



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

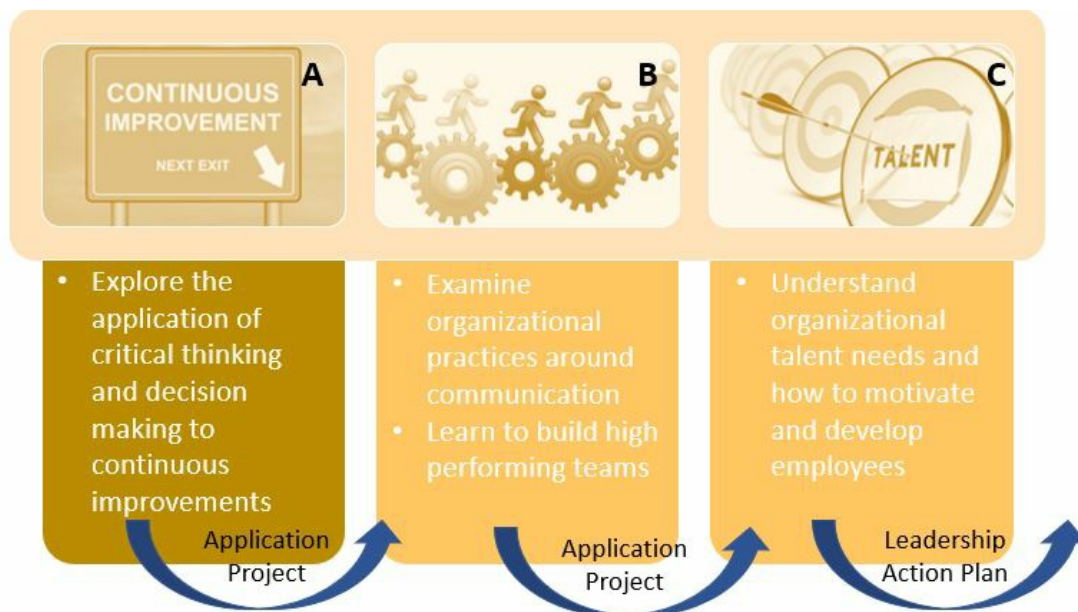
August 17, 2018



Register Now for WCMA's Learning to Lead Series

[Sign up now](#) for WCMA's new management education series called Learning to Lead, launching this fall. Learning to Lead emphasizes organizational performance and how to holistically strengthen workplace performance. The course has space for up to 20 mid-level managers to participate in this deep dive into organization management.

Offered in partnership with Madison College, WCMA's Learning to Lead includes three workshops, with application projects to be completed between each offering. A "Critical Thinking and Decision Making" session is set for September 18. "Effective Communications and the Building and Leading of Teams" will be held November 13, and a final session entitled "Effective Delegation, Talent Development, and Situational Leadership" is set for January 9, 2019.



The cost for the three-course series, including materials, instruction, and meals, is \$475 per participant. Successful participants and their employers will be recognized with a certificate from Madison College at the Wisconsin Cheese Industry Conference, April 17-18, 2019 in Madison.

[Click here to register now](#), or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) for more information.



WCMA, CDR, DFW Launch Dairy Food Safety Alliance

Together with the Center for Dairy Research (CDR) and Dairy Farmers of Wisconsin (DFW), WCMA is pleased to announce the creation of the Dairy Food Safety Alliance, a group designed to deliver the latest in food safety news to dairy product manufacturers, processors, and their suppliers.

"New regulations and the recent uptick in food recalls have cheesemakers devoting more time and resources than ever to food safety efforts," said John Umhoefer, WCMA Executive Director. "Our organizations aim to provide the support members need not only to meet the requirements of the Food Safety Modernization Act, but also to maintain and enhance the industry's reputation for quality."

The Dairy Food Safety Alliance will meet twice annually, with the first meeting set for October 8, 2018 in Madison, Wisconsin. Meetings will feature speakers from the U.S. Department of Agriculture, the U.S. Food and Drug Administration, the Wisconsin Department of Agriculture, Trade, and Consumer Protection, and respected leaders in the field of food safety and quality assurance. More details are coming soon but interested quality assurance staff and cheesemakers are invited to make plans to attend now.

To get involved or to learn more, contact [WCMA Events Manager Kirsten Strohmenger](#).



Trade Talks Progress with Mexico, May Resume with China

U.S. and Mexican officials signaled this week forward progress on a preliminary trade agreement, albeit one without Canada, the third partner in NAFTA. Meanwhile, representatives from the U.S. and China this week announced they would begin low-level talks later this month.

The news is welcome, both for Republican lawmakers who are feeling pressure from manufacturers and voters heading into mid-term elections and for manufacturers themselves, looking for signs that trade tensions could ease.

For more on the latest developments on tariffs and trade, check out these news articles.

Politico: [Mexico, U.S. may be heading toward NAFTA deal amid Trump's global trade war](#)

CNBC: [White House economic advisor Kudlow confirms trade talks to resume with China later this month](#)

CNBC: [U.S. cheese industry gets creamed by trade war](#)



WCMA Voicing Support for FDA Enforcement of Revised Standard of Identity for Milk

With the U.S. Food and Drug Administration (FDA) poised to enforce restrictions on the use of the term "milk," WCMA is weighing in to defend members' interests.

In keeping with its well-established policy position, WCMA welcomes FDA restrictions on the use of the term "milk" to describe plant-based products. However, FDA's current standards restrict milk to the "lacteal secretion, practically free of colostrum, obtained by the complete milking of one or more healthy cows." This excludes the milk of sheep, goats, and other hooved and camelid mammals.

Given the scope and interest of WCMA membership, Association staff is submitting a written comment to FDA supporting a modernization of the standard of identity for dairy, to include the milks of sheep, goats, and other hooved and camelid mammals, along with enforcement. Individuals and companies may also weigh in between now and October 11. For more information, [click here](#).



USDA Set to Purchase \$50M in Milk

On Wednesday, U.S. Department of Agriculture (USDA) officials announced plans to purchase \$50 million worth of whole, two percent and one percent milk in half-gallons for distribution to food banks across the country. This will be the first time the USDA program that buys surplus products has purchased liquid milk

The USDA purchases will be made across 24 weeks, beginning in mid-October, and are not connected to trade-related purchases previously promised by Agriculture Secretary Sonny Perdue. For additional information, [click here](#).

Dairy Task Force 2.0 Holds First Meeting

Wisconsin Dairy Task Force 2.0 met for the first time on Monday, August 13 at WDATCP in Madison.

This 31-member group is charged with creating recommendations to retain Wisconsin's position as a dairy leader.



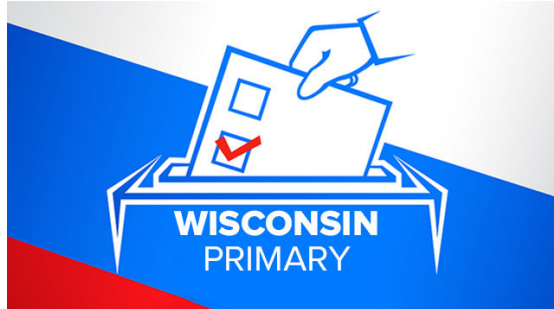
WCMA members on the Task Force include:

- Steve Bechel, Eau Galle Cheese Factory, Durand
- Dave Buholzer, Klondike Cheese Company, Monroe
- Rob Byrne, Schreiber Foods, Green Bay

- Paul Scharfman, Specialty Cheese Company, Reeseville
- Jeff Schwager, Sartori Cheese, Plymouth
- Elizabeth Wells, Organic Valley, La Farge

The Task Force will meet for several months, and in its first meeting, members honed in on key issue areas to explore, including product and process innovation and invention, regulatory certainty, rural communities' support and infrastructure, markets (including exports), price volatility and profitability, and workforce education.

For more information on this endeavor, contact [WCMA Executive Director John Umhoefer](#).



Wisconsin Primary Results Round-Up

Wisconsin's primary elections are over, and the final match-ups for November's general elections are now set.

Below, please find brief summaries on the outcomes of key state races.

Wisconsin Governor

State Superintendent Tony Evers handily won the Dem primary, and will face off with incumbent Governor Scott Walker. In Tuesday night's victory speech, one of the key messages from Evers related to tariffs impacting our industry. You can watch that clip [here](#).

Here are a few links to news articles with details on the election results.

Milwaukee Journal Sentinel: [It's Walker versus Evers: Five Takeaways from the 2018 Wisconsin primary election](#)

Associated Press: [Evers wins Democratic primary, will face Walker](#)

WISC-TV: [Gloves are off: Attacks begin in race for governor between Walker, Evers](#)

U.S. Senate - Wisconsin

GOP State Sen. Leah Vukmir beat consultant Kevin Nicholson 49 percent to 43 percent for the party nod to take on incumbent U.S. Senator Tammy Baldwin. With tens of millions of dollars poured into the Republican primary alone, expect a flood of campaign ads and mailers in the 81 days remaining until November 6. Read more [here](#).

U.S. House of Representatives - Wisconsin

Dem Randy Bryce, a union ironworker, and Republican Bryan Steil, an attorney and UW Regent, won their primaries, setting the November matchup for the seat of retiring House Speaker Paul Ryan (R-Janesville). Read more [here](#).

For more frequent updates related to politics and policy, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

YOU'RE INVITED



Dairy Experience Tour



In partnership with the Wisconsin Dairy Business Association and Dairy Farmers of Wisconsin, WCMA is set to host an afternoon of dairy industry education for state lawmakers, candidates for office, and local leaders on Friday, September 14.

WCMA members are also welcome to participate in the tours of Statz Brothers Farm in Marshall and Baerwolf Organic Dairy in Columbus, and an ice cream social at Sassy Cow Creamery in Columbus. For complete details or to indicate interest in hosting a future event, please contact [WCMA Communications, Policy, and Education Director Rebekah Sweeney](#).

In The News...

NPR: [Romancing with cheese: Wisconsin cheesemakers hope for access to new markets](#)

Lansing State Journal: [\\$555 million cheese and dairy factory coming to St. Johns](#)

Inside Indiana Business: [Italian cheese producers to launch plant in Northeast Indiana](#)

The Saratogian: [Farms seek answers to curb dairy crisis](#)

Daily Mail: [Supermarket giants warn a no-deal Brexit could force food prices up by 12 percent if EU slaps tariffs on cheese and beef](#)

DairyReporter.com: [New Arla Foods Ingredients protein slashes cream cheese-making process to 30 minutes](#)

Food & Wine: [4 common mistakes people make about goat cheese](#)

Wisconsin State Farmer: [Sargento: A family and cheese](#)

WISC-TV: [Man eats 5.2 pounds of cheese curds in six minutes en route to victory at Wisconsin State Fair](#)

KDKA: [Aldi brings wine Advent calendar to the U.S., adds cheese Advent calendar](#)

Wisconsin State Journal: [Crave Brothers Cheese produces record 32-foot Caprese salad](#)

HuffPost: [How to pick a healthy yogurt, according to nutritionists](#)

Phys.org: [World's oldest cheese found in Egyptian tomb](#)

Just Added: Front-Line Supervisor Training in Eau Claire

WCMA has added an offering of front-line supervisor training to its fall educational programming line-up, due to strong demand from members.

An extra offering of Front-Line Supervisor Training-Part B, which is focused on emotional intelligence, critical thinking, coaching, and performance feedback - will be held on Thursday, October 25 at Chippewa Valley Technical's Gateway Campus in Eau Claire. This course is priced at \$149 per participant, with materials, instruction and meals included. For additional details and to reserve space, [click here](#) or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Thanks to UW-River Falls Dairy Plant Project Donors

WCMA members Great Lakes Cheese and LaGrander's Hillside Dairy have joined the ranks of dairy manufacturers and suppliers making significant donations to the new Dairy Pilot Plant at the University of Wisconsin-River Falls. WCMA has made donations totaling \$200,000, and thanks



individual members who are independently supporting the project, as well.

Complete renovation of this vital training and education center is now underway, yet fundraising continues to close the gap on the final budget. Consider a donation to help take this project over the finish line and assure that dairy industry training courses, and new dairy-ready students, continue at UW-River Falls. To learn more, contact [UW-River Falls Advancement Officer Julie Stucky](#).



Nominate Industry Leaders for WCMA Awards

WCMA is now calling for member nominations of individuals to be recognized in 2019 for outstanding contributions to the dairy processing industry. Members have through Friday, August 31 to make their recommendations for awards in the following categories:

- [WCMA Cheese Industry Champion Award](#)
- [WCMA Distinguished Service Award](#)
- [WCMA Vanguard Award](#)
- [WCMA Babcock Award](#)

For awards' details, names of past honorees, and to make a nomination, [click here](#).

All nominations will be considered by the members of the WCMA Recognition Committee, with final awards determinations made by the WCMA Board of Directors. Awards will be announced early in 2019, and given out at the Wisconsin Cheese Industry Conference in April.

Questions? Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#). Thank you for your engagement.



WCMA Adds Staff As Member Services Expand

WCMA is welcoming [Sara Schmidt](#) as its new Office and Member Service Coordinator, a position which will support WCMA's expanded array of benefits to member organizations. Schmidt will focus on office management, accounting, and handle special projects, including WCMA's annual member directory and scholarship program.

WCMA's [Caitlin Peirick](#) has recently been promoted to the role of Events Manager and will work closely with Events Director Judy Keller to plan and run the Wisconsin Cheese Industry Conference and International Cheese Technology Expo. Both events have grown exponentially in recent years, with nearly 3,800 people participating in ICTE 2018.



Schuman Cheese-Lake Country Dairy Named Wisconsin State Fair Grand Master

Congratulations go to the team at Schuman Cheese-Lake Country Dairy on winning the title of Grand Master at the 2018 Wisconsin State Fair. Lake Country Dairy takes its second consecutive win for Altu, a Gruyere-style cheese with notes of fruit and an earthy and nutty finish.

At an auction of first place cheeses held last week, WCMA member DR Tech successfully bid on Altu, as pictured above. For a list of all the blue ribbon winners and a gallery of cheesemakers and generous auction bidders, check out [WCMA's Facebook page](#).

WCMA proudly supports the Wisconsin State Fair Dairy Products Contest with [Events Manager Kirsten Strohmenger](#) serving on the Wisconsin State Fair Dairy Promotion Board.



WCMA Welcomes Wisconsin Cheese Group & Supplier Members

WCMA warmly welcomes Wisconsin Cheese Group as a new manufacturer member this week. We're also pleased to welcome [SVA Plumb Wealth Management](#) and [Dynics Inc.](#) as new supplier members.

For more than 126 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization includes 103 dairy companies and cooperatives operating 259 facilities in 22 states, backed by more than 495 companies that supply equipment and services to the dairy industry.

In Brief...

Focus on Energy invites WCMA members to make a bid for financial incentives to implement more efficient chilled water systems, compressed air, energy management systems and building controls, motors and pumps, refrigerator, variable frequency drives, and process improvement projects. RFQs are needed by August 28, and an auction event is set for September 11. To learn more, [click here](#) or contact Focus on Energy's [Allen Ednie](#).

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:

