



Dedicated to Reinvigorating Wisconsin's Dairy Sector

An Overview of the DBIC



For more than 100 years, the title, “America’s Dairyland” has been Wisconsin’s claim to fame. It’s a title Wisconsinites take seriously: we wear it on our license plates, our t-shirts, and even the official state quarter. And we do it by winning more awards for our cheese than any other state or country. With more than 12,000 family-owned dairy farms, 1.24 million dairy cows, 1,214 cheesemakers and 211 dairy plants, the state’s dairy industry provides a \$26.5 billion impact on Wisconsin’s economy.

However, “America’s Dairyland” is not a title Wisconsin takes for granted. Since 2004, the Dairy Business Innovation Center (DBIC)- a not-for-profit organization led by a stakeholder board providing technical and marketing assistance to new and emerging specialty dairy businesses – has worked hard to assist dairy producers and processors innovate and grow the state’s dairy industry.

Since 2004, a team roster of 20 world-class consultants working for the DBIC have assisted more than 120 small, medium and large dairy companies to become more profitable by developing new, value-added dairy products. In fact, in the past seven years, clients assisted by the DBIC have successfully launched **68 new specialty and artisan cheeses and dairy products** into regional and national marketplaces. This unprecedented growth has resulted in the following statistics:

- **Record Specialty Cheese Production:** today totals 552 million pounds, double the amount produced 10 years ago, and accounts for 21 percent of the state’s total cheese production. A record number of 90 of the state’s 129 cheese plants craft at least one type of specialty cheese, up from 77 plants five years ago.
- **New and Expanded Dairy Processing Plants:** In total, 43 new dairy processing plants have opened and 92 more have expanded in Wisconsin since the DBIC began in 2004. These numbers are in contrast to a trend in declining dairy plant numbers prior to 2004.
- **Increased Employment and Investment:** Between 2004 and 2010, DBIC clients report workers employed rose 20 percent. Investments in dairy plants, including new buildings, new equipment and new products totaled \$223 million.
- **Renewed Optimism for the Future:** In an independent survey of DBIC clients completed in February, 2011, 98 percent expect their business will grow in the next five years, either through sales, adding jobs, or capital investment and 100 percent are optimistic about their business’ future in Wisconsin.

Today, Wisconsin’s dairy producers, dairy processors, state and federal government and industry leaders are partnering to make America’s Dairyland stronger than ever.

How the DBIC Works

The Dairy Business Innovation Center is a not-for-profit organization dedicated to growing specialty, farmstead and artisan dairy processing businesses. The team consists of 20 world-class dairy consultants led by a stakeholder board. The DBIC provides specific, high-value one-on-one consulting to clients. The team listens to the client's vision, the client's needs and then responds by assigning individual team members to help the client accomplish its goals.

The DBIC assists dairy entrepreneurs develop and launch new value-added products by offering a host of one-on-one specialized services, including:

- Brand Development
- Business Planning
- Comprehensive Business Audits
- Consumer Focus Groups
- Equipment and Facility Design
- Grant Writing
- Industry Research
- Long Range Planning
- Market Development, Evaluation, and Planning
- Mentor Program
- Packaging and Label Development
- Product Development
- Public Relations and Media Assistance
- Relocation to Wisconsin Assistance
- Succession Planning
- Wisconsin Dairy Artisan Research Program



Currently, the DBIC offers 40 hours of consultation to dairy business clients, and continues to welcome repeat clients with new projects by offering a low fee structure for an additional 20 hours. In addition, a host of fee-based services are available to clients at industry-reduced rates. This structure creates future opportunities for clients to build their businesses and also helps the DBIC become a self-sustaining entity.

The Dairy Business Innovation Center also acts as a gateway to a wealth of resources and partner organizations, all with the goal of assisting dairy producers, processors and industry groups in growing America's Dairyland.

The Future of the DBIC

The future of DBIC lies in the pursuit of new funding resources. The Center's Board of Directors and staff are pursuing state funding, private foundations and industry support. DBIC is an organization facing a loss of core federal funding, but it is also a set of ideas and activities that the dairy industry will continue to need.

This is an exciting time for the Wisconsin dairy industry. Whether you are a dairy farmer considering building an on-farm dairy plant, a dairy processor trying to decide whether to expand, or an industry group looking for a partner to accomplish big goals, the Dairy Business Innovation Center is the place to start.

Dairy Business Innovation Center

P.O. Box 14; Delavan, WI 53115 ♦ Phone: 262-740-0705 ♦ Web: www.dbicusa.org ♦ Email: info@dbicusa.org