#### STATE SENATOR KATHY BERNIER TWENTY-THIRD SENATE DISTRICT



State Capitol • P.O. Box 7882 • Madison, WI 53707 Office: (608) 266-7511 • Toll Free: (888) 437-9436 Sen.Bernier@legis.wi.gov • www.SenatorBernier.com

From:

Senator Kathy Bernier

To:

Senate Committee on Government Operations, Technology & Consumer

Protection

Re:

**Testimony on Senate Bill 519** 

Relating to: designating Colby as the state cheese

Date:

Wednesday, January 29, 2020

Thank you Chairman Stroebel for allowing me to testify on Senate Bill 519, designating Colby Cheese as Wisconsin's state cheese. Before I begin, I'd like to recognize the Fourth Graders from Colby, Wisconsin who are watching live on Wisconsin Eye right now. These students authored the letters that are being distributed to you, urging your support for this bill that honors the big contribution made by this small Wisconsin town.

I'd also like to recognize the high school students here with us today, who traveled a long way to share with the committee through song – that to us, Colby is more than cheese – it's a symbol of how one small person from one small place can change things - even the course of a state.

Wisconsin does cheese better than anybody else and Colby Cheese is the Wisconsin original that helped transform our state into America's Dairyland. Nearly 150 years ago, long before Wisconsin became famous for dairy, Colby Cheese was a farm family recipe dreamed up right here in Colby, Wisconsin. This amazing cheese quickly grew into a regional favorite and, propelled by its unique, mild taste and creamy flavor, went on to become one of the most popular and best-selling cheeses in America. In fact, although 60 Wisconsin cheesemakers produce 21% of the nation's Colby Cheese, this homegrown Wisconsin original has become so popular that cheesemakers across the country are required to produce the other 79% to meet the demand.

Colby cheese is truly an all-American, Wisconsin original and its prominence across the country and around the world is something we can all be proud of. I ask you to please vote for Senate Bill 519 and join me in honoring Colby cheese as a cornerstone of America's Dairyland.



#### STATE REPRESENTATIVE . 69TH ASSEMBLY DISTRICT

TO:

Senate Committee on Gov't Operations, Technology & Consumer Protection

FROM:

Representative Bob Kulp Testimony in Favor of SB 519

RE:

Support For Senate Bill 519 / Designating Colby As The State Cheese

DATE:

January 29, 2020

Thank you Chairman Stroebel and committee members for holding a public hearing on Senate Bill 519 ("SB 519"). I appreciate having the opportunity to express my support for SB 519 which would designate Colby as the state cheese.

2017 Wisconsin Act 8 established cheese as our state's dairy product. Wisconsin is the number 1 cheese-producing state in the United States, making 26% of our country's cheese. According to the Wisconsin Milk Marketing Board, in 2014 Wisconsin cheesemakers used about 90% of Wisconsin's milk supply to produce 2.9 billion pounds of cheese each year.

Colby cheese was developed in 1885 by Joseph Steinward of Colby WI. The cheese is named for the village that it originated which is located in the 69<sup>th</sup> Assembly District that I represent. Colby cheese has similarities and differences with cheddar cheese. While the cheese has a similar taste and color to cheddar, it does not go through the normal cheddaring process. Washing the curd and replacing whey with water in the cooking process allows the finished cheese to be more soft, moist and more likely to melt than normal cheddar cheese.

Wisconsin is known for its cheese globally and it plays a significant factor for our economy, cultural, and state identity. Of all cheeses, it is Colby cheese that helped transform Wisconsin into America's Dairyland. Colby cheese is so popular that it has inspired cheese makers across the country to manufacture 79 percent of all sold Colby cheese to meet popular demand. Colby cheese is a unique Wisconsin original and is deserving of special recognition. I recommend the members of this committee vote in favor of adapting Colby cheese as Wisconsin's official cheese.

Thank you again for scheduling the public hearing today on SB 519, and thank you for your time and consideration.

#### "Colby Cheese" from the original production "Coming Home, Coming Home to Colby" Performed by Colby High School's Colby Choir Coalition

"Let me tell you about this city we call Colby, population 1852, plus a few!

We've got farmers, country breeze, on north highway 13, and more than just a county we're in two."

It's a place where people always greet each other, neighbors, family, friends, and in between

We've got show choir and stage lights, football Friday nights.

But there's one thing we hold tried and true, 'cheese!'

A long time ago, more than a hundred 'years!'

A man built a factory for cheese

In 1885 his son would tow the line, and make the US native recipe

Colby was the name of the creation, a process that was different than the rest.

A mile west and south, you put it in your mouth, a brand new kind of cheese he put to test

Colby, Colby cheese, no matter how you slice it you'll be pleased

You can cut it you can curd it, you can even melt and slurp it

And maybe you can save a chunk for me

Colby, Colby cheese, giving thanks to cows on bended knee

It starts out just like cheddar, but then we make it better

Thank to Joe Steinwand hail to thee

First you warm the milk

"And add the rennet"

Then you cut the mixture

"Into squares"

Heating up the curd

"The whey is gone for good"

Wash and cool the piece

"In cold water"

Slate and mix the curd

"And press it after"

then it sits a month

"Or two or three"

"Now the finished product gets packed sold and bought up and we eat it often at events

Like 'Cheese Days!"

Colby, Colby cheese, no matter how you slice it you'll be pleased

You can cut it you can curd it, you can even melt and slurp it

And maybe you can save a chunk for me

Colby, Colby cheese, giving thanks to cows on bended knee

It starts out just like cheddar, but then we make it better

Thank to Joe Steinwand hail to thee, hail to thee

So now you've heard about the city we call Colby

And our pride and joy the Colby cheese

Come again now don't be shy taste the cheese come on now try

And find out why oh why

We love cheese, Colby cheese, we love cheese, 'Colby cheese'

#### **Testimony of Matthew Oehmichen**

Community leader, media personality, business leader, agriculturalist

Of Colby, Wisconsin

#### On The Issue of Making Colby Cheese

#### The Official State Cheese of Wisconsin

#### **Committee on Government Operations, Technology and Consumer Protection**

Room 330SW, State Capitol

Public Hearing concerning Bill SB519

Good day to you all.

As I begin, I want to thank you all for taking the time to hear public testimony on SB519, and to take this potentially out of Committee and on to the next level.

My name is Matthew Oehmichen, of Colby Wisconsin. Bill SB519 is legislation to designate Colby the official state cheese of our state. But as it confused me at the Assembly public hearing, how is this not already so? How's Colby cheese not already the state cheese? This isn't right, and I am here to tell you why we need to get this settled.

When I visited your offices back in November, some interesting comments and questions were posed to me, that have a lot of relevance to why we need to make Colby cheese a state symbol:

First, "why Colby? We make other cheeses." Wisconsin is known as America's Dairyland, and for good reason- our number-one output of all dairy products is cheese. Furthermore, our state is the nation's top producer of cheese, not just currently, but since 1910. Our cheese is world class. No one makes it better than Wisconsin. That's probably why the nation calls us cheese-heads, right? Colby is Wisconsin's only native cheese: that's right, it's our own original recipe, that was created in the center of Clark and Marathon County, which touts the largest number of dairy farms and dairy cows than anywhere else in the state. All the other cheeses we produce so well, and so much of, were someone else's idea.

The cheese is soft, moist, and flavorful. And that is what made Colby cheese so popular. After its creation, Wisconsin soared in cheese production, and never looked back. Colby changed the cheese game.

**Secondly, "we have too many state symbols."** Symbolism connects us to traditions, to people, industries, and values. It matters. Ask any business owner and anyone in marketing. National average of state symbols is 35, we only have 30. Massachusetts has 57, and boasts the highest quality of life than any other state. It doesn't appear that all of those symbols are slowing them down.

No one has a state cheese, we would be the first. And who cares if we are the only ones with a state cheese? We have never been one to follow, but instead move forward. And not only that, it would be one that no one could ever, ever take away from us, because they can never claim Colby as their own. This is an opportunity to have an icon, a symbol that no other state will ever have. If symbolism doesn't

matter, than why have these red granite columns or bronzed badgers in this beautiful building, and not have them replaced with dry wall and cubicles?

Lastly, 'This wouldn't benefit anyone'. This could not be more far from the truth. This is for our dairy farmers, our cheese makers, our Dairyland brand. Imagine our marketing power if we had an iconic symbol that didn't need further explanation or reinvention; for we are so great at what we do that we have our own official, homegrown, cheese. This isn't just about your individual district's constituents, this is about the whole state. It will recognize our agrarian heritage, and the communities it supports. Times have been tough for farmers; having a product icon is a nod to their excellence. Senators, one of your offices told me "your cheese won't save the industry". On its own, maybe not, but tell me, but how does it exactly hurt the industry?

Sure, things may appear to be moving' and shaking' in big cities, like here in Madison, Milwaukee, Kenosha, but the heart-beat of Wisconsin comes from its rural communities and small hometowns, like mine. Colby is a reflection of our state's sons and daughters who take pride in their work, are proud where they are from, and who dare to dream bigger than their town's borders. That deserves to be recognized, and celebrated.

Colby cheese is more than just cheese, it is a representation of all that is best about being a Wisconsinite. The cheese came from a small community, just like those that dot the state's landscape, from border to border That's what this is all about. With this bill you are building an identity, solidifying our culture and heritage of being America's Dairyland, and recognizing those who move *Forward*, like our state motto. This is about having pride in our state of Wisconsin. Having state pride develops great citizens, leaders, and businesses. People can be proud of this great state that shaped who they are.

Please take action and declare Colby cheese as an official state symbol that is 100% authentic Wisconsin- for our farmers, leaders, communities, and future generations.

Thank you so much for taking the time to hear my testimony, God bless Wisconsin, and I will be happy to take any questions at this time.



Connie Gurtner

City Clerk/Treasurer

City of Colby

I have been the Clerk/Treasurer for the City of Colby for 25 years and am grateful for the opportunity to speak today in favor of Colby Cheese as a Wisconsin state symbol.

Colby is small — approximately 1,828 people in our city. It amazes me how many tourists come to our little city hall looking for the history of the original Colby Cheese. We have a historical marker in our park that says it all. Joseph F. Steinwand invented Colby cheese in 1885. He named the cheese after Colby, Wisconsin — where his father Ambrose Steinwand Sr. had built the first cheese factory in Clark County in 1882. This cheese factory was a simple, small wooden building that produced around 125 pounds of cheese each day. Joseph began helping his father in the cheese factory when he was 16 years old, learning how to make cheese. His father sent him to a cheese-making course and upon returning, Joseph began his cheese experiments in the factory. Small, simple changes led to a milder, softer cheese than cheddar and Colby cheese was born!

We celebrate our heritage in Colby each year with a three day festival called Colby Cheese Days that offers an endless supply of free cheese for festival goers. This July, Colby will mark 55 years celebrating this event and it would be exciting to be able to announce that Colby Cheese has been selected Colby Cheese as a state symbol. During the centennial of Colby Cheese the governor of Wisconsin had proclaimed Colby cheese, "Wisconsin's Own Colby Cheese," as the only major natural cheese process native to America.

I think a state symbol should be original to our state and Colby Cheese is just that — it originated right here in Wisconsin!

#### Colby Cheese 2019 Assembly Bill 572

Beau Sweitzer

University of Wisconsin Eau-Claire

November 6th, 2019

As you know, Wisconsin already has many state symbols such as milk as the State Beverage, the badger as the State Animal, muskellunge as the State Fish and Robin as the State Bird. These state symbols indicate a sense of culture, and pride for all Wisconsinites. Similar to the aforementioned items, cheese is a large part of Wisconsin culture. After all, Wisconsin is the nation's leader in cheese production supplying approximately 3.42 billion pounds in 2017[1]. The significance of cheese in Wisconsin is recognized nationwide as many refer to Wisconsinites as "cheeseheads" (a reference to supporters of the great Green Bay Packers). So if the nation recognizes this significance, we (as Wisconsinites) should also be sure to acknowledge the role of a specialty cheese in

Colby cheese provides much to Wisconsin that can be seen by citizens of the state. Colby was invented in Wisconsin in 1885 by Joseph F. Steinwand. Wisconsin produces approximately 21% of the nations Colby cheese. Colby cheese was named after the city, Colby in the state of Wisconsin. Colby cheese is special to Wisconsin because it was invented here. Wisconsinites are very loyal to our home state and Colby being recognized at the State Cheese of Wisconsin would allow Wisconsinites to feel the sense of culture that other State Symbols provide.

Colby is made by a number of different companies in Wisconsin[2], there are currently 36 different companies that produce Colby cheese. Recognizing Colby as the State Cheese would likely increase sales for these companies, and possibly encourage others to enter the market. This is especially important as family farms in Wisconsin struggle to compete with factory farms. The increased sales resulting from nominating Colby as Wisconsin's State Cheese may help increase demand for products needed to produce the cheese.

<sup>[1] &</sup>quot;Top U.S. States Cheese Production 2017." *Statista*, https://www.statista.com/statistics/195764/top-10-us-states-for-cheese-production-2008/.

<sup>[2]</sup> Staff, Wisconsin Cheese. "Our Makers." *Wisconsin Cheese*, 10 Sept. 2019, https://www.wisconsincheese.com/our-cheese/our-makers?cheese=15.

#### Testimony in favor of 2019 Senate Bill 519 January 29, 2020 Senate Committee on Government Operations, Technology and Consumer Protection

Chairman Stroebel and Members:

My name is Ann Luckey. My great-grandfather, Joseph Steinwand, invented Colby Cheese in Colby, Wisconsin, in 1885. My mother Betty, who passed away last fall, was Joseph's oldest granddaughter.

It's hard to put into words what Colby Cheese means to me. As a family we'd make regular trips to Colby, my mother's hometown. Seeing the historical marker, and pictures of it, did not make much of an impact on me as a young girl. Now, however, when I realize the significance of that, I am overwhelmed. Our family is a part of the history of Wisconsin. Simply put, "America's Dairyland" would not be "America's Dairyland" as we know it were it not for Joseph Steinwand and his Colby Cheese.

Grandpa and Grandma Steinwand, Joseph's son and daughter-in-law, were humble people and never put on airs. The Steinwands were pillars of the Colby community, known for their kindness and congeniality. However, we have my mom to thank for putting in all the effort and time into recording the history of the family. We are lucky, too, that my brother Joe has recorded many of these memories in with mom's voice. Mom always looked forward to getting cheese whenever someone came back home from Colby, even at the ripe old age of 99!

My brother Steve has a cabin in Medford and his wife Tami always remarked how our regular trips up there really comes full circle for our family. I see all the towns that we heard about when we were younger. My brother Dave and his wife make the drive to go to Colby Cheese Days when they can, they got engaged in Colby, they take care of the graves at the cemetery. And, driving up there, it's breathtaking to realize that whenever anyone in the world eats Colby cheese they are consuming a product that a simple, humble, hard-working Wisconsinite created. We should lay claim to this fact as soon as possible. What a boost of pride that will give everyone in Colby! They, and its product, represent the character of the Midwest.

I remember visiting my son in Madison and going to the Farmer's Market on Saturday, and stopping by the booth for Hook's Cheese in Mineral Point. There I talked with Julie Hook who was, and still is, the *only* woman to win the World Cheese Championship. She won that award in 1982, for their Colby.

The following year, 1983, was proclaimed by Governor Dreyfus to be "Colby Cheese Centennial Year." He recognized then, as many recognize now, that Colby cheese has affected our state's proud status as cheesemakers in a way no other single thing has done.

I take pride in my family's history, but I know this is not just about my family. It's not even about the cheese. It's the recognition of a hardworking farmer, a Wisconsinite through-and-through, who created a good product and it has since become a national symbol of good food — something we can all take pride in.

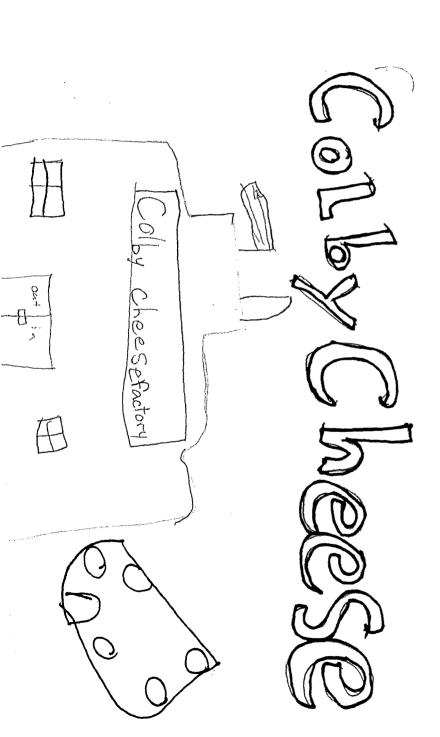
Thank you very much for your consideration.

Ann Luckey Cedarburg, Wisconsin Sincerely

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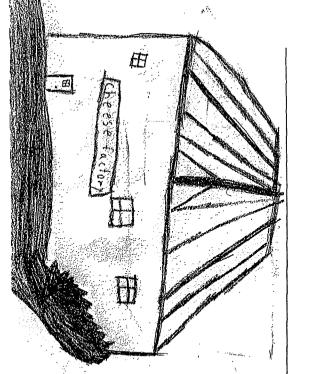
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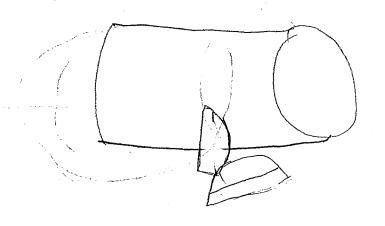
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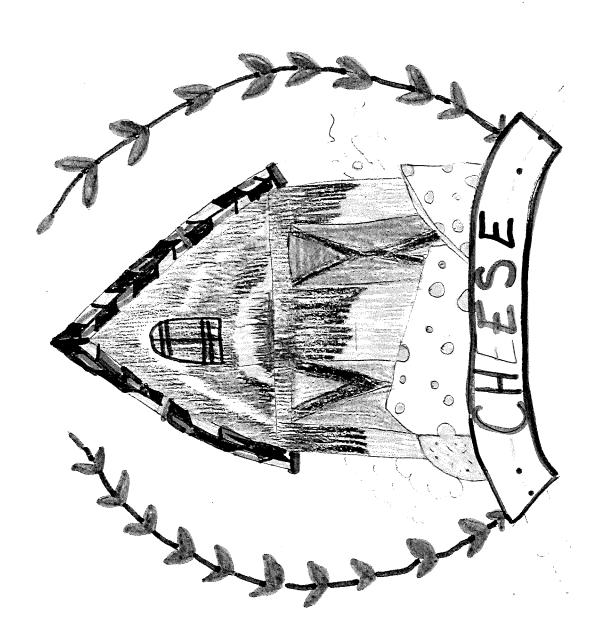
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### November - 1, 2019

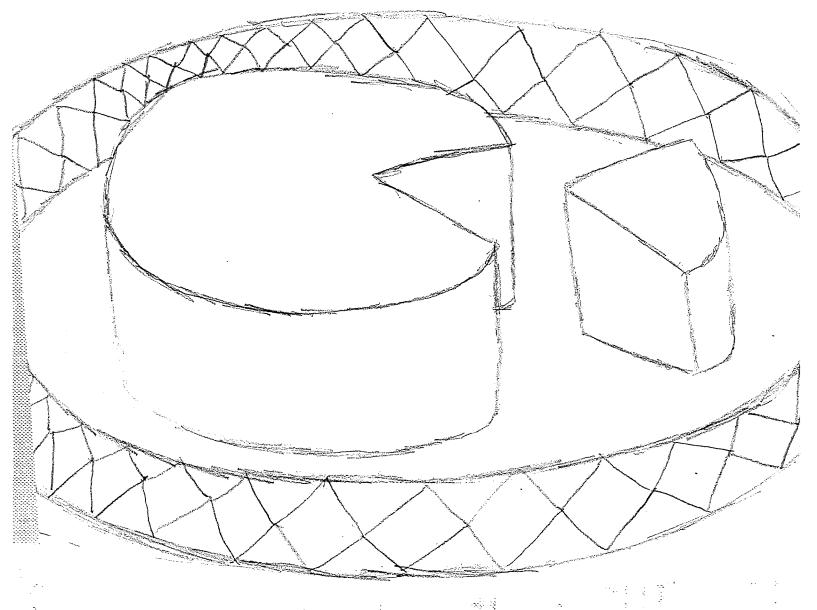
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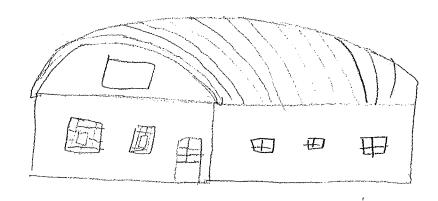
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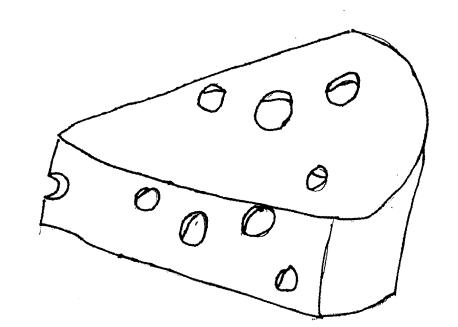
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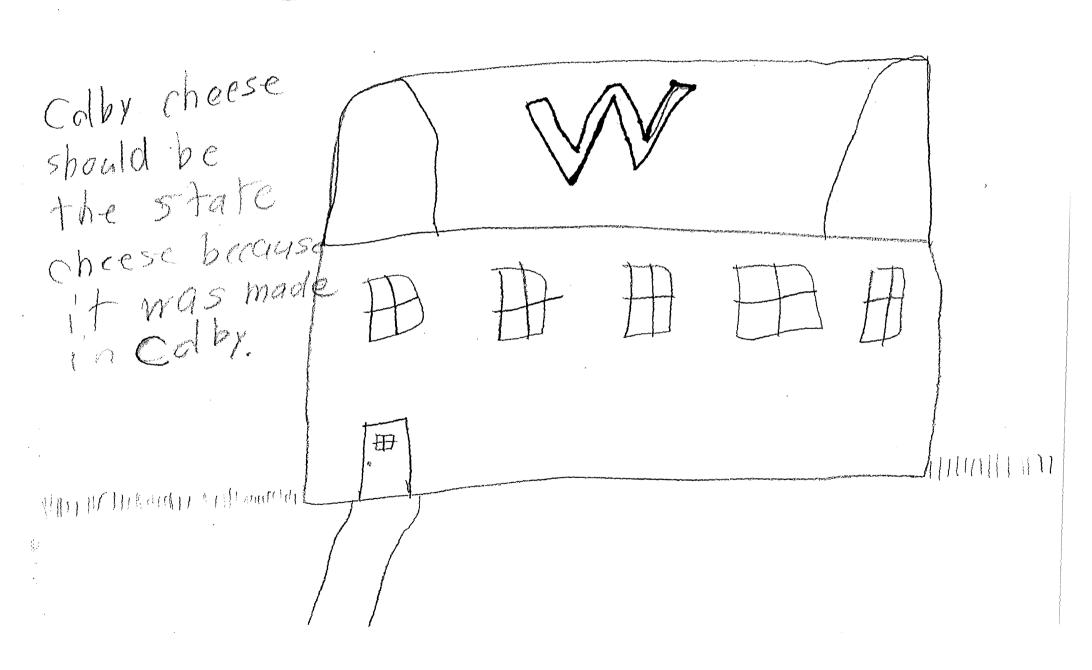
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also eaten all around the world. Also people celebrate at 5 borouse colby charge is really and delicity. Colby theere is acker games with Colby cheese for a tun struck. Go Po Wisconcin. I think the State cheese should be colby make colly cheese the official state cheese (70 Colby Hornetal writing to ack that you approve the bill

Sinceraly

Goden Willowthings

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Dear Legislator,

Sincerely			would be the state choese.	Colby Cheese is also eaten all over the world.	Colby Cheese is delicious. Colby Cheese is great to	Grade at Colby Middle school in Colby, Wisconsin
				18	D 150	15/1/2

Ulyson Blavel

でかっ Maria Sarah 5 Sept neer 2000

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Sincerely

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Jany 19, noc 4/2-120415 also hamed after our city! was made in Colby, Wisconsin, It was EVERYORR WOULD like should be Colby because it is rally justy. State 142 165/1661 540 te that you approve the bill to make PSE [ + 15 Tret. I am withing 10/10/ 01 40/10) DSI 000 0 9/0 143000 11 COL641W/15consh. 2 JUN 19100 1 STORE OF COURT 40 1051 00 T ma(

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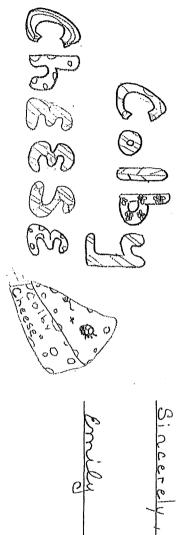
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My name is Kaden. I am in fourth grade at Colby middle I chool in Colby, Wisconsin. I am writing to ask that you approve the bill to make cally cheese the official state cheese of wisconsin. I think the state cheese should be Cally because Cally cheese is a semihard cow's milk cheese that it mative to the united States, specifically Wisconsin. In Colley, there is a cheese factory which makes colby cheese. Colleg cheese was invented in Colley Wisconsin by Joseph & Strinward in 1885. It was named for the township in which his father ambrose Steinwand In had built the first cheese factorie in Clark, Country three years before colly cheese is a good source of protein with vitaming and minerals a one ounce serving of cally cheese contains 6.47 grams of protein. Please approve the little naming collay Cheese Wisconsin's state cheese. Sincerly

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Thom withing to ask that you approve the bill to most cheese the office is the state cheese should be cheese the office of the state cheese should be cheese that the bill to most collable cheese than celebrate of a doing town, We collable cheese to celebrate the bill to most collable.

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School in Colby Wisconsin.

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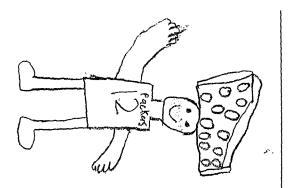
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Sincerely,

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grade at Collap Middle School in Collap. approve the bill to make colle official state choose of Wisconsin, I think 21% of our country's Colby Cheese. Nisconsin eatenall over the world. Wisconsion U.SconSin. I Wisconsin's State cheese. Thank you for your time 2005 idec applioning the bill to make Colby cheese s Americas olby cheese was invented in Colby. My Mame is Sofia and I amin state checse showld be an critica to ask Dainy land. Once again, please cheese to that you Collay because It is now forwth. polyces

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My name is alypon and I am in fourth grade
at Colby Middle Schoolin Colby, Wisconin. I am
writing to ask that you approve the bill to
make colby cheese the official State
cheese of Wisconsin. I think the State Cheese
Should be Colby because Colby Cheese is
celebrated every year at Colby Cheese Days.
Our Wisconsin teams have fans that even
wear colby cheese hats. Please
Consider approving the bill to make Colby
Cheese Wisconsin's State Cheese.
Thank you for your time.
J. J

Sincerely, Olyson

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Sincerely,

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Dear Legislators,

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who invented Colby cheese is Joseph F.
in 1868 in Colby, Another region, the person
Lothy cheese because Colby cheese was invented
I think the state cheese should be
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the official state cheese of Wisconsine
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you approve the bill to make cally choese
Colby, Wisconsini I am Writing to ask that
4th grade at Colby Middle School in
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My of James M

Dear Legs lators

at Calby Middle School in Colby Wisconin I min 4th grade ask that you approve the bill to make Calby Cheese the officed State Colby Cheese. Colby Cheese was invented in Colby Wisconin. Joseph F. Stein wand made Colby Cheese is the best tasting cheese ever please make Colby Cheese is the best tasting cheese ever please make Colby Cheese is the best tasting cheese ever please make Colby Cheese is the
The second secon

Sincer cly,

John Malone

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Dear Legislators

over the world. Another reason is because Colby Cheese One reason is because Colby Cheese olbiy, Wisconsin. It is now eaten all because Days to celebrate our famouse cheese, onsin oroducers 21% of our Country's Colly Jollov. heese the official state cheese - C Cheese le even have last reason, is name is Myla Schoelze and in 1874 Colby Cheese was made in Colby . Think the state cheese (D) colbu, Wisconsin. Joseph E Steinwand. Please make approve of Wisconsing L.S.A. The ask thirt you Also, Wisconsin producers Therse in the 165A. 4th grade at cheese is the best tastina ARGARIA was invented in Miscons: m. nao officia Moese writing <u>,</u>Д との大の 古

Sincerely,
Myla Schoelzel

## Dear Legislators

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## Dear Leg Islation

YOU approve the office state choice Wisconsin. I am writing to ask that to make Colby cheese Wisconson's every year on Ealby Cheese Days Once state again, please olb, cheese cheese because We celebrate it My name is Groce choose thank you for 4+ 大大 should be the state consider approving the bill bill to make Colby Cherse No Middle School Calleb and I am in of Wisconsin A OCH

SOBOS ROIDS

Sincerely

a Delor

Dear Legis Intor

by cheese MOIN D  $\bigcirc$ is a 17 CO semi-haby heat 1. M cheo se 9 eese tlavor Ö and Ø trom CONSINIS MOTE COM 1809/1919 COW 5) because

