



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

January 4, 2019



Evers' Cabinet Takes Shape, Pfaff to Head DATCP



Pictured (L-R): Secretary-designate Brad Pfaff and Governor-elect Tony Evers

With inauguration ceremonies set to take place on Monday, January 7, Wisconsin Governor-elect Tony Evers' cabinet is taking shape.

Evers has picked Brad Pfaff to head the Department of Agriculture, Trade, and Consumer Protection. Pfaff currently serves as Congressman Ron Kind's (D-WI) Deputy Chief of Staff, but worked during the Obama Administration as National Deputy Administrator for Farm Programs at USDA and as State Executive Director for the Wisconsin Farm Service Agency. Brad was raised on a family

dairy farm in northern La Crosse County, Wisconsin and has a Masters Degree in Public Administration.

Evers has also named the following individuals to secretarial posts related to our industry.

Department of Natural Resources: [Preston Cole](#)

Department of Transportation: [Craig Thompson](#)

Department of Revenue: [Peter Barca](#)

Department of Workforce Development: [Caleb Frostman](#)

WCMA is advocating for members' interests as the Evers Administration begins, and invites you to join in an upcoming lobby day on Wednesday, January 30, with WCMA's Policy Committee. To get involved, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Farm Bill Implementation Slowed by Federal Government Shutdown



The federal government shutdown, now in its second week, has [slowed implementation of the newly-signed Farm Bill](#). USDA officials cannot legally work during the shutdown, and are not able to give a timeline on when new guidelines and sign-ups might take effect.

While members of the U.S. House of Representatives [approved a funding package](#) Thursday to reopen government, it did not include additional funding for a border wall, and as a result, President Trump has said he will reject it.



Webcast on Clean Water Act Changes Set for January 10

The [EPA and Department of the Army have signed a proposed rule](#) revising the definition of "waters of the United States" - or WOTUS - to clarify federal authority under the Clean Water Act.

Fact sheets on the proposals are [available here](#), and [registration is now open](#) to participate in an informational webcast set for January 10. 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.

Members of the public are encouraged to submit written comments on the proposal, identified by Docket ID No. EPA-HQ-OW-2018-0149, to the [Federal eRulemaking Portal](#).

IN THE NEWS...

- WMTV-TV: [Emmi Roth expands blue cheese production](#) (Featuring Emmi Roth USA and Great Lakes Cheese)
 - WSAW-TV: [Farmers have mixed reactions to Dairy Task Force proposals](#)
 - Wisconsin State Journal: [Hazardous drinking water found in 42 percent of southwest Wisconsin wells](#)
 - Wisconsin Public Radio: [Assembly Speaker Robin Vos to form water quality task force](#)
 - Fresno Bee: [Large fire erupts at Hilmar Cheese, \\$2M in losses reported](#)
 - Food Navigator: [PBFA members to FDA: Banning use of dairy terms is a solution in search of a problem](#)
 - Politico: [Peterson takes helm of House Ag Committee](#)
 - CNN: [China, US set for upcoming talks in Beijing](#)
 - Forbes: [Startup turns cheese waste into vodka-like wheyward spirit](#)
 - VinePair: [Eight cheese trends to watch in 2019](#)
 - Eater: [What climate change could mean for the dairy industry](#)
 - Green Bay Press-Gazette: [Kiel cheesemakers carve out niche with unique flavors](#) (Featuring Henning's Wisconsin Cheese)
 - Saveur: [A brief history of Cheddar cheese](#)
 - Al Jazeera: [The Indians saving Italy's traditional cheese industry](#)
 - Elite Daily: [Aldi's heart-shaped cheese for Valentine's Day coming soon](#)
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UNITED STATES CHAMPIONSHIP
**CHEESE 2019
CONTEST**

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



Enter by Thursday, January 31!

The [U.S. Championship Cheese Contest](#), the nation's largest technical cheese competition, is set for March 5-7 in the Lambeau Field Atrium in Green Bay, Wisconsin. Mark your calendar now: entry forms must be submitted 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 video.



Online entry is available exclusively at [USChampionCheese.org](#). Direct questions to [WCMA Events Manager Kirsten Strohmenger](#).

Click Here to Enter the Contest



2019 CHEESE INDUSTRY CONFERENCE

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

Save Big by Registering Now!

[Register to attend the 2019 Cheese Industry Conference by Monday, January 21](#) and enjoy the best rates. Complete details are available now on [CheeseConference.org](#).

With more educational seminars, an expanded exhibition hall, and networking opportunities designed to help you build your business, the 2019 CIC is the industry's premier cheese, butter, and whey event. Check out the [complete calendar of events here](#).



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 sponsorship of the popular Ideas Showcase stages and lunches on Wednesday and Thursday, are now available. [Learn more here](#).

SOLD OUT!

Please note, the largest-ever CIC exhibition hall is now completely sold out! With 297 booths, the hall connects dairy processors and the industry's most trusted suppliers.

To start planning your visits, check out a floor plan of the hall, [available here](#).



**Register Now 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.

Where: Madison College Truax Campus, Madison, Wisconsin

[Learn More and Register Now](#)

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

Join Young Professionals' Event January 18 in Monroe

WCMA invites member company employees, age 40 and younger, to join its Young Professionals group on Friday, January 18 for industry education and networking in Monroe, Wisconsin.



The event begins January 18 at 10 a.m., with a tour of the newly-expanded Klondike Cheese Company facilities. It continues at the Alpine Curling Club, also in Monroe, from 12:00-3:30 p.m. with a networking lunch and curling.

Registration includes the tour, meal, and activity, and costs just \$30 per person. This event has capacity for 35 participants, and all must register by Tuesday, January 15 on [WisCheeseMakers.org](#). Questions may be directed to [WCMA Events Manager Kirsten Strohenger](#).



2018 Scholarship Recipients

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](#).

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](#)

Reserve Tickets to WCMA's Tour of Austria and Germany by January 31

WCMA members are invited to join in a cheese technology tour of Austria and Germany, set for September 27 through October 6. Note that a deposit is required by January 31, to reserve your space.



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.

Questions can be directed to [WCMA Executive Director John Umhoefer](#).



WCMA Welcomes New Member

WCMA warmly welcomes [EnviroStar](#) as a new supplier member this week.

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 Memoriam...

WCMA mourns with the family and friends of Bill Wendorff, who passed away on Wednesday, January 2. Bill was instrumental in the development of the Wisconsin Master Cheesemaker program, and educated thousands of industry professionals through his work as a Professor of Food Science at the University of Wisconsin-Madison.

A memorial service is set for Monday, January 7, and complete details may be found [here](#).

In Brief...

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

- 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](#).

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STAY CONNECTED:

