



December 20, 2018



FARM BILL

Trump Signs Compromise Bill Into Law

Moments ago, President Donald Trump signed the new \$867 billion Farm Bill into law. Critical to the dairy industry, this Farm Bill sunsets the Margin Protection Program, replacing it with a new safety net program called Dairy Margin Coverage, which is designed to provide higher coverage levels at more affordable rates.

Last week, the [House](#) and [Senate](#) voted to approved the legislation, having dropped controversial new work requirements for the Supplemental Nutrition Assistance Program (SNAP) to reach compromise.

Earlier today, ahead of the bill signing, the U.S Department of Agriculture sidestepped Congress, and announced a regulatory proposal to restrict states' rights to exempt work-eligible adults from having to find and hold a job to receive SNAP benefits. For more on this development, see the news links below.

- *Associated Press:* [USDA moves to tighten restrictions on food stamps](#)
- *CBS News:* [Trump's food stamp proposal would add work requirements in some states](#)



U.S. Sen. Tammy Baldwin

Baldwin Delivers Key Dairy Wins

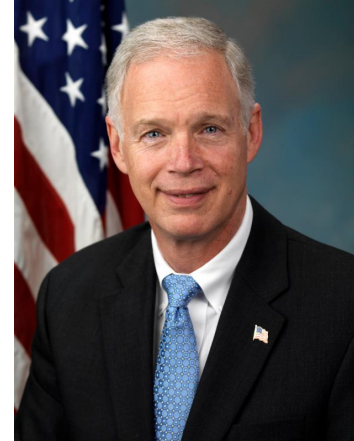
Wisconsin Senator Tammy Baldwin successfully delivered several key wins for the dairy industry in the Farm Bill, including the **Dairy Business Innovation Act**, which allocates \$7 million in resources to help cheesemakers and other dairy businesses get their start, develop new products and expand markets; the **FARMERS FIRST Act**, which supports mental health resources for those in agriculture; and the **Organic Farmer and Consumer Protection Act**, which cracks down on fraudulent foreign imports that claim to be organic. See [this press release](#), with comment from WCMA, for more information.

Senate Approves CURD Act, Unlikely to Become Law

On December 13, the U.S. Senate approved [Wisconsin](#)

[Senator Ron Johnson's Codifying Useful Regulatory Definitions - or CURD - Act](#). Under the proposal, pasteurized process cheese foods, cold pack cheeses, and grated or shredded American cheese foods could not be labeled as "natural."

U.S. Rep Billy Long of Missouri introduced a similar proposal in the House, but it has yet to be considered by committee. With just days left in the legislative calendar, it is unlikely to become law this cycle.



U.S. Sen. Ron Johnson



Trade Aid Falls Short for Industry Impacted by High Tariffs

On Monday, the U.S. Department of Agriculture announced a second and final round of aid to farmers impacted by high retaliatory tariffs. Farm groups quickly expressed appreciation, but some also noted that support falls short of need and pushed for continued trade negotiations. See more in the news links below.

- *Capitol Press*: [Trade-mitigation aid won't undo damage, ag groups say](#)
- *Hoard's*: [NMPF welcomes USDA assistance](#)
- *Reuters*: [Trump approves second round of trade aid payments](#)
- *The Hill*: [GOP lawmaker fires back at Trump over farm aid](#)

Ongoing trade conflict with Mexico and China has limited cheese exports in 2018, and this week, news outlets turned their attention to the nation's growing cheese stockpile, as shown in these news links.

- *MarketWatch*: [American, cheddar and other cheese piling up in the U.S. as trade slows and tastes change](#)
- *CBS News*: [America's cheese stockpile at record high of 4.3 pounds per person](#)
- *Business Insider*: [Cheese stockpile hits record high](#)
- *Axios*: [The U.S. mountain of unwanted cheese](#)

WCMA continues to monitor trade developments and collaborate with federal lobbying partners on the industry's behalf.

EPA, Army Propose Changes to Clean Water Act

On December 11, the [EPA and Department of the Army signed a proposed rule](#) revising the definition of "waters of the United States" - or WOTUS -



to clarify federal authority under the Clean Water Act.

Under the proposal, rivers and streams that contribute perennial or intermittent flow to downstream traditional navigable waters in a typical year are jurisdictional, but ephemeral features are not.

Fact sheets on the proposed changes are available for review [here](#) and the EPA will hold an informational webcast on January 10. Registration for that event is available [here](#). Once the public comment period opens, the public is encouraged to submit written comments, identified by Docket ID No. EPA-HQ-OW-2018-0149, to the [Federal eRulemaking Portal](#).

Cole to Serve as WDNR Secretary

Wisconsin Governor-elect Tony [Evers is beginning to announce his Cabinet picks](#), and on Wednesday, tapped [Preston Cole](#) to serve as Secretary of the Wisconsin Department of Natural Resources.

Mr. Cole currently works as the Commissioner of Neighborhood Services for the City of Milwaukee, and serves on the Board of Directors for the Water Council.

Mr. Cole is also a member of the state's Natural Resources Board, having first been appointed by then-Governor Jim Doyle in 2007 and reappointed by Governor Scott Walker in 2013. Walker praised Evers' selection of Cole saying he, "did a good job on the board and understands the importance of the entire state."



Preston Cole

[WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) and Mr. Cole serve together on the Governor-elect's Agriculture, Energy, and Natural Resources Policy Advisory Council.



USDA Announces Bioengineered Food Disclosure Standard

Earlier today, the U.S. Department of Agriculture unveiled the [National Bioengineered Food Disclosure Standard](#). It defines bioengineered foods as those that contain detectable genetic material modified through lab techniques and not created by breeding or found in nature.

As you may recall, the National Bioengineered Food Disclosure Law, approved in 2016, directed USDA to establish this standard.

The Standard's implementation date is January 1, 2020, except for small food manufacturers, which will have an additional year to comply.

IN THE NEWS...

A close-up photograph of a computer keyboard with a rolled-up newspaper resting on it. The background is a dark blue gradient.

- *Twin Falls Times-News*: [U.S. dairy is more than cheese or milk in global market](#)
- *Business Insider*: [A wheel of Parmesan can cost over \\$1,000 - here's why the cheese is so expensive](#)
- *Men's Health*: [The UK will throw away 2.2 million kilos of cheese this Christmas](#)
- *Dairy Foods*: [Best new dairy products of 2018](#)
- *Fortune*: [Oat milk prices are impossibly high - and holiday shoppers are to blame](#)
- *Wisconsin Public Radio*: [Dairy task force proposing changes to loans, education in dairy industry](#)
- *TED Ed*: [A brie\(f\) history of cheese](#)
- *WPR*: [Wisconsin lost record-breaking percent of dairy farms in 2018](#)
- *WBAY*: [De Pere dairy farm working to contain manure runoff](#)
- *Pioneer Press*: [Dairy Farmers of America to acquire Agropur's Maplewood facility](#)
- *KELO*: [South Dakota PUC approves rebate for Agropur cheese plant](#) (Featuring Agropur)
- *Appleton Post Crescent*: [New London woman donates family cheese business to Community Foundation](#) (Featuring Ellsworth Cooperative Creamery and Wohlt Cheese)
- *WFRV*: [New London woman wills cheese factory to Community Foundation](#)
- *Dairy Foods*: [Ecolab contributes to Dairy Adventure at Fair Oaks Farms in Indiana](#) (Featuring Ecolab and Fair Oaks Farms)
- *Lansing State Journal*: [How Michigan State makes 40,000 pounds of cheese annually](#)
- *WKOW*: [Celebrating the holidays with Wisconsin Cheese](#) (Featuring Dairy Farmers of Wisconsin)
- *WUWM*: [Award-winning Wisconsin cheeses to try](#) (Featuring Saxon Creamery, Emmi Roth USA, Sartori Company, and Uplands Cheese)
- *Sheboygan Press*: [Plymouth Arts Center to host 12th annual cheese drop](#) (Featuring Sartori Company)
- *Madison Magazine*: [Anna Thomas Bates is a grilled cheese champion](#) (Featuring Landmark Creamery)



UW-River Falls Salutes Pilot Plant Fundraisers

The UW-River Falls saluted the Dairy Pilot Plant Renovation Fundraising Committee, including WCMA's own Executive Director John Umhoefer, with special recognition at its winter commencement ceremony on December 15. Pictured above, left to right, are Jim Harsdorf, P.C. Vasavada, Jim Mildbrand, Chancellor Dean Van Galen, John Umhoefer, Gary Rohde, and John Rosenow.

Fueled by more than \$4 million in support from the state and industry donors, construction is now well underway on the plant. To learn more and get involved, [click here](#).

Welcome to the New WCMA Website

VIEW ARTICLE

Check Out the All-New WisCheeseMakers.org!

WCMA has launched a new website, featuring new technology and more member resources than ever before. We invite you to log on now to WisCheeseMakers.org to explore these great features:

- Searchable member directory
- Personal profiles to help members connect
- Easy-to-use events registration tools
- All the latest Association news

To get the most out of your member experience, you will need to create a log-in. Here's a quick how-to:

- Step 1: Follow [this link](#).
- Step 2: Enter your work email address and submit a password reset request.
- Step 3: Check your email (don't forget the spam folder!) for a password reset link and follow the instructions.

Have questions? [Let us help!](#)

You're Invited: Join WCMA Tour of Austria and Germany in 2019

WCMA members are invited to join in a cheese technology tour of Austria and Germany, set for September 27 through October 6, 2019.

The trip includes visits to cheese manufacturing sites, packaging facilities, equipment manufacturing and a day at Anuga, the world's largest food trade fair. We'll balance learning opportunities and exciting tourism, including a day in Salzburg, a visit to the Neuschwanstein Castle, and the hospitality of Munich's famous Oktoberfest. Complete details are available in [this brochure](#).



Note that space is limited to 30 persons for this trip, planned in cooperation with ALPMA. Due to this limitation, member cheese and dairy manufacturers will have first priority to reserve seats, followed by member cheese processors and marketers, and then supplier members.

A deposit is required by January 31, 2019. Questions should be directed to [WCMA Executive Director John Umhoefer](#).

UNITED STATES CHAMPIONSHIP CHEESE 2019 CONTEST

March 5-7, 2019 | Lambeau Field Green Bay, WI

USCCC Adds Dry Dairy, Whey Classes in 2019

For the first time in [U.S. Championship Cheese Contest](#) history, dried milk and whey products will be judged in 2019.

The [nine new classes](#) for technical evaluation include: Dry Whey, Nonfat Dry Milk and Skim Milk Powder, Whole Milk Powder, Whey Protein Concentrate 34, Whey Protein Concentrate 80, Whey Protein Isolate 90, Whey Permeate, Milk Protein Concentrate and Milk Protein Isolate.

Competitors in these classes will submit a product sample weighing one pound per each entry, and are limited to two entries per class, per manufacturing site.

Enter the Contest by January 31!

Exposure, technical evaluation, and a chance to call your cheese the nation's best - there are so many reasons to enter the U.S. Championship Cheese Contest! Hear why our judges and cheesemakers think you should compete in this new video.



All entries must be made by January 31, 2019. Online entry is available exclusively at USChampionCheese.org. Direct questions to [WCMA Events Manager Kirsten Strohmenger](#).



2019 CHEESE INDUSTRY CONFERENCE

April 17 & 18, 2019 | Alliant Energy Center | Madison, Wisconsin

Last Chance: Reserve Your Booth Now!

The largest-ever exhibition hall in [Cheese Industry Conference](#) history is now nearly full! At the writing of this newsletter, 290 of the 297 booth spaces were claimed, and the final seven are expected to sell quickly. Contact [WCMA Events Manager Caitlin Peirick](#) to reserve your booth today!

High-profile, impactful marketing opportunities are available on a first-come, first-serve basis.



Support for the Keynote Address, Champions Reception, and Afterglow Party is now secured, but other sponsorships, including of the popular Ideas Showcase stages and lunches on Wednesday and Thursday, are available. [Learn more here.](#)



Register for 2019 WCMA Front-Line Supervisor Trainings

Register now to participate in upcoming offerings of WCMA Front-Line Supervisor Training!

Presented in partnership with Madison College, these classes are high-quality, low-cost opportunities for industry employers not only to train, but also to retain their most valued workers.

Here's a look at future offerings:

WCMA Front-Line Supervisor Training-Part A

Focus: Leadership Essentials, including Decision Making and Problem Solving

When: Tuesday, February 12, 8:30 a.m.-4:30 p.m.

Where: Madison College Truax Campus, Madison, Wisconsin

[Learn More and Register Now](#)

WCMA Front-Line Supervisor Training-Part B

Focus: Emotional Intelligence, Coaching, and Performance Feedback

When: Tuesday, March 12, 8:30 a.m.-4:30 p.m.

Where: Madison College Truax Campus, Madison, Wisconsin

[Learn More and Register Now](#)

WCMA Front-Line Supervisor Training-Part C

Focus: Personal Productivity and Managing Workplace Stress

When: Tuesday, March 26, 8:30 a.m.-4:30 p.m.

Where: Chippewa Valley Technical College Gateway Campus, Eau Claire, Wisconsin

[Learn More and Register Now](#)

WCMA Front-Line Supervisor Training-Part C

Focus: Personal Productivity and Managing Workplace Stress

When: Tuesday, April 9, 8:30 a.m.-4:30 p.m.

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

Apply Now for WCMA Scholarships

WCMA encourages members and their employees to apply now for 2019 scholarships. WCMA will award five scholarships worth \$3,000 each.

For complete program details and to download application forms, [click here](#).



2018 Scholarship Recipients

This year, WCMA is also offering a promotional poster for use in breakrooms, as handouts, or to be used in email communications. [To download the poster, click here](#). Questions may be directed to [WCMA Office and Member Service Coordinator Sara Schmidt](#).



WCMA Welcomes Six New Members

WCMA warmly welcomes six new supplier members this week, including [CertusBio Limited](#), [Dynaco Entrematic, L.P.S. Srl](#), [Massman Automation Designs LLC](#), [McCotter Energy Systems](#), and [Wood PLC](#).

For 126 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization includes 105 dairy companies and cooperatives operating 259 facilities in 22 states, backed by more than 500 companies that supply equipment and services to the dairy industry.

In Brief...

The deadline to register your food facility for compliance with the Public Health Security and Bio-terrorism Preparedness and Response Act of 2002 is December 31, 2018. Industry guidance is [available here](#) and registration forms can be [found here](#).

Registration is now open for the following Center for Dairy Research courses:

- Milk Pasteurization - January 8-9
- Certificate in Dairy Processing - January 23-April 11
- Wisconsin Process Cheese Seminar - February 19-21

[Click here](#) to learn more and to register today.

The 2019 Wisconsin Agricultural Outlook Forum will be held on January 29, 2019. To view the agenda and register, [click here](#).

Dairy Farmers of Wisconsin invites WCMA members to mark their calendars for 2019 training sessions. Offerings will include:

- Food Defense Training - February 20-21, 2019 | Eau Claire, Wisconsin
- PCQI Training - March 19, 2019 | Madison, Wisconsin
- Supplier Food Safety Management Course - April 9-10, 2019 | Green Bay, Wisconsin

For more information, contact [DFW's Adam Brock](#).



Merry Christmas and Happy Holidays from WCMA

We hope you've enjoyed this edition of WCMA Dairy Facts in advance of the holiday weekend. Please note that WCMA offices will be closed on Christmas Eve and Christmas Day, as well as New Year's Eve and New Year's Day.

WCMA staff wishes you peace and joy this season, and a prosperous new year!

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STAY CONNECTED:

