

## 2024 June Dairy Month Key Messages

**Core Message: June Dairy Month is a special time to discover, taste, and celebrate the living legacy of Wisconsin Dairy.**

### Key Messages with Supporting Points:

- **Discover** how Wisconsin dairy farmers have dedicated their lives to feeding communities across the state, country, and globe.
  - Dairy farming is key to Wisconsin's communities and economy. Our farmers care for their animals, land, and water with a tradition of stewardship and dedication. Across Wisconsin, farms have been shaped by the hard work of previous generations, and today's farmers strive to leave it even better for the next generation. Learn how Wisconsin dairy farmers live this heritage and serve it to the world.
  - 95% of Wisconsin dairy farms are family-owned.
  - The U.S. dairy community is committed to achieving greenhouse gas neutrality and optimizing water use by 2050. They plan to do so by optimizing the utilization of manure and nutrients while also maximizing and recycling in order to improve water quality.
  - Our family farms use innovative farm practices, allowing us to deliver the highest quality milk that makes Wisconsin home to the best dairy products, leading farms, and a cutting-edge dairy industry that defines America's Dairyland.
  - Wisconsin has over 28 dairy-farmer led watershed groups that work hard to protect thousands of acres of land and water for future generations.
  
- **Taste** the finest Wisconsin dairy products in creameries, ice cream specialty shops, or grocery stores across the state. You can also visit Dairy Breakfast on the Farm to learn more about Wisconsin's dairy heritage.
  - Fresh milk, chocolate milk, ice cream, cheese, delicious recipes, and nutrient-rich dairy foods are all the proof your taste buds need.
  - Wisconsin Cheese can be found in 99% of grocery stores across the country – just look for the Proudly Wisconsin Cheese® badge at your local grocery store to know you're supporting family farms like mine.
  - Visit [WisconsinCheese.com](https://WisconsinCheese.com) for entertaining ideas and pairing inspiration.
  
- **Celebrate** that Wisconsin has always been a leader in dairy, setting the standard for milk quality, conservation, sustainability, animal care, and farmer leadership. Support Wisconsin farmers with your purchase and share your favorite Wisconsin dairy products with family and friends.
  - Wisconsin crafts half of the nation's specialty cheese.
  - Wisconsin dairy provides \$45.6 billion to Wisconsin's economy – more than the combined value of Florida citrus and Idaho potatoes.
  - Wisconsin dairy provides 157,000 jobs.
  - Wisconsin dairy farms help fuel the state's economy at the rate of more than \$86,000 per minute.

### History of National Dairy Month

National Dairy Month is an annual tradition developed to celebrate the dairy community and its contributions to the local and state communities. In Wisconsin, we celebrate National Dairy Month like nowhere else.

- National Dairy Month started as National Milk Month in 1937 to promote drinking milk. It was initially created to stabilize the dairy demand when production was at a surplus but has now developed into an annual tradition that celebrates the contributions the dairy community continues to make to the world.
- In 1939, National Dairy Month became the official title of the promotion and focused on greater use of milk and other dairy products.
- National Dairy Month is a great way to celebrate summer with nutrient-rich dairy foods. From calcium to potassium, dairy products like milk contain thirteen essential nutrients that may help to better manage your weight, reduce your risk for high blood pressure, osteoporosis, and certain cancers. Whether it's protein to help build and repair the muscle tissue of active bodies or vitamin A to help maintain healthy skin, dairy products are a natural nutrient powerhouse. Celebrate June Dairy Month and support Wisconsin's dairy industry.