

Wednesday Speaker Information and Break-out Sessions

Healthy Grown Potatoes

The WWF/WPVGA/UW Collaboration was formed in 1996 to establish a working relationship between the two organizations to promote the development and adoption of biointensive IPM practices, to enhance habitat quality, to refine measurement systems for IPM adoption, to look for marketplace incentives for ecologically produced potatoes, to identify policies and programs to support environmental goals, and to maintain economically viable farming systems. Through this effort, the growers in Wisconsin have achieved a 21 percent overall reduction of toxicity in the system from 1995 to 1999 (toxicity values for each pesticide are determined by the relative environmental and human risk they pose). The bioIPM adoption and pesticide risk reduction goals culminated in the development of stringent environmental standards and the marketplace introduction of a new brand, Healthy Grown. The Healthy Grown brand, overseen by an independent non-profit organization, "Protected Harvest", evolved in response to growing consumer demand for environmentally responsible production methods and to provide consumers more food choices.

Organic Valley Foods

Organic Valley Cooperative's mission includes cooperatively marketing nutritious wholesome organically certified food as directly to the consumer as possible. They encourage ecological diversity and economic sustainability with farmers determining prices. They will discuss their operations.

Wisconsin Milk Marketing Board (WMMB)

The WMMB (Wisconsin Milk Marketing Board) is funded by Wisconsin producers with the goal of increasing the consumption of milk and milk products. Most of Wisconsin's milk is processed into cheese. The WMMB concentrates on marketing and promoting the use of cheese through food service and retail outlets.

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