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.