



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

August 16, 2019



U.S.-China Trade Conflict Continues, Impacting Agriculture

Earlier this month, President Donald Trump announced he would [levy additional ten percent tariffs](#) on \$300 billion in Chinese goods beginning September 1, an announcement to which Chinese officials responded by [halting purchases of U.S. agricultural products](#). In the first half of 2019, the value of U.S. exports of cheese to China fell by 46 percent, while whey was down 47 percent, and milk powder was down 80 percent.

This week, President Trump said he would [delay tariff hikes on certain products](#), like cell phones, video game consoles, and clothing, until mid-December to minimize consumer impact during the holiday shopping season. However, on Thursday, August 15, the Chinese government announced it [still planned to move forward with "countermeasures."](#)



Meanwhile, lawmakers weighed in on the continuing conflict in various ways. U.S. Senator Chuck Grassley (R-Iowa) announced he would soon [introduce legislation to curb the President's authority](#) to enact new tariffs. Wisconsin Governor Tony [Evers called on President Trump to end trade wars](#), noting losses to the state's agricultural industry. Wisconsin Congressman Ron [Kind sent a letter of concern to Agriculture Secretary Sonny Perdue](#).

For more on the latest trade developments, review the news articles linked below or contact [WCMA staff](#).

- *Bloomberg*: [China readies response to tariffs, resists Hong Kong advice](#)
- *CNBC*: ['Trump is ruining our markets': Struggling farmers are losing a huge customer to the trade war - China](#)
- *Fox Business*: [China targets U.S. agriculture as farmers caught in trade war crosshairs](#)
- *Fox Business*: [Trump urges Japan to bolster agriculture purchases as China trade talks flounder](#)
- *WDJT-TV*: [Evers to Trump: End trade wars to save farmers](#)
- *Wisconsin Public Radio*: [Wisconsin farmer groups agree with Evers' calls to end U.S.-China trade war](#)
- *The Telegraph*: [Europe risks losing the UK to the Americans for half a century unless it changes course fast](#)
- *Politico*: [Nancy Pelosi says no UK-US trade deal if Brexit risks Irish peace](#)

Agreement on Use of "Mozzarella"

On Monday, August 5, representatives from the U.S. Dairy Export Council, Consortium for Common Food Names, and Consorzio Tutela Mozzarella di Bufala Campana signed an agreement establishing a united stance in favor of the free use of the generic term "mozzarella" around the world.

The three groups have alerted the European Commission, as well as the U.S. and Italian governments, of this accord.



WDATCP Sets Hearings on Livestock Siting Regulation

The Wisconsin Department of Agriculture, Trade, and Consumer Protection is considering [changes to ATCP 51](#), the state's livestock siting rules. WDATCP's proposal includes several [items of concern to the farming community](#), including the elimination of the current odor scoring system in favor of increased setbacks; the incorporation of a new Natural Resources Conservation Service standard for vegetated treatment areas; and, expanded powers for local governments in the permitting process.

A total of [12 public hearings](#) are being held at six locations across Wisconsin, and WCMA staff are representing the dairy processing industry alongside our partners in the farming community. Any members that wish to testify or submit comments on behalf of their business may contact [WCMA staff](#) for support. Note that all comments are due by Friday, September 13.



Technology Committee Tours AMPI, Bush Brothers Sites

Members of the WCMA Technology Committee met for a joint field day with members of the Midwest Food Products Association on

Wednesday, August 14.

The group toured water treatment sites at Associated Milk Producers, Inc. in Jim Falls, Wisconsin and Bush Brothers Cannery in Augusta, Wisconsin. Members also met to discuss hot topics, including PFAS and groundwater; new nitrate performance standards in soils, WDNR water quality rules, and disposal of cake sludge.

Thanks go to our generous hosts for sharing their time, knowledge, and facilities for this highly-educational experience.

To join in future outings, please contact [WCMA Executive Director John Umhoefer](#). All WCMA members are welcome.



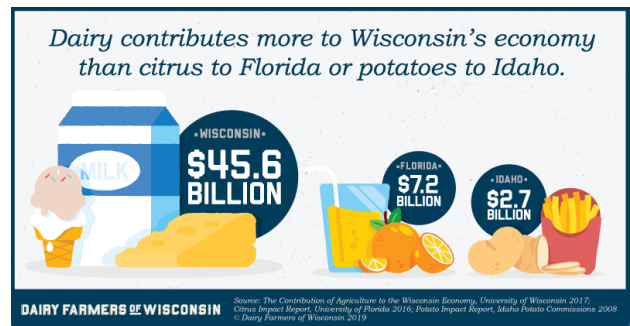
New Report Shows Dairy Economy Growing in Wisconsin

A report released this week from the University of Wisconsin-Madison shows that, in spite of farm losses, Wisconsin's agricultural economy is growing.

Sponsored by Dairy Farmers of Wisconsin, the report notes the economic impact of agriculture in Wisconsin has jumped from \$88.3 billion in 2012 to \$104.8 billion in 2017. Dairy contributes \$45.6 billion to the overall total, and dairy processing - including cheesemaking - accounts for roughly two-thirds of that amount.

For more information, [visit DFW's website](#) or check out these associated news articles.

- *Milwaukee Journal Sentinel*: [Wisconsin agricultural economy is growing, even as small dairy farms are closing](#)
- *Wisconsin State Farmer*: [Agriculture pumps \\$104.8B into state's economy despite farm losses](#)
- *Feedstuffs*: [Wisconsin dairy generates \\$45.6B economic impact](#)



IN THE NEWS...

- *Business Insider*: [Warren Buffett-backed Kraft Heinz and Papa John's are bracing for higher cheese prices](#)
- *Reuters*: [New Zealand's Fonterra to report loss of up to \\$436 million, stop dividend](#)
- *Dairy Foods*: [2019 Dairy 100: Big, bigger and biggest](#) (Featuring numerous WCMA members)
- *The Atlantic*: [There's more than one way to fight a monopoly](#) (Featuring Cabot Creamery Cooperative)
- *Associated Press*: [ICE raids raise question: what about the employers?](#)
- *USA Today*: [Undocumented immigrants on edge as new Trump immigration policy calls for more deportations](#)
- *Wisconsin Public Radio*: [Reducing emissions might mean changes for Wisconsin agriculture](#)
- *Boise State Public Radio*: [Chobani opens new research and development center in Twin Falls](#)
- *Wisconsin Public Radio*: [Wisconsin hits 7th month of lower cheese production](#)
- *Milwaukee Journal Sentinel*: [Wisconsin cheesemakers win big in American Cheese Society competition](#) (Featuring numerous WCMA members)

- *Food+Wine*: [This Midwestern cheese won big at the 'Grammy Awards of Cheese'](#)
 - *Food Business News*: [Specialty Cheese to expand in Wisconsin](#) (Featuring Specialty Cheese Company)
 - *Chippewa Herald*: [UW-Stout: Graduate student, working with professor, wins statewide award for study](#) (Featuring Ellsworth Cooperative Creamery)
 - *HowStuffWorks.com*: [How does string cheese get stringy?](#) (Featuring Baker Cheese)
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Sign Up to Attend 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. A complete agenda is available [here](#).

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 Strohmenger](#).

Dry Dairy Food Safety Workshop October 15-16 in Minnesota



WCMA members are invited to register now for a Dairy Plant Food Safety Workshop set for October 15-16 in Minneapolis, Minnesota, hosted by the Innovation Center for U.S. Dairy and International Dairy Foods Association.

The course focuses on pathogen control for dry dairy operations. Participants will learn best practices for in-plant pathogen control through short lectures and hands-on small group sessions which include microbial swabbing techniques and strategies, evaluating sanitary design, and developing standard sanitation operating procedures. For more information and to register, [click here](#).



Register Now for Industry Training Opportunities

A host of training opportunities is available to WCMA members, via association endeavors and through our partners in industry education. Registration is open now for the following courses.

Center for Dairy Research:

- [Preparing for the Wisconsin Cheesemakers License Exam](#)
 - [Eau Claire](#) | August 29
 - [Barnesville](#) | September 10
 - [Appleton](#) | September 12
- [Certificate in Dairy Processing](#) | September 4-November 27
- [Cultured Dairy Products Short Course](#) | September 10-11
- [Master Course: Cheesemaking Cultures and Enzymes - The Flavor Creators](#) | September 17-18
- [Cheese Tech Short Course](#) | October 7-11
- [Dairy Protein Beverage Applications](#) | October 22-23
- [Cheese Grading Short Course](#) | November 6-8
- [Membrane Filtered Milk for Cheesemaking](#) | December 10-12

Dairy Farmers of Wisconsin:

- [FSPCA Preventive Controls for Human Food \(PCQI\) Training](#) | September 4-6
- [Wisconsin Food Defense Training](#) | October 24-25
- [Wisconsin HACCP Training for Processors](#) | November 11-12
- [Wisconsin BRC Global Standard for Food Safety Training](#) | November 13-14
- [Wisconsin Principles of Internal Auditing](#) | November 15

Wisconsin Cheese Makers Association:

- [Learning to Lead Series](#) | September-January
- ****SOLD OUT**** [Front-Line Supervisor Training-Part A](#) | October 22
- [Front-Line Supervisor Training-Part B](#) | November 12
- ****SOLD OUT**** [Front-Line Supervisor Training-Part C](#) | March 17
- [Front-Line Supervisor Training-Part A in Eau Claire](#) | March 31

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



CheeseExpo Exhibit Space Reservations Start September 10

Mark your calendar! CheeseExpo 2020 exhibit space will be available for reservation beginning on Tuesday, September 10.

Booths are claimed quickly, and companies wishing to exhibit are encouraged to visit CheeseExpo.org now to review the [exhibit floor plan](#) and [exhibitor contract](#). Booth reservation times are set by priority points, accumulated by participation in past WCMA events. Established exhibitors can [check their assigned reservation times](#) now.



CheeseExpo 2020 will feature an expanded exhibit hall, with space for more than 300 companies to showcase technology, equipment, and services. More than 4,000 industry representatives will attend the expo.

Due to demand, attendees should also act now to reserve hotel rooms. To receive special 2020 CheeseExpo rates, booking must be completed through [the official online housing system](#), available at CheeseExpo.org. Reservations for the block will not be accepted directly through the hotels.

Questions may be directed to [WCMA Events Director Judy Keller](#).



Congratulations go to the team at Sartori Company for winning the title of Grand Master Cheesemaker with Sartori Reserve Rosemary & Olive Oil Asiago at the 2019 Wisconsin State Fair, following a competitive Dairy Products Contest.

The prestigious award, sponsored by WCMA, was presented at the Blue Ribbon Dairy Products Auction, held on Thursday, August 8. The auction raised more than \$50,000 for student scholarships and dairy promotions at the fair.

WCMA salutes all the members who earned blue ribbons this year. [Click here](#) for a list of winners and auction bids. Find more photos from the event [here](#).



Team Sartori (center) pauses for a photo with WCMA Events Manager Kirsten Strohmenger and WDA TCP Secretary Brad Pfaff at the auction.



The WCMA Young Professionals group enjoyed networking, tailgating, and a Milwaukee Brewers victory over the Texas Rangers at Miller Park on Friday, August 9. Thanks to all the companies that encouraged their employees to join in the fun. Contact [WCMA Events Manager Kirsten Strohmenger](#) for information about upcoming events.

Complete WCMA Member Survey by Friday, August 30

To best serve you, WCMA invites you to take part in the [2019 WCMA Member Survey](#). Responses will help determine your Association's endeavors for the year ahead - and beyond!

We ask members to [return survey responses](#) by Friday, August 30, though we welcome your feedback at any time.

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



WCMA Welcomes New Members

WCMA warmly welcomes six new members this week, including dairy manufacturer Moundview Dairy, and

suppliers: [Dairyland Transportation and Warehousing](#), [Flavorseal](#), [PPi Technologies Group](#), [Quality Tank Solutions, LLC](#), and [Westfalia Technologies, Inc.](#)

For more than 128 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization serves more than 100 dairy companies and cooperatives, and more than 575 of their suppliers, operating around the world.

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

In Brief...

On Tuesday, September 17, Central Wisconsin's Cheesemakers & Buttermakers will host its Annual Golf Outing at Holm's RiverEdge Golf Course in Marshfield. [Click here](#) for more information and to register.

On Friday, October 18, WOW-We Care Charity, Inc., the charitable arm of WCMA member WOW Logistics, is hosting its annual Barn Bash fundraiser in Freedom, Wisconsin. For more information, [click here](#).

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

STAY CONNECTED:

