



NEWS RELEASE

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Dairyland to Reduce Mercury Discharges

LA CROSSE, WI— Dairyland is planning to reduce mercury discharges to the Mississippi River as part of its wastewater permit renewal for its Genoa Site. The Wisconsin Department of Natural Resources (WDNR) is holding an informational hearing on this permit renewal on Wednesday, Jan. 30, at 5 p.m., at the State Office Building, in La Crosse.

“We are aware that there has been misleading information distributed to the public, prior to this hearing that implies that Dairyland is planning to increase our discharges of mercury,” says Don Huff, Director, Environmental Affairs. “This is not true, and to the contrary, we are planning to reduce our discharges.”

Recently, information addressed to “Boaters - Fishermen - Campers” in the area has been distributed noting that Dairyland discharges up to 188 million gallons of wastewater per day. The fact is that the vast majority of the water discharged daily is simply cooling water, which is water withdrawn from the Mississippi River in a closed loop system and used to cool the plant condensers and then is returned to the river without anything being added.

“On about eight to 10 days per month, about 26,000 gallons of process wastewater is discharged with the cooling water. The rest of the month, only cooling water is discharged,” notes Huff. “So on a monthly basis, more than 99.9 percent of water discharged from Genoa is cooling water, which has nothing added from our processes.”

The information distributed also suggests that Dairyland is seeking to more than double the current allowable limits of mercury in this wastewater. “We are not doubling the amount of mercury we discharge,” says Huff. “In fact, we are agreeing to a pollution minimization plan that will reduce the mercury we release to the river from about 7 grams per year to 3 grams or less per year.”

The renewed wastewater discharge permit for the Genoa Site will lead to Dairyland reducing its impact on the environment. Along with Dairyland’s more than \$250 million investment in environmental controls, this action supports Dairyland’s commitment to a healthy environment, today and in the future.

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 25 member distribution cooperatives and 19 municipal utilities. A Touchstone Energy Cooperative, Dairyland’s service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa and Illinois). Dairyland’s generation resources include coal, natural gas, hydro, wind, landfill gas and animal waste. For more information, please visit www.dairynet.com.

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