

Rep. Allen: Dairy lobby shows udder disregard for rebranding

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Representative Scott Allen (R-Waukesha) reminds legislators that next Friday, November 17, will be the final day for cosponsoring LRB-4632/1, the License Plate Redesign.

“The dairy lobby evidently has a beef with trying to update our state license plate. I’m no chicken,” said Rep. Allen. “I won’t be swayed by a special interest that represents a small slice of Wisconsin’s workers. And I’ll say it until the cows come home.”

What we’ve been hearing:

It is also time to redesign the plate itself which is very outdated...States all over America are going more colorful and contemporary...

-Peter, Glendale

...the design of the plate should be more forward looking as Wisconsin embraces a new technological cutting edge future for itself with the Foxconn project and the big expansion of EPIC in Madison...It’s time to change a design selected by Governor Earl back in the 1980’s.

-Randel, Madison metro area

We are proud of our heritage as “America’s Dairyland,” and the fact that we not only produce the most cheese, but also the best cheese in the entire United States. We also need to communicate to the nation that Wisconsin is so much more. To co-sponsor this legislation, please contact the office at ext. 6-8580.