

Reps. Novak and Tranel: Support “America’s Dairyland” slogan on Wisconsin license plates

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Madison... Rep. Todd Novak (Dodgeville) and Rep. Travis Tranel (Cuba City) express their concerns with the removal of “America’s Dairyland” from Wisconsin license plates. The proposal, suggested by a representative from the Wisconsin Manufacturer’s and Commerce, would replace the over 70 year old slogan with a new design.

“Wisconsin leads the nation in cheese production and is known for its rich dairy history,” said Novak. “The current slogan is indicative of our strong agriculture industry here in Wisconsin, and I believe it should remain.”

Proponents of a new slogan hope to bring to attention to Wisconsin’s up and coming industries and potential in manufacturing. They believe transitioning away from our reputation as a state focused on agriculture will help attract young talent for these new industries.

“Our dairy industry has a \$44 billion impact on our state’s economy each year,” said Tranel. “I think we owe it to our dairy and cheese producers to continue to promote our state as America’s Dairyland.”

At this time, no formal legislation has been introduced to change the license plates.