WISCONSIN DAIRY STATS

5,787 DAIRY FARMS
(as of Oct. 1, 2023)

more dairy farms than any other state

31.9 BILLION pounds of milk produced annually

1,269,000 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

157K JOBS in Wisconsin are dairy farming or processing related

EVERY COW IN WISCONSIN GENERATES $36,000 IN ECONOMIC ACTIVITY PER YEAR.

Focused on four key areas that impact all Wisconsinites

**Stewarding land and water resources**
Water quality and use; soil health; air quality and land resources; alternative uses for manure

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

**Ensuring animal health and welfare**
Alternatives to antibiotics; animal health technologies; reproduction; animal stress and 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 and meat products; skilled rural workforce; financial literacy and 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

**STATE INVESTMENT**

**$7.8M**

**PER YEAR**

**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.

**HUB DOLLARS IMPACT WISCONSIN DAIRY THROUGH:**

» Building research capacity

» Recruiting top talent

» Innovative research

» Engaging in outreach and instruction

**MORE INFORMATION**
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