WISCONSIN DAIRY STATS

4,944
DAIRY FARMS
(as of Oct. 1, 2026)



more dairy farms than any other state



33
BILLION
pounds of milk produced annually

1,273,000
COWS
(That's almost half as many cows as 1950!)

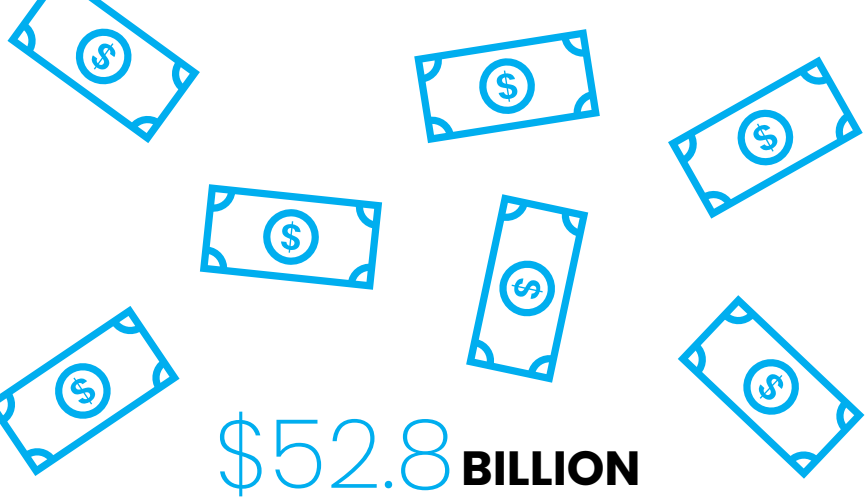




2ND NATIONALLY
in milk production

1ST NATIONALLY
in cheese production



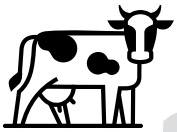


$52.8 **BILLION**
in economic activity to the state of Wisconsin



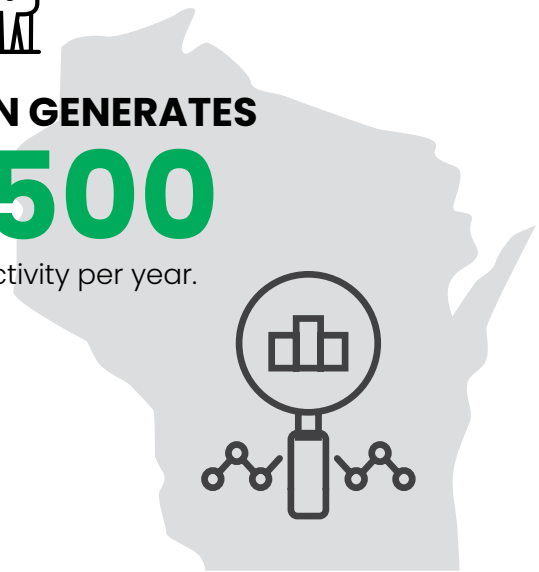
121K **JOBS**
in Wisconsin are dairy farming or processing related

EVERY



IN WISCONSIN GENERATES

$41,500
in economic activity per year.





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

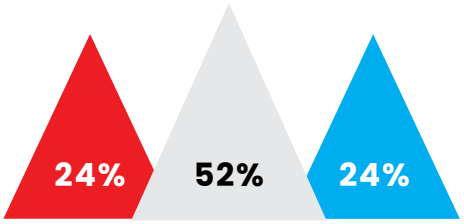
Sources: USDA NASS and Contribution of Agriculture to the Wisconsin Economy: An update for 2022 by Steven Deller & Jeffrey Hadachek UW-Madison.

DAIRY INNOVATION HUB

STATE INVESTMENT

$7.8M

PER YEAR



UNIVERSITY OF WISCONSIN RIVER FALLS · WISCONSIN UNIVERSITY OF WISCONSIN–MADISON · UNIVERSITY OF WISCONSIN PLATTEVILLE

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.

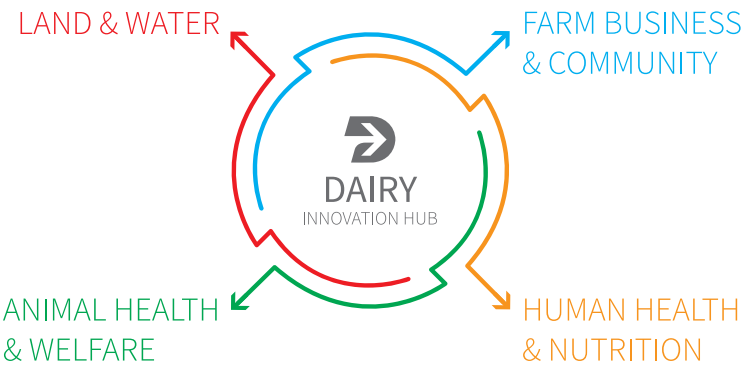
HUB DOLLARS IMPACT WISCONSIN DAIRY THROUGH:

- 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!