

U.S. Rep. Van Orden: Introduces Dairy Business Innovation Act

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WASHINGTON, DC - Today, Rep. Derrick Van Orden (WI-3) introduced the Dairy Business Innovation Act. This bill will allocate an additional \$16 million per year to U.S. Department of Agriculture [Dairy Business Innovation \(DBI\) Initiatives](#), which support dairy businesses in the development, production, marketing, and distribution of dairy products.

“The Dairy Business Innovation Act will ensure Wisconsin dairy farmers’ continued ability to feed the world,” said Van Orden. “I am proud to lead this bill in the House to ensure that Dairy Business Innovation Initiatives can continue to support dairy businesses and promote innovation in this critical industry for Wisconsin’s economy.”

DBI Initiatives provide technical assistance to dairy businesses directly or through industry experts or research institutions. The companion bill was recently introduced in the U.S. Senate by Sens. Tammy Baldwin (D-WI) and Marsha Blackburn (R-TN).

Quote from Paul Bleiberg, Senior Vice President of Government Relations, National Milk Producers Federation: “We thank Representative Van Orden for his work on the House Agriculture Committee to ensure the Dairy Business Innovation Initiatives program can continue to grow and thrive. This program helps to support efforts to drive forward dairy’s long history of ingenuity, innovation, and cutting-edge advancement.”

Quote from Kevin Krentz, President, Wisconsin Farm Bureau: “The Wisconsin Farm Bureau appreciates the efforts of Rep. Van Orden and his strong support of our state’s dairy industry. Wisconsin’s dairy farmers strive to be more

efficient. Our farmers need investment in the creation of new products and to foster the development of advanced technologies to meet the changing demands of consumers. Wisconsin Farm Bureau fully supports the Dairy Business Innovation Act and the vital support it provides to the industry that provides \$45.6 billion to Wisconsin's economy each year.

Quote from Adam Warthesen, Senior Director of Government and Industry Affairs, Organic Valley: "We have seen the Dairy Business Innovation Initiative help Wisconsin companies with processing infrastructure that is essential to moving farm milk up the value chain and positioning our state to be competitive in the U.S. and globally. This is good public policy that leverages industry resources and ensures that dairy continues to be an economic engine for our state and region. We applaud the authors for advancing the bill in the U.S. House."

Quote from Steve Etko, Policy Director, Midwest Dairy Coalition: "The Midwest Dairy Coalition greatly appreciates the leadership of Congressman Van Orden in introducing the Dairy Business Innovation Act of 2023 to expand resources for four regional DBIA Initiatives. These regional initiatives have been an excellent tool to encourage innovation and diversification in the dairy sector, and to do so in a way that benefits our nation's dairy farmers."

Quote from John Umhoefer, Executive Director, Wisconsin Cheese Makers Association: "Our organization is pleased and thankful for Congressman Van Orden's support for the dairy industry and this impactful program that is building dairy farm and dairy processor entrepreneurs in Wisconsin and across the U.S. The Congressman's support for the Dairy Business Innovation Act is crucial as our industry faces falling prices and volatile markets. Grants and trainings offered by this initiative are creating new dairy family businesses and offering consumers more delicious dairy choices."

Quote from Jeff Lyon, General Manager, FarmFirst Dairy Cooperative: "FarmFirst Dairy Cooperative appreciates the visionary leadership of Representative Van Orden with the introduction of the Dairy Business Innovation Act of 2023. It is essential that we continue to prioritize the advancement of dairy businesses through initiatives that bring innovation, modernization, and diversification. Increasing the funding for grants is essential in addressing the persistent challenges faced by the dairy industry and to support dairy farmers."

Quote from Brody Stapel, President, Edge Dairy Farmer Cooperative: "Our

dairy farmers and businesses drive our rural economies. An investment into dairy is an investment directly into our rural communities. The Dairy Business Innovation Act will help build a stronger future for dairy. Rep. Van Orden's leadership in introducing this bill shows his commitment to dairy farmers, and we thank him for continuing to champion on their behalf."

Quote from Cindy Leitner, President, Wisconsin Dairy Alliance: "We appreciate Congressman Van Orden's support for our state's diverse dairy industry including all size farms by investing in dairy processing innovation. Our dairy farmers and processors are masters of innovation and these advancements should be incentivized. We need a robust dairy producer-to-processor pipeline to bolster one of the most important economic engines in our state and country."

Quote from Kim Bremmer, Executive Director, Venture Dairy Cooperative: "Innovation and modernization leads to a better bottom line and less environmental impact for farmers and processors. For our members consistent modernization isn't an option- whether they do it to comply with ever increasing regulation or to improve efficiencies to be able to survive market volatility. We sincerely appreciate Congressman Van Orden's recognition of this and his support for investment in our dairy economy."