


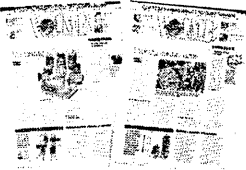
Producer & Board Relations

Mass Communication

▼ Dairy Update Newsletter

3 times per year

- Distributed in Hoard's Dairyman to producers
- Distributed to other audiences (for example - Wisconsin Legislators)




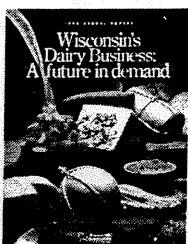
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Producer & Board Relations

Mass Communication

▼ Annual Report

- Required by WMMB Bylaws and Policies
- Compiles WMMB program review and annual budget in one place
- Distributed to all licensed dairy producers and other audiences




33

Producer & Board Relations

Mass Communication - Annual Meetings

▼ Producer Value Showcase



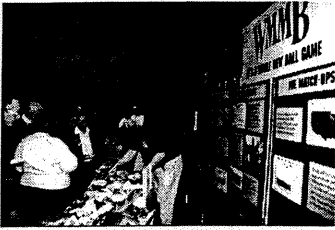
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Trade show format

Producer & Board Relations

Targeted Communication

- ▼ Trade Events
- ▼ Farm Progress Days
- ▼ Professional Dairy Producers of Wisconsin Meeting
- ▼ Wisconsin Federation of Cooperatives Meeting



WMMB

Small group producer meetings

Electronic internet communications


Must inform + educate

Producer & Board Relations

Future Communications

WMMB

Will work to improve communication w/ legislators



WMMB INC.
DAIRY BUSINESS RESOURCES

FUNDED BY WISCONSIN DAIRY PRODUCERS

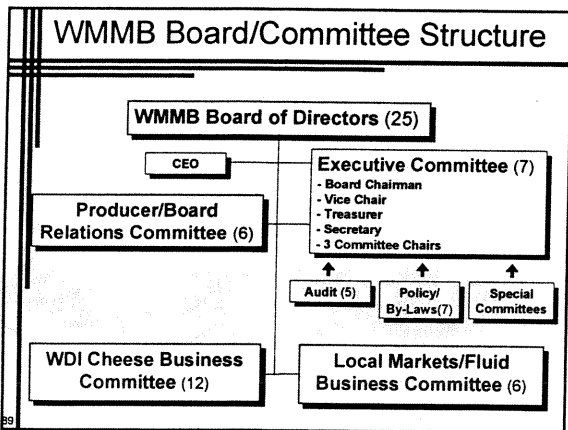
WMMB

WMMB INC.
DAIRY BUSINESS RESOURCES
FUNDED BY WISCONSIN DAIRY PRODUCERS

Business Resource Management

Leonard Splett, Director, District 4
Treasurer

WMMB




WMMB INC.
DAIRY BUSINESS RESOURCES
FUNDED BY WISCONSIN DAIRY PRODUCERS

Board of Directors Fiduciary and Legal Responsibilities

WMMB

57 staff at WMMB

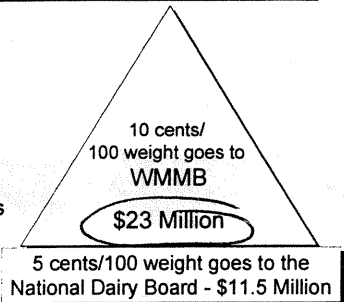
WMMB Director Districts



- 25 Directors elected by Wisconsin Dairy Producers
- Each Director serves a three-year term

WMMB

WMMB INC.
DAIRY BUSINESS RESOURCES
FUNDED BY WISCONSIN DAIRY PRODUCERS

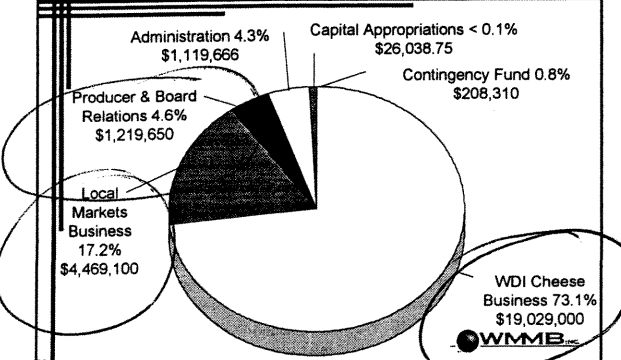


Annual Revenue from Wisconsin Dairy Producer Investments

10 cents/100 weight goes to WMMB
\$23 Million

5 cents/100 weight goes to the National Dairy Board - \$11.5 Million

FY2000 Budget Summary: \$26,038,750



Category	Percentage	Amount
WDI Cheese Business	73.1%	\$19,029,000
Local Markets Business	17.2%	\$4,469,100
Contingency Fund	0.8%	\$208,310
Administration	4.3%	\$1,119,666
Capital Appropriations	< 0.1%	\$26,038.75
Producer & Board Relations	4.6%	\$1,219,650

WMMB

WMMB INC.
 DAIRY BUSINESS RESOURCES
FUNDED BY WISCONSIN DAIRY PRODUCERS

FY99 Audit Report
 (July 1, 1998 - June 30, 1999)

**FY99 Reconciliation of
 Cash/Investments**

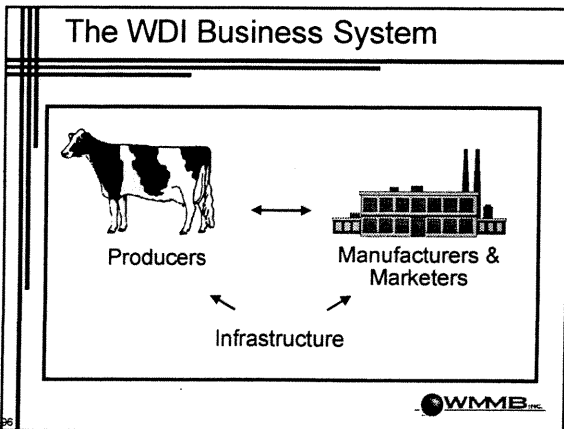
WMMB INC.

Cannot borrow money
 so if milk production
 drops, some programs
 may have to be cut.

WMMB INC.
 DAIRY BUSINESS RESOURCES
FUNDED BY WISCONSIN DAIRY PRODUCERS

WMMB Mission: To help grow the demand for
Wisconsin raw milk by providing innovative, value
 creating programs that will enhance the
competitiveness of and strengthen the *commitment*
 to the Wisconsin Dairy Industry

WMMB INC.




\$17 billion dollar systems

Ch. 19.81 - No decisions made in closed sessions

The Vision for the WDI

WISCONSIN
"The First Choice in Dairy"



* 5 Specific Areas to close meetings:

- ① Personnel
- ② Proprietary info. (contracts)
- ③
- ④
- ⑤


Proprietary info.

Notify other agencies, the legislature, ~~state~~ etc. of what is available.

The New Era (2000 & Beyond)


▼ Wisconsin can compete and win if we:


- Define our own performance and profitability targets
- Think value-added from farm to the table
- Pay attention to product safety and environmental management
- Use business/marketing systems rather than state/federal policy changes
- Form new producer/processor relationships and alliances



The audit just completed by WMMB cost \$10,900.

RELATIONSHIPS





Program Audit - (program evaluations)

Legis. Audit - does state audit non-profit organizations

Cost of audit -

Audit done at request of legislator
Jt. Comm. on Audits - votes on whether to do audit

**RECONCILIATION OF CASH/INVESTMENTS AS OF 6/30/99
AND USES/COMMITMENTS AGAINST THEM**

INVESTMENTS	\$ 12,217,929.56	
CASH IN BANK - GENERAL	\$ 257,296.16	
CASH - MERCHANDISING	<u>\$ (1,008.99)</u>	
AVAILABLE FUNDS* AS OF 6/30/99.....		<u>\$ 12,474,216.73</u>

(*FUNDS mean cash available in the form of CDs, Treasury Bills, Money Markets, etc.)

As of 6/30/99, WMMB had total **LIABILITIES (UNPAID BILLS)** of:..... \$ (2,619,151.14)

The reason that there are liabilities as of 6/30/99 is that payments are due companies and suppliers as of that date. These businesses have provided either goods or services to WMMB prior to and including 6/30/99 but have not yet been paid. (Examples of invoices due include work completed for WMMB by retailers, foodservice operators, distributors, utilities, sales tax, insurance, etc.) These unpaid bills must be subtracted from the available funds as of 6/30/99 leaving a balance of available funds of:..... \$ 9,855,065.59

Because WMMB's programs are ongoing, there are **COMMITTED/UNSPENT FUNDS** that must carry forward into the following fiscal year. (Examples of these commitments include retailer, foodservice, agency promotional contracts, University of Wisconsin contracts, sales tax, information resources, technical computer support, printing, supplies, inventory items, etc.) **Since WMMB is prohibited from borrowing, WMMB must have an available budget in place before a commitment is made.** For commitments from a previous fiscal year, this also means that WMMB must have the funds in the bank for those commitments. The FY98/99 commitments carried forward into FY00 must also be subtracted from the available funds as of 6/30/99. These amount to:..... \$ (6,850,060.00)

Subtracting the commitments from the remaining funds available as of 6/30/99 leaves us with a balance of available funds of:..... \$ 3,005,005.59

During the budgeting process each year, WMMB generally carries forward **UNCOMMITTED/UNSPENT funds for programs of the following fiscal year.** The amount of \$2,848,750 was carried forward from FY99 into FY00 and is part of the programming for the current fiscal year, so it must also be subtracted from the funds available. WMMB is required to have the funds available to forward this into the budget. The amount carried forward from FY99 into the FY00 budget is:..... \$ (2,848,750.00)

Subtracting this budget commitment from the remaining funds available as of 6/30/99 leaves the following balance:..... \$ 156,255.59

This amount of \$156,255.59 is undesignated and part of the **FY00 UNALLOCATED RESERVES.**

This analysis should explain what the "Investments" line item above is composed of and that it supports WMMB's financial procedures required by ATCP140 Wis. Admin. Code.

WISCONSIN MILK MARKETING BOARD, INC.
 UNALLOCATED RESERVE CALCULATION
 AS OF 7/1/99
 FINAL

REMAINING BALANCE - EXPENDITURES - 6/30/99 FINANCIAL STATEMENT	\$8,847,162.73
LESS: CAPITAL APPROPRIATION EXPENDITURES	-\$17,261.34
REMAINING BALANCE - 6/30/99 FINANCIAL STATEMENT	\$8,829,901.39
LESS: CONTRACTS/COMMITMENTS IN PLACE AS OF 6/30/99	-\$6,850,060.00
BUDGETED CARRYFORWARD FROM FY99 INTO FY2000 BUDGET	-\$2,848,750.00
SUB-TOTAL - 1	-\$868,908.61
FY99 UNALLOCATED RESERVES - 6/30/99	\$1,184,969.00
UNSPENT/UNCOMMITTED FROM FY99 AS OF 6/30/99	\$316,060.39 **
ADDITIONAL FY99 REVENUES	\$497,335.39
UNALLOCATED RESERVES AS OF 7/1/99	\$813,395.78

Note: Unallocated Reserve means Uncommitted/Unspent Financial Resources that are available for the Board of Directors to dedicate to additional programming. This assumes that the revenues are coming in as budgeted.

** TOTAL OPERATING BUDGET AS OF 6/30/99 \$30,585,125.00
 **UNSPENT/UNCOMMITTED FROM FY99 BUDGET 1.00%

WISCONSIN MILK MARKETING BOARD, INC.

Board of Directors 1999-2000



July 1, 1999 – June 30, 2000

DISTRICT 7 Alan (Susan) Carlson W3417 Hickory Road Curtiss, WI 54422 Home: 715-654-5274 E-Mail: scarlson@midway.tds.net Fax: 715-654-6317	DISTRICT 17 Rosalie (Randy) Geiger 4227 Hickory Hills Road Reedsville, WI 54230 Home: 920-772-4184 E-Mail: Fax: 920-772-4489
DISTRICT 8 Sandra (Dennis) Cihlar 1075 Town Hall Road Mosinee, WI 54455 Home: 715-693-3356 E-Mail: scihlar@pcpros.net Fax: 715-693-1546	DISTRICT 18 James (Mary Ann) Stemper N7356 West County Road P Plymouth, WI 53073 Home: 920-526-3520 E-Mail: Fax:
DISTRICT 9 Bonnie (Robert) Engel W7830 Broadway Road Shawano, WI 54166 Home: 715-526-5726 E-Mail: Fax:	DISTRICT 19 Richard (Dorothy) Fink N9650 Sunnyview Road Mayville, WI 53050 Home: 920-387-3858 E-Mail: Fax:
DISTRICT 10 James (Shirley) Baiert N5498 County Road AB Luxemburg, WI 54217 Home: 920-845-2050 E-Mail: Fax:	DISTRICT 20 Janet (Dennis) Fuller 32291 Smyth Hollow Road Cazenovia, WI 53924 Home: 608-986-4515 E-Mail: Fax: 608-986-4515
DISTRICT 11 Gene (Joan) Vander Heiden N3976 Shamrock Circle Appleton, WI 54913-9203 Home: 920-788-0445 E-Mail: Fax:	DISTRICT 21 Daniel (JoAnn) Volden Route 1, Box 107 Genoa, WI 54632 Home: 608-689-2786 E-Mail: Fax: 608-689-2807
DISTRICT 12 Mary (James) Grant 8175 County D Almond, WI 54909 Home: 715-258-5889 E-Mail: jegrant@exccpc.com Fax:	DISTRICT 22 Mary (Carson) Wackershauser 10027 Oak Ridge Road Lancaster, WI 53813-9656 Home: 608-943-6009 E-Mail: Fax: 608-943-6725
DISTRICT 13 Clarence (Donna) Castleberg Jr. S317 Sand Road Mondovi, WI 54755 Home: 715-926-5605 E-Mail: Fax: 715-926-4590	DISTRICT 23 Patricia (Darwin) Lawson 11652 Woodberry Road Darlington, WI 53530 Home: 608-776-4053 E-Mail: woodbrry@mhte.net Fax: 608-776-2083
DISTRICT 14 Jerome (Cindy) Hanson N31008 US Hwy. 53 Blair, WI 54616 Home: 608-989-2027 E-Mail: Fax:	DISTRICT 24 Kathleen (Donald) Kleckner N7637 D Lane Watertown, WI 53094 Home: 920-262-0841 E-Mail: kathyk@nconnect.net Fax:
DISTRICT 15 Mary (Ken) Cook 28003 Locust Avenue Wilton, WI 54670 Home: 608-463-7379 E-Mail: Fax:	DISTRICT 25 Calvin (Sandy) Wasserstrass N5254 Church Road Monroe, WI 53566 Home: 608-325-7403 E-Mail: Cwass@inwave.com Fax:
DISTRICT 16 Lester Wollerman N6738 Irene Drive Fond du Lac, WI 54935 Home: 920-921-0227 E-Mail: Fax:	*Executive Committee home\wmmb\lists\fy00dir.doc Rev. July 4, 1999

DISTRICT 1 Mike (Evelyn) Martin 10665 North Round Lake Road Hayward, WI 54843 Home: 715-634-3964 E-Mail: Fax: 715-634-7051
DISTRICT 2 Connie (James) Seefeldt N1554 Behnke School Road Coleman, WI 54112 Home: 715-582-3791 E-Mail: Fax:
DISTRICT 3 David (Juanita) Krug N1085 Larson Drive Owen, WI 54460 Home: 715-678-2158 E-Mail: Fax:

DISTRICT 4 Leonard (Elsie) Splett 450 Oak Street Barron, WI 54812 Home: 715-637-3721 E-Mail: Fax:
DISTRICT 5 Frederick (Ruth) Anding 431 Hwy. 35 South Hudson, WI 54016 Home: 715-425-5058 E-Mail: Fax: 715-425-5058
DISTRICT 6 Patricia (Herman) Boettcher 13659 87th Street Bloomer, WI 54724 Home: 715-568-4809 E-Mail: Fax:

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DISTRICT 16 Lester Wollerman N6738 Irene Drive Fond du Lac, WI 54935 Home: 920-921-0227 E-Mail: Fax:

8418 Excelsior Drive, Madison, WI 53717

608-836-8820 or 800-373-WMMB (9662)

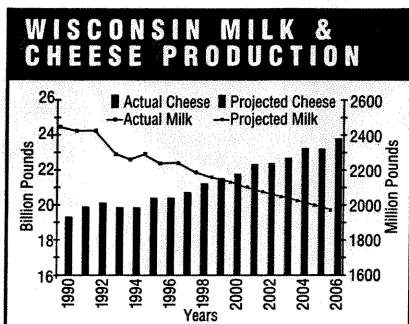
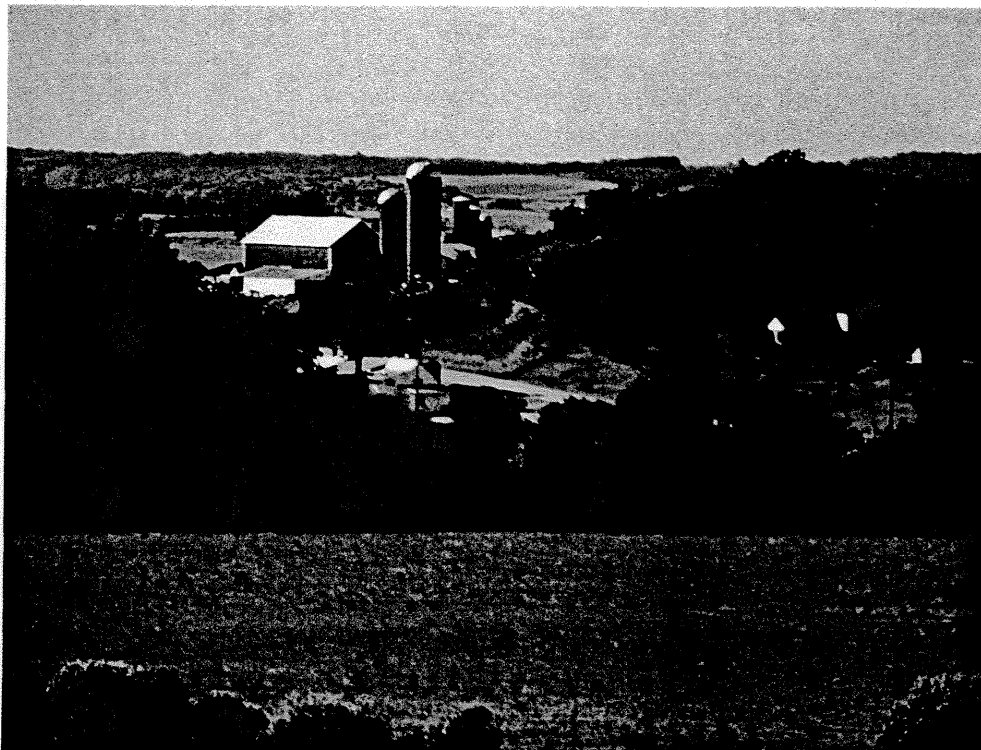
FAX 608-836-5822

1998 ANNUAL REPORT

Wisconsin's Dairy Business: A future in demand

WMMB is working to help ensure that all segments of the Wisconsin dairy industry — producers, processors, manufacturers and marketers — are competitive in the global marketplace and committed to Wisconsin.

The success of the entire industry starts on the farm.



Cheese production in Wisconsin has been increasing over the past 10 years due to increased demand for dairy products, while Wisconsin milk production has been declining. The continued commitment of Wisconsin dairy manufacturers hinges on an adequate supply of Wisconsin raw milk.

The demands of the new dairy business

HELPING CUSTOMERS STAY COMMITTED TO WISCONSIN



This has been a year of significant changes for Wisconsin's dairy industry — and for WMMB. Some changes have been tremendously positive, such as the

unprecedented demand for Wisconsin-produced raw milk. This demand has led to Wisconsin producers receiving record prices earlier this summer.

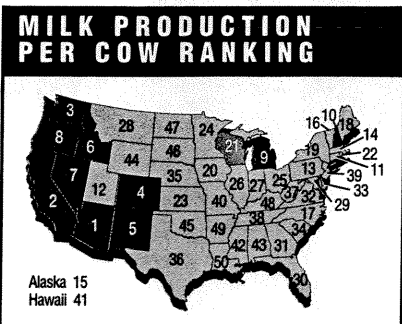
The flip side of that coin, however, is that many of the state's manufacturers and marketers are dealing with the challenges of manufacturing over capacity at a time when Wisconsin's raw milk supply has been declining. Meanwhile, during this tumultuous time for Wisconsin, several new dairy states and regions are aggressively increasing total milk production and production per cow.

The result: The competitiveness of Wisconsin's entire dairy industry is being threatened.

To be successful in Wisconsin long-term, we must help to ensure that the state's manufacturers and marketers are able to compete in the global dairy marketplace, and that they remain committed to Wisconsin's raw milk supply. That means ensuring that they continue to have an adequate supply of high-quality Wisconsin raw milk from the state's 22,216 dairy farmers — who also need to be prosperous and able to compete in the new dairy business.

A STRONGER FOCUS ON CUSTOMERS

This is where changes at WMMB come into play. During the past year, the board of directors, with the staff, have gone through an extensive "discovery process," during which we have



Other dairy regions are increasing milk production and getting more production per cow. If Wisconsin increased its raw milk production per cow by 2,000 pounds, the state would move from 21st to 8th place in production per cow.

confirmed our mission, our vision and our goals.

As a result, WMMB is working closer than ever with our primary "customers" — the Wisconsin dairy manufacturers and marketers who buy your raw milk. We're refining WMMB programs to more directly affect the competitiveness of Wisconsin manufacturers and marketers and strengthen their commitment to the Wisconsin dairy industry.

MEASURING OUR VALUE TO PRODUCERS

Perhaps most important, we at WMMB are making choices that are based upon our ability to impact WMMB's value to its owners: Wisconsin dairy producers. Because nearly 90 percent of your raw milk is used to make cheese, WMMB offers producers the best value by focusing the majority of our efforts on programs for Wisconsin-based cheese manufacturers and the marketers of Wisconsin cheese products.

Producer value also is the reason we allocate funds to programs and services designed to help dairy producers strengthen their businesses.

WMMB's bottom line, in fact, is producer value. We're measuring our success by how much we help grow demand for Wisconsin raw milk, because raw milk demand is the major driver of producer income. It also affects the value of dairy farms in this state.

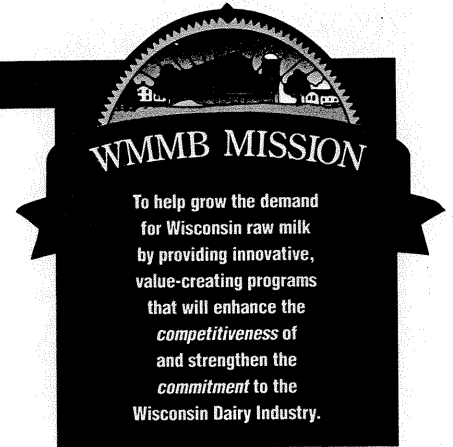
WMMB's ultimate goal for Wisconsin's dairy industry is to ensure that all segments — producers, processors, manufacturers and marketers — are prosperous, competitive and committed to Wisconsin. Meeting that goal will require additional changes throughout the industry. But they are changes designed to ensure a bright future for America's Dairyland. A future in which Wisconsin's supply of raw milk — and the quality dairy products made from that milk — remain in high demand.



Will Dahl
WMMB chief executive officer

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1997 - '98 COMMITTEES

WISCONSIN CHEESE COMMITTEE

Chairman Ralph Rounsville;
 Connie Seefeldt; Leonard Splett; Gene Vander Heiden; Jerome Hanson; David Rose; James Stemper; Becky Levzow; Janet Fuller; Rodney Knuth; Bonnie Engel; Patricia Lawson.

FLUID MILK/LOCAL MARKETS COMMITTEE

Chairman Calvin Wasserstrass; David Krug; Fritz Anding; Daniel Volden; Greg Blaska; Mary Wackershauser.

PRODUCER & BOARD RELATIONS COMMITTEE

Chairwoman Rosalie Geiger; Patricia Boettcher; Glen Hardrath; Sandra Cihlar; Donna Altmann; Rodney Kinnard.

EXECUTIVE COMMITTEE

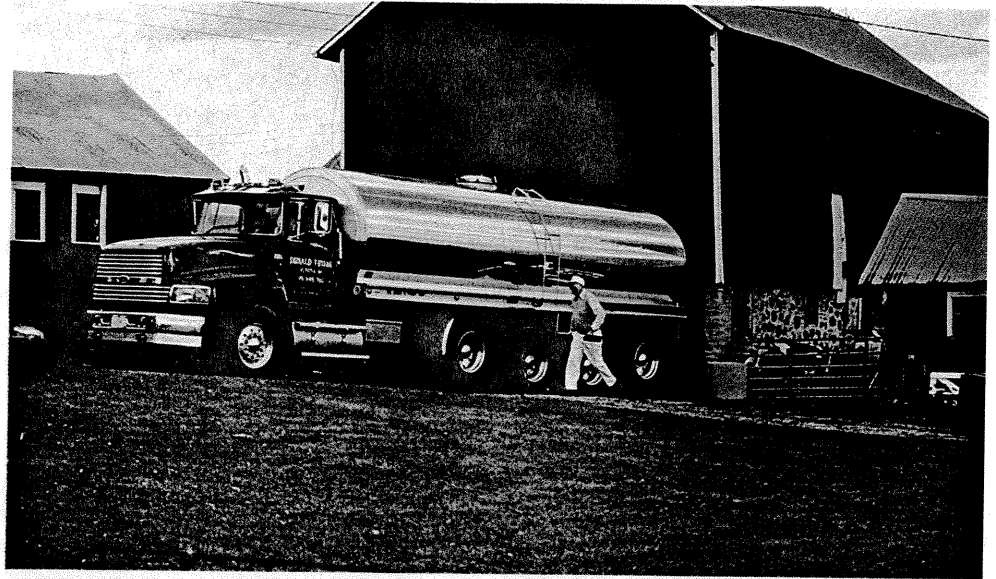
Chairman
 Clarence Castleberg Jr., Mondovi
 First Vice Chairwoman
 Becky Levzow, Rio
 Chairman, Wisconsin Cheese
 Ralph Rounsville, Poplar
 Chairman, Fluid Milk/Local Markets
 Calvin Wasserstrass, Monroe
 Chairwoman, Producer & Board Relations
 Rosalie Geiger, Reedsville
 Treasurer
 Daniel Volden, Genoa
 Secretary
 Mary Wackershauser, Lancaster

FOR MORE INFORMATION

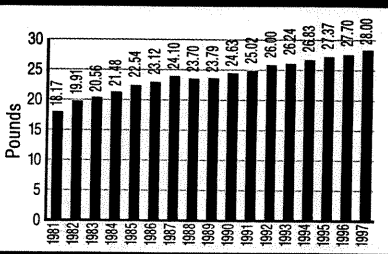
This publication is the Wisconsin Milk Marketing Board's (WMMB) 1997-'98 Annual Report and highlights examples of the organization's programs from July 1, 1997, through June 30, 1998. Anyone who would like additional information about WMMB or a specific program can call WMMB at 800-747-9662, or write: Ken McKenzie, Communications Department, WMMB, 8418 Excelsior Drive, Madison, WI, 53717.

The ultimate goal of all WMMB programs is to increase demand for Wisconsin raw milk, because demand is the major driver of producer income.

With nearly 90 percent of the state's raw milk supply used to make cheese, WMMB focuses a majority of its efforts on programs for Wisconsin cheese manufacturers and marketers.

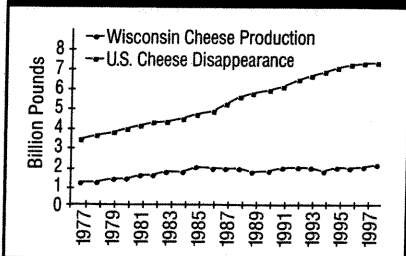


U.S. PER CAPITA CHEESE CONSUMPTION



Since 1980, national per capita cheese consumption has increased by more than 10 pounds. Today, Americans consume more than 28 pounds of cheese a year.

WIS. PRODUCTION VS. U.S. DISAPPEARANCE



National cheese production and consumption are expected to continue increasing. WMMB wants Wisconsin's dairy industry to get its fair share of that growth.

Why cheese is Wisconsin's shining star

RAW MILK DEMAND DEPENDS ON CHEESE



When it comes to Wisconsin dairy producers, nothing is more important to our success than cheese. Nearly 90 percent of Wisconsin's raw milk

supply is used to make cheese. And the share of Wisconsin milk going into cheese has increased by 9 percent over the past five years.

Wisconsin cheesemakers convert 20.1 billion pounds of milk into cheese each year. Wisconsin is the largest manufacturer of cheese, with 29 percent of the national market. But Wisconsin's share of the U.S. cheese market is shrinking.

That's one of the biggest challenges facing the state's manufacturing base: getting Wisconsin's fair share of growing U.S. cheese production and consumption. For all of these reasons, WMMB focuses a significant portion of its budget on programs for the Wisconsin cheese manufacturers and marketers who buy our raw milk. WMMB Wisconsin Cheese Business programs are designed to help increase the competitiveness of

our customers and keep them committed to Wisconsin's milk supply.

For dairy producers, the strategy boils down to this: The more we can help our customers add value to dairy products and move those products through the market channels, the greater the demand will be for our raw milk, which leads to more competition.

WMMB's fluid programs support category growth, which will also increase raw milk demand. Between 7 and 8 percent of our milk is used in the fluid market.

The ultimate goal of all WMMB programs is to grow demand for Wisconsin raw milk, because producers' income is based largely on raw milk demand. That demand also affects the value of each dairy operation in Wisconsin.

By focusing on increasing demand, WMMB offers Wisconsin dairy producers the best value for our checkoff investment.

Clarence H. Castleberg Jr.

Clarence Castleberg Jr.
WMMB chairman

LEADING THE WAY

1997 - '98 WMMB BOARD OF DIRECTORS



District 1
Ashland, Bayfield, Burnett,
Douglas, Iron, Rusk,
Sawyer, Washburn
Ralph Rounsville
9298 E. Homestead Avenue
Poplar, WI 54864
715-364-2568



District 8
Marathon
Sandra Cihlar
1075 Town Hall Road
Mosinee, WI 54455
715-693-3356



District 15
Adams, Juneau, Monroe
Rodney Knuth
N4065 Hwy. H
Elroy, WI 53929
608-462-5425



District 22
Grant
Mary Wackershauser
10027 Oak Ridge Road
Lancaster, WI 53813
608-943-6009



District 2
Florence, Forest, Langlade,
Marinette, Oconto, Vilas
Connie Seefeldt
N1554 Behnke
School Road
Coleman, WI 54112
715-582-3791



District 9
Menominee, Shawano,
Waupaca
Bonnie Engel
W7830 Broadway Road
Shawano, WI 54166
715-526-5726



District 16
Fond du Lac, Green Lake,
Marquette
David Rose
N3490 Hwy. W
Eden, WI 53019
920-477-6085



District 23
Iowa, Lafayette
Patricia Lawson
11652 Woodberry Road
Darlington, WI 53530
608-776-4053



District 3
Lincoln, Oneida, Price, Taylor
David Krug
N1085 Larson Drive
Owen, WI 54460
715-678-2158



District 10
Brown, Door, Kewaunee
Rodney Kinnard
N7990 Oak Road
Casco, WI 54205
920-837-7478



District 17
Calumet, Manitowoc
Rosalie Geiger
4227 Hickory Hills Road
Reedsville, WI 54230
920-772-4184



District 24
Dane, Jefferson
Gregory Blaska
950 Kingston Circle
Sun Prairie, WI 53590
608-837-6192



District 4
Barron, Polk
Leonard Splett
450 S. Oak Street
Barron, WI 54812
715-637-3721



District 11
Outagamie, Winnebago
Gene Vander Heiden
N3976 Shamrock Circle
Appleton, WI 54915
920-788-0445



District 18
Kenosha, Milwaukee,
Ozaukee, Racine, Sheboygan,
Washington, Waukesha
James Stemper
N7356 W. County Road P
Plymouth, WI 53073
920-526-3520



District 25
Green, Rock, Walworth
Calvin Wasserstrass
N5254 Church Road
Monroe, WI 53566
608-325-7403



District 5
Dunn, St.Croix
Fritz Anding
431 Hwy. 35 South
Hudson, WI 54016
715-425-5058



District 12
Portage, Waushara, Wood
Donna Altmann
4559 Brown Thrush Road
Junction City, WI 54443
715-457-2231



District 19
Columbia, Dodge
Becky Levzow
N5074 Hwy. 22
Rio, WI 53960
608-429-3827



District 12
Portage, Waushara,
Wood
Mary Grant
8175 County Hwy. D
Almond, WI 54909
715-258-5889



District 6
Chippewa, Eau Claire
Patricia Boettcher
13659 87th Street
Bloomer, WI 54724
715-568-4809



District 13
Buffalo, Pepin, Pierce
Clarence Castleberg Jr.
S317 Sand Road
Mondovi, WI 54755
715-926-5605



District 20
Richland, Sauk
Janet Fuller
32291 Smyth Hollow Road
Cazenovia, WI 53924
608-986-4515



District 15
Adams, Juneau,
Monroe
Mary Cook
28003 Locust Avenue
Wilton, WI 54670
608-463-7379



District 7
Clark
Glen Hardrath
W3478 Popple River Road
Unity, WI 54488
715-255-9048



District 14
Jackson, La Crosse,
Trempealeau
Jerome Hanson
N31008 U.S. Hwy. 53
Blair, WI 54616
608-989-2027



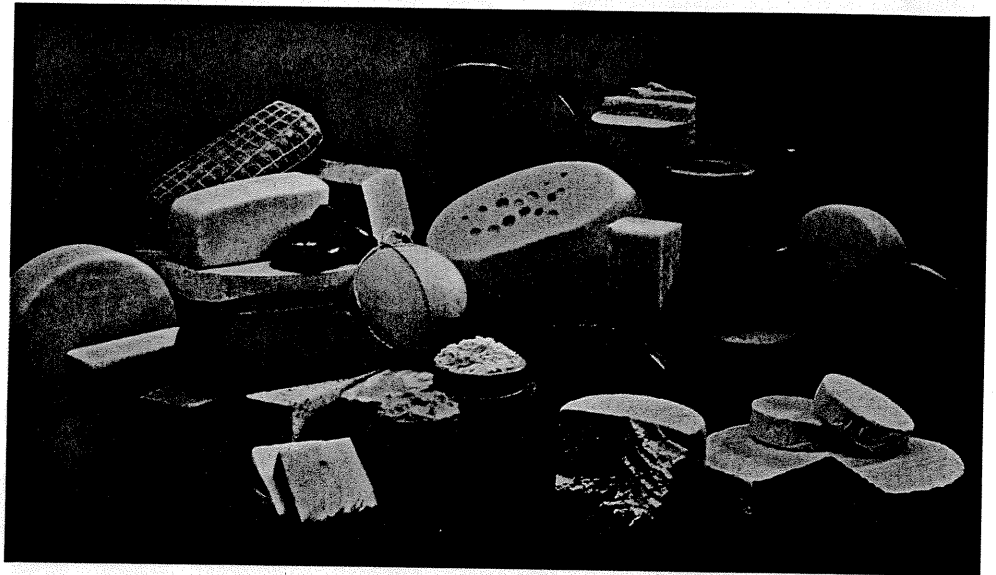
District 21
Crawford, Vernon
Daniel Volden
Route 1, Box 107
Genoa, WI 54632
608-689-2786



District 24
Dane, Jefferson
Kathy Kleckner
N7637 D Lane
Watertown, WI 53094
920-262-0841

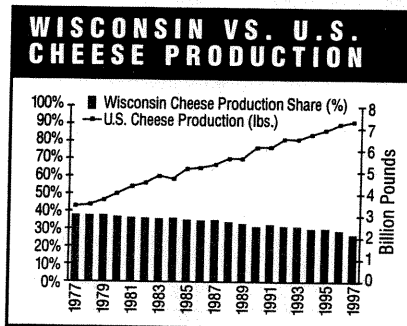
1998 - '99 DIRECTORS

With 95 percent of Wisconsin cheese sold outside the state's borders, Wisconsin cheese manufacturers and marketers must have the ability to compete nationally and internationally. WMMB offers programs to help enhance Wisconsin cheesemakers' skills and capabilities.



Competing in a global dairy marketplace

WMMB PROGRAMS HELP INCREASE COMPETITIVENESS



The goal of WMMB's Cheese Business segment is to increase growth in Wisconsin cheese production that is at least equal to growth in national cheese production.



Wisconsin's dairy manufacturing base produces more cheese, and more types of cheese, than any other state or region.

First, the good news: Wisconsin is the largest manufacturer of cheese in the United States, thanks to our impressive dairy infrastructure.

Our diverse mix of 140 plants represents both smaller, specialty cheesemakers and large capacity manufacturers.

The bad news is that despite impressive gains in national cheese production and consumption, milk and cheese production are declining in America's Dairyland. Simply put, the national cheese market is growing, but Wisconsin's slice of the market is shrinking.

WMMB is working to help its customers — Wisconsin manufacturers and marketers — get a bigger piece of that market. How? By increasing the competitiveness and commitment of Wisconsin's manufacturing and marketing base — as well as Wisconsin dairy producers. Over the past year, WMMB has been working more closely than ever with the state's cheesemakers and marketers, offering programs that may help improve their skills and capabilities to compete and win in the marketplace.

"WMMB is taking a more aggressive approach toward helping manufacturers and marketers, and Sargento applauds the new direction," says Kevin Delahunt, vice president of foodservice marketing for Sargento Foods in Plymouth, Wis.

"I've been working with WMMB for six years," he continues. "During that time, WMMB has aided Sargento with several activities that have helped us develop new product projects with our customers."

One such activity, which leveraged WMMB's cheese training expertise, was a Wisconsin cheese seminar for Sargento's foodservice sales managers. "Our sales people learned about terrific specialty cheeses that are produced in Wisconsin. That knowledge helps us educate our chain restaurant customers on the tremendous variety of Wisconsin cheeses now available and reinforces our relationships with our customers.

"The most important thing we have is our relationships with our customers," Delahunt adds. "Without those relationships, it's impossible to grow our business."

FOR EXAMPLE



WISCONSIN IS HOME TO MASTER CHEESEMAKERS. The *Wisconsin Master Cheesemaker*® program — established in 1994 by the Center for Dairy Research, WMMB and UW-Extension — is an



intensive, accredited three-year training program that accentuates Wisconsin's rich heritage of innovation, high quality standards and the art of cheesemaking. "The program is a good tool to help the industry promote cheese and Wisconsin," says 1998 graduate Ron Sullivan, Wisconsin Master Cheesemaker at Swiss Valley Farms/Old Wisconsin Cheese in Platteville.

ON-FARM QUALITY/SAFETY SYSTEM.



With dairy product quality and safety becoming an international priority, WMMB is working with the Center for Dairy Research, key Wisconsin cheese companies, producers and other partners to develop an on-farm HACCP (Hazard Analysis Critical Control Point) System. The goal is to build a workable on-farm milk safety system for Wisconsin which extends the present cheese HACCP System back to the dairy farm, preparing Wisconsin to compete in the world market.



PERSONALIZED BUSINESS AND MARKET PLANNING SEMINARS. Vicki Thingvold owns the Meister Cheese Company along



with her three brothers. When all four partners wanted to attend a market planning seminar sponsored by WMMB, it wound up being easier to bring the seminar to the plant.

"The instructor went way beyond market planning," says Thingvold. "She personalized the workshop for our needs, and really helped us with our family business. It helped organize us, and move us to the next level of our business plan."



HTTP://WWW.WISLINK.ORG More than 3,700 regular users now rely on the *Wisconsin LINK*™ online service, which was developed by WMMB to help Wisconsin dairy producers learn how to become more competitive and profitable. New to *Wisconsin LINK* is a Farm Financial Benchmark Program, an interactive collection of dairy farm data developed in partnership with WMMB, the UW Center for Dairy Profitability, UW-River Falls, two farm records associations and Wisconsin ag agents.



MORE MARKETING INTELLIGENCE FOR WISCONSIN MANUFACTURERS. WMMB's *Cheese Ingredient Access*® (CIA) information service was initially designed for Wisconsin cheese companies selling to the food processing market. The CIA service has provided 20 Wisconsin manufacturers with market contacts, market segment information, market trends analysis and new product ideas in food processing. Providing market intelligence to the state's manufacturers and marketers has worked so well in the food processing channel that WMMB is now broadening the scope of its information services to include the foodservice and retail market channels.



MOVING MORE MILKFAT. WMMB and the Center for Dairy Research produced a new brochure promoting the use of milkfat and milkfat fractions in chocolates and confections. The brochure has been sent to several companies, many of which already are experimenting with milkfat fractions. Says Trevor Wuethrich of Grassland Dairy in Greenwood, Wis., the only U.S. commercial fractionation



plant, "We are really excited about the results this brochure is getting."



TRACKING CHEESE USAGE IN RESTAURANT CHAINS. *ChainLink*® is an information resource funded by

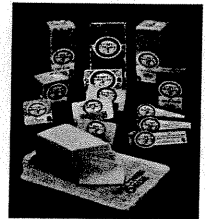


WMMB that helps Wisconsin manufacturers market their products by tracking menu changes, targeting current and emerging foodservice opportunities for cheese, and accessing restaurant marketing information.

"*ChainLink* has provided our national sales directors with invaluable information as they prepare for sales calls," says Mary Rosenthal, senior vice president of Sartori Foods. "It is critical that we be well prepared and understand the operators' business when we call on prospective restaurant clients. *ChainLink* provides great information and gets our foot in the door."

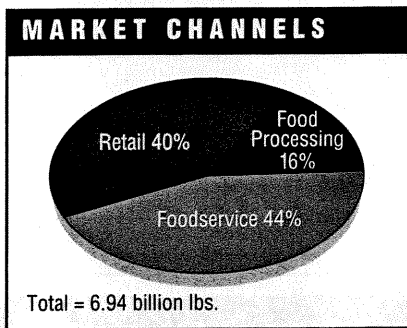


HELPING CHEESEMAKERS POLISH THEIR IMAGE. When Joe Widmer decided to reposition his company (Widmer's Cheese Cellars in Theresa, Wis.) as a specialty cheesemaker who still manufactures cheese the old-fashioned way, he



turned to WMMB for help. Through its Label Allowance program and Creative Services department, WMMB helped Widmer design new cheese labels, a company logo and cheese-product sell sheets. "Now we have some consistency in our packaging and products," he says. Through its distribution channel programs, WMMB also has helped Widmer get involved in product demonstrations and food-related trade shows. "The help from WMMB has been invaluable to my business," Widmer notes.

WMMB works within the retail, foodservice and food processing market channels, to increase awareness and enhance the image of Wisconsin cheese and Wisconsin cheese manufacturers and marketers.



Annual cheese volume growth in the retail channel averaged 3.1 percent between 1993 and 1995. While the food processing segment is the smallest of the three segments, it is the fastest growing channel for cheese nationwide.



Some WMMB channel programs focus on helping manufacturers and marketers target consumers, who are the end users of cheese.

Connecting with WMMB's customers' customers

CHANNEL EFFORTS GROW WISCONSIN CHEESE BUSINESS

While a large number of WMMB programs are targeted directly to its "customers" — Wisconsin manufacturers and marketers — WMMB also gears many programs to its customers' customers. That is, the retail, foodservice and food processing channels through which cheese is sold. Consumers, as the end users of cheese, also have been a target audience of WMMB programs.

Channel programs are designed to build and strengthen the relationships between Wisconsin cheese manufacturers and marketers and their channel customers by:

- Increasing awareness and enhancing the image of Wisconsin cheese and Wisconsin cheese manufacturers and marketers.
- Educating channel customers about Wisconsin cheese to increase their interest, knowledge and commitment to the product.

These objectives are accomplished through leveraging national DMI

promotions, as well as Wisconsin cheese cooperative programs, such as advertising, product communications, trade shows, dairy industry tours and educational seminars.

The ultimate goal of WMMB's efforts in the channels is to create growth in the Wisconsin cheese business that is at least equal to growth in national cheese production. WMMB's relationship with Lynn Dairy in Granton, Wis., is one example.

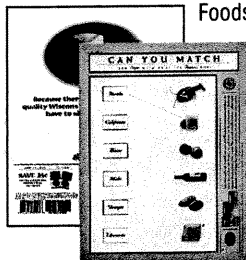
WMMB has worked with Lynn Dairy on programs in both the foodservice and retail channels. "Through WMMB channel programs we're now a Wisconsin cheese partnering vendor with a major foodservice distributor," says Rick Beilke, Lynn Dairy's general sales manager. "We've tracked significant growth in the foodservice area, and WMMB's help has been crucial to our success."

In the retail channel, WMMB assisted Lynn Dairy in placing 40-pound Cheddar blocks in the deli case at the Randalls and Tom Thumb supermarket chains in Texas. "I was not selling to them at all before, and now I move about 45,000 pounds per month," Beilke says.

FOR EXAMPLE



A GREAT MATCH-UP. WMMB worked with cheese manufacturer Beatrice Foods on a retail cheese promotion. The promotion included Wisconsin cheese "Standards and Heritage" consumer advertising messages, coupons and cooperative radio advertising. The results were notable. "During the promotion, we increased our County Line cheese volume by 4.2 percent," says Cheri Theisen, of Beatrice Foods.



MARIE CALLENDERS RESTAURANTS SELL CHEESE. Teaming up with WMMB, a special cheese promotion at 157 Marie Callenders restaurants was impressive. The results: 30,000 fried cheese sticks made with aged Wisconsin Provolone sold double the nearest appetizer category item, chicken, during the Bountiful Harvest promotion last fall.



WISCONSIN TOUR PROMOTES CHEESE. WMMB partnered with the Independent Procurement Alliance Program (IPAP), a company that sources cheese from more than 30 Wisconsin cheese manufacturers, to take foodservice professionals on a tour of Wisconsin's dairy industry. "The foodservice specialists who attended this seminar came away with positive feelings about the Wisconsin dairy industry and Wisconsin dairy products," says Bill Ritcey of IPAP. "This was WMMB money well spent."



LEVERAGING A LEGACY. WMMB called on the expertise of Master Cheesemakers to tout the value of Wisconsin cheese in its new consumer generic advertising campaign. "The *Wisconsin Master Cheesemaker*® program is one of the best and most positive programs ever undertaken by WMMB," says Daniel Carter of Dan Carter Inc., a marketer of specialty cheeses. "It's crucial to position Wisconsin as the state that produces the highest quality special cheeses. The program is unique in all the United States, and these ads speak clearly of the quality, experience and heritage that are truly unique in the world of specialty cheese production."



GOOD EXPOSURE AT NATIONAL PIZZA EXPO. "We're a very small operation," says Jeff Wideman of Maple Leaf Cheese Co-op in Monroe. "We don't have a budget for things like trade shows. If it wasn't for WMMB's involvement, we wouldn't have been at Pizza Expo." As it turns out, Wideman is glad he took part in WMMB's booth, where manufacturers were promoting specialty Wisconsin cheeses on pizzas. "We got eight to ten solid leads from that show," he says.



BEHOLD THE POWER OF PROMOTING WISCONSIN CHEESE. "We had a 64 percent increase in total pounds of Wisconsin cheese sold during our *Behold the Power of Wisconsin Cheese* promotion," explains Sue Caputo, category manager of specialty foods for Dominick's Finer Foods. Caputo adds that



110 Dominick's stores throughout the Chicagoland area participated in the promotion.

Behold the Power of Cheese™ is a Dairy Management Inc. (DMI) national promotion that WMMB's regional marketing managers "Wisconsinized" for several top retail supermarket chains, such as Dominick's. "This was a really good promotion," says Caputo. "We need to continue to capitalize on these types of marketing tools."

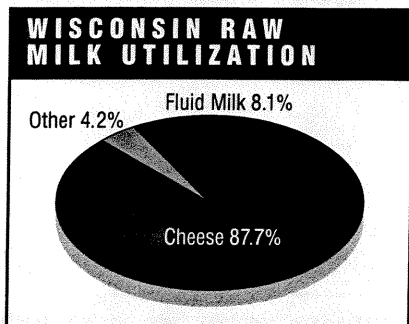


NEW WISCONSIN CHEESE RETAIL STUDY COURSE.

In response to overwhelming demand for WMMB's Wisconsin cheese seminars in the retail channel, WMMB developed the *Wisconsin Cheese at Retail*™ study course. The course includes a reference manual and video, and is designed to help supermarket dairy and deli case employees understand how cheese is made; the basic cheese categories; guidelines for storing, handling and merchandising cheese; and how to help customers select specific cheese varieties. More than 2,000 copies already have been distributed.



To capitalize on the value of Wisconsin dairy producers' checkoff investment, WMMB leverages the existing national fluid milk promotion programs designed to increase fluid milk consumption.



Almost 90 percent of Wisconsin's raw milk supply goes into the manufacturing of cheese, and more than 8 percent is used as fluid milk.



WMMB fluid milk promotions, and other Local Markets efforts, are part of the dairy industry's ongoing commitment to halt the decline in per capita consumption of fluid milk. Consumer research helped Wisconsin processors make critical packaging decisions for the new, consumer-friendly, recloseable milk containers.

Milk: Still part of the royal family

FLUID MILK IS THE FOCUS IN LOCAL MARKETS

Cheese may be king in terms of Wisconsin's dairy industry, but fluid milk is part of our royalty, too. After all, fluid milk is the second largest dairy product category using Wisconsin-produced raw milk.

Each year, WMMB invests more than \$4 million to promote the sales and category growth of fluid milk and other dairy products.

All of this effort is directed to local markets — throughout Wisconsin, and the Chicago/northern Illinois and Minneapolis metropolitan areas — because that's where the bulk of Wisconsin's fluid milk is sold. It's a pool of 18 million potential consumers.

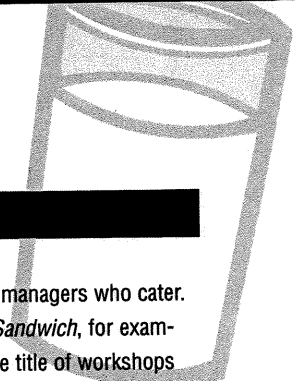
WMMB's strategy to boost demand for Wisconsin raw milk balances three elements:

- National cheese programs (national, because 95 percent of the state's 2 billion pounds of cheese produced each year is sold OUTSIDE the state's borders).
- Fluid milk programs targeted toward consumers in the local market area.


- Fluid milk programs that build on national efforts to increase fluid milk consumption, such as the milk mustache campaign of the National Fluid Milk Processors Education Program (MilkPEP) and Dairy Management Inc.'s (DMI) "got milk?"™ promotion.

WMMB board members and staff feel that the annual investment of nearly \$4.5 million in the Local Markets Business is money wisely spent. So does Susan Crane, consumer promotion marketing manager of Foremost Farms USA Fluid Division.

"WMMB's programs often tie in well with what we're doing with our brands — Golden Guernsey® and Morning Glory®," she says. "The holiday and Halloween promotions, for instance, work well for us." As an example, she cites WMMB radio commercials, which advertise those promotions. "Radio is so costly today, but it is quite effective," she says. "We appreciate the opportunity to deliver our message at the tag end of a WMMB generic radio spot. It reaches consumers and it helps stretch our dollars."




FOR EXAMPLE

 **THE PERFECT HALLOWEEN BEVERAGE.**

Halloween has found a new ally — and it's not scary, it's dairy. That friend is chocolate milk, and WMMB has been promoting the refreshing drink with considerable success at ghosts' and goblins' time. "Halloween is a fun holiday," explains



Dave Bavlnka, WMMB's vice president-marketing, fluid and related products. "And chocolate milk is a fun drink for families." To stimulate sales last year, WMMB offered families buying two gallons of chocolate milk glow-in-the-dark T-shirts featuring such zany cow creatures as Dracowla, Frankencow and the Moomy. Little wonder that kids loved 'em.

 **YOUNG CELEBRITIES.**

What child wouldn't want to see his or her face featured on a large billboard? Sullivan's Food Stores all across northern Illinois made it possible by staging a Milk Mustache contest earlier this year. Hundreds of children lined up at Sullivan's stores to sip a milk and ice cream concoction and be photographed. They then were entered into a random drawing. Eight won the honor of being



"celebrities" — for a while, at least — appearing in a milk mustache photo

displayed on June Dairy Month billboards near each of Sullivan's stores. Partnering with Sullivan's in the promotion were Dean Foods, WMMB, Dairy Council of Wisconsin and the American Dairy Association of Illinois.


 **CARTONS FOR COMPUTERS.**

The second *Cartons for Computers* contest was staged last March, and the Dairy Council of Wisconsin — through funding from WMMB — worked with HALF of the total participating schools throughout the United States. "March Milk Madness,"

as some students affectionately referred to the contest, rewarded schools that generated the largest increases in milk sales, helping them purchase computers and software.



Schools in DCW's and WMMB's local markets area excelled in the competition, with 37 national first and second place winners and six local winners. The National Fluid Milk Processors Education Program (MilkPEP) funds the national contest and received a helping hand from WMMB and the Dairy Council of Wisconsin, which offered prizes for local winners. County Dairy Leader Groups also worked with schools helping to promote the contest.


 **MESSAGES FOR THE MEDIA.**

How can you convey an unforgettable message to influential members of the media and foodservice industry? During June Dairy Month, WMMB arranged an "up close and personal" look at Wisconsin's dairy industry for those opinion leaders. "We hosted six tours," says Debra Wendorf Boyke, WMMB director of corporate communication services. They featured stops at dairy farms, and processing and/or cheese plants. The tours paid off. The Milwaukee area tour prompted the *Milwaukee Journal Sentinel* food editor to write two in-depth features. June Dairy



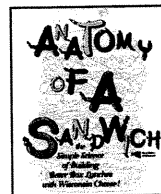
Month materials and festivities also were tied to Wisconsin's 150th anniversary.

In all, June Dairy Month print publicity reached 2 million readers in addition to the television and radio coverage it generated.

 **MAKE IT WISCONSIN CHEESE.**


Wisconsin cheeses can do wonders for sandwiches and box lunches for special school events. That's the tasty message Dairy Council of Wisconsin is energetically promoting in its presentations to food distributors and

school foodservice managers who cater. *The Anatomy of a Sandwich*, for example, was the creative title of workshops that DCW's vice president of public relations, Marilyn Wilkinson, conducted for Sodexho Marriott and Aramark, foodservice management companies that serve the massive market of Chicago public schools. DCW also promoted Wisconsin cheeses in a presentation to



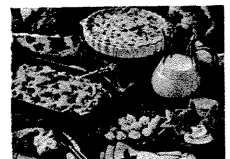
60 sales reps of Fox River Foods, Montgomery, Ill., which serve 3,500 northern Illinois and southern Wisconsin accounts, including schools, restau-

rants, hospitals and nursing homes. REAL Wisconsin cheese was the star of another DCW event in Lake County, Ind., a cheese-tasting honoring winners of a "Win With Cheese" contest staged there.

 **PASS THE QUEEN ANNE'S WILD RICE QUICHE, PLEASE.**

WMMB linked up with nine of Wisconsin's finest bed and breakfasts (B&B) to spotlight their special breakfast recipes featuring dairy ingredients in a 1997 promotion focusing on *Real Holiday Traditions* and *Real Dairy Products*. Consumers received the recipe brochure and a free holiday elf ornament for three proofs-of-purchase of eggnog, whipping cream, sour cream, butter or buttermilk. "We were very pleased with the B&B and dairy promotion," says

Jerome Sinkula, who with his wife, Anne, operate the Historic Norman General Store and



Bed & Breakfast at Kewaunee. "It helps get the word out about the wonderful breakfasts featuring REAL Wisconsin dairy products that customers can expect at B&Bs."

FISCAL YEAR 1998 FINANCIAL REPORT

STATEMENTS OF FINANCIAL POSITION

June 30, 1998 and 1997

ASSETS

Current Assets	1998	1997
Cash and cash equivalents	\$1,339,243	\$1,150,009
Investments	11,157,732	10,406,387
Assessments receivable	2,209,003	2,033,902
Inventory	1,859,532	2,370,910
Other current assets	106,407	58,506
Total Current Assets	\$16,671,917	\$16,019,714

Property and Equipment (Net)	1,584,217	1,671,521
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TOTAL ASSETS	\$18,256,134	\$17,691,235
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LIABILITIES AND NET ASSETS

Current Liabilities	1998	1997
Accounts payable	\$3,398,601	\$2,642,591
Grants payable – current	1,050,009	1,294,501
Accrued expenses	723,018	890,233
Total Current Liabilities	\$5,171,628	\$4,827,325

Grants Payable – Long Term	51,380	312,791
Total Liabilities	\$5,223,008	\$5,140,116

Net Assets – Unrestricted	13,033,126	12,551,119
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TOTAL LIABILITIES AND NET ASSETS	\$18,256,134	\$17,691,235
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STATEMENTS OF ACTIVITIES

For the Years Ended June 30, 1998 and 1997

REVENUE

	1998	1997
Assessments	\$22,283,538	\$21,978,110
Interest	712,221	653,339
Sale of promotional materials	185,942	180,408
Other	12,911	27,505
Total Revenue	\$23,194,612	\$22,839,362

EXPENSES

Program Services		
Cheese Business	\$15,955,601	\$14,244,461
Fluid Milk Business	1,346,348	1,846,465
Local Markets	2,792,479	2,543,455
National Markets	552,607	936,128
Producer Communications	1,054,054	1,087,080
Total Program Services	\$21,701,089	\$20,657,589

Administration	1,011,516	951,692
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Total Expenses	\$22,712,605	\$21,609,281
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Increase in Net Assets	\$482,007	\$1,230,081
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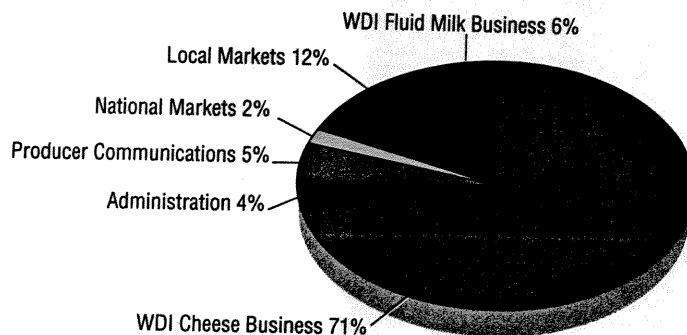
Net Assets – Beginning of Year	12,551,119	11,321,038
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NET ASSETS – END OF YEAR	\$13,033,126	\$12,551,119
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WMMB's financial statements are audited by Williams Young, LLC, P.O. Box 8700, Madison, WI 53708-8700. A copy of the Fiscal Year statements and auditor's report is available by writing or calling: WMMB, 8418 Excelsior Dr., WI 53717, 608-836-8820 or 800-747-9662.

The *Wisconsin Cheese at Retail*™ is a trademark of the Wisconsin Milk Marketing Board. *Wisconsin LINK*™ is a service mark of the Wisconsin Milk Marketing Board. *Cheese Ingredient Access*® is a registered trademark of the Wisconsin Milk Marketing Board. *ChainLINK*® is a registered trademark of Stephan & Brady. *Wisconsin Master Cheesemaker*® is a registered trademark of the University of Wisconsin Center for Dairy Research. *Behold the Power of Cheese*™ is a service mark of Dairy Management Inc. *got milk?*™ is a trademark of Dairy Management Inc. *Morning Glory*® and *Golden Guernsey*® are registered trademarks of Foremost Farms USA.

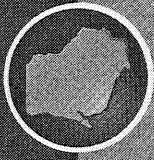
FY98 WMMB EXPENSE SUMMARY





WMMB
INC.
WISCONSIN DAIRY PRODUCERS

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608-836-8820 • 800-373-9662 • (fax) 608-836-5822



**Questions
& Answers
about the
Wisconsin
Milk
Marketing
Board**

EESE

MILK MARKETING BOARD

MILK



MISSION

WMMB's MISSION:

To help grow demand for Wisconsin raw milk by providing value-creating and innovative programs that will enhance the competitiveness of, and strengthen the commitment to, the Wisconsin dairy industry.

Position

What is WMMB's position on milk quality?

In March of 1993, WMMB adopted the following resolution on quality milk:

"The Wisconsin Milk Marketing

Board (WMMB) believes that consumer confidence in the quality of the products made from Wisconsin milk should be of primary importance to all members of Wisconsin's dairy industry. Therefore, WMMB urges all of Wisconsin's milk producers and dairy processors to do everything possible to ensure the consumer acceptance of Wisconsin milk and dairy products."

Table of contents

Why was WMMB established?	4
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How are dairy producers informed about WMMB activities?	8
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CONTENTS

established

Why was WMMB established?

WMMB began in 1983 when Wisconsin's dairy farmers voted to organize a mandatory state milk marketing order. As cited in the order, WMMB was created to expand and maintain the domestic sales of milk and dairy products; develop new products and new markets; improve methods and practices related to marketing or processing of milk and dairy products; and inform and educate consumers.

WMMB was established to help affect demand for dairy products. By law, WMMB does not have the authority to:

- Lobby for or against legislation.
- Influence milk prices or production levels (supply).
- Commercially purchase or sell dairy products.
- Make false claims about dairy products.

What is WMMB's role in the dairy industry?

ROLE

WMMB Charter:
To help ensure that there is, and always will be, a growing outlet for the product Wisconsin dairy farmers produce and sell — raw milk.

WMMB's Role:
Just like all businesses, WMMB has owners, customers and a bottom line.

Our owners are the dairy producers of Wisconsin because they make the financial investment in WMMB and they elect WMMB's Board of Directors. Their investment in WMMB allows staff to develop and deliver programs and services for customers.

WMMB's customers are the manufacturers/marketers who purchase Wisconsin producers' raw milk, because they represent the gateway to the marketplace.

The bottom line represents what Wisconsin dairy producers can expect long-term from their investment in WMMB. And that bottom line is to grow the demand for Wisconsin raw milk.

WMMB's value to Wisconsin dairy producers — why they invest in this organization — is to grow demand for raw milk, the product that Wisconsin dairy farmers produce.

How is WMMB's Board of Directors selected? Board of Directors

The WMMB Board of Directors is made up of 25 Wisconsin dairy producers, one from each WMMB district.

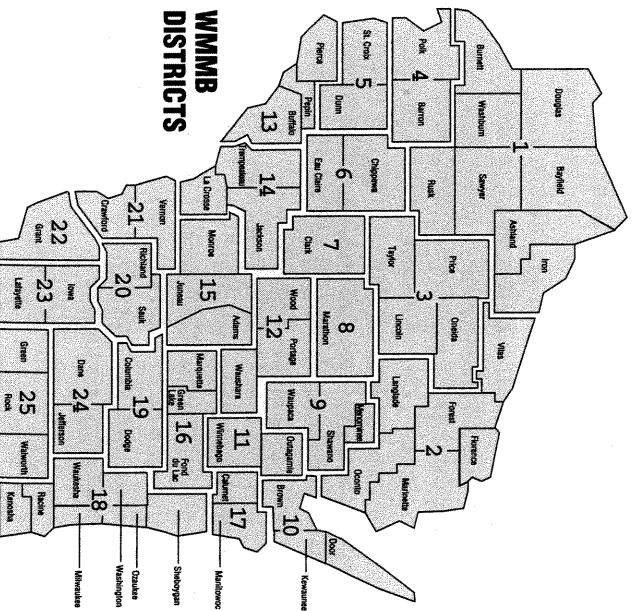
Directors:

- Are elected to three-year terms by fellow dairy producers in their districts.
- Supervise WMMB's business affairs. They formulate and set WMMB policies and procedures, consistent with state law and WMMB bylaws.
- Serve on one of three standing committees: Wisconsin Dairy Industry Cheese Business; Local Markets; and Producer & Board Relations.
- Average 200 hours on WMMB business each year.
- Do not receive a salary. They are paid a per diem for attending meetings that accomplish WMMB business.

To run for a seat on the board, an active dairy producer must be nominated by at least five fellow dairy producers selling milk in the same district. Elections are held in one-third of the 25 WMMB districts every year. Nominations are sought each spring. The election is administered by the Wisconsin Department of Agriculture, Trade & Consumer Protection.

WMMB directors should understand:

- Dairy food business and marketing.
- How to serve on a business board and manage business affairs.
- How to communicate and share WMMB information with fellow dairy producers.



How are dairy producers informed about WMMB activities?

An important part of WMMB accomplishing its mission is ensuring that Wisconsin's dairy producers understand and support WMMB's role in the dairy marketing environment. The goal of the Producer & Board Relations staff is to communicate with Wisconsin dairy producers how the organization's programs help accomplish the purpose of WMMB. The Producer & Board Relations staff communicates with dairy producers in several ways:

Dairy Update

Produced several times per year, *Dairy Update* is a newsletter that works to keep dairy producers informed about WMMB objectives, programs and results. As a service to the Wisconsin dairy industry, *Hoard's Dairyman* delivers *Dairy Update* to every Wisconsin dairy producer. ***Dairy Update* is not paid advertising space. *Hoard's Dairyman* provides the space free of charge, saving WMMB and Wisconsin dairy producers thousands of dollars.** WMMB pays for additional postage to deliver *Dairy Update* to producers who do not subscribe to *Hoard's Dairyman*. *Hoard's Dairyman* also provides two-way communication between WMMB and dairy producers through readership surveys and response cards. If you are not currently receiving a copy of *Dairy Update*, please call WMMB at 800-373-9662.

Annual Report

Each year, WMMB is required by law to produce an Annual Report of the organization's activities and financial statement. The report is made available to all Wisconsin dairy producers.

Media

WMMB works with newspaper and magazine editors and radio broadcasters throughout the state, keeping them informed about the latest WMMB programs and decisions that may be of interest to their dairy producer audience.

Regional meetings

Each year, WMMB holds a series of regional meetings designed to provide an open forum for discussion of WMMB programs and industry issues. WMMB directors and staff host each meeting and all Wisconsin dairy producers are invited to attend. Producers receive an invitation by mail and statewide media help publicize the meetings. WMMB also looks for opportunities to communicate with producers one-on-one.

Industry events

WMMB farmer-directors and staff attend various dairy industry meetings and trade shows throughout the state. The goal is face-to-face, two-way communication with WMMB's owners — the dairy producers of Wisconsin.

WMMB board members

WMMB relies on its 25 farmer-directors to deliver WMMB program information and results to the producers in their district. WMMB Producer & Board Relations staff help develop the communication skills of WMMB's Board of Directors through seminars and training sessions.

How is WMMB staffed?

The WMMB Board of Directors works with a professional staff trained in marketing, new business development and communication. The WMMB chief executive officer (CEO) manages the staff of 50+ people who coordinate and conduct WMMB programs. The WMMB CEO reports directly to the farmer-directors.

- The CEO reports to the board, which evaluates the CEO's performance based on preset goals and objectives. The board makes salary adjustments annually.
- WMMB staff members work as integrated teams.
- The CEO approves and monitors measurable goals and objectives for each program area and staff member.
- Throughout the year, WMMB employees are evaluated on progress toward their goals. Salary adjustments are based on these evaluations.
- WMMB monitors average industry salaries at organizations of similar size and purpose, to be sure compensation of professional staff is fair and reasonable.

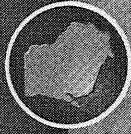
7maore Why is it important to protect Wisconsin's dairy image?

Since it was established, part of WMMB's purpose has been to build awareness of Wisconsin's superior quality dairy products. Today, more than ever, it's important that consumers be assured the dairy products they purchase meet high quality standards.

- The dairy industry means 10,000 jobs and \$17 billion a year to Wisconsin's economy.
- Nearly three out of four shoppers rate product safety as a very important consideration when shopping for food.
- Consumers have faith in the expertise of Wisconsin cheesemakers who produce more than 400 varieties, styles and types of Wisconsin cheeses.



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1999-2000

WMMB
Directors

Jeese

INFORMATION

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Wisconsin dairy producers are elected to the W/M/M/B board for a three-year term in each of the following districts:

- District 1**
Ashland, Bayfield, Burnett, Douglas, Iron, Rusk, Sawyer, Washburn
Mike Martin
10665 North Round Lake Road
Hayward, WI 54843
715-634-3964
- District 2**
Florence, Forest, Langlade, Marinette, Oconto, Vilas
Connie Seefeldt
N1554 Behnke School Road
Coleman, WI 54112
715-582-3791
- District 3**
Lincoln, Oneida, Price, Taylor
David Krug
N1085 Larson Drive
Owen, WI 54460
715-678-2158
- District 4**
Barron, Polk
Leonard Spielt
450 S. Oak Street
Barron, WI 54812
715-637-3721
- District 5**
Dunn, St. Croix
Fritz Anding
431 Hwy. 35 South
Hudson, WI 54016
715-425-5058
- District 6**
Chippewa, Eau Claire
Patricia Boettcher
13659 87th Street
Bloomer, WI 54724
715-568-4809
- District 7**
Clark
Alan D. Carlson
W3417 Hickory Road
Curtiss, WI 54422
715-654-5274
- District 8**
Marathon
Sandra M. Cihlar
1075 Town Hall Road
Mosinee, WI 54455
715-693-3356
- District 9**
Menominee, Shawano, Waupaca
Bonnie Engel
W7830 Broadway Road
Shawano, WI 54166
715-526-5726
- District 10**
Brown, Door, Kewaunee
James Baiterl
N5498 County Road AB
Luxemburg, WI 54217
920-845-2050
- District 11**
Outagamie, Winnebago
Gene Vander Heiden
N3976 Shamrock Circle
Appleton, WI 54915
920-788-0445
- District 12**
Portage, Waushara, Wood
Mary Grant
8175 County Hwy. D
Almond, WI 54909
715-258-5889
- District 13**
Buffalo, Pepin, Pierce
Clarence H. Castleberg
S317 Sand Road
Mondovi, WI 54755
715-926-5605
- District 14**
Jackson, La Crosse, Trempealeau
Jerome M. Hanson
N31008 US Hwy 53
Blair, WI 54616
608-989-2027
- District 15**
Adams, Juneau, Monroe
Mary Cook
28003 Locust Avenue
Wilton, WI 54670
608-463-7379
- District 16**
Fond du Lac, Green Lake, Marquette
Lester Wollerman
W6738 Irene Drive
Fond du Lac, WI 54935
920-921-0227
- District 17**
Calumet, Manitowoc
Rosalie Geiger
4227 Hickory Hills Road
Reedsville, WI 54230
920-772-4184
- District 18**
Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Washington, Waukesha
James Stemper
N7356W Cty. Road P
Plymouth, WI 53073
920-526-3520
- District 19**
Columbia, Dodge
Richard Fink
N9650 Sunnyview Rd.
Mayville, WI 53050
920-387-3858
- District 20**
Richland, Sauk
Janet Fuller
32291 Smyth Hollow Road
Cazenovia, WI 53924
608-986-4515
- District 21**
Crawford, Vernon
Daniel Volden
Route 1, Box 107
Genoa, WI 54632
608-689-2786
- District 22**
Grant
Mary Wackershauser
10027 Oak Ridge Road
Lancaster, WI 53813
608-943-6009
- District 23**
Iowa, Lafayette
Patricia Lawson
11652 Woodberry Road
Darlington, WI 53530
608-776-4053
- District 24**
Dane, Jefferson
Kathy Kleckner
N7637 D Lane
Watertown, WI 53094
920-262-0841
- District 25**
Green, Rock, Walworth
Calvin Wasserstrass
N5254 Church Road
Monroe, WI 53566
608-325-7403

Shawano County
Mary Lou Kugel
W5924 Porter Road
Shawano, WI 54166
715-524-3597

Washington County
Les Gundrum
2197 East Paradise Drive
West Bend, WI 53095
414-334-0114

Sheboygan County
Mike Hesselink
W3014 Wilson Lima Rd.
Oostburg, WI 53070
920-564-3363

Waushara County
Kari Remm
4023 Campbell Trace
Hartland, WI 53029
414-367-4427

St. Croix County
Kay Zwald
1603 Cty Rd. Z
Hammond, WI 54015
715-796-5510

Waushara County
Bernadette Krentz
W374 Hwy. 21
Berlin, WI 54923
920-361-1934

Taylor County
Juanita Krug
N1085 Larson Drive
Owen, WI 54460-9412
715-678-2158

Winneshago County
Kevin Condon
4509 Cottonwood Ave.
Oshkosh, WI 54904-9070
920-589-4003

Trempealeau County
Clark Kolnert
13245 Main
Pigeon Falls, WI 54760
608-983-2205

Wood County (North)
Todd Diedrich
700 S. Central Ave.
Marshfield, WI 54449
715-384-3454

Tri-County
(East Burnett, Sawyer
and Washburn) counties
Larry Sanson
N3647 Honey Bee Road
Shell Lake, WI 54871
715-468-2592

Wood County (South)
Louis Rosandick
6711 Keller Road
Wisconsin Rapids, WI
54494
715-423-6455

Vernon County
Grant Rudrud
RR 4, Box 239
Virgoqua, WI 54665
608-675-3590

Walworth County
Mary VanderVeen
W8830 Cemetery Road
Sharon, WI 53585
414-736-4826



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Wisconsin's

County

Dairy

Leader

Groups

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More than 1,600 members take an active role in promoting dairy products in their local communities. County Dairy Leader Groups work year-round to reach local consumers with dairy product promotions.

Here's a list of contact names and addresses for every group.

Adams County Aleta Grabarski 1770 Hwy. 21 Atkdale, WI 54613 608-564-7048	Clark County Dale Erickson N4710 Owen Ave. Neillsville, WI 54456 715-743-3048	Fond du Lac County Carrie Pierquet W3204 4th St. Fond du Lac, WI 54935 920-922-7814	Kenosha County Larry Lois 8406 386th Ave. Burlington, WI 53105 414-537-4417	Marathon County Vern Ueicht 121 S. 2nd Ave. Wausau, WI 54401 715-845-2115	Polk-Burnett counties Karrie Melin Swenson 414 N. Day Rd. St. Croix Falls, WI 54024 715-483-9797
Barron County Kim Barta 1813 19th St. Rice Lake, WI 54868 715-234-4808	Columbia County Patti Lochner N1179 Lovering Road Lodi, WI 53555 608-592-5900	Grant County Andy Pink 6314 Pine Knob Road Lancaster, WI 53813 608-723-2003	Kewaunee County Jennifer Keuning 324 Center St. #C Kewaunee, WI 54216 920-388-2570	Marquette County Lisa Fenner N8416 Hwy. 22 Neshkoro, WI 54960 920-293-4331	Portage County Donna Althmann 4559 Brown Thush Rd. Junction City, WI 54443 715-457-2231
Brown County Raymond Diederich 521 Fernando Drive De Pere, WI 54115 920-336-0942	Crawford County Steve Achenbach RR 1 Box 85 Eastman, WI 54626 608-874-4400	Green County Dave Kamholz W3296 Norton Road Juda, WI 53550 608-934-5474	La Crosse County Jerry Knobloch W7089 Gaardner Road Holmen, WI 54636 608-526-3953	Monroe County Mary Cook 28003 Locust Ave. Wilton, WI 54670 608-463-7379	Price County Ken Denzine N9887 Deer Creek Road Phillips, WI 54555 715-339-2092
Buffalo County James Schmidknecht S1605 State Road 88 Alma, WI 54610 608-685-3575	Dane County Rick Thinko Rick A Shaw Dairyland 3978 Schewe Road Middleton, WI 53562 608-829-3487	Green Lake County Sue Prochnow W1694 Center Road Markesan, WI 53946 920-398-2607	Lafayette County Kerry Graiz 11241 Golf Course Road Darlington, WI 53530 608-776-4089	Oconto County Ken Cisar 2871 Woodview Road Oconto, WI 54153 920-834-2463	Racine County Harold Ranke 31523 Ranke Road Waterford, WI 53185 414-534-3685
Calumet County Louis Schmidt 1423 Hillcrest Drive Kaukauna, WI 54130 920-766-2889	Dodge County Lee Miller W3389 Oaklawn Iron Ridge, WI 53035 920-349-3029	Iowa County Ted Thompson Thompson Drive Barneveld, WI 53507 608-924-8182	Langlade County Harold Igl W10333 County Hwy. N Antigo, WI 54409 715-627-7904	Outagamie County Brenda Long W10016 Fir Rd. New London, WI 54961 715-752-3141	Richland County Annette Louis 23929 State Hwy. 58 Richland Center, WI 53581 608-585-3362
Chequamegon (Ashland, Bayfield, Douglas and Iron) counties Mike Theviss RR 1, Box 55 Mellen, WI 54546 715-274-6370	Door County Dale Chilar 686 Shiloh Road Algoma, WI 54201 920-743-5287	Jackson County Keith Toczynski Jackson County Bank 8 Main St. Black River Falls, WI 54615 715-284-5341	Lincoln County Joe Malsack Customer One Coop 1400 Loggan Ave. Merrill, WI 54452 715-536-2471	Ozaukee County Ron Ansay N5133 Hwy. 57 Fredonia, WI 53021 414-692-2184	Rock County David Funk 1910 S. Cy. Rd. J Janesville, WI 53546 608-754-3992
Chippewa County Steve Meinen 202 Bridge St. Chippewa Falls, WI 54729 715-723-4461	Dunn County Missy Klatt E1099 890th Ave. Downing, WI 54734 715-665-2127	Jefferson County Vicki Rantz W9258 County Hwy. B Watertown, WI 53594 920-648-2582	Manitowoc County Roger Manke 6919 County Hwy. J Valders, WI 54245 920-773-2131	Pepin County David Klein N6168 S. Kirk Road Durand, WI 54736 715-672-4131	Sauk County Darrall Myers E5596 Sand Hill Road Reedsburg, WI 53959 608-727-2807

national effort, WMMB adapts and extends those national programs to meet the needs of Wisconsin.

WMMB assists with grassroots programs like June Dairy Month and the County Dairy Leader Groups. This is the area of WMMB's business that concentrates on delivering dairy industry/product benefit messages to consumers in Wisconsin, Chicago, northern Illinois and Minneapolis. WMMB's goal is to maintain consumers' positive image of dairy products and communicate the health benefits of dairy products.

Producer & Board Relations (4.6%).

As WMMB evolves and objectives and strategies change, WMMB must continually stay in contact with the state's dairy producers. *WMMB's Producer & Board Relations goal is to maintain and improve Wisconsin dairy producers' understanding of and support for WMMB's role in the dairy marketing environment.* WMMB uses a variety of communication tools and techniques, including different kinds of mass and targeted communications. WMMB measures its success in this area by increases in the level of understanding and satisfaction among Wisconsin dairy producers. If you would like more information about WMMB, please call 1-800-373-9662.

Administration (4.3%).

WMMB's Administration department manages the financial aspects of the organization. As a quasi-public, nonprofit organization overseen by the Wisconsin Department of Agriculture, Trade and Consumer Protection, WMMB must meet specific state and federal regulations, including more than 20 fiscal checks and balances. Administration also includes the office of the chief executive officer. Fees for Dairy Management, Inc., also are included in the Administration budget.

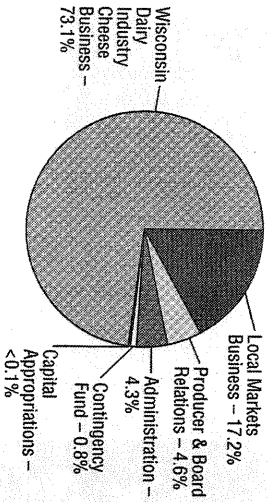
Contingency Fund (0.8%).

Since its inception, WMMB has always set aside a small portion of its budget for unforeseen opportunities that arise during the fiscal year. This allows WMMB to remain flexible to take advantage of unpredictable situations, given that budgets are developed months in advance.

Capital Appropriations (<0.1%).

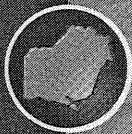
WMMB's Capital Appropriations budget pays for equipment and other systems needed to operate the organization. Included are computers, telephones and office equipment in the WMMB office building and warehouse.

FISCAL YEAR 2000 BUDGET



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WMMB
FY2000
Budget
Information

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INFORMATION

WMMB FY2000 Budget

WMMB's budget is set annually by the board of directors. Below is a budget summary for fiscal year 2000, which runs from July 1, 1999, through June 30, 2000.

Wisconsin Dairy Industry	
Cheese Business	\$ 19,029,000
Local Markets Business	\$ 4,469,100
Producer & Board	
Relations	\$ 1,219,650
Administration	\$ 1,119,900
Capital Appropriations	\$ 1,100
Contingency Fund	\$ 200,000
TOTAL FY2000	
WMMB BUDGET	\$ 26,038,750

Wisconsin Dairy Industry

Cheese Business (73.1%).

Cheese is WMMB's primary business area. Per capita consumption of cheese in the United States continues to grow. It has increased nearly seven pounds during the last 10 years and now stands at 28 pounds per person per year. Wisconsin is the nation's No. 1 cheese-producing state, with 29 percent of the total U.S. cheese production. Because nearly 90 percent of all Wisconsin raw milk is used to make cheese, the state's cheese business is critical to the success of the Wisconsin dairy industry. *WMMB's goal for the cheese business is to achieve growth in the Wisconsin cheese business that is equal to or greater than growth in national cheese production.*

There are several factors that will drive the success of Wisconsin's dairy industry:

- Both the quality and the quantity of raw milk from a progressive and profitable producer base.

- Manufacturers who are innovative, highly capable and profitable.
- Aggressive and positive marketing of products made from Wisconsin milk.

Within the cheese business, WMMB focuses on the state's cheese manufacturers and marketers, the buyers of Wisconsin-produced raw milk.

Channel programs

For years, WMMB has worked within the food marketing channels — retail, food processing and foodservice. WMMB works with manufacturers and marketers to provide their channel partners with promotion programs, collateral material and advertising assistance. WMMB also helps Wisconsin cheese manufacturers and marketers connect with new partners by hosting tours and participating in trade shows. This helps Wisconsin cheese manufacturers and marketers build relationships with their customers — retailers, foodservice operators and food processors.

Cheese business resources

WMMB sponsors marketing seminars and offers training materials to help Wisconsin cheese manufacturers and marketers hone their marketing skills. Because the dairy business is such a competitive industry, WMMB helps cheese manufacturers and marketers enhance their business skills and their management systems.

In addition to marketing, WMMB assists Wisconsin cheese manufacturers and marketers with technological applications like cheese quality, operating processes and product safety. Much of the work in this area is done through the Wisconsin Center for Dairy Research, with funding from WMMB. WMMB also helps Wisconsin cheese manufacturers and marketers analyze changing food trends and adopt new innovations like new products or business practices.

Farm profitability programs

WMMB knows that the success of the Wisconsin cheese business and ultimately the Wisconsin dairy industry lies in the profitability of the state's producers. WMMB is working with industry partners to develop programs that emphasize the business systems on the farm. Programs on raw milk safety and quality and environmental issues are being developed to help Wisconsin dairy producers remain profitable.

Leveraged programs

Because \$58 million a year already is being invested in increasing cheese consumption nationally — including several million dollars from Wisconsin — WMMB works to leverage national dairy programs and promotions from Dairy Management, Inc. (DMI).

Local Markets Business (17.2%).

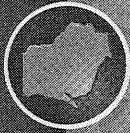
Not all WMMB programs are geared to support cheese. About 8 percent of Wisconsin's raw milk supply is used as fluid milk. Virtually all the fluid milk processed in Wisconsin is sold in Wisconsin, Chicago, northern Illinois and Minneapolis. WMMB calls this region our local markets area. *WMMB's focus is to help grow demand for all dairy products among the 18 million consumers who live within these geographic boundaries.* Although the main focus is on fluid milk, WMMB promotes all dairy products (butter, ice cream, cream cheese, cottage cheese, yogurt, etc.). WMMB concentrates much of its effort leveraging national programs and resources, such as those from DMI and MilkPEP. The Dairy Council of Wisconsin, which is funded by WMMB, also is a resource for the Local Markets business.

About \$186 million already is invested in national fluid milk promotion through producer and processor funding. Because Wisconsin dairy producers already contribute to that



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Wisconsin

Milk

Marketing

Board

Local

Markets

cheese

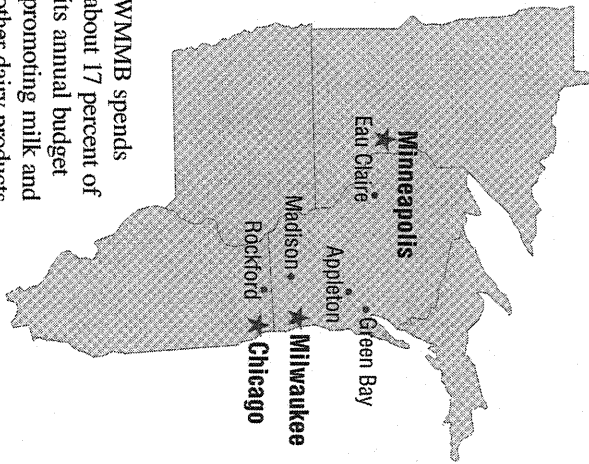
INFORMATION

milk

WMMB Local Markets

Not all WMMB programs focus on cheese. About 8 percent of Wisconsin's raw milk supply is used as fluid milk. Virtually all the fluid milk produced in the state is consumed in Wisconsin, Chicago, northern Illinois and Minneapolis. We refer to this geographic area as local markets. There are 18 million consumers in this area; 74 percent are in Chicago, Milwaukee and Minneapolis.

Local Markets Area

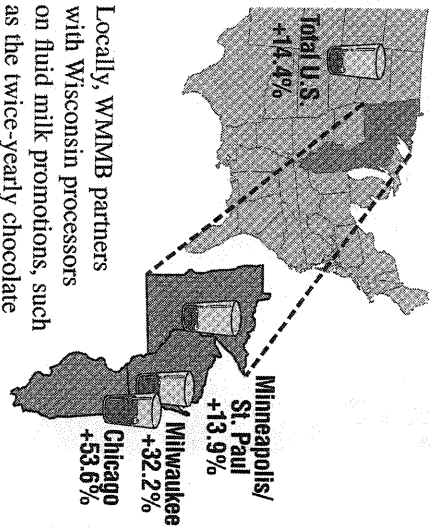


WMMB spends about 17 percent of its annual budget promoting milk and other dairy products locally. *WMMB's goal is*

to achieve growth of all dairy products in the local markets area that is at least equal to the growth nationally. Because \$186 million is spent by Dairy Management Inc. (DMI) and the National Fluid Milk Processors Education Program (MilkPEP) on national fluid milk promotion programs every year (Wisconsin dairy producers contribute \$12 million to that national effort), WMMB works with Wisconsin fluid milk processors to leverage national programs to benefit Wisconsin.

Chocolate Milk Consumption

(percent change, year ending 12/16/98 vs. one year ago.)



Locally, WMMB partners with Wisconsin processors on fluid milk promotions, such as the twice-yearly chocolate milk promotion and the annual holiday promotion.

WMMB also sponsors local events. Programs like June Dairy Month activities, the WIAA boys' and girls' high school sports tournaments and the Badger State Games help promote fluid milk and other dairy products in the local markets area.

WMMB also supports grassroots programs that help increase dairy product consumption in the local markets area. WMMB funds the Dairy Council of Wisconsin (DCW), which provides dairy product promotion training and resources for school foodservice directors, and serves as a dairy product/nutrition communications resource in the local markets area. The County Dairy Leader Groups also receive funding from WMMB to promote dairy products in their local markets.

All of the efforts directed by WMMB, DCW and the County Dairy Leader Groups are designed to communicate dairy industry/product benefits to consumers, and ultimately increase consumption of fluid milk and other dairy products in the local markets area.

in trade shows. This helps build relationships between Wisconsin cheese manufacturers and marketers and their customers — retailers, foodservice operators and food processors.

WMMB partners with the state's cheese manufacturers and marketers in other ways too. The organization sponsors business training sessions, marketing seminars, and offers training materials to help manufacturers and marketers sharpen their business skills. WMMB also offers data and market updates on changing food trends and information on adopting new innovations like new products or new technologies.

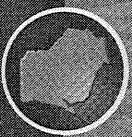
With funding from WMMB, the Wisconsin Center for Dairy Research assists manufacturers and marketers with technological applications such as cheese quality and product safety.

The future of the dairy industry in Wisconsin ultimately lies in keeping profitable dairy producers in the state. A high-quality, ample supply of Wisconsin raw milk is critical to keeping Wisconsin manufacturers and marketers competitive and committed to Wisconsin. WMMB works with industry and producer groups to provide producers with tools and programs to help them remain profitable. Programs that emphasize raw milk quality and safety and on-farm business systems will help ensure that Wisconsin dairy farmers stay committed to producing milk in the state.

All of the WMMB promotions and programs are geared to increase demand for Wisconsin-produced raw milk, because raw milk demand is the major driver of producer income.



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Wisconsin
Milk
Marketing
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Cheese
Business

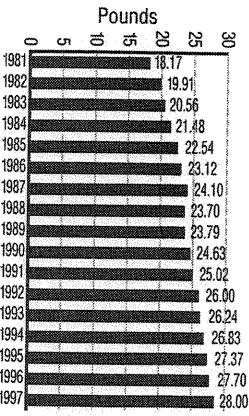
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WMMB Wisconsin Dairy Industry Cheese Business

The Wisconsin dairy industry cheese business is the primary business segment of WMMB. Because nearly 90 percent of Wisconsin raw milk is used for cheese, this is where WMMB spends most of its energy and resources.

Cheese also is the one segment of the dairy industry that shows the most growth potential. Since 1990, per capita cheese consumption has increased by more than 10 pounds. Today, Americans consume more than 28 pounds of cheese a year. And national cheese production and consumption are expected to continue rising.

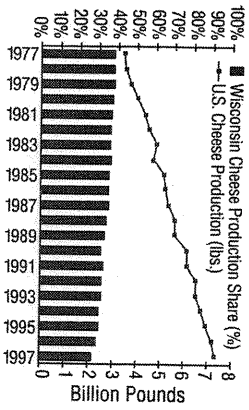
Per Capita Cheese Consumption



The cheese challenges

Wisconsin is the No. 1 cheese-producing state, with 29 percent of the total U.S. cheese production. Both nationally and in Wisconsin, cheese production has been increasing annually due to rising demand for dairy products. But in Wisconsin, cheese

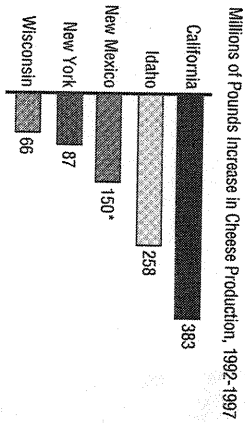
Wisconsin vs. U.S. Cheese Production



production is growing at a slower rate than the national average.

Much of the national growth in cheese is occurring in the western part of the United States. California, Idaho and New Mexico are capturing larger shares of increased cheese demand.

1992-1997 Cheese Production Increases by State



*Estimated because 1992 cheese production for New Mexico is unavailable.

Western dairy states also are increasing their milk production. While their production increases, they also are seeing an increase in the number of cheese plants in the West. At the same time, Wisconsin cheese plants are tempted to follow the milk flow West, instead of investing and reinvesting in the Wisconsin dairy industry.

The cheese opportunities

WMMB's goal is to achieve growth in the Wisconsin cheese business that is at least equal to growth in national cheese production.

There are several factors that will drive the success of the Wisconsin dairy industry:

- Both the quality and the quantity of raw milk from a progressive and profitable producer base.
- Manufacturers who are innovative, highly capable and profitable.
- Aggressive and positive marketing of products made from Wisconsin milk.

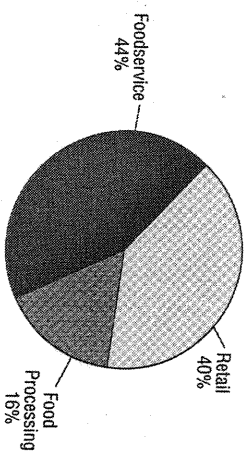
WMMB's best value to producers is to focus the majority of its efforts on programs that benefit Wisconsin cheese manufacturers and marketers — the dairy producers' primary customers. WMMB's work with Wisconsin cheese manufacturers and marketers helps ensure that demand for Wisconsin raw milk continues to increase — which is the WMMB mission.

To ensure that Wisconsin remains a viable competitor in the global dairy marketplace, WMMB develops programs for Wisconsin cheese manufacturers and marketers that help increase their competitiveness and their commitment to Wisconsin's raw milk supply.

WMMB support

Three U.S. market channels use nearly 7 billion pounds of cheese annually. While foodservice uses the largest share, food processing is the fastest growing market channel.

U.S. Market Channels



WMMB works within these channels to help promote Wisconsin cheese. WMMB works with Wisconsin cheese manufacturers and marketers to provide their channel partners with cheese promotion programs and collateral materials. WMMB also works with Wisconsin cheese manufacturers and marketers to connect them with new partners by hosting tours and participating