

# STATE of WISCONSIN



## OFFICE of the GOVERNOR

# Proclamation

*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