

## WISCONSIN DAIRY STATS

5,348

**DAIRY FARMS**

(as of January 1, 2025)



more dairy farms than  
any other state



32.1

**BILLION**

pounds of milk  
produced  
annually

1,270,000

**COWS**

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



**2ND NATIONALLY**  
in milk production

**1<sup>ST</sup> NATIONALLY**  
in cheese  
production



**\$52.8 BILLION**

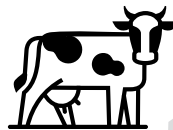
in economic activity to the  
state of Wisconsin



**121K JOBS**

in Wisconsin are dairy farming  
or processing related

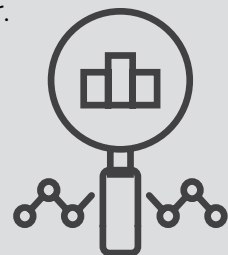
**EVERY**



**IN WISCONSIN GENERATES**

**\$41,500**

in economic activity per year.



**99% DAIRY FARMS**  
in Wisconsin are family owned

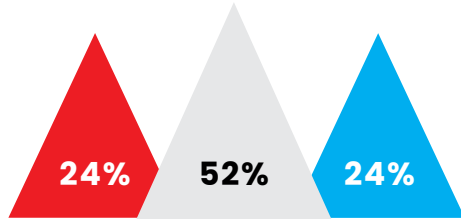


# DAIRY INNOVATION HUB

## 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 \$52.8 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

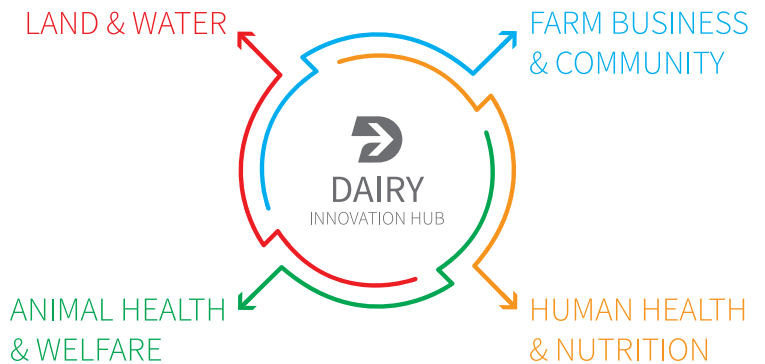
Grow dairy consumption through education, access, healthcare, new products and innovations

### 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



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