

GLOBAL DAIRY OUTREACH AND GLOBAL COW – MAKING MORE FROM MILK – MARCH 24-25, 2020

KAREN NIELSEN AND JILL STAHL TYLER – COURSE ORGANIZERS

Tuesday – March 24	Wednesday – March 25	Thursday – March 26
<p>Welcome, introductions, farmer/cheesemaker spotlight, food safety, cultures, financial resources, grants, retail visit, local foods restaurant, branding and marketing, farmer value-added panel</p>	<p>Visits to dairy operations, retail, restaurant, cheese, ice cream, bottled milk, agri-tourism</p>	<p>Optional cheese making</p>
<p>Location: Hampton Inn and Suites, 440 W Johnson St, Madison, WI 53703, local shop and restaurant</p>	<p>Location: Wisconsin farms and specialty dairy operations</p>	<p>Location: Cheese plant</p>
<p><b>8:00-8:15</b> Greetings, Introductions, Overview of course program – Karen, Jill and Norm Monsen, WI Dept. of Agriculture  <b>8:15-8:30</b> Participant introductions, ideas for the future  <b>8:30-9:30</b> Ron Henningfeld, producer spotlight, Hill Valley Dairy  <b>9:30-9:45</b> Break  <b>9:45-10:40</b> Resources Panel (10-minute presentations)                      - Food safety and regulation, Adam Brock, Dairy Farmers of Wisconsin                      - Dairy cultures, Dave Potter, Dairy Connection                      - Financial resources, Mary Elvekrog, Compeer Financial                      - Grants available for value-added agriculture, Margaret Krome, Michael Fields                      - Panel discussion, Q &amp; A  <b>10:45-11:00</b> Walk to Fromagination  <b>11-12:00</b> Retail visit – Fromagination, specialty cheese shop, Importance of the cheese maker’s story, what does the customer want? Owner: Ken Monteleone  <b>12:00-12:15</b> Walk to lunch  <b>12:15-1:30</b> Lunch at The Old Fashioned, local foods restaurant, tips from the owner on what the customers want in local foods  <b>1:30-1:45</b> Walk back to Hampton Inn &amp; Suites  <b>1:45-2:45</b> Marketing thoughts from Landmark Creamery, Anna Thomas Bates  <b>3:00-4:30</b> Farmer Panel (20-minute presentations)                      - Tina Hinchley, Hinchley’s Dairy Farm Tours                      - Bryan Voegeli and Carrie Xander, Yodelay yogurt made from milk from Voegeli Farm’s Brown Swiss cows                      - John and Kim Koepke, LaBelle Cheese, made from their Holstein cows’ milk                      - Panel discussion, Q &amp; A                      Cheese, yogurt and fruit snack with the panel participants</p>	<p><b>8:30-10:00</b> Travel Kelley Country Creamery, Fond du Lac  <b>10:00-11:00</b> Tour Kelley Country Creamery, Karen Kelley, owner  <b>11:00-12:15</b> Travel to Travel to Sassy Cow Creamery, Columbus  <b>12:15-1:30</b> Lunch, ice cream and discussion at Sassy Cow Creamery, James Baerwolf, owner  <b>1:30-2:45</b> Tour Sassy Cow Creamery ice cream and milk bottling plant, storage, farm, visitor center overlooking milking parlor, etc., James Baerwolf, owner  <b>2:45-3:30</b> Travel to Hinchley’s Dairy Farm, Cambridge  <b>3:30-4:30</b> Tour Hinchley’s Dairy Farm, Duane, Tina, and Anna Hinchley, owners  <b>4:30-6:00</b> “Next Steps” &amp; Business plans – Norm Monsen, WI Dept of Agriculture, Trade and Consumer Protection (DATCP) Karen &amp; Jill assisting – meeting room at Hinchley’s Dairy Farm                      Certificate ceremony, cheese and fruit snack  <b>6:00-6:30</b> Return to Hampton Inn, Madison</p>	<p>Optional additional activity:                      Cheese making</p>

\*Program timing is subject to change – Many thanks to [Compeer Financial](#) and [Wisconsin Farmers’ Union](#) for their generous support of this course!