
New State Symbol Proposal

Presented by the
Mineral Point Fourth Graders of
Mineral Point Elementary School

Eli - Hello and welcome to Mineral Point Elementary School! We are thrilled you could be here today, because we have an important proposal to share with you. This morning's proposal is to bring forth a new Wisconsin State Symbol which would be added to the list of the already 30 others. Please, make yourself comfortable and enjoys today's presentation created by all of us, the fourth graders of Mineral Point Elementary School.

Earliest Wisconsin State Symbols

- State Motto - 1851
- State Flag - 1863
(redesigned and altered several times since then)
- State Flower - 1909
- State Bird - 1926



London - Like Eli just mentioned, Wisconsin has 30 state symbols ranging from a state pastry to a state fruit, and from a state dance to a state soil! Some of our favorite symbols are the state bird - the robin, state tree - the sugar maple tree, state wildlife animal - the white tailed deer, and our state animal - the fierce badger!

Olivia - Some of our earliest state symbols became a symbol in the mid 1800's. As you can see from the slide, our state motto - Forward and the state flag were two of our first adopted state symbols. Then in 1909, Wisconsin adopted the violet as our state flower, and later in 1926, the robin became Wisconsin's state bird.

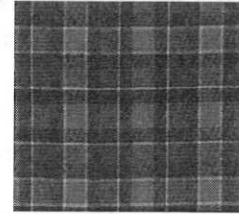
Most Recent Wisconsin State Symbols



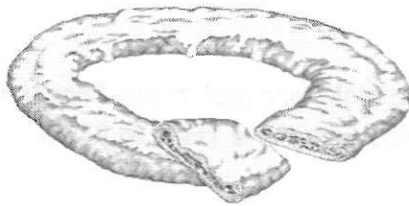
State Dance - 1993



State Fruit - 2003



State Tartan - 2007



State Pastry - 2013

Mason - Throughout the last century Wisconsin continued to adopt more and more state symbols. These state symbols provide a quick snapshot of Wisconsin's different areas, cultural traditions, and some of our most successful industries.

Ellie - Some of our most recent state symbols which have been adopted in the last 25 years are our state dance - the polka, our state fruit - the red and tart cranberry, our state tartan, and the delicious state pastry - the kringle.

Interesting Facts about Wisconsin's State Symbols...

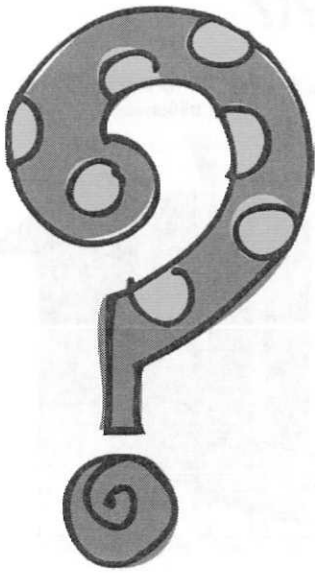
State Flower - chosen by school children in 1908, the wood violet became Wisconsin's official state flower in 1909.

State Bird - a welcome sign of spring, the red-breasted robin was voted by school children across the state as Wisconsin's state bird in the 1926-1927 school year.

State Dog - the American Water Spaniel was designated the official state dog of Wisconsin in 1985, after years of effort by 8th-grade students in New London, WI.

State Fruit - the result of a 5th grade class project from Trevor Grade School in Kenosha, WI, the cranberry was selected our state fruit in 2003.

Colton - Furthermore, several of these state symbols were selected by school children. Wisconsin's state flower, the wood violet, was selected by school children in 1908. The robin, our state bird, was also voted on by school aged children across the state of Wisconsin in 1926. 8th grade students in New London, WI put together a proposal, similar to ours here, and our state dog, the American Water Spaniel, was selected as a state symbol in 1985. Lastly, fifth graders in Kenosha, WI put together a presentation about cranberries and this red berry became our state fruit in 2003.

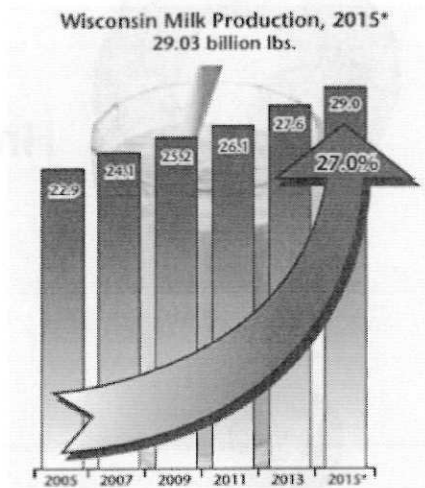


Hmmm.... Could we identify a new state symbol?!?!?

Eli - So that got us thinking.... If students around our state had the opportunity to bring forth a new state symbol, then why couldn't we??? And it was with this thought that triggered our next steps.... that's exactly what we did! Our classmates set out to find a *new* state symbol worthy of presenting to our area congressmen in hopes of this becoming the next Wisconsin State Symbol. We began researching, selecting and presenting possible ideas to our friends and classmates.

What? No State Dairy Product!?!?

- Wisconsin has been a leader in dairying for more than a century and was officially named "America's Dairyland" in 1930.
- In 2015, there were 9,900 Wisconsin Dairy Farms.
 - Wisconsin is home to about 1,279,000 dairy cows.
- Average yearly milk production of one WI dairy cow:
 - 22,697 pounds / 2,639 gallons
 - That's over **29 billion pounds** of milk each year!!! (or 3.3 billion gallons)



<http://www.wmmb.com/assets/images/pdf/WisconsinDairyData.pdf>

Olivia - To our shock, as we were busy researching, we couldn't believe Wisconsin did not have a State Dairy Product! I mean, come on, aren't we known as America's Dairyland? How could this possibly be?

Ellie - Let us get down to the facts! Wisconsin has been a leader in the dairy industry for more than 100 years and in 1930, Wisconsin was officially named "America's Dairyland." A proud nickname by all Wisconsinites!

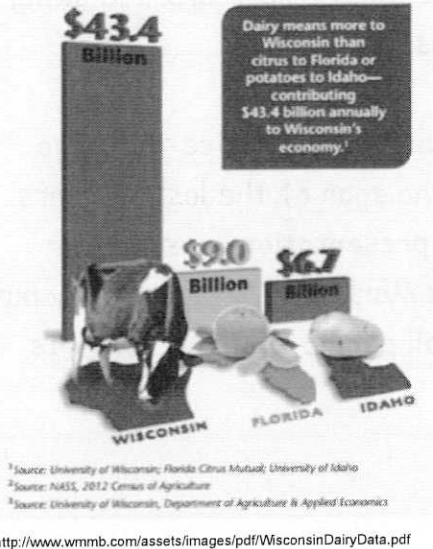
London - Wisconsin has just less than 10,000 dairy farms sprinkled throughout the flat plains, rolling hills, and vast valleys of Wisconsin. In addition, Wisconsin is home to more than 1.2 million dairy cows living on these farms. A fine strong number, in my opinion.

Colton - The average dairy cow in Wisconsin produces 22,697 pounds of milk each year. That is equivalent to 2,639 gallons of milk - That is a lot of gallons! This means, Wisconsin's total milk production in one year is 29 billion pounds of milk which is the same number as 3.3 billion gallons! In

case you're wondering how big an actual billion is....listen to this! Anyone wondering what year it was 1 billion seconds ago? (pause) The year was 1985 - that's right, 1 billion seconds is equivalent to about 31.5 years!!!! Knowing that, Wisconsin's dairy cows are pretty impressive!

Mason - In the graph to the right of the slide, you will notice the large increase in Wisconsin's milk production over the span of the last 12 years. On this slide and throughout the rest of this presentation, most of our facts were gathered from the Wisconsin Milk Marketing Board as they put together tons of facts and graphs to inform all people about Wisconsin's powerful dairy industry.

What? No State Dairy Product!?!?

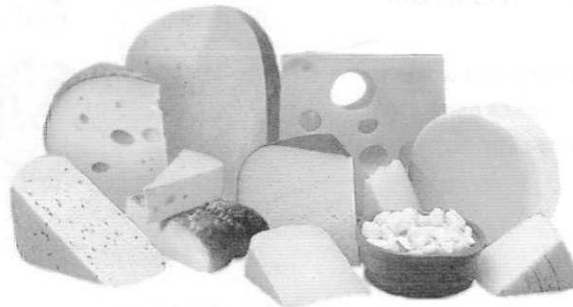


- Wisconsin's Ag Industry brings in over **\$88.3 billion** to our state's economy.
 - Wisconsin's Dairy Industry brings in over **\$43.4 billion!**

Eli- Lastly, how many of you in here knew that Florida is known for growing oranges? (pause) Yep, that's right. And how about Idaho...what are they known for? (pause) That's right, potatoes. If you take a look at the graph on the slide you will see the amount of money both of these commodities bring into their state. However, you will also note, that this is in no where in comparison to that of Wisconsin's dairy industry!

Olivia - Overall, Wisconsin's Ag Industry brings in over \$88.3 billion to our state's economy each year! That number is jaw dropping!!! But when you take a look at just Wisconsin's Dairy Industry, it far outreaches the citrus or potato industries of that in Florida and Idaho. Wisconsin's Dairy Industry brings in \$43.4 billion to our state each year!

State Dairy Product: Cheese



<http://flexibristol.org/wp-content/uploads/2015/12/cheeses.jpg>

Mason - So, like Eli and Olivia said, Wisconsin wouldn't be the state we know and love if it weren't for the dairy industry. With that being said, we knew it was up to us to propose a state dairy product to our area congressmen in hopes of getting this idea passed at the state level.

London - But let's not put the cart in front of the horse! We needed to come up with a state dairy product, and milk was not the answer! Nuh-uh, milk is already Wisconsin's state beverage. After observing and listening to so many of our peers research and advocate for a new state symbol, the choice became quite obvious - the answer is quite clearly...CHEESE!!!!

Mason - How many of you in this room enjoy eating cheese?!?! (pause)
That's a lot of hands! Wisconsin is known as the cheese capital of the world and let's find out why!!!

History of Cheese in Wisconsin

- For more than 160 years, cheesemaking in Wisconsin has been a central part of the state's cultural identity.
- Immigrants from Switzerland and Germany arrived to Wisconsin in the 1800's.
 - began dairy farming and women would turn the excess amounts of milk into cheese for their families.



<http://continentalbreakfasttravel.com/wp-content/uploads/2013/04/europe-political1.png>

Colton - For more than 160 years, cheesemaking has been a part of who Wisconsinites are! It is part of our past and identity. Early settlers arrived to Wisconsin from many parts of Europe. However, it is the immigrants from Germany and Switzerland that had the earliest impact on Wisconsin's cheese industry.

Eli - When these immigrants arrived to Wisconsin in the early 1800's, they began to dairy farm, just as they had in their homelands. In order to preserve the excess milk from their dairy cows, the women of each family would carefully turn it into cheese. These women didn't know it at the time, but they became Wisconsin's first cheesemakers!

History of Cheese in Wisconsin

- In 1841 Mrs. Anne Pickett purchased milk from her neighbor's cows and sold it as cheese.
 - The first home cheese factory in Wisconsin was born.
- Wisconsin began to lead the nation in production of dairy products.
 - By 1869, Wisconsin produced over 3 million pounds of cheese!



https://upload.wikimedia.org/wikipedia/commons/thumb/4/41/WIMap-doton-Colby_b.png/250px-WIMap-doton-Colby_b.png

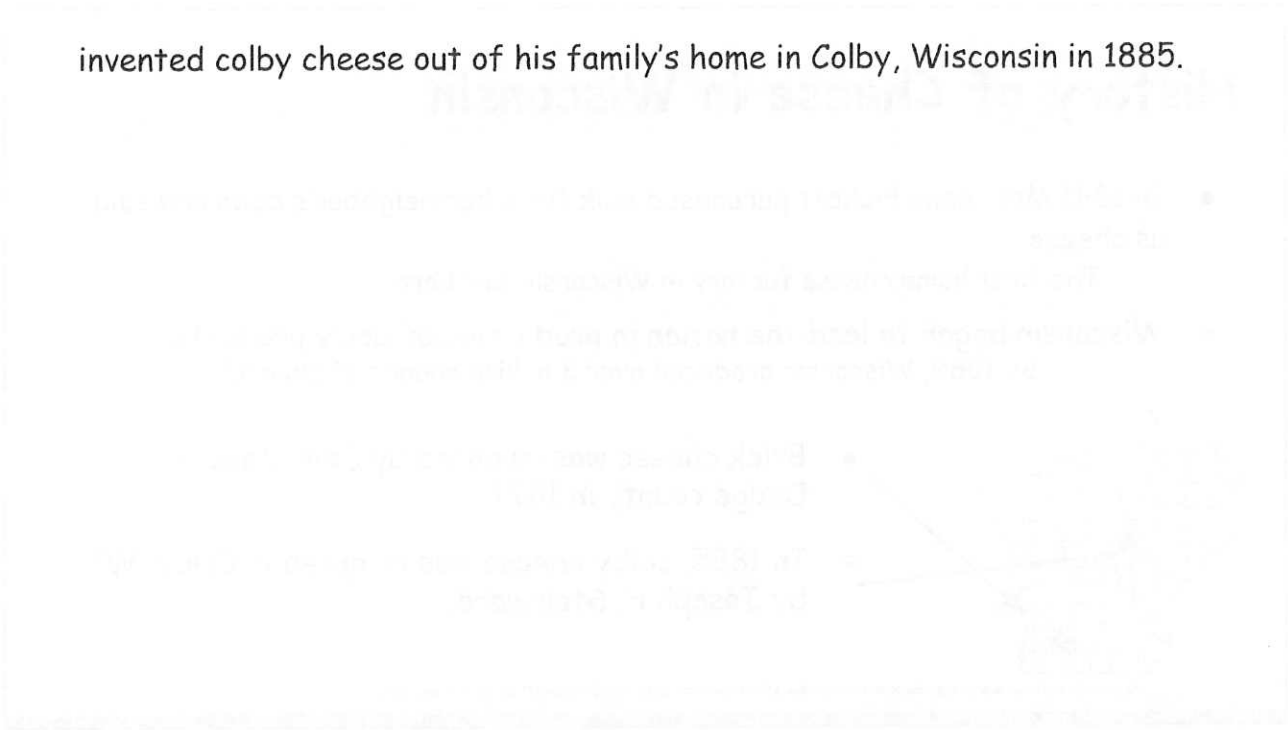
- Brick cheese was invented by John Jossi in Dodge county in 1877.
- In 1885, colby cheese was invented in Colby, WI by Joseph F. Steinward.

Ellie - Then in 1841 (7 years before Wisconsin became a state!), a woman by the name of Anne Pickett was the first person to purchase milk from a neighboring farm! Mrs. Pickett turned this excess milk into cheese and sold it to other members of her community. Thus, Wisconsin's first home cheese factory was born!

Ellie - Wisconsin quickly rose to the top in the production of dairy products and by 1869, Wisconsin was producing over 3 million pounds of cheese! If you're wondering how much 3 million pounds is, imagine the weight of 7 Statue of Libertys!

Olivia - Wisconsin was off to a good start in the 19th century. Production was high and cheesemakers were working hard to sell their product. The creativity of these cheesemakers began to come forth as several new cheeses were brought to life right here in Wisconsin! To name a few, brick cheese was invented in Dodge county in 1877, by John Jossi, a Swiss born American Cheesemaker. And a man by the name of Joseph Steinwand

invented colby cheese out of his family's home in Colby, Wisconsin in 1885.



Colby - This is the first cheese made in Wisconsin. It was made by the name of John Colby who was the first person to produce milk from his neighbor's farm. This cheese is made from excess milk from cheese and sold it to other members of his community. It is Wisconsin's first name cheese factory was born.

Colby - Wisconsin's first cheese factory was founded in 1885. It was the first factory to produce cheese in Wisconsin. It was founded by John Colby who was the first person to produce milk from his neighbor's farm. This cheese is made from excess milk from cheese and sold it to other members of his community. It is Wisconsin's first name cheese factory was born.

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History of Cheese in Wisconsin

- Wisconsin has claimed the title of the largest cheese producing state in the United States since 1910.
- In the early 1920s, there were over 2,800 cheese factories in Wisconsin.
 - In 1921 Wisconsin became the first state to establish cheese-grading standards to ensure constant quality and flavor.
- By the 1940s, some of the smaller factories shut their doors, but there was still 1,500 factories.
 - produced about 515 million lbs. of cheese each year.
- In 2015, there were 138 cheese plants in Wisconsin
 - produced over 3 billion lbs. of cheese



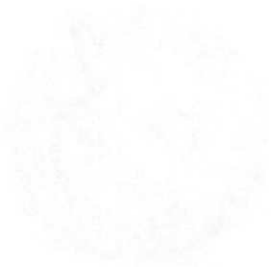
http://www.eatwisconsincheese.com/EatWisconsinCheese/media/DesignAssets/wmmb_logo.png

Mason - Since 1910, more than 100 years ago, Wisconsin has claimed the title of the largest cheese producing state. By 1920, there were close to 3,000 cheese factories spread throughout the state. In 1921, Wisconsin quickly became the first state to establish a cheese grading system to ensure their cheeses were top-notch. This system pushed cheesemakers to make high quality and flavorful cheese.

Colton - Smaller cheese factories began closing their doors and by the 1940's, only 1,500 factories remained in Wisconsin. Although the number of factories were cut in half in a 20 year span, production was at an all time high! Wisconsin's cheesemakers were producing over 515 million pounds of cheese during this time.

Ellie - Now, close to 80 years later, 138 cheese factories are in operation in Wisconsin today. You will notice this number is drastically smaller compared to the 1920's and 40's. However, don't let that fool you in Wisconsin's power to produce cheese! Wisconsin continues to outperform

themselves each year, producing more and more cheese. Currently Wisconsin's cheesemakers are producing over 3 billion pounds of cheese! - **3 BILLION POUNDS!!!!!!!**



Since 1910 when the first cheese factory was established in Wisconsin, the industry has grown steadily. In 1950, the state produced 1.5 billion pounds of cheese. By 1980, production had increased to 2.5 billion pounds. Today, Wisconsin produces over 3 billion pounds of cheese annually. The industry is a major contributor to the state's economy and provides employment for thousands of people.

The Wisconsin Department of Agriculture is committed to promoting and supporting the cheese industry. Through various programs and initiatives, the department works to ensure the quality and safety of Wisconsin cheese. This includes enforcing strict standards for production and labeling, as well as providing technical assistance and marketing support to cheese producers.

Wisconsin's cheese industry is a source of pride for the state. From traditional cheddar and Swiss cheeses to innovative varieties, Wisconsin offers a wide range of high-quality cheese products. The industry's success is a testament to the skill and dedication of Wisconsin's cheesemakers and the support of the state's agricultural community.

Wisconsin's Landscape



https://c1.staticflickr.com/7/6211/6351973427_db9b6ec56b_b.jpg

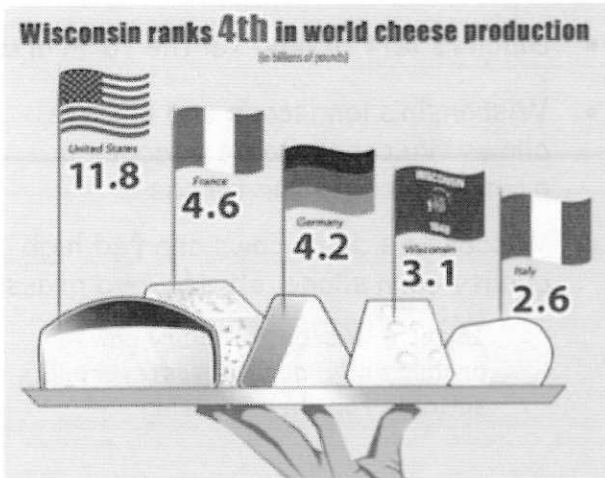
- Glaciers left behind fertile farmland.
- Wisconsin's landscape and climate allows Wisconsin to be a leader in producing crops for forage.
- Wisconsin's dairy cows are fed high quality corn silage, alfalfa, and grass.
 - In turn, Wisconsin's dairy cows produce high quality, tasteful milk, suitable for cheesemaking.

London - What is it about the great state of Wisconsin that makes it the perfect place to produce cheese? Well, let's take a look at Wisconsin's breathtaking landscape. Millions of years ago, the melting glaciers left behind very fertile farmland throughout much of Wisconsin.

London - Wisconsin's cool temperatures and vast farmland make it the perfect place to grow crops for forage. This means, that Wisconsin is able to produce high quality crops to feed our hard working dairy cows and other livestock animals. Crops like corn, alfalfa, beans, and even lush, green pastures are all part of a cow's diet. These high quality crops play a major role in a dairy cow's milk production. Wisconsin's milk is not only high quality, but rich, flavorful, and very nutritious!

Olivia - Fun fact: Did you know that milk from a dairy cow can have slightly different flavors depending on the cow's diet?!?! This can sometimes leave cheesemakers in a bit of a puzzle, but mostly cheesemakers welcome the slight changes of flavor!

Wisconsin's Cheese Industry Today



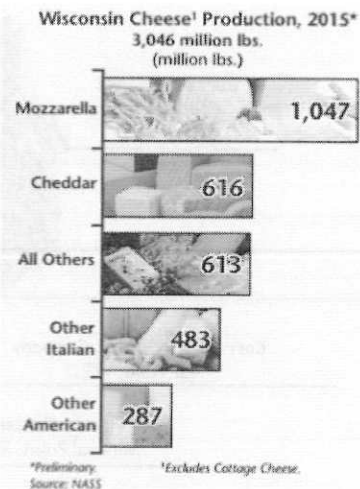
<http://www.eatwisconsincheese.com/images/statistics/CheeseProductionSnapshot.pdf>

- Wisconsin ranks 4th in the world for cheese production!
 - 1st - United States
 - 2nd - France
 - 3rd - Germany
 - 4th - Wisconsin
 - 5th - Italy

Colton - Today, Wisconsin has perfected the art of cheesemaking. If Wisconsin was a country, we would rank 4th in the world! Take a look at this graph. The United States comes in first place, producing close to 12 billion pounds of cheese each year. France is second in world cheese production followed by Germany. Then you will notice the state of Wisconsin coming in fourth just behind Germany! Italy rounds out the top 5 at producing 2.6 billion pounds of cheese annually. Pretty impressive!

Wisconsin's Cheese Industry Today

- With more than 100 cheesemakers, Wisconsin produces over 600 varieties of cheese.
- 90% of Wisconsin's milk is made into cheese.
- Wisconsin's cheesemakers produced over 3 billion lbs. of cheese in 2015.
- Wisconsin is the **ONLY** state with a Masters Cheesemaker program.

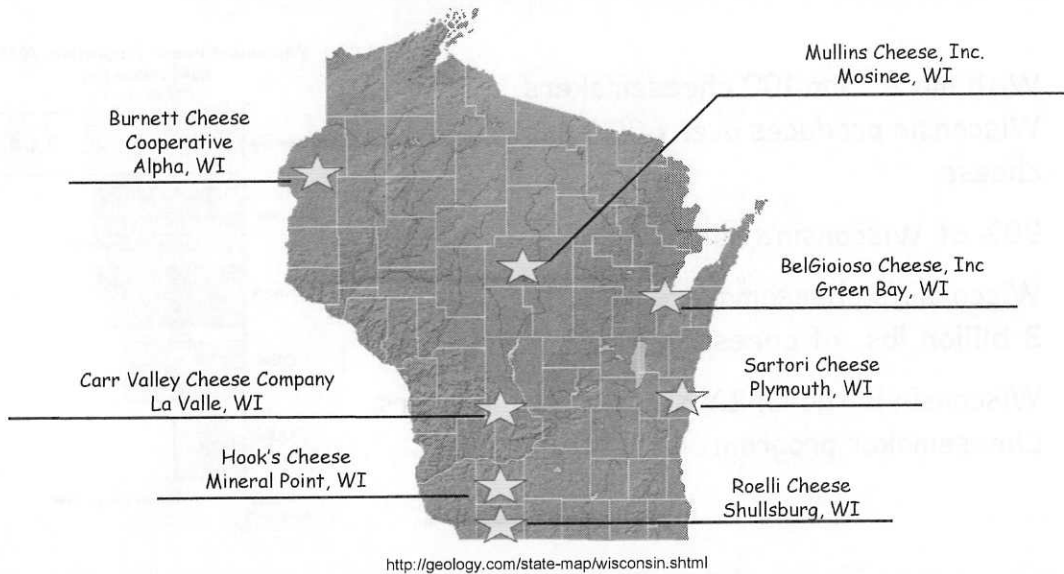


Eli - Today there are more than 100 cheesemakers producing over 600 varieties of cheeses! We had no idea there were so many varieties! This far outweighs other cheese producing states. The runner-up comes in a distant second producing close to 250 varieties.

Olivia - Most of the milk produced in Wisconsin, in fact 90% of it, is turned into cheese. 10 pounds of milk is required to make just 1 pound of cheese. Because Wisconsin is able to produce such large amounts of milk, we were in turn able to produce over 3 billion pounds of cheese in 2015.

Mason - Another important note is that Wisconsin is the **ONLY** state with a Master's Cheese Program. The Master's Cheese program allows cheesemakers to further their education in cheesemaking. This advanced and prestigious educational program allows cheesemakers the knowledge and skills they need to become and remain competitive, both nationally and internationally.

Cheesemakers in Wisconsin



Ellie - Cheesemakers are sprinkled all throughout our state. The map on the slide shows just a few we have pinpointed for you today.

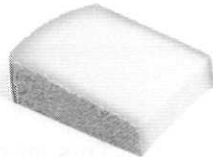
- Our very own Hooks Cheese of Mineral Point began in 1976 by Tony and Julie Hook.
- Roelli Cheese of Shullsburg has been making cheese for nearly 100 years
- Burnett Cheese Cooperative in Alpha was founded in 1896
- Sartori Cheese of Plymouth, was co-founded in 1939
- BelGioioso Cheese of Green Bay began in 1972 by several Italian cheesemakers
- Carr Valley Cheese of La Valle opened their doors in 1902 and have several factories and retail stores all throughout our state.

Colton - This list goes on and on.... Cheesemakers are found all throughout our state. We have cheesemakers with a long, rich history and we have cheesemakers just getting started in the cheese industry. Whether these businesses are new or old, they all play a major role in Wisconsin's cheese industry today!

Unique Cheeses of Wisconsin



gorgonzola



gruyere



aged cheddar



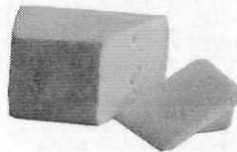
asiago



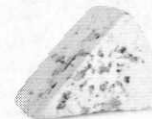
feta



gouda



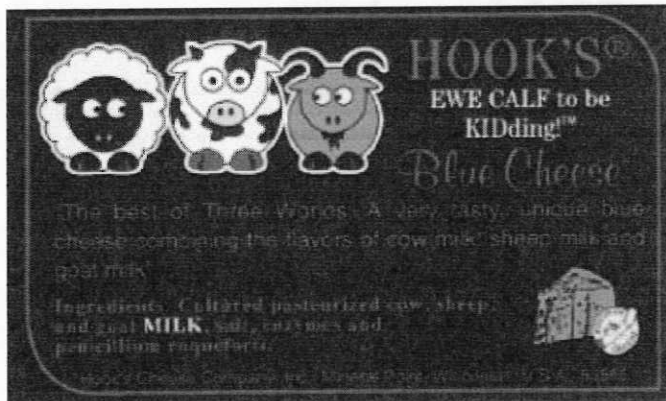
limburger



blue

London - Pictured on this slide are just some of the unique cheeses Wisconsin's cheesemakers have to offer. Gorgonzola, gruyere, aged cheddar, asiago, feta, gouda, the stink smelling limburger, and blue cheese are some of the many unique varieties.

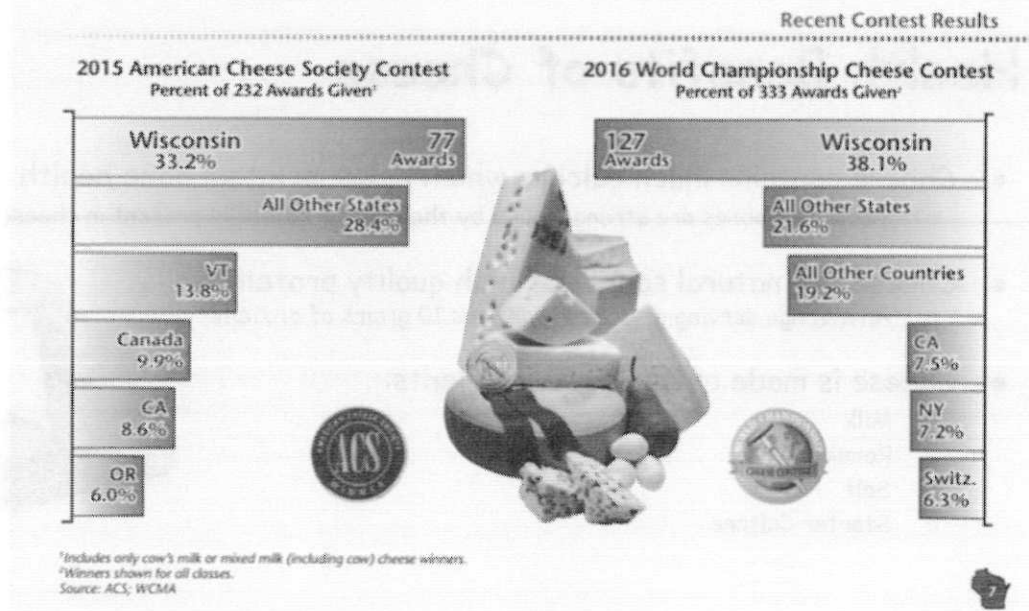
EWE CALF to be KIDding by Hook's Cheese



This label pictured is the label of a specialty cheese made from Hook's Cheese Company in Mineral Point, WI.

Eli - Dairy cows are not the only hard working animal to produce milk! In addition, Wisconsin's cheesemakers also use milk from sheep and goats to make fine tasting cheeses. In fact, Hook's Cheese of Mineral Point has a cheese called EWE CALF to be KIDding! This delicious specialty cheese is a blend of cow, sheep, and goat's milk. Do you get it? A female sheep is called a EWE, a baby cow is called a calf, and baby goat is called a kid! Haha! EWE CALF to be KIDding!!!!

Bringing home the GOLD!

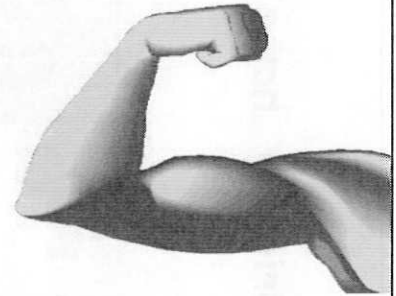


Ellie - Wisconsin Cheese wins more awards than any other state or nation in the major national and international contests held within the United State each year.

Ellie - In fact, Wisconsin cheesemakers have won 13 out of 18 "U.S. Champion" awards since the U.S. Championship Cheese Contest began in 1981. What an amazing accomplishment!

Health Benefits of Cheese

- Cheese contains much calcium which helps maintain bone health
 - Teeth and bones are strengthened by the calcium naturally present in cheese.
- Cheese is a natural source of high quality protein .
 - An average serving of cheese contains 10 grams of protein!
- Cheese is made up of four ingredients:
 - Milk
 - Rennet
 - Salt
 - Starter Culture



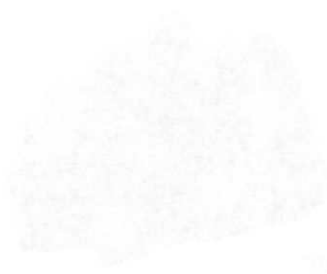
Colton - Let's get real and talk about the health benefits of cheese! Are you looking for healthy and tasty snack? We may have just the answer for you! Cheeselll!

Colton - Cheese contains a large amount of calcium which is just what your body needs to maintain strong bone health. The calcium in cheese not only helps keep your bones strong and healthy, but it also strengthens your teeth and prevents tooth decay!

Olivia - In addition to calcium, cheese is also an excellent source of protein which helps to build strong muscles and keep your body healthy! An average serving of cheese contains 10 grams of protein. In fact, an 8-ounce glass of milk contains about the same amount of protein in 1.5 ounces of Wisconsin Cheese!

Olivia - Cheese only consists of four major ingredients: milk, rennet, salt, and starter culture. Overall, this food is a recommended food choice

from doctors and nutritionists worldwide!



Last Little Budget...

...the number one best-selling...
...the best of the industry...
...about a million people...
...the most popular...

...the number one...
...the best of the industry...



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Last Little Nuggets...

- Cheese is the number one food craving among Americans, even beating out chocolate!
- Americans eat about 34 pounds of cheese each year.
- Fried cheese curds are a Wisconsin dairyland delicacy!



<https://s-media-cache-ak0.pinimg.com/originals/f0/f9/ca/f0f9ca68f268d0a509ebd01ee463bc0c.jpg>



http://www.paisanos.com.hk/upload/images/product/p00007_20150930175020_154.jpg

- Wisconsin Grilled Cheese Competition is held each year in Dodgeville, WI.
- Americans eat about 350 slices of pizza per second!
 - That's enough to cover more than 90 football fields a day!

Mason - We'd like to leave you with some last pieces of information to really drive our proposal home! On a recent survey, Americans were asked to name a food they would like to receive as a gift. The majority of those asked stated cheese would be their food of choice, just slightly beating out chocolate which came in second.

London - On average a person consumes close to 34 pounds of cheese each year, but we believe that to be a bit higher for Wisconsinites. Cheese is a staple in this state and can be eaten with breakfast, lunch, or dinner!

Olivia - With all of this talk about cheese, we cannot fail to mention the iconic cheese curds that Wisconsin is so known for world wide! No matter your preference, regular, squeaky cheese curds, or warm, deep fried cheese curds, Wisconsin was the first to invent this delectable treat!

Colton - For five consecutive years, Dodgeville, WI has been home to the

Wisconsin Grilled Cheese Competition. Each spring, amateur and professional chefs face off in an epic Grilled Cheese Competition. The competition is friendly, fun, yet extremely serious all at the same time. Cheesemakers, chefs, taste testers, and spectators come from all over state and midwest to take part in this mouthwatering competition!

Eli - And lastly, we couldn't fail to miss talking about America's favorite food - Pizza! On average, Americans eat 350 slices of pizza each second! That's enough to cover more than 90 football fields in one day! The number one ingredient on pizza of all kinds, shapes, and flavors is our beloved cheese!

Websites

<http://www.americasdairyland.com/economicimpact/dairyfacts>

<http://www.eatwisconsincheese.com/cheeses/wisconsin-cheese-companies>

<http://www.onstage.goodmantheatre.org/2016/04/28/who-made-my-cheese-a-brief-history-of-dairy-in-wisconsin/>

<http://www.sartoricheese.com/about-us.html>

<http://www.hookscheese.com/>

<https://www.roellicheese.com/>

<http://www.carrvalleycheese.com/aboutus.asp>

<https://www.belgioioso.com/>

<http://www.widmerscheese.com/the-story-of-wisconsin-brick-cheese/>

<https://www.cdr.wisc.edu/mastercheesemaker/about>

Thank you!



Ellie - As you can see the past, present, and future in Wisconsin's cheese production has been and continues to promise a strong industry. We can't possibly think of a better state symbol to represent the great state of Wisconsin. We thank you Representative Novak and Senator Marklein for making the trip to Mineral Point and listening to our proposal. We'd like to open it up now to comments and questions.



1 South Pinckney Street, Suite 810, Madison, WI 53703-2869
608.258.4400 fax 608.258.4407

400 Selby Avenue, Suite Y, St. Paul, MN 55102-4520
651.228.0213 fax 651.228.1184

www.cooperativenetwork.coop

March 23, 2017

To: Representative Lee Nerison and members of the Assembly Committee on Agriculture
Senator Duey Stroebel and members of the Senate Committee on Government
Operations, Technology and Consumer Protection

From: David Ward, Director of Government Relations and Dairy, Cooperative Network

Re: Support for Assembly Bill 73 and Senate Bill 44

Cooperative Network is the trade association for all types of cooperative businesses in Wisconsin and Minnesota. We represent over 400 member cooperatives that have over \$44 billion in annual sales. Included in our diverse membership are dairy cooperatives that make nearly 60% of the cheese made in Wisconsin.

Cooperative Network supports Assembly Bill 73 and Senate Bill 44 which designates cheese as the state dairy product. Dairy is a \$43 billion business in Wisconsin which is almost half of our \$88 billion agricultural economy. Cheese is a big part of Wisconsin's dairy economy. 90% of the milk produced in Wisconsin is made into cheese and nearly 90% of that cheese is sold outside the state of Wisconsin. Wisconsin is the leading cheese producing state in the United States.

Cooperative Network asks for your support for Assembly Bill 73 and Senate Bill 44.