

WHEREAS; according to the International Dairy Foods Association, the ice cream industry in the United States contributes a whopping \$11.6 billion impact on the national economy, supporting over 26,700 direct jobs, and generating almost \$2 billion in direct wages; and

WHEREAS; in 2024 alone, the United States churned out over 1.3 billion gallons of ice cream, and in 2021, Wisconsinites collectively bought over 75.4 million pounds of ice cream, according to the Dairy Farmers of Wisconsin; and

WHEREAS; proudly known as “America’s Dairyland,” Wisconsin boasts over 46 licensed ice cream plants across the state, contributing to the roughly 19 pounds, or about four gallons, of ice cream that the average American eats each year; and

WHEREAS; the dairy industry alone contributes over \$52.8 billion to Wisconsin’s economy each year, and the state is home to iconic ice cream shops and makers that make the chilled dessert one of the state’s favorites; and

WHEREAS; despite the cold temperature, the dessert is regularly consumed year-round in Wisconsin, with flavor innovations growing over the years to include new mix-ins and flavor profiles, including one of Wisconsin’s most popular, the iconic Blue Moon; and

WHEREAS; the first official Ice Cream Sundae was invented in Two Rivers, Wisconsin, in 1881 and was sold only on Sundays, hence the name “Ice Cream Sunday,” for a nickel; and

WHEREAS; in 1984, July was first designated as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day, and the observances have been nationally celebrated ever since; and

WHEREAS; on this occasion, the state of Wisconsin joins ice cream lovers across the state and nation in celebrating the abundant positive impacts that ice cream has contributed throughout history, and encourages all Wisconsinites to enjoy their favorite ice cream treat during the month of July and beyond;

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

NATIONAL ICE CREAM MONTH

and July 20 2025 as

NATIONAL ICE CREAM 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 16th day of July 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State