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CHEESE MAKERS  
ASSOCIATION**

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**NEWS RELEASE**

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## **WCMA Applauds Evers' Direction of Federal Funds to Expand Broadband Access**

MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) today applauded Wisconsin Governor Tony Evers' direction of \$100 million in American Rescue Plan Act (ARPA) funding to expand access to high-speed broadband internet statewide. According to the Federal Communications Commission's (FCC) 2021 Broadband Deployment Report, approximately 394,000 Wisconsinites have no access to broadband, with 98 percent of them living in rural communities.

WCMA Executive Director John Umhoefer released this statement, following the Governor's broadband funding announcement:

"Investments in Wisconsin's broadband infrastructure stand to bridge a key gap in economic opportunities for rural business owners, including most of the state's dairy processors. High-speed internet access is essential to online sales, food supply chain connectivity, and the attraction of top-tier talent, who expect that amenity wherever they choose to live and work.

"WCMA members applaud Gov. Evers' efforts to invest in rural communities and strengthen Wisconsin's agricultural economy now and for years to come."

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