



# Minnesota Division

June 22, 2017



comes to mind when you think of Midwest D<sup>®</sup>



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# Minnesota Division Panel

June 22, 2017



**Lisa McCann,  
Health and  
Wellness**

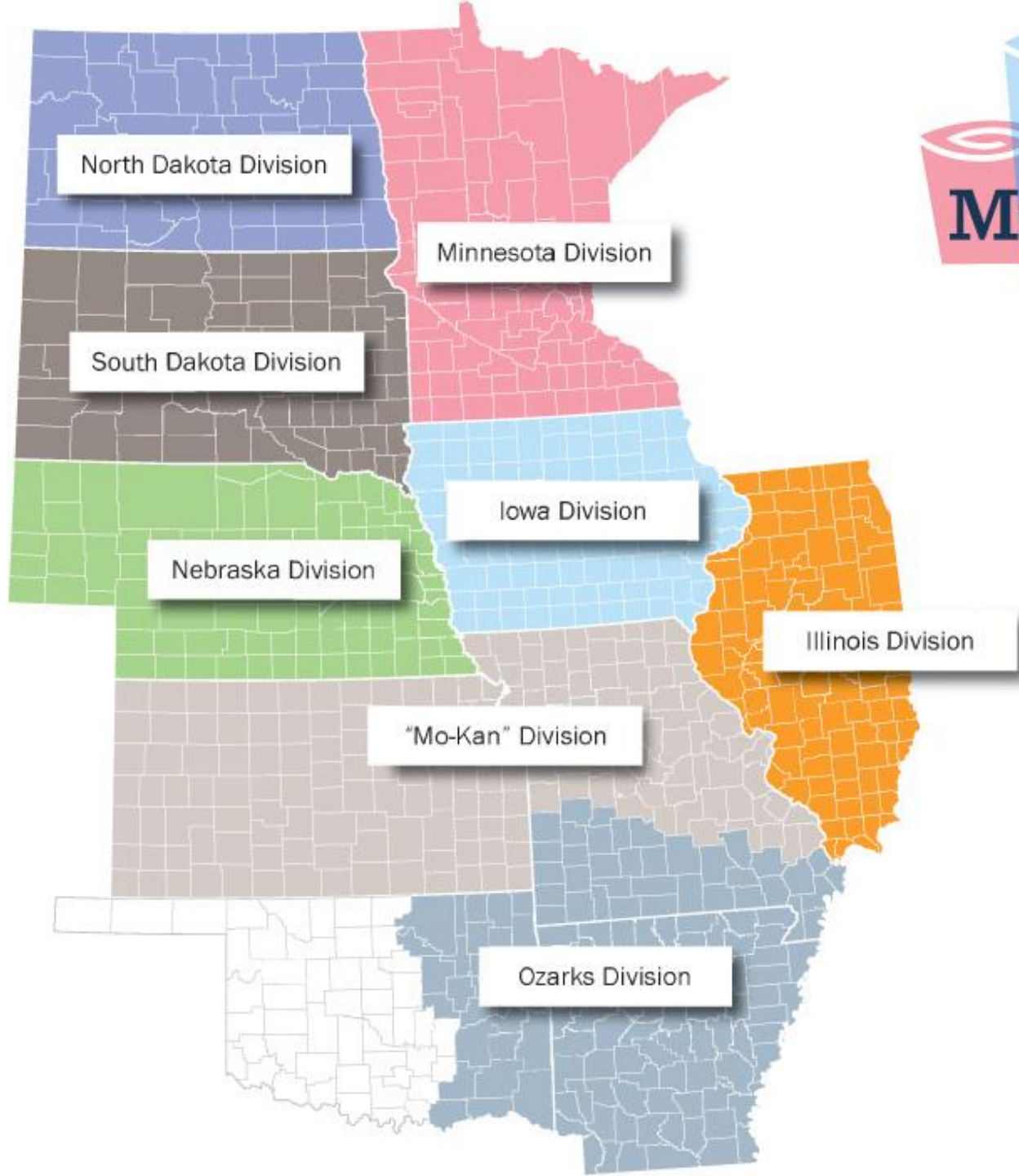
**Beth Bunton,  
Business  
Development**

**Trudy Wastweet,  
Chief  
Operating Officer**

**Lucas Sjostrom,  
Industry  
Relations**

**Sherry Newell,  
Integrated  
Communications**

June 22, 2017



# Midwest Dairy Minnesota Division board members



- |                               |                             |   |
|-------------------------------|-----------------------------|---|
| 1. <u>Dan Grunhovd</u>        | 10. <u>Kathy Skiba</u>      | 20. <u>Chris Sukalski</u>                   |
| 2. <u>Peter Ripka</u>         | 11. <u>Tom Walsh</u>        | 21. <u>Rita Young</u>                       |
| 3. <u>Kristine Spadgenske</u> | 12. <u>Charles Krause</u>   | 22. Margaret Johnson                        |
| 4. <u>Ken Herbranson</u>      | 13. Kevin Buss              |   |
| 5. <u>Debi Clasemann</u>      | 14. Paul Fritsche           | • deb Vander Kooi<br>– National Dairy Board |
| 6. Doug Popp                  | 15. <u>Barb Liebenstein</u> |   |
| 7. <u>Suzanne Vold</u>        | 16. Keith Knutson           |   |
| 8. <u>Corrine Lieser</u>      | 17. Jim Dose                |   |
| 9. John Merdan                | 18. <u>David Schwartz</u>   |   |
|                               | 19. Karen Kasper            |   |



# Midwest Dairy Minnesota Team

**Allowed?  
(Directly from USDA slide)**

**Midwest  
Dairy**

**Minnesota  
Milk**

Disparage other foods/practices



Consumer Education



Branded advertising (unless  
approved with special permission)



Issues/crisis management



Nutrition, product, food safety  
consumer research





**Allowed?**  
**(Directly from USDA slide)**

**Midwest  
Dairy**

**Minnesota  
Milk**

**Product Marketing**



Increase milk production on-farm



Increase milk production at plant



Impact farm/retail prices



Promote non-human consumption



Help increase human  
consumption of dairy products



**Allowed?**  
**(Directly from USDA slide)**

**Midwest Dairy**      **Minnesota Milk**

Providing information and education to government and policy leaders upon request



Influence government policy or action at any level (local, county, state, federal)



# Midwest Dairy – MMPA Contract for Services

- 2012 relationship began
- 2014 additional services (including programs and staffing, human resources, I.T., accounting, communications)
- Approved by both Minnesota Milk and Midwest Dairy Corporate boards of directors
  - Annual evaluation
- Midwest Dairy is audited by third-party as well as MN Department of Ag and USDA