



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

July 19, 2019



Trump Touts USMCA Trade Deal in Wisconsin

In a visit to Wisconsin on Friday, July 12, President Donald Trump promoted the United States-Mexico-Canada (USMCA) trade agreement, saying that it would help to rebuild manufacturing and agricultural businesses. Trump noted to the crowd, "Some of the farmers are doing well. We're over the hump."

On the same day, Wisconsin Senator Tammy Baldwin detailed the impact of trade wars with China, Mexico, Canada and the European Union in [this letter](#).

For more on recent trade developments, see the news articles linked below.

- *Milwaukee Journal Sentinel*: [President Trump in Milwaukee says farmers are 'over the hump' as dairy farms continue to close in Wisconsin](#)
- *Business Insider*: [Trump's trade war appears to be costing the US more money than it's saving](#)
- *Bloomberg*: [Trump says he could impose more China tariffs if he wants](#)
- *CNBC*: [Trump says China is "letting us down" by not buying U.S. farm products during trade talks](#)
- *FarmJournal's MILK*: [Vilsack: Chinese trade dispute won't end any time soon](#)
- *Bloomberg*: [Trump and Xi struggling to find path forward in trade talks](#)
- *Reuters*: [U.S., Japan eye possible small trade deal by September](#)
- *Wisconsin Ag Connection*: [Gov. Evers to host trade mission to Japan](#)

WCMA Meets with Mexican Ambassador

Earlier this month, WCMA Executive Director John Umhoefer met with Mexican Ambassador to the United States Martha Bárcena Coqui to discuss the importance of open dairy trade between our countries, and of the impact of recent tariffs.

WCMA works to represent members in policy discussions at both the state and federal level. To get more involved in these endeavors, please [contact WCMA staff](#) at any time.



Dairy Task Force 2.0 Releases Final Report

After more than a year of work, members of the Wisconsin Dairy Task Force 2.0 have released their [final report](#), detailing 51 public policy recommendations to maintain a viable and profitable dairy industry.

WCMA members on the Task Force included:

- Steve Bechel, Eau Galle Cheese Factory
- Dave Buholzer, Klondike Cheese Company
- Rob Byrne, Schreiber Foods
- Paul Scharfman, Specialty Cheese Company
- Jeff Schwager, Sartori Company
- Elizabeth Wells, Organic Valley



We thank these members for their advocacy on behalf of the Wisconsin dairy processing industry.

For more on the group's recommendations, we urge you to review these news articles:

- *Appleton Post Crescent*: [Group lays out a path to a stronger Wisconsin dairy industry](#)
- *The Country Today*: [Final report of Dairy Task Force 2.0 submitted to governor](#)
- *Door County Daily News*: [Local farmer reflects on Dairy Task Force 2.0 efforts](#)

WCMA staff have lobbied in support of the Task Force recommendations, and 19 of the 51 are now in place. WCMA continues to work to advance a bill expanding rural capital access, and to encourage more significant investments in the state's export program and dairy processor grant program. For more information, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Register Now for Dairy Food Safety Alliance Meeting August 27

Food safety professionals can [register now](#) for a meeting of the Dairy Food Safety Alliance set for Tuesday, August 27 from 10 a.m.-3 p.m. at the Crowne Plaza in Madison. The Alliance, a partnership between Center for Dairy Research, Dairy Farmers of Wisconsin, and WCMA, delivers the latest in food safety news to dairy product manufacturers, processors, and their suppliers.

The upcoming Dairy Food Safety Alliance meeting will feature dynamic speakers, both from the regulatory world and from industry, on the following topics:

Regulatory Updates and FSMA/WDATCP Audits

Speaker: Tim Anderson, Dairy Section Chief for Bureau of Food and Recreational Businesses, Division of Food and Recreational Safety at the Wisconsin Department of Agriculture, Trade, and Consumer Protection

Rapid Response Team: Outbreak/Recall Investigation Strategies

Speaker: James Beix, Recall and Emergency Response Coordinator, Division of Food and Recreational Safety at the Wisconsin Department of Agriculture, Trade, and Consumer Protection

What to Expect: FDA Testing Assignment

Speaker: Marianne Smukowski, Coordinator of Food Safety at the Center for Dairy Research

Third Party Audit Experience from Organic Valley

Speaker: Gloria Joseph, Director of Quality and Food Safety at CROPP Cooperative/Organic Valley

Open Forum/Question and Answer

Featuring: Adam Brock, Director of Food Safety, Quality and Regulatory Compliance at Dairy Farmers of Wisconsin and all previous speakers

All registrants are asked to pay a \$35 fee which includes the cost of a catered lunch. [Please click here to register to attend.](#) Questions may be directed to [WCMA Events Manager Kirsten Strohmer](#).

WDNR Calls for Public Comments on Water Quality Rule Changes

The Wisconsin Department of Natural Resources (WDNR) has opened a public comment period on proposed rule revisions related to the assessment of lakes and streams in the state.

These rules describe how the biology of a lake or stream, such as its fish, insect, plant and algae communities, are used to assess its overall health. The rule updates also establish how algae and plants will be used to determine whether a water body is responding to elevated phosphorus levels and whether it may need a different phosphorus criterion. [Click here](#) to access rule language; for reference, the pertinent rule numbers are WY-23-13 and WT-17-12.

A joint public hearing will be held for both rules at 10 a.m. on Thursday, September 12, with simultaneous telepresence in Madison and Green Bay. Written comments will be accepted [via email](#) until September 20, 2019. Please contact [WCMA staff](#) with any questions or concerns.

Join WCMA for Wastewater Treatment Field Day August 14

The WCMA Technology Committee will host a field day for members interested in learning about state-of-the-art wastewater treatment systems.



On Wednesday, August 14, WCMA and Midwest Food Products Association members have the opportunity to tour the new treatment system at Bush Brothers Cannery in Augusta, Wisconsin, then travel north to AMPI's cheese plant in Jim Falls for a committee meeting and tour of AMPI's new wastewater system.

Attendance will be limited, but any WCMA member interested in wastewater treatment can sign up to join the committee and participate in the field day. [Click here to register](#), and contact [WCMA Executive Director John Umhoefer](#) with any questions. Please note, members are asked to pay a

IN THE NEWS...

- *CNN*: [His \\$40 million cheese company is helping to transform a rural Wisconsin community](#) (Featuring Specialty Cheese Company)
- *Associated Press*: [Lawmakers hear pros and cons of proposed dairy co-op merger](#) (Featuring Dairy Farmers of America)
- *PBS Newshour*: [Wisconsin dairy farmers are struggling to stay afloat](#)
- *Bloomberg*: [Trump administration proposes new agriculture immigration rules](#)
- *Lincoln Journal Star*: [Animal rights group alleges abuse at Nebraska calf operation](#)
- *WFLI-TV*: [First court hearing for Fair Oaks Farms animal abuse suspect](#)
- *Green Bay Press-Gazette*: [Secret Sartori cheese blend powers Noodles & Company's Wisconsin Mac & Cheese](#) (Featuring Sartori Company)
- *Biz Times/Milwaukee Business News*: [Milwaukee goes FaB: Regional cluster has recipe for growth](#) (Featuring Clock Shadow Creamery)
- *Wisconsin Public Radio*: [Evers Administration unveils \\$75M grant program for local transportation projects](#)

Reminder: Please Renew Your WCMA Membership

WCMA members should have received renewal packets - including an [annual report](#) - via email. If you have not seen this communication, please check your filtered email folders or contact [WCMA Office and Member Services Manager Sara Schmidt](#). Thank you!



Thanks for a Successful WCMA Golf Outing & Trap Shoot!

Thanks go to the more than 650 WCMA members who participated in WCMA's Golf Outing and Trap Shoot on Wednesday, July 17 in Central Wisconsin. The event offered ample opportunities for networking and fun!

WCMA is grateful to the many generous sponsors that helped to make our event possible, and offers special thanks to BMO Harris Bank, our lunch sponsor; Amcor, our social hour sponsor; and Kuhlman Incorporated, our premier dinner sponsor.

Congratulations - and a year's worth of bragging rights - now go to these participants for their outstanding scores.



Bull's Eye Country Club Winners

Tim Tolley, Excel Engineering
Jeff Quast, Excel Engineering
Tom Dahmen, V&V Supremo
Paul Johnson, V&V Supremo

Northern Bay Resort, Castle Course Winners

Ryan Venti, Cottingham & Butler
Brian Grant, Cottingham & Butler
Jeremy Johnson, Center for Dairy Research
Jeff Hoffman, Center for Dairy Research

Lake Arrowhead Resort, Lakes Course Winners

Cody Comerford, Schuman Cheese
Keith Schuman, Schuman Cheese
Morgan Gruhkle, Sargento Foods
Kyle Koll, Sargento Foods

Lake Arrowhead Resort, Pines Course Winners

Dennis Kasuboski
Nathan Gorang, Spaulding & Associates
Rodney Butcher, Spaulding & Associates
Pat Spaulding, Spaulding & Associates

Trap Shoot Grand Champion

Matt Toepper



[WCMA has posted a gallery of photographs from the events on our Facebook page](#) , and we encourage you to tag, share, and download them as you wish. Thanks, again, for your support of WCMA!



Register Now for WCMA Young Professionals' Miller Park Event

You're invited to join the WCMA Young Professionals for a Milwaukee Brewers game at Miller Park on Friday, August 9!

Before the 7:10 p.m. game against the Texas Rangers, WCMA will host a two-hour tailgate party for registered participants including catered food, soda, water, two alcoholic beverages, and tailgate games.

For complete details and to reserve your tickets, click on the button below or contact [WCMA Events Manager Kirsten Strohmeier](#).

[Register Now](#)



Nominate Industry Leaders for WCMA Recognition

You're invited to nominate industry leaders to be considered for formal recognition by WCMA in 2020 for their outstanding contributions to the dairy processing industry. Members have through Friday, August 16 to make nominations for the following awards:

The **WCMA Cheese Industry Champion** award is given to industry leaders who, through their everyday business decisions, have created tremendous opportunity for others and spurred industry growth. People to be considered are the CEOs, Directors, Presidents, and Vice Presidents of their companies who may not have cheesemaking obligations but lead and direct resources. In 2019, Dave Fuhrmann of Foremost Farms USA and Lou Gentine of Sargento Foods were honored with this award. [Click here to submit a nomination.](#)

The **WCMA Distinguished Service Award** recognizes supplier partner members who have played a significant role in building the success of the United States dairy industry, contributing innovations in dairy manufacturing. In 2019, this award went to Joe and John Koss of Koss Industrial and Ron Kremer of Kerry. [Click here to submit a nomination.](#)

The **WCMA Vanguard Award** is reserved for cheesemakers or cheese manufacturing employees who are considered groundbreakers for their innovations in day-to-day dairy operations. In 2019, this award was presented to Dale Baumgartner of Tillamook Creamery and Terry Lensmire of Agropur. [Click here to submit a nomination.](#)

The **WCMA Babcock Award** recognizes the contributions of those in education or affiliate organizations to partner with cheesemakers in the pursuit of dairy industry innovation and excellence. In 2019, WCMA honored Dr. Rusty Bishop of Schreiber Foods and Dr. John Lucey of the Center for Dairy Research with this award. [Click here to submit a nomination.](#)

All nominations will be considered by the members of the WCMA Recognition Committee in September with final awards determinations made by the WCMA Board of Directors in December. Awards will be presented at 2020 CheeseExpo, set for April 14-16 in Milwaukee, Wisconsin. Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Registration 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](#).

Join WCMA Education Committee Meeting August 1

The WCMA Education Committee will meet Thursday, August 1 in Madison to review the Association's existing training offerings and consider industry needs for new initiatives. You're invited to join this open leadership group and share your ideas!

Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) for complete details.

Find New Employees Via WCMA Internship Exchange

WCMA is now accepting Fall/Winter 2019 applications for its Internship Exchange. This program pairs students with WCMA members, including dairy processors, manufacturers, and industry supplier partners, for at least one full semester of hands-on work experience.

Members are invited to participate in hosting interns. Employers should expect to commit to an intern for a full semester, offer structured and supervised opportunities for learning, and be prepared to complete evaluations on the intern's efforts for educational credits.



To learn more and to participate in the WCMA Internship Exchange, [click here](#) or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WCMA Welcomes Three New Members

WCMA warmly welcomes three new members this week: [All Star Cheese](#), [Bartelt Insulation](#), and [J.P. Morgan](#).

For more than 128 years, WCMA has served as the voice of cheese and dairy manufacturers, processor, and marketers.

Today, our organization serves 104 dairy companies and cooperatives operating in 261 facilities in 23 states, as well as 577 companies that supply equipment and services to the industry.

Thank you for your support of WCMA! For information on membership, please contact [WCMA Office and Member Services Manager Sara Schmidt](#).

In Brief...

Wisconsin State Fair Dairy Products Contest awards will be presented on Thursday, August 8 during the [Blue Ribbon Dairy Products Auction](#) at Saz's Hospitality Village in Wisconsin State Fair Park beginning at 4 p.m. WCMA is proud to support this event.

Registration is now open for the [Certificate in Dairy Processing short course](#) administered by the Center for Dairy Research in Madison. This [10-module online course](#) begins with an in-person, all-day orientation at CDR on September 4.

Dairy Farmers of Wisconsin invites WCMA members to save the date for these [upcoming training opportunities](#):

- PCQI Training: September 4-6 in Madison, Wisconsin
- Food Defense Training: October 24-25 in Green Bay, Wisconsin
- HACCP Training for Processors: November 11-12 in Green Bay, Wisconsin
- BRC Global Standard for Food Safety Training: November 13-14 in Green Bay, Wisconsin
- Principles of Internal Auditing: November 15 in Green Bay, Wisconsin

For more information, contact [DFW's Adam Brock](#).

Wisconsin Cheese Makers Association | 608-286-1001 | www.wischeesemakers.org
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STAY CONNECTED:

