



For more information, please contact:

Rebekah Sweeney, 608-286-1001 or [rsweeney@wischeesemakers.org](mailto:rsweeney@wischeesemakers.org)

## NEWS RELEASE

May 15, 2019

# WCMA Applauds Unanimous Senate Passage of Legislation to Improve Water Quality and Support Economic Development

MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) thanks members of the Wisconsin State Senate for their unanimous approval of Senate Bill 91, legislation which would create a nutrient pollution trading clearinghouse.

“This legislation is the result of industry and environmental advocates’ collaboration to achieve their shared goal of improved water quality across the State of Wisconsin,” said John Umhoefer, WCMA Executive Director.

Introduced by Senator Rob Cowles (R-Green Bay) with strong bipartisan sponsorship in both the Senate and Assembly, SB 91 establishes a statewide clearinghouse through which farmers could receive financial incentives from municipal water treatment plants or dairy processing facilities to reduce the amount of pollutants entering waterways. Trading “credits” for pollution reduction would encourage farm-level solutions and provide options for permit compliance.

“Senate Bill 91 not only addresses the need to protect our natural resources but also supports opportunities for rural economic development,” said Umhoefer. “We thank Sen. Cowles and his colleagues on both sides of the aisle for their pragmatic approach to address the complex issue of water quality improvement.”

Senate Bill 91 now awaits consideration by the Assembly Committee on Local Government.

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*Note: For more than 125 years, the Wisconsin Cheese Makers Association has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, WCMA represents 103 dairy processing companies and cooperatives operating across the United States and around the world, and more than 575 companies that supply equipment and services to the industry.*