WISCONSIN DAIRY STATS

5,696 DAIRY FARMS
(as of Dec. 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.

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

Focused on four key areas that impact all Wisconsinites

**Stewarding land and water resources**
Technical and field solutions that enable environmental progress and a thriving dairy community

**Enriching human health and nutrition**
Grow dairy consumption through education, access, healthcare, new products and innovations

**Ensuring animal health and welfare**
Explore alternative therapies, improve efficiency, reduce animal stress, and enhance consumer trust

**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.

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

Scan QR code to access the fully searchable “Project Showcase” database with information on all Hub–funded awards to date!