



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

July 6, 2018



Chinese, Mexican Tariffs Take Full Effect



Today, new U.S. tariffs on \$34 billion worth of Chinese goods took effect, triggering retaliatory tariffs of 25 percent on American goods, including all forms of milk, whey, cheese, butter, buttermilk, and yogurt, sold in China.

Yesterday, Mexican tariffs on U.S. products, including cheese, increased to 25 percent. On July 1, Canada announced new 10 percent tariffs on a host of American goods, including yogurt and frozen pizzas, but not specifically naming any other dairy-related products. These tariffs

are a response to President Donald Trump's announcement in May to increase tariffs on imports of certain steel and aluminum products from Canada and Mexico to 25%.

WCMA Joins Call for Tariff Relief

Last week, WCMA joined dairy manufacturers and dairy producer organizations in an urgent request to the Trump Administration to suspend steel and aluminum tariffs on Mexican products to encourage an end to Mexico's retaliatory tariffs on U.S. cheese.

Mexico is the largest international buyer of U.S. dairy products and Wisconsin's largest market for cheese exports. Nearly \$50 million worth of Wisconsin cheese reached Mexican consumers in 2017 - more than a third of all cheese Wisconsin exported. Read the [full release here](#).

Related News Coverage

Interest in the new tariffs' impact on the cheesemaking industry is significant, and WCMA staff and some WCMA member companies have granted interviews on the

topic. For a sample of coverage, we are providing links to news articles below.

CBS News: [Wisconsin cheese industry hopes Trump has strategy in trade disputes \(Featuring Sartori Cheese\)](#)

Wall Street Journal: [Take our cheese, please: America cheese makers suffer under new tariffs \(Featuring BelGioioso Cheese, Sartori Cheese\)](#)

Time: [America has a cheese problem that's only going to get worse](#)

Up Front with Mike Gousha (WISN-TV): [Tariffs target Wisconsin cheese \(Featuring Sartori Cheese\)](#)

WISC-TV: [Wisconsinites celebrate cheese as tariffs threaten area cheesemakers \(Featuring Chalet Cheese & Klondike Cheese\)](#)

WKOW-TV: [Cheese Day dampened by tariffs \(Featuring Emmi Roth USA\)](#)

WTMJ-TV: [Dairy farmers brace for cheese tariff impact \(Featuring Sartori Cheese & Henning's Cheese\)](#)



FARM BILL

Farm Bill Differences to be Settled in Conference Committee

On June 28, the U.S. Senate passed its version of the 2018 Farm Bill on a bipartisan vote of 86-11. Sen. Tammy Baldwin (D-WI) voted in favor of the bill and Sen. Ron Johnson (R-WI) voted against it. More information on that split is available [here](#).

Notably, the Senate incorporated Baldwin's [Dairy Business Innovation Act](#) into its version; WCMA has publicly supported this proposal, aimed at supporting research and development to address oversupply issues.

As you may recall, the House has already approved its own separate Farm Bill, meaning that the details of the version which will be sent to President Trump for signing will be determined via Conference Committee. For a look at the negotiations ahead, [check out this news article](#).

The most contentious differences in the two bills relate to the Supplemental Nutrition Assistance Program, 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](#).



State Salutes Industry with Wisconsin Cheese Day



(pictured above) Clock Shadow Creamery, Emmi Roth USA, Eau Galle Cheese Factory, Ellsworth Cooperative Creamery, and Schreiber Foods (pictured below).

Held in conjunction with National Dairy Month, Governor Scott Walker proclaimed June 25 "Wisconsin Cheese Day."

Along with other elected and appointed officials, Gov. Walker held press events designed to highlight the importance of the cheese industry to Wisconsin's economy at 13 locations across the state.

WCMA worked to coordinate these visits, which included stops at Shullsburg Creamery (pictured at left), Chalet Cheese Co-op, Great Lakes Cheese

News coverage was significant statewide, and included the following stories.

[WSAW-TV: On "Cheese Day" Wausau's Great Lakes Cheese gets \\$500,000 grant to help expansion \(Featuring Great Lakes Cheese\)](#)

[WSAU-AM: Walker celebrates Wisconsin Cheese Day in Wausau \(Featuring Great Lakes Cheese\)](#)

[WDJT-TV: Governor Walker celebrating Cheese Day](#)
[WLUK-TV: State officials thank cheese producers on Wisconsin Cheese Day](#)

[WEAU-TV: Lieutenant Governor visits Eau Galle Cheese Factory for Wisconsin Cheese Day \(Featuring Eau Galle Cheese Factory\)](#)

[La Crosse Tribune: Lt. Gov. Rebecca Kleefisch visits Westby's Nordic Creamery on Wisconsin Cheese Day](#)



Members Invited to Dairy Exchange Discussion of Milk MicroFiltration Monday, July 23

WCMA members are invited to join in a discussion of milk microfiltration for cheesemaking and native whey recovery at the July 23 Dairy Exchange at the Wisconsin Department of Agriculture, Trade & Consumer Protection (2811 Agriculture Drive, Madison). The meeting is scheduled to begin at 11:30 a.m.

Wisconsin Secretary Sheila Harsdorf has taken up the challenge of gaining regulatory approval of microfiltration for cheesemaking with the U.S. Food & Drug Administration. The Exchange

program will cover promise of this technology, used in many European nations, and the regulatory hurdles ahead to gain acceptance in the U.S. A WDATCP meeting with FDA, planned for later this summer, will bring together Center for Dairy Research experts, WCMA members and International Dairy Foods Association staff to make the case for this safe and beneficial filtration technology.

If you are interested in attending the meeting on July 23, please contact [WCMA Executive Director John Umhoefer](#) or [Communication, Education, and Policy Director Rebekah Sweeney](#).



In the News...

Washington Post: [America's cheese stockpile just hit an all-time high](#)

Forbes: [Good Culture: Meet the brand on a mission to bring back cottage cheese](#)

New York Times: [Is America ready to love cottage](#)

[cheese again?](#)

Wisconsin State Journal: [Roth unveils unique Wisconsin cheese \(Featuring Emmi Roth USA\)](#)

The Salt (NPR): [Struggling farmers turn excess milk into cheese and yogurt for the hungry](#)

Wall Street Journal: [Someone is stealing Italy's most precious cheese](#)

The Atlantic: [Does GMO labeling actually increase support for GMOs?](#)

Wisconsin State Farmer: [World Cheese Capital still thriving in Plymouth thanks to Dairy Heritage Center](#)

Dairy Foods: [Lake Country Dairy is Dairy Foods' 2018 Plant of the Year \(Featuring Schuman Cheese - Lake Country Dairy\)](#)

The Flagpole: [Say Cheese! Artisan cheesemaking grows in Georgia](#)

Feedstuffs: [Food scientists turn cheddar orange, leaving whey alone](#)

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!



Supplier Events Calendar Updates

Be sure to check out WCMA's supplier-hosted events calendar app on [WisCheeseMakers.org](#) to learn about opportunities like this one:

In recognition of National Manufacturing Month in October, Acuity Insurance is hosting the first annual Manufacturing Pride Video Contest. The contest begins on July 9, and details are [available here](#).

To ensure WCMA members know about your upcoming event, get in touch with [WCMA Communications, Education, and Policy Manager Rebekah Sweeney](#) .

In Brief...

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.

Wisconsin Cheese Makers Association | 608-286-1001 | www.wischeesemakers.org
5117 West Terrace Dr., Ste. 402, Madison, Wisconsin 53718

STAY CONNECTED:

