



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

May 10, 2019

WCMA Applauds Bipartisan Proposal Expanding Capital Access for Wisconsin Dairy Manufacturers



Pictured left to right: Collin Dean of Meister Cheese Company, Bob Wills of Cedar Grove Cheese and Clock Shadow Creamery, Senator Howard Marklein, Dave Buholzer of Klondike Cheese Company, Paul Scharfman of Specialty Cheese Company, and WCMA's Rebekah Sweeney meet to discuss capital access initiatives at the Wisconsin State Capitol.

Marklein Bill Offers \$3 Million in Loan Guarantee Authority

In partnership with WCMA, this week Wisconsin State Senator Howard Marklein (R-Spring Green) [proposed legislation to expand capital access](#) for rural cheese manufacturers and processors. Marklein's bill is co-authored by Senator Janet Bewley (D-Mason), Representative Gary Tauchen (R-Bonduel), and Representative Don Vruwink (D-Milton).

The [capital access proposal](#) would launch a pilot program at the Wisconsin Housing and Economic Development Authority (WHEDA). Using existing funds available through the Agribusiness Guarantee Program, \$3 million in loan guarantee authority would support rural development projects, including brick-and-mortar investments, equipment and machinery, marketing and working capital.

The pilot would guarantee up to 25 percent of a loan, or \$750,000, whichever is less. The borrower is required to pay back the entirety of the loan, with the state commitment only coming into play in the event of a default. All borrowers would be subject rigorous vetting to participate in the program.

While this bipartisan proposal will be introduced as stand-alone legislation, WCMA staff is working to see it incorporated in the state budget. We will keep you informed of major developments via this electronic newsletter.

Many thanks go to the members of WCMA's Policy Committee for their work to develop and advocate for this proposal.

WCMA Joins Farm Groups in Support of Dairy Innovation Hub



WCMA has joined with its partners in the farming community in support of the Dairy Innovation Hub. This concept would direct \$7.9 million to UW-Madison, UW-Platteville, and UW-River Falls for dairy research and educational opportunities.

Authored by Wisconsin State Senator Howard Marklein (R-Spring Green) and Representative Travis Tranel (R-Cuba City), the proposal advanced through committee this week and could be included as part of the upcoming state budget.

Learn more in the news links below.

- Wisconsin Public Radio: [GOP legislators propose UW Dairy Innovation Hub](#)
- Associated Press: [GOP legislators propose UW dairy hub](#)

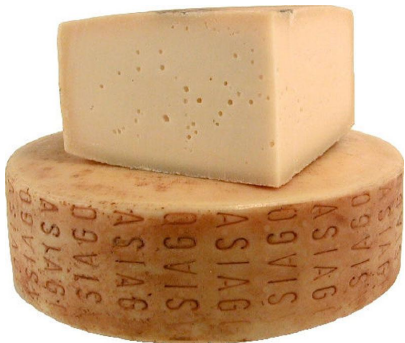
Third Party Review of CDR Project to Study Cost Overruns

As you may recall, in a recent message to members, WCMA shared the news that vendor quotes for the process piping/equipment bid for the Center for Dairy Research/Babcock Hall Dairy Plant renovation project came in at more than \$10 million over allocated funding.



Now, at the request of industry donors, the Wisconsin Department of Administration and the University of Wisconsin System plan to conduct a third-party peer review of the overall project design and construction sequencing. Wisconsin Governor Tony Evers and University leadership have responded to industry concerns that the Center for Dairy Research continue its important work during construction. This review will inform next steps on the project, including sequencing of various phases and coordination of construction, to minimize risk and identify options to bring this project to completion as soon as possible. Information from this peer review will be shared with donors, including WCMA members.

WCMA staff remains in constant contact with the Center for Dairy Research and UW officials, and the Department of Administration and the Office of Governor Tony Evers to ensure industry interests are represented.



Italy Scraps Asiago Trademark Bid

A consortium of Italian asiago makers has abandoned its bid to register a U.S. trademark for exclusive use of the cheese name, a major victory for the Consortium of Common Food Names and for American makers of the same cheese.

For more on current efforts to protect the use of generic food names, [click here](#).

IN THE NEWS...



- Reuters: [S&P Dow Indices aims for world dairy index by year-end: company official](#)
- Reuters: [World food prices climb in April](#)
- CNN: [Trump just raised tariffs on Chinese goods. China says it will hit back.](#)
- USDEC Blog: [Tariffs as high as 45% inflict risk on Chinese food companies, pain on U.S. dairy farmers](#)
- Associated Press: [Grassley says Trump must lift tariffs or risk trade failures](#)
- Financial Post: [American companies are spending millions in an effort to get the new NAFTA ratified](#)
- The Country Today: [State ag leaders push for end to trade wars](#)
- Wisconsin Public Radio: [DATCP Secretary: Increasing dairy exports is top priority](#)
- Dairy Herd Management: [America's hunger for cheese continues to grow](#)
- Bloomberg: [Shhhhh, big dairy is in bed with almond milk](#)
- Capital Press: [CEO of California's largest dairy co-op to retire](#)
- The Takeout: [Sorry potatoes, Kerrygold butter is Ireland's supreme food export](#)
- CGTN: [Meet the man who brought the art of cheesemaking to China](#)
- Washington Post: [Parmesan from Wisconsin? How dairy you?! Italy wants to reclaim its cheese.](#) (Featuring Sartori Company)
- WAOW-TV: [World's slowest pizza delivery features live cheese cam](#) (Featuring Sargento Foods)
- WMTV-TV: [Vote now for your favorite cheese curds!](#)

WCMA Notes: Dairy Faces Recovery, Not Extinction

When the [New York Times](#) says your industry faces extinction, it's time to pump the brakes on the hyperbole and assess the situation.

In the May edition of *WCMA Notes*, [Executive Director John Umhoefer](#) examines that claim, and details the many hopeful signs pointing toward economic recovery.

[Read more here.](#)



WCMA Golf Outing & Trap Shoot Registration Begins May 21

Enjoy a day of networking and fun as WCMA hosts its Golf Outing & Trap Shoot on Wednesday, July 17. This popular event sells out fast, so mark your calendar: sign up begins Tuesday, May 21 at 9 a.m. [Full details are available here.](#)

Golf

WCMA will host golfers on four courses: Lake Arrowhead's Lakes and Pines Courses, Bull's Eye Country Club and the Castle Course at Northern Bay Resort, all in Central Wisconsin.

Trap Shoot

Everyone from first-time shooters to experienced enthusiasts will enjoy the Homegrounds facility near Lake Arrowhead. First-timers will get personal instruction offered by Wisconsin Trapshooting Association volunteers. Participants are encouraged to bring their own gun, though limited quantities are available for day use. Ammunition, ear and eye protection will be provided.

Lunch, Social Hour, Dinner, Prizes

All participants will enjoy lunch, courtesy of BMO Harris Bank. Also, plan to attend the Bemis Social Hour prior to the included buffet dinner at the Lake Arrowhead Clubhouse, where prizes

will be given out to winning golfers and trap shooters.

Sponsorship

Participants are invited to sign up for our [affordable sponsorship opportunities](#). Available sponsorships include dinner sponsorship, donation of cart gifts for our golfers, hole prizes (such as longest putt), sponsorship of prizes for our winning foursomes and top trap shooters and more! [Our sponsorship deadline is June 3.](#)

Check out this video from the 2018 WCMA Golf Outing and Trap Shoot!



WCMA Joins in CWCBA Spring Meeting



WCMA Executive Director John Umhoefer was pleased to join members of the Central Wisconsin Cheesemakers and Buttermakers Association for the group's Spring meeting, held this week in Marshfield. Pictured above, left to right, are Josh Mullins of Mullins Cheese, John Umhoefer, Ken Heiman of Nasonville Dairy, and David Lindgren of Lynn Dairy.

Congrats to Whitehall Specialties!

Congratulations are in order for WCMA member [Whitehall Specialties, Inc.](#), winner of the 2019 [Governor's Export Achievement Award](#), which recognizes Wisconsin companies for their success in global business development.



The firm's exports grew 25 percent between 2015 and 2018, and international sales now account for 11 percent of the company's total sales. Bravo!



WCMA Welcomes New Member

This week, WCMA warmly welcomes [SmartPlastic Technologies](#) as a new supplier member of our growing Association.

For more than 128 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization includes 103 dairy companies and cooperatives operating 260 facilities in 23 states, backed by 576 companies that supply equipment and services to the dairy industry.

In Brief...

The Wisconsin Department of Natural Resources seeks public comments regarding the economic impact of proposed water quality rules now through May 16. Materials for review may be found [here](#), under rules numbered WY-23-13 and WT-17-12. For more information, email [WDNR's Kristi Minahan](#).

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

- [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](#).

WCMA members are invited to [register now](#) for a free USDA webinar on May 30 focused on successful USDA grant application strategies.

The Center for Dairy Research has opened registration for its [Cheese Grading Short Course](#), which will be June 4-6 in Madison, Wisconsin. Sign up today!

The deadline to enter the Wisconsin State Fair Dairy Products Contest is Tuesday, June 7. For complete rules, regulations, and requirements, [click here](#). The Contest also seeks volunteer support; for more details, [click here](#).

WCMA members are invited to register now to attend the Wisconsin Association for Food Protection Spring Food Safety Workshop, set for June 19 at the Holiday Inn Madison West. For

an agenda, meeting details, and registration information, [click here](#).

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STAY CONNECTED:

