



# TRAVIS TRANEL

STATE REPRESENTATIVE • 49<sup>th</sup> ASSEMBLY DISTRICT

(608) 266-1170  
Toll-Free: (888) 872-0049  
Rep.Tranel@legis.wi.gov

P.O. Box 8953  
Madison, WI 53708-8953

March 4, 2021

Governor Tony Evers  
115 East, State Capitol  
Madison, WI 53707  
\*HAND DELIVERED\*

Dear Governor Evers:

It is very troubling to hear that the World Dairy Expo is considering leaving Wisconsin due to the lack of clarity and excessive pandemic restrictions imposed by the City of Madison and Dane County.

Letting the World Dairy Expo leave Wisconsin would be devastating to the future of our state's dairy industry. The Expo serves as a place for dairy producers, companies, organizations, and other dairy enthusiasts to gather to compete, and to exchange ideas, knowledge, technology, and commerce.

During these challenging times, our state cannot afford to lose this important event. The World Dairy Expo attracts about 70,000 people from 100 different countries each year. It provides \$30 million in economic impact to our state's economy.

Now more than ever, the hospitality, retail, and restaurant sectors need the Expo so that they can bounce back from the devastating economic hardship the pandemic and restrictions have caused to their businesses.

If important legacy events, like the World Dairy Expo, are forced to leave our state, they will likely never return. This will put Wisconsin at risk of losing its place in the world as a dairy innovator and industry leader. Our state's farmers need you to lead and prevent this from happening.

As a family dairy farmer and member of the Assembly Agriculture Committee, I implore you to do everything in your power to make sure that the World Dairy Expo remains in Wisconsin this fall. Dairy farmers across Wisconsin are counting on you!

Sincerely,

A handwritten signature in black ink, appearing to read "Travis Tranel". The signature is written in a cursive style with a long horizontal stroke extending to the right.

Travis Tranel  
State Representative  
49<sup>th</sup> Assembly District