



# WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

May 25, 2018



## FARM BILL

### Farm Bill Fails in House, Revote Set for June

The U.S. House of Representatives will [vote for a second time](#) on the Agriculture and Nutrition Act of 2018, commonly known as the Farm Bill, after the measure was defeated in [a somewhat surprising turn of events last week](#).

The Farm Bill failed on bipartisan lines, with all Democrats voting in opposition due to their concerns over cuts to SNAP food assistance. Thirty Republicans joined them in saying "nay." Those Republicans - members of the Freedom Caucus - were leveraging their support in order to get a vote scheduled on immigration policy.

Now, House leaders say they will consider [a bill](#), sponsored by House Judiciary Committee Chairman Bob Goodlatte (R-VA) and House Homeland Security Committee Chairman Michael McCaul (R-TX), which would give temporary protections to young illegal immigrants but not offer citizenship. This action should clear a path for Farm Bill reconsideration on June 22.

It's worth noting that a controversial [amendment](#) that would have allowed interstate sale of raw milk also failed this week, but cannot be reconsidered as written. Thanks go to the many WCMA members who responded to an alert to contact their lawmakers in opposition.

While the House considers its path forward on the Farm Bill, work is also happening in the Senate, where Democratic votes will be required for passage. Senate Agriculture Committee Chairman Pat Roberts (R-KS) and Senator Debbie Stabenow (D-MI) are working on their own proposal, which could be considered in committee in early June.

WCMA is monitoring the dynamic situation in Washington, D.C., and partnering with federal organizations to advocate for member interests. WCMA will send member alerts as warranted and provide updates via this e-newsletter. For more frequent updates, contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education and Policy Director Rebekah Sweeney](#).

## U.S. Senators Fight to Protect Cheese Names in NAFTA

As the United States, Mexico, and Canada re-negotiate the terms of the North American Free Trade Agreement (NAFTA), a bipartisan coalition of

federal lawmakers, led by U.S. Senators Tammy Baldwin (D-WI) and Pat Toomey (R-PA) are urging the Trump administration to protect the use of common cheese names.



Earlier this month, [in a letter](#), the legislators urged American trade representatives to ensure Mexico honors existing commitments by rejecting a recent agreement with the European Union (EU). As you may know, in late April, Mexico and the EU negotiated a deal to grant European producers exclusive rights to 340 food names, including cheese names such as parmesan, feta, munster, gorgonzola, asiago, fontina and neufchatel.

The deal poses a significant threat to the market share American cheesemakers currently hold in Mexico. In the past five years, according to a U.S. Dairy Export Council study, the U.S. has exported \$6.7 billion in dairy products there, accounting for \$23 billion in economic output and nearly 16,500 full-time jobs.

WCMA is monitoring this issue closely, and will partner with federal organizations and lawmakers to advocate for the cheesemaking industry. For more, contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#).

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## Got Jobs? Campaign Launches, Outlining Dairy's Economic Impact

# got jobs?

Dairy Creates Jobs, *Exports Create More*

On Monday, the U.S. Dairy Export Council, National Milk Producers Federation, and International Dairy Foods Association launched their collaborative "Got Jobs?" campaign showcasing dairy's state-by-state economic footprint.

The [website](#) outlines, among many other things, that the U.S. dairy industry generates \$628.27 billion in economic activity and \$64 billion in tax revenues, and employs 977,727 people nationwide. State-by-state fact sheets are available [here](#). This information serves to inform policymakers at both the federal and state level.



## In the News...

*Quartz*: [American cheddar cheese exports are up a staggering 83% from last year](#)

*Forbes*: [This woman is taking on the \\$120 billion cheese industry](#)

*The Telegraph*: [French supermarkets recall reblochon cheese after children hospitalized with E.coli](#)

*Reuters*: [France extends cheese recall after E.coli cases in children](#)

*Brattleboro Reformer*: [Proposed dairy processing facility could mean relief for farmers](#)

*WSAW*: [You know you're from Hamburg... \(Featuring Bletsoe's Cheese\)](#)

*Milwaukee Journal Sentinel*: [The Big Cheese fest is landing at Osthoff Resort in Elkhart Lake](#)

*Pierce County Herald*: [Curd is the word, thanks to JEM grant](#)

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## Congrats to Front-Line Supervisor Training Grads

Congratulations to the first graduates of WCMA's Front-Line Supervisor Training-Part B, held last week at Madison College. This new course focuses on emotional intelligence and coaching, building on the leadership essentials explored in Part A.

Through enthusiastic engagement in the class, participants demonstrated a clear commitment to lifting up the colleagues they lead and making their workplaces positive and productive.

Kudos to Alpine Slicing and Cheese Conversion, Cedar Valley Cheese, Crave Brothers Farmstead Cheese, Grande Cheese, Henning's Cheese, Meister Cheese Company, Saputo, Schuman Cheese-Imperia Foods, Schuman Cheese-Lake Country Dairy, and V&V Supremo-Chula Vista Cheese for investing in their employees!



WCMA is now registering students for fall classes, include Front-Line Supervisor Training-Parts A, B, and C, as well as the new Learning to Lead series, designed for mid-level managers and employees who are transitioning to such positions.

[Click here](#) to learn more and to reserve space, or contact [WCMA Communications, Education, and Policy Manager Rebekah Sweeney](#).



## Specialized Training Grants Now Available in Wisconsin

The Wisconsin Office of Skills Development is now accepting applications for Wisconsin Fast Forward worker training grants. Grant applications submitted by June 30 will be awarded in late August. [Click here to apply.](#)

For more information about eligibility and program guidelines, [click here](#). Grants specialists are available to answer questions [via email](#) through June 22 or contact [WCMA Communications, Education, and Policy Manager Rebekah Sweeney](#) at any time.

## WCMA Golf Outing and Trap Shoot Space and Sponsorships Now Limited

Registration for the 2018 WCMA Golf Outing and Trap Shoot began on Tuesday, and as expected, space was quickly reserved. Now, only a few spots for golfers remain! [Register here](#) to join us on Wednesday, July 18. Complete event details are available [here](#).

Limited sponsorships are available for this fun and popular event; learn more [here](#).



## #SayCheese for Dairy Month



As we celebrate June as National Dairy Month, WCMA will be sharing pictures of members via social media with the hashtag #SayCheese.

If you'd like your business featured in this fun project, we encourage you to send a happy picture to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Good examples of potential #SayCheese content include: photos of you and your team working at the vat, photos of people enjoying your product, photos of the generations of cheesemakers who helped build your operation, photos of you accepting an award for your cheese, a "cheesy" vanity license plate, a photo from the farm that supplies you with milk ... and the list goes on. Be creative!



## WCMA Office Closed Memorial Day

Members, please note that WCMA will close its office on Monday, May 28 in observation of Memorial Day.

As we commemorate the men and women who died in military service to our country, we also wish you and

yours a safe and happy start to the summer.

## In Memoriam...

WCMA mourns with the family and friends of Louise Hemstead, who passed away on May 15.

Hemstead worked in the dairy industry for more than three decades, including nearly 25 years as Chief Operating Officer at CROPP Cooperative/Organic Valley. More information on her life and impact are found in [this obituary](#).

IN MEMORIAM

## In Brief...

The Osthoff Resort in Elkhart Lake, Wisconsin invites WCMA members to participate in The Big Cheese Festival, set for Sunday, May 27. Opportunities to display and sell your cheese are available now. [More information can be found here](#).

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Wisconsin State Fair Dairy Products Contest (which now includes classes for sour cream and yogurt) has opened online registration [here](#). Note that entries will only be accepted online through June 8, 2018.

