

Dairy Innovation Hub Advisory Council

November 15, 2022

Meeting minutes

Notes by Elisabeth Berndt

Participants In-Person: Heather White, Maria Woldt, Elisabeth Berndt, Kent Weigel (UW-Madison), Tera Montgomery (UW-Platteville), Chuck Steiner (UW-Platteville), Dave Daniels (WFBF), Scott Rankin (UW-Madison), Steve Kelm (UW-River Falls), Dean Olson (UW-River Falls), Glenda Gillaspay (UW-Madison)

Proxy Participants: None

Participants on Zoom: John Umhoefer (WCA), Chad Zuleger (DBA), Randy Romanski (DATCAP), Aric Dieter (DBA)

Absent: Mitch Breunig, Rami Reddy (UW-Platteville) Shelley Mayer (PDPW)

In person at 179 Ag Sciences Building, UW-River Falls & virtual Zoom. Dave Daniels chaired the meeting in Mitch Breunig's absence.

Dave called the meeting to order at 12:30 p.m.

Approval of Minutes: (8.15.22 meeting) A motion to approve the minutes as presented was made by John Umhoefer, Steve Kelm seconded. All were in favor. The minutes were approved.

Dave provided the meeting overview and welcomed everyone.

Council member updates: Beginning with Dave Daniels, each council member provided a working update from their areas/departments since the August 15th meeting.

WFBF reported that their annual meeting is in a few weeks. The federal milk marketing order forum coordinated by American Farm Bureau hosted 100+ farmers from 30 states. USDA continues to update policy and pricing structure over the last 30 years. There have been discussions surrounding the industry of producers of perishable products.

Industry/association representatives shared that workforce challenges continue, especially on the processing side. Cheese prices are high due to seasonal rebound, and milk is up. The weakening economy is good for dairy by driving high demand for retail cheese.

Randy Romanski from DATCP commented that there is a council meeting tomorrow to discuss exports in dairy. In general, agriculture exports continue to remain strong and higher than 2021, a record-breaking year. The international exports are high in dairy and trade missions continue to develop. Additionally, dairy processor grants are now seeking applications to spend \$400K, maximum of \$50K funding for a project. The preliminary budget was submitted in September and will be revised in January for the biennial budget.

University reps shared departmental updates, highlighting the strong collaboration and gratitude for the Hub infrastructure that has been instrumental in progress and community development among all

campuses. Tera Montgomery from UW-Platteville shared that more students are back on campus this fall, competition teams are very busy, and new faculty continue influential research. At UW-Madison Kent Weigel & Scott Rankin commented that new faculty continue to fill new positions. Many facilities continue capital equipment projects and grant numbers are leveraging DIH money. Changes to curriculum are positive and majors/departments are competing well with peer institutions. Steve Kelm from UW-River Falls shared progress updates on the dairy processing plant that hopes to be done by 2023. Leadership on campus and support from the legislature is robust.

Campus updates: Campus leaders provided an update from their campus on Hub activities as well as overall operations.

Updates related to the Hub were given by the following leaders.

Madison (Dean, Glenda Gillaspy): In addition to specific Hub updates below, the onboarding of Chancellor Jennifer Mnookin went very well as she is engaged in agriculture. The search for a new provost has begun. DIH continues to accelerate practical impacts through education and outreach.

- Two rounds of postdoctoral research fellowships
- Three rounds of short-term, high impact grants
- Three rounds of capacity-building equipment
- Two rounds of graduate student assistantships
- Two rounds of faculty hiring – *CES verbal offer accepted.*
- Public engagement with agriculture – in progress
- Seven new faculty hired - started or starting soon
- Planning for round 3 faculty hiring – *brainstorming session scheduled for January 2023.*

Platteville (Interim Dean, Chuck Steiner): The Provost, Tammy Evetovich, is a strong advocate for the Hub and continues to serve as the interim chancellor. A search for a new chancellor is underway. An agribusiness position is open and intended to hire a data scientist for both undergraduate and graduate programs. DIH has been instrumental breaking down barriers, gradually building research capacity, and addressing long term ideas and processes.

- Three rounds of DI3 faculty fellows – *huge collaborations in all 3 colleges.*
- Three rounds of supplies and equipment
- Two rounds of collaboratively mentored graduate students
- Three faculty hired + postdoctoral scholar
- Hired Natalie Jozik as Hub funded dairy research technician – *driving/coordinating research activity. Informing students and researchers.*
- Developing data science postdoc position
- Developing agribusiness faculty position

River Falls (Interim Dean, Dean Olson): Chancellor Maria Gallo, is a strong supporter of the Hub. Dr. Michael Orth has been hired to serve as the new Dean of CAFES beginning summer 2023. Starting a program around research is a new idea for UW-RF, but it's quickly succeeding with new hires and lab farm updates to accommodate more research capacity. Additional space and instrumentation to continue innovative research would be beneficial.

- Three rounds of faculty fellowships
- Three rounds of supplies and equipment
- Two rounds of collaboratively mentored graduate students
- Dairy pilot plant project
- Added student lab capacity
- Planning for Dairy Summit
- Five faculty hired
- Planning for final faculty hire

Discussion: Dave opened the forum for discussion of the topic.

Heather provided an overview of the hires in each priority area spanning all faculty at UW-Madison, UW-Platteville and UW-River Falls. The critical gaps filled by each faculty hire were summarized.

Following the synopsis, Heather outlined specific positions in each priority area that were identified in the initial critical gaps brainstorming session and hired as a result. Brainstorming for future critical gaps to fill followed each priority area briefing.

The following question was presented: *“What critical gaps in dairy have been filled thus far? What are the remaining critical gaps.”*

Stewarding Land & Water Resources

Strong interest for increased innovative uses of manure by maximizing nutrients to create organic matter, producing more renewable energy, and converting algae of manure components. Desire to address climate changes by examining long-term/mega-trends and researching regenerative agriculture. Interest to focus attention on the high demand for soybeans, growing crop efficiency when land is in short supply and more awareness of agronomy in existing cropland. Lastly, a need to focus on the consumer by leveraging more data opportunities in dairy and translating return on investments to communities.

Enriching Human Health & Nutrition

Common interest in continued food innovation and new product development with an emphasis on food material science. Interest to address world hunger through global marketing and international target markets by exploring export shelf lives and connecting opportunities with technology.

Ensuring Animal Health & Welfare

Request for increased studies in large herd management and life cycle assessments. Further exploration of dairy/beef crosses and the potential to transport calves both domestically and internationally to encourage richer research capacities. Additional discoveries in nutrient modeling, milk quality, and animal feed to yield essential nutrients is recommended.

Growing Farm Businesses & Communities

Strong desire to investigate labor issues among cows, people, and money by redesigning efficiencies, reimagining processes and focusing on agricultural human resource management. Additionally, more concentration on regulatory measures on smaller farms. Interest to foster more regional direct marketing such as farmer-to-consumer exchange (without retail infrastructure) and second-hand trade of goods at farmer's markets, specialty food pop-ups, and roadside stands. Steady appeal to maintain research in sustainability, particularly surrounding carbon credits. Lastly, more exposure to automation milking systems (AMS) and other robotics on Wisconsin dairies.

Nominations for Advisory Council: Seats are up for nomination. Criteria found in meeting packet.

All information was informative with no request for action.

Rotating industry: Mitch Breunig (DBA) is up for replacement. The next industry spot is for PDPW.

WCMA: John Umhoefer is eligible for a second term.

Rotating UW: The current spot is held by Rami Reddy (UW-Platteville) The next spot will rotate to UW-River Falls.

UW-Madison: Kent Weigel is up for reappointment in the additional UW-Madison opening.

All conversations will be open over the next couple months. Maria will reach out to groups between now and January who have spots up for reappointment/appointment. Nominations will be formalized in January prior to the Jan. 23 meeting. The rotating on/off attendees are invited to join the meeting to represent their organization(s).

Hub updates: Maria provided an update on the following projects/upcoming events.

Final Annual Report: Hard copies have been printed.

The final copy was sent to three campus deans, then to UW systems and on to the joint finance committee. Feedback has been positive.

Published copies are available for circulation. Industry representatives were encouraged to take materials to offices. Electronic version of the report is available on the DIH website.

Reception and tours – Nov. 15, River Falls

Reception tonight from 4-6 p.m. funded by Hub. Research posters and farm/lab tours will be available. A well-attended crowd is anticipated.

Dairy Summit – Nov. 16, River Falls

Hub is looking forward to the hybrid event hosted by UW-River Falls in the University Center. Registration begins at 9 a.m. with continental breakfast and research poster viewing. Welcome will start at 9:45 a.m. with a farmer panel at 10 a.m.

BOR presentation –Dec. 9, Madison

DIH ambassadors, by invitation only, have been requested to present at the December BOR meeting. Heather will moderate a panel.

Dairy Symposium – May 18, 2023, Madison

The event will be in-person and sessions will be recorded at the Pyle Center at UW-Madison featuring advanced stage research. Target audience is academicians and internal groups.

Motion to adjourn the meeting: A motion to adjourn the meeting was made by Kent Weigel. Glenda Gillaspay seconded the motion. All were in favor. The meeting was adjourned by consensus at 2:50 p.m.

Future meetings: The next meeting is Monday, Jan. 23, 10 a.m. via Zoom only.