WISCONSIN DAIRY STATS

6,453 DAIRY FARMS
(as of April 1, 2022)
more farms than any other state

31.7 BILLION pounds of milk produced annually

1,273,000 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.

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?
» Develop tools and technologies to produce more milk with less cows, land and water
» Improve the quality of life for dairy animals and build consumer trust
» 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