



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

FOR IMMEDIATE RELEASE

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WMMB Director Nomination Forms Are Available

MADISON, Wis. (February 2, 2012) — Kicking off the 2012 Wisconsin Milk Marketing Board (WMMB) director election process, the Department of Agriculture, Trade and Consumer Protection (DATCP) is inviting interested and eligible dairy producers to submit a nomination to represent their district as a WMMB director. DATCP, which oversees the nomination and election process, recently announced the 8 out of 25 districts currently up for election (see map). Producers who are interested in assisting the state's dairy industry and having a voice in how milk check-off dollars are spent should contact Noel Favia at (608) 224-5140 or Noel.Favia@wisconsin.gov for a nomination form or access an electronic copy at www.wmmb.com/elections.

WMMB directors guide the organization's finances, formulate and set its policies and long-range business plan and maintain its mission: *To help grow demand for Wisconsin milk by providing programs that enhance the competitiveness of the Wisconsin Dairy Industry.* Through these initiatives, a WMMB director has the opportunity to represent Wisconsin dairy farmers and products, as well as become involved in activities that inform and educate consumers. A director spends about 200 hours each year on

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LOOKING FOR NOMINATIONS – page 2

WMMB business, and attends an average of two committee meetings and five board meetings annually. Directors also may represent the organization at national, state and local industry meetings and events. Although directors are not salaried, meeting time and expenses are compensated with per diem payments.

To qualify, a nominee must be an active dairy producer who sells milk into commercial channels and lives in the represented district. Each potential candidate must acquire at least five signatures from active dairy producers within the district, submit a completed nomination form, and have the "Affidavit of Eligibility" certification requirement notarized. **Nominations must be postmarked by February 24, 2012.**

DATCP currently is mailing “Shaping the Future” postcards containing election information to all dairy producers who reside within the eight affected districts. Producers who haven’t received a postcard by February 13 or those who would like to learn more about the elections should contact Noel Favia at (608) 224-5140 or Noel.Favia@wisconsin.gov. In addition, producers can visit www.wmmb.com/elections for more information about director responsibilities and the election process.

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See Attachment – 2012 Election Map outlining districts

Caption:

Each year, one-third of the 25-member WMMB Board of Directors is elected to three-year terms. For 2012, dairy producers in affected districts (see black areas on the map) are invited to submit a nomination to represent their district as a WMMB director.