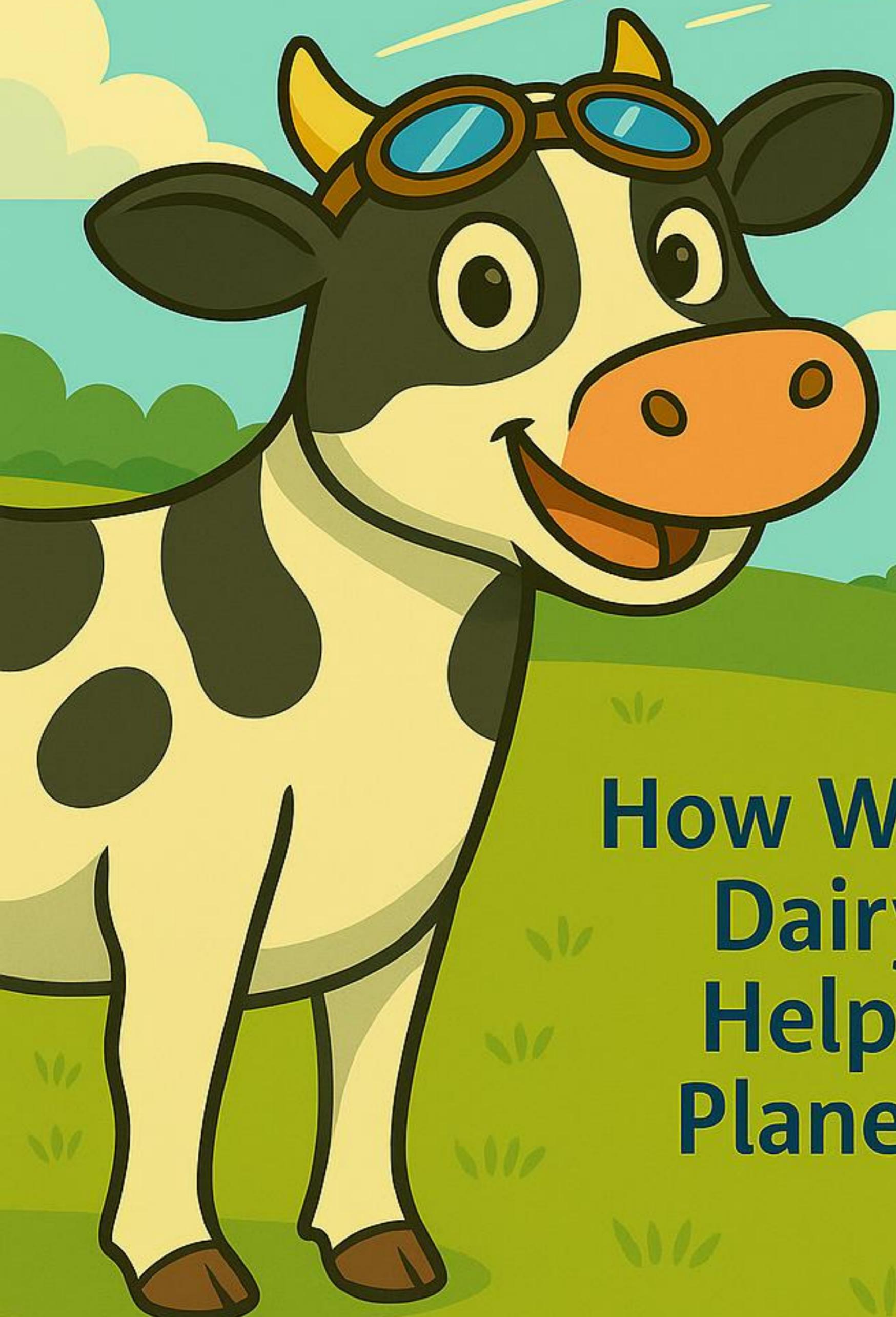


From Moo to the Moon

(Okay, maybe not all the way
to the moon –but
really, really far)



How Wisconsin Dairy Can Help Make Planes Soar

Glossary

Permeate: A sugary liquid left over after making dairy products like cheese and yogurt. It contains a lot of lactose.

Lactose: A natural sugar found in milk.

Ethanol: A kind of alcohol made from sugars. It can be used as fuel.

SAF (Sustainable Aviation Fuel): A special fuel made from renewable sources like plants or dairy waste. It helps airplanes fly while being better for the environment.

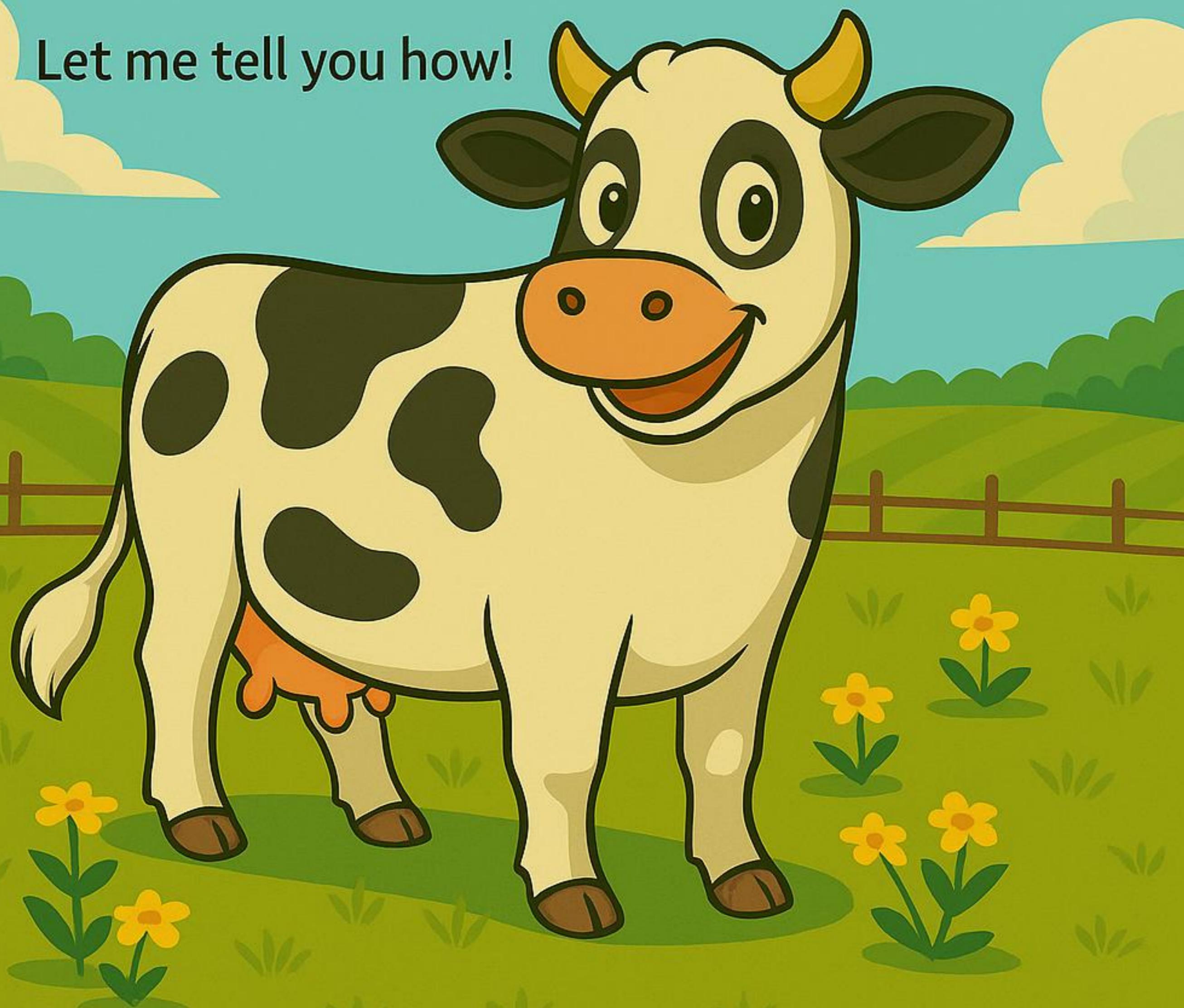
Biomass: Plant or animal material used to make energy, like leftover crops or dairy byproducts.



Hi! I'm Buttercup, a dairy cow from Wisconsin. Every day, I provide delicious and nutritious milk to drink and to make cheese, yogurt, butter, sour cream, and ice cream.

But did you know...
part of my milk can
help airplanes fly?!

Let me tell you how!



When my milk is used to make dairy products,



cheese

ultra-filtered
or lactose-
free milk



yogurt

That leaves
behind a
sugary liquid

PERMEATE



PERMEATE presents a sustainability challenge



Wisconsin's dairy industry creates a lot of permeate that needs to be thrown away.

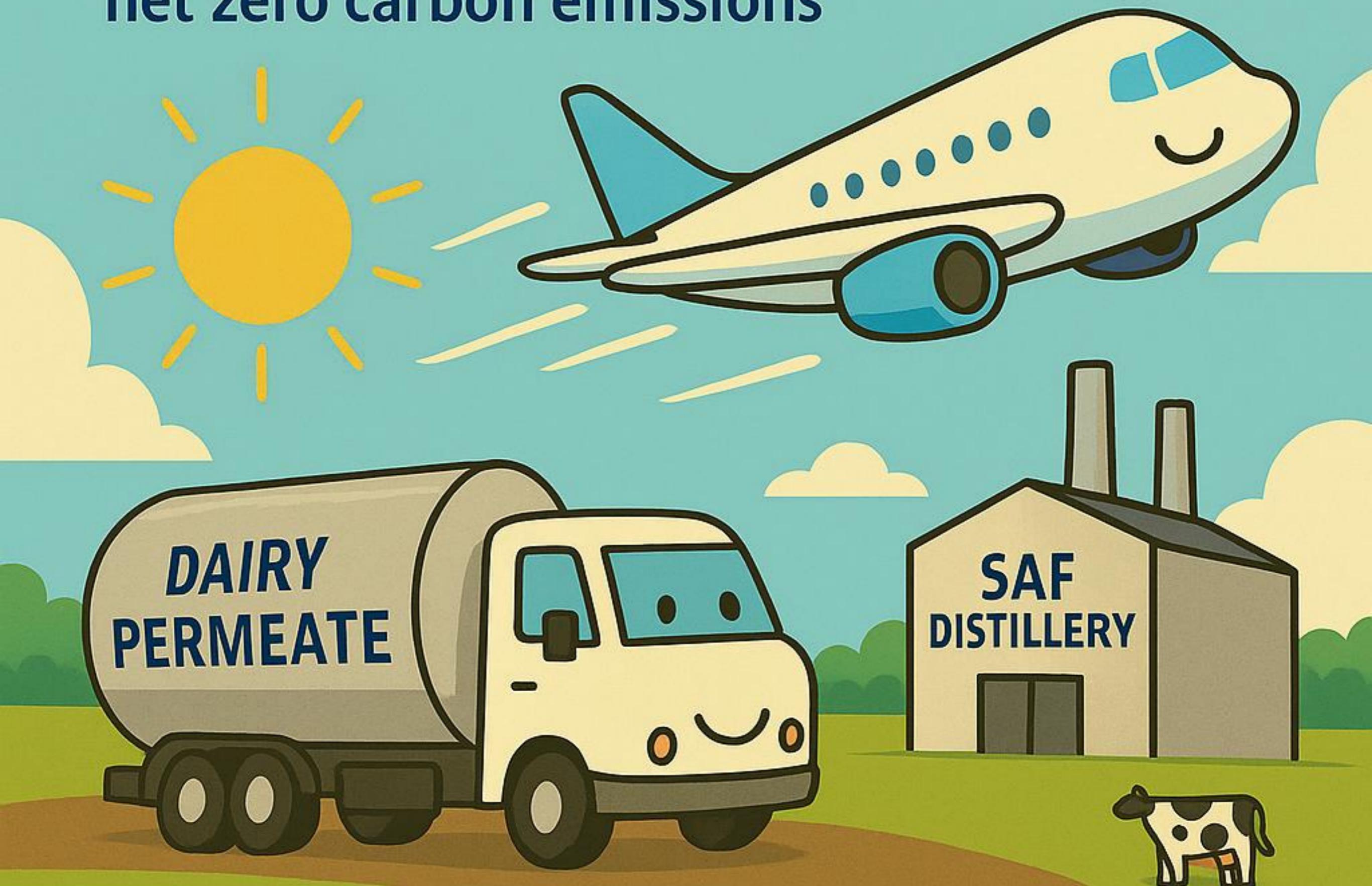
The really smart guys at Dairy Distillery figured out the sugar in permeate can be turned into ethanol—a kind of alcohol that can be used as fuel.



With the right tools, ethanol can be turned into **SAF:** Sustainable Aviation Fuel

Making SAF in Wisconsin would reduce harm to the planet.

It would help to achieve net zero carbon emissions



and create a sustainable use for the **455,000 metric tonnes** of dairy permeate generated in Wisconsin every year; dairy by-product that is just waste now.



Moo Magic Math

Let's do the math!



455,000
METRIC TONNES
OF PERMEATE

71 MILLION
GALLONS
OF ETHANOL

42 MILLION
GALLONS
AVIATION FUEL

That's enough for thousands of flights -
and way cleaner for the planet!

**KEEP US
SUSTAINABLE**

**WE'RE
MOOVING
IN THE RIGHT
DIRECTION**

**HELP
THE
PLANET**



SAF is Taking Off!



Wisconsin planes use about 90 million gallons of jet fuel annually. A Wisconsin permeate SAF plant could supply almost half the state's needs

Please support an amendment to AB 222 and SB 284 to include dairy permeate in the definition of biomass.

That's the end of our dairy tale –
thanks for joining the journey
from Moo to the Moon!

