



October 11, 2019



WCMA and CDR Promote New Dairy Business Innovation Alliance with Senator Tammy Baldwin

The Wisconsin Cheese Makers Association, in partnership with the Center for Dairy Research, will lead a Dairy Business Innovation Alliance, serving a five-state region with low or no-cost trainings and direct-to-business grants. The Alliance will be funded by a USDA grant, which U.S. Senator Tammy Baldwin helped to authorize via the 2018 Farm Bill and subsequent appropriations bills. [Learn more here.](#)

This week, WCMA and CDR staff visited Wisconsin dairy processors, manufacturers and farmers with Sen. Baldwin to promote the program.

Baldwin Visits Westby Cooperative Creamery

On Monday, October 7, Westby Cooperative Creamery hosted a roundtable talk and press conference at its new cheese and gift shop. Discussion included Westby Creamery's success with an innovative yogurt dispenser - as well as concerns over organic standards. For more on the event, review the linked news articles below.

- *Wisconsin Public Radio:* [Baldwin says new money for dairy innovation could help farmers, processors weather tough market](#)
- *WKBT-TV:* [Helping the Wisconsin dairy industry](#)
- *WXOW-TV:* [Senator Baldwin promotes innovative dairy initiatives](#)



Pictured: Sen. Baldwin talks with Pete Kondrup, General Manager of Westby Cooperative Creamery

Baldwin Visits Great Lakes Cheese Company

On Tuesday, October 8, Great Lakes Cheese Company hosted Sen. Baldwin, along with representatives from Associated Milk Producers Inc. and FarmFirst Dairy Cooperative, for a tour of its new processing facility in Wausau. For more on the visit, review the linked news articles below.

- *WAOW-TV:* [U.S. Senator Tammy Baldwin tours Great Lakes Cheese](#)
- *WJFW-TV:* [Sen. Baldwin pushes for innovation in Wisconsin dairy business at Great Lakes Cheese](#)
- *WSAW-TV:* [U.S. Senator Tammy Baldwin visits Great Lakes](#)



[Cheese](#) [Over Senator Tammy Baldwin notes Great Lakes](#)

- WSAU-AM: [Baldwin tours Great Lakes Cheese plant](#)
- WJQQ-AM: [Sen. Baldwin visits Wausau cheese factory, promotes dairy initiative](#)



Pictured: Great Lakes Cheese Company's Russ Mullins shares concerns over imitation dairy product labeling with Sen. Baldwin

Baldwin Visits Yellowstone Cheese

Also on Tuesday, October 8, Sen. Baldwin stopped in Cadott at Yellowstone Cheese to meet with farmers and dairy processors, including representatives from Marieke Gouda, at Yellowstone Cheese. For more on the event, review the linked news articles below.

- WQOW-TV: [Baldwin tours Yellowstone Cheese in Cadott](#)
- Eau Claire Leader-Telegram: [Baldwin visits Cadott cheese shop, talks measures to assist dairy industry](#)
- The Chippewa Herald: [Increases in dairy innovation discussed during Senator Baldwin's visit to Yellowstone Cheese in Cadott](#)
- WLAX-TV: [Senator Tammy Baldwin stops at Yellowstone Cheese to highlight new dairy initiative](#)



Pictured: WCMA Executive Director John Umhoefer, Sen. Baldwin, and Deb Wendorf Boyke of the Center for Dairy Research

Wisconsin Lawmakers Approve \$9M in Funding for Dairy Innovation Hub

The Wisconsin Joint Finance Committee unanimously approved nearly \$9 million in support for the Dairy Innovation Hub on Wednesday, October 2.

The Hub is designed to support the University of Wisconsin-Madison, University of Wisconsin-Platteville, and University of Wisconsin-River Falls attract the world's best dairy scientists and researchers to discover efficiencies and value-added products, and train the industry's next generation of leaders.

WCMA was proud to partner with the Wisconsin Dairy Business Association, Professional Dairy Producers of Wisconsin, Wisconsin Farm Bureau Federation, Cooperative Network, and others to advocate for the Hub. We thank State Senator Howard Marklein and State Representative Travis Tranel for authoring the proposal, and the bipartisan team of lawmakers, along with Governor Tony Evers, who made it possible via state budget action.

For more on this exciting win for Wisconsin dairy, review the news articles linked below.

- Milwaukee Journal Sentinel: [3 UW schools launch innovation hub to help Wisconsin's dairy industry](#)
- Wisconsin Public Radio: [UW agriculture leaders tout new funding for Dairy Innovation Hub](#)



Pictured: Rep. Travis Tranel speaking at the Hub rollout event in early 2019.

WCMA Notes: Innovation is Key to Dairy Growth

Volatile international markets, a critical labor shortage, and ever-shifting consumer trends have created a challenging environment for U.S. dairy processors eager for growth.

The plight of our farmer partners in industry is more dire. Five years of low milk prices led nearly 3,000 U.S. dairy farms to fold in 2018. In just the first half of this year, in Wisconsin alone, 449 dairy farms were lost.

Economists, politicians, investors, optimists and pessimists alike try to predict when the tide will turn for U.S. dairy, but only time will tell. We can be far more certain of the catalyst for greater profitability, and



can be far more certain of the catalyst for greater profitability and progress: innovation.

Learn about two opportunities for innovation on the horizon in the October edition of WCMA Notes, offered by WCMA Communications, Education, and Policy Director Rebekah Sweeney. [Click here to read on.](#)



Apply Now for WDATCP Processor Grants

The Wisconsin Department of Agriculture, Trade, and Consumer Protection is accepting applications now through Friday, December 13 for [2020 Dairy Processor Grants](#).

This program offers support of up to \$50,000 to dairy processors to help facilitate operational changes, improve profitability, and foster innovation and economic growth. A list of 2019 recipients and brief summaries of their projects is [available here](#).

Note that matching funds are required at 20 percent of the grant request. Funds are awarded based on a competitive review process. To learn more and download the application form, [click here](#).

Questions? Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Pictured: WDATCP Secretary-designee Brad Pfaff (lower left) and staff award Mark Rutlin of Westby Cooperative Creamery (lower right) a dairy processor grant in March 2019.

WCMA Members Meet with Perdue at World Dairy Expo



WCMA members, including representatives from Cedar Grove Cheese, Crave Brothers Farmstead Cheese, Ellsworth Cooperative Creamery, Foremost Farms USA, Grande Cheese Company, Meister Cheese

Company, Nasonville Dairy, Organic Valley, Renard's Cheese, and Sartori Cheese met with U.S. Department of Agriculture Secretary Sonny Perdue at World Dairy Expo on Tuesday, October 1 to talk international trade, dairy labeling, immigration, and more. Thanks to Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Brad Pfaff for bringing the group



U.S.-Japan Trade Deal Signed While China, EU Conflicts Continue

China

American and Chinese officials are meeting for the second straight day in Washington, D.C. to work on a trade agreement, though insiders do not expect significant progress to be made. Earlier this week, the U.S. Department of Commerce blacklisted 28 Chinese companies, and China and the U.S. started reciprocal visa bans.

EU

On Wednesday, October 2, President Donald Trump imposed new 25 percent tariffs on cheese and other products from the European Union, in retaliation over EU tariffs on American aircraft.

Japan

President Donald Trump signed a final trade agreement with Japan on Monday, October 7 that would reopen some of the markets farmers had lost access to after the U.S. withdrew from a multilateral Asia-Pacific pact in early 2017. The deal will reduce tariffs for roughly \$7 billion worth of American agricultural products including cheese.

Mexico

There are reports Democrats are increasingly open to approval of the U.S.-Mexico-Canada trade agreement, following pledges from Mexican officials to strengthen labor standards in their country. Trade officials are hopeful that legislative action could be taken before the end of the year.

For more information, review the news articles linked below.

- *Reuters*: [Nearly all goods traded by U.S. and China will have tariffs by December 15](#)
- *Time*: [Trump Administration announces tariffs on whiskey, cheese and aircrafts from the E.U.](#)
- *CNBC*: [U.S. importers stockpile Parmigiano, Provolone as tariffs on EU cheeses loom](#)
- *Markets Insider*: [Trump signs trade deal with Japan as tensions escalate with China and the EU](#)
- *The Hill*: [US, Japan sign trade deals](#)
- *Los Angeles Times*: [Democrats warm to Trump's revised NAFTA trade deal after Mexico pledges labor reforms](#)
- *Reuters*: [Yes whey! U.S. touts dairy product to Chinese hog farmers fighting swine fever](#)





WCMA Members Meet with WDNR Leadership

WCMA members from Applied Science, Inc., Bytec Resource Management, Complete Filtration Resources, Ellsworth Cooperative Creamery, Nasonville Dairy, and Saputo Cheese USA joined association staff in a meeting with Wisconsin Department of Natural Resources Secretary-designee Preston Cole on Thursday, October 10. The group outlined work that industry has done to protect and preserve water quality, and discussed the findings of recent nitrogen research. We thank Secretary-designee Cole for his commitment to open communication, responsiveness, and partnership with the dairy processing industry.

IN THE NEWS...

- *Feedstuffs*: [Industry wants origin of organic livestock rule finalized](#)
- *MarketWatch*: [What's 'natural' cheese? Congress may make a fresh effort to define the term](#)
- *The Modesto Bee*: [Dairy leaders talk in Hilmar about trade and labor. And what 'natural cheese' means](#) (Featuring Hilmar Cheese)
- *Agri-Pulse*: [Dean Foods leaves IDFA, cites labeling disagreement](#)
- *The Farmer*: [Associated Milk Producers Inc. celebrates 50 years](#) (Featuring AMPI)
- *Milwaukee Journal Sentinel*: [For Gentine family, operating cheese producer Sargento Foods crosses three generations](#) (Featuring Sargento Foods)
- *DairyReporter.com*: [Change at the top as Agropur names new CEO](#) (Featuring Agropur)
- *60 Minutes*: [Land O'Lakes CEO Beth Ford and the changing landscape of America's farms](#)
- *Newsweek*: [Donald Trump's boast that he is helping farmers by giving them subsidies is "B.S." says head of Wisconsin Farmers Union](#)
- *WGN-TV*: [Milk-Cheese Watch 2019: Master cheese expert weighs in](#) (Featuring Edelweiss Creamery)

Join WCMA's Workforce Committee at Grande Cheese Company on November 19

[Register now](#) to participate in WCMA's next Workforce Committee meeting, set for Tuesday, November 19, from 11 a.m.-3 p.m. at Grande Cheese Company's corporate headquarters in Fond du Lac, Wisconsin. We thank our generous hosts!

This committee meeting will include discussion on the following topics:

- A promotional video focused on industry careers
- An industry job listings board on WisCheeseMakers.org
- Current employee training offerings and unmet needs
- WCMA's annual Wage & Workforce Survey
- WCMA's Job Fair at CheeseExpo

Human resources professionals, business owners, and plant management staff may have interest in the meeting. For the purpose of an accurate lunch order, [please register to attend by Monday, November 11.](#)



Please direct any questions to [WCMA Communications, Education, and Policy Director Rebekah Sweeney.](#)

Register Now for Industry Trainings

Many training opportunities are available to WCMA members, via association endeavors and through our partners in industry education. Learn more about the following courses, offered now through the end of the year.



Center for Dairy Research

- [Dairy Ingredient Applications](#) | October 22-23
- [Dairy Protein Beverage Applications](#) | October 24-25
- [Membrane Filtered Milk for Cheesemaking](#) | December 10-12

Dairy Farmers of Wisconsin

- [Wisconsin Food Defense Training](#) | October 24-25
- [Wisconsin HACCP Training for Processors](#) | November 11-12
- [Wisconsin BRC Global Standard for Food Safety Training](#) | November 13-14
- [Wisconsin Principles of Internal Auditing](#) | November 15

Innovation Center for U.S. Dairy

- [Dairy Plant Food Safety Workshop](#) | October 15-16

Wisconsin Cheese Makers Association

- All space in WCMA-sponsored leadership trainings scheduled for Fall/Winter 2019 is reserved. To add a name to our waiting lists, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Members Tour Cheese Plants, Meet Suppliers in Europe

WCMA members from Agropur, Cabot Creamery Cooperative, Carr Valley Cheese, the Center for Dairy Research, Henning's Cheese, Decatur Dairy, Hilmar Cheese Company, Klondike Cheese Company, Nasonville Dairy, Novak's Cheese, Pine River Dairy, Pine River Pre-Pack, Taylor Cheese, Welcome Dairy, Wisconsin Dairy State Cheese returned from a ten-day Cheese Technology Tour of Switzerland, Austria, and Germany on October 6.

The tour included visits to Allgäu, ALPMA, Berglandmilch, Frischpack, LEEB Flexibles, Plangger's Felsenkeller, the Anuga Food Exposition, and - of course - Oktoberfest! Check out trip pictures in the slideshow linked above.

To learn more about WCMA's next Cheese Technology Tour, tentatively set for Fall 2021, please contact [WCMA Executive Director John Umhoefer](#).



CheeseExpo Exhibit Space, Sponsorships Now Available

[CheeseExpo 2020](#) is still six months away, but WCMA members are quickly reserving available sponsorships. [Click here](#) for a list of opportunities to connect with dairy processors at CheeseExpo, or contact [WCMA Events Manager Caitlin Peirick](#) to learn more.

WCMA continues to accept exhibit space reservations on a schedule set by priority points, accumulated by participation in past events. Established exhibitors can check [assigned reservation times](#) now. Visit [CheeseExpo.org](#) to review the [current exhibit floor plan](#) and [exhibitor contract](#).



Due to demand, both exhibitors and attendees should act now to reserve hotel rooms. To receive special 2020 CheeseExpo rates, booking must be completed through [the official online housing system](#), available at [CheeseExpo.org](#). Reservations for the block will not be accepted directly through the hotels.

Have questions about CheeseExpo? Please contact [WCMA Events Director Judy Keller](#).

Vote Now to Select WCMA Distinguished Service Award Honorees

You're invited to [vote now](#) to help select individuals to be honored with the WCMA Distinguished Service Award in 2020. This award recognizes supplier partner members who have played a significant role in building the success of the United States dairy industry, contributing innovations in dairy manufacturing.

Seven parties have made the final ballot and you may participate in the next step of the selection process by voting for nominees you favor. All votes must be received by 12 midnight on Thursday, October 31, 2019.



Pictured: 2019 WCMA Distinguished Service Award Honorees Joe Koss, John Koss, and Ron Kremer

Award winners will be announced in December 2019, with awards presented at the [2020 CheeseExpo](#) in Milwaukee, Wisconsin. Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[Click Here to Vote Now](#)

WCMA Welcomes Two New Members

WCMA warmly welcomes two new supplier members to our organization this week: [Immel Construction](#) and [Nikos Hranengineering Ltd.](#)

Since 1891, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization services more than 100 dairy companies and cooperatives, as well as more than 575 of their suppliers in industry.

In Memoriam...

WCMA mourns with the family, friends, and colleagues of Robert Bush, who passed away on Thursday, October 10 at the age of 93. Bush was the son of Schreiber Foods founder Merlin Bush, and he served as Chairman, CEO, and President of Schreiber Foods. For more on his life and legacy, [click here](#).

WCMA mourns with the family of Armando Ferrari, who passed away on October 4. Armando was an award-winning cheesemaker at Park Cheese in Fond du Lac. For more on his life and legacy, [click here](#).

In Brief...

Join Cottingham & Butler, The Acheson Group, and Michael Best & Friedrich LLP for an interactive, half-day workshop on Wednesday, October 16 in Madison, Wisconsin, covering the latest litigation, recall and liability trends. For more information and to register, [click here](#).

On Friday, October 18, WOW-We Care Charity, Inc., the charitable arm of WOW Logistics, is hosting its annual Barn Bash fundraiser in Freedom, Wisconsin. For more information, [click here](#).

The Manufacturing Alliance and Made In Dane Manufacturing Network will hold its annual Fall Manufacturer's Meeting on Wednesday, October 23 in Prairie du Sac, Wisconsin. Register [here](#).

The Wisconsin Department of Agriculture, Trade and Consumer Protection invites WCMA members to join in the next Dairy Exchange meeting, set for Thursday, October 31 from 11:30 a.m.-1:00 p.m. at WDATCP's office building (2811 Agriculture Drive in Madison). The featured speaker is Sid Cook of WCMA member Carr Valley Cheese. To RSVP, email [WDATCP's Debbie Gregare](#).

The Eastern Wisconsin Cheesemakers and Buttermakers Association invites WCMA members to its 2019 Fall Convention, set for Wednesday, November 6 at Waverly Beach in Menasha. For complete details and to register, contact [EWCBA Member Services Manager Barb Henning](#).

The U.S. Food and Drug Administration will accept written testimony to gather public input on its effort to modernize food standards of identity, including the definition of milk through November 12, and WCMA will submit comments on behalf of members. For more details or to submit individual comments, [click here](#).

The Innovation Center for U.S. Dairy will accept nominations through November 15 for the U.S. Dairy Sustainability Awards, recognizing dairy sustainability leadership. More information can be found [here](#).
