

Program Committee

Jon August, Grande Milk Marketing, LLC, Lomira, WI

Brad Brusveen, Foremost Farms, Watertown, WI

Denise Durst, Stockton Cheese Inc., Stockton, IL

Gaylen Guyer, Land O' Lakes, Kiel, WI

Scott Rankin, Ph.D., Department of Food Science, UW-Madison, Conference Co-Chair

Pamela Ruegg, DVM, MPVM, Department of Dairy Science, UW-Madison, Conference Co-Chair

Rachel Turgasen, National Raw Milk Quality Manager - Organic Valley/CROPP Cooperative, LaFarge, WI

Bill Wendorff, Ph.D., Department of Food Science, UW-Madison

Speakers

Mitch Breunig, Mystic Valley Dairy, LLC, Sauk City, WI

Walt Coleman, Coleman Dairy, Little Rock, AR

Wendy Fulwider, Ph.D., Animal Husbandry Specialist, Organic Valley/CROPP Cooperative, LaFarge, WI

Temple Grandin, Ph.D., Professor of Animal Science, Colorado State University, Fort Collins, CO

Greg Henderson, Monsanto

Tom Jensema, Anatevka Dairy, Oostburg, WI

Robert Klika, Milk Certification, DHFS, Madison, WI

Jacqueline Owens, R.S., Field Services Director, Bureau of Food Safety & Inspection, Madison, WI

Pamela Ruegg, DVM, MPVM, Department of Dairy Science, UW-Madison

Scott Rankin, Ph.D., Associate Professor, Department of Food Science, UW-Madison

Dean Sommer, MS, Cheese & Food Technologist, Center for Dairy Research, UW-Madison

Sponsors

UW-Madison, Dept. of Food Science and Dairy Science, Wisconsin Center for Dairy Research

UW-Extension, Cooperative Extension

Wisconsin Association of Dairy Plant Field Representatives

*Please advise us at time of registration if you have a disability and desire special accommodations.
Requests will be kept confidential.*

GENERAL INFORMATION

Registration Fee:

\$95 Per person (on or before January 31)

\$105 Per person (after January 31)

Fee Includes: Speaker expenses, lunch on Tuesday, breakfast on Wednesday morning, refreshment breaks, and registration. Lodging and other meals are NOT included.

How to Register: Register by Thursday, January 31, 2008, to guarantee registration and meal counts. No confirmation will be mailed; receipts will be distributed during program check-in.

Mail or Fax to: CALS Conference Services
620 Babcock Drive
Madison, WI 53706
(608) 262-5088 FAX

Lodging: Make your own lodging reservations directly with the hotel/motel you select. As a convenience, a block of rooms has been reserved at the Crowne Plaza Hotel until **January 25, 2008**, after which rooms will be sold on a first-come basis. Mention that you will be attending the Wisconsin Dairy Field Representatives Conference at the time you make reservations.

Crowne Plaza Hotel

4402 East Washington Avenue

Madison, WI 53704

(608) 244-4703

\$102 single/double (plus city/state taxes)

Cancellations/Refunds: In order to receive a full refund, you must cancel your registration by contacting CALS Conference Services **no later than Thursday, January 31, 2008**. Cancellations received by phone or postmarked later than January 31st will receive no refund.

Registration Information

CALS Conference Services

620 Babcock Drive

Madison, WI 53706

(608) 263-1672 (phone)

(608) 262-5088 (fax)

Program Information

Bill Wendorff

(608) 263-2015

Scott Rankin

(608) 263-2008

Pamela Ruegg

(608) 263-3495

ENROLLMENT FORM

Wisconsin Dairy Field Representatives Conference February 5-6, 2008

MAIL TO: CALS Conference Services
620 Babcock Drive
Madison, WI 53706

OR FAX: (608) 262-5088

Provide complete information for each registrant.
Use separate forms or copies for additional registrants.

Print clearly or type.

Name _____

Company _____

Address _____
Mailing Address Circle one: Home Business

City/State/Zip _____

Telephone during the day _____

Email _____

\$95 Per person (on or before January 31)

\$105 Per person (after January 31)

\$20 Annual Membership Dues to the WI Assn.
of Dairy Plant Representatives (optional)

TOTAL DUE: _____

ENCLOSE FEE: Checks payable to **UW-Madison**.

Please charge to the following account:

Mastercard _____ Visa _____

Exp date _____

Credit Card Number _____

Name on Credit Card _____

Signature _____

University of Wisconsin - Madison
College of Agricultural and Life Sciences

CALS Conference Services

620 Babcock Drive
Madison, WI 53706

Nonprofit Org.
U.S. Postage
PAID
Madison, WI
Permit No. 658



Quality Milk Conference

February 5-6, 2008

Sponsored By: Wisconsin Association of Dairy Plant Field Representatives

Crowne Plaza Hotel • Madison, Wisconsin

University of Wisconsin-Madison

College of Agricultural and Life Sciences • Wisconsin Center for Dairy Research

Wisconsin Dairy Field Representatives Conference Program Schedule

TUESDAY, FEBRUARY 5

Milk Quality
Moderator - Jon August

9:45 **Welcome**

10:00 **Bacteria Counts in Raw Milk**
Pam Ruegg

11:00 **Raw and Finished Product Quality**
Scott Rankin

12:00 **Lunch**

Dairy Topics in the News
Moderator - Rachel Turgasen

1:00 **Animal Welfare Audits ***
Temple Grandin

1:40 **Survey of Dairy Management Practices on 113 Dairy Farms**
Wendy Fulwider

2:30 **Break**

2:45 **rBST-Free and Other Niche Milks: A Processor/Marketing Perspective**
Dean Sommer

3:30 **rBST-Free Milk**
Greg Henderson

4:15 **rBST Producer Perspectives**
Mitch Breunig
Tom Jensema

4:45 **Business Meeting**

5:30 **Social Meeting**

* Internet Video Conference

WEDNESDAY, FEBRUARY 6

7:30 **Breakfast**

Regulatory Updates and Emerging Issues
Moderator - Brad Brusveen

8:30 **WDATCP Update**
Jacqueline Owens

9:00 **Milk Certification Update**
Robert Klika

9:45 **Break**

10:00 **The Challenge to be the Best**
Walt Coleman, NFL Referee

11:00 **Adjourn**
Have a safe trip home!

