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### **DBA Applauds Governor's Commitment to Cheese Industry**

*Administration's Efforts Recognize Important Component of State's Agriculture Sector*

February 13, 2007, Oneida – The Dairy Business Association (DBA) applauds the efforts of Governor Jim Doyle for his announcement of the Dairy Plant Investment Tax Credit in his 2007-09 Biennial Budget Address. The proposed tax credits are in the amount of 10%, up to \$200,000, of investments aimed at modernizing and expanding dairy manufacturing facilities. The incentives run through 2014.

“We are pleased that the Governor has included this important initiative in his budget,” said Laurie Fischer, Executive Director of the DBA. During the budget address the Governor said, “California thinks it can get the edge on us in cheese production...but we have news for them. Using significant new tax credits, we’ll upgrade, modernize and expand our cheese production facilities so they remain the best in the world. With all due respect to our friends in California, the happiest cows come from Wisconsin, because we’re still number one.”

Agriculture and especially the dairy and cheese industry are the cornerstones of Wisconsin’s economy, contributing more than \$50 billion to the state’s economy. With 90% of Wisconsin’s milk production going into cheese processing, it is imperative that policymakers and industry officials focus on this important component of the state’s economy.

“We look forward to working with the Administration and leaders in the legislature on this important provision,” said Fischer. “Wisconsin cheese production is the heart of our state’s economic, cultural and historical fabric, and we need to do everything we can to make sure it remains that way.”

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](http://www.widba.com).