



University Relations

1700 Van Hise Hall, 1220 Linden Drive, Madison, WI 53706
wisconsin.edu • facebook.com/uwsystem • twitter.com/uwsystem

Media Contact universityrelations@uwsa.edu or 608-263-1700

FOR IMMEDIATE RELEASE

May 16, 2017

UW System Announces Dairy Summit to Convene Top Researchers, Dairy Industry and Agriculture Community

*Dairy Event to be First of UW System's **Wisconsin Idea** Summits*

Today, President Ray Cross announced that the University of Wisconsin System will host a Dairy Summit. The Summit will be held at the Alliant Energy Center in Madison on June 19 to bring industry leaders together with world-renowned UW researchers. Collectively, they will help identify key priorities for Wisconsin's dairy industry moving forward.

"The dairy industry is integral to Wisconsin's economy. The UW System is dedicated to supporting and strengthening partnerships between researchers, farmers, producers, and legislators. The innovative research conducted at UW System campuses aims to help farmers and producers as they look for opportunities to stay on the cutting edge of the dairy industry," said President Cross.

"This dairy summit offers insights into the exciting world and structure of the dairy industry. If you attend you can learn about our history, the current state of the dairy industry and a glimpse into the future," said Department of Agriculture, Trade, and Consumer Protection Secretary Ben Brancel.

Wisconsin farms produce 30 billion pounds of milk each year. Recently, due to a change in Canada's pricing structure, many Wisconsin farmers lost their milk processor. Thankfully, 99% of the farmers found a home for their product before it spoiled.

The UW System Dairy Summit looks to foster dialogue and partnerships towards a more prosperous future and strengthen this vital Wisconsin industry. Invited guests and panelists will include:

- Federal and state Legislators
- Department of Agriculture, Trade, and Consumer Protection Secretary Ben Brancel
- Researchers from UW-Extension, UW-Madison, UW-Platteville, and UW-River Falls
- Leaders from the Center for Dairy Research
- Representatives from the dairy and agriculture industries

The event will be open to the public. Please [RSVP online](#) by June 12.

The Dairy Summit will be the first UW System **Wisconsin Idea Summit**, which is an initiative in the System's [2020FWD](#) strategic framework. The UW System will convene listening and engagement sessions across the state as needed to help address the most pressing challenges in the state. These summits will engage community, business, government, and non-profit leaders to galvanize interest, share expertise, and find solutions.

- END -