

2017 DAIRY DATA

A Review of the Wisconsin Dairy Industry



WISCONSIN MILK
MARKETING BOARD
WISCONSIN DAIRY PRODUCERS

Wisconsin's Dairy Industry

• Number of licensed Wisconsin dairy farms	9,520 dairy farms
• Number of Wisconsin dairy cows	1,279,000 dairy cows
• Average milk production per cow per year in Wisconsin	23,552 lbs. / 2,739 gal.
• Total Wisconsin milk production	30,123,000,000 lbs. / 3,503,000,000 gal.
• Wisconsin milk production (percentage of the U.S. total)	14.2%
• Average number of cows per farm in Wisconsin	134 dairy cows
• Total Wisconsin cheese production	3,167,495,000 lbs.
• Wisconsin cheese production (percentage of the U.S. total)	26.2%
• Total Wisconsin specialty cheese production (2015)	722,101,000 lbs.
• Total Wisconsin cheddar cheese production	677,742,000 lbs.
• Total Wisconsin other American cheese production	300,151,000 lbs.
• Total Wisconsin mozzarella cheese production	1,093,854,000 lbs.
• Total Wisconsin other Italian cheese production	531,563,000 lbs.
• Total Wisconsin dry whey (for human consumption) production	312,387,000 lbs.
• Number of cheese plants in Wisconsin	144 plants
• Number of butter plants in Wisconsin	14 plants
• Number of yogurt plants in Wisconsin	15 plants
• Total Wisconsin plants manufacturing one or more dairy products (2015)	203 plants

All statistics are from 2016 data unless noted otherwise.

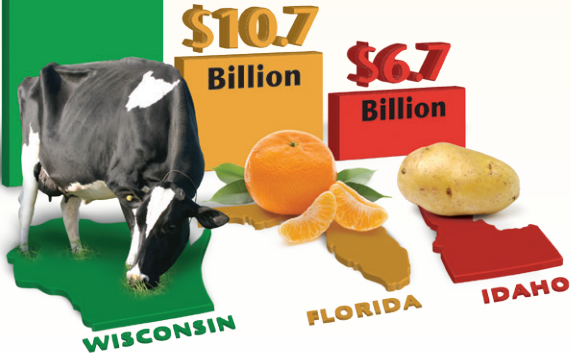
Source: Wisconsin Agricultural Statistics Service (WASS); USDA National Agricultural Statistics Service (NASS); Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP)



Wisconsin's Dairy Economic Impact

\$43.4
Billion

Dairy means more to Wisconsin than citrus to Florida or potatoes to Idaho—contributing \$43.4 billion annually to Wisconsin's economy.¹



96% of Wisconsin Dairy Farms are Family Owned²



Dairy is the Largest Segment of Wisconsin Agriculture³

Total Ag= **\$88.3** Billion



Total Dairy= **\$43.4** Billion

¹Source: University of Wisconsin; Florida Citrus Mutual; University of Idaho
²Source: NASS, 2012 Census of Agriculture
³Source: University of Wisconsin, Department of Agriculture & Applied Economics

A Brief History of Wisconsin Dairy Heritage



Masters Gallery

Pioneering Wisconsin farm wives begin making “kitchen” cheese from milk produced by their herds.

1830s



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The 1850 census records reveal 90% of the state’s population lives on farms and 400,283 pounds of cheese are made in Wisconsin.

1850



WHI1940-cropped

Colby cheese, a soft open textured cheese, is invented in Colby, Wisconsin by John Steinwand.

1885



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Stephen Babcock, an agriculture research chemist, develops the Babcock test, a simple method of measuring the butterfat content of milk. Later, in 1895, Babcock discovers the natural milk enzyme galactase, which aids cheese ripening.

1890



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Wisconsin has 1,500 factories located at rural crossroads where farmers can deliver their daily milk. More than 90 percent of Wisconsin farms raise dairy cows. Cheese production stands at 77,848,600 pounds.

1899



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Wisconsin becomes the first state to grade its cheese for quality. Quality assurance, coupled with Wisconsin’s central location for distribution, enables the industry to continue to grow rapidly. By 1922, more than 2,800 cheese factories exist in the state.

1921



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The number of Wisconsin farms with dairy cows reaches its highest point at 180,695 farms.

1935

1841

Anne Pickett of Lake Mills makes the first official Wisconsin cheese by adding milk from her neighbor’s cows to that of her own small herd.



1877

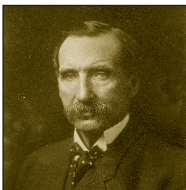
John Jossi, Swiss native from Dodge County, invents a Wisconsin original, brick cheese.



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1888

William D. Hoard, who founded Hoard’s Dairyman, “a journal devoted to dairy farming,” in 1885, is elected as the 16th governor of Wisconsin symbolizing the rise of dairying.



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1890

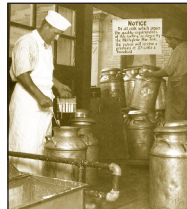
Dairying achieves academic recognition with the establishment of the first dairy school in the nation at the University of Wisconsin-Madison.



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1920s

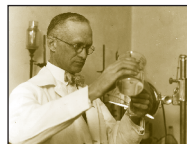
Wisconsin becomes the first state to create rules and regulations for milk and other dairy products ensuring clean milk is entering the marketplace.



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1923

UW-Madison biochemistry professor Harry Steenbock develops a method to increase the vitamin D content in foods like milk, a discovery that would eliminate the crippling childhood bone disease known as rickets.



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Wisconsin Governor Julius P. Heil signs the official proclamation for the state's first observance of June Dairy Month.

1940



World Dairy Expo

The first World Dairy Expo is held in Madison, WI.

1967



The Wisconsin Milk Marketing Board, (WMMB) an organization created by dairy farmers to promote Wisconsin cheese and other dairy products across the nation, is formed.

1983



The Wisconsin Master Cheesemaker program is established. The program remains the only one of its kind in the country.

1994



WMMB brings CowParade, the largest and most successful public art event around the world, to Wisconsin.

2006



Wisconsin dominates the World Championship Cheese Contest and claims the World Champion Cheese title, judged the best cheese in the world.

2016

1939

The legislature adds the phrase "America's Dairyland" to the state's license plates, a title that Wisconsin officially earned in 1930.



1948

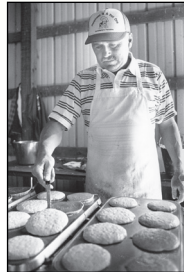
Margaret McGuire becomes the first "Alice in Dairyland," a program established to promote Wisconsin's dairy industry nationwide. Today, Alice remains one of the state's most visible dairy spokespeople.



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1970

The first organized dairy breakfast is held at Craig and Laura Beane's farm in Jefferson County.



WH16841

1988

The "Belle of Wisconsin," a mammoth, 20-ton block of cheddar, begins a yearlong tour of the United States.



2001

WMMB and Wisconsin Dept. of Agriculture provide start-up funding to establish UW Discovery Farms where on-farm and related research help to determine the economic and environmental effects of agricultural practices on a diverse group of Wisconsin farms.



2016

Today, more than 9,500 dairy farms, with 1.28 million cows producing an average of 23,552 pounds of milk per year, continue the reputation for quality milk from Wisconsin.



2017

Wisconsin cheesemakers continue their historic winning streak at the U.S. Championship Cheese Contest, sweeping the top awards and 31 competition classes.

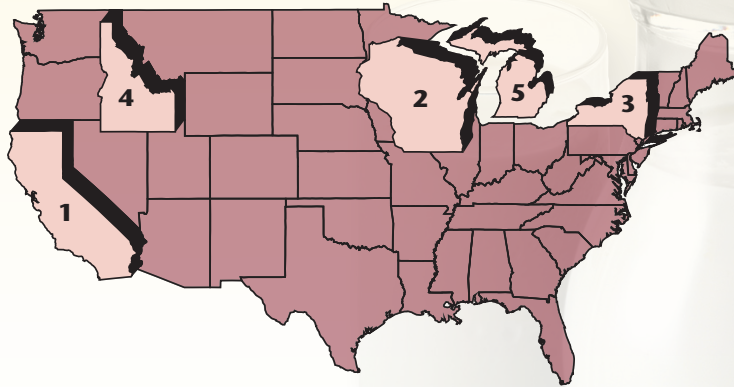


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U.S. & Wisconsin Milk Production

In 2016, Wisconsin milk production topped 30 billion pounds for the first time.

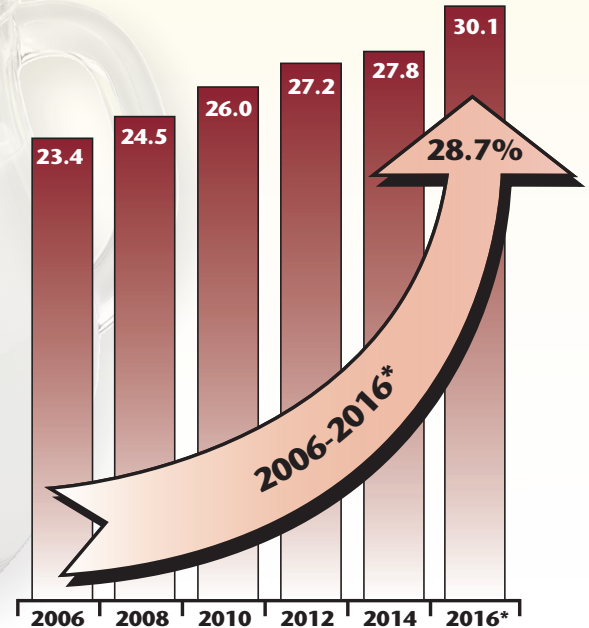
U.S. Milk Production, 2016*
212.436 billion lbs.



- | | |
|---------------|-------------------|
| 1. California | 40.5 billion lbs. |
| 2. Wisconsin | 30.1 billion lbs. |
| 3. New York | 14.8 billion lbs. |
| 4. Idaho | 14.7 billion lbs. |
| 5. Michigan | 10.9 billion lbs. |

*Preliminary.
Source: NASS

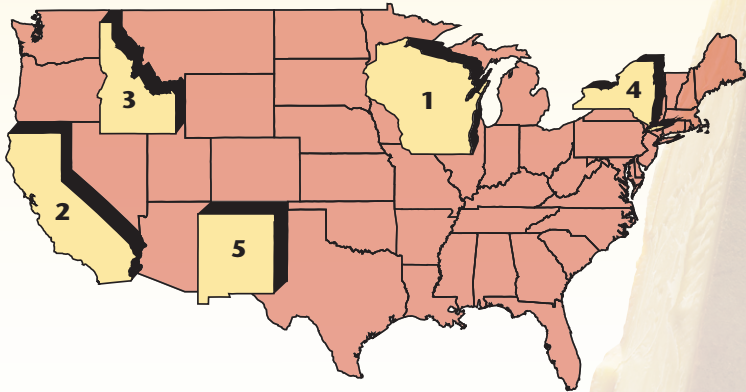
Wisconsin Milk Production, 2016*
30.123 billion lbs.



U.S. & Wisconsin Cheese Production

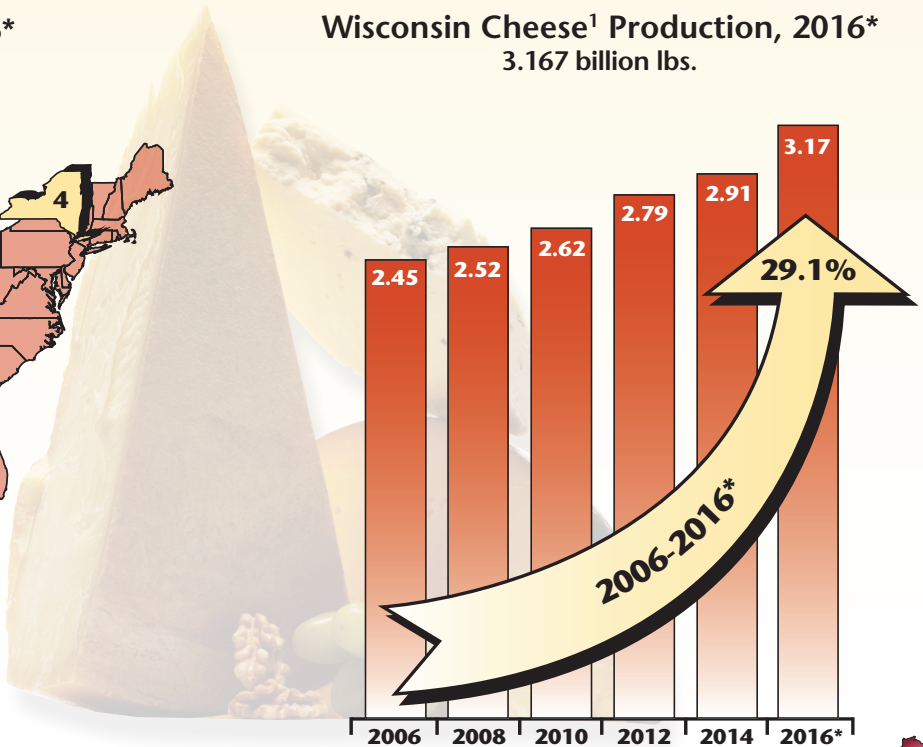
Wisconsin cheese production has set a new record every year since 2002.

U.S. Cheese¹ Production, 2016*
12.076 billion lbs.



- | | |
|---------------|-------------------|
| 1. Wisconsin | 3.17 billion lbs. |
| 2. California | 2.51 billion lbs. |
| 3. Idaho | 0.95 billion lbs. |
| 4. New York | 0.82 billion lbs. |
| 5. New Mexico | 0.77 billion lbs. |

Wisconsin Cheese¹ Production, 2016*
3.167 billion lbs.



*Preliminary.
¹Excludes Cottage Cheese.
Source: NASS

Wisconsin's Dairy Ranking

Wisconsin's Rank Among States in the Dairy Industry, 2015*

Product	Wisconsin Production	% of U.S.	Rank
Total Cheese ¹	3,070,202,000 lbs.	25.4%	1
American Varieties	909,940,000 lbs.	18.7%	1
Cheddar	613,467,000 lbs.	17.4%	1
Italian Varieties	1,537,315,000 lbs.	29.4%	2
Mozzarella	1,051,356,000 lbs.	25.2%	2
Provolone	200,982,000 lbs.	53.2%	1
Parmesan	127,135,000 lbs.	40.6%	1
Romano	29,364,000 lbs.	60.2%	1
Brick and Muenster	64,022,000 lbs.	36.0%	1
Feta	86,751,000 lbs.	77.5%	1
Limburger	481,000 lbs.	100.0%	1
Hispanic	77,197,000 lbs.	29.0%	2
Specialty	722,101,000 lbs.	45.4%	1
Processed Cheese	665,900,000 lbs.	52.6%	1
Dry Whey, Human Food	308,582,000 lbs.	32.7%	1
Milk	29,030,000,000 lbs.	13.5%	2
Milk Cows	1,279,000 cows	13.7%	2

*Preliminary.

¹Excludes Cottage Cheese.

Source: WASS; NASS



World Cheese Production, 2015* 42.225 billion lbs.



United States



Germany



France

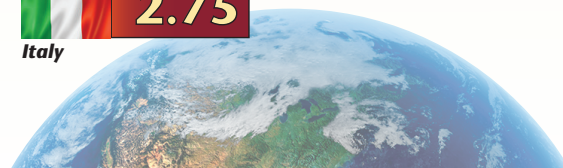


Wisconsin



Italy

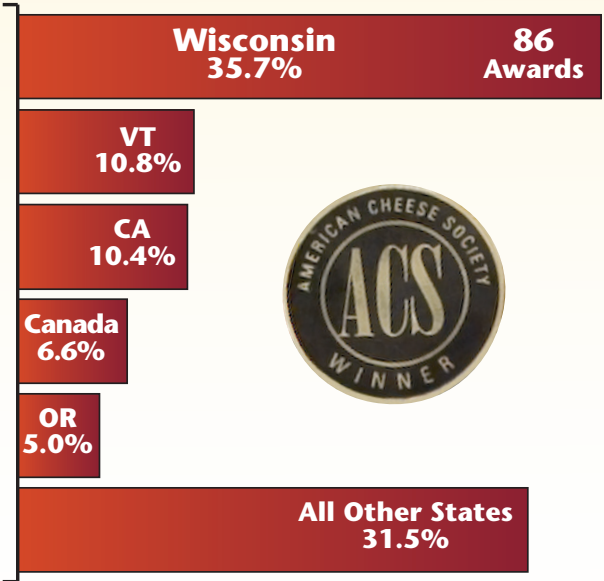
If Wisconsin were a country, it would rank 4th in world cheese production.



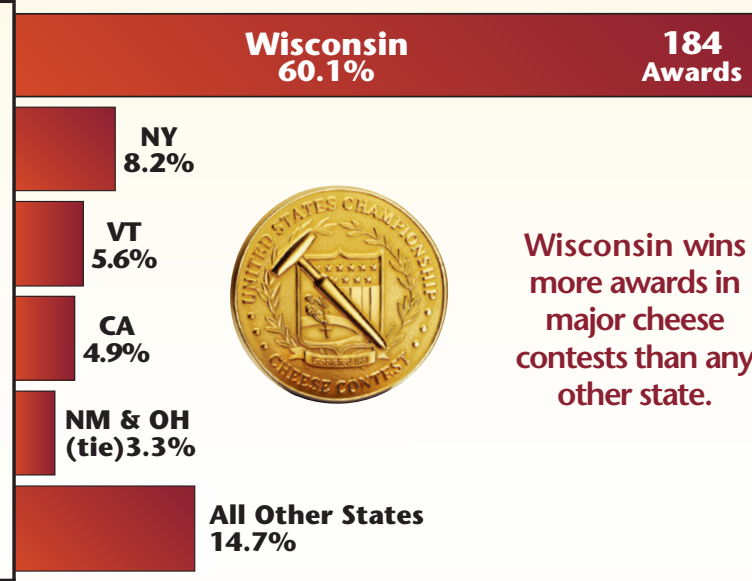
*U.S. total includes WI production.

Source: NASS; EuroStat Online Database; USDA Foreign Agricultural Service, Production, Supply and Distribution Online Database

American Cheese Society Contest, 2016
Percent of 241 Awards Given¹



U.S. Championship Cheese Contest, 2017
Percent of 306 Awards Given²

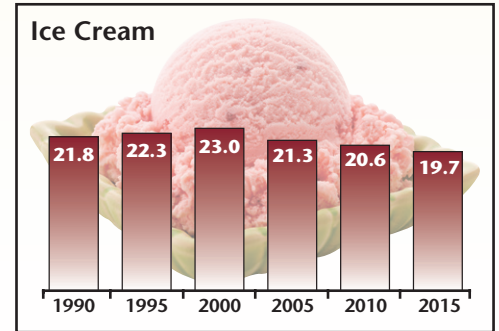
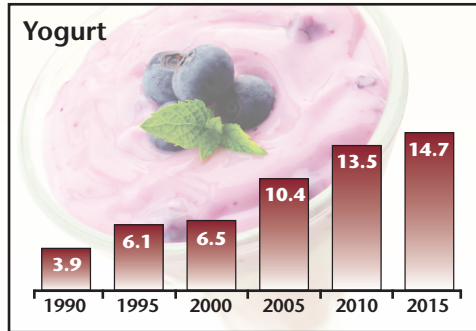
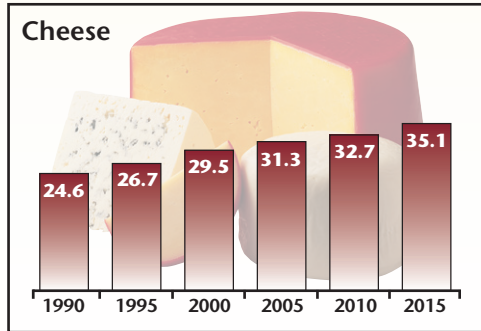
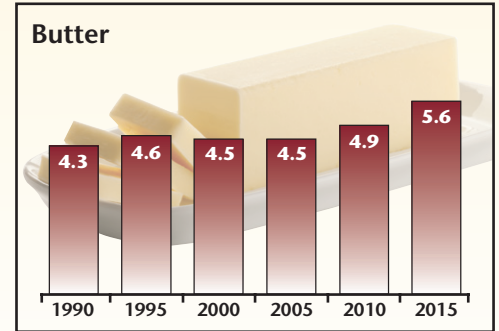
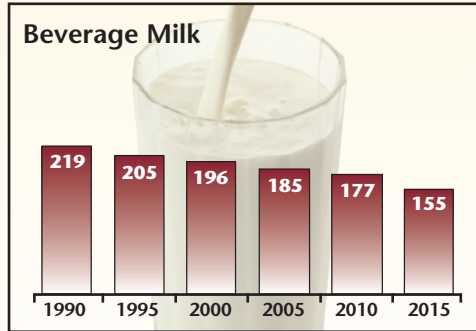
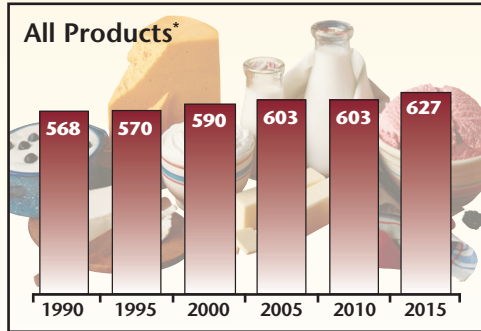


Wisconsin wins more awards in major cheese contests than any other state.

¹Includes only cow's milk or mixed milk (including cow) cheese winners.
²Winners shown for all classes.
Source: American Cheese Society; Wisconsin Cheese Makers Association

U.S. Dairy Product Consumption

Per Capita Consumption of Selected Dairy Products (lbs. of product per person)



*Pounds of milk-equivalent, milk-fat basis.

Source: USDA Economic Research Service (ERS), Food Availability (Per Capita) Data System; ERS, Dairy Data

Dairy's Contribution to the Diet



*The quantity of milk used to produce one pound of each product depends primarily upon the milkfat content of the milk. Therefore, this chart is only an approximation.
Source: USDA

Milk's 9 Essentials*

One serving of milk contains many of the nutrients your body needs, including:

PROTEIN

16%
% Daily Value (DV)

PHOSPHORUS

20%
% Daily Value (DV)

RIBOFLAVIN

35%
% Daily Value (DV)

PANTOTHENIC ACID

20%
% Daily Value (DV)

CALCIUM

25%
% Daily Value (DV)

VITAMIN D

15%
% Daily Value (DV)

VITAMIN A

15%
% Daily Value (DV)

VITAMIN B12

50%
% Daily Value (DV)

NIACIN

10%
% Daily Value (DV)

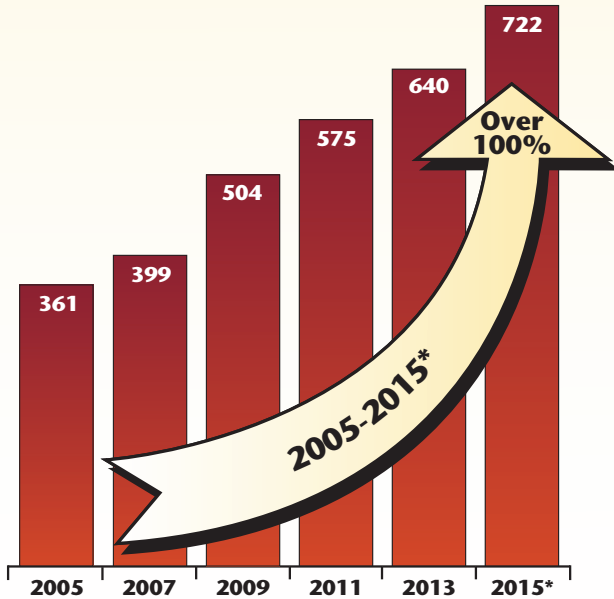
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Source: USDA, Agricultural Research Service, 2016; USDA National Nutrient Database for Standard Reference, Release 28

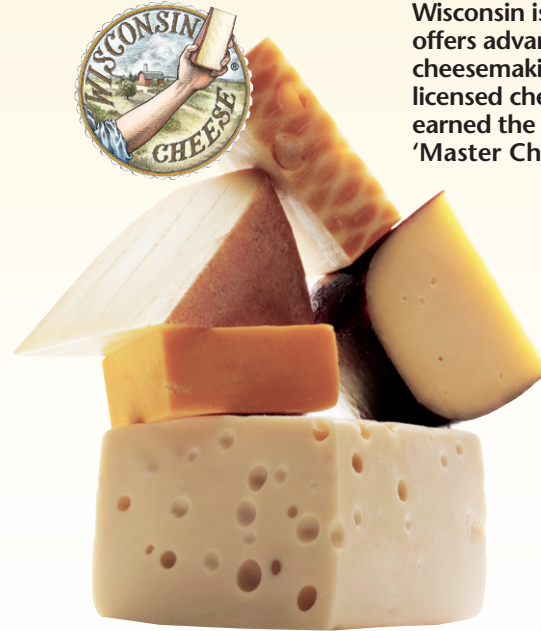
The Impact of Wisconsin Cheese

Specialty cheese accounts for 23.5% of the total cheese production in Wisconsin.

Wisconsin Specialty Cheese Production
(million lbs.)



*Preliminary.
Source: WASS; NASS



Wisconsin is the only state that offers advanced education in cheesemaking. Of the 1,200 licensed cheesemakers, 70 have earned the right to be called 'Master Cheesemakers.'

Wisconsin accounts for 45% of all specialty cheese made in the United States.

About 90% of Wisconsin milk is turned into cheese and about 90% of Wisconsin cheese is sold outside of the state.



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