

## Dairy Farmers of Wisconsin

### 2025 Director Elections

### Candidate Biographies

The Wisconsin Department of Agriculture, Trade and Consumer Protection announced the following candidates for the 2025 Wisconsin Milk Marketing Board (DBA Dairy Farmers of Wisconsin) director elections to be held May 1 - 23, 2025 in eight of the state's 25 districts.

Click a name below to view the biography of each district's candidate(s) or scroll down to view all candidates:

#### District 3 (Lincoln, Oneida, Price and Taylor counties)

- [Gary Kohn](#)

#### District 6 (Chippewa and Eau Claire counties)

- [Ali Straschinski](#)

#### District 9 (Menominee, Shawano, and Waupaca counties)

- [Jeff Betley](#)

#### District 12 (Portage, Waushara, and Wood counties)

- [Stephanie Hughes](#)
- [Peggy Pankratz](#)

#### **District 15 (Adams, Juneau, and Monroe counties)**

- [Sandra Madland](#)

#### **District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, and Waukesha counties)**

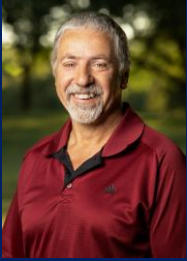
- [Rick Roden](#)

#### **District 21 (Crawford and Vernon counties)**

- [Gail Klinker](#)
- [Chad Sime](#)

#### **District 24 (Dan and Jefferson counties)**

- [Virgil Haag](#)



Gary Kohn  
Residence: Taylor

## Director Biography

District 3 (Lincoln, Oneida, Price, and Taylor counties)

<b>City</b>	Medford
<b>County:</b>	Taylor
<b>Spouse's name</b>	Lisa Kohn
<b>Children's names:</b>	Joshua, Todd and Scott
<b>Education:</b>	K-12. Tech college farming short course
<b>Year started farming:</b>	1983
<b>Your farming operation is (include farm name):</b>	Sole Proprietorship
<b>Number and breed of milk cows:</b>	120 Holstein cows
<b>Herd average:</b>	75 lbs. per cow a day
<b>Milk shipped to (include city):</b>	Grassland Dairy Greenwood
<b>Others actively involved in operation:</b>	Scott plus two part time employees
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 700</li> <li>• Cash crops: 200</li> <li>• Young stock, beef cattle etc: 80</li> </ul>
<b>Served on WMMB Board since:</b>	2022
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	Board member for Medford Coop and Taylor Credit Union
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	n/a

<b>Media where you would like your nomination information shared: (include contact and email!)</b>	<ul style="list-style-type: none"> <li>• WAXX Radio 715-832-1530 fax 715-832-5329</li> <li>• Country Today ,,media erica@ictnewsorg</li> <li>• Agri View 888-247-4843 agriview@madison.com</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	serving on the DFW board. I get to work with other dairy farms to determine where our check off dollars get spent. Working with the DFW staff I get to monitor the success of the programs they work on to promote the great dairy products produced in Wisconsin.
<b>What else should dairy producers in your area know about you?</b>	I want other dairy producers in my area to know that I am always available if they have any questions or comments about DFW.

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Ali Straschinske  
Residence: Chippewa County

## Director Biography

District 6 (Chippewa and Eau Claire counties)

<b>City</b>	Boyd
<b>County:</b>	Chippewa County
<b>Spouse's name</b>	Taylor Straschinske
<b>Children's names:</b>	Cadence Straschinske (2)
<b>Education:</b>	Bachelor of Science Degree - Dairy Science from UW Madison
<b>Year started farming:</b>	I became more involved on the farm starting in 2020, but was raised on the farm.
<b>Your farming operation is (include farm name):</b>	Sole Proprietorship
<b>Number and breed of milk cows:</b>	225 holstein
<b>Herd average:</b>	75 lbs
<b>Milk shipped to (include city):</b>	Mullins Cheese - Knowlton, WI
<b>Others actively involved in operation:</b>	Mom and Dad (Dan and Jackie Holub), Brother (Matthew Holub), Husband (Taylor Straschinske, 3 hired help
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 600</li> <li>• Young stock, beef cattle etc: 30</li> <li>• Other: We produce maple syrup and apple cider off of trees on our property.</li> </ul>
<b>Served on WMMB Board since:</b>	2024
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	I have not had the opportunity to be part of many ag related organizations in my area. I was on the Wisconsin Farm Technology Days planning committee for the Eau Claire County event. Our farm also hosted a June Dairy breakfast in 2019 for the local Stanley- Boyd and Thorp FFA. My family also did an interview though Dairy Farmers of Wisconsin last May to promote family dairy farms in the month of June. I would like to be a part of more agricultural groups and being on the DFW board has helped me build those relationships.
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	I have coached middle school volleyball and a local club volleyball team in the past. I am heavily involved with a local Christian music festival - OneFest - and have been for the past four years. I was on the planning

	committee for the Eau Claire County Farm Technology Days. I have helped judge a local FFA contest.
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	n/a
<b>Media where you would like your nomination information shared: (include contact and email!)</b>	I personally do not have any media contacts.
<b>Why do you want to serve on the WMMB Board?</b>	After getting to experience a year on the board via an appointment, I got to get a small glimpse at the incredible work that the DFW team is doing. I want to continue on the board so that I can learn more about this incredible organization and help spread the knowledge of Wisconsin dairy to consumers as well as help educate Wisconsin dairy farmers about the checkoff.
<b>What else should dairy producers in your area know about you?</b>	I am very passionate about promoting Wisconsin dairy as I am confident in the quality of product we produce. I am so proud of the team we have working to promote Wisconsin dairy and all of the programs they are executing. If you want to have any questions or simply want to chat about all that DFW is doing please contact me!

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Jeff Betley  
Residence: Shawano

## Director Biography

District 9 (Menominee, Shawano, and Waupaca counties)

<b>City</b>	Pulaski
<b>County:</b>	Shawano
<b>Spouse's name</b>	Jena Betley
<b>Children's names:</b>	Claire, Jacob
<b>Education:</b>	Bachelor degree in Agricultural Business
<b>Year started farming:</b>	1991
<b>Your farming operation is (include farm name):</b>	LLC, etc.
<b>Number and breed of milk cows:</b>	2500 Holstein
<b>Herd average:</b>	
<b>Milk shipped to (include city):</b>	Land O Lakes Kiel, WI
<b>Others actively involved in operation:</b>	Parents Jack and Gloria, Jena and About 35 dedicated employees
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 4500</li> <li>• Young stock, beef cattle etc: 5000</li> </ul>
<b>Served on WMMB Board since:</b>	
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	<ul style="list-style-type: none"> <li>• DFW Board of Director, 2022-Present</li> <li>• Land O Lakes Regional Board, 2015-Present</li> </ul>
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	<ul style="list-style-type: none"> <li>• St. Stanislaus Parish, Member</li> <li>• Planning and Zoning Commission Chair</li> </ul>
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	

<b>Media where you would like your nomination information shared: (include contact and email!)</b>	WFRV, Millaine Wells Y100 & Midwest Communications, Joanna Guza Facebook, @Betley Farms
<b>Why do you want to serve on the WMMB Board?</b>	To maximize value for our checkoff dollars and to increase transparency of where those dollars are spent. As a lifelong dairy farmer and advocate for our industry, I am passionate about ensuring Wisconsin dairy remains strong, sustainable, and forward-thinking. Serving on the Dairy Farmers of Wisconsin Board has given me the opportunity to support programs that drive demand, connect with consumers, and showcase the dedication of our farm families. I'm seeking re-election because I believe in the power of collaboration, innovation, and farmer-led leadership to protect and promote the legacy of America's Dairyland for generations to come.
<b>What else should dairy producers in your area know about you?</b>	<p>I'm a proud multi-generational dairy farmer who understands the value of hard work, resilience, and preserving our way of life for the next generation. Our family has been rooted in dairy for decades, and I carry that legacy forward with a deep commitment to our farm and our industry.</p> <p>As a current board member, I take seriously the responsibility of ensuring your checkoff dollars are spent wisely and effectively. Every investment should deliver value back to the farm—whether it's through consumer education, dairy promotion, or building trust in the nutrition and sustainability of our products. Transparency, accountability, and results matter to me, because I know they matter to you. I will continue to advocate for thoughtful, farmer-driven strategies that grow demand and build a strong future for Wisconsin dairy.</p>

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Stephanie Hughes  
Residence: Wood

## Director Biography

District 12 (Portage, Waushara, and Wood counties)

<b>City</b>	Pittsville
<b>County:</b>	Wood
<b>Spouse's name</b>	Alan Hughes
<b>Children's names:</b>	Bryce(14), Gavin(13), and Derek(8)
<b>Education:</b>	Bachelor of Science Degree-UW-River Falls, Dairy Science Major
<b>Year started farming:</b>	Born and raised on a dairy farm, started farming with my husband in 2007.
<b>Your farming operation is (include farm name):</b>	<ul style="list-style-type: none"> <li>- Sunsett Dairy</li> <li>- Partnership</li> </ul>
<b>Number and breed of milk cows:</b>	60 cows. Mixed herd of registered Jerseys, Holsteins, Milking Shorthorns, and Ayrshires
<b>Herd average:</b>	Herd consists of majority Jerseys, current herd average is 18,075# 4.5F 3.5P
<b>Milk shipped to (include city):</b>	Dairy State Cheese Rudolph, WI
<b>Others actively involved in operation:</b>	I am the primary operator of the farm but enjoy having help from my husband and sons.
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 70</li> <li>• Young stock, beef cattle etc: 60</li> </ul>
<b>Served on WMMB Board since:</b>	NA
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	<ul style="list-style-type: none"> <li>• FarmFirst Dairy Cooperative, current Board Secretary</li> <li>• Wood Area Holstein Breeders, past Board Secretary and Treasurer</li> <li>• Professional Dairy Producers-member</li> <li>• Wood County Farm Bureau-member</li> <li>• Pittsville FFA Alumni-member</li> <li>• Breed Association Member-Jersey, Holstein, Milking Shorthorn and Ayrshire</li> </ul>
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	<ul style="list-style-type: none"> <li>• Member of St. Joachim's Catholic Church-Pittsville, WI</li> <li>• Pittsville Youth Baseball Coach</li> <li>• Active duty military spouse</li> <li>• Supportive mom/parent to very active and involved sons in sports, youth groups, activities and boyscouts</li> </ul>

<b>Honors/awards. Please note any honors or awards you've recently received.</b>	Our family and farm was included in the "Essential" piece played on CBS before the 2021 Super Bowl
<b>Media where you would like your nomination information shared: (include contact and email!)</b>	<ul style="list-style-type: none"> <li>• Dairy Star WAXX 104.5FM</li> <li>• Agri-View WDEZ 101.9FM</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	I am running for the District 12 Board of Directors position with the Dairy Farmers of Wisconsin because I would like to ensure that dairy farming remains a viable career option for my children and future generations. I think this will require a focus on market sustainability, environmental considerations and consumer outreach.
<b>What else should dairy producers in your area know about you?</b>	I am passionate about keeping family farms alive and I believe there is no better place to raise your children.

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Peggy Pankratz  
Residence: Wood

## Director Biography

District 12 (Portage, Waushara, and Wood counties)

<b>City</b>	Auburndale
<b>County:</b>	Wood
<b>Spouse's name</b>	Bruce Pankratz
<b>Children's names:</b>	Elizabeth, Emily, Rachel and James Pankratz
<b>Education:</b>	Graduated from Edgar High School. Attended Various PDPW Conferences
<b>Year started farming:</b>	1998- Farmed all my life, grew up on a dairy farm, also raised my own cattle
<b>Your farming operation is (include farm name):</b>	Sole Proprietorship
<b>Number and breed of milk cows:</b>	60 Red and Black Holstein, Guernsey, Jersey Milking Shorthorn, and some crossbreds.
<b>Herd average:</b>	65lbs/cow
<b>Milk shipped to (include city):</b>	Dairy State Cheese – Rudolph, WI
<b>Others actively involved in operation:</b>	Family only
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Own and rent 350 acres</li> <li>• Grow corn, hay and soybeans</li> <li>• Have approximately 60 Head of Heifers/Youngstock</li> <li>• Also have goats, chickens dogs and cats</li> </ul>
<b>Served on WMMB Board since:</b>	N/A- If elected, I would be new to the board.
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	<ul style="list-style-type: none"> <li>• FarmFirst Cooperative- member and delegate for many years</li> <li>• Auburndale FFA Alumni Member</li> <li>• Farm Bureau Member- husband is Wood County President</li> <li>• Equity Cooperative Member- husband is on board of directors</li> <li>• AgSource- member, husband is a delegate</li> </ul>
<b>Community involvement. Please list your groups or</b>	St. Pauls Church member

<b>activities in which you are now actively involved.</b>	
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	n/a
<b>Media where you would like your nomination information shared: (include contact and email!)</b>	<ul style="list-style-type: none"> <li>• WAXX Radio 104.5 FM Eau Claire, waxxradio.com, 715-832-1530</li> <li>• Agri-View, <a href="http://www.agriview.com">www.agriview.com</a>, 188-agri-view</li> <li>• Dairy Star, <a href="http://www.dairystar.com">www.dairystar.com</a>, 320-352-6303</li> </ul>
<b>Why do you want to serve on the WMMB Board?</b>	To promote Wisconsin Dairy Products and the Dairy Industry also to inform and educate consumers about the health benefits of dairy products.
<b>What else should dairy producers in your area know about you?</b>	Have been involved in farming all my life.

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Sandra Madland  
Residence: Juneau

## Director Biography

District 15 (Adams, Juneau, and Monroe counties)

<b>City</b>	Lyndon Station
<b>County:</b>	Juneau
<b>Spouse's name</b>	Troy Madland
<b>Children's names:</b>	Garrett Madland, Theresa Holloway and Johanna Madland (adult children)
<b>Education:</b>	UW-Platteville, B.S. Elementary Education
<b>Year started farming:</b>	1991
<b>Your farming operation is (include farm name):</b>	<ul style="list-style-type: none"> <li>- Lyndell Dairy LLC</li> <li>- LLC, etc.</li> </ul>
<b>Number and breed of milk cows:</b>	550 Registered Holstein cows
<b>Herd average:</b>	33,456 RHA
<b>Milk shipped to (include city):</b>	Scenic Central Milk Producers, Boscobel WI
<b>Others actively involved in operation:</b>	Two of our adult children are farming with us. Son, Garrett, is our Herdsman and daughter, Theresa, is the calf/youngstock manager
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 1900</li> <li>• Cash crops: corn, beans and wheat</li> <li>• Young stock, beef cattle etc: 375 head</li> <li>• Other livestock: 75 hd dairy steers (sold as feeders)</li> </ul>
<b>Served on WMMB Board since:</b>	<ul style="list-style-type: none"> <li>• 2022- Have served as Secretary in 2023 and 2024</li> </ul>
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	<ul style="list-style-type: none"> <li>• Juneau Co. Fair Dairy Committee, chair</li> <li>• Juneau Co. Dairy Promotion Board, chair</li> <li>• WI District 5 Holstein Assoc.</li> <li>• Professional Dairy Producers</li> <li>• Wisconsin Veterinary Diagnostic Board, 2017-2023, chair 2021-2023</li> </ul>
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	<ul style="list-style-type: none"> <li>• St. Mary's Catholic Church, Lyndon Station, Coordinator of Religious Education</li> <li>• Juneau Co. Ag Industry and Recreation Society</li> </ul>

<p><b>Honors/awards. Please note any honors or awards you've recently received.</b></p>	<p>Culver's "To Farmers with Love" Contest Winner 2023          Scenic Central Milk Producers- Highest Quality Producer 2023 and 2024          Dairy Star newspaper featured as a Top Performer Herd Holstein USA Progressive Breeder Award</p>
<p><b>Media where you would like your nomination information shared: (include contact and email!)</b></p>	<p>Mainstream WI ag publications- Agri- View, Dairy Star, etc. No local print media is necessary.</p>
<p><b>Why do you want to serve on the WMMB Board?</b></p>	<p>The work that Dairy Farmers of Wisconsin does is so important to our industry. It is the one organization that includes all dairy farmers in our state regardless of size, production methods, ownership structure, or location. We all have a stake in how well our product sells in the marketplace. There is always opportunity to strengthen our existing marketing partnerships and to explore new ventures. As I seek re-election to the board I would love to continue to be involved with working on those opportunities. Within Dairy Farmers of Wisconsin I have a special interest in dairy research and working with our cheesemakers to develop their products and get them to market. I am also excited about sharing what DFW does with other farmers and encouraging my fellow dairymen to participate in telling their farm stories to our customers.</p>
<p><b>What else should dairy producers in your area know about you?</b></p>	<p>My husband, Troy, and I are first generation dairy farmers. Without family support we started dairying with 32 cows in a rented barn. Through many hours of sweat equity and careful financial planning we have been able to grow our business. We are so proud of our two children that chose to come back to the farm and carry on what we worked so hard to establish. I spent over twenty plus years working with my own kids and so many others through 4-H, FFA and junior Holsteins. I loved being a dairy leader and now I'm so impressed with the achievements those kids have made and the contributions they are making in either production ag or industry to keep our vocation thriving. I've always been involved with dairy promotion, through our county fair, farm tours and many other outlets. I've taken cows to the park, the library, the community center, you name it. Putting out a positive message to the outside world helps keep me in a positive frame of mind despite the challenges of our business.</p>

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Rick Roden  
Residence: Washington

## Director Biography

District 18 (Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, and Waukesha counties)

<b>City</b>	West Bend
<b>County:</b>	Washington
<b>Spouse's name</b>	Melissa
<b>Children's names:</b>	Kendra (8) Brooke (6) Rhen (3)
<b>Education:</b>	UW Madison Farm and Industry Short Course
<b>Year started farming:</b>	2003
<b>Your farming operation is (include farm name):</b>	LLC, etc.
<b>Number and breed of milk cows:</b>	850 cross bred cows
<b>Herd average:</b>	24,000
<b>Milk shipped to (include city):</b>	Dairy Farmers of America (anywhere)
<b>Others actively involved in operation:</b>	Parents Bob & Cindy Roden and Uncle Joe Roden
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 2000</li> <li>• Cash crops: corn, soybeans, wheat, hay</li> <li>• Young stock, beef cattle etc: Raise all our young stock</li> <li>• Other livestock: raise about 100 steers</li> </ul>
<b>Served on WMMB Board since:</b>	Fall of 2019
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	Farm Bureau. Was on Ozaukee county Board until 2019 as Young Farmer chair. Currently on local scholarship committee. I was on the State Farm Bureau Dairy committee a few years. PDPW mentor program. DBA member
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	Knellsville 4-H leader. Church festival committee member. School Fish Fry committee member

<b>Honors/awards. Please note any honors or awards you've recently received.</b>	n/a
<b>Media where you would like your nomination information shared: (include contact and email!)</b>	Ozaukee Press. editor@ozaukeekeepress.com Washington County Daily News. dailynews@conleynet.com
<b>Why do you want to serve on the WMMB Board?</b>	To continue to learn where our check off dollars go towards, and in return to help spread the word to farmers about check off.
<b>What else should dairy producers in your area know about you?</b>	I'm a pretty easy going guy. I great passion for the dairy industry, and like to give back where I can. Family is the most important thing to me, growing up with 4 younger sisters, and now having a young family of my own. Between me and my siblings my parent now have 21, soon to be 22 grandkids. So lots of farm help in the years to come.

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Gail Klinker  
Residence: Vernon

## Director Biography

District 21 (Crawford and Vernon counties)

<b>City</b>	Viroqua
<b>County:</b>	Vernon
<b>Spouse's name</b>	Rob Klinker
<b>Children's names:</b>	Reagan, Garrison, Rubi, Ginger, Rylan
<b>Education:</b>	UW-Madison Farm and Industry Short Course
<b>Year started farming:</b>	2002
<b>Your farming operation is (include farm name):</b>	Sole Proprietorship
<b>Number and breed of milk cows:</b>	55 Cows, Registered Holsteins and Jerseys
<b>Herd average:</b>	
<b>Milk shipped to (include city):</b>	Westby Cooperative Creamery, Westby WI
<b>Others actively involved in operation:</b>	Our immediate family
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 66 acres farmed</li> <li>• Young stock, beef cattle etc: 50</li> <li>• Other livestock: Sheeps, pigs</li> </ul>
<b>Served on WMMB Board since:</b>	2019
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	Vernon Co Dairy Youth Fund Committee member Vernon Co Jr Dairy Club, Advisor Vernon Co Dairy Promotion Committee, Treasurer, 2021 Vernon Co Dairy Breakfast Co-Chair Vernon Co Holstein Association, board member Wisconsin Holstein Association Wisconsin Jersey Breeders, 2023 National Convention Co-Chair Tainter Creek Farmer Lead Watershed Group Valley Stewardship member Vernon County Cattleman's Association
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	National Night Out, planning committee Franklin Lutheran Church
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	

<p><b>Media where you would like your nomination information shared: (include contact and email!)</b></p>	<ul style="list-style-type: none"> <li>• Vernon County View c/o LaCrosse Tribune 1407 St. Andrew St, Suite A100, LaCrosse, WI 54603</li> <li>• Crawford County Independent, 120 Sunset Ridge Ave, PO Box 188, Gays Mills, WI 54631 -Attn: Gillian Pomplun <a href="mailto:gpcp@mwt.net">gpcp@mwt.net</a></li> <li>• Courier Press Newspaper, 132 S Beaumont Rd, Prairie du Chien, 53821 <a href="mailto:newseditor@pdccourier.com">newseditor@pdccourier.com</a></li> </ul>
<p><b>Why do you want to serve on the WMMB Board?</b></p>	<p>I want to continue to serve on the Dairy Farmers of Wisconsin Board to support our dairy farmers and ensure that our check off dollars are being spent in the most efficient ways possible. In my first two terms I learned a lot of information about the great work that is done throughout the state of Wisconsin and the United States to drive sales of Wisconsin Dairy Products and build trust in our dairy farmers. I feel it necessary to be involved in the direction that our dollars are spent to ensure that we are known for our outstanding dairy products far and wide. Further, I want to ensure that the dairy industry is thriving for the next generation.</p>
<p><b>What else should dairy producers in your area know about you?</b></p>	<p>I am passionate about the dairy industry. There is no better way to raise a family. Our family is very involved in local dairy promotions and industry organizations. We all enjoy being involved in our community. I enjoy working with youth to develop their leadership abilities and prepare them for their future endeavors.</p>

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Chad Sime  
Residence: Crawford

## Director Biography

District 21 (Crawford and Vernon counties)

<b>City</b>	Gays Mills
<b>County:</b>	Crawford
<b>Spouse's name</b>	Sarah (Boland) Sime
<b>Children's names:</b>	Carson, Rita, Johanna, Mary, Joy
<b>Education:</b>	Bachelor Degree in Animal Science with a Dairy Emphasis. UW-Platteville 2004
<b>Year started farming:</b>	2004
<b>Your farming operation is (include farm name):</b>	<ul style="list-style-type: none"> <li>• Chad and Sarah Sime Family Farm</li> <li>• Sole Proprietorship</li> </ul>
<b>Number and breed of milk cows:</b>	130 Holstein, Brown Swiss, Jersey
<b>Herd average:</b>	Holstein 18,536 lbs. milk 754 lbs. fat 596 lbs. protein BS/Jer. 12,478 lbs. milk 533lbs. fat 439 lbs. protein
<b>Milk shipped to (include city):</b>	Scenic Central Milk Producers, Boscobel WI Shipped to Meister Cheese Company, Muscoda WI
<b>Others actively involved in operation:</b>	Noah Allan full time help/business partner Alan Sime (father) part time mechanic and field work Sarah (wife) and children: Carson(17), Rita(16), Johanna(13), Mary(10), and Joy (4). Are all actively involved in the day to to day operations. Alan works full time for the local township, Sarah is full time bookkeeper at the local high school, kids are in school and involved in sports and other activities in addition to their time on the farm.
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 410, which includes 105 acres pasture and 50 acres of certified organic cropland</li> <li>• Cash crops: 20-organic corn</li> <li>• Young stock, beef cattle etc: 100-dairy heifers/calves</li> <li>• Other livestock: 15-dairy steers</li> </ul>
<b>Served on WMMB Board since:</b>	New candidate
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List</b>	<ul style="list-style-type: none"> <li>• Crawford County Farm Service Agency- Committee Chairman</li> <li>• Crawford County Land Use and Land Conservation Boards-member</li> </ul>

<b>offices/positions held, if applicable.</b>	
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	Utica Luther Church-Pastoral Call Committee Chairman
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	N/A
<b>Media where you would like your nomination information shared: (include contact and email!)</b>	N/A
<b>Why do you want to serve on the WMMB Board?</b>	As a small 4th generation dairy producer I know how important proper management of all farm resources is- from land use, to manure management, to finances. Over the next decade our farm will be expanding and making decisions to bring at least one of our children into the operation full time. For the future of any ag commodity to be profitable at the producer level, especially dairy, growth in the use of our products is a must. We need an educated consumer to buy and trust our products, which is everything from milk to ice cream and especially cheese here in Wisconsin. Learning more on how the money deducted from our milk checks is being used in dairy research and promotion is a strong interest of mine. Helping to make sure that the money spent on dairy promotion and product development is done efficiently and effectively is a must. I feel my experience and involvement in the dairy industry over the last two decades can help me contribute to this organization.
<b>What else should dairy producers in your area know about you?</b>	As I mentioned above, I'm a fourth generation dairy producer, and my main interest in the industry, is remaining profitable and to bring the fifth generation into the farm operation. The WMMB is essential in making sure there will continue to be a demand and market for our product as we expand our operation. While I'm not an organic dairy producer, I do grow some organic corn that I sell through the Organic Valley grower pool in LaFarge. So, I do appreciate and understand the extra work in certification that organic dairy producers put into their operations. I believe in preserving what works and am open and eager to collaborate new ideas and innovations as they arise.

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Virgil Haag  
Residence: Dane

## Director Biography

District 24 (Dane and Jefferson counties)

<b>City</b>	Mount Horeb
<b>County:</b>	Dane
<b>Spouse's name</b>	Dawn Haag
<b>Children's names:</b>	Kody Haag and Karsen Bentley
<b>Education:</b>	Associate Degree
<b>Year started farming:</b>	1981
<b>Your farming operation is (include farm name):</b>	<ul style="list-style-type: none"> <li>• Virhada Holsteins, LLC</li> <li>• LLC, etc.</li> </ul>
<b>Number and breed of milk cows:</b>	280 Registered Holsteins
<b>Herd average:</b>	
<b>Milk shipped to (include city):</b>	Klondike Cheese Co.
<b>Others actively involved in operation:</b>	Dawn, Kody and Karsen
<b>Other farm facts:</b>	<ul style="list-style-type: none"> <li>• Acres farmed: 300</li> <li>• Young stock, beef cattle etc: 350</li> </ul>
<b>Served on WMMB Board since:</b>	2019
<b>Agricultural affiliations. Please list groups in which you are now or have recently been active. List offices/positions held, if applicable.</b>	PDPW- Mentor, Mt. Horeb FFA Alumni Bd of Directors-past President, WI Master Farmers Org- 2022 Steering Committee, Holstein Breeders-Natl, WI and Dane County- past President
<b>Community involvement. Please list your groups or activities in which you are now actively involved.</b>	<ul style="list-style-type: none"> <li>• ELC Church</li> <li>• Deercreek Sportsman Club</li> </ul>
<b>Honors/awards. Please note any honors or awards you've recently received.</b>	DFW Board of Director Member

<b>Media where you would like your nomination information shared: (include contact and email!)</b>	<ul style="list-style-type: none"><li>• Mount Horeb Mail-mgeiger@newspubinc.com</li><li>• Midwest Farm Report-Pam Jahnke, pam@mwfbmail.com</li></ul>
<b>Why do you want to serve on the WMMB Board?</b>	I am passionate about the dairy industry and believe in taking an active role in promoting our quality products. Working to support dairy farmers is important to me and I am humbled to be able to continue to represent you.
<b>What else should dairy producers in your area know about you?</b>	Understanding the supply chain and consumers demands for dairy is critical to improving our bottom line. I enjoy working with people who influence and believe in what we do as dairy farmers.

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