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

**MORE INFORMATION** dairyinnovationhub.wisc.edu or Maria Woldt, maria.woldt@wisc.edu, (608) 265-4009
WISCONSIN DAIRY STATS

6,804 DAIRY FARMS
(as of May 1, 2021)

30.7 BILLION pounds of milk produced annually

1,267,000 COWS
(That's almost half as many cows as 1950!)

$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.

2ND NATIONALLY in milk production

1ST NATIONALLY in cheese production