

Dairy Business Association

The Dairy Business Association is Wisconsin's leading dairy advocacy organization bringing together Wisconsin dairy farmers, milk processors and business partners to boost the state's dairy community while championing for smart and sensible regulations affecting the dairy community.

Summary of 2025 Policy Priorities:



Protect the Integrity of Wisconsin Dairy – Protecting the dairy industry from disruptions that could impede its growth and sustainability while encouraging essential research initiatives. This includes attracting and retaining a skilled workforce, as well as providing educational opportunities for future generations.



Ensure Regulatory Fairness and Enhance Rural Communities – DBA promotes policies that encourage regulatory consistency and fairness while fostering the growth and resilience of rural communities through infrastructure investment and support for agriculture-friendly initiatives.



Promote Economic Support and Development – Dairy farms are the driver of Wisconsin agriculture and the backbone of our state's economy. Ensuring farmers have policymakers' support to invest in new technologies and initiatives is necessary for industry advancement.



Support Clean Water Initiatives – DBA supports efforts that address concerns about nitrates in groundwater, including existing programs that help farmers improve water quality. We strive for balance between environmental protections and economic vitality for Wisconsin dairy farmers.



Build a Lasting Agriculture Transportation Infrastructure – Supporting policies aimed at improving transportation infrastructure for dairy producers and processors in Wisconsin is crucial for enhancing efficiency and competitiveness in the industry.

If you are interested in learning more about our policy priorities or the impact of the dairy community in Wisconsin, reach out to our Director of Government Affairs, Chad Zuleger at czuleger@dairyforward.com.

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