



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

March 15, 2019



Guggisberg Cheese Wins U.S. Championship Cheese Contest with Baby Swiss Wheel



Richard Guggisberg addresses the Cheese Champion crowd on Thursday, March 8

A Baby Swiss Wheel made by WCMA member Guggisberg Cheese has been named the best cheese in the United States, earning the company its second overall champion title at the U.S. Championship Cheese Contest in just four years.

With an impressive score of 98.54 out of 100, Guggisberg Cheese's winning Baby Swiss Wheel was crafted by Team Guggisberg Doughty Valley in Millersburg, Ohio.

Guggisberg Cheese won the U.S. Championship Cheese Contest in 2015 with its Premium Swiss, a traditional-style wheel.

WCMA congratulates Guggisberg Cheese, as we salute all the cheesemakers who earned medals in the competition.

Marieke Gouda of Thorp, Wisconsin claimed both the first and second runner-up positions in the 2019 U.S. Championship Cheese Contest. Coming in just one-tenth of a point behind the Champion Cheese, with a score of 98.41, was Marieke Gouda Premium, a gouda cheese aged 18-24 months, and Marieke Gouda Overjarige earned a score of 98.39.

A record-setting 2,555 cheese entries from 35 states were evaluated during the two-day competition in Green Bay, Wisconsin. A team of 60 nationally-renowned judges hailing from 20 states considered each entry's flavor, body and texture, salt, color, finish, and appearance, scoring entries on a 100-point scale.

WCMA Members Strike Gold

Special congratulations go to all of the WCMA member companies that came away with Best of Class wins at the U.S. Championship Cheese Contest.

The list includes: Agropur, Arla Foods, Associated Milk Producers, Inc., BelGioioso Cheese, Cabot Creamery Cooperative, Caputo Cheese, Carr Valley Cheese, Crave Brothers Farmstead Cheese, Dairy Farmers of America, Decatur Dairy, Door Artisan Cheese Company, Eau Galle Cheese Factory, Edelweiss Creamery, Emmi Roth USA, Foremost Farms USA, Gilman Cheese, Great Lakes Cheese, Guggisberg Cheese, Henning's Cheese, Klondike Cheese Company, Lactalis, Landmark Creamery, Lynn Dairy, Maple Leaf Cheesemakers, Marieke Gouda, Masters Gallery Foods, Mill Creek Cheese, Pine River Dairy, Pine River Pre-Pack, Ponderosa Dairy Products, Saputo Cheese USA, Sartori Company, Shullsburg Creamery, Valley Queen Cheese Factory, V&V Supremo, and Westby Cooperative Creamery.



Many more WCMA member companies earned silver and bronze medals. For complete Contest results, [click here](#).



Cheese Contest Puts WCMA Members in the Spotlight

More than 350 news articles have been published in the past two weeks covering the 2019 U.S. Championship Cheese Contest. Results were printed in outlets as far away as Germany and Malaysia!

WCMA staffers make a concerted effort to put members in the media spotlight, and the following member companies have been in the news, connected to their Contest participation: Agropur, Crave Brothers Farmstead Cheese, Decatur Dairy, Door Artisan Cheese Company, Edelweiss Creamery, Emmi Roth USA, Guggisberg Cheese, Henning Cheese, Klondike Cheese Company, Lynn Dairy, Maple Leaf Cheesemakers, Marieke Gouda, Nasonville Dairy, Ponderosa Dairy Products, Pine River Pre-Pack, Saputo Cheese USA, Sartori Company, Schuman Cheese, V&V Supremo, and Valley Queen Cheese Factory. All of the articles can be found on the [Contest Facebook page](#), and a sample of clips is available here:

Associated Press: [Ohio cheese wins the U.S. Championship Cheese Contest](#)

Associated Press: [Melted cheese tops Wisconsin championship](#)

USA Today/Green Bay Press Gazette: [Swiss cheese named America's best, Marieke places 2nd, 3rd](#)

USA Today/Green Bay Press Gazette: [Are any of these 20 best cheeses made in America in your fridge?](#)

Wisconsin State Journal: [Two Goudas from Thorp just miss as an Ohio baby Swiss takes the top prize at U.S. Championship Cheese Contest](#)

Wisconsin State Journal: [Wisconsin cheesemakers again dominate U.S. Championship Cheese Contest](#)

WTMJ-TV: [Guggisberg's Baby Swiss Wheel named 2019 Cheese Champion](#)

WFRV-TV: [Lambeau Field gets cheesy for U.S. Championship Cheese Contest](#)

WBAY-TV: [U.S. Cheese Championship held in Cheesehead landmark](#) (Click on side links to access all live shots)

WGBA-TV: [New king cheese crowned in Green Bay](#)

WLUK-TV: [Champion cheese to be crowned at Lambeau Field, usual home of Cheeseheads](#)

CBS Sunday Morning featured WCMA's Championship Cheese Contests - and Marieke Gouda - on Sunday, March 3. In case you missed it, we invite you to watch this terrific national story!



Contest Galleries Now Online

Relive all the excitement of the Contest via our online photo galleries.

[Click here for Contest judging photos.](#)

[Click here for Cheese Champion photos.](#)

WCMA Honors Volunteers

WCMA thanks all Contest volunteers for the time and effort they invested to make this year a success. On Wednesday, March 6, we honored three individuals for their outstanding contributions.

The Eggebrecht Award, named for Contest Committee Chairman and "B-Team" founder Brian Eggebrecht of Welcome Dairy, was given to **Steve Krause**, a 25-year Contest volunteer known for his energy, positivity, and hard work ethic.

The Aschebrock Award, named for Contest Chief Judge Emeritus Bob Aschebrock, a long-time USDA dairy grader, was presented to **John Jaeggi** who has served as a Contest judge for more than a decade and is appreciated for his comprehensive cheese knowledge, thorough evaluations, and mentorship of new judges.

The Schlinsog Award, named for Contest Chief Judge Emeritus Bill Schlinsog, was given to **John Umhoefer**, WCMA Executive Director. In John's 27-year tenure leading the events, both Championship Cheese Contests have grown by leaps and bounds.



WCMA Applauds Baldwin's Work to Enforce Dairy Labeling Standards

WCMA applauds U.S. Senators Tammy Baldwin (D-Wisconsin) and Jim Risch (R-Idaho) on their reintroduction of the DAIRY PRIDE Act, a proposal which would require the U.S. Food and Drug Administration to issue guidance for nationwide



U.S. Senator Tammy Baldwin

enforcement of mislabeled imitation dairy products within 90 days.

The proposal, if approved, would mean that non-dairy products made from nuts, seeds, plants, and algae could no longer be mislabeled with dairy terms such as milk, yogurt or cheese.

To learn more about this legislative proposal, and to hear reaction from WCMA members, including WCMA President Kim Heiman of Nasonville Dairy, WCMA Board Member Paul Scharfman of Specialty Cheese Company, Sartori Company President Jeff Schwager, Marieke Gouda Owner and Cheesemaker Marieke Penterman, and CROPP/Organic Valley Government Relations Manager Adam Warthesen, [click here](#). For more from Sen. Baldwin, [click here](#).

To get involved in WCMA's Policy Committee, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WDATCP Now Offering Certain Licensing Exams in Spanish

The Wisconsin Department of Agriculture, Trade, and Consumer Protection will now offer certain dairy processing licensing exams in Spanish, a change in policy triggered by WCMA advocacy efforts.

The state pasteurizer operator exam has already been translated and is available in Spanish by simple request. The cheesemaker exam is now being translated and will soon be available. WCMA encourages members to take advantage of this new opportunity to advance staff members.

WCMA thanks and acknowledges incoming DATCP leaders, including Secretary-Designee Brad Pfaff, and the Office of Governor Tony Evers for quickly meeting this industry need.

For more information about exam offerings in Spanish, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Sign Up Now for WCMA Supervisor Training

Industry-specific, high-energy, low-cost, and effective... that's what past participants have liked most about WCMA's Front-Line Supervisor Trainings.

Kudos to the energetic, engaged member employees from Baker Cheese, Grande Cheese, Great Lakes Cheese, Koss Industrial, Meister Cheese, Milk Specialties Global, Renards Cheese, Schuman Cheese-Imperia, V&V Supremo, and Westby Cooperative Creamery to

completed offerings of Parts A and B over the past two weeks - and to their employers for investing in their continuing education.

There's room for your valued staff members to join in our upcoming classes. Sign up today!

WCMA Front-Line Supervisor Training - Part C

Focus: Personal Productivity and Managing Workplace Stress

When: Tuesday, March 26

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

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

WCMA Front-Line Supervisor Training - Part C

Focus: Personal Productivity and Managing Workplace Stress

When: Tuesday, April 9

Where: Madison College, Madison, Wisconsin

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



WCMA member employees who have completed 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 take advantage of this special offer.

An advertisement for the 2019 Cheese Industry Conference. It features several images of different types of cheese: a wedge of Swiss cheese with holes, a wedge of cheddar, and a wedge of brie. The text is centered and reads: "2019 CHEESE INDUSTRY CONFERENCE" in large, bold, blue letters. Below that, it says "April 17 & 18, 2019 | Alliant Energy Center | Madison, Wisconsin" and "Exhibits: April 17". The background is white with blue and yellow geometric shapes.

Ideas Showcase Speakers Announced

Quick, practical talks on the topics dairy processors care most about - that's what you can expect from the popular Ideas Showcase, held at the 2019 Cheese Industry Conference April 17-18 at the Alliant Energy Center in Madison, Wisconsin. Registration is open now at CheeseConference.org.



In 2019, Ideas Showcase speakers will focus on food safety, cheese ingredients, innovations in dairy processing and packaging equipment, smart financial strategies, and wastewater treatment options. For a complete schedule, [click here](#).

CHEESE INDUSTRY

**JOB
FAIR**



Connect with Prospective Employees at WCMA Job Fair

Connect with the dairy industry's next generation - or your next career position - at the [WCMA Cheese Industry Job Fair](#), set to be held Tuesday, April 16 from 3:00-5:00 p.m. at the Alliant Energy Center, in connection with the 2019 Cheese Industry Conference.

Booths cost \$200 for exhibiting employers, and **only seven of 20 spaces remain available.**

Registration is totally free for prospective employees.

For more details and to register, [click here](#) or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[Click Here to Register Now](#)

IN THE NEWS...



- *Chicago Tribune*: [There is an entire cookbook dedicated to Wisconsin cheese. The featured creameries are worth a road trip.](#) (Featuring LaClare Family Creamery, Clock Shadow Creamery, Landmark Creamery, and Marieke Gouda)
- *Reuters*: [Democrats cool toward NAFTA replacement, question labor standards](#)
- *CNBC*: [Trump says he is in 'no rush' to complete U.S.-China trade deal](#)
- *Washington Examiner*: [U.S. and EU at 'complete statemate' over agriculture, Lighthizer says](#)
- *Reuters*: [Camembert causes stink in French parliament in row over quality rules](#)
- *Food Safety News*: [One in five cheeses in Germany positive for Brucella](#)
- *Bloomberg*: [As old-guard food sellers stumble, milk, sugar, and cheese take hits](#)
- *CNBC*: [Kraft Heinz weighs sale of its Breakstone's sour cream and cottage cheese business](#)
- *Dairy Reporter.com*: [Fonterra debuts redesigned packaging for Anchor Dairy U.S. launch](#)
- *Dairy Foods*: [Mike Haddad to retire from Schreiber Foods](#) (Featuring Schreiber Foods)
- *Daily Gazette*: [BelGioioso Cheese gets final Glenville approval](#) (Featuring BelGioioso Cheese)
- *VT Digger*: [St. Albans, Cabot co-ops celebrate a century and look for new markets](#) (Featuring Cabot Creamery Cooperative)
- *River Falls Journal*: ['No cheese curds harmed' in the collapse of the Cheese Curd Festival storage roof](#) (Featuring Ellsworth Cooperative Creamery)
- *Green Bay Press Gazette*: [Cheese, Green Bay warehouse to be sold to pay off Tiletown Cheese debts](#)
- *The Country Today*: [Delayed USDA report reveals 'shocking' level of butter stocks](#)
- *Brownfield Ag News*: [Milk production up, with fewer farms](#)



Dairy Farmers of Wisconsin Creates Cheeselandia at SXSW

We want to shout-out to our friends at Dairy Farmers of Wisconsin for creating "Cheeselandia" at SXSW in Austin, Texas this week! The promotional event, with a state fair theme, featured ferris wheels and magicians, along with thousands of pounds of cheese. [Learn more here.](#)



WCMA Welcomes Three Members

WCMA warmly welcomes three new supplier members this week, including: [Biomerieux, Inc.](#), [Hitachi America, Ltd.](#), and [Sherwin Williams](#).

For more than 127 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization includes 107 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...

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

- [PCQI Training](#) - March 19 | Madison, Wisconsin
- [Supplier Food Safety Management Course](#) - April 9-10 | Green Bay, Wisconsin
- [HACCP Training for Processors](#) - May 13-14 | Madison, Wisconsin
- [Implementing SQF Systems](#) - May 15-16 | Madison, Wisconsin
- [Internal Auditor: SQF](#) - May 17 | Madison, Wisconsin

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

Members of WCMA's Technology Committee will hold their annual joint meeting with colleagues from the Midwest Food Products Association and the Wisconsin Department of Natural Resources in Madison on March 21. This meeting offers an exchange of ideas related to environmental regulation, including wastewater treatment. To participate, contact [WCMA Executive Director John Umhoefer](#).

Coming up April 3-5, M3 Insurance and Wisconsin Manufacturing Extension Partnership will offer a PCQI Training, and you're invited to participate. Successful completion of this course provides the attendee with a certificate for this training. [Online registration link.](#)

Registration is now open for the World of Cheese from Pasture to Plate, set for April 22-26 at the Center for Dairy Research. [Click here](#) to learn more and to register today.

The Center for Dairy Research has opened registration for the following short courses:

- [Wisconsin Cleaning & Sanitation Workshop](#) | April 30
- [Food Safety Workshop](#) | May 1
- [Certificate in Dairy Processing](#) | May 2-July 25
- [Applied Dairy Chemistry](#) | May 7-8
- [Cheese Grading Short Course](#) | June 4-6

These courses take place in Madison, Wisconsin. For more details and to register, [click here](#).

You're invited to attend WOW Logistic's WOW-We Care Charity's Sixth Annual Shooters Cup Fundraiser on May 3 from 10:00 a.m. to 4:00 p.m. at Triple J Wing & Clay in Brillion, Wisconsin. All proceeds benefit Rebuilding Together - Fox Valley, a local non-profit chapter that helps low-income individuals with home repairs critical to the safety of their living situation. To register, [click here](#).

Wisconsin Cheese Makers Association | 608-286-1001 | www.wischeesemakers.org
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STAY CONNECTED:

