

BIOGRAPHICAL INFORMATION

Shelly Mayer

Dairy Producer from Slinger WI

Executive Director, Professional Dairy Producers of Wisconsin

Served on the Department of Ag Trade and Consumer Protection Board of Directors in 2003-2009

Presently serving as president of the Center for Food Integrity

Presenting serving on the College of Ag and Life Science Board of Visitors

Washington County 4-H Dairy Leader since 1988

Shelly (Keller) Mayer grew up on a dairy farm in Southwestern WI.

Shelly graduated from UW-Madison with a Bachelor of Science degree in agricultural journalism and dairy science. She also received CALS outstanding senior award and the national Dairy Shrine's Outstanding Student Recognition award.

She married Dwight Mayer (also a UW-Madison graduate). They have three children: Devin, 23; Cassandra, 21 and Dylan, 16. The Mayers dairy near Slinger, WI and manage a herd of more than 90 Holsteins and Brown Swiss with a herd average of 28,000 pounds of milk. Their farm is located in a very urbanized portion of southeastern WI, just 30 miles northwest of Milwaukee. They sell genetics – breeding-age bulls, A.I. sires, and young stock to breeders across the country.

Work experience includes:

- Career began at Hoard's Dairyman magazine as an associate editor
- Writer and account representative for Bader Rutter & Associates
- Communications/Marketing Specialist for over eight years with East Central/Select Sires Cooperative
- Customer Advocate for Monsanto Dairy Business
- Appointed to the Wisconsin State Agricultural Board in 2003.
- Provided guidance to numerous state and national initiatives and industry taskforces
- Long-time 4-H and dairy youth leader
- Presently, Shelly is the executive director of the Professional Dairy Producers of WI – the largest dairy producer-led, educational based organization in the country. The organization has led the national effort to define dairy animal well being and maintain our customers' confidence that our industry embraces the moral obligation to take good care of our animals and produce safe and abundant dairy and meat products. Her work has helped dairy farm families across the country work proactively on issues ranging from improving business profitability, community relations, environmental management, leadership development, food safety and animal health to labor issues, industry relations, mentoring the younger generation and family business transition.

In addition to her work with the dairy industry, being an active partner in the family business and raising a family, Shelly is an avid gardener.