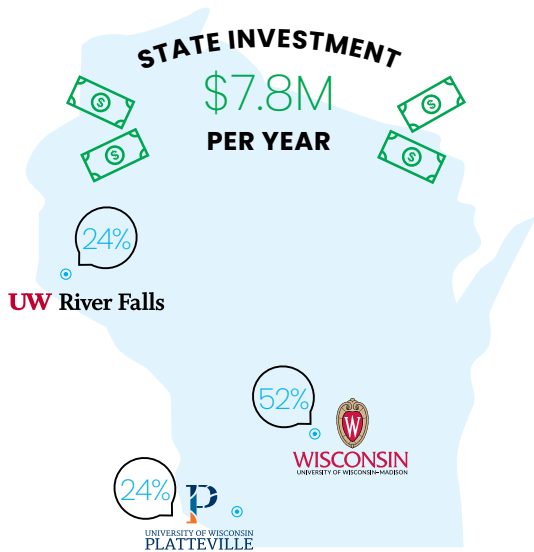




# DAIRY INNOVATION HUB



**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**

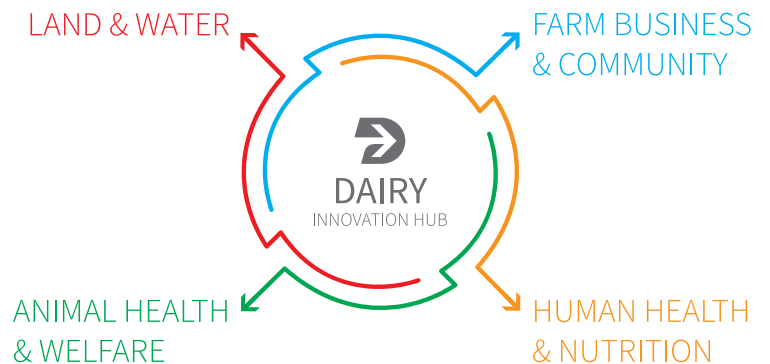
Food-borne illnesses; obesity & preventable health problems; lactose-intolerant & allergy-free alternatives; nutritional value of milk & meat; better packaging

### **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?

- » Develop tools and technologies to produce more milk with less cows, land and water
- » Recruit, train and retain talent to live and work in Wisconsin
- » Improve the quality of life for dairy animals and build consumer trust
- » Strengthen dairy economy by developing new products and uses for milk
- » Ensure a safe, abundant and nutritious food supply for ALL people
- » Keeps Wisconsin dairy farms and businesses nationally competitive and rural communities strong

## WISCONSIN DAIRY STATS

6,275

**DAIRY FARMS**

(as of Sept. 1, 2022)



more dairy farms than  
any other state

31.7

**BILLION**

pounds of milk  
produced  
annually



1,274,000

**COWS**

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



**2ND NATIONALLY**  
in milk production

**1<sup>ST</sup> NATIONALLY**

in cheese  
production



**\$45.6 BILLION**

in economic activity to the  
state of Wisconsin



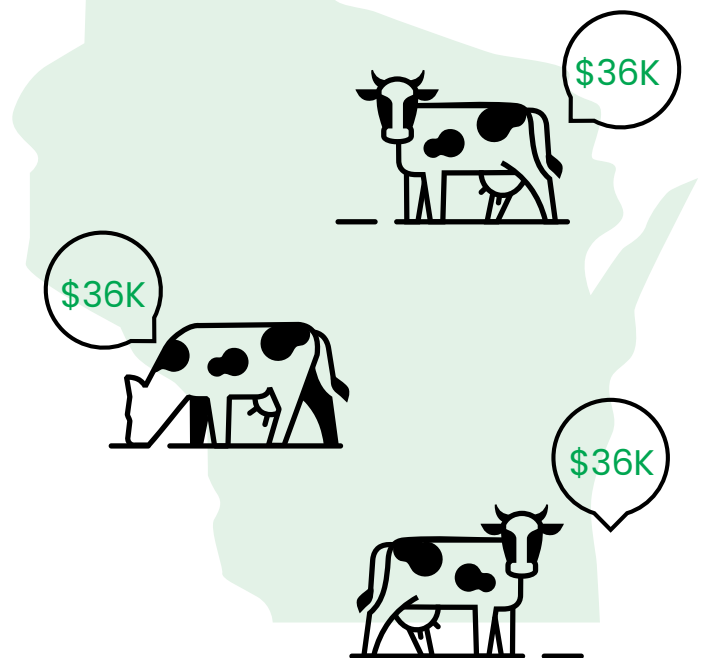
**157K JOBS**

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.