



# WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

March 2, 2018



## Center for Dairy Research Building Project Advances

Center for Dairy Research building project designers this week released updated images of their plans for facility, including the first peeks inside the building (see below).

[Final design documents](#) were posted for bid on February 9, and are being reviewed now by potential contractors.

Here are some of the important upcoming project deadlines:

- \* March 13: Bid deadline for mechanical, electrical and plumbing contractors
- \* March 27: Bid deadline for general prime contractors

Once bids are submitted, the UW Board of Regents and the Wisconsin Department of Administration's Building Commission must approve the successful bid and authorize construction. Following these final approvals, expected in April, a construction start date will be determined.

University officials note that the phasing of the construction work is being planned to minimize downtime for both the Dairy Plant and CDR.

Be assured that WCMA continues to advocate on the project for industry interests. If you have questions, please contact [WCMA Executive Director John Umhoefer](#) or [Communications and Policy Manager Rebekah Sweeney](#).



Food Application Lab / [zimmerman](#)  
ARCHITECTURAL STUDIOS, INC.



## Congressional Members Call on Leader to Address Section 199A Inequity

Late last month, 85 Republican members of Congress signed and delivered [this letter](#) to Speaker Paul Ryan and Majority Leader Mitch McConnell calling for changes to Section 199A in the tax code to restore the competitive balance in the agricultural marketplace.

Specifically, the letter says any remedy should retroactively restore the competitive marketplace for producers and replicate the benefits co-ops and farmers received under Section 199, before the enactment of Section 199A.

WCMA will keep you informed of major developments via this e-newsletter. Any members with interest in more immediate updates should contact [WCMA Executive Director John Umhoefer](#) or [WCMA Communications and Policy Manager Rebekah Sweeney](#).

## Ag Producer Security Changes Approved, Soon to be Law

Last week, the Wisconsin State Senate and Assembly unanimously approved [Senate Bill 599](#), related to changes to the Ag Producer Security Program.

Staffers for Governor Scott Walker have assured WCMA that he will sign the bill into law, though a date and time have yet to be set.



WCMA supports SB 599, and our Association thanks the members of the Policy Committee who actively lobbied in favor of it.



WORLD CHAMPIONSHIP

# CHEESE CONTEST

MONONA TERRACE CONVENTION CENTER  
MADISON, WISCONSIN, USA

## Watch Contest Results Announced Via Facebook Live



For the first time in World Championship Cheese Contest history, competitors and cheese fans around the world can watch results announced from Cheese Champion, via [Facebook Live](#). Organizers will share the names of the cheeses and cheesemakers placing in the top three spots, including the World Champion, on Thursday, March 8 from 8:15-8:45 p.m. (CT).

"From Argentina to Australia, we know that cheesemakers are excitedly awaiting our big Contest announcements, and we're pleased to

offer them and their fans the opportunity to hear results in real time," said WCMA Events Manager Kirsten Strohmenger Henning. "Be sure to ["like" and "follow" the page](#) now so you can check out our behind-the-scenes videos and photos throughout the Contest."

## Cheese Champion Ticket Supply Now Very Limited

[A very limited supply of tickets remains available for Cheese Champion](#), a reception featuring cheeses, specialty foods, and the exciting moment when the new World Champion will be named for the first time!

Held in the elegant Monona Terrace Exhibition Hall in downtown Madison on Thursday, March 8 from 6:30-9:00 p.m., the reception offers a taste of 60 internationally-renowned cheeses, local artisanal food favorites from Quince & Apple, Underground Meats, Delta Dream LLC, Wm. Chocolate, and Dashedito's Hot Sauces and Spicy Foods.



Organizers are excited to announce that this year's program will be emceed by the Cheese Twins, Michael and Charlie Kalish, well-known in the cheese world and famous beyond it for their appearances on Food Network shows, including "Chopped," "The Great Food Truck Race," and "The Big Cheese." [Learn more about our emcees in this fun video.](#) The Cheese Twins are participating thanks to support from Wisconsin Cheese, the Wisconsin Milk Marketing Board.

Act quickly to reserve your tickets for Cheese Champion, on sale now at [WorldChampionCheese.org](http://WorldChampionCheese.org) for just \$25.

### WCMA Office Staffing Note

Due to commitments related to the World Championship Cheese Contest, all WCMA will be working on-site at the Monona Terrace Convention Center from Monday, March 6-Thursday, March 8. We encourage you to contact us via email, and be aware that responses may be delayed. Click the links below to access email addresses for staff.

[WCMA Executive Director John Umhoefer](#)

[WCMA Events Director Judy Keller](#)

[WCMA Communications and Policy Manager Rebekah Sweeney](#)

[WCMA Events Manager Kirsten Strohmenger Henning](#)

[WCMA Office and Events Coordinator Caitlin Peirick](#)

[WCMA Events Intern Brittani Isham](#)

Join the World's Largest Cheese, Butter & Whey Processing Expo

[WWW.CHEESEEXPO.ORG](http://WWW.CHEESEEXPO.ORG)

HOSTED BY  
 WISCONSIN CHEESE MAKERS ASSOCIATION  
 CDR  
**APRIL 17-19**  
**ICTE 18**  
WISCONSIN CENTER | MILWAUKEE, WI



**USDEC and WMMB to Deliver Perspective  
On Cheese Exporting and Marketing Outlook**

Partnerships with the U.S. Dairy Export Council (USDEC) and Wisconsin Milk Marketing Board (WMMB) promise new and exciting opportunities to learn, connect, and grow your business at the 2018 International Cheese Technology Expo, set for April 17-19 at the Wisconsin Center in Milwaukee, Wisconsin.

Secretary Tom Vilsack of USDEC will deliver ICTE 2018's keynote address on Wednesday, April 18, detailing key prospects for U.S. dairy exports to be sold around the world. His address leads into a full morning of talks on trade challenges and opportunities from USDEC leaders, including Cheese Marketing Senior Vice President and North Asia Business Unit Director Ross Christieson, Trade Policy Senior Vice President and Executive Director of the Consortium for Common Food Names Jaime Castaneda, Middle East Office Executive Director Nina Bakht Halal, and Cheese Marketing Senior Vice President and Middle East Team Lead Angelique Hollister.

On Thursday, April 19, WMMB takes center stage at ICTE 2018, with talks focused on the continued growth of specialty cheese markets. WMMB CEO Chad Vincent and Vice President of Market Research Jen Walsh will reveal market data on the latest trends, before joining a panel of retail and foodservice buyers who will share exactly what the marketplace wants from your company. Expected panelists include Daniel Hammer, President of Murray's Cheese in New York, Joe Bartolotta, Founder and President of the Bartolotta Restaurant Group in Milwaukee, and various dairy product distributors.

For more information on ICTE 2018's complete schedule of events and exhibits, click on the buttons below.

[ICTE EVENTS](#)

[ICTE EXHIBITS](#)

[CLICK HERE TO REGISTER NOW](#)



## In the News...

*Farm Futures:* [Pizza Hut adds 25% more cheese to pan pizzas](#)

*On Milwaukee:* [Uber Eats delivers 7700 orders of cheese curds in first year, with more to come](#)

*Quartz:* [Surprise, the country that consumes the most cheese is not France](#)

*Forbes:* [These are the three most expensive cheeses in the world](#)

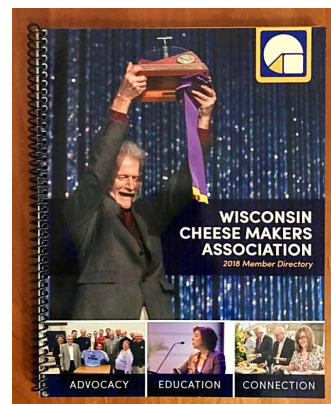
*Popular Science:* [Why some cheese is orange](#)

## WCMA Directory Coming Soon

This week, watch your mail for the 2018 WCMA Membership Directory.

This valuable resource will also soon be available at [WisCheeseMakers.org](http://WisCheeseMakers.org), via the member portal.

If you have questions about your membership, please contact [WCMA Office and Event Coordinator Caitlin Peirick](#).





## WCMA Welcomes New Members

A warm WCMA welcome goes to four new supplier members this week: [Allied Blending LP](#), [Fiberglass Solutions](#), [Formost Fuji Corp.](#), and [World Bioproducts](#). We're glad to have you join our ever-growing Association!

---

### In Memoriam...

WCMA mourns with the family of Robert "Bob" Van Tatenhove, who passed away on Wednesday, February 21. He was the owner and operator of Gibbssville Cheese Company until his retirement in 1992. The Van Tatenhove family continues to own and operate the company. His visitation will be Friday, March 2 from 5:00 to 8:00 p.m. at the Wenig Funeral Home in Oostburg and one hour prior to the service on Saturday, March 3 at the church. Funeral services will be held at the Gibbssville Reformed Church on March 3 at 4:00 p.m. For more information, click [here](#).

\*\*\*

WCMA mourns with the family of John T. Pagel, who died unexpectedly on Thursday, February 22. Dedicated to the dairy community, John was a founder of the Dairy Business Association and Edge Dairy Farmer Cooperative, where he was serving as President. John operated Pagel's Ponderosa Dairy, the largest single family-owned dairy in Wisconsin. Visitation will be held from 3:30 to 8:00 p.m. on Friday, March 2 at Kewaunee High School with a prayer service at 8:00 p.m. Visitation will continue at the high school from 8:00 a.m. to 12:00 noon on Saturday, March 3. A Mass of Christian Burial will take place at 1:00 pm. at Holy Rosary Catholic Church in Kewaunee. For more information, click [here](#).

---

### New Supplier Events Featured Now on WisCheeseMakers.org

Be sure to check out WCMA's supplier-hosted events calendar app on [WisCheeseMakers.org](#) to learn about opportunities like this:

April 11-13, member company M3 Insurance will host PCQI training. Learn more and register [here](#).

Add your event to our app, and make sure WCMA members know all about it. Send a blurb to [WCMA Communications and Policy Manager Rebekah Sweeney](#).

---



### In Brief...

[Register 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.

\*\*\*

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](#).

\*\*\*

Save the date for WMMB's Wisconsin Dairy Traceability Symposium, set for Thursday, April 12 in Madison. Additional details and sign-up link to follow in the near future. Contact WMMB's

[Adam Brock](#) with any questions.

\*\*\*

The U.S. Dairy Export Council and USDA host a U.S. Pavilion at the APAS Show 2018 in São Paulo, Brazil, from May 7-10, 2018. APAS is the largest retail food expo in Latin America and booth spaces are available to WCMA members. For more information, contact [Mariana Desani](#) with River Global, USDEC's partner in South America.

---

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:

