

*I am
wondering:*

**How can I
make more
from my
milk?**

MAKING MORE FROM MILK!

MARCH 24-25, 2020 MADISON, WISCONSIN

These producers asked themselves if they could make more from their farms' milk... and then they changed their business model! During this two-day course, we will:

- Learn about dairies that process their own milk; make cheese, ice cream or other products; sell on-farm; partner with others; and host guests through agri-tourism.
- Hear directly from dairy producers and dairy experts who have real-world experience in value-added dairy.
- Invest your time to analyze what your next steps might be, based on your specific farm and situation.

Two days full of opportunities to learn about what works—and what doesn't—straight from the producers' experiences. Don't miss this chance to plan the future of your business!



TUESDAY, MARCH 24

Hampton Inn & Suites Madison-Downtown

- Introductions and goals
- Producer spotlight
- Consultant panel: equipment, supplies, financial resources, grants
- Behind-the-scenes: specialty cheese retail visit, with emphasis on telling the cheese makers' stories
- Artisan cheese tasting
- Lunch at a restaurant specializing in local fare, with tips from the owner on what the customers want in local foods
- Farmer panel: ag tourism, unique marketing agreements and yogurt production
- Marketing thoughts



INCLUDES:

- Visits to processors (ice cream, fluid milk)
- Visits to retailers (cheese, ice cream and other dairy products)
- Seminars and panel discussions
- Working lunches
- Closing certificate ceremony
- Ground transportation to visits
- Translation to Spanish

PRICE

Full course: \$300

\$180 if you can only get away for one day!

HOTEL

We have a special block of rooms at the conference location, Hampton Inn & Suites Madison Downtown, 440 West Johnson Street, Madison, WI 53703. Contact us to reserve a room!

Program subject to change

WEDNESDAY, MARCH 25

On-farms! Departing from and returning to Madison, Wisconsin.

- Visit 1: Ice cream sales and on-farm sales
- Visit 2: Ice cream, fluid milk, cheese sales, on-site café, and agri-tourism
- Visit 3: Agri-tourism
- Business planning and next steps
- Certificates

THURSDAY, MARCH 26—OPTIONAL ADDITION

Making Cheese

Make cheese with an award-winning cheese maker in a small factory setting. This is a rare opportunity! \$200

*More information and registration:
globalcow.com/making-more-from-milk*



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