



# Direct Link

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## In Wisconsin the Dairy Industry is Doing Much More Than Making Milk

When I came to Wisconsin almost 10 years ago to work on behalf of Wisconsin's dairy farm families, I had a solid understanding of the important role that dairy farms and the milk produced on them played in the economic health of communities all across this state. Over the past decade, however, that role has taken on even greater importance as our industry continues to provide safe, wholesome cheese and dairy products to national consumers while contributing steady economic stability to one of Wisconsin's most important industries – agriculture.

Today, no other state in the country has such an integral, dynamic dairy industry that connects our state's land based resources to our economy and to consumers throughout the U.S. No other state has such a diverse dairy food production system – we are home to nearly 20 percent of the nation's dairy farms and more than 210 cheese and dairy product production plants. And no other state has a 160-year track record of dairy innovation, commitment to quality, and ensuring that our natural resources and our economy remain viable for future generations.

In March, the dairy farm families of Wisconsin and the Wisconsin Milk

Marketing Board (WMMB) launched the latest chapter in a communications program to give state residents a clear understanding of where their cheese and dairy products come from, who makes them, and why our diverse dairy industry is so important to every Wisconsinite.

This effort is an extension of the Dairy Impact Initiative begun in 2001 as an effort to inform consumers about the impact that dairy has on our economy and our lives. This latest communications activity includes statewide television advertising and the on-line Dairy Doing More e-magazine ([www.DairyDoingMore.org](http://www.DairyDoingMore.org)). In addition to showcasing the \$26.5 billion contribution that our dairy business makes to Wisconsin's economy every year, the DairyDoingMore.org e-magazine connects consumers to on-line information resources, including, profiles of dairy farm families from all over the state and monthly feature articles that will give consumers solid information on what's happening on today's dairy farms. We think cons



*Byline: James Robson is the CEO of the Wisconsin Milk Marketing Board.*

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articles that will give consumers solid information on what's happening on today's dairy farms. We think consumers will like what they see. Topics include how we take care of our land and water resources, how Wisconsin leads the nation in on-farm bio-energy production and how farmers are addressing the challenges of farming close to our expanding urban environment.

The e-magazine also connects consumers to dairy news briefs, a photo gallery and streaming videos that highlight many of the ways that dairy farmers are doing more than making milk. To encourage repeat visits to [DairyDoingMore.org](http://DairyDoingMore.org), consumers can view an online calendar of dairy events and activities in their area, register for a monthly sweepstakes drawing and enter their favorite dairy recipe in our recipe contest.

Each of us can play a role in sharing the facts about the value of dairying in Wisconsin so consumers continue to support the products our industry produces and be able to balance the misinformation that special interest groups trade in.

We hope you'll join us in telling the "Dairy Doing More" story. Visit [www.DairyDoingMore.org](http://www.DairyDoingMore.org) often. Pass this e-magazine link on to friends, neighbors, and everyone you know. Become a Dairy Doing More fan on Facebook and follow us on Twitter.

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