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Modern Farms Protect Natural Resources and Our Economic Future

It's becoming increasingly popular to reminisce about simpler times and how good things used to be. Today's dairy farmers, like their agricultural forefathers, share a commitment to produce safe, nutritious and affordable food products. But agriculture is very different now.

Remember the '57 Chevy? That wonderful body style made it a classic. But have you driven one lately? No power steering, no air conditioning, no seat belts, no air bags, no computers to manage performance, horrible gas mileage and no emissions controls.

Comparing modern farming with the old days is like comparing the '57 Chevy with a 2010 model. Today's dairy farmers use technology never dreamt of by our parents or grandparents. Can you think of any business in the United States that hasn't changed significantly in the last 50 years? Dairy farmers have changed in order to remain competitive with other states and other countries. And they have done so responsibly.

The rural beauty of Wisconsin is close to the hearts of dairy farmers. Environmental protection and the adoption of new farming practices are not mutually exclusive. In fact, research conducted at the University of Minnesota and published by the American Society of Agricultural and Biological Engineers indicates that larger farms do a better job protecting the environment because they have the resources to have specialists dedicated to managing environmental issues.

Wisconsin has strong laws that hold permitted dairies to a "zero discharge" standard. These laws are more stringent than those governing municipal treatment plants. Dairy farmers support these laws because they are concerned about protecting our land, air, and water.

The milk and cheese produced in our state are important economic pillars. The Dairy Business Association feels it is important that we grow and sustain an industry that is critical to Wisconsin's future. You can rely on our dairy farmers to protect and maintain a quality rural way of life and to take their environmental responsibility seriously.

Sincerely,



Laurie Fischer – Executive Director
Dairy Business Association