

# Dairy Business Association: Members meet with lawmakers during Dairy Day at the Capitol

Posted on Thursday, Feb 5, 2026

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

MADISON, Wis. — The Dairy Business Association, Wisconsin's leading dairy advocacy group, held its annual Dairy Day at the Capitol event in Madison yesterday. DBA members, farmers, processors and other corporate professionals, gathered at the Wisconsin State Capitol to advocate for the state's dairy community and share industry priorities.



Chad Zuleger, executive director of the Dairy Business Association, spoke about the economic pressures facing Wisconsin dairy farmers and how DBA's legislative priorities fit within the state's broader fiscal picture, including a projected budget surplus and ongoing tax policy discussions. He highlighted dairy innovation investments, veterinary loan relief and the need to avoid major fee increases that would add costs to farms during a challenging dairy economy.

"Dairy is foundational to Wisconsin's economy, and decisions made at the Capitol have real consequences on the farm," said Chad Zuleger, executive director of the Dairy Business Association. "With tight margins and ongoing uncertainty, Dairy Day at the Capitol creates an important opportunity for lawmakers to hear directly from farmers, better understand modern dairy and advance practical policies that support farm viability, rural communities and Wisconsin's economy."



Attendees had the chance to visit legislators' offices to share their real-life experiences from the farm and have their voices heard.

DBA member Cody Carpenter of Redrock View Farms in Darlington, Wis., says this event offers a valuable opportunity for members to have conversations that help bridge the gap between elected officials and modern agriculture.

"With the disconnect becoming wider between legislators and agriculture, it's important to tell our stories and show how critical dairy is to Wisconsin's infrastructure and industry," Carpenter said. "I hope that telling my story can help legislators make decisions that continue to make sure Wisconsin stays a viable home for dairy operations for future generations to come."

DBA's board president Greg Siegenthaler of Grande Cheese says the annual event helps drive policy alignment to continue moving Wisconsin dairy forward.

"DBA's Dairy Day at the Capitol is important to the state's dairy industry, including farmers and processors, as we unite on key advocacy efforts and work toward providing a clear path for dairy to continue to grow in the state of Wisconsin," Siegenthaler said.

For more information about DBA and its advocacy efforts to support Wisconsin's dairy community, visit [dairyforward.com](http://dairyforward.com).

**Photos:**

[DBA logo](#)

[Chad Zuleger photo](#)

[Attendees at Dairy Day at the Capitol](#)

**About DBA:**

The Dairy Business Association is Wisconsin's leading dairy lobby group, championing smart and sensible regulations affecting the dairy community. The nonprofit organization is comprised of farmers, milk processors, vendors and other business partners who work collaboratively to ensure that dairy farms of all sizes have the support they need to keep America's Dairyland strong. More information: [www.dairyforward.com](http://www.dairyforward.com).