

PRODUCER DISCOVERY WORKSHOPS

SPEAKERS

1:15 P.M. – SUSTAINABLE PRACTICES THAT IMPROVE THE SOIL, PROTECT WATERSHEDS AND INCREASE YOUR PROFITS



Joe Bragger

Dairy Farmer & First UW-Discovery Farms Participant



Joe Bragger is a dairy and row crop producer in rural Buffalo County. Bragger Family dairy includes a 300-cow dairy farm and 1,380 acres of cropland (500 in corn, 300 in soybeans, 300 in hay), woodland, and pasture, along with 2 miles of streams. Bragger also rears 4,000 trout annually and raises pullet chickens with his wife, Noel. Bragger was Wisconsin's first Discovery Farms participant and has been extensively using conservation practices on his farm for several decades, starting with stabilization structures that his father began building in the 60s and 70s. His activities with Discovery Farms have encouraged other farmer-led water quality efforts around the state and he remains an active and engaged leader in state and local farmer-led watershed efforts.

2:45 P.M. – MILK MOOO-VES: HOW DAIRY CHECKOFF IS MAKING THE MOST OF YOUR CHECKOFF DOLLARS



Chad Vincent

Chief Executive Officer, Dairy Farmers of Wisconsin



Chad is an experienced Consumer Products Goods executive, currently CEO of the Dairy Farmers of Wisconsin (formerly known as Wisconsin Milk Marketing Board) – leading the efforts to build demand and awareness for Wisconsin's \$45B dairy agriculture business. Chad has an extensive marketing and general management and international background, driving growth at companies ranging from Fortune 50 corporations to privately-held family owned and operated ventures. Most recently, Chad spent 7 years in the artisan cheese category as the CMO/head of strategy at Sartori cheese where he led brand building efforts and the introduction of Sartori into retail and global markets.



Molly Pelzer

Chief Experience Officer, Midwest Dairy Association



Molly Pelzer is the chief experience officer for Midwest Dairy. In her role, she focuses on helping the Midwest Dairy staff collaborate with wellness, retail and school foodservice partners to bring dairy to life and give consumers an excellent dairy experience. Whether it's helping retailers maximize their dairy sales, working with wellness partners to better understand the nutrition benefits of dairy foods or partnering with school foodservice professionals to offer a wider variety of dairy foods to students throughout the day, Molly and her team actively implement creative strategies that build dairy sales to benefit dairy farmers throughout the Midwest.