



State of Wisconsin
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FOR IMMEDIATE RELEASE

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Producers encouraged to help *Shape the Future of Dairy*

MADISON, Wis. (February 2, 2009) — The Department of Agriculture, Trade and Consumer Protection (DATCP) is seeking active dairy producers for nomination to the Wisconsin Milk Marketing Board's (WMMB) Board of Directors. DATCP, which oversees the nomination and election process, is using the theme, "Shape the Future of Dairy," to increase awareness of the upcoming 2009 director elections. By serving on the Board, producers can help shape the future of Wisconsin dairy, join the leadership that promotes dairy as a leading industry in the state and have a voice in how milk check-off dollars are invested.

Each year, producers elect one-third of the 25-member WMMB Board of Directors to three-year terms. This spring, the following eight districts (outlined by counties) will hold director elections:

District 2	Florence, Forest, Langlade, Marinette, Oconto, Vilas
District 5	Dunn and St. Croix
District 8	Marathon
District 11	Outagamie and Winnebago
District 14	Jackson, La Crosse, Trempealeau
District 17	Calumet and Manitowoc
District 20	Richland and Sauk
District 23	Iowa and Lafayette

Agriculture generates \$51.5 billion for Wisconsin

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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.

To qualify, a nominee must be an active dairy producer who sells milk into commercial channels and lives in the district where nominated. Each potential candidate also must acquire five signatures from active dairy producers within the district, complete and send in the nomination form and have the "Affidavit of Eligibility" certification requirement notarized. Nominations must be postmarked by February 28. Elections then will be held from April 13-25, with the results announced later in May.

To learn more about director roles and the upcoming election process, visit www.wmmb.com/elections or contact Noel Favia at (608) 224-5140 or Noel.Favia@wisconsin.gov.

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WMMB Districts up for Election in 2009



Map caption:

Every licensed milk producer residing in a district where an election is taking place (see shaded areas) should receive a postcard that outlines the election timeline and explains the nomination process. Contact Noel Favia at (608) 224-5140 if you are interested and haven't received a postcard by February 16.