The AEM Dairy Leadership Group held its first meeting at AEM on June 13, 2016. The primary focus of this meeting was to determine ways in which to increase the value of AEM membership for the dairy sector by:

- Updating and expanding the existing dairy statistics program for more relevant data, conducting a gap analysis to set the course
- Determining ways in which AEM Technical & Safety Services, Government and Public Affairs and any other departments could provide support to the dairy sector

The following actions were taken:

1. Conducted a SWOT analysis on the current dairy statistics program (see attached).
2. Conducted a GAP analysis on the existing Dairy Statistics Program to determine companies, products and metrics that need to be included in the program in order to make it relevant, with the following results:
   - Determined that each company will take the Dairy Statistics Program Product Definitions back to their companies for updating and will submit the updates by July 15.
   - Agreed that once the product definitions are finalized, the group will reconvene and determine whether products should be broken down into more specific categories.
   - Agreed that AEM staff and they themselves will pursue the following companies to join AEM and participate in relevant dairy statistics programs as identified in the meeting: Lely, SCR, Dairymaster, Mueller, AID, BECO, Waikato, Madero, PBI, EZEE Milker, Schlueter.
   - Directed AEM staff to provide membership talking points to aid executives in the recruitment of new member companies.
   - Agreed to drop footbaths, footbath controls, ISO parlor ID systems, milk receiving groups, software and sort gates from the program, with final review to be made in October.
   - Directed AEM staff to begin the process of launching a Robotics program reporting retail sales down to the county level in the U.S. and down to census division in Canada, to begin in 2017.
   - Decided that Parlor Stalls will remain completely separate from the Robotics program.
   - Directed AEM staff to implement changes required to begin reporting Parlor Stalls down to the county level effective 2017.
   - Determined that because of the inability to gather accurate data on product moved through dealerships, all other programs will continue to be reported at the country level.
   - Directed AEM staff to begin work towards the 2017 launch of a liquid manure spreader program.
• Directed AEM staff to begin work towards the 2017 launch of a liner program.

3. Completed a Standards/Technical Wish List which included the following:
   • Directed AEM staff to lead efforts towards the development of a robotic milking standard
   • Directed AEM staff to lead efforts towards developing industry consensus proposals at the biennial National Conference on Interstate Milk Shippers
   • Determined that the MMMC Engineering Sub-committee should meet separately from the MMMC and bring recommendations to MMMC meetings.
   • Agreed that initial meetings of the MMMC Engineering Sub-committee should be stand alone instead of in conjunction with other events to maintain the required focus.
   • Directed AEM staff to schedule at least two face-to-face MMMC Engineering Sub-committee meetings (one to be held in conjunction with a second Dairy Leadership Group Meeting) prior to the October World Dairy Expo meetings.

4. Directed AEM staff to begin exploring Advocacy initiatives with regard to consumer opinion and the impact of animal welfare regulations.

5. Directed AEM staff to investigate the possibility of submitting an industry proposal to regulatory agencies regarding the harmonization of regulations from state to state.

Drafted by Anita Sennett
June 17, 2016