Welcome to Wisconsin
America’s Dairyland
There is no other land where the dairy industry is more vital, supported and understood.

Welcome to Wisconsin

- Best natural conditions
- Top dairy markets
- Strong service networks
- Supportive government
- High quality of life

Wisconsin is home to more than 1.27 million dairy cows and a growing segment of dairy goats and sheep. Dairy production is by far the largest agricultural sector in the state, generating $26.5 billion annually for Wisconsin’s economy.
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**Best Natural Conditions**

Known for its picturesque landscape, Wisconsin is 54,157 square miles of land area. About 15 million acres are dedicated to agriculture.

Rainfall (31 inches per year) and temperature (averaging 64°F in June and 19°F in December) provide a climate perfectly tailored to animal feed production and cow comfort. Wisconsin is a world-class setting for high-producing dairy operations.

The soil and gently rolling landscape are ideal for dairy crops and grazing. The ability to cultivate feed and the extensive use of silage gives Wisconsin one of the lowest feed costs in the nation.

Water sources are also abundant and accessible. Acreage and tax costs are reasonable. Wisconsin is the place to dairy.
Wisconsin has many outlets for fresh, farm milk including about 1,200 licensed cheesemakers and 411 licensed dairy plants. These facilities produce cheese and other dairy products. Wisconsin’s dairy business climate is incredibly strong, with an infrastructure unmatched world-wide.

State milk production, in excess of 26 billion pounds, is second in the United States and 13 percent of the nation’s milk supply. Wisconsin’s world-renowned cheese industry uses more than 90 percent of Wisconsin’s fresh milk, producing more than 2.6 billion pounds of cheese. Wisconsin has been the nation’s top cheese state for over 100 years. Additionally, the state leads in the production of specialty cheese yielding a quarter of the specialty cheese in the United States.

Wisconsin milk is crafted into over 600 different varieties, types and styles of cheese and state cheesemakers have earned more competitive awards than any other state. And the cheese industry is seeking more fresh, local milk. This demand for milk will continue to grow as dairy processing facilities build sales and expand production capabilities.

Wisconsin’s mailbox milk prices (reported monthly by USDA) consistently exceed mailbox prices in Western and Southwestern states. Plus Wisconsin meets or exceeds the mailbox milk prices throughout the Midwest. Solid competition for milk, a constant demand for more milk and premiums for high quality, high solids milk make Wisconsin a reliable market to invest in modern dairy production.
Strong Service Networks

No other state offers the concentration of dairy resources and support that you find available in Wisconsin. Wisconsin’s dairy industry is known throughout the world, in part, due to the vast resources and services available to dairy operators. Over generations, Wisconsin has developed a world-class infrastructure of service, equipment, knowledge and technology, highlighted by people passionate about the future of dairy farming.

Wisconsin’s approximately 11,000 dairy producers excel in milk quality and efficient production. They’re joined by a team of veterinarians, nutritionists, educators, extension specialists, milk quality experts, equipment technicians and expert agriculture lenders all based in Wisconsin. Wisconsin is the leader in replacement heifers, breeding expertise, milk quality programs, organic milk production and grazing know-how.

Many commercial dairy suppliers call Wisconsin home, including real estate sources specializing in agricultural property, dairy facility design professionals and construction specialists, custom calf and heifer raising business, dairy equipment dealers, agricultural lenders and financial consultants, professional milk hauling services, dairy feed dealers and dairy veterinarians.

Wisconsin offers strong dairy education and research opportunities, including agriculture programs at University of Wisconsin colleges and universities, University Extension professionals, the University of Wisconsin Center for Dairy Profitability, Wisconsin Center for Dairy Research, the School for Beginning Dairy & Livestock Farmers, the Center for Dairy Farm Safety and state technical colleges. These opportunities for higher agricultural education also offer discovery farms that provide hands-on farm environmental research and degrees in farm business and dairy herd management.
Wisconsin local and state governments respect and support the Wisconsin dairy industry, investing in producers at the production level, processors in the supply chain and the infrastructure as a whole.

The Wisconsin Department of Agriculture, Trade and Consumer Protection provides technical assistance and resources to dairy producers looking to improve production and increase profitability.

Legislation creating statewide livestock siting standards has created reasoned, scientific guidelines for decisions regarding livestock business openings or expansions. The standards maintain Wisconsin’s tradition of local control while creating a more predictable business climate for livestock producers. Innovative producer security laws give added financial security for producers of milk, grain and vegetables in the event of a contractor default.

In recent years, Wisconsin legislators approved state tax investment tax credits for both processors and producers. Dairy processors, cooperative and private, may access state tax credits that provide $700,000 annually for construction and improvements. Wisconsin dairy producers have enjoyed a dairy investment tax credit since 2004. This tax credit has allowed Wisconsin dairy farmers to make on-farm reinvestments such as milking parlors, barns and feed storage structures to modernize dairy operations.

Supportive government and a motivated infrastructure have spurred rising milk production, increasing cow numbers and expanded cheese development in America’s Dairyland.
Wisconsin's future is linked to our dairy industry. With approximately 11,000 family-owned dairy farms, hundreds of feed and supply companies, 1.27 million dairy cows, about 1,200 cheesemakers and 411 licensed dairy plants; Wisconsin's dairy industry is a cornerstone of the state's economy.

In Wisconsin, dairying is a way of life. From the words 'America’s Dairyland' on our vehicle license plates to the foam cheese hats on our heads, Wisconsin’s love for dairy runs deep. From processors that know cheese to dairy producers that know cows, and a dairy infrastructure that is second to none, Wisconsin is positioned to serve as the nation’s center of dairy excellence for decades to come.

**A High Quality of Life**

Beyond Wisconsin’s favorable dairy business climate is a state where values, community focus, solid education and recreational opportunities abound for all of its 5.7 million residents. Dairy farm families enjoy Wisconsin’s exceptional quality of life.

The state offers an unparalleled education system. Wisconsin has 26 public colleges and universities, 21 private colleges and 16 technical colleges.

Quality health care is also a stable resource in Wisconsin. Beyond local hospitals and clinics, the state is home to renowned research and care facilities.

Wisconsin has a national reputation as a recreation paradise for hunting, fishing and relaxing. There are 15,000 lakes and world-renowned professional sports teams. Wisconsin has more than 75 county and district fairs and a great state fair.

With its recreational opportunities, a world class University system and a first-rate health care system, Wisconsin provides a unique quality of life with ‘just-the-right’ blend of urban opportunities and rural values. Wisconsin is a perfect place to live and raise a family.

**Wisconsin is America’s Dairyland**

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