

2024

DAIRY FARMERS OF WISCONSIN  
ANNUAL REPORT

PROUDLY  
SUPPORTING OUR  
DAIRY FARMERS



THROUGH  
MARKETING, SALES  
& PROMOTION

## CELEBRATING OUR SUCCESS AND FUTURE GROWTH TOGETHER

### DEAR WISCONSIN DAIRY FARMERS,

As the CEO of Dairy Farmers of Wisconsin, I want to express my deepest gratitude for your hard work and dedication. Our collective efforts over the past year have strengthened Wisconsin's reputation as the premier dairy state and opened new doors and opportunities for all of us.

### DRIVING SALES AND MARKET PRESENCE

You helped us bring over 400 trade buyers and decision-makers to Wisconsin, and this last year saw the Proudly Wisconsin Cheese (PWC) badge added to another 500 products, reinforcing the quality and authenticity of our offerings. Consumers know this badge is a mark of excellence and a promise that they are getting the very best. Enthusiasm for our Wisconsin products has been palpable, leading to the introduction of over 500 new items and the execution of more than 700 promotions. This success has driven sales across 135 top grocery chains and distributors, reaching over 15,000 stores nationwide. It's a testament to the quality and appeal of Wisconsin dairy products that all starts on your farms.

### EXPANDING GLOBAL REACH

With your support, we brought Wisconsin cheese to six international trade shows and industry events. We also brought international buyers from key markets, including Mexico, the Middle East, and Asia, to Wisconsin on buyer missions. We were also honored to be the first nonprofit in Wisconsin history to receive the Governor's Export Achievement Award. This recognition underscores the world-class quality of Wisconsin dairy, which helps feed the world.

8418 EXCELSIOR DR. MADISON, WISCONSIN 53717  
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## SHOWCASING WISCONSIN

One of the year's highlights was bringing Top Chef Season 21 to our beautiful state—a fantastic platform to showcase Wisconsin dairy products' rich heritage and excellence to a national audience. The response has been overwhelmingly positive, further solidifying Wisconsin's place in the hearts and kitchens of consumers nationwide. Collaborations with some of the biggest and best foodie media platforms, including Saveur, Kitchn, Food52, and Food Network, among others have helped deliver unique and shareable content that has enhanced our brand image and awareness.

As we look toward the future, I continue to be inspired by your dedication and passion, which are the foundation of the Wisconsin dairy industry. We are honored to do this work with you as we strive for the continued growth and success of our dairy community. Together, we will continue to innovate, inspire, and lead the way in delivering the finest dairy products to consumers everywhere. Let's keep the momentum going and make the coming year even more successful.

Warm regards,

Chad Vincent  
CEO, Dairy Farmers of Wisconsin

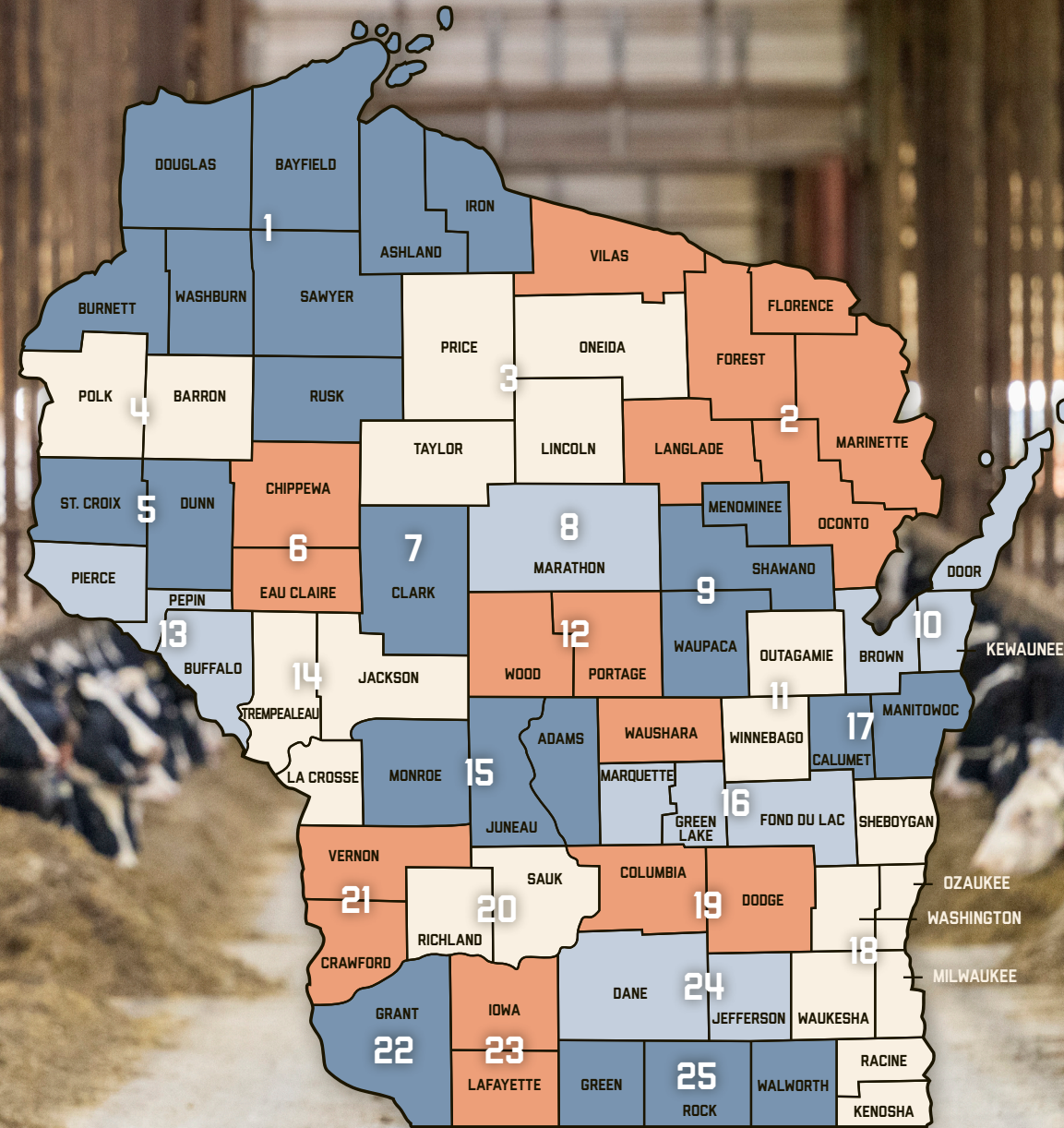
**DAIRY FARMERS OF WISCONSIN**

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# FY 2024 BOARD OF DIRECTORS

We strive to be tireless advocates for Wisconsin dairy farmers and drive demand for Wisconsin dairy products.

Sign up for the Power of Promotion digital newsletter at [Wisconsinmilk.com](https://www.wisconsinmilk.com/newsletter)



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## \*Executive Committee Members, FY 2024

Each member of the Dairy Farmers of Wisconsin Board of Directors is elected to a three-year term. These directors guide the organization's financial affairs, formulate and set DFW's policies, approve the organization's mission and strategy, and serve on one of two main committees—Channel Management or Communications. All directors must be active dairy producers who sell milk into commercial channels and live in the district where they are nominated.

Access [Wisconsinmilk.com](https://www.wisconsinmilk.com) for current FY 2025 representation.

Seats in districts 3, 6, 9, 12, 15, 18, 21, and 24 will be open for nominations in March of 2025.

**WISCONSIN MILK MARKETING BOARD, INC.  
D.B.A. DAIRY FARMERS OF WISCONSIN**

STATEMENTS OF FINANCIAL POSITION JUNE 30, 2024 & 2023

ASSETS		
	2024	2023
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 4,918,771	\$ 7,365,290
Short-term investments—treasury notes	0	979,590
Short-term investments—corporate bonds	4,177,814	1,272,940
Short-term investments—certificates of deposit	1,186,795	959,290
Accrued interest receivable	88,378	55,856
Assessments receivable	2,538,067	2,546,738
Accounts receivable	163,682	58,616
Grants receivable	100,000	83,287
Inventory	493,548	346,783
Prepaid expenses	1,002,849	1,184,665
<b>TOTAL CURRENT ASSETS</b>	<b>14,669,904</b>	<b>14,853,055</b>
<b>LONG-TERM INVESTMENTS</b>		
Treasury notes	741,503	0
Corporate bonds	10,319,038	8,207,002
Certificates of deposit	2,411,366	3,348,161
<b>TOTAL LONG-TERM INVESTMENTS</b>	<b>13,471,907</b>	<b>11,555,163</b>
<b>PROPERTY AND EQUIPMENT, NET</b>	<b>1,183,441</b>	<b>878,862</b>
<b>OTHER ASSETS</b>		
Operating lease right-of-use assets	13,588	2,970
Website domain	300,000	300,000
Website development costs, net	277,687	297,540
<b>TOTAL OTHER ASSETS</b>	<b>591,275</b>	<b>600,510</b>
<b>TOTAL ASSETS</b>	<b>\$ 29,916,527</b>	<b>\$ 27,887,590</b>

LIABILITIES AND NET ASSETS		
	2024	2023
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 3,139,239	\$ 2,261,325
Construction payable	176,591	0
Accrued expenses and other liabilities	453,026	467,005
Accrued wages	276,042	260,147
Contract liabilities	72	10,378
Operating lease liabilities	13,588	2,970
<b>TOTAL LIABILITIES</b>	<b>4,058,558</b>	<b>3,001,825</b>
<b>NET ASSETS, without donor restrictions</b>	<b>25,857,969</b>	<b>24,885,765</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 29,916,527</b>	<b>\$ 27,887,590</b>

**WISCONSIN MILK MARKETING BOARD, INC.  
D.B.A. DAIRY FARMERS OF WISCONSIN**

STATEMENTS OF ACTIVITIES YEARS ENDED JUNE 30, 2024 & 2023

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
	2024	2023
<b>REVENUES, GAINS AND LOSSES</b>		
Assessments	\$ 32,125,638	\$ 31,762,461
Grants	36,713	113,287
Investment return, net	868,102	187,177
In-kind contributions	27,298	62,431
Other	133,885	46,364
Realized gain (loss) on property and equipment disposals	(643)	5,969
<b>TOTAL REVENUES, GAINS AND LOSSES</b>	<b>33,190,993</b>	<b>32,177,689</b>
<b>EXPENSES</b>		
Program services:		
Channel Management	14,309,640	14,919,067
Marketing and Communications	16,359,774	11,577,878
<b>Total program expenses</b>	<b>30,669,414</b>	<b>26,496,945</b>
Supporting services:		
Administration	1,549,375	1,343,715
<b>TOTAL EXPENSES</b>	<b>32,218,789</b>	<b>27,840,660</b>
Change in net assets without donor restrictions	972,204	4,337,029
Net assets, without donor restrictions, beginning	24,885,765	20,548,736
Net assets, without donor restrictions, ending	<b>\$ 25,857,969</b>	<b>\$ 24,885,765</b>

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.

**DFW builds trust in farmers, dairy farming, dairy products, and our organization, moving Wisconsin dairy to the forefront of consumers' minds and driving demand for Wisconsin milk.**

# Elevating the Perception of Wisconsin Dairy Products Online and Beyond



Unaided awareness of Wisconsin as a cheese origin grew 15% among Food Fanatics from a year ago, demonstrating that our efforts keep Wisconsin predominant among our target consumers. This year, we built our digital presence by investing in new assets, including videos, animations, pairings, cheesemaker interviews, and more, which will drive our social media. Grate. Pair. Share. magazine continued to draw attention and win awards, and our search engine optimization (SEO) efforts are at an all-time high.

## Expanding our Digital Presence

- 1. Social Media** We created 700 new pieces of digital content for platforms like Facebook, TikTok, Instagram, and YouTube. This effort has been crucial in reaching younger and more diverse audiences, ensuring Wisconsin dairy remains relevant and in the spotlight in a rapidly evolving digital landscape.
- 2. Web and SEO** WisconsinCheese.com set a new record for web visits with 3.6 million users—an increase of 23.3% over last year. Dairy Farmers of Wisconsin currently has 10,036 page 1 and 2 rankings on Google. We also have over 23,000 total ranked keywords, a 10.5% increase since last year.
- 3. In FY 2024,** we surpassed our goals by earning over \$70 million in unpaid media, reaching 7.6 million people nationwide.



## Art of Cheese Festival

This exceptional brand experience reached our niche target audience, the Food Fanatic. This three-day festival further built the Wisconsin Cheese brand and truly elevated perceptions among attendees from over 26 states with widely distributed promotions, making this a genuinely integrated event and experience. Art of Cheese posts on social media channels organically reached 884,160 people and received 629,859 impressions, which resulted in 120,085 engagements. We were constantly tagged in posts throughout the buildup to and during the Art of Cheese Festival, driving a 500% increase in average mentions.



## Top Chef/NBCUniversal

We crafted a complete media plan surrounding Season 21 of Top Chef in Wisconsin, focusing on:

- New Wisconsin Cheese ads on television across the Bravo Network
- Digital ads on Peacock and Bravo's streaming platform
- Social content around the "Cheese Festival" episode
- Video posts across Top Chef social channels targeted at Top Chef foodies

We also hosted Top Chef's first Cheese Festival Elimination Challenge, highlighting award-winning Wisconsin cheeses and makers. Wisconsin Cheese was also visible in the Top Chef Pantry and during the Limburger Challenge on the Last Chance Kitchen episode.

# Increasing Visibility, Distribution, and Sales for Wisconsin Dairy

**DFW drives affinity for Wisconsin dairy products with an emphasis on cheese. 90% of the milk in Wisconsin is made into cheese and 90% of that cheese is sold outside of Wisconsin.**

During this past year, we met with 125 dairy companies and remained in frequent contact with them. In FY 2024, 540 badge applications, 9,000 demos, and 121 retailer/distributor trade shows supported 32 cheese and dairy companies.

Food service activations included promotions with A&W for Wisconsin cheese curds as well as Culver's in support of their CurderBurger campaign, which together generated sales of an additional four million pounds of cheese.

We increased our retail activations to over 135 targeted primary retailers and specialty distributors representing nearly 15,000 stores. The Regional Marketing Managers have helped implement over 700 retail campaigns, all featuring the Proudly Wisconsin Cheese brand and supporting multiple cheeses or new item distribution.





## Supporting Research and Innovation for the Dairy Community

Our work with the Center for Dairy Research (CDR) continues to help the Wisconsin dairy community grow and thrive. The new aseptic packaging line is one of a kind and will help drive fluid innovations. The CDR staff, led by Dr. John Lucey, is publishing research showing the nutritional advantage of milk versus alternative beverages, among several significant insights. CDR's work on cheese and dairy innovations continues to find new ways for our milk to turn into more valuable and desired products, and their expert troubleshooting team helps keep cheese and dairy plants operating smoothly.



**DFW increases visibility, distribution, trial, and sales of Wisconsin cheese in the U.S. and abroad. Through partnerships with cheese companies, major retailers, and restaurant chains, we drive demand for and use of Wisconsin milk.**

## Bringing Wisconsin Dairy to the World

Working with key industry partners, including the Department of Agriculture, Trade, and Consumer Protection (DATCP), our export team expanded Wisconsin cheese into key markets, including Mexico, the United Arab Emirates, and Thailand. Seventy-five additional stock-keeping units (SKU) are now available in over 50 countries worldwide.

# Building Trust in Wisconsin Dairy

**Celebrating June Dairy Month** Nobody does June Dairy Month (JDM) like Wisconsin! DFW created a messaging strategy, refreshed materials, and added new sustainability activities for June Dairy Month 2024 that deepened consumer understanding and inspired engagement. We also trained with industry partners to effectively promote JDM, laying the groundwork for a new social media campaign and to increase media coverage of our dairy farmers. FY 2024 reached a new milestone as 62 Wisconsin dairy farm families were featured on television statewide, and over 110,000 consumers attended June Dairy Month activations on farms and in communities. It also earned over 100,000 impressions on social media, inspired over 160,000 visits to WisconsinDairy.org, and launched the Alice in Dairyland sustainability social campaign. Combined, this earned over \$530,000 in media value.



**Sustainability** Sharing our farmers' stories on caring for the land, water, and animals while helping their communities is crucial to building consumer trust. Our consumer confidence research tells us that sustainability continues to be important to consumers and has the potential to help us measure the impact of our in-state messaging efforts over time. With that in mind, we developed our sustainability messaging, leveraging standard practices on dairy farms with the "It's What We Do" message and integrated programs like "Be Like a Farmer" throughout June Dairy Month. We also collaborated with co-ops and partner organizations, such as Discovery Farms, Farmers for Sustainable Food, and the Sand County Foundation, to further share the daily efforts to protect our soil, water, and communities for future generations.

**Exhibiting Our Dairy Best** The Wisconsin State Fair significantly impacts dairy farmers by providing a platform for promoting their products and livestock and enhancing their brand recognition and direct sales opportunities. It also offers the possibility to educate the public about dairy farming, fostering a better understanding and appreciation of the \$45.6 billion economic impact the Wisconsin dairy community has on our state. Overall, the fair stimulates the local economy and helps reinforce Wisconsin's reputation as America's Dairyland. The Wisconsin State Fair set an attendance record in 2024 with over 1.1 million visitors during the 11-day event. DFW was integral in the 18 media hits that aired, reaching 3.5 million consumers with an earned media value of \$10,913.



**Meet the 76th Alice in Dairyland** The Alice in Dairyland program is a public relations initiative created in 1948 to promote the state's agricultural industry and educate the public about the importance of agriculture to Wisconsin's economy and heritage. In 2024, DFW worked with Ashley Hagenow, the 76th Alice in Dairyland, to reach audiences ranging from schoolchildren to adults. She completed over 300 radio and television interviews, attended 218 events, wrote over 50 articles, and visited more than 160 classrooms. In a year, Ashley drove 50,000 miles promoting Wisconsin agriculture.

**Taking the Farm to School** Teaching the next generation about the importance of Wisconsin dairy is integral to our work. This year, we shared new lesson materials focused on science, technology, engineering, and math (STEM) for dairy-related classwork. We also funded 26 farm tour experiences for students and adults statewide, while the Adopt a Cow Program reached 41,349 students. As importantly, we helped keep dairy on school lunch tables by funding new food service equipment in 24 districts, reaching 19,651 students.





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