



Status of Wisconsin Agriculture & Agriculture Outlook Forum

COLLEGE OF AGRICULTURAL & LIFE SCIENCES - UNIVERSITY OF WISCONSIN

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Union South
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2017 Wisconsin Agricultural Outlook Forum Speakers



Paul D. Mitchell

Associate Professor, Department of Agricultural and Applied Economics
Director, Renk Agribusiness Institute, pmitchell@wisc.edu
Paul Mitchell's research program focuses on the economics of crop production, emphasizing pest management and risk management for commodity crops, and specialty crop economics. His published work examines insect and weed management, management of pest resistance, estimation of yield loss functions from pest damage, and economic benefits of pest control at the farm and societal levels.



Mark Stephenson, PhD

Director of Dairy Policy Analysis, mark.stephenson@wisc.edu
Dr. Stephenson conducts and coordinates research and outreach activities related to the dairy industry. He is involved in applied research at the firm-level, including milk assembly costs, processing costs and efficiencies, new processing technologies and new dairy ingredients.



Todd Hubbs

Clin Asst Prof., Agriculture Commerce Markets, University of Illinois-Urbana, Jhubbs3@illinois.edu
My research focuses on agricultural commodity and financial markets with an emphasis on commodity market analysis and financial risk. Current research is focused on commodity price forecasting and financial stress measurement in the agricultural sector.



John Biondi

Director, Discovery to Product (D2P), University of Wisconsin Madison
john.biondi@d2p.wisc.edu
Director John Biondi is a veteran entrepreneur with extensive experience in early-stage high technology companies. He has raised more than \$60 million for nine early-stage ventures in areas such as nanotechnology, medical devices, biotechnology, software and advanced materials.



James B Wood

Chairman, Wood Communications Group jwood@wcgpr.com
Mr. Wood is a recognized authority on the development and implementation of public policy, and has had significant experience in facilitation and mediation. He currently serves as Strategic Counsel to the Wisconsin Education Business Roundtable, Competitive Wisconsin, Inc. and the BE BOLD Council.



Matthew Kures

Community Development Specialist, matthew.kures@uwex.edu

Matt Kures is a Community Development Specialist with the University of Wisconsin-Extension Center for Community and Economic Development. He carries out the Wisconsin Idea by conducting applied research and educational programs that address regional economic analysis and geospatial analysis.



Kent Weigel

Chair and Professor, Department of Dairy Science, kweigel@wisc.edu

He also serves as Extension Dairy Genetics Specialist for the State of Wisconsin and is a key technical consultant for the National Association of Animal Breeders and other industry partners. His research focuses on genetic improvement of the productivity, health, and fertility of dairy cattle using tools such as genomic selection, crossbreeding, advanced reproductive technologies, and electronic data capture systems.



Steve Van Lannen

President and Chief Operating Officer,
svanlannen@americanfoodsgroup.com

Steve Van Lannen has spent over 25 years in the beef packing industry. Holding various management positions in plant operations, food safety and cattle procurement with Packer Land Packing, Sun Land Beef, Smithfield Beef Group and Coleman Natural Foods.



Mark Garthwaite

Executive Director, Wisconsin Brewers Guild mark@wibrewersguild.com

Mark Garthwaite is an experienced as a senior researcher at the UW-Madison. His role with the Wisconsin Brewers Guild includes promotion and advocacy for small, local and independent craft breweries and serving as a resource for Wisconsin's brewing industry partners.



Bill Tracy

Chair and Professor, Department of Agronomy, wfracy@wisc.edu

Bill's research is on sweet corn breeding. At Madison, Bill leads the largest public sector sweet corn breeding program in the world. He has developed sweet corn varieties that are grown commercially on every continent (except Antarctica).