

MILK MONEY

^{UW}**Extension**



75 participating Wisconsin dairy producers increased average monthly income more than \$1,000



Milk Money is supported by grants from the Wisconsin Milk Marketing Board



Milk Money uses a team-based approach unique to each dairy's situation



Increased producer income comes from capturing quality premiums, improved milk production and reduced costs related to treatments



More producers begin to involve veterinarians and other dairy professionals in milk quality decisions as a result of Milk Money



Milk Money teams led by UW Extension Agents tend to perform better on average than teams led by other dairy professionals



Milk Money helps Wisconsin dairy producers improve milk quality through the adoption of proven best management practices

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