

Dairy Innovation Hub Advisory Council

November 15, 2021

Meeting minutes

Participants: Mitch Breunig, Dale Gallenberg, Steve Kelm, Tera Montgomery, John Umhoefer, Kate VandenBosch, Wayne Weber, Scott Rankin, Heather White, Maria Woldt, Angela James, Aric Dieter, Rami Reddy, Shelly Mayer. Special guests: Doug Reinemann

Absent: Dave Daniels, Kent Weigel

In person at UW-Platteville – Baraboo Sauk County and Zoom

Mitch Breunig called the meeting to order at 10:10 a.m.

Approval of Minutes: (8.16.21 meeting) A motion to approve the minutes as presented was made by Scott Rankin, Tera Montgomery seconded. All were in favor. The minutes were approved.

Mitch provided the meeting overview and welcomed everyone.

Council member updates: Beginning with Aric Dieter from Alcivia, each council member provided an update on their work since the last meeting in August. All mentioned topics like supply chain, staffing and hiring during COVID, planning for in-person and virtual educational delivery, inclusive education. WCMA mentioned the export bill that made its way through the legislature, 5-year, 5M to promote and grow exports. DBIA was approved for round three of federal funding, \$6M in grants for farms and dairy plants.

University reps shared insight on courses and enrollment numbers. All campuses recently made funding decisions for FY 22 Hub projects. New faculty from River Falls and Platteville are pursuing LI status which will allow them to be co-PI's on grants, mentor students and use resources at UW-Madison.

Nomination for Advisory Council: Terms for the Council begin in January. There are four seats up for nomination. WI Farm Bureau, PDPW, UW-Platteville and UW-River Falls. Seats are occupied by Daniels, Mayer, Montgomery and Kelm respectively. The criteria were reviewed. These entities will be asked to formally put a name forward between now and the January meeting.

There was also discussion about at-large positions on the council. This was an item from a year ago and it was asked to be brought up again. The group talked about expertise that was missing. Consumer perspective and human health are two areas where there is limited expertise on the council. Maria will reach out to Dairy Farmers of Wisconsin or the Department of Health Services to see if there is interest in having a spot on the council.

Campus updates: The three deans provided an update from their campus on Hub activities as well as overall operations, budget issues and campus instruction for fall 2021. Each campus' response to masking, vaccines and COVID testing was also included in their comments. Each Dean reiterated enrollment numbers for the fall, facilities upgrades at each campus as well as open leadership searches (Deans, Chancellor etc)

Related to the Hub, the following updates were given:

Madison:

- Nineteen applications for postdoctoral research fellowships
- Planning for Round 3 short-term, high impact
- Planning for Round 2 faculty hiring
- Five New faculty hired

Platteville:

- Developing agribusiness faculty position
- Hired dairy research technician- Natalie Jozik
- Hired Post-doc position- Dr. Risper Nyairo
- Intersection of dairy farmland, water and food for local communities including the campus community
- Eight awards for equipment and supplies
- Six awards for DI3 Fellows
- Pioneer Farm robot project
- Three New faculty hired

River Falls:

- Interviewing for faculty in agricultural water management
- Interviewing for postdoc in ag business
- Nine awards for equipment and renovations
- Four awards for faculty fellowships
- Three New faculty hired

Special guest Doug Reinemann, CALS Associate Dean for Outreach and Extension: Doug wanted to address the group to talk about the Center for Dairy Profitability. It's a good time to examine what the Center does and if it meets the needs of its stakeholders. The Center and the mission of the Center is not integrated into the purpose of the Dairy Innovation Hub, but the advisory council represents some very influential thought leaders in the dairy community and Doug wanted to stimulate discussion with the group.

Discussion: *What is the future of the Center for Dairy Profitability and what are the economic, policy and outreach/extension needs the Center should address?*

The group shared feedback with Doug on their thoughts about the current focus and future opportunities for the Center for Dairy Profitability. Thank you to Doug for presenting to the group.

Administrative update: Heather White gave an administrative update about several key topics to the Hub. New professors who are hired at River Falls and Platteville can pursue LI status, which stands for locator institute. Pralle, Sanford, Wan, Lewis and Creutzinger have already gone through the process and/or been approved. This means that the person is considered an affiliate of a partner department at UW-Madison, they can mentor graduate students, help with courses, use resources and software etc.

Another example of cross campus collaboration is the collaborative grad student program. In this program, outstanding seniors from River Falls and Platteville are identified and encouraged to apply to graduate school at UW-Madison. They work with a partner at UW-Madison to host a fellowship for the

individual. The fellowship is joint funded by Madison and either Platteville or River Falls. Faculty at both institutions can mentor the person and be involved in their research and progress.

As part of the LI status, several funding proposals at all campuses have included collaborators from each institution. For example, Grace Lewis is a co-PI with faculty from UW-Madison on several applications for funding both inside and outside of the Hub opportunities.

In general, the Hub is helping Madison, River Falls and Platteville to become more aware of what each is doing.

Annual report: The final annual report was included in the packet for the meeting. The report is available online and a condensed, executive summary has been printed and distributed. A news release promoting the report went out mid-October. A select number of full reports will be printed and available for the poster session at the Capitol (see below for details). Thank you to all who helped make the report a great one!

Upcoming events:

Maria explained details related to events this week:

Virtual Dairy Summit – Nov. 17: 10 am – 3 p.m. Similar format to last year. Will feature the most recently funded Hub research. Intended to be high level, aspirational. Talks will be formatted for a lay audience. Talk about some data points, but mostly present the idea. Registrations are strong and looking good so far.

Reception and tours – Nov. 17: Tours at 3:30, Reception from 4-6 p.m. in MSABD. This is an invite only aspect of the week. Featuring the best Wisconsin cheeses, wines, beers and spirits AND best dairy researchers with a poster session (PI/Co-PI or trainees). Dean Kate is giving a short welcome and update, along with Mitch, Dale and Wayne, then attendees mingle, eat appetizers, and have cocktails, browse posters.

Dairy Innovation Symposium – Nov. 18: Reg opens at 8 a.m., sessions at 9 a.m., adjourn at 4 p.m. This is a new event that will feature the Hub's most advanced projects from FY 20 and 21. The emphasis will be on the science and audience is academic – but open to anyone who enjoys digging deeper into the science of relevant topics to their business. This event is in person at Union South in Varsity Hall, but also available as a live and on demand virtual event. Sessions will be archived on the Hub's website and available for use. Registrations are looking great. Almost 30 posters will be on display and are online.

Registration information for all events has been emailed and holds placed on calendars.

State Capitol poster session – Jan. 18: Another event we are working on is an educational poster presentation in the Rotunda of the State Capitol on Jan. 18. There will be a group of farmers, dairy professionals etc. in the building for a dairy-centric lobby day, and we want to catch some of that traffic as well as legislators and staffers who may be thinking about dairy issues on that day. Researchers will be invited to stand next to their posters and talk about their work with people who pass by. More information will be included in the Hub newsletter in December.

General discussion was had about the need for additional materials to promote the Hub in a clear and concise manner. Formatting of a half sheet, brochure or additional marketing collateral was discussed.

Maria can also mail copies of what the Hub has to stakeholders to include in tradeshow booths or member materials.

Future meetings: The advisory council previously agreed to meet quarterly, and they would like to continue that frequency. There is a conflict for the January meeting, so it has been rescheduled to Monday, Jan 24 from 10-12 in a virtual format. All other meetings will move forward as planned and in-person, April 27, August 15 and TBD for November.

Angela James made the motion to adjourn the meeting. Shelly Mayer seconded the motion. The meeting was adjourned by consensus at 2:15 p.m.