



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

June 21, 2019



Senate, Assembly Plan Budget Votes Next Week

After months of negotiations and meetings, Wisconsin's Joint Finance Committee (JFC) wrapped up its work on the biennial budget on Thursday, June 13. The State Assembly is set to vote on the proposal on Tuesday, June 25, with Senate leaders expecting a vote later the same week. Here's a look at what this version of the budget holds for the dairy industry.

Dairy Innovation Hub

WCMA has advocated alongside partners in the producer community for the creation of the Dairy Innovation Hub, a program which would direct millions of dollars to the University of Wisconsin-Madison, University of Wisconsin-Platteville, and University of Wisconsin-River Falls for dairy industry research and development projects and training initiatives. The JFC-approved budget designates \$1 million in this fiscal year for the program, with an additional \$7.8 million to follow, should specific plans be approved.

WDATCP Initiatives

As WCMA had asked, JFC members agreed to grant the Wisconsin Department of Agriculture, Trade, and Consumer Protection more authority to reclassify some staff, with the hope that the agency could retain more dairy sanitarians and specialists. The committee did not approve increases in funding for the agency's dairy processor grant program or exports program, but did preserve current levels of support.

WDNR Initiatives

Funding for the Wastewater Division at the WDNR is preserved, as WCMA had asked, to ensure timely responses to industry inquiries and applications.

Transportation

WCMA has advocated for a long-term funding source for transportation projects, including a reasonable gas tax increase. JFC members rejected Governor Tony Evers' eight-cent increase, approving only certain fee increases and borrowing.

Manufacturing and Agriculture Tax Credit

WCMA requested that state lawmakers preserve the Manufacturing and Agriculture Tax Credit; this tool remains unchanged in the JFC budget.

Following legislative action, Gov. Evers has six business days to sign or veto the proposal in whole or in part. He has not yet committed to specific action, and WCMA will keep members informed of major developments.

WDATCP Secretary Pfaff Visits Arena Cheese

Wisconsin Department of Agriculture, Trade, and Consumer Protection Secretary Brad Pfaff and members of his staff joined WCMA in an educational tour of WCMA member Arena Cheese on Monday, June 17, hosted by Wisconsin Master Cheesemaker Bill Hanson.

Secretary Pfaff expressed his dedication to supporting industry growth. His agency has worked to translate key dairy licensing exams into Spanish, at members' request. We are also communicating with the Secretary and his staff about extending the validity of rBST affidavits.

WCMA endeavors to strengthen partnerships between our members and government officials to support industry growth. If you are interested in meeting with state leaders, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Testifies at Water Quality Task Force Hearing

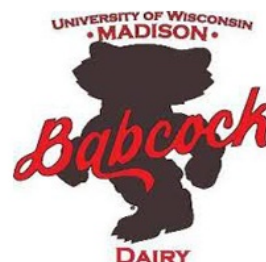
Earlier this year, Assembly Speaker Robin Vos announced the formation of a Water Quality Task Force. The mission of this group, chaired by Rep. Todd Novak (R-Dodgeville), is to gather information and make policy recommendations to improve the quality of both surface water and ground water in Wisconsin.

On Wednesday, June 12, WCMA Executive Director John Umhoefer testified in a Task Force meeting held in Mauston, Wisconsin, detailing what dairy processors are doing to protect the state's natural resources, and championing a [proposed nutrient management trading system](#).

[Additional hearings](#) will follow in Green Bay, Marinette, Menomonie, Racine, Stevens Point, Superior, and Tomahawk. WCMA will keep members informed of opportunities to weigh in on water quality issues.

CDR Project Review Underway

Representatives from the Wisconsin Department of Administration, University of Wisconsin-Madison, and the dairy industry, including WCMA Executive Director John Umhoefer, continue to meet to discuss progress on the Center for Dairy Research/Babcock Dairy Hall construction project.



The project team is working to identify a risk management firm to conduct a third-party review of project plans with the goal of cost reduction and design quality. The group will meet frequently over the next few weeks, and plans to share details on the

construction schedule in early July. Center for Dairy Research operations are continuing, as is work at the site, with construction of footings for the new addition currently underway.

WCMA will continue to keep members informed on project developments via this e-newsletter.

Lawmakers from 15 States Visit Klondike Cheese



WCMA thanks member company Klondike Cheese Company for hosting lawmakers from Arkansas, Colorado, Connecticut, Georgia, Idaho, Iowa, Kansas, Maryland, Michigan, New Hampshire, North Dakota, Oregon, Tennessee, and Wisconsin on June 7 for a tour of its facilities. This event, held in conjunction with an annual meeting of the National Conference of State Legislatures, provided elected leaders with insight on industry opportunities and challenges, and on policy changes that support growth.

Trade Updates: Mexico Ratifies USMCA, U.S.-China Talks Set for Next Week

On Wednesday, June 19, [Mexico became the first country to ratify](#) the United States-Mexico-Canada (USMCA) trade agreement, in spite of a [tumultuous month of tariff threats](#) from President Donald Trump. U.S. approval hinges on Democrats who have been pushing for stricter labor standards and enforcement mechanisms, with less than a month of legislative days left in Congress before the summer recess.



Meanwhile, [U.S. and Chinese representatives met this week](#) to jumpstart talks set for June 28 between President Trump and Chinese President Xi Jinping. Trump has already imposed 25 percent tariffs on \$250 billion of Chinese goods, and is threatening tariffs on another \$325 billion of goods, covering nearly all the remaining Chinese imports into the United States. China has responded with steep retaliatory tariffs on many U.S. exports, including dairy products.

For more on these developments, click on the news articles linked below.

- *Washington Post*: [Mexico becomes first country to ratify new North American trade deal](#)
- *Bloomberg*: [Trump and Trudeau just resolved one trade dispute. Can they head off another?](#)
- *Reuters*: [Senior U.S.-China trade negotiators to confer before Trump-Xi G20 meeting](#)
- *CNBC*: [China rolls out the red carpet for other countries as it raises tariffs on U.S. goods](#)
- *Reuters*: [Who pays Trump's tariffs, China or U.S. customers and companies?](#)



The Dairy Experience

*A Disruptive Forum on Today's Consumer
and Dairy's Opportunities*

Dairy Experience Forum Set for July 16-18 in St. Paul

Dairy Farmers of Wisconsin invites WCMA members to the second annual Dairy Experience Forum, which aims to provide a deeper understanding of today's consumers and how their different values, shopping habits, and consumption patterns impact dairy demand. For more information and to register, [click here](#). WCMA is a proud sponsor of this event.

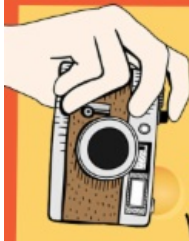
IN THE NEWS...

- *Hoard's Dairyman*: [Wisconsin to host delegation of cheese buyers from the Middle East](#)
- *Cleveland Business*: [Growth is on the menu for Northeast Ohio's food sector](#) (Featuring Great Lakes Cheese Company)
- *Spectrum News*: [Wisconsin noted as top dairy goat state in the nation](#) (Featuring LaClare Farms Specialties)
- *WFRV-TV*: [A look inside Renard's Cheese in Sturgeon Bay](#) (Featuring Renard's Cheese)
- *Eau Claire Leader-Telegram*: [Honoring cheese curds an annual tradition in Ellsworth](#) (Featuring Ellsworth Cooperative Creamery)
- *Wisconsin State Farmer*: [National Historic Cheesemaking Center: Visit an era that will never be again](#) (Featuring Chalet Cheese Cooperative, Decatur Dairy, and Maple Leaf Cheese)

#SayCheese With WCMA This June!

WCMA continues to celebrate National Dairy Month with our #SayCheese social media campaign, sharing images and stories of dairy processing employees, and directing social media visitors to members' job listings.

We've already highlighted staff from Agropur, Cedar Grove Cheese, Chalet Cheese Cooperative, Crave Brothers Farmstead Cheese, Emmi Roth USA, Great Lakes Cheese Company, Henning Cheese, Klondike Cheese Company, Masters Gallery Foods, Pagel's Ponderosa, Renard's Cheese, Schuman Cheese-Lake Country Dairy, Westby Cooperative Creamery, and there's much more to come! We encourage you to watch for posts like the one featured below on [WCMA's Facebook page](#).



#saycheese

Smile with the people who make your favorite food

“YEARS AT MASTERS GALLERY FOODS: 3.5
FAVORITE CHEESE: SHARP CHEDDAR
FAVORITE PART OF JOB: TASTING CHEESE
ALL DAY!”

Work with Sarah! mastersgalleryfoods.com



*Sarah Guttman, Masters Gallery
Internal Raw Materials/Grading Coordinator*



WCMA Young Professionals to Tour Agropur Ingredients June 28

Registration is now open for the WCMA Young Professionals' tour of Agropur Ingredients in La Crosse, Wisconsin on Friday, June 28. Following the tour, the group will network over lunch and an afternoon of golf. This event is limited to 30 people, so [click here to sign up today](#). Contact [WCMA Events Manager Kirsten Strohmenger](#) with any questions.



Sign Up Now for Certificate in Dairy Processing Course

[Registration is open now](#) for the next offering of the Certificate in Dairy Processing program at the Center for Dairy Research. Designed with input from WCMA members, this program uses a practical applications approach to educate students on all aspects of dairy processing. While the course begins at Babcock Dairy Hall, the balance of lessons are taught online and via hands-on activities at participants' plants. Here's a look at the ten-week series of course topics.

Understanding Milk Module 1	Dairy Microbiology, Testing and Equipment 101 Module 2	Processing Equipment 101 Module 3	Milk Quality from Farm to Plant Module 4	Food Safety and Sanitation Module 5
Understanding Dairy Ingredients Module 6	Production of Other Dairy Products Module 7	Production of Cheese Module 8	Ripening, Defects, Converting & Packaging Module 9	Production and Handling of Whey Module 10

For full curriculum details and to register, [click here](#). Don't delay; the class begins September 4!



Registration Now Open for 2019-20 Offerings of WCMA Front-Line Supervisor Training and Learning to Lead

WCMA recognizes the importance of employee training programs for workforce development and retention. Each year, our Association offers more educational opportunities than ever before, and we invite you to participate. This week, we've opened registration for 2019-20 offerings, and we encourage you to watch the video linked above or [click here to learn more about all of the programs](#).

Highly recommended by past participants, click these links to register for WCMA Front-Line Supervisor Training:

- [Front-Line Supervisor Part A - Madison | October 22](#)
- [Front-Line Supervisor Part A - Eau Claire | March 31](#)
- [Front-Line Supervisor Part B - Madison | November 12](#)
- [Front-Line Supervisor Part C - Madison | March 17](#)

WCMA also offers a program specifically designed for mid-level managers, or employees who are transitioning to such positions. The Learning to Lead series is offered in partnership with Madison College, via three workshops:

- Critical Thinking and Decision Making | September 17
- Effective Communications and the Building and Leading of Teams | November 5
- Effective Delegation, Talent Development, and Situational Leadership | January 14

Those enrolling in the program would participate in all three sessions as a cohort; the cost for the entire series, including materials, instruction, and meals, is \$495 per participant. Enrollment is limited to 20 individuals. [To register for Learning to Lead, click here.](#)

Questions? Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WCMA Board Meets in South Dakota



For the first time in WCMA history, its Board of Directors held a meeting outside of the State of Wisconsin, an event that signifies the Association's increasingly diverse membership. The meeting, held on Wednesday, June 19, was generously hosted by Valley Queen Cheese Factory.

In addition to their review of WCMA endeavors and finances and work to direct future endeavors, as part of this meeting, members of the Board toured Valley Queen in Milbank, South Dakota, Agropur facilities in Lake Norden, South Dakota, Davis Dairy Plant at South Dakota State University, and Tetra Pak in Winsted, Minnesota.

Additional images are available to view on [WCMA's Facebook page](#).

WCMA Supports Wisconsin State Fair Contest

The Wisconsin State Fair Dairy Products Contest was held Thursday, June 20, with many WCMA members earning blue ribbons. [Complete results will be posted](#)

[here](#) soon. The Grand Master will be named at the Blue Ribbon Dairy Products Auction at the State Fair on August 8.

WCMA proudly supports this contest year-round, with Events Manager Kirsten Strohenger serving on the Wisconsin State Fair Dairy Promotion Board and volunteering at the contest.

Kirsten is pictured here with U.S. Championship Cheese Contest Judge Randy Swensen (left) of Wisconsin Aging & Grading Cheese and Chief Judge Emeritus Bob Aschebrock (center).



In Brief...

The WCMA membership renewal period begins July 1, and your company's primary contact will be sent information electronically regarding the process. Please contact [WCMA Office & Member Service Coordinator Sara Schmidt](#) with any questions. Thank you for your ongoing support!



WCMA Offices Close, Newsletter Delayed for Independence Day

Please note, delivery of the next e-newsletter will be delayed to Monday, July 8 (as opposed to Friday, July 5) due to the upcoming observation of Independence Day.

WCMA offices will be closed on Thursday, July 4, and will open again on Friday, July 5.

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STAY CONNECTED:

