

# **Wisconsin Cheese Makers Association: Applauds Assembly passage of bill to support clean water, economic development**

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MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) thanks members of the Wisconsin State Assembly for their unanimous approval of Senate Bill 91, legislation which would support clean water initiatives and rural economic development.

“Environmental and business advocates have a shared mission in protecting Wisconsin’s natural resources,” said John Umhoefer, WCMA Executive Director. “This legislation offers pragmatic, local strategies to achieve our water quality goals.”

Championed by Senator Rob Cowles (R-Green Bay) and Representative Joel Kitchens (R-Sturgeon Bay), with bipartisan sponsors in both legislative houses, SB 91 proposes the establishment of a statewide clearinghouse through which farmers could receive financial incentives from municipal water treatment plants or dairy processing facilities to reduce the amount of pollutants entering waterways. Trading “credits” for pollution reduction would encourage farm-level solutions and provide options for permit compliance.

“SB 91 is a win-win for rural communities, as it will help to protect Wisconsin waters while providing a new source of revenue for farmers challenged by market, labor, and weather conditions in recent years,” said Umhoefer. “We thank lawmakers and our partners in industry for helping us to shepherd the legislation through the process.”

Having received Senate approval in May 2019, SB 91 now awaits final consideration by Wisconsin Governor Tony Evers.