



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

July 20, 2018



Trade Tensions Escalate, Sparking Economic Policy Changes Worldwide

Trade tensions sparked by President Donald Trump's new tariffs on steel and aluminum imports continue to beget major changes in economic policies around the world.

Dueling complaints were filed this week with the World Trade Organization (WTO), with U.S. trade officials alleging that new tariffs imposed by China, the European Union (EU), Canada, Mexico, and Turkey are [out of line with WTO rules](#). [China has countered](#) with a complaint regarding the new U.S. tariffs on \$200 billion of Chinese imports, a follow-up to its initial protest on July 6 of the first round of levies enacted.

Senior U.S. and Mexico officials have agreed to [step up negotiations](#) to overhaul the North American Free Trade Agreement with the aim of reaching a preliminary deal by late August. On Wednesday, President Trump noted that [the U.S. might work separately, at a later date, with Canada](#).

Meanwhile, the European dairy industry stands to benefit from a 215% increase in exports after the [signing of the EU-Japan Economic Partnership Act](#). Also, China announced plans to [drop all import tariffs on dairy products from Australia](#).

More related coverage can be found via the news links below.

DairyBusiness.com: [Expert sees U.S. dairy industry creamed in trade disputes](#)

Marketwatch: [Cheese prices crumble - but the global trade dispute could halt their drop](#)

CNN: [With trade war looming, farmers brace for impact](#)

CNBC: [Sen. Ron Johnson slams Trump tariffs, says GOP could be at risk in midterm elections](#)

Wisconsin State Journal: [Ron Johnson to Trump: Trade war doing 'permanent damage' to Wisconsin businesses](#)

Gallagher Proposes Limits on President's Trade Powers

Rep. Mike Gallagher (R-Wisconsin) introduced a bill on Monday to limit presidential authority to impose certain tariffs. The same idea was proposed by Sens. Bob Corker (R-Tennessee) and Pat Toomey (R-Pennsylvania) in June.

Under the legislation, the president would be required to obtain



congressional approval before levying tariffs "in the interest of national security" and lawmakers would have a 60-day window to review the president's proposals.

WCMA is monitoring the bill's progress, but notes that [it faces an uphill battle](#) in Washington.

Kind Encourages Public Comment on Impact of Tariffs on Rural Communities

The U.S. House Ways and Means Committee this week held a public hearing on the impact of recent tariffs on rural communities, and is now gathering written comments for a report to Congress.

As a member of the committee, Rep. Ron Kind (D-Wisconsin) has reached out to WCMA to encourage cheesemakers and their supplier partners to weigh in on this topic. Details on how to submit a comment can be found [here](#). Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) with questions.



Farm Bill Headed to Conference

On Wednesday, the U.S. House of Representatives voted to go to conference with the Senate to work out the details of a final version of the 2018 Farm Bill.

The House approved its version of the five-year farm bill in a 213-211 vote last month, including new work requirements for those receiving Supplemental Nutritional Assistance Program benefits. The Senate version, which does not include those requirements, was approved last month on a more broadly bipartisan 86-11 vote. Other contentious differences relate to crop subsidies, and conservation funding - not dairy-specific policy. Both versions include enhancements to the Dairy Margin Protection Program and extend the Dairy Forward Pricing Program to 2023.

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](#).

New Ag Guestworker Bill Proposed

On Wednesday, House Judiciary Committee Chairman Bob Goodlatte (R-Virginia) and Rep. Collin Peterson (D-Minnesota) introduced the AG and Legal Workforce Act (H.R. 6417).

This proposal intends to replace the current H-2A program with a new agricultural guestworker system, H-2C. This program would be open to seasonal and year-round employers, providing a more substantial visa allocation. A summary of provisions is available [here](#) and the bill text is available [here](#).





FDA to Issue New Guidance on Use of "Milk" on Labels

Food and Drug Administration Commissioner Scott Gottlieb, M.D. has announced that the agency [will issue new guidance](#) on the use of the term "milk" as related to the labeling of non-dairy products, including those manufactured with soy, rice, coconut and almonds. Gottlieb noted his intent to enforce the U.S. standard of identity for milk.

The process to revamp the FDA guidance begins with the issuance of a proposal and a comment period; WCMA will keep you informed of opportunities to weigh in on the topic.

WCMA has long advocated against the labeling of plant-based products as milk, and has actively supported a proposal from Senator Tammy Baldwin (D-Wisconsin) to stop non-dairy products made from nuts, seeds, plants, and algae from being labeled with dairy terms such as milk, yogurt, or cheese.

WCMA Members Appointed to Wisconsin Dairy Task Force

Last week, Wisconsin Governor Scott Walker made his appointments to the new [Wisconsin Dairy Task Force 2.0](#), a group focused on making legislative and regulatory recommendations to "maintain a viable and profitable dairy industry."

Six WCMA members were appointed to serve in this important role, including: Steve Bechel of Eau Galle Cheese, Dave Buholzer of Klondike Cheese Company, Rob Byrne of Schreiber Foods, Paul Scharfman of Specialty Cheese Company, Jeff Schwager of Sartori Cheese, and Elizabeth Wells of Organic Valley. We thank these members for their willingness to advocate for the industry.

Dr. Mark Stephenson, Director of Dairy Policy Analysis at UW-Madison, will chair the Wisconsin Dairy Task Force 2.0. The Task Force is set to meet for the first time in August. WCMA welcomes your thoughts on this group's mission; please share your ideas with [Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Golf Outing & Trap Shoot Success

Thanks go to the more than 600 WCMA members who participated in WCMA's Golf Outing and Trap Shoot on Wednesday, July 18. With beautiful weather and great company, the event offered ample opportunities for networking and fun.

WCMA thanks, especially, BMO Harris Bank for sponsoring the event luncheon and Bemis Company for sponsoring the social hour.

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
Tony Toonen, Schreiber Foods
Steve Geissler, Schreiber Foods

Northern Bay Resort, Castle Course Winners

Roy Schneider, GBP
Rick Luftman, GBP
Jay Wendt, GBP
Jim Riner, GBP

Lake Arrowhead Resort, Lakes Course Winners

Bobby Biolo, Grande Cheese
Quinton Hanson, Grande Cheese
Lauren Zuleger, Grande Cheese
Eric Stortz, Grande Cheese

Lake Arrowhead Resort, Pines Course Winners

Jamie Wally, WOW Logistics
Josh Gitter, WOW Logistics
Kevin O'Hara, Salmans & Associates

Trap Shoot Grand Champion

Brad Wackett, Masters Gallery Foods



WCMA has posted a [gallery of photos from the events online here](#), and we encourage you to download them as you wish. Please also mark your calendars - the next WCMA Golf Outing and Trap Shoot will be held on Wednesday, July 17, 2019. We hope you can join us!

Questions as FSMA Deadline Approaches? Call WCMA!

Very small businesses and businesses subject to the PMO have a Food Safety Modernization Act compliance date of September 17, 2018. As that date approaches, WCMA reminds you to take advantage of resources offered through our [Artisan Dairy Producer Food Safety Initiative](#).

This program, co-directed by the Center for Dairy Research and sponsored by a USDA-NIFA grant, offers **free** on-site consultations. Over the past two years, our Food Safety Educators Jim Mueller and Larry Bell have assisted 85 dairy manufacturing and processing companies. Please also review the 50+ template SOPs and records now available for reference on [WisCheeseMakers.org](#).



For assistance, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Register Now for Upcoming WCMA Trainings

Act now to reserve space in WCMA's fall training programs, designed to retain and develop the skills of your valued employees! Online registration is available at WisCheeseMakers.org.

Highly recommended by past participants, WCMA's Front-Line Supervisor Training program will be offered in three parts this fall at Madison College's Truax Campus. The line-up features:

- September 11: [Part A](#) [Leadership Essentials, Problem Solving, & Decision Making]
- October 9: [Part B](#) [Emotional Intelligence, Coaching, & Performance Feedback]
- November 6: [Part C](#) [Personal Productivity & Managing Workplace Stress]

Classes can be taken separately, but those participants completing all three sessions - and their employers - will be recognized with a certificate from Madison College and WCMA at the Wisconsin Cheese Industry Conference. Each class costs \$119 per participant, including instruction, materials, snacks, and lunch. Classes are limited to 22 participants.

WCMA is also launching a new program this fall specifically designed for mid-level managers, or employees who are transitioning to those positions. The Learning to Lead management training series will be offered in partnership with Madison College at the school's Truax Campus in Madison, via three day-long workshops:

- September 18: Critical Thinking and Decision Making
- November 13: Effective Communications and the Building and Leading of Teams
- January 9: Effective Delegation, Talent Development, and Situational Leadership

Additional details on curriculum and instruction are [available here](#). You can [register here](#). All individuals enrolling in Learning to Lead will participate in the series as a cohort. The cost for the entire series, including materials, instruction, and meals, is \$475 per participant, and enrollment is limited to 20 individuals. Participants and their employers will be recognized with a certificate from Madison College and WCMA at the Wisconsin Cheese Industry Conference.

Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) with any questions.



In the News...

U.S. News & World Report: [What's in the water? A Wisconsin farming community is working to flush its well-water woes.](#)

The Atlantic: [The vindication of cheese, butter, and full-fat milk](#)

Quartz: [American cheese is no longer the most popular cheese in America](#)

California Ag Today: [Scoop It Forward event collects food for Hilmar Helping Hands \[Featuring Hilmar Cheese Company\]](#)

Deadspin: [The Cheesemonger International is where cheese becomes a sport](#)

Eastern Daily Press (UK): [Specialty cheese could become 'occasional luxury' after Brexit, warns dairy industry](#)

ABC (Australia): [Australia's largest dairy processor Saputo throws support behind mandatory code of conduct \[Featuring Saputo\]](#)

BBC: [Glanbia to build cheese factory in County Laois](#)

Argus Courier: [Point Reyes Farmstead Cheese opens \\$7.8 million plant in Petaluma](#)

Forward: [In the kosher market, artisanal cheese is a hard sell](#)

The Daily Meal: [17 reasons you should eat more cheese](#)

Farm Wisconsin Discovery Center Opens to Public July 28

The Farm Wisconsin Discovery Center, formerly known as the Wisconsin Agricultural Education Center, is scheduled to open to the public with special events on July 28 and 29. Learn more [here](#).

The \$13 million facility is a tribute to Wisconsin's agricultural history, but also endeavors to teach consumers about the sources of their food. The center features interactive exhibits, a birthing barn, and tours of a nearby, working dairy farm.



WCMA proudly supported the Farm Wisconsin Discovery Center project, with Executive Director John Umhoefer serving as a Capital Campaign Cabinet Member and with many WCMA members making generous financial contributions. Thank you!



WCMA Welcomes Hoard's Dairyman Farm as New Member

WCMA warmly welcomes [Hoard's Dairyman Farm](#) as a manufacturer member this week.

For more than 126 years, WCMA has advocated for cheese, butter and whey processors and now represents 100 dairy manufacturing, processing and marketing companies and cooperatives in 261 dairy plants in 22 states. An additional 493 member companies supply goods and services to our dairy manufacturers. Thank you all for your support!

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!



Register Now for SWCMA Golf Outing

Register by Friday, August 3 for the Southwestern Wisconsin Cheese Makers Association's annual golf outing, set for Thursday, August 16 at the Edelweiss Chalet Country Club. A form to reserve foursomes is [available online here](#), and can be completed and returned to Linda Lee at 910 Mound View Drive, Platteville, WI 53818. Please note there is only space for the first 216 registrants.

In Brief...

Dairy Farmers of Wisconsin invites WCMA members to register now for its fall training sessions, including the following:

- PCQI Training: August 28 in Madison and September 5 in Fond du Lac | [Register Now](#)
- Food Defense Training: September 25 & 26 in Madison | [Register Now](#)
- NSF Food Safety Certificate Series: October 15-18 in Green Bay
 - HACCP Course | [Register Now](#)
 - Advanced HACCP Verification and Validation Course | [Register Now](#)
 - Principles of Internal Auditing Course | [Register Now](#)

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

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STAY CONNECTED:

