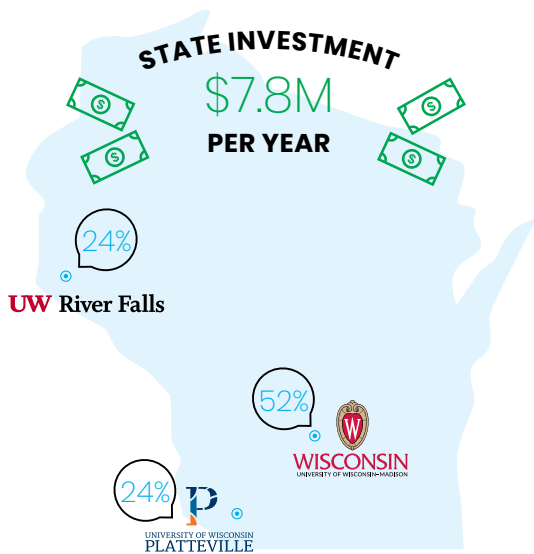




DAIRY INNOVATION HUB



THE DAIRY INNOVATION HUB, represents a \$7.8 million per year investment by the State of Wisconsin that harnesses research and development at UW–Madison, UW–Platteville and UW–River Falls campuses to keep Wisconsin’s \$45.6 billion dairy community at the global forefront in producing nutritious dairy foods in an economically, environmentally and socially sustainable manner.

HUB DOLLARS IMPACT WISCONSIN DAIRY THROUGH:

- » Building research capacity
- » Recruiting top talent
- » Innovative research
- » Engaging in outreach and instruction

Focused on four key areas that impact all Wisconsinites

Stewarding land and water resources

Water quality & use; soil health; air quality & land resources; alternative uses for manure

Enriching human health and nutrition

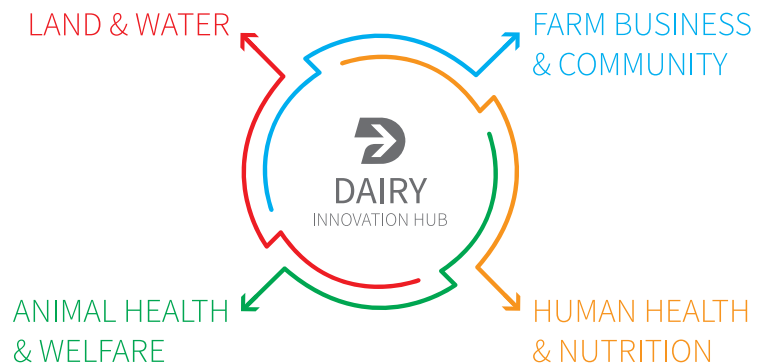
Food-borne illnesses; obesity & preventable health problems; lactose-intolerant & allergy-free alternatives; nutritional value of milk & meat; better packaging

Ensuring animal health and welfare

Alternatives to antibiotics; animal health technologies; reproduction; animal stress & consumer trust; minimize risk of disease from animal contact; and genomic selection for healthy animals.

Growing farm businesses and communities

Agricultural start-ups; big data; specialty milk & meat products; skilled rural workforce; financial literacy & return on assets; and understand supply chains, global markets and areas of opportunity.



Why is research and training so important?

- » Create technologies to produce more milk with less cows, land and water
- » Develop tools to protect water and land resources and reduce environmental footprint
- » Ensure a safe, abundant and nutritious food supply for ALL people
- » Recruit, train and retain talent to live and work in Wisconsin
- » Strengthen dairy economy by developing new products and uses for milk
- » Keeps Wisconsin dairy farms and businesses nationally competitive and rural communities strong

WISCONSIN DAIRY STATS

6,804

DAIRY FARMS

(as of May 1, 2021)



more farms than
any other state



30.7

BILLION

pounds of milk
produced
annually

1,267,000

COWS

(That's almost half as
many cows as 1950!)



2ND NATIONALLY
in milk production

1ST NATIONALLY

in cheese
production



\$45.6 BILLION

in economic activity to the
state of Wisconsin



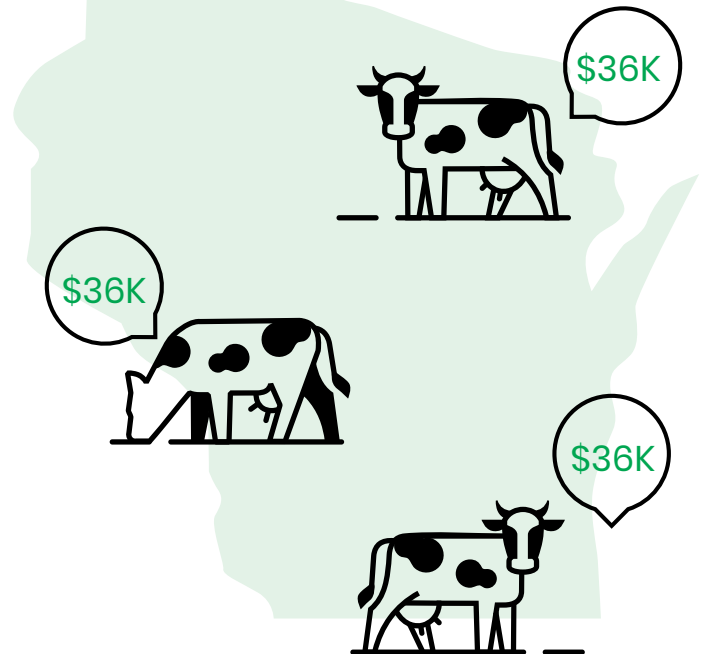
79K JOBS

in Wisconsin are dairy farming
or processing related

**EVERY COW IN WISCONSIN
GENERATES**

\$36,000

IN ECONOMIC ACTIVITY PER YEAR.



Sources: USDA NASS and Contribution of Agriculture to the Wisconsin Economy: An update for 2017 by Steven Deller, UW-Madison.