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La Crosse County Dairy Breakfast Committee

## PRESS RELEASE

### La Crosse County Dairy Breakfast Committee Announces Discontinuation of Breakfast Events in La Crosse County

Declining Number of Hosting Dairy Farms and Volunteers Led to Difficult Decision

**La Crosse County, WI. December 20, 2022:** The La Crosse County Dairy Breakfast Committee has announced that the 2022 Dairy Breakfast will be the last. The annual event, held on an active dairy farm in June of each year, had been organized by a committee of 5-7 individuals; many of which are looking to step away from their current roles and take a less-active involvement in the event. With the difficulty in finding enough volunteers each year, combined with the declining number of active dairy farms in La Crosse County, it was determined that the breakfast could not continue. Each year the breakfast fed around 3,000 people on a single Saturday morning and had become a tradition for many families.

Despite not planning a breakfast in the future, the committee would still like to see dairy promoted within La Crosse County and is offering resources to groups of individuals wishing to continue with the breakfast or a dairy-related activity. Supplies, knowledge and assistance may be available should the right opportunity present itself. Interested parties should inquire via an email to [lacrossecountydairybreakfast@gmail.com](mailto:lacrossecountydairybreakfast@gmail.com) by March 15<sup>th</sup>, 2023. Proposals for a new committee, event or general dairy promotion idea are strongly encouraged. Applications will be considered and voted upon by the existing committee.

The current La Crosse County Dairy Breakfast Committee would like to extend their gratitude to the La Crosse County Community and our local Dairy Farmers for their overwhelming support in the past years. The decision to not hold a breakfast in the coming years was certainly a hard decision to make.