



# WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

January 19, 2018



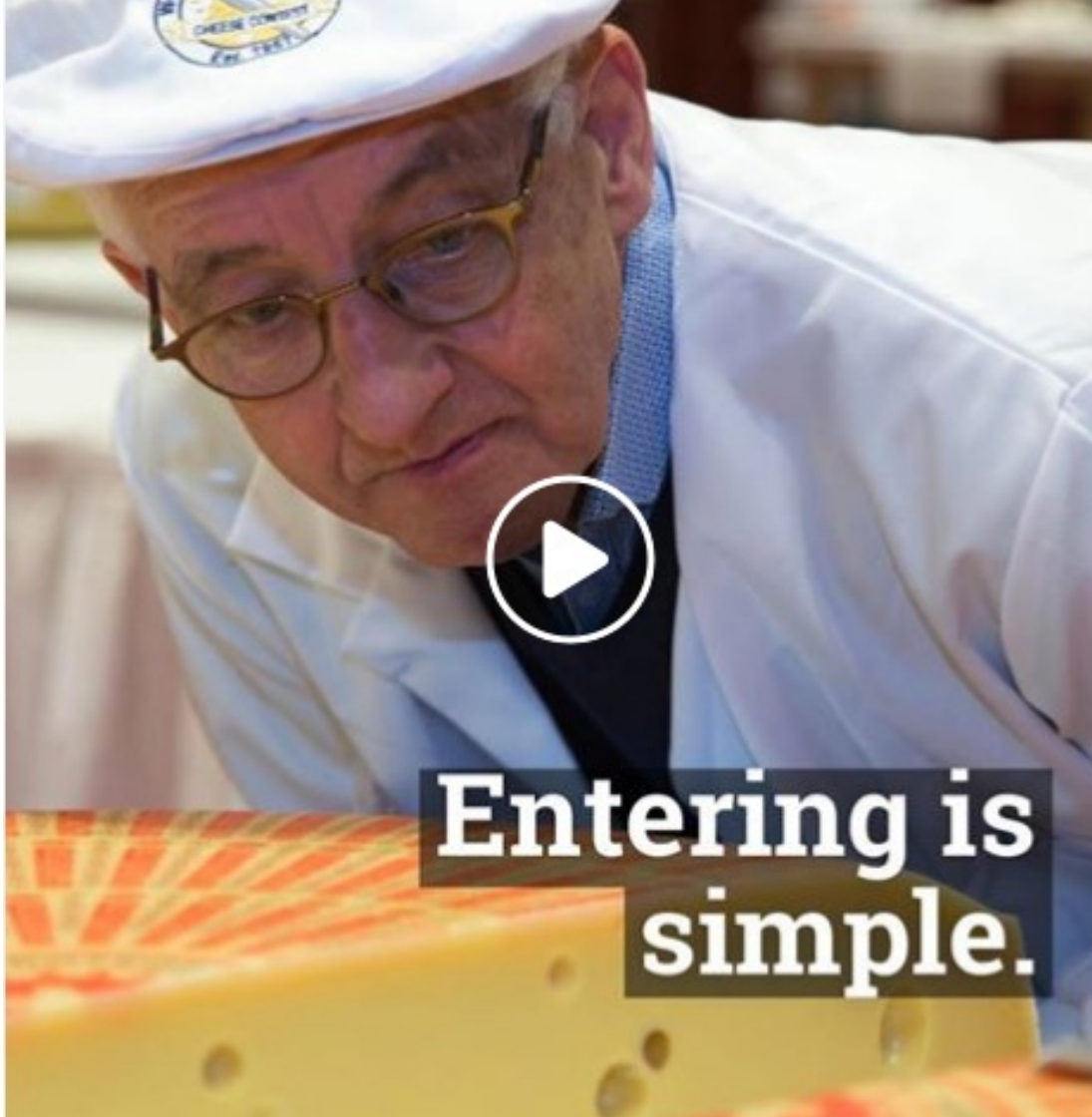
WORLD CHAMPIONSHIP

# CHEESE CONTEST

MONONA TERRACE CONVENTION CENTER  
MADISON, WISCONSIN, USA

**Enter by January 31 to Compete**

You're just a few simple steps away from a chance at the Cheese Champion title! Learn how easy it is to enter the competition by watching the Association's latest video. Then, visit [WorldChampionCheese.org](http://WorldChampionCheese.org) to get the job done before the January 31 entry deadline!



World Championship Cheese Contest organizers have also announced the largest-ever line-up of internationally-renowned judges set to evaluate entries in March. The 2018 judging team consists of 53 experienced cheese graders, cheese buyers, dairy science professors, and researchers, hailing from 20 countries and 15 American states. [Read the full list here.](#)

Questions? Contact [WCMA Events Manager Kirsten Strohmenger Henning](#).

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## Johnson Introduces Bill to Codify "Natural Cheese"



U.S. Senators Ron Johnson (R-Wisconsin), Ron Wyden (D-Oregon), and Congressman Billy Long, (R-Missouri) introduced legislation this week to codify a definition of the term "natural cheese" within the Federal Food, Drug and Cosmetic Act. U.S. Senator Tammy Baldwin (D-Wisconsin) is co-signing the bill.

Under this proposal, "natural cheese" would be defined as cheese that is produced from animal milk or other dairy ingredients and is produced via established cheese-making practices.

WCMA supports this legislation, which will ensure that cheesemakers may use the term "natural cheese" on their packaging, as they have done in the past, for many years to come.

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## Federal Tax Reform Creates Income Tax Deduction Inequity

WCMA is tracking an element of the recently-approved changes to federal tax code.

A last-minute addition to the bill providing a compromise "fix" for cooperatives has some raising concerns. In short, farmers selling products to cooperatives were given a 20 percent deduction on sales to their co-op, a major income deduction that would significantly lower their taxable income. Farmers selling to proprietary or corporate firms, however, earned a lesser tax reduction - a 20 percent deduction on net income or profit (the pass-through business deduction). Intentional or not, these reforms favor a financial decision to sell farm commodities such as fresh milk to a cooperative rather than a private company or corporation.



In the past week, private and corporate food buyers, such as Cargill and ADM, have pushed back on these legislators. Meetings are currently being held to find an equitable solution that provides tax relief to farms, but doesn't influence the market position of cooperatives versus other buyers.

If you wish to share your perspective on this matter, please contact [WCMA Executive Director John Umhoefer](#). You may also wish to contact members of your Congressional delegation.

## Ag Producer Security Changes Approved in WI State Assembly

Wisconsin's State Assembly approved changes to the Ag Producer Security program this week, via a unanimous vote of support for [Assembly Bill 698](#).

WCMA has lobbied in favor of this legislation, which includes a key provision to allow milk buyers to enter into contracts with producers to pay for receipt of milk 120 days after the date on which payments would have been due under current state statute.



WCMA will continue to monitor the bill's progress in the Senate, and keep you informed.



## In the News...

*Milwaukee Journal Sentinel:* [ICE arrests two dairy workers in Washington County, immigrant rights group says](#)

*Milwaukee Journal Sentinel:* [Farmers worry Trump could leave them in tough spot on immigration, trade](#)

*Fresno Bee:* [Los Banos milk plant shutting down, 63](#)

[workers to lose jobs](#)

WBAY-TV: [Titledown Cheese expansion to add jobs in Denmark](#)

Seven Days: [Maplebrook Farm moves into bigger production facility](#)

Cap Times: [Learn the secrets of a perfect grilled cheese](#) [Featuring Landmark Creamery]

Wisconsin Dairy News (WMNB) via WKOW-TV: [A&W Cheese Curds](#) [Featuring Ellsworth Creamery]



APRIL 17-19

# ICTE 18

WISCONSIN CENTER | MILWAUKEE, WI



Make plans to join more than 3,000 of your industry colleagues and friends at the International Cheese Technology Expo, April 17-19 in Milwaukee, Wisconsin.

ICTE 2018's line-up of seminars focus on challenges in global trade, pathogen control and food safety, cheese quality issues and solutions, growth opportunities in specialty cheese, and whey and dairy proteins. Two limited-enrollment seminar tracks are also being offered for artisan cheesemakers and for human resources and managerial staff. [Learn more here.](#)

ICTE 2018's exhibit floor will feature 295 companies offering everything from air and water treatment to cheesemaking equipment, and from ingredients to robotics. A complete list of exhibitors and a show floor plan is available now at [www.CheeseExpo.org](http://www.CheeseExpo.org).

## SIGN UP NOW & SAVE 20%

Sign up on [CheeseExpo.org](http://CheeseExpo.org) to attend ICTE 2018 by close of business on Monday, January 22 and enjoy 20% off the cost of registration.



### Complete WCMA's 2018 Wage and Workforce Survey Now

In an effort to collect and share the information your company needs to compete in a challenging labor market, WCMA has distributed its [2018 Wage and Workforce Survey](#) to members.

Dairy manufacturers and processors completing the survey by February 21 will receive a report detailing industry wages and benefits. Results will be shared without identifying involved companies and responses will be held in strict confidence.

### TAKE THE SURVEY

Should you have questions about this survey, please contact [WCMA Communications and Policy Manager Rebekah Sweeney](#). Thank you for your participation.

## WCMA Announces New Training Programs for Supervisors and Managers

## ***Educational Offerings Designed to Develop & Retain Valued Employees***

WCMA is pleased to announce an expanded line-up of educational offerings for 2018, designed to develop industry talent and to help members retain their most valued employees.



### **Front-Line Supervisor Training**

Launched late last year, WCMA's Front-Line Supervisor Training program has enjoyed both high demand and enthusiastic reviews from past participants. The core class, which will now be referred to as Part A, is focused on leadership essentials, including decision making and problem solving. It will be offered again on January 30 (sold out), February 7 (sold out), May 2 at Chippewa Valley Technical College in Eau Claire, and September 11 at Madison College.

Two new, complementary programs also will be offered in 2018. Front-Line Supervisor Training Part B, focused on emotional intelligence, critical thinking, coaching, and performance feedback will be offered on May 16 and October 9 at Madison College. Part C, focused on personal productivity and managing workplace stress, will be offered on November 6.

All Front-Line Supervisor Training courses are offered at-cost for members, with a tuition of \$119 per participant at courses hosted in Madison. The cost per participant at courses offered in other locations, such as Eau Claire, is \$149. Materials, instruction, and meals are included. Course participation is limited to 22 individuals per session.

### **Learning to Lead Series**

Spurred by industry requests, WCMA is launching a program specifically designed for mid-level managers, or employees who are transitioning to such positions. The Learning to Lead management training series will be offered in partnership with Madison College, via three workshops. The "Critical Thinking and Decision Making" session is set for September 18. "Effective Communications and the Building and Leading of Teams" will be held November 13, and a session entitled "Effective Delegation, Talent Development, and Situational Leadership" is set for January 9, 2019. Those enrolling in the program would participate in all three sessions as a cohort; the cost for the entire series, including materials, instruction, and meals, is \$475 per participant. Enrollment is limited to 20 individuals.

### **Enrollment**

Space in these programs will be limited to WCMA members only, and will be available on a first-come, first-serve basis. For more information or to reserve a space in these WCMA training programs, contact [WCMA Communications and Policy Manager Rebekah Sweeney](#).

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## **WCMA Welcomes Incoming Dairy Processing Class**



WCMA is proud to support the Center for Dairy Research's Certificate in Dairy Processing program, which launched another class this week. Designed by cheesemakers and delivered by world-renowned dairy scientists, the course provides promising plant workers with a clear understanding of dairy plant processes via interactive webinars, hands-on activities, and mentored projects. Classes will be offered at least twice more in 2018, beginning May 3 and September 5. Learn more [here](#).

## WCMA Scholarship Applications Due February 28

WCMA will again offer five student scholarships in 2018, worth a total of \$15,000. Those interested in being considered for an award have until February 28 to [submit an application](#).

Employees or children of employees at WCMA dairy manufacturing, processing, or marketing member companies may apply for the [WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship](#). Two students will receive scholarship awards of \$3,000 each.

Employees or children of employees at WCMA supplier member companies may apply for the [WCMA Cheese Industry Supplier Student Scholarship](#). Three students will receive scholarship awards of \$3,000 each.

Applicants must supply transcripts, a letter of recommendation, and a completed application form by February 28, 2018. [Forms may be found here](#) or can be directly requested from [WCMA Communications and Policy Manager Rebekah Sweeney](#).



2017 WCMA Scholarship Recipients

# Welcome

## WCMA Welcomes New Member

A warm WCMA welcome goes to [Miles Data Technologies, LLC](#) a new supplier member of our association! WCMA now proudly serves more than 600 dairy manufacturers, processors, marketers, and industry supplier partners.

**In Brief...**

WCMA members are invited to participate in the 2018 Wisconsin Agricultural Outlook Forum, set for Thursday, January 25 from 9:30 a.m.-4 p.m. in UW-Madison's Union South Building. The agenda is available for review [here](#) and more information can be found [here](#).

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WCMA members are invited to participate in a series of interactive, educational web conferences on labor law in Wisconsin, hosted by the Department of Workforce Development. These sessions, beginning in February, provide basic information about fair employment, worker's compensation, vocational rehabilitation, labor standards, and unemployment insurance. [Learn more and register here.](#)

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Registration is now open for the upcoming Wisconsin Association for Food Protection's Pasteurizer Operation and Procedures class, set for April 10 in Appleton. [Learn more and register here.](#)

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Mark your calendars now for WMMB's PCQI training sessions, set for March 27 in Green Bay and March 29 in Madison. These training sessions include a 16-module online course which must be completed prior to the one-day workshop. More details will follow; contact WMMB's [Adam Brock](#) now with questions.

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Wisconsin Cheese Makers Association | 608-286-1001 | [www.wischeesemakers.org](http://www.wischeesemakers.org)  
5117 West Terrace Dr., Ste. 402, Madison, Wisconsin 53718

STAY CONNECTED:

