



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

February 1, 2019

WCMA Appeals for FDA Enforcement of Dairy Labeling Standards



WCMA has filed comments with the U.S. Food & Drug Administration expressing strong opposition to the use of dairy labels on plant-based products, and asking that the agency enforce labeling standards to prevent this practice. [Click here to read WCMA's position.](#)

WCMA's comments highlight findings from [a consumer research study](#) the Association commissioned in partnership with Edge Dairy Farmer Cooperative and Dairy Farmers of Wisconsin, which provided strong evidence supporting the argument that dairy labeling of plant-based products causes consumer confusion.

WCMA shared survey results in [a news conference at Dairy Strong](#) in Madison last week and, in the February edition of WCMA Notes, [Executive Director John Umhoefer](#) takes a closer look. [Click here to read on.](#)

FDA will review all comments filed on this issue and is expected to make an enforcement decision later this year. WCMA will keep members informed of developments via this electronic newsletter.



Evers Declares 2019 the "Year of Clean Drinking Water"

In his [first State of the State address](#), delivered on January 22, Wisconsin Governor Tony Evers called for a return to two-thirds state funding for public education, an expansion of Medicaid benefits access, and [declared 2019 the "Year of Clean Drinking Water."](#)

Evers noted concern over both well water issues and [lead service lines across the state](#). He plans to sign an Executive Order within the coming weeks to designate a leader at the Department of Health Services to address "Wisconsin's lead crisis and to help secure federal funding for prevention and treatment programs." Replacing the state's service lines could cost \$2 billion. Gov. Evers has yet to share detailed plans related to well contamination.

WCMA Policy Committee Meeting Rescheduled

Due to extreme cold temperatures, Wisconsin State Buildings were closed to the public, and the Wisconsin State Assembly shut down on Wednesday, January 30. As a result, WCMA rescheduled its planned Policy Committee meeting and Lobby Day to Wednesday, February 13. The group will meet with incoming Department of Agriculture, Trade, and Consumer Protection Secretary Brad Pfaff and Assistant Deputy Secretary Angela James, as well as state lawmakers. To participate, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Farm Bill Work Resumes

After 35 days of a partial government shutdown, President Donald Trump agreed to a three-week truce over border security negotiations. This means government agencies are again operating, [at least through February 15](#).

This week, [members of Congress are calling on the U.S. Department of Agriculture to take quick action on Farm Bill implementation](#). The USDA is also issuing a [backlog of farm reports](#), though the release of the 2017 Census of Agriculture

will be delayed until April. The Farm Service Agency has [extended the application deadline](#) for many of its programs.

IN THE NEWS...

- *UPI*: [Study: Tariffs on metals will cost U.S. agriculture billions](#)
- *Associated Press*: [For U.S.-China trade talks, hopes are high, expectations low](#)
- *Global Newswire*: [Study shows trade agreements by competitors will threaten U.S. dairy exports to Japan](#)
- *Wisconsin Public Radio*: [As cheese surplus hits an all-time high, dairy industry is 'cautiously optimistic'](#)
- *Reuters*: [Lactalis recalls baby milk from Spanish site linked to salmonella](#)
- *Associated Press*: [Organic price premiums dip as demand grows, choices multiply](#)
- *Food+Wine*: [America's cheese appetite during the Super Bowl is truly breathtaking](#)
- *Forbes*: [What Instagram-worthy drink is going to be 2019's coolest trend? Cheese coffee.](#)
- *Fox News*: ['Fox & Friends' celebrates National Cheese Day with a 16-foot cheese board](#) (Featuring Edelweiss Cheese, Roelli Cheese, and Saxon Creamery)
- *WMTV-TV*: [National Cheese Lover's Day](#)
- *Wisconsin State Farmer*: [Tom Crave named new president of Dairy Business Association](#)

UNITED STATES CHAMPIONSHIP CHEESE 2019 CONTEST

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

2019 Contest Judges Named



WCMA has announced the impressive panel of cheese judges set to evaluate entries in the 2019 U.S. Championship Cheese Contest, March 5-7 in Green Bay, Wisconsin.

Judges include cheese graders, cheese buyers, dairy science professors and researchers, and hail from 20 American states. To view the roster, [click here](#).

Join Us for Cheese Champion!

Be there for the exciting moment the next champion is named!

A limited number of tickets to Cheese Champion, the Contest's pinnacle event, are available now at USChampionCheese.org.

Held Thursday, March 7 from 6:30-8:30 p.m. at the KI Convention Center in Green Bay, Cheese Champion features more than 50 Contest cheeses and a unique, guided tasting experience from Contest judges. Wisconsin cheesemakers will offer samples of their specialty products. Tickets cost just \$30, and they're selling quickly. [Reserve yours today!](#)



Take the 2019 WCMA Wage and Workforce Survey



WCMA has issued the [2019 Wage and Workforce Survey](#), and urges dairy manufacturer and processor members to **complete it by February 28**.

All respondents will receive a detailed report on industry compensation packages, as well as information on the wage offerings of other regional employers. Results will be shared without identifying companies, and responses held in confidence.

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

[Click Here to Take the Survey](#)

Apply by February 20 for WCMA Scholarships

WCMA encourages members and their employees to apply by Wednesday, February 20 for a chance to receive one of 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 poster, click here](#). Questions may be directed to [WCMA Office and Member Service Coordinator Sara Schmidt](#).



2018 Scholarship Recipients



Very Limited Space Remains in WCMA Trainings

Just THREE spaces remain open in [WCMA's Front-Line Supervisor Training-Part A](#), set for Tuesday, February 12 from 8:30 a.m.-4:30 p.m. at Madison College.

The Front-Line Supervisor Training series will have your employees examining their own strengths and weaknesses in the workplace with the goal of becoming stronger leaders. Highly recommended by previous participants, this course offers proven approaches to managing others, solving problems, making decisions, and communicating, so that they can build an efficient and quality-driven team.

The tuition fee of \$129 includes the cost of instruction, workbook and other materials, snacks and lunch.

[Click Here to Register Now](#)

WCMA member employees who have completed either all three parts of Front-Line Supervisor Training or the Learning to Lead management series will enjoy



FREE full registration to the 2019 Cheese Industry Conference. Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) to sign up today.

Join the NATION'S PREMIER cheese, butter and whey industry event

www.cheeseconference.org



2019 CHEESE INDUSTRY CONFERENCE

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

Workforce Focus at 2019 CIC

Registration is open for the [2019 Cheese Industry Conference](#), set for April 17 & 18 at the Alliant Energy Center in Madison, Wisconsin.

The complete line-up of educational seminars is available now, with workforce challenges and opportunities a main focus of offerings on Wednesday, April 17.

The Conference Keynote Address will be delivered by Chris McChesney of FranklinCovey, co-developer of *The 4 Disciplines of Execution*, a best-selling book designed to inspire employee enthusiasm and engagement. McChesney will take a deeper dive into each of the four disciplines in an interactive breakout session to follow the address.



*2019 CIC Keynote Address Speaker
Chris McChesney*

[Click here](#) to learn more about Conference seminar offerings, and register to attend today!

Dairy Processing Class Underway at CDR



Kudos to the expert, engaging staff at the Center for Dairy Research and to the students who last week began an offering of the popular Certificate in Dairy Processing course in Madison. This program is hands-on and comprehensive, and WCMA is proud to support it. For more information on the program, and to sign up for a future offering, [click here](#).

WCMA Young Professionals Tour Klondike Cheese



Thanks go to the team at Klondike Cheese Company for hosting WCMA's Young Professionals group, providing an educational tour of its expanded production facilities in Monroe, Wisconsin on January 18. Following the tour, the group enjoyed a networking event, planned in part by our friends at Klondike Cheese Company and Decatur Dairy, at the Alpine Curling Club. To get involved in WCMA Young Professionals, contact [WCMA Events Manager Kirsten Strohmenger](#).



WCMA Welcomes Four Members

WCMA warmly welcomes four companies as members of our Association this week, including dairy processor ReNew It Cheese, and suppliers [Ace Chemical Products, Inc.](#), [KJ Cold Storage](#), and [Sapphire Flavors & Fragrances](#).

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...

Registration is now open for the Wisconsin Process Cheese Seminar, set for February 19-21 at the Center for Dairy Research. [Click here](#) to learn more and to register today.

Dairy Farmers of Wisconsin invites WCMA members to register now for the following educational opportunities:

- [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](#).

STAY CONNECTED:

