



DAIRY INNOVATION HUB



# 2024 Executive Summary

Highlights from July 1, 2023 - June 30, 2024



# OUR STORY

The Dairy Innovation Hub was first imagined around the farm table at Mitch Breunig's Mystic Valley Dairy in Sauk City. After the initial concept was developed, dairy groups and passionate dairy leaders partnered with the Universities of Wisconsin to move the plan forward.

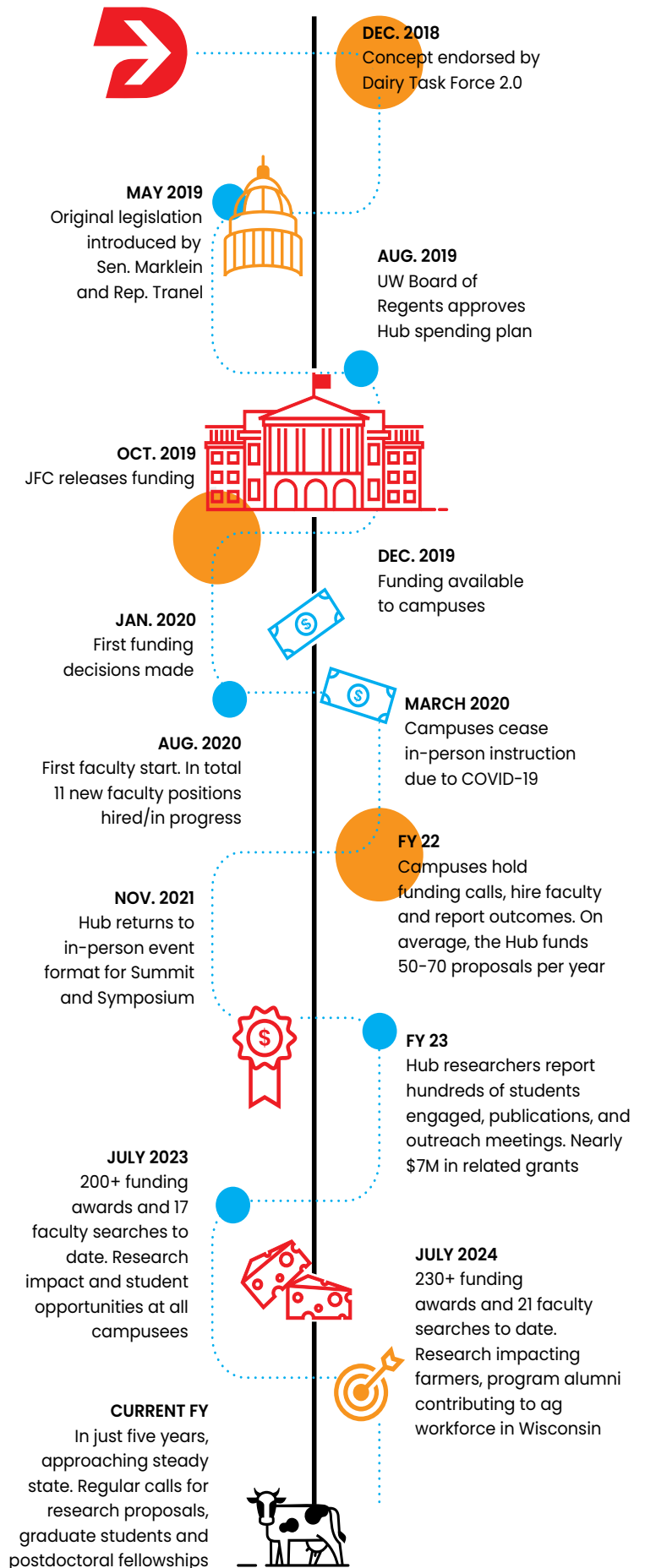
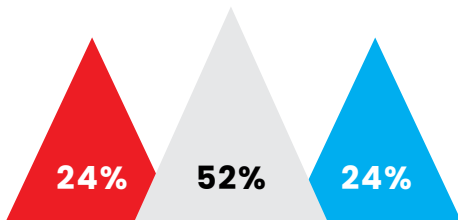
The concept was brought to the State's special Dairy Taskforce 2.0 in December of 2018 and was followed by introduction of legislation by Senator Howard Marklein and Representative Travis Tranel in May 2019. The following months included approval of a spending plan set to guide the Hub's efforts and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

In five years, the Hub has created mechanisms to manage the investment, funded more than 230 proposals, and managed 21 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



# ACCOMPLISHMENTS



More than **230+**

**PROJECTS FUNDED**  
across 3 campuses  
and 4 priority areas  
since 2020

**21** Total

**FACULTY SEARCHES**

attracting top  
talent to Wisconsin



**\$8.7M**

**LEVERAGED  
GRANT FUNDS  
FROM FY 24**



**198**

**JOURNAL ARTICLES,  
ABSTRACTS, OR POSTERS**  
accepted or published  
in FY 24



**296**

**STUDENTS**  
and trainees  
engaged in FY 24  
Hub research &  
infrastructure

**238**

**PRESENTATIONS**  
to live audiences  
in FY 24

## HUB DOLLARS IMPACT WISCONSIN DAIRY THROUGH:



# 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***

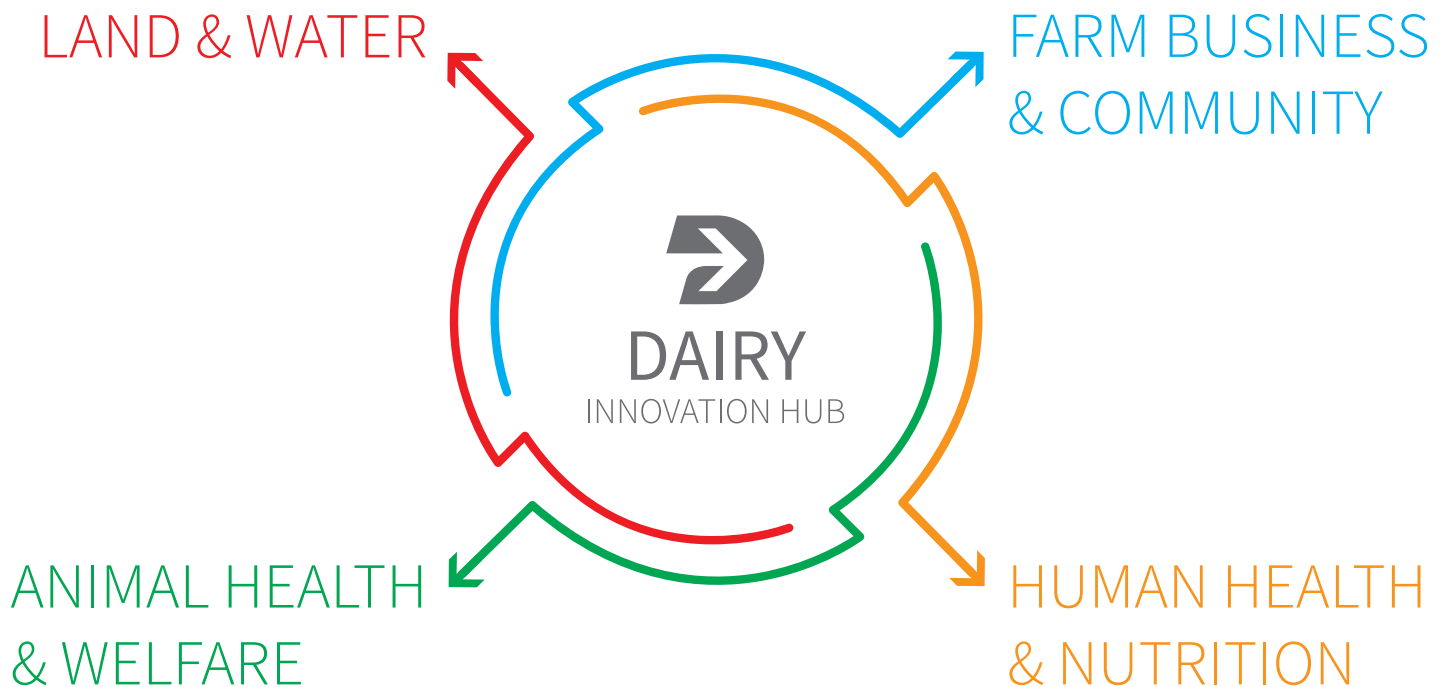
Limit risk of food-borne illnesses; reduce obesity & preventable health problems; create lactose-intolerant & allergy-free alternatives; improve the nutritional value of milk & meat; minimize pathogen risks in soil & water; and design packaging for convenience & shelf life

## ***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



### **FOR MORE INFORMATION:**

#### **Dairy Innovation Hub**

1675 Observatory Drive  
Madison, WI 53706-1205

[dairyinnovationhub.wisc.edu](http://dairyinnovationhub.wisc.edu)



Scan QR code to access the fully searchable "Project Showcase" database with information on all 230+ Hub-funded awards to date!