

WHEREAS; producing and consuming cheese is a critical part of the state’s history, culture, and economy, and it is a central part of what it means to be a Wisconsinite; and

WHEREAS; Wisconsin’s nearly 1,200 licensed cheesemakers produce cheese in over 600 varieties, nearly double the versatility of production of other states; and

WHEREAS; according to the Wisconsin Department of Agriculture, Trade and Consumer Protection, in 2023, approximately one out of every four pounds of cheese nationwide was produced by Wisconsin cheesemakers, who produced a total of 3.51 billion pounds of cheese, including 942 million pounds of specialty cheeses; and

WHEREAS; Wisconsin is also home to the “Cheese Capital of the World” in Plymouth, where it is estimated that up to 15 percent of cheese produced in the United States is processed and sold; and

WHEREAS; from signature squeaky cheese curds to award-winning specialty cheeses to Colby cheese, named for the central Wisconsin city where it was developed in the late 1800s, Wisconsin cheese is a delicacy enjoyed by folks across the state and all over the world; and

WHEREAS; today, the state of Wisconsin joins all Wisconsinites in celebrating its proud tradition as “America’s Dairyland” and encourages individuals across the state to support local cheesemakers and the dairy industry as a whole during the new year;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim January 20 2025 as

CHEESE LOVER’S DAY

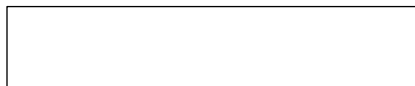
throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 6th day of January 2025.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State