



# DAIRY UPDATE

A report to Wisconsin Dairy Farmers from the Wisconsin Milk Marketing Board

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## WMMB Recognized with Retail Leadership Award

Progressive Grocer (PG) magazine has recognized the Wisconsin Milk Marketing Board, along with five other U.S. commodity marketing and promotional boards, for bringing cutting-edge retail marketing and promotional campaigns to supermarkets through the country.

“Developed in close collaboration with retail grocery partners, WMMB’s creative, innovative, impactful promotions are supported by an array of educational materials, retail incentives and consumer outreach,” PG reported. “Guided by a central focus to provide educational tools for store-level personnel to impart the knowledge and skills needed to interface with shoppers, WMMB’s retail training is tailored to the needs of individual retailers, including various levels of training and on-site tours to Wisconsin cheese manufacturers.”

Visit PG’s website to learn more at [www.progressivegrocer.com/inprint/article/id2149/perfect-partners/](http://www.progressivegrocer.com/inprint/article/id2149/perfect-partners/).

## Cheesemaking TV Program Scores an Emmy

The Chicago/Midwest Chapter of the National Academy of Television Arts & Sciences has awarded WMMB an Emmy in children’s educational programming for *The Art and Science of Cheesemaking*, a television segment that explores the crafting of Wisconsin cheeses. The segment, produced by Discover Mediaworks, Inc., is part of WMMB’s Corporate Communication programming. It aired in 2010 and 2011 as a show in the *Into the Outdoors* series, an educational television program targeted to school-age children in Wisconsin and markets throughout the Midwest. This segment can be viewed at [www.wmmb.com/ad](http://www.wmmb.com/ad).

“This is a prestigious award, and it recognizes the hard work and creativity of our staff, along with our partner, Discover Mediaworks,” said Patrick Geoghegan, WMMB’s senior vice president of Corporate Communications. “It’s a reflection of the outstanding accomplishments of Wisconsin’s dairy farms and the state’s dairy industry.”

## Fuel Up to Play 60

The Wisconsin Dairy Council provided *Fuel Up to Play 60* program materials to over 2,000 Wisconsin schools at the beginning of the 2011 school year. FUTP60 provides students with tools and resources to take active roles in improving their personal health and school environment and to learn to *Eat Healthy! Get Active! and Make a Difference!* Learn more about Wisconsin’s FUTP60 school activities online at [www.wmmb.com/wdc](http://www.wmmb.com/wdc).

Schools also had the opportunity to enter the online “Back to School/Back to Football Challenge.” Winners were awarded student tickets to the December 11 Green Bay Packers game at Lambeau Field, where FUTP60 students will be recognized on the field before the game. Marshall Middle School in Janesville was selected as the national winner in a “challenge” video competition and will receive a Super Bowl attendance package for two from Dairy Management Inc.

**Show Your Pride Winner:** As part of NFL’s “Back to Football Friday” celebration and the *Fuel Up to Play60* program, dairy farmers from around the country were invited to submit photos showing their pride for their favorite NFL team in order to win a visit to their farm from an NFL player. Matt Diederichs of Fond du Lac is this year’s national winner. Diederichs, a New Holstein High School senior and FFA and 4-H member and avid Green Bay Packer fan, won by a landslide during the October voting period. Congratulations, Matt!

## 2011 WMMB Expo Series

Each year, marketers and cheesemakers come together to learn about WMMB’s promotion programs which helps ensure that the cheese and dairy products made in Wisconsin have premiere placement on grocery shelves and restaurants throughout the country.

This year’s fifth annual WMMB Expo series took place during November in Rothschild, Green Bay and Madison, where a total of 161 representatives from 76 Wisconsin dairy companies received information on ways they can work with WMMB to increase Wisconsin cheese and dairy product sales through retail and foodservice promotions, in-store demos, couponing, social media and other marketing tools.

## County Dairy Leader Fall Conferences

More than 175 volunteers representing Wisconsin's 63 county dairy promotion groups met at three annual fall education conferences to share ideas and build their knowledge about WMMB programs and promotional tools. These day-long conferences took place in Green Bay, DeForest, and Eau Claire during November.

Conference participants toured a local dairy plant to get a better understanding of the cooperative relationship between WMMB and Wisconsin's cheese and dairy processors. During conference breakout sessions, participants learned about tax requirements for non-profit organizations, reviewed updated county-specific dairy impact information on WMMB's *Dairy Doing More* website, received an overview of the new online catalog website, and joined in small group discussions to share ideas about next year's June Dairy Month activities.

To find out how to get involved with the County Dairy Leader Group in your area, contact Becky Kronberg at [bkronberg@wmmb.org](mailto:bkronberg@wmmb.org).

## World Dairy Expo Participation Recap

In October, more than 68,000 dairy fans visited World Dairy Expo in Madison, shattering previous attendance records. WMMB's participation included sponsoring Expo's busy media room and the popular America's Dairyland Marketplace in the Exhibition Hall, as well as providing nutrition education for touring fourth grade students. More than 750 Wisconsin dairy farmers stopped at WMMB's booth to visit with directors and staff about WMMB promotions and activities and register for a chance to win a pair of Packer game tickets. The tickets were won by dairy farmers in Scandinavia and Edgar.

## Holiday Highlights

Whether you're cooking, baking or just looking for the perfect topping for your holiday morning muffin, nothing tastes or performs better than pure and natural butter. There's no substitute for real butter to achieve that perfect texture and taste for your cookies, cakes and candies.

Want to learn more about butter? Visit [www.butterisbest.com](http://www.butterisbest.com) to find videos, butter basics, butter FAQs, and hundreds of recipes to delight every palate this holiday season.

And, speaking of the holidays, WMMB's online promotional catalog offers a selection of affordable gifts (provided to Wisconsin dairy farmers at wholesale prices), including a new ceramic coffee mug, peppermint tumbler, and a handy wine and cheese tote. You'll find these items under the "Holiday" tag on our regular online catalog. Just visit [www.wmmbcatalog.com](http://www.wmmbcatalog.com).

*Happy Holidays!*

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8418 Excelsior Drive, Madison, WI 53717

800.373.9662 - [dairyupdate@wmmb.org](mailto:dairyupdate@wmmb.org)

[www.EatWisconsinCheese.com](http://www.EatWisconsinCheese.com)