

**Dairy Farmers of Wisconsin
June Dairy Month
Press Kit Copy
2024**

Headline: June is National Dairy Month

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Body Copy:

June is National [Dairy Month](#), a special time to discover, taste and celebrate the living legacy of Wisconsin dairy. Help celebrate June Dairy Month and tell the story of the dedicated dairy farmers who have a major impact on their communities, by providing \$45.6 billion to Wisconsin's economy. Farmers work to create nutrient-rich dairy products and care for land that will be passed on to future generations. This press kit provides all the information you need to tell the story about Wisconsin dairy in June and beyond.

For more information or to talk with a dairy farmer, contact Liz Fitzsimmons at 608.203.7280/lfitzsimmons@wisconsinmilk.org.

Headline: Discover, Taste, and Celebrate America's Dairyland in June

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Headline: June Dairy Month Breakfasts and Events

Subhead: Get on the Farm

Local dairy breakfasts and events have been a summertime centerpiece of Wisconsin dairy communities and culture since the first June Dairy Month in 1937. They are a great way for the whole family to support Wisconsin dairy while celebrating the farms and the dedicated families that keep them running. Enjoy a delicious, wholesome breakfast with family and friends at an event near you.

Headline: Use your "why" to pave the "whey"

Subhead: Story ideas

Body copy:

Wisconsin dairy farmers dedicate their lives to delivering high-quality and sustainably made products for communities around the globe. Dairy farmers are the heart of America's Dairyland as they constantly innovate to deliver delicious nutrient-rich milk to consumers and those who turn it into artisan cheese, yogurt, and ice cream. Today's Wisconsin dairy farmers treasure their

connection to the land and animals in their care and strive to preserve that heritage for the next generation. See how these Wisconsin dairy farmers continue to create legacies not just for themselves but for their state and communities. No matter their “why”, from sustainability, to animal care, to family history on the farm, every dairy farmer has a unique story that they use to pave the “whey” for a long-lasting legacy.

Dairy Sustainability

Wisconsin dairy farmers have always been leaders in sustainability. They serve as stewards of the land, practicing tried-and-true as well as innovative methods to protect and care for the legacy entrusted to them. From the tradition of the judicious use of animal waste on fields and water reclamation to modern practices such as no-till crop farming and methane digesters that create green energy, Wisconsin dairy farmers lead within their own communities to protect the places they love.

Family Legacy

Like values, beliefs, and traditions, a dairy farm passed down through generations is a mark of a family’s love and commitment. Because more than 95% of dairy farms in Wisconsin today are family-owned, these farmers are committed to incorporating science, technology, and innovative practices that preserve their heritage for the next generation and create a greener planet for the future.

Modern Farmers

Dairy farming doesn’t have just one look. Now more than ever, Wisconsin dairy farmers represent everyone in our state, including women and minorities, who take on roles from ownership to stewardship. The future of dairy farming is as bright as ever.

Animal Care

Just like they care for their families and communities, Wisconsin dairy farmers are passionate about caring for their herds. Dairy farmers in Wisconsin lead the way in moving animal care forward – from new technology to partnering with world-renowned institutions for research, the love for their animals that inspires animal care advancements on farms nationwide.

Headline: Dairy Sustainability

Wisconsin dairy farmers constantly work to protect the land they know and love. By 2050, goals set by the dairy community aim to achieve greenhouse gas neutrality, optimize water usage, and improve water quality by optimizing use of manure and nutrients. Wisconsin dairy farmers plan to help set the stage to meet these goals.

On the community level, dairy farmers serve as leaders, educating both their communities and other dairy farmers on new, innovative practices to protect the land. In Wisconsin, there are over 28 dairy farmer-led watershed groups that work tirelessly to protect thousands of acres of land and water.

Subhead: Farmer Stories

Want to talk with one of these or another industry-leading dairy farmer in your coverage area to learn more about their sustainability achievements? Contact Liz Fitzsimmons at 608-203-7280 / lfitzsimmons@wisconsindairy.org.

Athens, Wis. – Miltrim Farms

Conservation for generations – that’s how David Trimner views environmental sustainability. David grew up on the farm, and in 2016 started his full-time career as a dairy farmer. Just as his family had done for him, David prioritizes being a steward of the land so that others can enjoy it for years to come. At Miltrim Farms, this doesn’t just manifest itself in cover crops and no-till farming. David is most proud of his farm’s commitment to water conservation and biodiversity that feeds into their sustainability efforts. Miltrim Farms ensures that in each season, there’s a crop in place to help prevent soil erosion – and from alfalfa to plantains, they have some of the most robust crop biodiversity in Wisconsin, if not the nation. Their efforts to recycle rainwater, prevent soil erosion and runoff, and help combat surface water problems have earned Miltrim Farms a Clear Water Farm certification – the first farm in North America to earn the accolade.

Headline: Family Legacy and Next Generation

Subhead: Farmer Stories

Want to talk with one of these or another industry-leading dairy farmer in your coverage area to learn more about their family legacy? Contact Liz Fitzsimmons at 608-203-7280 / lfitzsimmons@wisconsindairy.org.

Fond du Lac, Wis. – Abel Dairy

A passion for people: That’s what drives Steve Abel of sixth-generation Abel Dairy. With a mindset of “we, not me,” Steve and family constantly evaluate how they can leave a positive impact on those around them. Ask Steve what he’s proudest of on the farm, and it’s not an award or one of the accolades he’s earned – it’s how his family has touched generations of community members. Steve has been involved with the dairy farm his entire life and farmed at a nearby location until combining the farm with his father’s dairy. Now, he’s working to welcome the seventh generation into the farm. In 2008, Abel Dairy expanded, and as a result added a methane digester and renewable gas facility to ensure the longevity of the land for generations to come. Yet, Steve is proudest of the fact that every time someone on his team gets married, starts a family, or has an accomplishment, no matter the size, Steve knows that his family is helping to leave a lasting impact on their lives. Abel Dairy’s story is a shining testament to how dairy families constantly work hard to serve those around them, from their families to their team members, to the land that they call home.

Headline: A New Face of Farming

Subhead: Farmer Stories

From technology to soil conservation, modern dairy farming has a different look. The same is true of the modern dairy farmer. Once considered a man’s job, more women are taking on a variety of leading roles, from herdsperson to butter maker to farm owner. The dairy industry doesn’t have one look or feel—that’s the beauty of Wisconsin dairy!

Ettrick, Wis. – Wegnerlann Dairy

Multidimensional. It's how Annaliese Wegner of Wegnerlann Farms would describe the role of women on the farm. Annaliese got her start in farming growing up on a fifth-generation dairy farm. Now, she farms at her husband's third-generation farm. Annaliese is a mom, a dairy farmer, a connector, and the list doesn't end there – years later, she's working to inspire women on and off the farm to embrace the multifaceted roles that they take on in their lives. After working for a company selling skincare to try and connect with other rural women, Annaliese started her blog, Modern Day Farm Chick, to help bridge the gap between farm and table and allow consumers to truly get to know their farmers. Eleven years later, women across the nation, both on and off the farm, look to Modern Day Farm Chick for a source of connection. Annaliese's story is one that showcases the value of women on the farm and the roles they play, from mom to calf manager. Annaliese hopes to inspire other women to connect and show up as their authentic, multidimensional selves.

Want to talk with one of these or another industry-leading dairy farmer in your coverage area to learn more about their contributions to farming? Contact Liz Fitzsimmons at 608-203-7280 / lfitzsimmons@wisconsindairy.org.

Headline: Animal care

Subhead: Farmer Stories

From herd monitoring devices to participating in research studies that benefit other farms, Wisconsin's dairy farmers are leading the way in animal care practices – not just for themselves, but for the industry as a whole. Wisconsin dairy farmers are passionate about maintaining top-notch animal care standards to ensure their animals are comfortable.

DeForest, Wis. – Blue Star Dairy

Sherri Meinholz has always loved animals. Growing up on her family's farm, she knew she wanted to pursue a career in animal wellness, so she worked as a veterinary technician for 10 years until coming back to a dairy career at Blue Star Dairy. As Sherri has grown up, and grown into different roles, so has herd health technology. At Blue Star Dairy, cows wear monitors that capture activity and record milk production data. There are also monitors that help provide insight into how their bodies work internally. The dairy team receives reports on herd health daily, allowing them to provide the best care possible for their cows. In the calf barn, calves receive lung screenings to detect respiratory illnesses before they start showing symptoms. Blue Star Dairy also partners with the UW-Madison School of Veterinary Medicine for studies and research, ensuring that animal care can move forward not just for their herd, but for everyone's. More than anything else, the team at Blue Star Dairy prides themselves on truly knowing their cows, from personality to name. Their story is one that highlights the care and passion dairy farmers and their teams constantly exercise over their herds, an extension of their own families.

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Headline: Taste: Amazing Recipes for Your Summer Celebrations

Body copy:

Treat yourself to the delicious flavors of Wisconsin during June Dairy Month, where every bite and sip tells a story of passion and quality. You can also taste this unique heritage in your own kitchen by grabbing some extra dairy ingredients and trying a new [summer recipe](#) for brunch, a picnic, a cookout, and beyond! Look for the Proudly Wisconsin Cheese® and Proudly Wisconsin Dairy® badges when shopping at your local grocery store.

Headline: Discover and Celebrate: Wisconsin Dairy by the Numbers

Subhead: Dairy Facts

Body copy:

June Dairy Month is a special time to discover, taste and celebrate the living legacy of Wisconsin dairy. Our family farms use innovative farm practices allowing them 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. There's a lot to celebrate during June Dairy Month and all year long.

ECONOMIC IMPACT

- Wisconsin's dairy industry creates 157,000 jobs, and every dollar generated by the dairy community produces another \$1.73 in additional revenue for the state.
- Wisconsin dairy generates more than \$45.6 billion for Wisconsin's economy – more than the combined total of Florida citrus and Idaho potatoes.

SUSTAINABILITY

- By 2050, goals set by the dairy community aim to achieve greenhouse gas neutrality, optimize water usage, and improve water quality by optimizing use of manure and nutrients. Wisconsin dairy farmers plan to help set the stage to meet these goals.
- Sustainability is more than a buzzword. – it's how dairy farmers have been around for generations. 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 are working to leave it even better for the next generation. Wisconsin dairy farmers strive to conserve and improve the environment by incorporating sustainability best practices from recycling water and crop rotation to anaerobic digesters that produce enough energy to power farms and local communities.
- Wisconsin has over 28 dairy farmer-led watershed groups that strive to protect thousands of acres of land and water for future generations. Farmers care about water quality – from the water their families drink to the lakes and rivers everyone enjoys.

NUTRITION

- Dairy foods provide a unique nutrient profile that helps people of all ages achieve greater health and wellness, a great reason to celebrate June Dairy Month. From calcium to potassium, real dairy products like milk contain 13 essential nutrients including Vitamins A and D, zinc and protein.
- The protein contained in dairy provides a perfect 'pick me up' so you can perform your best during June Dairy Month and beyond.

HISTORY OF JUNE DAIRY MONTH

- Dairy farming has been a main pillar of Wisconsin's economy for more than 180 years.
- June Dairy Month began as National Milk Month in 1937 to promote drinking milk. In 1939, June Dairy Month became the official title of the promotion and focused on greater use of milk and other dairy products.
- June Dairy Month is an annual tradition that celebrates the contributions the dairy industry makes to the state and the world. In Wisconsin, we celebrate June Dairy Month bigger than anywhere else with on-farm breakfast events and enjoyment of the world's best dairy products.