

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 March 1-30. Any affected producer within these districts is eligible to run for a director seat:

District 2- Florence, Forest, Langlade, Marinette, Oconto, Vilas counties

District 5- Dunn, St. Croix counties

District 8- Marathon county

District 11- Outagamie, Winnebago counties

District 14- Jackson, La Crosse, Trempealeau counties

District 17- Calumet, Manitowoc counties

District 20- Richland, Sauk counties

District 23- Iowa, Lafayette 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

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/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
- www.WisconsinCheese.com

Facebook:

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

Instagram:

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

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LinkedIn:

- <https://www.linkedin.com/company/wisconsinmilk/>

Review the monthly dairy farmer newsletter at: www.wisconsinmilk.org/Checkoff-at-Work/Farmer-Newsletter and sign up to receive your own copy.

Keep current with checkoff consumer engagements and media success at:
<http://www.wisconsinmilk.org/Our-Story/Media-Center/In-the-News>

The nomination and election processes are administered by the Department of Agriculture, Trade and Consumer Protection. For questions concerning either process, connect with:
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Questions about Dairy Farmers of Wisconsin and checkoff programs may be directed to:
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