



Laurie Fischer, well known in Madison, throughout Wisconsin, and in Washington, D.C. for her tenacious efforts on behalf of Wisconsin's dairy farmers, has begun a new national progressive dairy farmer and allied industry association. Currently representing over 30,000 dairy farmers from across the United States, Fischer is the Founder and CEO of the American Dairy Coalition (ADC). She formerly served as the Executive Director of the Wisconsin Dairy Business Association (DBA). Fischer has broad and in-depth knowledge of policy and the political process along with extensive personal relationships built up over many years with key political leaders in both the State and Federal capitols.

Fischer grew up on a dairy farm and was always interested in following in the farming footsteps. That passion set her on a path that would lead her to be a business partner in a commercial cow operation and to her creation of the American Dairy Coalition.

Leading the DBA for 16 years, Fischer contributed to a rise in revenue brought to the state by the dairy industry of almost 30 billion dollars. Fischer also led DBA's efforts to establish the Dairy Business Milk Marketing Cooperative (DBMMC) which became the 8th largest cooperative in the United States under her leadership.

Fischer was instrumental in shaping the dairy portion of the recently passed federal Farm Bill. For four years, she fought tenaciously against the government control of a supply management clause in the Dairy Security Act, rallying dairy farmers and agriculture advocacy organizations to her cause by pointing to the dangers of government imposed limits on how much milk dairy farmers can sell. Fischer reminded Members of Congress, that the dairy industry, as a top economic driver, was poised for growth and job creation nationally. She was ultimately successful with the measure being defeated by nearly a 3-1 margin in the House of Representatives.

After this victory, Fischer began the American Dairy Coalition. Representing the collective voice of the dairy industry through dairy farmers, processors, customers, partners and others throughout the supply chain, Fischer brings the same principles that worked on the Farm Bill effort, to the ADC with the goal of creating effective federal and state policy that will ensure dairy industry growth and expansion. By advocating for positive policy efforts at the state legislatures, Capitol Hill, and federal regulatory agencies like USDA and EPA, Fischer is helping to prove an abundant supply of safe, nutritious dairy products to meet domestic and international market demand.