

2025 Executive Summary

Highlights from July 1, 2024 - June 30, 2025



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.

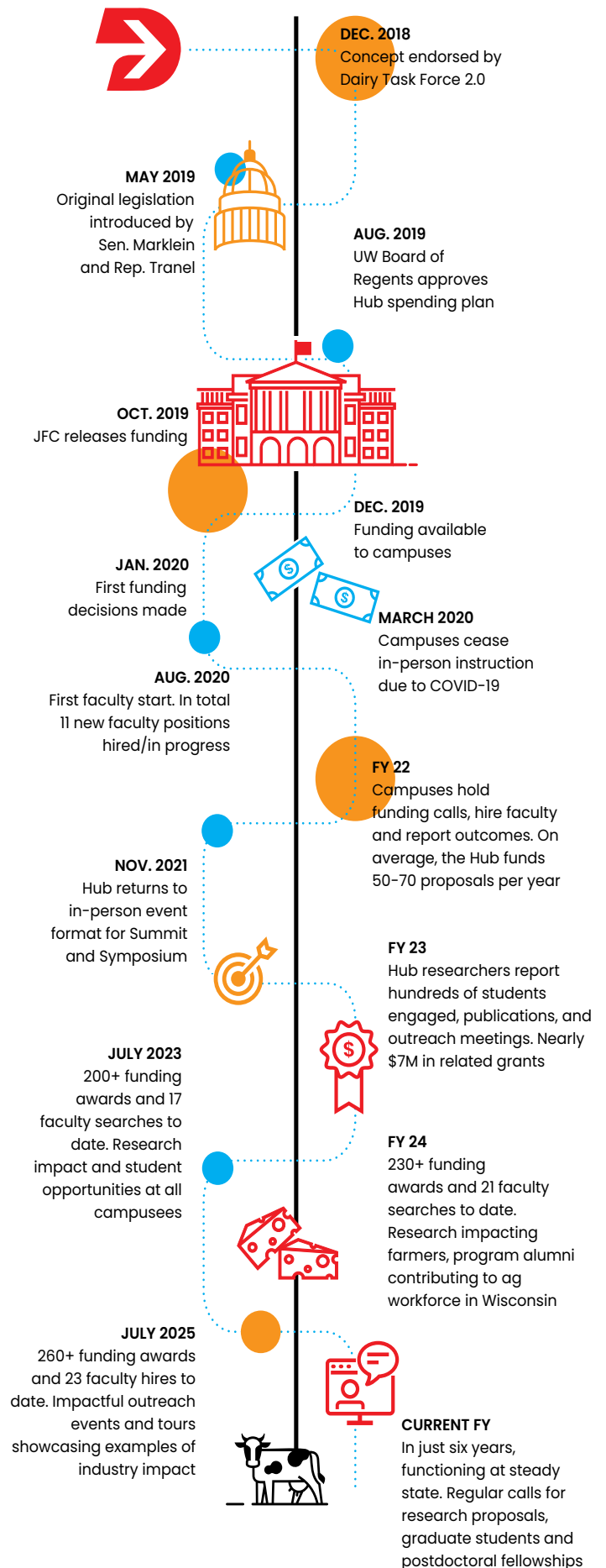
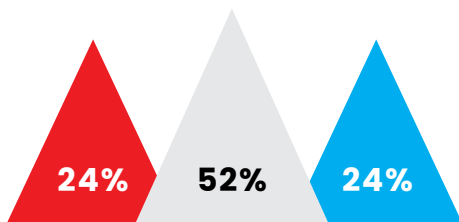
The concept was brought to the State's special Dairy Taskforce 2.0 in December of 2018 and was followed by introduction of legislation by Senator Howard Marklein and Representative Travis Tranel in May 2019. The following months included approval of a spending plan set to guide the Hub's efforts and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

In six years, the Hub has created mechanisms to manage the investment, funded more than 260 proposals, and managed 23 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 \$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.

STATE INVESTMENT

\$7.8M
PER YEAR



ACCOMPLISHMENTS



More than **260+**

PROJECTS FUNDED
across 3 campuses
and 4 priority areas
since 2020

23

Total

**FACULTY
SEARCHES**

attracting top
talent to Wisconsin



\$3.7M

**LEVERAGED
GRANT FUNDS
FROM FY 25**



220

**JOURNAL ARTICLES,
ABSTRACTS, OR POSTERS**
accepted or published
in FY 25



310

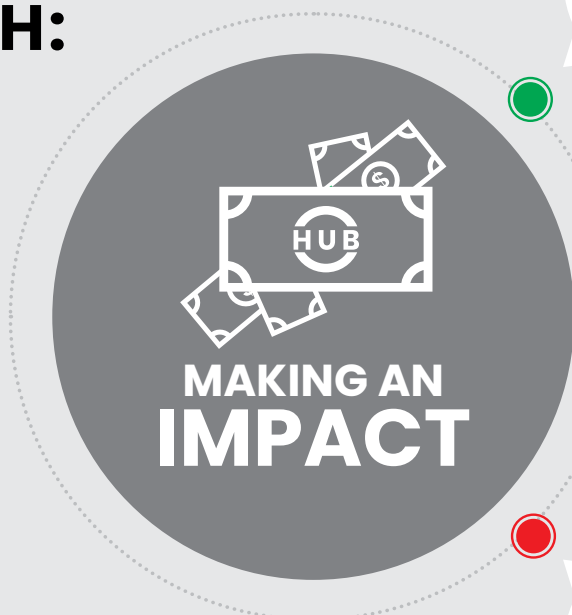
STUDENTS
and trainees
engaged in FY 25
Hub research &
infrastructure



214

PRESENTATIONS
to live audiences
in FY 25

HUB DOLLARS IMPACT WISCONSIN DAIRY THROUGH:



BUILDING
RESEARCH CAPACITY



ENGAGING IN
**OUTREACH &
INSTRUCTION**



INNOVATIVE
RESEARCH



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

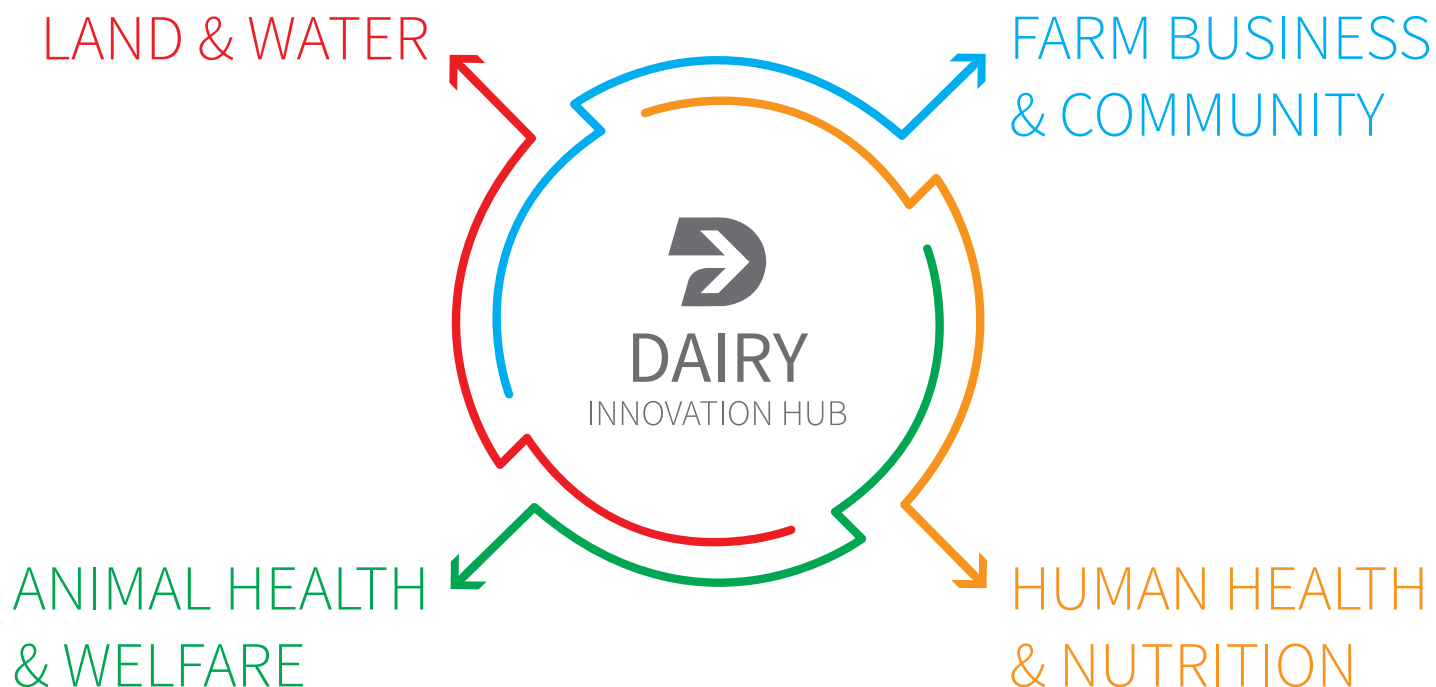
Limit risk of food-borne illnesses; reduce obesity & preventable health problems; create lactose-intolerant & allergy-free alternatives; improve the nutritional value of milk & meat; minimize pathogen risks in soil & water; and design packaging for convenience & shelf life

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



FOR MORE INFORMATION:

Dairy Innovation Hub

1675 Observatory Drive
Madison, WI 53706-1205
dairyinnovationhub.wisc.edu



Scan QR code to
access the fully
searchable "Project
Showcase" database
with information on
all 260+ Hub-funded
awards to date!