



# News Release

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*"Connecting Cows, Cooperatives, Capitol Hill, and Consumers"*

**FOR IMMEDIATE RELEASE**

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## **NMPF Supports Wisconsin Effort to Improve Water-Quality Trading**

**ARLINGTON, Va.** – The National Milk Producers Federation (NMPF) is pleased to see that the state of Wisconsin is considering legislation to improve its water-quality trading, applauding a market-based approach to solving environmental challenges.

Senator Robert Cowles, a Green Bay Republican, earlier this week announced new legislation intended to boost Wisconsin's three water-quality trading programs, leading to more transactions, better use of public and private dollars and noticeable water quality improvements. The bill provides certainty for Wisconsin's currently underutilized water quality programs and improves access to them, a necessary step to help farms, industry and wastewater treatment plants to work together toward shared water-quality goals at a lower cost.

"The NMPF has long supported market-based approaches to solving environmental challenges, backing efforts in Maryland to create a water quality trading program and legislation in Pennsylvania to create a competitively-bid clean water procurement program," said Jim Mulhern, president and CEO of the National Milk Producers Federation. "The Wisconsin approach is a proactive attempt to tackle crucial environmental issues of great importance to dairy producers."

The legislation is consistent with the Environmental Protection Agency's recent update of its water quality trading policy that's designed to promote market-based mechanisms for improving water quality. The updated policy reiterates EPA's strong support for water-quality trading and other market-based programs to maximize pollution reduction effort.

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The National Milk Producers Federation (NMPF), based in Arlington, VA, develops and carries out policies that advance dairy producers and the cooperatives they own. NMPF's member cooperatives produce the majority of U.S. milk, making NMPF the voice of dairy producers on Capitol Hill and with government agencies. For more, visit [www.nmpf.org](http://www.nmpf.org).