

WHEN DAIRY IS STRONG, WISCONSIN IS STRONG

We Need Bold New Discoveries to Meet Tomorrow's Challenges

Optimism, innovation and progressive research initiatives transformed the mining-dependent Badger State into America's Dairyland. A rededication to discovery and education is vital now to support the state's dairy industry, our rural communities, and an economic base that benefits all Wisconsinites.

WE ALL DEPEND ON WISCONSIN DAIRY

Wisconsin's dairy industry brings over \$82,500 into our state every minute. Our 240 cheesemakers alone make more than a quarter of the nation's cheese. Wisconsin's dairy farms, cheese companies, fluid milk processors, cheese marketers and packaging companies – along with feed mills, equipment manufacturers and technicians, veterinarians, construction companies, genetics companies, milk haulers, software companies – make up one of the most valuable dairy infrastructures in the world.

On a local level, family dairy farms are an economic engine driving our state's rural communities. The loss of their social and economic productivity creates gradual, insidious repercussions. As seasons go by, school systems are consolidated, businesses shut down, once-vibrant towns become empty and quiet.

Wisconsin's prosperity is directly tied to the health of the dairy industry and its \$43 billion dollar annual revenue.

When Wisconsin's dairies thrive, the whole state benefits; our prosperity is directly tied to the health of the dairy industry and its \$43 billion dollar annual revenue. Our economy is fueled by sustainable dairy, and the engine that fuels the sustainability of dairy is research.

RESEARCH: THE CRUCIAL CATALYST FOR CHANGE

Wisconsin wasn't always the Dairy State. It was known for its forests, its lead mines, its wheat fields. Among the people who remade this state's economy and created an economic powerhouse were the state's 16th Governor and a University of Wisconsin scientist.

Governor William D. Hoard used his weekly magazine, *Hoard's Dairyman*, to challenge dairy's status quo, to motivate research and innovation, and to advance the dairy industry. Heading the Agricultural Chemistry Department of UW's Agricultural Experiment Station, Stephen Babcock pioneered methods that made Wisconsin America's number one cheese producer. Both men promoted science-based innovation that transformed the dairy industry.

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AN URGENT NEED FOR RESEARCH AND INNOVATION

A vibrant research effort is the edge Wisconsin dairy needs to stay one step ahead in the global dairy marketplace. To maintain a sustainable competitive advantage, our state must consistently attract the best talent and consistently be the first to adopt new innovations.

Fresh thinking and innovative ideas from the University of Wisconsin are what made us the Dairy State. Sustaining Wisconsin's dairy industry requires a rededication to that history of innovation. It will demand collaboration between farmers, processors, industry, environmentalists and other stakeholders. We need science-based solutions from world-class researchers.

An investment of less than 0.02 percent of dairy's \$43 billion contribution to Wisconsin's economy will have far-reaching impact.

The state's help is essential. In the 1970s about 45 cents of every dollar in UW-Madison's budget came from the state. Today that figure hovers around 13 cents. Right now, an investment of less than 0.02 percent of dairy's 43 billion dollar contribution to Wisconsin's economy will reestablish the University of Wisconsin as the **Dairy Innovation Hub**.

This reinvestment in people will enable research to generate much-needed new discoveries. It will train current and future industry leaders, who will help transfer the new knowledge to our farms, dairy processing plants, watersheds and more. It will build a world-class team of collaborators best positioned to provide interdisciplinary solutions to the complex challenges we face.

KEEP "AMERICA'S DAIRYLAND" MORE THAN A LICENSE PLATE SLOGAN

We've seen an electronics firm ask for \$4 billion in public money to locate in Wisconsin, and a paper company demand \$100 million in public funds to remain here. Dairy is already here, its promises kept, its value proven. And it seems obvious that some of the same forces – leadership, research and education – that built Wisconsin's dairy industry can be the keys to rebuilding its strength.

Our dairy industry has an economic and social impact that's too important to neglect. We believe strongly that Wisconsin needs to reinvest now in its dairy industry by establishing the **Dairy Innovation Hub** to drive much-needed innovation. The results will benefit everyone in Wisconsin.

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It is important that we act without delay. We have in-depth planning in place and a detailed explanation of what the **Dairy Innovation Hub** will mean for Wisconsin. We are eager to share our thinking with you and everyone with a stake in our state's future.