

2013 Dairy Fun Facts

Wisconsin Cheese Plants

Wisconsin leads the nation in number of cheese plants.

Wisconsin's Signature Industry

Dairy is the largest segment of Wisconsin agriculture. Total Ag = \$59.2 billion; dairy = \$26.5 billion

Wisconsin Leads in Cheese Varieties

Wisconsin cheesemakers produce over 600 varieties, types and styles of cheese. runner-up comes in second with 250 varieties.

Wisconsin Milk

90% of Wisconsin's milk is made into cheese and 90% of that famous Wisconsin Cheese is sold outside of the state's borders.

One Ounce

A one-ounce slice of Wisconsin Cheese contains about the same amount of protein as an 8-ounce glass of milk.

Cheese Consumption

American per capita cheese consumption was 33.5 pounds in 2011. Our average consumption of cheese has nearly doubled over the last 30 years.

Pizza

Americans eat about 350 slices of pizza per second. That's enough to cover more than 90 football fields a day.

Anne Pickett

In 1841, Mrs. Anne Pickett started the first home cheese factory in Wisconsin near Lake Mills. Mrs. Pickett used milk from her neighbors' cows to produce butter and cheese in her log cabin. This procedure continued until 1845, when the level of production and demand grew too large for her kitchen. By 1869, Wisconsin produced over 3 million pounds of cheese, and that number would more than quadruple within 10 years.

Brick Cheese

Brick cheese was invented in Dodge County, Wisconsin. Brick is named for its shape and because cheesemakers originally used bricks to press moisture from the cheese.

Tooth Decay

Cheese helps prevent tooth decay. Firm cheeses, such as Cheddar, are most effective.

Craving

Cheese is the number one food craving, even beating out chocolate! When respondents were asked which food gift they would like to receive, 19% of Americans said they want cheese - and only 13% said candy.

Colby

In 1885, Colby cheese was invented in Colby, Wisconsin.

1921

In 1921, Wisconsin became the first state to establish cheese-grading standards to ensure consistent quality and flavor.

Ten Pounds

It takes ten pounds of milk to make one pound of cheese.

Mozzarella

Mozzarella cheese is the biggest-selling cheese variety, followed by Cheddar.

Eating

On average, each American eats 33.5 pounds of cheese every year. That adds up to more than a ton of cheese during a lifetime.

Rinds

The outside rinds on cheese are edible, with the exception of waxed cheeses like Gouda and Edam. If you like it, eat it. If you don't, cut it off.

Greece

With 33 pounds per capita, the United States ranks far behind many European countries for per capita consumption of cheese. Greece ranks 1st with 72 pounds per capita and France is 2nd with 53 pounds per capita.

Awards

Wisconsin Cheese wins more awards than any other state or nation.

13 out of 17 Awards

Wisconsin cheesemakers won 13 out of 17 "U.S. Champion" awards since the U.S. Championship Cheese Contest began in 1981.

2013 U.S. Championship Cheese Contest

Wisconsin cheesemakers walked away with two of the top three awards—U.S. Champion and third runner-up—at the 2013 U.S. Championship Cheese Contest. In all, 58% of the awards given out at this contest, held every other year, went to Wisconsin cheese and butter makers.

US Champion

Wisconsin claimed the coveted "U.S. Champion" award at the 2009, 2011 and 2013 biennial U.S. Championship Cheese Contests.

2012 World Championship Cheese Contest

Wisconsin cheesemakers earned 85 awards in 69 cow's- or mixed-milk cheese categories at the 2012 World Championship Cheese Contest (held every other year), capturing more awards than any other state or nation!

90%

Wisconsin cheesemakers use about 90% of Wisconsin's milk supply to make over 2.7 billion pounds of cheese every year.

Licensed Cheesemakers

Wisconsin has more licensed cheesemakers than any other state, and Wisconsin's cheesemakers produce over 2.7 billion pounds of cheese each year.

Master Cheesemaker Program

Wisconsin is the only state with a Master Cheesemaker program, a rigorous three-year course committed to superior quality, technical skills and craftsmanship. This innovative and growing program has graduated nearly 60 Wisconsin Master Cheesemakers.

Best Taste

Wisconsin has the best-tasting cheeses because of the grass the cows eat. The grass in America's Dairyland is less acidic than in other areas of the country which results in cheese with a milder flavor.

Stringent Standards

Wisconsin has the country's most stringent state standards for cheesemaking and overall dairy product quality.

Wisconsin Top-Producing Cheese State

Wisconsin is the No. 1 cheese-producing state in the country, with 25% of the total annual U.S. cheese production.

Limburger

Wisconsin is the only producer of Limburger cheese in the country.

Specialty Cheeses

Wisconsin leads the nation in the production of specialty cheeses, such as Gorgonzola, Gruyere, Asiago, Feta, Aged Cheddar, Gouda, Blue and many others, accounting for approximately 46% of total specialty cheese production in the United States.

126 Cheese Plants

Wisconsin's 126 cheese plants produce more than 600 varieties, types and styles of Wisconsin Cheese - far more than any other state.

Storing Excess Milk

Wisconsin's first cheesemakers were farm wives who, in the 1830s, began making cheese in their kitchens as a way of storing excess milk.

Newborn Calf

A newborn calf weighs 90 pounds and can walk on its own one hour after birth.

Glasses of Milk

A Wisconsin dairy cow produces an average of about seven gallons of milk each day. That's almost 110 eight-ounce glasses of milk every day.

Ice Cream Flavors

According to the NPD Group's National Eating Trends In-Home Database, the top five ice cream flavors are vanilla, chocolate, strawberry, chocolate chip, and butter pecan.

U.S. Yogurt Consumption

Americans eat an average of 13.7 pounds of yogurt per person every year, nearly double the 7.0 pounds per person Americans consumed just ten years ago.

Cow Weight

An average dairy cow weighs about 1,400 pounds.

Pints of Milk

Approximately 6 billion half-pints of milk are served through federal school lunch, breakfast and special milk programs every year.

2493 Gallons

Average milk production per Wisconsin cow each year is 21,436 pounds (or 2,493 gallons). That's enough for 39,880 glasses of milk from just one cow!

Sleeping Cows

Contrary to popular opinion, cows sleep lying down - just like people!

Six Miles

Cows have an acute sense of smell - they can smell something up to six miles away.

Consumption

Cows have four stomach compartments and consume about 90 pounds of feed every day. They also drink the equivalent of a bathtub full of water - about 25 to 50 gallons - every day.

Chewing

Cows spend an average of six hours each day eating, and an additional eight hours ruminating or chewing their cud. Most cows chew at least fifty times per minute!

Ice Cream to the Moon

If all the ice cream eaten in the U.S. annually were put into cones and stacked on top of each other, the stack would be tall enough to reach to the moon and back.

360 Cheeseburgers

If people ate like cows, they would have to eat about 360 cheeseburgers and drink 400 to 800 glasses of water every day.

Stephen Babcock

In 1890, Stephen Babcock of the University of Wisconsin developed the milkfat test that allowed dairymen to determine which cows produced the richest milk - the best for cheesemaking. This test is still used today.

First Dairy School

In 1890, the nation's first dairy school was created at the University of Wisconsin-Madison. It remains the country's top Dairy Science Department.

National Ice Cream Month

In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day.

Gallon of Ice Cream

It takes 12 pounds of whole milk to make one gallon of ice cream.

A Pound of Butter

It takes 21.8 pounds of whole milk to make one pound of butter.

Chocolate Milk

Chocolate milk is just as good for you as white milk, because they both have the same great nutritional value.

Carbohydrate-to-Protein

Chocolate milk's optimal carbohydrate-to-protein ratio makes it an ideal beverage choice for athletes.

Chocolate Milk & Muscles

Recent studies demonstrate that the nutrient composition of chocolate milk helps muscles recover faster after physical activity than other leading sports drinks.

Spicy Food

Milk is better than water for cooling your mouth after eating spicy food. Milk products contain casein, a protein that cleanses and soothes your burning taste buds.

Family-Owned Farms

More than 99 percent of Wisconsin's dairy farms are family owned.

Culver's

Over 120 million pounds of milk are used to make the 150 million scoops of frozen custard that Culver's restaurants sell each year. That's enough milk to employ more than 5,400 of Wisconsin's dairy cows year-round.

U.S. Ice Cream Consumption

Per capita ice cream consumption in the U.S. is about 21 pounds per year.

Average Cow

The average dairy cow eats 20 pounds of hay, 20 pounds of corn silage, 10 to 20 pounds of corn and 6 to 12 pounds of supplements each day. If people ate as much as cows, they would have to eat about 360 cheeseburgers and drink 400 to 800 glasses of water each day!

Average Milk Production

The average milk production per cow in the United States is 21,697 pounds (2,523 gallons).

Picturesque

The lure of Wisconsin's picturesque dairy farms, pastures and rolling hills helps make tourism one of the state's top industries.

First Ice Cream Sundae

The first ice cream sundae was served in Two Rivers, Wis. in 1881. George Hallaver, a customer at Edward C. Berner's soda fountain in Two Rivers, asked Edward to top off his dish of ice cream with the chocolate sauce used for chocolate sodas. The new concoction caught on and was originally offered only on Sundays.

Squirts

There are approximately 340 to 350 squirts in a gallon of milk.

Seven Breeds of Dairy Cattle

There are seven breeds of dairy cattle - Ayrshire, Brown Swiss, Guernsey, Holstein, Red and White Holstein, Jersey and Milking Shorthorn.

Calcium

To get the same amount of calcium provided by 3 cups of milk you would have to eat one of the following: 17 oranges, 53 potatoes, 22 cups fresh broccoli, or 13 cups red kidney beans.

13.6% of U.S. Milk Production

Today, America's Dairyland produces over 27 billion pounds of milk every year. That's about 13.6% of total U.S. production.

Vanilla

Vanilla is still America's favorite ice cream flavor.

America's Dairyland

Wisconsin has been a leader in dairying for more than a century and was officially named "America's Dairyland" in 1930.

Cows and Kids

Wisconsin is home to more than 1.27 million dairy cows - that's as many cows as there are school children!

2 Billion Pounds of Milk Monthly

Wisconsin produces over 2 billion pounds of milk each month!

Nine Essential Vitamins

With nine essential vitamins and minerals, milk is the wise - and delicious - beverage choice. Have you had your three servings of dairy today?

Employer

Dairy is the largest segment of Wisconsin Agriculture and employs 146,000 people.

Largest Industries

Agriculture is Wisconsin's signature industry and has been for 160 years. It remains one of the state's largest industries, providing \$59.2 billion in economic activity and employing one of every eight people.

Dairy Business

If you live in Wisconsin, you're in the dairy business. With an economic impact of \$26.5 billion per year, Wisconsin dairy farms support schools, roads, banks, grocery stores and other local businesses.

300 different career choices

More than 300 different career choices - on and off the farm - are available within the Wisconsin dairy industry.

\$1.6 Billion

Since 2004, dairy and cheese processors have reinvested nearly \$1.6 billion to our local communities through plant expansions and improvements.

Average Farm

The average 250-cow dairy farm contributes over \$1 million each year to our state's economy.

Economic Activity

The average dairy cow in Wisconsin generates more than \$21,000 a year in economic activity. These dollars circulate throughout the local community, helping to support schools, roads and local businesses.

State Economy

Wisconsin dairies help to fuel our state economy at the rate of more than \$39,000 per minute.

27 Billion Pounds of Milk Annually

Wisconsin dairy farms produce over 27 billion pounds of milk every year. That's about 13.6% of the country's total milk supply.

More Milk than Citrus or Potatoes

Wisconsin's \$26.5 billion dairy industry far outweighs Florida's \$9.3 billion citrus industry or Idaho's \$2.7 billion potato industry.

Cheese Exports

Wisconsin ranks second in the nation in cheese exports. The top international destinations for Wisconsin cheese are Mexico, Canada, Japan, and the Republic of Korea.

World Cheese Production Leader

If Wisconsin were a country, it would rank 4th in the world in terms of total cheese production, behind the U.S., Germany and France, and just ahead of Italy.

Tops in Cheddar

Wisconsin is the nation's largest producer of Cheddar cheese. The state also leads in production of Limburger, Feta, Gouda, Muenster, Parmesan, Provolone and Romano.

Cow Temperature

The average body temperature of a cow is 101.5° Fahrenheit.

Unique Cow Spots

Like human fingerprints, no two cows have exactly the same hair coat pattern of spots.

Bovine Dental Facts

Cows have 32 teeth—eight incisors on the bottom front, six molars on the top and bottom of each side, and a tough pad of skin (instead of teeth) on the top front.

Cows are Herbivores

Since cows eat plants and not meat, they are classified as herbivores. Cows convert grass, hay and other feeds to produce milk.

Name That Cow

Cows go by many names. A female calf is a heifer. A male calf is a bull. A calf's mother is a dam and its father is a sire. A heifer that has given birth to a calf is a cow. A cow that has recently given birth is called a "fresh cow."

Cow Milking Cycle

Heifers usually have their first calf around age 2. A cow's gestation period is about nine months—just like a human. A cow must give birth to start lactating (producing milk). She will give milk for about 10 months, then milk production is stopped (dry period) two months prior to giving birth and entering another 10-month milk cycle.

Milking Every Day

Dairy farms operate seven days a week, 365 days a year. This means that farmers must milk cows every day, even on holidays! Cows are usually milked two or three times each day.

Colostrum

The first secretion a cow produces after calving is called colostrum. Colostrum is thick, creamy, and rich in antibodies and nutrients. The antibodies help calves build immunity against diseases. Most dairy producers strive to get a newborn calf to drink 3 to 4 quarts of colostrum within an hour after birth since its ability to absorb antibodies diminishes quickly within just a few hours.

Feeding Those Calves

Calves are fed milk or milk replacer (specially formulated powdered milk that has been mixed with water) until they are 8-9 weeks old.

Ayrshire Breed

The Ayrshire breed of dairy cows are moderately large and distinguishable with their reddish/mahogany and white haircoat. Their milk is known to be rich in butterfat.

Brown Swiss Breed

Brown Swiss cows, typically silvery gray to brown in color, are known for yielding large volumes of milk, high in butterfat and protein.

Guernsey Breed

Typically high in protein and butterfat, Guernsey milk contains yellow-colored butterfat, which is rich in beta-carotene. Guernsey cow hair coat patterns are similar to Holsteins but are fawn (reddish/orange color) and white, rather than black (or red) and white.

Holstein Breed

Holstein is the most "popular" breed of dairy cattle, accounting for more than 90% of the Wisconsin dairy cattle population. They produce more milk than other dairy cattle breeds and are easy to identify with their black (or red) and white markings.

Jersey Breed

The second-most common dairy breed in the United States, Jerseys are known for their small size, nutrient-dense milk, early maturity and milk production efficiency. Its coat color varies from dark brown to fawn, with an occasional splash of white.

Milking Shorthorn Breed

With a red, red and white, white or roan (very close mixture of red and white) coat color, Milking Shorthorn cows efficiently convert feed into milk and are known for their durability and longevity.