

Dairy Business Association: 'America's Dairyland' license plate slogan a sense of pride and progress

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CONTACT: Jamie Mara, director of public relations
920-209-3990; jmara@widba.com

GREEN BAY, Wis. (Oct. 17, 2017) — Mike North, president of the Dairy Business Association, today released the following statement regarding a suggestion by the president of Wisconsin Manufacturers & Commerce that the state consider removing the slogan, "America's Dairyland," from state license plates.

"Considering the dairy community's continuing contribution to the culture and economy of our state, it would be disheartening to make such a change after nearly 80 years.

"We are talking about a \$43.4 billion impact on the Wisconsin economy and tens of thousands of jobs. There are few single products in this state that provide more of an economic boost.

"Our farms, processing plants and universities are looked to from around the globe for technological advances. Innovation and modernization abound in dairy food production and safety, animal care and nutrition, environmental stewardship and numerous other facets of dairying.

"The dairy community — with its hard-working farm families, cheesemakers and host of other supporting businesses — has been the backbone of this state for well over a century. That heritage, and how far we have come, should be great sources of pride. Those are things to be celebrated, not hidden."

About the DBA:

The Dairy Business Association is a nonprofit organization comprised of Wisconsin dairy farmers, milk processors, vendors and business partners who came together in 1999 to reinvigorate the state's dairy community. Its members work to guarantee Wisconsin dairy farmers of all sizes have the support they need to thrive in the state's economy, communities and food supply chain. For more information, visit www.widba.com.