



DBA members visited more than 40 lawmakers during our Dairy Day at the Capitol on Jan. 21.

dairy Forward

The official newsletter of the Dairy Business Association

From Leadership:
DBA turns 20

Page 3

Feature Story:
Dairy Stream podcast

Page 4

Dairy Strong:
Farmer conservation

Page 7

It's good to be loved

Intense focus on agriculture by governor and Republicans sets 2020 up as significant for farmers

By John Holevoet, director of government affairs



The Wisconsin legislative session is wrapping up in a good, but unusual, way. Lawmakers are busy showing their love for farmers.

Several agricultural bills have been working their way through the Legislature

all year long, but the almost unprecedented focus on ag issues that we see now is new.

At the end of January, Gov. Tony Evers delivered his State of the State address to the combined Legislature. I was in the audience that night and was excited to hear the governor talk extensively about rural communities and agriculture. He probably

devoted more of his speech to this topic than any other. He also announced a multi-part plan to work on issues important to agriculture, which he hoped to address through a special legislative session.

Of the governor's plan, we were most interested in two proposals he had revived from his budget. One would add

(continued on page 2)

Policy Radar:

Livestock siting: In February, several rural lawmakers introduced Senate Bill 808/Assembly Bill 894 to update the livestock siting law. The bill was the result of months of work between livestock groups, including DBA, and organizations representing municipalities. Unfortunately, the bill died before being voted on by the Legislature. We will renew our efforts in 2021.

Nutrient trading: On Feb. 18, the Assembly passed several bills focused on improving water quality — many with support from DBA. Perhaps the most important for dairy farmers, Senate Bill 91, establishes a clearinghouse to match farmers who have improved nutrient management practices with municipal treatment facilities, paper companies and other point sources for the buying and selling of “credits.” The Senate has approved and Gov. Tony Evers is expected to sign it.

Special session: The Assembly passed two of eight proposals offered by Gov. Evers in the final month of the session. Special Session Assembly Bill 6 increases funding by \$5 million for the Wisconsin Initiative for Dairy Exports and requires DATCP and the Wisconsin Economic Development Corporation to work together to grow exports. Special Session Assembly Bill 7 increases processor grants by \$600,000 to a total of \$1 million. The focus is on smaller processors, defined as \$50 million in finished product per year. DBA supported the proposals, which move to the Senate. 🇺🇸



DBA's government affairs team attended the signing of Senate Bill 438. DBA was proud to stand with our farm credit members and the co-op community to help make this bill a reality.

(continued from page 1)

funding for dairy processor grants, which historically have been well used. Our hope is that expanding these grants will promote innovation and help our processors bring new products to market. The other is to provide more funding for the Wisconsin Initiative for Dairy Exports, an existing program at DATCP that is designed to help boost Wisconsin's dairy exports.

Republican lawmakers responded to the governor's speech by announcing their own package of bills that will look at ways to help farmers and strengthen rural communities. Flanked by much of his caucus, Assembly Speaker Robin Vos announced at a press conference that they would be offering a bigger and bolder vision of how to help ag stakeholders.

The lawmakers said their bills would look at farmers' more immediate needs. The bills focus on putting more money back in the pockets of farmers now. For example, one measure would create an income tax credit based on the amount of property tax paid on ag building improvements. That credit

would be limited to \$7,500 per year for an individual, entity or married couple filing jointly. Another bill would allow farmers and other self-employed people to deduct health insurance costs. DBA is supportive of both approaches, although the first one faces a harder fight over passage because it comes with an annual \$27 million price tag.

This outpouring of bipartisan support for farmers and rural communities has been great to see. We're hopeful that many of the proposals made by the governor and Republican lawmakers will make it over the finish line before the last floor date, which is likely this month. In addition to these newly introduced bills, we are working hard to ensure this new focus on ag issues helps us pass legislative priorities that still haven't made it all the way through the legislative process. All indications are that it will help.

We enter 2020 with measured expectations, but this year might mark the most significant legislative year for Wisconsin farmers in more than a generation. Can you feel the love? 🇺🇸



DBA members Jim Winn and Klondike Cheese along with other Wisconsin Cheese Makers Association members met with Sen. Marklein on Feb. 24 to discuss our remaining priorities.

Turning 20: DBA is in its prime



By Tim Trotter,
executive director

This year marks a milestone for DBA — our 20th anniversary.

Two decades in the association nonprofit world means you are clearly a mature organization. Our membership is growing, our finances are strong and our members have never been more engaged.

In January, our second annual Dairy Day at the Capital was a success. Dozens of DBA members participated in 40 legislative meetings where we promoted sensible policies to advance dairy and environmental topics. In February, we had evidence of our efforts when a clean water credit clearinghouse bill passed the state Assembly. DBA championed this legislation, which the state Senate passed earlier. This is just one example of how DBA has evolved and is in its prime.

At this stage, we are also clearly aligned in pursuit of our vision, “A trusted and vibrant dairy community that balances business, environmental and social responsibility.” We don’t have to compromise dairy to realize environmental and societal goals. In our most recent meeting with Gov. Tony Evers, our board discussed this goal to create a win-win approach on critical items facing us. The governor has reiterated his desire to advance dairy and environmental outcomes by working together. We have similar conversations frequently with our legislators.

Building trust and credibility begins with our members and their involvement. It’s their actions on their farms and in the communities that prove they “walk the talk.” Our DBA Advocate of the Year, Jim Winn,



LASA field day provided hands-on learning in a soil pit.

exemplifies a member you can trust. His leadership on his farm, Cottonwood Dairy in Lafayette County, and in the community is proof enough. Jim’s commitment to leading the farmer-led watershed conservation group LASA provides tangible outcomes in protecting and improving water quality. His ability to connect with his cohorts, neighbors and friends comes natural to him. It’s the Jim Winns of DBA that will truly move us forward.

DBA’s member engagement is spreading throughout the state. In February, I attended the Peninsula Pride Farms annual meeting. I was most impressed with a panel discussion on conservation practices farmers are implementing. Their excitement about their accomplishments was refreshing. We have farmers discussing breakthrough solutions that have excellent environmental and agronomic benefits.

Four years ago, we had a fair number of naysayers when the DBA board developed the idea of empowering our members through watershed groups and collaborating with organizations outside of our traditional circle. This approach puts trust in our members to drive solutions rather than relying strictly on regulations. This required DBA to step out of our old policy playbook and chart a new course. This was a wise move. I will always put my faith in our members. 🇺🇸

Welcome New Members

American Family Insurance
– Kyle Lange Agency
Dvorachek Farm & Industry
Houston Engineering
J & D Manufacturing
Krentz Family Dairy
Lallemand Animal Nutrition
Peak Forage Products
Stelsel’s Maple Lane Farm
UA 400 Pipe Trades
Valley Agriculture Software

Upcoming Events

**Leadership Program for
Milking-Training in Spanish**
March 5 » Hilbert

Dairy Stream podcast Ep. 3
March 25 » Online

WPS Farm Show
March 31-April 2 » Oshkosh

Cheese Expo
April 15-16 » Milwaukee

DBA Dairy Golf Classic
June 18 » Nekoosa

**For more details and to register
for our events, check out
dairyforward.com/events**

Dairy Stream

DBA and Edge launch ‘Dairy Stream’

New podcast explores innovation, customer trends, policy, other topics

By Joanna Guza, marketing and digital communications manager



The Dairy Business Association and Edge Dairy Farmer Cooperative launched a new podcast — “Dairy Stream” — in February that opens a

door to dairy’s many dimensions.

The podcast topics range from emerging technology and customer trends to government policy and innovation in conservation practices.

“There are so many moving parts to our dairy community, and those parts are moving incredibly fast today as the industry experiences dramatic changes. We want to help our members, customers

and lawmakers make sense of it all and empower them to take control of their future,” said Tim Trotter, executive director of DBA and Edge.

First episode

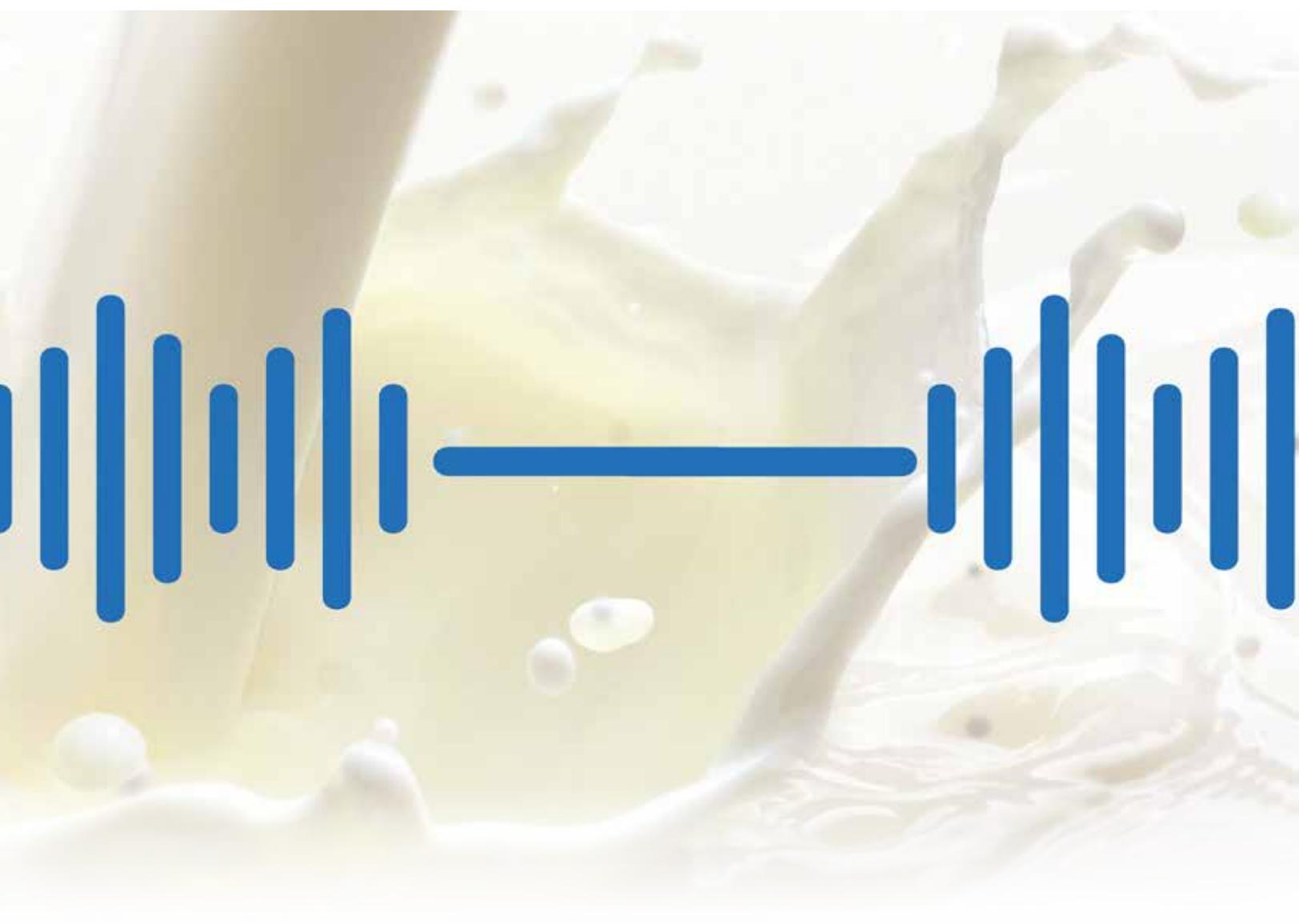
The first episode of the podcast, sponsored by DBA member STgenetics, zeroed in on the United States-Mexico-Canada Agreement and other trade opportunities along with the possible effects of this year’s election on agricultural policy. The featured guest was Michael Torrey of Michael Torrey Associates in Washington D.C., a veteran of Capitol Hill’s political, legislative and regulatory environment who represents Edge.



Meet the host

“Dairy Stream” is hosted by Mike Austin, an award-winning agricultural radio and television broadcaster of more than 40 years in America’s Dairyland.

“I am excited to be part of ‘Dairy Stream,’ which will be an important venue to provide farmers with information valuable to the sustainability of their farming operations,” Austin said, “and also to provide answers and insights to their customers about what they are doing to ensure an affordable and safe food system.”



How to listen

"Dairy Stream" can be found at dairyforward.com/dairystream and DBA's YouTube channels. You can also subscribe to the podcast on Apple Podcasts, Google Podcasts and Spotify.

Upcoming podcast

"Dairy Stream" is scheduled to release a podcast at 7 a.m. every third Wednesday.

Tentative schedule:

- March 4: Understanding dairy market risk and the 2020 market outlook
Mike North, Vault Ag
Sponsored by FeedTyme
- March 25: How is Wisconsin meeting the dairy demand?
Chad Vincent, Dairy Farmers of Wisconsin

- April 15: What do the next 20 years of dairy look like?
Tim Trotter, DBA and Edge

Give feedback or submit a topic

We value your feedback and ideas. Please email podcast@dairyforward.com with suggestions. 🇺🇸

Become a sponsor

Have your name heard and logo recognized by potentially thousands of podcast listeners. Your company name will be mentioned in the podcast and included in the description. Your logo will be displayed on the DBA and Edge websites and social media channels. Limited sponsorships available.

Email Joanna at jguza@dairyforward.com.

Prestigious Sponsors



Elite Sponsors

- Bayland Buildings Inc.
- BMO Harris Bank
- Boehringer Ingelheim Animal Health
- Cargill Animal Nutrition
- Cornette Farm Supply, Inc.
- Eisenmann Corp.
- GLC Minerals
- Klondike Cheese Co.
- Wisconsin Cheese Makers Assoc.
- Zoetis

DBA Advocate of the Year: Jim Winn, Cottonwood Dairy

By Mary Hookham for DBA

Jim Winn never let the challenges in his life hold him back.

That's what Marjorie Stieve of Vita Plus Corporation emphasized as she presented Winn with the Dairy Business Association's Advocate of the Year award during DBA's Dairy Strong conference. Vita Plus sponsored the award.

"I'm overwhelmed," Winn said. "I know a lot of the past recipients of this award and to be mentioned in the same breath as those people just means the world to me."

He partners with Brian Larson and Randy Larson at Cottonwood Dairy in South Wayne.

Winn's unmistakable passion for the dairy community made him the perfect candidate to receive the award, Stieve said, listing off a host of examples — from his collaboration with other farms in an annual Day at the Dairy to his leadership in helping to form the Lafayette Ag Stewardship Alliance.

Winn values collaboration with his family, friends, neighbors and employees as well as with agriculture-related organizations, Stieve said. He is a DBA member and on the board of directors for Edge Dairy Farmer

Cooperative, which represents farmers in the Midwest on federal policy.

"My love for the industry is my way of giving back," Winn said. "I am very fortunate to be in the dairy industry and I love this industry; it's treated me good over the years."

Winn heaped praise on his employees. "This award is because of those folks," he said. "I am so proud of them."

DBA's Nicole Barlass said Winn's leadership stands out.

"One of the reasons Jim was selected for this award was not only for his passion for DBA and for his farm, but he's also just one of those guys who is always willing to step up and be a leader and take charge," Barlass said.

Winn is well-known in the dairy community for bringing people together to find solutions to difficult issues farmers deal with on their farms, DBA Tim Trotter said.

"When you think about someone who is advocating day in and day out for dairy farmers, he's at the top of the list," Trotter said. "He's contagious, everybody likes him, he always wants everybody to be involved and feel included." 



Jim Winn, a dairy farmer in Lafayette County, points out some of his employees as he accepts the DBA's Advocate of the Year award on Jan. 22 during the Dairy Strong conference in Madison.

DSSA: Supporting farmers in conservation mission



By Lauren Brey,
director of strategic
partnership and
sustainability

The Dairy Strong
Sustainability Alliance

(DSSA) is a collaborative, industry-backed effort to promote and support farmer-led solutions to today's environmental challenges, taking into account business viability and community engagement.

The alliance was established in 2016, driven primarily by the Dairy Business Association, Edge Dairy Farmer Cooperative and The Nature Conservancy.

DSSA provides support for farmer-led conservation groups and helps connect individuals, organizations and companies that want to support their efforts.

Through the partnership of a farmer-led watershed conservation group with DSSA, mutual goals of the organizations can be achieved.

With services outlined in a memorandum of understanding, there is the opportunity for the farmer-led group to achieve increased membership, revenue and community engagement.



Keith Zygowicz of NRCS explained the impact of cover crops and no-till at a Western Wisconsin Conservation Council field day in July.



Nearly 100 people attended the Peninsula Pride Farms annual meeting on Feb. 13.

Collaborating with DSSA is intended to make more efficient use of time for both farmers and group collaborators. Additionally, services will help the group maintain a professional image and assist the group in realizing goals.

DSSA serves as an incubator and support system for farmer-led groups. The alliance offers various services that each group can choose from depending on its individual needs. Examples include administrative support, communications, strategic services and connections with experts. DSSA also serves as a conduit between the farmer organizations, experts and other entities that can help in achieving their goals and promoting their good work.

Additionally, DSSA can help groups secure money for research projects or other initiatives they may not otherwise have funding for.

DSSA supports the Lafayette Ag Stewardship Alliance, Peninsula Pride Farms, Sheboygan River Progressive Farmers, Western Wisconsin Conservation Council and Yahara Pride Farms. 

To learn more, visit
dairystrong.org/sustainability or contact
Lauren at lbrey@voiceofmilk.com.

Spring election, presidential primary is April 7



By Chad Zuleger,
Associate director of
government affairs

Wisconsin residents get the chance to choose the preferred

presidential candidate in their party in the April 7 primary election.

Just as important, voters also get to elect candidates to village, town and county boards who understand agriculture and are fair-minded. These boards can have significant power over how agriculture and farms are treated locally.

So, we strongly urge you to learn something about the candidates and then cast your ballot.

Voting is easy

- **When:** Tuesday, April 7. Voting places are open from 7 a.m. to 8 p.m. You can also vote ahead of time by going to your polling place.
- **Website:** myvote.wi.gov/ You can register, see the candidates on your specific ballot and find your polling place.
- **Voter ID:** You will need identification (e.g. driver's license).
- **Registering:** You must be registered to vote. If you're not, you can do so online or when you show up to vote. If you register in person, proof of residence is needed. A driver's license works if the address is current. Otherwise, take a real estate bill or utility bill. 



2763 Manitowoc Rd Ste B
Green Bay, WI 54311

920.883.0020
dairyforward.com

Directing us forward in 2020



Back left: Tim Trotter, Greg Siegenthaler, Jack Hippen, Tom Crave, Bob Nagel, Mike North
Front left: Amy Penterman, Steve Bodart, Kevin Collins, Paul Fetzer, Lee Kinnard

DBA Board of Directors

Officers

President: Tom Crave, farmer, Waterloo
Vice-President: Amy Penterman, farmer, Thorp
Secretary: Lee Kinnard, farmer, Casco
Treasure: Steve Bodart, Compeer, Elk Mound

Directors

Paul Fetzer, farmer, Elmwood
Greg Siegenthaler, Grande Cheese, Fond du Lac
Kevin Collins, farmer, Greenleaf
Bob Nagel, DVM, Holsum Dairies, Hilbert
Jack Hippen, STgenetics, Middleton
Mike North, Vault Ag, Platteville

Share your ideas with the board. Contact them at dairyforward.com/board. 



facebook.com/DairyForward



Dairy Business Association



@DairyForward



Dairy Business Association