

2022



GLOBAL DAIRY SYMPOSIUM

MADISON, WISCONSIN, U.S.A. | OCTOBER 6, 2022
Hosted by: Wisconsin Department of Agriculture, Trade and Consumer Protection



HOSTED BY

**Wisconsin Department of Agriculture, Trade
and Consumer Protection**

Funded by the Wisconsin Initiative for Agricultural Exports

AGENDA

8 A.M. | REGISTRATION AND NETWORKING

8:30 A.M. | WELCOME

Randy Romanski, Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

8:40 A.M. | U.S. DAIRY INDUSTRY OUTLOOK: 2022 & BEYOND

Krysta Hardin, U.S. Dairy Export Council

9:10 A.M. | GLOBAL DAIRY TRENDS AND PERSPECTIVES

Torsten Hemme, International Farm Comparison Network (IFCN)

9:40 A.M. | BREAK

10 A.M. | VIEW FROM THE CHEESE AISLE: WHY BUY U.S.?

Sheryl Meshke, Associated Milk Producers Inc.

10:30 A.M. | DAIRY FARMING IN EUROPE: BALANCE BETWEEN BUSINESS MODEL AND SUSTAINABILITY

Ad van Velde, Global Dairy Farmers

11 A.M. | PANEL DISCUSSION AND Q&A

**HAVE A QUESTION FOR A SPEAKER?
USE SLIDO TO SUBMIT QUESTIONS LIVE!**

1. Visit www.slido.com or scan the QR Code.
2. Use participant code: GDSWDE.
3. Submit or view questions.
4. Click the thumbs up button to move up questions.



MEET THE PRESENTERS

WELCOME REMARKS



RANDY ROMANSKI

Secretary | Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

Randy Romanski was announced secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection by Governor Tony Evers in June 2020 and was confirmed by the Senate on September 28, 2021.

Prior to this appointment, Romanski served as DATCP deputy secretary since January 2019 and interim secretary since November 2019. He brings decades of experience in government administration and policy development to the department.

MODERATOR



CORY GEIGER

International Dairy Economist and Journalist

A graduate of the University of Wisconsin-Madison with degrees in ag economics and dairy science, Geiger has been a member of the Hoard's Dairyman editorial team since 1995 where he has been the lead editor for over a decade. In 2018, Geiger spearheaded the effort that brought Hoard's Dairyman China to the marketplace joining its English, Japanese and Spanish editions.

Geiger's award-winning book, *On a Wisconsin Family Farm, Historic Tales of Character, Community, and Culture*, was named a finalist in the 2022 National Indie Excellence Awards Competition. The book is in its third press run.

Corey was elected the 65th President of Holstein Association USA and served a combined 11 years on the board of directors and a three-year term on the Council on Dairy Cattle Breeding. He also serves on the board of directors for World Dairy Expo where he chairs the Education Committee. Geiger served as fundraising co-chair of the Farm Wisconsin Discovery Center, a \$13.5 million educational facility dubbed "the Fair Oaks of Wisconsin". Corey hosts the DairyLivestream webcast and has spoken in Canada, China, Mexico, the United Arab Emirates, Singapore, and 22 U.S. states.

U.S. DAIRY INDUSTRY OUTLOOK: 2022 & BEYOND



KRYSTA HARDEN

Chief Executive Officer | U.S. Dairy Export Council

Krysta Harden served as Executive Vice President of Global Environmental Strategy for Dairy Management Inc. (DMI), which manages the national dairy checkoff on behalf of nearly 37,000 U.S. dairy farmers. In May of 2020, Krysta was named Chief Operating Officer of the U.S. Dairy Export Council.

Leveraging a strong background within agriculture, sustainability and food policy, Harden plays a key leadership role in defining the vision, strategy and plan forward for U.S. dairy's environmental commitment. Collaborating with dairy farmers and leadership within the dairy community through the Innovation Center for U.S Dairy, Harden will continue to identify the science, best practices and metrics that will further advance the positive impact U.S. dairy has on the environment and the important role it plays in a sustainable food system. She also provides executive leadership on the Innovation Center's Environmental Stewardship Committee.

GLOBAL DAIRY TRENDS AND PERSPECTIVES



TORSTEN HEMME

President | International Farm Comparison Network

Dr. Torsten Hemme is the founder and CEO of the International Farm Comparison Network (IFCN). He studied agricultural economics at the University of Göttingen in Germany and at Texas A&M University in the USA. His doctoral thesis set the basis for the IFCN, whose mission is to create a better understanding of the dairy world by providing comparable data, knowledge, and inspiration.

In 2022, researchers from more than 100 countries participated. Moreover, more than 140 agribusiness companies are members of the network and use its data and knowledge base for their strategic planning.

MEET THE PRESENTERS

VIEW FROM THE CHEESE AISLE: WHY BUY U.S.?



SHERYL MESHKE

Co-President, CEO | Associated Milk Producers Inc.

Appointed in 2014, the position caps more than three decades with the company. She holds the distinction of being the first woman to be named CEO of a U.S. dairy cooperative. The AMPI Board of Directors has announced she will become the co-op's sole CEO effective Jan. 1, 2023.

Meshke currently serves on the boards of the Innovation Center for U.S. Dairy, the National Milk Producers Federation, the U.S. Dairy Export Council and the Minnesota AgriGrowth Council. She is past chairman of the Minnesota Dairy Research, Teaching and Consumer Education Authority, The Cooperative Foundation, Cooperative Communicators Association and the Minnesota FFA Foundation. Meshke holds a bachelor's degree in agriculture from South Dakota State University and a master's degree in business from the University of St. Thomas. She is a fifth generation farmer, operating a hog and sheep farm near Lake Crystal, Minn.

DAIRY FARMING IN EUROPE: BALANCE BETWEEN BUSINESS MODEL AND SUSTAINABILITY



AD VAN VELDE

President | Global Dairy Farmers

Ad van Velde is a proud dairy farmer in the Netherlands, a country where many generations of farmers have faced and overcome various challenges related to the dairy business. With his wife Annette, he developed Hunsingo Dairy into a successful family dairy operation.

As President of Global Dairy Farmers (GDF), he knows what drives farmers worldwide. With input from dairy farmers, GDF has developed into a unique platform that is future-oriented and forward-thinking, serving as the only worldwide network of dairy farmers. With DairyNext, he is able to help dairy businesses grow stronger and become more sustainable. His projects include starting up dairy businesses, improving profits, and optimizing existing businesses. He has many years of experience in dairy, and is able to link changes in regulations and trends back to day-to-day practices at the farm.



THANK YOU TO OUR SPONSORS!



ABOUT US

WISCONSIN - AMERICA'S DAIRYLAND -



STRONG DAIRY HERITAGE

- Home to nearly **6,400 dairy farms** that care for approximately **1.28 million dairy cows**.
- **95%** of Wisconsin dairy farms are **family-owned**.

LEADER IN DAIRY GENETICS

- Ranked **1st** in the U.S. for **bovine semen exports**, exporting more than **\$182 million** in 2021.
- **Contains well-known bovine genetics companies** such as ABS Global, Accelerated Genetics, Alta Genetics, GENEX, Sexing Technologies, and Semex.



CHEESE CAPITAL OF THE U.S.

- Produced nearly **3.39 billion pounds** of cheese, or about **26%** of the total U.S. cheese production, in 2020.
- Ranked **1st** in the U.S. for **specialty cheeses production** in 2020.
- **1,200 licensed cheesemakers** make over **600 varieties** of cheese.
- **Only** U.S. state that requires a **license to make cheese**.

LARGEST DAIRY GOAT HERD

- **Largest dairy goat herd** in the nation with more than **72,000 head** in 2020.
- Ranked **1st** in the U.S. for the **value of sheep and goat milk sold** in 2017.



WHEY PRODUCTION POWERHOUSE

- Ranked **1st** in the U.S. for **whey production**, producing more than **280 million pounds** for human consumption in 2020.

DATCP'S INTERNATIONAL AGRIBUSINESS CENTER

DATCP's International Agribusiness Center (IABC) identifies export opportunities around the world for Wisconsin's agricultural companies and producers. The IABC's economic development consultants provide technical expertise and market development initiatives to grow Wisconsin agriculture through increased exports and the development of trade enhancing partnerships. The Center uses client feedback, global trends, market, and export data to establish criteria for identifying target markets and activities.

Our Services



ONE-ON-ONE CONSULTATION



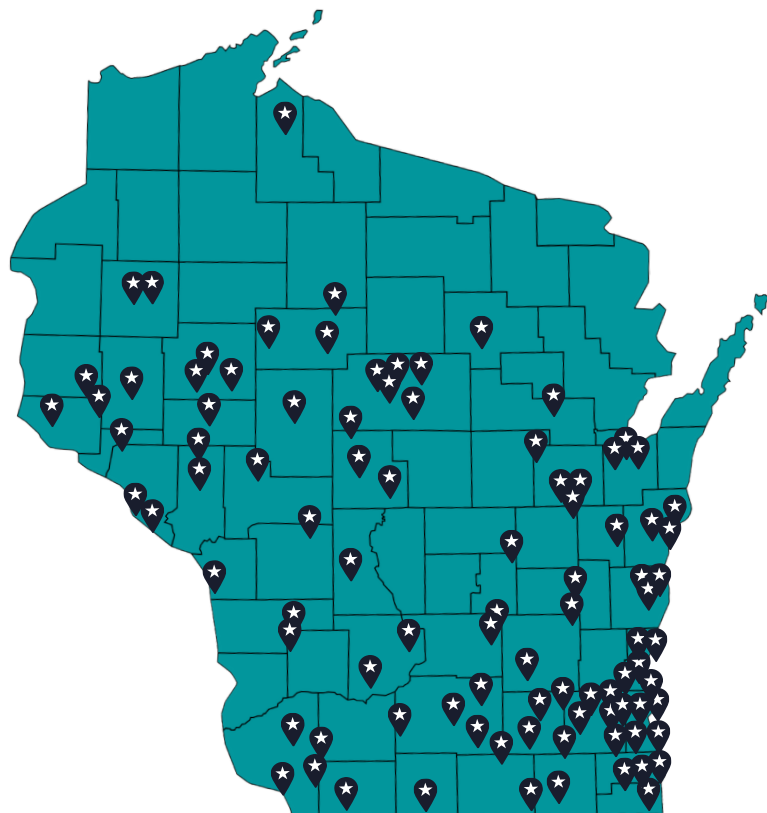
KNOWLEDGE AND EXPERTISE



BUYER TRADE MISSIONS

Our Reach

From July 1, 2020 to June 30, 2021, the IABC assisted more than **150 companies** that represent over **95 towns and cities** in Wisconsin.



Contact Us

(800) 462-5237



 datcp.wi.gov OR scan QR code

  @widadatcp  @wisdatcp

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

