREDIENTS: CREAM & SALT

REAL BUTTER MUST CONTAIN AT LEAST 80% MILKFAT

FREEZE BUTTER
In original packaging inside resealable bags. Salted butter will freeze for 12 months - unsalted for 6 months.

UNSALTED & WHIPPED
Store in refrigerator in original packaging.

THAWING BUTTER
Thaw in the refrigerator for 6 to 7 hours. Use softened butter within 1 month for freshness.

30-40 MINUTES BEFORE USE
Take butter from the refrigerator for a smooth, spreadable consistency.

IT TAKES 21 POUNDS OR 2.4 GALLONS OF MILK TO MAKE 1 POUND OF BUTTER

WI IS ONE OF THE TOP 2 BUTTER PRODUCERS IN THE U.S. WISCONSIN HAS **13 BUTTER** processing plants.

CREATE YOUR OWN COMPOUND BUTTER

ON AVERAGE, AMERICANS CONSUME 6.5 POUNDS OF BUTTER ANNUALLY

SALTED BUTTER
Salt helps keep butter fresh, even out of the refrigerator, provided your kitchen is kept at 70 degrees or lower. Once salted butter is softened, it should be used within one week.

Look for the Proudly Wisconsin Dairy badge on all your dairy products. wisconsincheese.com/butter

PROUDLY WISCONSIN - Chocolate Milk Facts -

20+ SCIENTIFIC STUDIES
Support the benefits of recovering after strenuous exercise with the high-quality protein and nutrients found in chocolate milk.

PROTEIN
Natural source of high-quality protein to build lean muscles

3:1 carb-to-protein ratio to refuel tired muscles

B VITAMINS
to help convert food to energy

ELECTROLYTES REHYDRATE

Look for the Proudly Wisconsin Dairy badge on all your dairy products. wisconsincheese.com

PROUDLY WISCONSIN - Cheese Facts -

7,300 Wisconsin won more awards than any other state at the 2021 U.S. Championship Cheese Contest bringing the award count to over 7,300.

4 BASIC INGREDIENTS:
MILK + SALT + STARTER CULTURE + RENNET

1,16 GALLONS of milk to make **1 POUND** of cheese

3 SERVINGS of low-fat and fat-free dairy foods like cheese are recommended by the Dietary Guidelines for Americans

1 SERVING OF CHEESE IS 2 oz processed 1/2 cup shredded 1/2 oz natural

WISCONSIN HAS THE ONLY MASTER CHEESEMAKER PROGRAM OUTSIDE OF EUROPE

AND OVER 90 MASTER CHEESEMAKERS

WISCONSIN PRODUCED 3.47 BILLION LBS OF CHEESE IN 2021
That's one out of every four pounds of cheese produced in the U.S.

OUR PWC BADGE IS ON OVER 3,000 WISCONSIN CHEESE PRODUCTS WHICH ARE AVAILABLE IN 99% OF AMERICAN STORES

1 OF 6 ESSENTIAL NUTRIENTS
It helps rebuild and repair muscle tissue.

Look for the Proudly Wisconsin Dairy badge on all your dairy products. wisconsincheese.com

PROUDLY WISCONSIN - 13 Ways Milk Helps Your Body -

One serving of milk contains many of the daily essential nutrients your body needs, including:

- 25% CALCIUM** - Helps build and maintain strong bones and teeth.
- 16% PROTEIN** - Helps provide sustained energy, build and maintain lean muscle, and maintain a healthy immune system.
- 15% VITAMIN D** - Helps build and maintain strong bones and teeth, and maintain a healthy immune system.
- 20% PHOSPHORUS** - Helps build and maintain strong bones and teeth and support tissue growth.
- 20% VITAMIN A** - Helps keep skin and eyes healthy, promote growth, and maintain a healthy immune system.
- 20% PANTOTHENIC ACID** - Helps use carbohydrates, fats, and protein for fuel.
- 10% SELENIUM** - Helps maintain a healthy immune system, regulate metabolism, and protect healthy cells from damage.

16% ZINC - Helps maintain support and maintain

15% NIACIN - Helps the

60% IODINE - Necessary for development and

10% POTASSIUM - Helps support balance

50% VITAMIN B12 - Helps maintain a healthy immune system

30% VITAMIN B6 - Helps maintain a healthy immune system

Look for the Proudly Wisconsin Dairy badge on all your dairy products. wisconsincheese.com

PROUDLY WISCONSIN - Dairy Facts -

THE WISCONSIN DAIRY INDUSTRY GENERATES \$45.6 BILLION
This is more than the combined value of Florida citrus and Idaho potatoes.

23% of dairy farms in the U.S. are in Wisconsin

No. 1 DAIRY FARM STATE!

Wisconsin cows produce over **2.6 BILLION** pounds of milk in a month



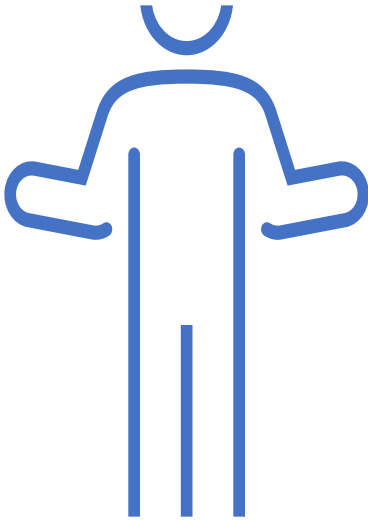




DFW won an award from GDUSA for in-house graphic design creative for the June Dairy Month campaign!

**HOW DOES DFW WORK WITH
CHAMPIONS OF WISCONSIN
(C.O.W) PROMOTION?**

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



WISCONSIN
DAIRY



DISCOVER



TASTE



CELEBRATE

JUNE IS
**NATIONAL
DAIRY MONTH**
LEARN MORE

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

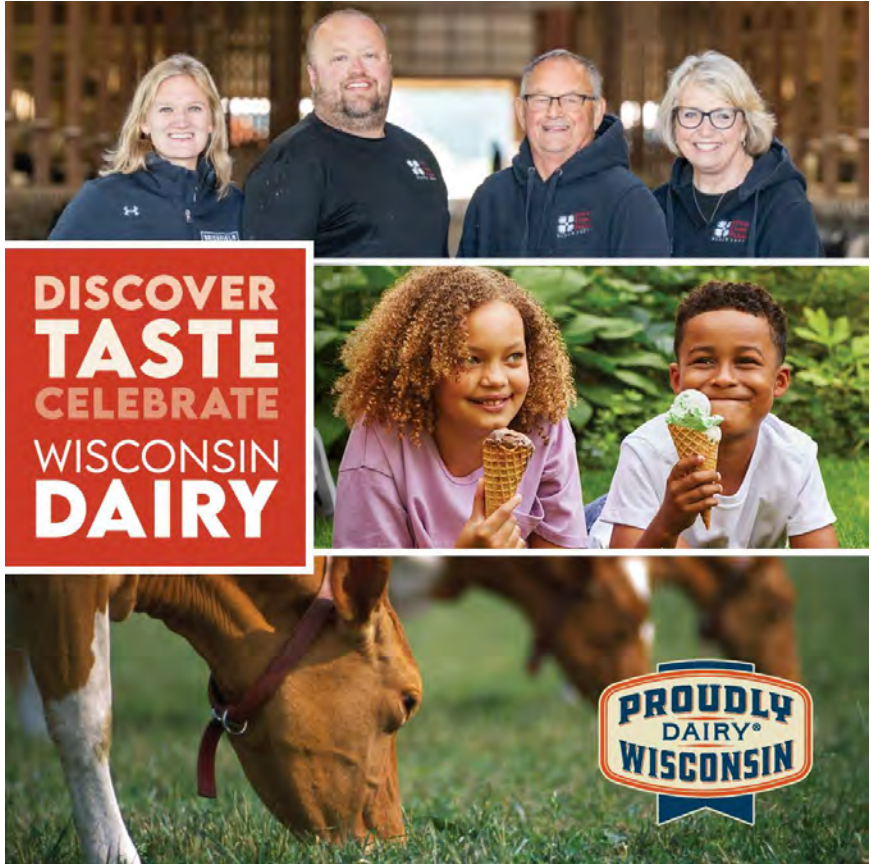
Animal Care

Carbon Footprint

Environmental Stewardship



Champions of Wisconsin – FY24 (Growth)



- Increase communication via e-newsletter and C.O.W. 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

Champions of Wisconsin – FY24 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. Deadline for 2023 Funding reports: January 31, 2024.
- **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)



Important reminders:

- 1. Champion of Dairy local CDPGs are 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 was 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 are kits or downloadable. This may affect your budget planning. Outside of campaign-specific kits (June 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.**

2023-2024 Dairy Promotion Timeline

December 4, 2023

Virtual COD training and webinar/Grant reporting

January 8 , 2024

2024 Grant Applications available

January 31, 2024

2023 Funding Reports DUE

March 28, 2024

2024 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



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.



Thank You!

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