



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

June 22, 2018



FARM BILL

House, Senate Advance Differing Versions of Farm Bill

On Thursday, June 21, the U.S. House of Representatives approved its version of the 2018 Farm Bill with a razor-thin vote of 213-211. Controversy remained over the bill's inclusion of additional work requirements for and cutbacks to the Supplemental Nutrition Assistance Program (SNAP), but Republican leaders were able to convince enough members of the House Republican Freedom Caucus to set aside their concerns related to immigration reform in order to pass the bill. More information is available via the linked news reports below.

CNN: [House narrowly passes Farm Bill after failure to launch last month](#)

Politico: [House Farm Bill passes with controversial food stamp changes](#)

NPR: [House passes Farm Bill with controversial work requirements](#)

Last week, a Senate committee passed a separate and differing Farm Bill draft with strong bipartisan support. Designed to avoid a fight over SNAP benefits, this version also:

- allows for greater access to risk management tools for dairy processors and producers to address price fluctuations
- extends the Dairy Forward Pricing Program to 2023
- improves the Margin Protection Program
- creates a new milk incentive program within SNAP to improve participants' diets by increasing fluid milk consumption

Senate leaders promise a vote on their bill prior to the July 4 holiday, signaling that the terms of the final version are likely to be hashed out in a conference committee.

WCMA is monitoring Farm Bill developments closely, and partnering with federal organizations to support positive forward progress. If you have any questions, please contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#).

U.S.-China Trade Dispute to Impact Dairy Industry

Last Friday, President Donald Trump announced increased tariffs on \$50 billion worth of Chinese goods, including agricultural and industrial machinery.

Chinese officials immediately retaliated, releasing a list of American products that will be subject to a 25% tariff beginning July 6, including all forms of milk, whey, cheese, butter, buttermilk, and yogurt.

In 2017, American dairy exports to China, our fourth-largest export customer, totaled \$577 million. China is Wisconsin's third-largest partner for all dairy product exports, buying \$50.4 million in 2017, including \$3.1 million worth of cheese.



At the direction of the WCMA Board of Directors, WCMA staff is in contact with federal lobbying partners about this and other tariff-related concerns. If you have questions or would like additional information, please contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Supports Baldwin's New Dairy Business Innovation Act

On Thursday, June 21, U.S. Senator Tammy Baldwin (D-Wisconsin), pictured at left, introduced new legislation to support dairy product innovation and provide resources to help cheesemakers and other dairy businesses get their start, develop new products, and expand markets. The proposal is, in part, a response to growing concern regarding milk oversupply and depressed milk prices.

Details on the Dairy Business Innovation Act are [available here](#). WCMA was pleased to provide input on this legislation during its drafting and is [publicly supporting the proposal](#).



WCMA and UW-River Falls Partnering to Strengthen Industry Educational Pipeline

On Wednesday, June 20, the WCMA Board of Directors gathered at the University of Wisconsin-River Falls to celebrate the renovation of the school's Dairy Pilot Plant, which is now underway, and to enter into a new partnership to strengthen the industry's educational pipeline.

At the event, WCMA Executive Director John Umhoefer joined UW-River Falls College of Agriculture, Food and Environmental Sciences Dean Dale Gallenberg in a pledge to work together to develop, execute, and promote new and existing workshops to meet industry needs.

This action builds upon WCMA's financial support of the UW-River Falls Dairy Pilot Plant renovation project. WCMA has directly donated \$200,000, with members making generous

individual donations to help UW-River Falls achieve a complete modernization of its dairy processing facilities, with new automation, piping, and equipment.

The UW-River Falls Foundation is still accepting contributions to this project, including monetary gifts and in-kind equipment donations. To learn more, contact UW-River Falls Advancement Officer Julie Stucky at 715-425-4647 or via [email](#).



In the News...

Bloomberg: [Canada's biggest cheesemaker says Trump has a point on dairy policy](#)

Politifact Wisconsin: U.S. Sen. [Tammy Baldwin's 'very cheesy ad' cuts the mustard \(Featuring Marieke Gouda\)](#)

Food Safety News: [Researchers warn against raw milk, cheese after testing dairies \[in The Netherlands\]](#)

The Courier: [Crave Brothers Cheese host Green Energy Showcase \(Featuring Crave Brothers Farmstead Cheese\)](#)

The Courier: [Crave Brothers Farm unveils mural \(Featuring Crave Brothers Farmstead Cheese\)](#)

The Buffalo News: [Say cheese - lots of it - at Lactalis' South Buffalo plant \(Featuring Lactalis\)](#)

Maine Public Radio: [Demand grows for Maine-made cheese](#)

The Oregonian: [First look at the new Tillamook Cheese Factory visitors center](#)

Herald Times-Reporter: [Manitowoc County artisan cheese-maker Saxon Creamery sold to Kaukauna's Mosaic Meadows \(Featuring Saxon Creamery, LaClare Farms\)](#)

Daily Citizen: [Specialty Cheese seeks to expand employee car pool program \(Featuring Specialty Cheese Company\)](#)

Modesto Bee: [Moo-ve it to solve this dairy mystery. Hilmar Cheese opens new ag-based escape room \(Featuring Hilmar Cheese\)](#)

Chippewa Herald: [Wisconsin brothers use farm to make cheese](#)

WSAU-TV: [Raising happy cows for 'grate' cheese \(Featuring Great Lakes Cheese\)](#)

Wisconsin Cheese Day is Monday, June 25



Governor Scott Walker, Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Sheila Harsdorf, Wisconsin Economic Development Corporation Secretary and CEO Mark Hogan, Tourism Secretary Stephanie Klett and other key state leaders, both Republican and Democrat, will celebrate Wisconsin Cheese Day on Monday, June 25, by [visiting 13 cheese producers](#) to thank them for their contributions to the state's economy.

WCMA has worked to coordinate visits to member facilities, including Shullsburg Creamery, Chalet Cheese Co-op, Great Lakes Cheese, Clock Shadow Creamery, Emmi Roth USA, Eau Galle Cheese Factory, Ellsworth Cooperative Creamery, and Schreiber Foods. WCMA will have a representative at most visit sites. If you have an interest in attending, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Stay tuned for a couple of major announcements of state support for our industry on Monday. Also, please consider using the hashtag #WICheeseDay in your social media posts to support this effort.

Knigge Named WDATCP Division Administrator of Ag Development

Wisconsin Department of Agriculture, Trade, and Consumer Protection Secretary Sheila Harsdorf has named Krista Knigge Division Administrator of Agricultural Development. She will begin at WDATCP Monday, June 25.



WDATCP's Krista Knigge

Knigge held strategic communications and integrated marketing roles at Northwestern Mutual, and has also worked for Charleston|Orwig, Case IH, and John Deere. She is also engaged in her family's dairy, Knigge Farms, and volunteers for the Holstein Association USA, Inc., Association of Women in Agriculture, Wisconsin Farm to Table, and Wisconsin 4-H Foundation.



Congrats to State Fair Winners!

The Wisconsin State Fair Dairy Products Contest was held Thursday, June 21, with many WCMA members earning blue ribbons. Complete results will be posted later this morning [on this site](#). The Grand Master will be named at the Blue Ribbon Dairy Products Auction at the State Fair on August 9.

WCMA proudly supports this contest year-round, with [Events Manager Kirsten Strohmenger](#) serving on the Wisconsin State Fair Dairy Promotion Board.

#SayCheese with WCMA for National Dairy Month

June is National Dairy Month, and WCMA is celebrating with shout-outs to members all month long on social media.

The fun kicked off with the introduction of our [#SayCheese frame](#) on Facebook. Just click the "Try It" button to add it to your profile pic!



So far, WCMA has highlighted Bassett Mechanical, Dairy Connection, Great Lakes Cheese, Guggisberg Cheese, Hook's Cheese, Kraemer Wisconsin Cheese, LaGrander's Hillside Dairy, Landmark Creamery (as pictured upper right), Pine River Pre-Pack, Renard's Cheese, Springside Cheese Corporation, Valley Queen Cheese Factory, V&V Supremo, Watertech USA, and Wisconsin Aging & Grading Cheese. If you'd like to get involved, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Welcomes New Members

A warm WCMA welcome goes to Andy Hatch and the whole team at [Uplands Cheese](#). This award-winning cheesemaking company is well known for its Pleasant Ridge Reserve and Rush Creek Reserve. Uplands Cheese is located in Dodgeville, Wisconsin.

This week, we are also welcoming three new supplier members to the Association: [AMS Steam Products, LLC](#), [Cream City Stateline Scale Company LLC](#), and [Wipfli LLP](#).

WCMA is proud to serve more than 600 companies, including dairy manufacturers, processors, marketers, and their supplier partners in the industry.

Member Renewal Packets Sent Via

Email

WCMA dairy manufacturer, processor, and marketer members are asked to check their email for important information regarding membership renewal. Invoices are being sent electronically in 2018, as opposed to via postal mail.



The 2018 WCMA Annual Report is also now [available online](#).

If you have questions, please contact [WCMA Office and Events Coordinator Caitlin Peirick](#). Thank you!

In Brief...

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](#). Grant specialists are available to answer questions [via email](#) through June 22 or contact [WCMA Communications, Education, and Policy Manager Rebekah Sweeney](#).

Land O'Lakes invites WCMA members to apply for its Dairy Accelerator Program, which provides support and mentorship to product pioneers that want to drive innovation in the dairy industry.

Successful applicants will get hands-on experience in finance, brand building, manufacturing, sales, distribution, and leadership development - along with a \$25,000 stipend to offset any costs associated with participation. [Learn more here](#), and [apply by Friday, June 29](#).

Dairy Farmers of Wisconsin invites WCMA members to [make plans now](#) to attend PCQI training sessions, scheduled for Tuesday, August 28 in Madison and Thursday, September 13 in Fond du Lac. As a reminder, very small businesses have a compliance date of September 17, 2018 - and these courses will be the last public PCQI courses offered by DFW in 2018.

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STAY CONNECTED:

