



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

August 30, 2019



Trade Talks with China Set to Resume, New Tariffs on Sept. 1

On Friday, August 23, Chinese trade officials announced they would implement new tariffs on milk, cream, cheese, and yogurt from the United States, beginning September 1. They plan new tariffs, ranging from five to ten percent, levied on a total of \$75 billion worth of U.S. goods, in addition to tariffs already in place.

In response, President Donald Trump announced tariffs on \$250 billion in goods and products imported into the United States from China will be increased to 30 percent beginning October 1, and that another \$300 billion in Chinese goods will be subject to a 15 percent tariffs beginning on September 1 or December 15, depending on product type.

Meantime, trade negotiations are expected to resume in September in Washington. WCMA will continue to keep members posted on developments via this electronic newsletter and, as needed, member alerts.

U.S.-Japan Deal Reached "In Principle"

On Sunday, August 25 at the G7 Summit, President Trump announced that a trade agreement with Japan "is done in principle." Leaders from both countries note the deal will focus on agriculture and international tariffs, and hope that it could be signed in September. The agreement should not require congressional action and, as a result, could be implemented by January 2020.



Prior to this announcement, WCMA joined with the U.S. Dairy Export Council (USDEC) in [a letter](#) to U.S. Trade Representative Robert Lighthizer and Department of Agriculture Secretary Sonny Perdue encouraging swift negotiations with Japan to allow greater trade opportunity. In 2017, Japan imported \$143 million in cheese from the United States, and [a recent study](#) commissioned by USDEC shows U.S. dairy exporters could triple their sales in the country over the next decade.

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

- *Reuters:* [Signs of new U.S.-China trade discussions emerge as increased tariffs loom](#)
- *CNBC:* [Trump says China trade talks resume Thursday "on a different level"](#)
- *Bloomberg:* [Trade war means U.S. dairy is missing out on China's demand boom](#)
- *Reuters:* [Retailers howl as U.S. trade agency locks in 15% tariff on September 1](#)
- *CNBC:* [China says it's willing to resolve the trade war "with a calm attitude"](#)
- *Politico:* [U.S. and Japan strike trade deal "in principle"](#)
- *Bloomberg:* [Trump-Abe trade deal helps U.S. farmers, staves off auto tariffs](#)
- *The Country Today:* [Japan trade deal encouraging news for U.S. agriculture](#)

- *USA Today*: [In California, Trump's trade war threatens permanent damage to some agriculture markets](#)
- *Spectrum News*: [Ongoing U.S.-China trade war causes losses for New York dairy producers](#)
- *NECN*: [Vermont organic dairy producers decry trade war with China](#)
- *Time*: [Minnesota farmers let Agriculture Secretary know they are not happy with Trump's trade war](#)
- *Yahoo Finance*: ['The bleeding hasn't stopped yet' for U.S. dairy farmers](#)

Rural Capital Access Bill Hearing Set for Wednesday, September 25

WCMA is pleased to share that [Assembly Bill 328/Senate Bill 219](#), relating to rural capital access, will receive a public hearing in the Assembly Committee on Jobs and the Economy on Wednesday, September 25, beginning at 10:30 a.m.

We thank Wisconsin State Representative Adam Neylon of Pewaukee for scheduling the hearing, which was set following a meeting with WCMA staff and WCMA Board Member Paul Scharfman of Specialty Cheese Company (see image).

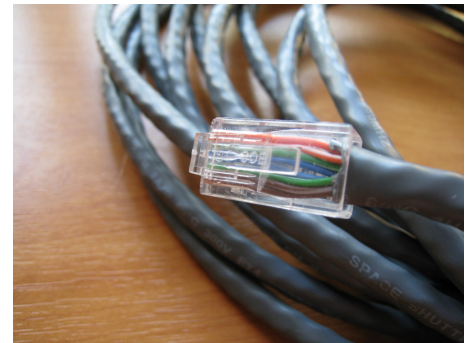
AB 328/SB 219 would require the Wisconsin Housing and Economic Development Authority to allocate \$3 million to loan guarantees for business development projects in rural communities. WHEDA may guarantee collection of 25 percent of the principal of an eligible loan or \$750,000 (whichever is less). Loan terms may not exceed ten years for land and buildings; five years for inventory, equipment, and machinery; and two years for permanent working capital and marketing expenses.

Members are encouraged to join WCMA staff in testifying for this bill. Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) for complete details.



FCC Awards \$163M for Rural Broadband Access Improvements in Wisconsin

On Thursday, August 22, the Federal Communications Commission (FCC) announced it will award \$163 million to projects designed to expand affordable rural broadband access in Wisconsin. The funding will help providers maintain, improve and expand high-speed internet access for homes and businesses in Buffalo, Chippewa, Dunn, Eau Claire, Jackson, and Trempealeau Counties, as well as tribal lands.



CDR Project Donors Invited to Status Meeting on Wednesday, September 25

WCMA, together with the University of Wisconsin-Madison and Wisconsin Department of Administration, invite Center for Dairy Research/Babcock Hall Dairy Plant project donors to a status meeting on Wednesday, September 25 in Madison, Wisconsin.



Project leaders will share results from a third-party review of the construction plans, equipment installation, and projected costs. Attendees will also have the chance to visit the construction site.

Schedule of Events: Wednesday, September 25, 2019

- 9:30-10:00 a.m.: Gather at the Edgewater Hotel Grand Ballroom (1001 Wisconsin Place, Madison)
- 10:00-11:00 a.m.: Visit Babcock Hall construction site for a look at exterior progress and discussion

with University of Wisconsin College of Agricultural and Life Science staff. (Coach bus provided to/from Edgewater Hotel and Babcock Hall.)

- 11:00 a.m.-1:00 p.m. Stakeholder Update, Q&A Session, and Working Lunch at the Edgewater Hotel Grand Ballroom

To attend this meeting and lunch, [RSVP online](#) no later than Wednesday, September 11. Parking vouchers will be provided.

Please also note that WCMA has reserved a room block at the Edgewater Hotel for attendees arriving Tuesday, September 24. [Click here to make reservations](#), or call 1-800-922-5512 and ask for the Wisconsin Cheese Makers Association block rate. Reservations should be made by Tuesday, September 10 to secure the discounted rate.



WCMA Cheers Progress on UW-River Falls Project

WCMA is pleased to share news of progress made on the University of Wisconsin-River Falls Dairy Pilot Plant renovation project, including the completion of the new, high-tech WCMA Training Room, used for the first time on Thursday, August 22. WCMA has contributed \$200,000 to the \$4 million project, set for completion in late Spring 2020.

UW-River Falls offers a complete Food Science and Technology major, as well as continuing education courses focused on pasteurization, cheesemaking, and food safety. For a complete class list, [click here](#). Note that six spaces remain available in the [cheesemaker's short course](#) set for September 23-27. All dairy processing courses offered at UW-River Falls are eligible for credit in the Wisconsin Master Cheesemaker program.

Financial contributions, as well as gifts of equipment, continue to be gratefully accepted by the UW-River Falls Foundation. To get involved, contact [Advancement Officer Julie Stucky](#).



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, offered now through the end of the year.

Center for Dairy Research:

- [Preparing for the Wisconsin Cheesemakers License Exam](#)
 - [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
- [DMI/DFW Supplier Artisan Food Safety Management Course](#) | September 20
- [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

Innovation Center for U.S. Dairy:

- [Dairy Plant Food Safety Workshop](#) | October 15-16

University of Wisconsin-River Falls:

- [Cheesemaker's Short Course](#) | September 23-27

Wisconsin Cheese Makers Association:

All space in [WCMA-sponsored leadership trainings](#) scheduled for Fall/Winter 2019 is reserved. To add a name to our waiting lists, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



The Dairy Food Safety Alliance, a partnership between WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin, met in Madison on Tuesday, August 27, for educational presentations from Wisconsin Department of Agriculture, Trade, and Consumer Protection regulators, CDR and DFW food safety staff, and from an industry expert at CROPP Cooperative/Organic Valley. For information on upcoming Alliance events, contact [WCMA Events Manager Kirsten Strohmenger](#).

IN THE NEWS...

- *UPI*: [CDC warns of salmonella from beef, cheese in the U.S., Mexico](#)
- *Fox Business*: [Target going all in on new grocery brand](#)
- *Reuters*: [Nestle to invest almost \\$250 in Brazil over the next three years](#)
- *The News*: [Agropur joins G7 Business for Inclusive Growth coalition to tackle inequality \(Featuring Agropur\)](#)
- *Food Business News*: [Kraft Heinz announces leadership changes](#)
- *Milwaukee Journal Sentinel*: [Wisconsin again leads nation in family farm bankruptcies](#)
- *The Guardian*: [Eat cheese, eggs and drink full-fat milk but limit meat, Heart Foundation says](#)
- *Time*: [The rise of the pea: How an unassuming legume emerged as a frontrunner in the race to replace meat and dairy](#)
- *ABC Fox Montana*: [County officials approve permit for cheese production facility](#)
- *Mental Floss*: [Costco is now selling a \\$20 cheese flight \(Featuring Schuman Cheese and Cabot Creamery Cooperative\)](#)
- *Good Housekeeping*: [The healthiest cheeses you can buy, according to a registered dietitian](#)
- *Bon Appetit*: [The salty, crumbly, addictive cheese that we'd find any excuse to eat](#)
- *Chicago Sun-Times*: [Grilled cheese a favorite sandwich for Midwesterners, poll shows](#)



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](#).

Join WCMA at World Dairy Expo 2019

WCMA will proudly represent the dairy processing industry at the [2019 World Dairy Expo](#), October 1-5 at the Alliant Energy Center in Madison, Wisconsin. WCMA's booth is number EH 4423; for a map of the exhibition spaces, [click here](#).

Members are invited to join WCMA staff in our booth. To be featured as one of WCMA's cheese experts, please contact [WCMA Events Manager Kirsten Strohmenger](#) by close of business on Tuesday, September 17.



Member Survey Responses Due Today

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 close of business today (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 five new members this week, including dairy processor member Cheese Louise, and supplier members [City Capital Advisors LLC](#), [Johnson Financial Group](#), [River Valley Logistics LLC](#), and [Sapal SA](#).

For 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](#).

WCMA Offices Closed Monday

The Wisconsin Cheese Makers Association office will be closed on Monday, September 2 in observance of Labor Day.

Staff will be available beginning at 8 a.m. on Tuesday, September 3. Thank you for your understanding.



In Brief...

The Wisconsin Specialty Cheese Institute invites members to tour the new Dairy Connection facility in Madison, and attend its membership meeting at DuPont on Friday, September 6. For more information, [click here](#).

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.

WCMA members are invited to attend the Midwest Food Products Association Food Energy Forum on Thursday, September 19, in Neenah, WI. [Click here](#) for the full agenda and to register.

On September 24-25, the Technology and Cyber Security Conference, sponsored by M3 Insurance and Cooperative Network, will take place at Mayo Clinic in Rochester, MN. For more information, [click here](#).

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](#).

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STAY CONNECTED:

