



State of Wisconsin
Jim Doyle, Governor

Department of Agriculture, Trade and Consumer Protection
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FOR IMMEDIATE RELEASE

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Nominees Sought for Wisconsin Milk Marketing Board

MADISON, Wis. (February 3, 2010) — The Department of Agriculture, Trade and Consumer Protection (DATCP) is seeking active dairy producers, who have an interest in serving the state's dairy industry and directing its future, for nomination to the Wisconsin Milk Marketing Board's (WMMB) Board of Directors. DATCP, which oversees the nomination and election process, is encouraging producers to help shape the future of the Wisconsin dairy industry and get involved in WMMB.

To kick off this year's elections, DATCP is mailing every licensed milk producer residing in a 2010 election district (see black areas in the map) a postcard that outlines the timeline and explains the nomination process. Contact Noel Favia at (608) 224-5140 if you are interested and haven't received a "Nomination Notification" postcard by February 15.

To qualify, you must be an active producer who sells milk into commercial channels and lives in the district where nominated. In addition, each potential candidate must acquire five signatures from active dairy producers within the district, complete the "Affidavit of Eligibility"

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requirement and have it notarized, and mail the completed forms to the department by February 27, 2010. Elections then will be held from April 14-24, with the results announced later in May.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Caption:

Each year, one-third of the 25-member WMMB Board of Directors is elected to three-year terms. For 2010, 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. In District 24 (Dane and Jefferson counties), there is no incumbent due to a recent resignation.

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 to become involved in activities that inform and educate consumers. A director spends about 200 hours each year on 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.

For more information on directors' roles and responsibilities, or to download a nomination form, visit www.wmmb.com/elections. To have a nomination form mailed to you or to get answers to your election questions, contact Noel Favia at (608) 224-5140 or email:

Noel.Favia@wisconsin.gov.

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< see attached "Shaping the Future" logo file >

Caption:

Encouraging nominees to "Shape the Future," DATCP says becoming a WMMB director allows producers to 1) join in the leadership that promotes Wisconsin dairy, and 2) have a voice in how milk check-off dollars are spent.