



State of Wisconsin
Jim Doyle, Governor

Department of Agriculture, Trade and Consumer Protection
Rod Nilsestuen, Secretary

FOR IMMEDIATE RELEASE

Contact:
Noel Favia
Department of Agriculture, Trade and Consumer Protection
(608) 224-5140
Noel.Favia@wisconsin.gov

Upcoming Wisconsin Milk Marketing Board Elections

MADISON, Wis. (January 19, 2010) — The Department of Agriculture, Trade and Consumer Protection (DATCP) is preparing for the upcoming Wisconsin Milk Marketing Board (WMMB) director elections. Each year, dairy producers elect a portion of the 25-member WMMB to a three-year term. Board nominees consist of producers who are actively engaged in the production and sale of milk within the district of nomination.

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. In 2010, the following districts are up for election (see table). Producers in these areas should soon receive a postcard from DATCP, calling for nominations.

District	Counties
3	Lincoln, Oneida, Price, Taylor
6	Chippewa, Eau Claire
9	Menominee, Shawano, Waupaca
12	Portage, Waushara, Wood
15	Adams, Juneau, Monroe
18	Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha
21	Crawford, Vernon
24	Dane, Jefferson

Producers interested in representing their district should visit www.wmmb.com/elections to learn more, or contact Noel Favia at (608) 224-5140 or Noel.Favia@wisconsin.gov with questions.

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Agriculture generates \$51.5 billion for Wisconsin

< see attached “Shaping the Future” logo file >

Caption:

The Department of Agriculture, Trade and Consumer Protection (DATCP) is using the theme “Shaping the Future” to increase awareness of the upcoming 2010 Wisconsin Milk Marketing Board director elections. WMMB directors guide the organization's financial affairs, formulate and set WMMB policies, approve the organization's mission and serve on one of two committees – Channel Management or Communications.