

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1994 Grant Final Report

Grant Number 09083

Grant Title Formation of the Wisconsin Animal Agriculture Coalition

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Wisconsin Department of Agriculture, Trade & Consumer Protection
Agricultural Development and Diversification Program
6th Round Grant

Final Report

Date: 19 February 1996

WDATCP Contract No.: 9083

Project Title: Formation of the Wisconsin Animal Agriculture Coalition

Contractors Names: Wisconsin Agribusiness Council, Inc.

Report Prepared by: Anna Maenner

a. Brief description of the original intent of the project and the perceived benefit to Wisconsin agriculture:

This project was to organize and launch, under the current structure of the Wisconsin Agribusiness Council an animal agriculture coalition which would have a mission to sustain and develop a growing animal agriculture in the state. The Coalition would serve to create a public environment in which investment and growth in animal agriculture would be encouraged.

b. Summarize how the project created or achieved one or more of the following:

By bringing animal agriculture together, the industry was offered the opportunity to evaluate itself...the Consortium for Animal Agriculture Resource Development was able to identify common barriers to expansion, to explore industry-wide concerns, to share information, and to discuss promotion as a group.

This project succeeded in bringing together Wisconsin's established animal agriculture industries i.e. dairy, beef and pork, as well as representatives of emerging and smaller industries i.e. specialty animals and poultry.

As the animal agriculture industry works together...our strength in numbers and united voice will lead to the 1) creation of jobs; 2) new capital investment and expansion; 3) the diversification and expansion of the production and processing of agricultural products; 6) the improvement of Wisconsin's competitive position; and 7) the efficient use of our agricultural resources.

The Consortium identified the need for a promotional piece which could be the backdrop for

species-specific publicity. *Entering the Twenty-First Century, Wisconsin's Animal Agriculture* stresses the importance of animal agriculture as a whole, to the State and its economy, as well as emphasizing the many individual benefits (i.e. the availability of healthy food, pharmaceuticals and byproducts) that are derived from the industry. Through this vehicle, animal agriculture groups and individual businesses can promote their industries thus encouraging investment and expansion which in turn creates jobs.

This booklet makes known the diversity of Wisconsin's animal agriculture industry. As current and prospective producers step outside the old agriculture paradigm, they will begin to see the opportunities that lie ahead for animal agriculture in Wisconsin. With the knowledge that Wisconsin offers advantages for the raising of many species, producers will begin to diversify and expand their vision of what they can accomplish. In the same way, they will explore those areas in which Wisconsin holds a competitive advantage and use our agriculture resources wisely based on their most efficient use whether that be dairy farming or aquaculture.

c. Evaluation of the results and benefits of the project, including meeting original expectations.

Objective: Create a public environment in which investment in animal agriculture is encouraged.

Entering the Twenty-First Century, Wisconsin's Animal Agriculture provides information that improves the image of animal agriculture. By showing the animal industry's importance to Wisconsin, we've built a foundation on which others can build their cases for investment.

Objective: Build a consensus and problem solving process within animal agriculture.

The Consortium for Animal Agriculture Resource Development is the organization that brought the various species groups together to build consensus and look at the industry's problems. It was this collaborative group that identified the need for *Entering the Twenty-First Century, Wisconsin's Animal Agriculture*.

Objective: Utilize and enhance data and information systems related to the animal industries.

The information contained in *Entering the Twenty-First Century, Wisconsin's Animal Agriculture* was gathered from the various groups involved in the Coalition. Sources of information were identified and accessed to achieve the data needed for the publication.

Objective: Organize and promote educational conferences and workshops in animal industry activities.

When the various animal agriculture groups were brought together, the need for cooperation and joint efforts in activities and education became evident. Information was shared on upcoming conferences and workshops, and several groups did join together to sponsor a promotional and educational conference. The Consortium hopes to be a catalyst which will bring other groups together for shared activities. *Entering the Twenty-First Century, Wisconsin's Animal Agriculture* was designed to be a backdrop piece which individual animal groups could personalize by adding their own promotional information in the pocket folder. This piece will give the overall information which can help to promote specific educational conferences and workshops. Cooperative efforts in providing quality educational conferences is an area which the Consortium wants to pursue.

Objective: Assist organizations in market development programs.

Entering the Twenty-First Century, Wisconsin's Animal Agriculture was designed to be a piece that organizations can work from to develop their individual marketing programs. It is the foundation piece that can be personalized with inserts.

Objective: Encourage the development and improvement of product quality standards.

Quality was an issue that was discussed by the Consortium and stressed in *Entering the Twenty-First Century, Wisconsin's Animal Agriculture*. This is an area which requires continuous improvement and constant evaluation.

d. Description of Materials Developed through the Project.

Entering the Twenty-First Century, Wisconsin's Animal Agriculture is an 8-page full color booklet which describes the benefits of Wisconsin's animal agriculture to consumers, the environment, the economy, and our lifestyle. The piece can be personalized by inserting species-specific literature in the pocket folder.

e. Future Projections as a resulting from receipt of Grant Funds.

The Consortium's work is not complete. The need for the various animal agriculture industries to communicate, problem-solve, cooperate, and collaborate continues. The hope is that the foundation that has been created through this grant will be built upon so that Wisconsin's animal agriculture truly becomes a united industry that addresses its problems and concerns as a whole and works together to support and promote itself.

f. Financial Background utilized to achieve Original Objective.

The Consortium's organization and the project was completed within the funding provided by the Agriculture Development and Diversification Grant.