

WISCONSIN DAIRY STATS

5,200
DAIRY FARMS
(as of Sept. 1, 2025)



more dairy farms than
any other state



32.3
BILLION
pounds of milk
produced
annually

1,270,000
COWS

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



2ND NATIONALLY
in milk production

1ST NATIONALLY
in cheese
production

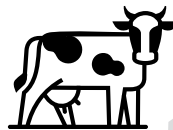


\$52.8 BILLION
in economic activity to the
state of Wisconsin



121K JOBS
in Wisconsin are dairy farming
or processing related

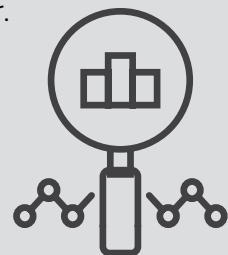
EVERY



IN WISCONSIN GENERATES

\$41,500

in economic activity per year.



99% DAIRY FARMS
in Wisconsin are family owned

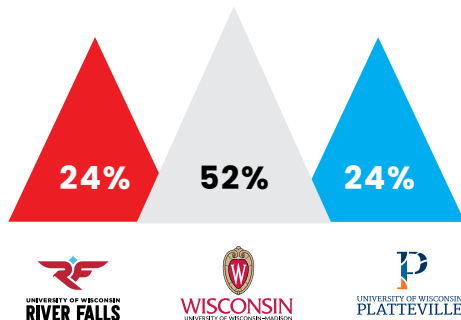
Sources: USDA NASS and Contribution of Agriculture to the Wisconsin Economy:
An update for 2022 by Steven Deller & Jeffrey Hadacheck UW-Madison.



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

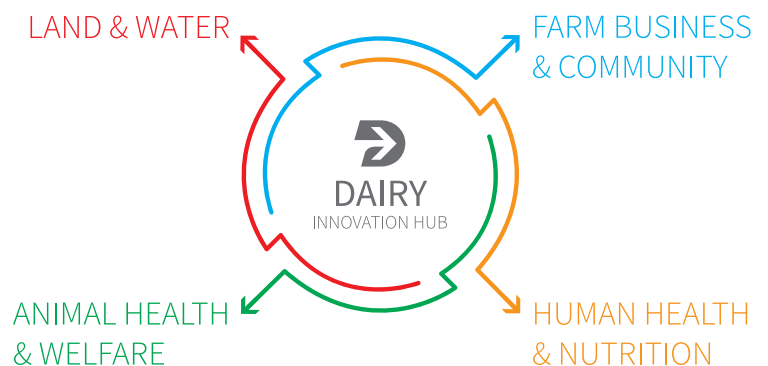
Grow dairy consumption through education, access, healthcare, new products and innovations

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!