



FISCAL YEAR

2021

ANNUAL REPORT

FY21 BOARD OF DIRECTORS

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District 24 Virgil Haag
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District 25 Stacy Eberle
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NEW DIRECTORS FOR FY22

District 11: Dan Hinz
District 23: Kyle Levetzow

WISCONSIN MILK MARKETING BOARD, INC. d.b.a. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2021 & 2020

ASSETS		
CURRENT ASSETS	2021	2020
Cash and cash equivalents	\$ 4,257,218	\$ 6,105,755
Short-term investments—certificates of deposit	3,999,599	5,500,000
Accrued interest receivable	32,916	34,271
Assessments receivable	2,484,445	2,499,615
Accounts receivable	3,241	32,387
Inventory	428,841	490,952
Prepaid expenses	1,378,351	1,031,609
TOTAL CURRENT ASSETS	12,584,611	15,694,589
LONG-TERM INVESTMENTS		
Treasury notes	814,098	0
Corporate bonds	5,750,109	0
Certificates of deposit	2,466,105	4,744,398
TOTAL LONG-TERM INVESTMENTS	9,030,312	4,744,398
PROPERTY AND EQUIPMENT, NET	923,966	1,064,411
OTHER ASSETS		
Website domain	300,000	300,000
Website development costs, net	354,872	401,294
TOTAL OTHER ASSETS	654,872	701,294
TOTAL ASSETS	\$ 23,193,761	\$ 22,204,692
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES	2021	2020
Accounts payable	\$ 1,684,975	\$ 1,125,732
Accrued expenses and other liabilities	542,151	338,015
Accrued wages	278,775	263,209
Contract liabilities	23	79
TOTAL LIABILITIES	2,505,924	1,727,035
NET ASSETS w/out donor restrictions	20,687,837	20,477,657
TOTAL LIABILITIES AND NET ASSETS	\$ 23,193,761	\$ 22,204,692

WISCONSIN MILK MARKETING BOARD, INC. d.b.a. DAIRY FARMERS OF WISCONSIN

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2021 & 2020

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
REVENUES, GAINS AND LOSSES	2021	2020
Assessments	\$ 31,041,524	\$ 30,250,875
Investment return, net	178,674	248,964
Other	119,512	71,773
Realized loss on property and equipment disposals	(208)	(2,710)
Loss on disposal of website development costs	0	(10,222)
TOTAL REVENUES, GAINS AND LOSSES	31,339,502	30,558,680
EXPENSES		
Program services:		
Channel management	12,918,983	12,929,078
Marketing and communications	17,044,505	14,512,992
TOTAL PROGRAM EXPENSES	29,963,488	27,442,070
Supporting services:		
Administration	1,165,834	1,264,056
TOTAL EXPENSES	31,129,322	28,706,126
Change in net assets without donor restrictions	210,180	1,852,554
Net assets, without donor restrictions, beginning	20,477,657	18,625,103
Net assets, without donor restrictions, ending	\$ 20,687,837	\$ 20,477,657

WMMB's financial statements are audited by SVA Certified Public Accountants, S.C., P.O. Box 44966, Madison, WI 53744-4966. A complete copy of the fiscal year statements and auditor's report is available by writing or calling: WMMB/DFW, 8418 Excelsior Drive, Madison, WI 53717, 608-836-8820 or 800-373-9662



Spokesperson Resource Center

An online resource developed to prepare farmers and industry personnel to become better spokespersons and more effectively connect with their audience.

- Resources available 24/7
- Farmers training farmers in each video
- Worksheets to help you craft your story
- Tips to improve your interviewing skills, know what to ask the interviewer and guidance for how to handle tough questions
- See more at: WisconsinDairy.org/Spokesperson



Cheeselandia®

Cheeselandia® is a community for loud and proud cheese lovers powered by DFW. Through this community, we're creating trusted advisors who can help their audience find and experience Wisconsin Cheese. Virtual experiences and a sharp uptick in online shopping have boosted the popularity and success of the Cheeselandia® program.

- Research validates that word of mouth advertising is one of the most effective tactics to improve awareness and sales
- More than 4,000 consumers across the country engage in the program to boost Wisconsin Cheese affinity and sales



Youth and Schools

The Youth and Schools Programs works with the K-12 school channel to build trust in farming and love of dairy. The school environment, where youth spend a major part of their daily lives, provides the perfect platform to educate with our messages.

- A perennial favorite, Fuel Up to Play 60, engages with more than 300,000 students to support dairy each year
- Dairy in Schools is more than just a carton of milk. Staff works with schools to implement milk-based smoothies and milk-infused coffee drinks
- The Adopt a Cow program is a partnership between DFW and Discover Dairy. This past school year, three Wisconsin dairy farmers virtually hosted more than 1,600 classrooms and over 28,000 students across the state to engage in the life of a calf, answering their questions and encouraging their love of dairy.



Proudly Wisconsin® Badges

Your dollars assist the state's processors to elevate products and drive sales. The more processors sell, the more Wisconsin milk is required. This means engaging partners with promotions and events to increase awareness, visibility, distribution and ultimately sales of Wisconsin cheeses.

DFW works with dairy companies to use the Proudly Wisconsin® Cheese and Proudly Wisconsin® Dairy badges, alongside other Wisconsin identifiers to increase awareness and sales. More than ever, consumers want to know where their food comes from. Utilizing the badges ties our state's high-quality products with their origin and helps tell their story.

- A whopping 99 percent of U.S. grocers sell Wisconsin Cheese
- Wisconsin leads the nation producing a quarter of all cheese in the U.S. and accounts for 50 percent of specialty cheese production
- Wisconsin Cheese is an integral part of U.S. restaurant menu items

Cultivating strong relationships with processors enables us to partner in our communications and marketing, providing a strong and consistent message to consumers. This helps grow demand and increase the value of Wisconsin milk.

Stay Informed & Join the E-newsletter List

WisconsinDairy.org/Newsletter

Building Sales and Trust in Wisconsin Dairy

A Family Committed to Environmental Conservation: Pollack-Vu Dairy Farms



National Dairy Month

Every June, DFW celebrates National Dairy Month with its largest in-state promotion. The multi-faceted promotion aims to connect Wisconsin residents, with an emphasis on Millennial Moms, with their neighbor dairy farmers to continue to build trust in dairy farming and products.

- Reached 16 million people across TV, digital and social
- Supported 70-plus National Dairy Month breakfasts and brunches (in-person and drive-thru) across Wisconsin
- Worked with more than 650 retailers and Wisconsin dairy companies to reach residents at the point of purchase with National Dairy Month promotional materials
- See more about the promotion at: wisconsinmilk.org/national-dairy-month

Food Service

Food Service utilizes about 60 percent of all the cheese produced in Wisconsin. Of course, our goal at DFW is to grow volume usage of Wisconsin Cheese and continue to incorporate the Proudly Wisconsin® Cheese badge and Wisconsin Cheese messaging as opportunity to promote the award-winning quality cheese with food service customers.

- 88 percent of consumers say that the quality of cheese affects their impression of a restaurant's menu
- Restaurants that include Wisconsin Cheese on a menu are able to experience a 5-10 percent increase in check average

Retail Promotions

As 90 percent of Wisconsin milk is made into cheese and 90 percent of that cheese is sold outside of the state, the team at DFW collaborates with some of the largest and more influential retail chains and distributors to amplify Wisconsin Cheese and Dairy to their customers.

- Through DFW-led promotions, Wisconsin specialty cheeses continue to dominate consumer demand with one Wisconsin-based retailer sharing an increase in purchase of more than 33 percent compared to 2019 retail numbers
- As FY21 evolved, retail promotions elevated in the digital space. New online banners, greater social media within storefront spaces and even strategic placements through online shopping experiences kept Wisconsin Cheese at the forefront of consumer shopping experiences

'Wonders of Wisconsin' Promotion

May is American Cheese Month (celebrated by the American Cheese Society). As the nation's leading producer of specialty cheese, this is the perfect opportunity to bring Wisconsin Cheese to the forefront of consumers' minds through an integrated campaign called, 'Wonders of Wisconsin'.

- Tactics to engage consumers resulted in a 2.3 percent sales lift or nearly \$1 million in incremental sales increase among participating retailers and growing demand for more cheese and milk
- Retail promotions were prevalent at nearly 6,000 locations across 45 states!
- Media pitches and resulting TV broadcast airings drove almost \$4 million in earned value

