

*For Immediate Release
September 8, 2010*

DBA Endorses Ron Johnson for U.S. Senate

Green Bay, Wisconsin --- The Dairy Business Association (DBA) is proud to endorse Ron Johnson for U.S. Senate. He has the private sector experience to best represent Wisconsin in Washington D.C.

“At a time when our state and nation are facing a fiscal crisis, we need our elected officials to have everyday private sector experience...and Ron Johnson has that experience,” commented Laurie Fischer, DBA Executive Director. “He has experienced the regulatory nightmare that Wisconsin dairy farmers have been struggling with for years. Ron can rein in the over-regulated atmosphere our government has created.”

“Ron knows that small businesses, including dairy farms, are the backbone of our economy. He supports expanding agriculture markets to allow free trade to grow our economy,” said Jerry Meissner, President of DBA.

For more than 160 years, agriculture and dairy have driven the Wisconsin’s economy with dairy being the largest segment of Wisconsin's \$59 billion agriculture industry. The dairy industry contributes over \$26.5 billion in economic activity each year and employs over 146,200 Wisconsinites.

About DBA

The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at www.widba.com.

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