



My Drift

Title: Wisconsin

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Wisconsin is one of the nation's leading dairy producers and is known as "America's Dairyland"; it is particularly famous for its cheese. Something special from Wisconsin truly describes the cheese that is produced in the state.



Wisconsin Cheese

Dairy and Cheese Industry

More than a century ago, Wisconsin's growing dairy industry attracted immigrant cheese makers from Germany, France, Switzerland, Holland, Italy, and Scandinavia who applied their “Old World” cheese making skills to the plentiful supply of wholesome milk. By the 1920s there were over 2800 cheese factories in Wisconsin.

Swiss cheese was one of the first specialty cheeses developed in Wisconsin with production beginning in Green County in 1869. The Italians also did very well making cheese reminiscent of their native homeland. Mozzarella and Provolone were made by dipping the curd in hot water and then stretching and pulling it like taffy before it was molded into traditional shapes and sizes. Wisconsin cheese makers also make outstanding Parmesan, Romano, and Asiago. The French gave us Blue, as well as delicious dessert types of cheese such as Camembert and Brie. The Germans brought their secrets for Muenster and Limburger, the Scandinavians contributed Havarti and Bondost-Primost, while the Dutch provided Edam and Gouda.

Wisconsin has obviously benefited from the practices and traditions of early European settlers, continuing their cheese making techniques in Wisconsin to this day. But even with the multitude of delicious cheeses that can be traced to Europe, numerous varieties, such as Brick and Colby originated in Wisconsin. Over the years, this special cheese making heritage, blended with expertise and modern technology, has laid the foundation for Wisconsin to have the most stringent cheese making standards. To maintain its hard-earned reputation, Wisconsin became the first state to require cheese grading and licensing of its cheese makers. Even today, no other state has standards higher than Wisconsin's.



Wisconsin Dairy Farm

Today, there are over 35,000 dairy farms selling milk in Wisconsin with more than 1,800,000 cows producing an average of 13,500 pounds of milk each per year. Approximately 74% of this milk is used for cheese. Wisconsin's cheese making industry produces 2.5 billion pounds of cheese every year, 30 percent of the nation's total cheese production.

As of 2021, Wisconsin continues to be the largest cheese producer in the United States, making over 600 different cheese varieties. Wisconsin is the only U.S. state that requires that a licensed cheesemaker to supervise the making of commercial cheese. It is also the only state to offer a master cheesemaker program, which is patterned on the rigorous standards of similar programs in Europe.



Interesting Fact

Cheesehead is a nickname for a person from Wisconsin or for a fan of the Green Bay Packers NFL football team.

Milwaukee Beer



Wisconsin is also famous for its beer, particularly and historically in Milwaukee. Some of the more famous beer brands produced in Milwaukee include Miller Lite, Schlitz, Pabst Blue Ribbon, and Old Milwaukee.

Milwaukee Beer History

Early brewers

Milwaukee's first brewery opened in 1840 by Welsh settlers who named it Milwaukee Brewery. After a similar independent brewery was opened by a German immigrant, it was renamed Lake Brewery—although some accounts refer to the brewery as Owens Brewery after the brewery's primary owner. Other breweries established during this early period include Eagle Brewery, Empire Brewery, and Gipfel Union Brewery. Between 1840 and 1860, about 35 breweries were established in the Milwaukee area. The Milwaukee River was an important waterway for these early thriving businesses as well as ice that helped maintain proper temperatures for lager. By 1860, there were 40 breweries operating in the city of Milwaukee which had a population of 45,000 people.

Beer Barons

Milwaukee has been home to over 70 breweries and over 100 brewing companies throughout the course of its history. Of these, several major breweries grew during the 1850s. Many of those who ran these operations brought their knowledge from Germany where they learned the industrialized brewing process. Due to the turmoil wrought by the revolution taking place in Germany, several beer giants emigrated to the United States including Jacob Best, Valentin Blatz, Franz Falk, and August Krug. The Jacob Obermann Brewery, opened in 1854, was the largest brewery in the city for 20 years. By 1860, the largest producer of beer was the C.T. Melms Brewery. After the Great Chicago Fire of 1871 destroyed the Chicago brewing industry, Milwaukee was in prime position to emerge as a growing force nationally.



1880 Miller Beer Wagon

(Hey, I have a great idea. Instead of the ice cream truck, maybe they should bring the beer wagon around town in the summertime. What do you think?)

Beer Capital of the World

As the nineteenth century came to a close, Milwaukee was well known as a national leader in the production of beer. The city was famous for its beer production to the point that its two leading brewers used slogans referring to its Milwaukee heritage; Schlitz with "The Beer That Made Milwaukee Famous" and Pabst with "Milwaukee beer is famous: Pabst has made it so". By the end of the 19th century, Pabst's beer could be found in almost every major city in the United States.



Pabst Blue Ribbon Brewery



Schlitz Brewery



Miller High Life



Blatz

By 1903, Schlitz surpassed Pabst as the world's best-selling beer. That same year, Miller introduced their flagship brand High Life. In 1912, Schlitz started using brown bottles in its bottling process which was the first time a brewer had done so. During this time period, Milwaukee was home to four of the largest breweries in the world (Schlitz, Pabst, Blatz, and Miller).

Consolidation

By the end of the 1950s Blatz declined nationally and was not able to compete with other major brewers. Pabst, in an effort to compete with industry leaders Anheuser-Busch and Schlitz, purchased Blatz in 1958. Pabst closed the former Blatz Milwaukee brewery in 1959 but retained its brands. The purchase of Blatz catapulted Pabst back to the third-largest brewer in 1961 after having fallen outside the top five. In 1970, Miller was purchased by Philip Morris. In 1972, Miller purchased Lite brand from Meister Brau Brewing of Chicago, then re-branded it as Lite Beer from Miller. By 1977, Miller Brewing Company jumped from the seventh-leading national brewer to number two behind Anheuser-Busch in a matter of eight years. By 1980, Milwaukee boasted the second (Miller), third (Pabst), and fourth (Schlitz) largest brewing companies in the United States and had the largest brewing capacity in the world. In 1981, the workers at Schlitz went on strike. When an agreement could not be reached, the brewer closed its Milwaukee plant.

Craft brew era (1985 until today in 2021)

In 1985, Pabst Brewing Company opened the first brewery in Milwaukee since the end of prohibition. The company has since become a leader in Milwaukee's craft beer industry. In 1997, Milwaukee Brewing Company began operations in Milwaukee. In 1998, Miller contracted with Pabst to begin brewing brands held by Pabst. In 1999, Pabst acquired Stroh Brewing Company which eventually brought famous Milwaukee brands Schlitz and Old Milwaukee back into Milwaukee production. In 2016, Molson Coors Brewing Company purchased the Miller portfolio and created MillerCoors. Miller has the city's largest brewery and produces ten million barrels of beer annually. In 2017, Pabst opened a brewery in Milwaukee for the first time since closing their plant in 1996. Since 2015, nearly two dozen craft brewing companies have been established in Milwaukee. In 2020, Molson Coors changed the name of their Milwaukee operations from MillerCoors to Molson Coors Beverage Company.

Okay, I'm confused with all the beer company name changes and who is brewing what beer. However, it does not matter since Milwaukee is still the beer capital of the United States. I could do without the "Craft Brew" – I will stick with real beer brands that I know are good.



Interesting Fact

Today in October 2021, Bud Light is the most popular beer in the United States followed by Coors Light, Miller Lite, and Budweiser. Anheuser-Busch brews Bud Light and Budweiser. Molson Coors Beverage Company brews Coors Light and Miller Lite.

The Green Bay Packers

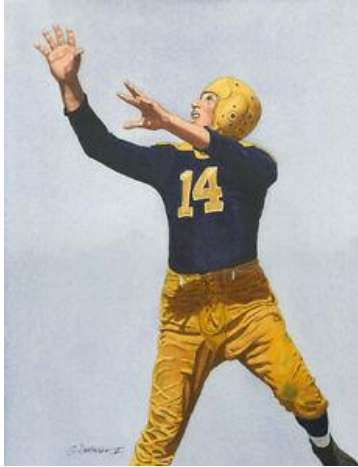
Probably the third most famous thing in Wisconsin is the Green Bay Packers NFL football team. Here is their history:



Some of Green Bay's Legends (left to right)

Ray Nitschke (linebacker) - Brett Favre (quarterback) - Curly Lambeau (founder and coach) - Aaron Rodgers (quarterback) - Bart Starr (quarterback)

The Green Bay Packers were founded in 1919 by Curly Lambeau and George Whitney Calhoun, and for the next two years played against local teams in Wisconsin and the upper peninsula of Michigan. In 1921, the Packers joined the American Professional Football Association, the precursor to the NFL with Curly Lambeau as their coach. After falling into financial trouble, the Green Bay Packers, Inc., was formed in 1923. The Packers became a publicly owned football team run by a board of directors. The team went on to win six NFL championships from 1929 to 1944, including three straight (1929–1931). Along the way, Curly Lambeau, with the help of receiver Don Hutson, revolutionized football through the development and utilization of the forward pass.

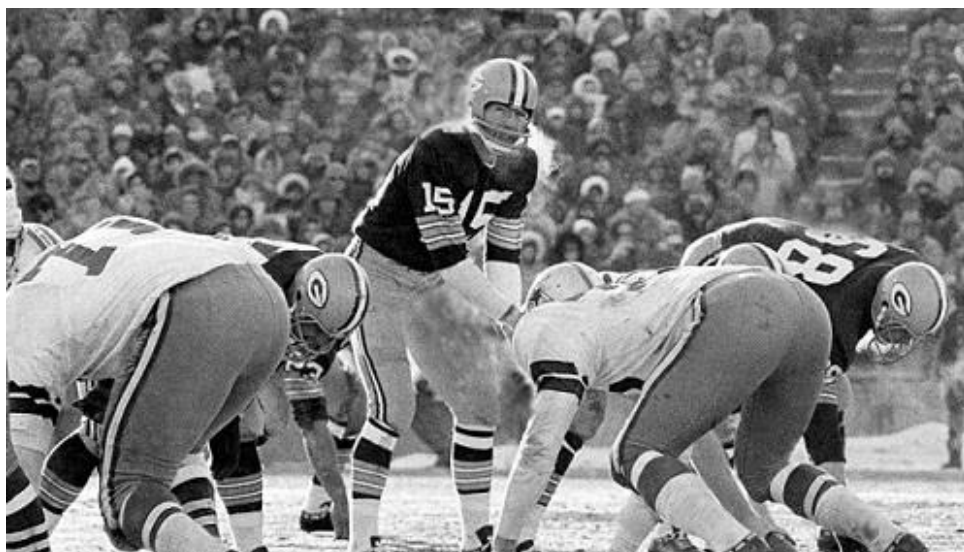


Don Hutson



Vince Lombardi

After Curly Lambeau resigned from the Packers in 1949, the team fell into a slump. They did not have a winning record for 11 straight seasons until 1959, the year that the Packers hired a new coach, Vince Lombardi. Lombardi would go on to lead one of the most successful teams in league history. Thirteen Pro Football Hall of Famers played for Lombardi, including quarterback Bart Starr and linebacker Ray Nitschke. The Packers lost the 1960 NFL Championship, however they would go on to win five championships in seven years under Lombardi, including three straight between 1965 and 1967. This included the infamous Ice Bowl and the first two Super Bowls. After the passing of Curly Lambeau in 1965, the Packers new stadium (built in 1957 as City Stadium) was named Lambeau Field in his honor. Five years later, the Packers second great coach, Vince Lombardi, died, just two years after leaving the team for the Washington Redskins.



Bart Starr in the “Ice Bowl” NFL Championship Game

The 1967 NFL Championship Game between the Packers and the Dallas Cowboys was played on December 31 at Lambeau Field in Green Bay, Wisconsin. Green Bay won the game 21-17 on a quarterback sneak by Bart Starr on final play of the game. The game became known as the “Ice Bowl” because of the brutally cold conditions. The game-time temperature at Lambeau Field was about –15 °F with an average wind chill around –48 °F.

From 1968 to 1992 the Packers only made the playoffs twice. Even with former quarterback Bart Starr as head coach, the Packers were unable to regain their former glory. The team continued to falter until Ron Wolf took over as general manager. Wolf hired Mike Holmgren as head coach and traded a first-round draft pick to the Atlanta Falcons for quarterback Brett Favre. Favre would go on to lead the Packers to eleven playoffs appearances, two Super Bowl appearances, and one championship in 1996.

In 2005, the Packers drafted quarterback Aaron Rodgers. After Favre left the team in 2007, Rodgers became the starter. As of the start of the 2021 season, he has led the Packers to 11 playoffs appearances including one Super Bowl victory in 2010. His playoff record is 11 wins and 9 losses. He has been the NFL’s MVP three times in 2011, 2014, and 2020.

As of October 2021, the Green Bay Packers have won the most NFL championship titles with (13) (9 NFL championships and 4 Super Bowls) and are the only NFL team to win the AFL-NFL World Championship game. The Chicago Bears have won the second most overall championships with (9) (8 NFL championships, 1 Super Bowl championship). The Pittsburgh Steelers and the New England Patriots have won the most Super Bowls. The Steelers have gone to the Super Bowl eight times and won six of them. The Patriots have gone to the Super Bowl 11 times and won six of them.

Wisconsin General Information

Wisconsin (population 5,900,00) is a state in the upper Midwestern United States, bordered by Minnesota to the west; Iowa to the southwest; Illinois to the south; Lake Michigan to the east; Michigan to the northeast; and Lake Superior to the north.

Three of its largest cities are situated on the southwestern shore of Lake Michigan, these include the largest, Milwaukee (population 588,000), as well as Kenosha (population 171,000) and Green Bay (population 105,000), the third and fourth most populated Wisconsin cities respectively. The state capital,

Madison (population 264,000), is currently the second most populated and the fastest growing city in the state (see header picture).



Milwaukee



Kenosha



Green Bay in the Winter

State History

French period

The area known as Wisconsin was first inhabited by various Native American tribes. The Chippewa, Menominee, Oneida, Potawatomi and Ho Chunk (Winnebago) tribes lived in the area until the late 1800s. The first European known to have landed in Wisconsin was Jean Nicolet. In 1634, Samuel de Champlain, governor of New France, sent Nicolet to contact the Ho-Chunk people, make peace between them and the Huron and expand the fur trade, and possibly to also find a water route to Asia. Accompanied by seven Huron guides, Nicolet left New France and canoed through Lake Huron and Lake Superior,

and then became the first European known to have entered Lake Michigan. Nicolet proceeded into Green Bay, which he named La Baie des Puants (literally "The Stinking Bay"), and probably came ashore near the Red Banks. He made contact with the Ho-Chunk and Menominee living in the area and established peaceful relations. Nicolet remained with the Ho-Chunk the winter before he returned to Quebec.



Interesting Fact

Green Bay smells bad (like rotten eggs) every spring when the weather warms up and the ice starts to melt. The sun goes through the ice and warms up the earth below creating a bacterium. This bacterium turns the ice a yellowish color and causes "stinky ice".



French Explorer Jean Nicolet was first European to land in Wisconsin

The British period

The British gradually took over Wisconsin during the French and Indian War, taking control of Green Bay in 1761, gaining control of all of Wisconsin in 1763, and annexing the area to the Province of Quebec in 1774. Like the French, the British were interested in little but the fur trade. The first permanent settlers, mostly French Canadians, some Anglo-New Englanders and a few African American freedmen, arrived in Wisconsin while it was under British control. Charles Michel de Langlade is generally recognized as the first settler, establishing a trading post at Green Bay in 1745, and moving there permanently in 1764. In 1766 the Royal Governor of the new territory, Robert Rogers, engaged Jonathan Carver to explore and map the newly acquired territories for the Crown, and to search for a possible Northwest Passage. Carver left Fort Michilimackinac that spring and spent the next three years exploring and mapping what is now Wisconsin and parts of Minnesota.

The Territorial Period

The United States acquired Wisconsin in the Treaty of Paris (1783). Massachusetts claimed the territory east of the Mississippi River between the present-day Wisconsin-Illinois border and present-day La Crosse, Wisconsin. Virginia claimed the territory north of La Crosse to Lake Superior and all of present-day Minnesota east of the Mississippi River. Shortly afterward, in 1787, the Americans made Wisconsin part of the new Northwest Territory. Later, in 1800, Wisconsin became part of Indiana Territory. Despite the fact that Wisconsin belonged to the United States at this time, the British continued to control the local fur trade and maintain military alliances with Wisconsin Indians in an effort to stall American expansion westward by creating a pro-British Indian barrier state.



War of 1812

The War of 1812 and the Indian Wars

The United States did not firmly exercise control over Wisconsin until the War of 1812. In 1814, the Americans built Fort Shelby at Prairie du Chien. During the war, the Americans and British fought one battle in Wisconsin, the July 1814 Siege of Prairie du Chien, which ended as a British victory. The British captured Fort Shelby and renamed it Fort McKay, after Major William McKay, the British commander who led the forces that won the Battle of Prairie du Chien. However, the 1815 Treaty of Ghent reaffirmed American jurisdiction over Wisconsin, which was by then a part of Illinois Territory. Following the treaty, British troops burned Fort McKay, rather than giving it back to the Americans, and departed Wisconsin. To protect Prairie du Chien from future attacks, the United States Army constructed Fort Crawford in 1816, on the same site as Fort Shelby. Fort Howard was also built in 1816 in Green Bay.

Significant American settlement in Wisconsin, a part of Michigan Territory beginning in 1818, was delayed by two Indian wars, the minor Winnebago War of 1827, and the larger Black Hawk War of 1832.



Black Hawk War of 1832

In 1836, the Wisconsin territory was organized, including what are now the states of Wisconsin, Iowa, Minnesota, and parts of the Dakotas. In 1848, Wisconsin became the 30th state to be accepted into the Union. The present Capitol building in Madison was erected between 1906 and 1917 and is the third on this site.



Capitol building in Madison

5 Fun Things to do in Wisconsin

#1 Go fishing on Lake Winnebago and Surrounding Area



Large Walleye Fish caught on Lake Winnebago

Lake Winnebago is Wisconsin's largest inland lake and, arguably, its most important fishery. The walleye fishing on Lake Winnebago is widely thought to be some of the best in the country. Anglers come from around the world to try their hand at Winnebago's jumbo Walleyes. Bass anglers are beginning to take notice of Lake Winnebago's excellent fishing for both largemouth and smallmouth.



Rafting down the Wolf River

At more than 138,000 acres, Lake Winnebago is big. The lake is part of a system that includes Lake Butte des Morts, Lake Winneconne and Lake Poygan as well as the Wolf and Fox rivers. There is a nearly endless amount of water in this area of Wisconsin.

#2 Visit the Harley-Davidson Museum and Factory



Harley-Davidson Museum

I don't ride motorcycles, but I would like to visit Milwaukee's Harley-Davidson Museum and Factory. It is a must-see for riders and a worth-the-trip spot for the curious. It tells the story of a scrappy Milwaukee company that began in 1903 as a motorcycle innovator and has evolved into a brand that embodies the feeling of wind in your hair. Hands-on exhibits let gearheads tinker with old engines, a Rebels and Outlaws display shows how riders gained that rep, and a movie room lets you board one of 10 Harleys and "ride" along Midwest farms and rivers.



A Harley-Davidson Motorcycle

#3 Take a drive on Wisconsin's Great River Road



Great River Road

The famous Great River Road passes through the Western border of Wisconsin on a journey that extends for over 2,000-miles along the Mississippi River. The road runs north to south from Minnesota to Louisiana – each state promotes its local section as a tourist attraction.

Wisconsin Great River Road predominantly consists of WIS 35 – it's included as part of a National Scenic Byway where visitors will have fantastic scenery along the drive. The drive is famous when traveling to add a bit of fun to the road trip – you can go through multiple states or just enjoy Wisconsin's section of the attraction.

This week's On The Road

The Great River Road highway, which was built for road trips from Kieler to Prescott, is the latest adventure in Wisconsin Trails' On the Road series.

..... The Great River Road

- 1** Pearl Street Brewery
- 2** Perrot State Park
- 3** Maiden Rock Bluff



Some of the sights along the road include views of the Mississippi River, dams, boats, and more. The road shoulders are the perfect place to stop and enjoy the view from designated overlooks. There are also plenty of themed restaurants to visit along the way.

#4 Go north to visit the Apostle Islands National Lakeshore

The Apostle Islands National Lakeshore is a U.S. national lakeshore consisting of 21 islands (Apostle Islands) and shoreline encompassing 69,372 acres on the northern tip of Wisconsin on the shore of Lake Superior. It is known for its collection of historic lighthouses, sandstone sea caves, a few old-growth remnant forests, and natural animal habitats.



Exploring the Sandstone Sea Caves in Summer and Winter



Apostle Islands National Lakeshore has more lighthouses than any other National Park Service area (eight historic towers on six islands)

#5 Go see the cattails and birds at the Horicon Marsh

Experience how truly tranquil nature can be within the Horicon Marsh, the largest freshwater cattail marsh in the United States. This ecosystem, created when a glacier melted thousands of years ago, is home to a vast number of species. Its biodiversity includes more than 300 different species of birds, which is why it has been designated a Wetland of International Importance and a Globally Important Bird Area.



Horicon Marsh



Horicon Marsh Cattails

I think you will agree, Wisconsin is an interesting and beautiful state!

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