
Wisconsin Meat Industry Coalition Conference

“A unified voice for the Wisconsin animal & meat industries”

Chula Vista Resort Wisconsin Dells, WI

November 1-3, 2023

Conference Purpose...to **Pursue** the quest for common interests among the various sectors of meat animal industries, **Explore** opportunities for developing a more unified industry voice; and **Identify** collaborative longitudinal opportunities with individual and collective high impact potential benefit

Wednesday, November 1, 2023

- 1:00-5:00 p.m. Wisconsin Association Board Meetings
- Wisconsin Association of Meat Processors (12:30 pm)
 - Wisconsin Livestock & Meat Council (2:30 pm)
 - Wisconsin Meat Caucus (4:00 pm)
- 6:00-9:00 p.m. Social Networking Event at the Kalahari Resort
- Dinner (Double Cut Steakhouse or Wisconsin Brew Pub) and drinks (on your own); entertainment at Redd's Piano Bar
 - Shuttles departing the Chula Vista Resort at 6:00 and 7:15 pm / returning at 9:00 and 10:00 pm (times subject to change)

Thursday, November 2, 2023

- 7:30 a.m. Registration Opens
- 8:00-noon Educational Sessions
- 8:00-9:00 a.m. Industry issues and having your voice heard (lobbyist updates, labor updates)
- **Jordan Lamb**, The Welch Group
 - **Michelle Kussow**, MK Lobby
- 9:00-9:30 a.m. Networking Break
- 9:30-12:30 p.m. Production Agriculture Key Issues & Hot Topics (consumer trends, export markets, animal welfare, etc.) at the National Level (who they are, what do they do for an industry and how do they benefit producers, processors, and consumers?) Roundtable format (20 minute+ Q&A)
- **Mark Dopp**, North American Meat Institute
 - **Ethan Lane**, National Cattlemen's Beef Association
 - **TBD**, National Pork Producers Council
 - **Chris Young**, American Association of Meat Processors

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12:30 p.m.	Lunch
1:00-4:30 p.m.	Educational Sessions
1:00-3:00 p.m.	Meat Talent Funding Support Progress Updates: Outcomes and Moving Forward <ul style="list-style-type: none">• Jeff Swenson/Kara Kasten Olson, WI Department of Agriculture, Trade, and Consumer Protection• Jeff Sindelar, University of Wisconsin-Madison• Krista Eisman, University of Wisconsin-Platteville• Kurt Vogel, University of Wisconsin-River Falls• Betsy Leonard, Wisconsin Technical College System
3:00-4:00 p.m.	Ideas & Networking Fair / Global Cafe
4:00-5:00 p.m.	Funding Support: Grants, Tools, and Tricks <ul style="list-style-type: none">• Alex Freeman, Agricultural Grant Solutions (grants available and how to write)
5:00-5:30 p.m.	Social (Sponsored by the Wisconsin Association of Meat Processors)
5:30-7:00 p.m.	Dinner & Featured Keynote Speaker: Dennis Vigneri , Birchwood Foods (topic: The Pursuit of Change: The Kenosha Beef/Birchwood Story) Master of Ceremony: Randy Romanski , Wisconsin Department of Agriculture, Trade, and Consumer Protections
7:00-7:30 p.m.	Wisconsin Livestock & Meat Council Scholarship Presentation & Wisconsin Meat Industry Awards, Accolades & Achievements Recognition
7:30-8:00 p.m.	Wisconsin Meat Industry Hall of Fame Induction
8:00 p.m.	Concluding Comments

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Friday, November 3, 2023

- 7:30-8:00 a.m. Light Continental Breakfast
- 8:00-noon Educational Sessions
- 8:00-10:00 a.m. Developing Businesses in Wisconsin
- **Mike Dieckman**, Wisconsin Business Development Finance
 - **Gene Schreifer**, Wisconsin Farm Service
 - **Beth Haskovec**, Wisconsin Economic Development Corporation,
 - **Jeff Westra & Kevin Ruetten**, Wisconsin Workforce Development Board
 - **Judy Clendenning**, USDA Rural Development
- 10:00-10:30 a.m. Networking Break
- 10:30-12:00 p.m. Adapting to Your “Customer”
- Producer- **Deanna Schmidt**, Schmidt Century Farm,
 - Large Processor- **Elizabeth Templin**, Jack Link’s Protein Snacks (direct sales)
 - Large Processor (wholesale)- **Sara Huber**, Brakebush Brothers Inc
 - Small Processor (direct sales)- **Ryan Wagner**, Driftless Provisions
- 12:00 p.m. Conference Assessment and 2024 Conference Planning
- 12:15 p.m. Concluding content