



DATCP Asks Dairy Producers to Return Survey this June

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has mailed the 2024 Wisconsin Dairy Producer Survey to all licensed dairy producers in the state. The department asks dairy producers to return the survey by June 30, 2024.

The 2024 Wisconsin Dairy Producer Survey includes about 30 questions related to various topics including marketing, conservation practices, business structure, labor, and succession planning. Survey responses will provide insight into industry investments, challenges, and opportunities.

“We understand you have many commitments as a dairy producer, and we appreciate your time to complete this survey,” said DATCP Secretary Randy Romanski. “Wisconsin will continue to be America’s Dairyland for years to come, and your responses are important to shape the future of our state’s dairy industry.”

The Wisconsin Dairy Producer Survey was last completed in 2020, and DATCP recognizes the industry has continued to evolve since that time. The survey submissions will help DATCP assess the current state of the industry and consider what resources will be most beneficial to dairy producers going forward.

Dairy producers can complete the survey by returning the printed version using the postmarked return envelope included in the mailing. New in 2024, dairy producers can choose to complete the survey online by utilizing the QR code at the top right corner of page one of the printed survey.

All survey responses will remain confidential and be summarized and released only in aggregate. The dairy producer survey summary will be finalized and shared later this year on the DATCP website.

For questions or additional information about the survey, contact DATCP’s Farm Center at (800) 942-2474 or by email at farmcenter@wisconsin.gov.

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