**OUR STORY**

The Dairy Innovation Hub concept was first imagined during an informal meeting at Mitch Breunig’s Mystic Valley Dairy in Sauk City. After the initial concept was developed, dairy groups and passionate dairy leaders partnered with UW System to bring this idea to reality.

The concept was brought to the State’s special Dairy Taskforce 2.0 in December of 2018 and was followed by introduction of legislation by Senator Howard Marklein and Representative Travis Tranel in May 2019. The following months included approval of a spending plan set to guide the Hub’s efforts and funding became available to campuses in late 2019.

In four years, the Hub has created mechanisms to manage the investment, funded more than 200 proposals and managed 17 faculty searches. The accomplishments listed herein are the result of data collected from funding recipients to track progress and accountability.

**THE DAIRY INNOVATION HUB** is supported by a $7.8M annual state investment to drive research and development across the UW–Madison, UW–Platteville, and UW–River Falls campuses, ensuring that Wisconsin’s $45.6 billion dairy community remains a global pacesetter in producing nutritious dairy products. This is all accomplished with a keen focus on economic, environmental, and social sustainability.

**STATE INVESTMENT**

$7.8M

PER YEAR

24%

52%

24%

RIVER FALLS

WISCONSIN

MADISON

**ACCOMPLISHMENTS**

More than 200+

PROJECTS FUNDED

across 3 campuses

and 4 priority areas since 2020

17

Total FACULTY SEARCHES

attracting top talent to Wisconsin

$6.7M

LEVERAGED

GRANT FUNDS

FROM FY 23

217

JOURNAL ARTICLES,

ABSTRACTS, OR POSTERS

published or in progress from FY 23

528

STUDENTS

and trainees

engaged in FY 23

Hub research & infrastructure

259

PRESENTATIONS

to live audiences

in FY 23

**HUB DOLLARS IMPACT**

**WISCONSIN DAIRY THROUGH:**

- MAKING AN IMPACT
- BUILDING RESEARCH CAPACITY
- ENGAGING IN OUTREACH & INSTRUCTION
- INNOVATIVE RESEARCH
- RECRUITING TOP TALENT

**RECRUITING TOP TALENT**
THE HUB HAS FOUR KEY PRIORITY AREAS:

**Stewarding land and water resources**
Reduce water use; improve soil health; improve air quality & limit use of land resources; develop alternative uses and markets for manure; and minimize nutrient losses to lakes and rivers

**Enriching human health and nutrition**
Limit risk of food-borne illnesses; reduce obesity & preventable health problems; create lactose-intolerant & allergy-free alternatives; improve the nutritional value of milk & meat; minimize pathogen risks in soil & water; and design packaging for convenience & shelf life

**Ensuring animal health and welfare**
Find effective alternatives to antibiotics; monitor animal health with sensor technologies; improve reproductive rates & replacement policies; reduce animal stress & enhance consumer trust; minimize risk of disease from animal contact; and deploy genomic selection for healthy animals

**Growing farm businesses and communities**
Improve profitability and growth opportunities for businesses throughout the dairy economy and promote informed decision-making by consumers and policymakers; use big data to optimize dairy farms; develop skilled & tech-savvy rural workforce; improve financial literacy & return on assets