



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

August 3, 2018



WCMA Credits Members, Baldwin for Key Dairy Votes

WCMA applauded Senate action this week to strengthen the dairy industry, crediting member engagement and the diligent advocacy of Senator Tammy Baldwin (D-Wisconsin).

On Wednesday, August 1, as part of the Senate's deliberations over a spending package, Senator Mike Lee (R-Utah) introduced an amendment which would have restricted U.S. Food and Drug Administration (FDA) enforcement of standards of identity for dairy products. Recently, FDA Commissioner Scott Gottlieb announced plans to 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.



Baldwin Speaks Against Lee Amendment

With reports of a close vote on the Lee proposal, WCMA and many of its members took action, contacting key swing senators. Ultimately, the amendment was rejected on broad bipartisan lines, with just 14 "yea" votes.

Also Wednesday, the Senate voted 83-15 in support of a plan introduced by Sen. Baldwin to secure \$7 million for dairy business innovation projects run by state departments of agriculture, non-profit organizations, and institutions of higher education, including the Center for Dairy Research.

Funding could support dairy product research and development, marketing and export endeavors, and plant modernization.

Following the vote, WCMA Executive Director John Umhoefer stated, "U.S. dairy processors and producers are facing the challenges of operating with limited export opportunity, increasing product supplies, and - consequently - low milk prices. In need of a boost, we appreciate Sen. Baldwin's work to direct federal dollars toward programs designed to increase the sale of U.S. dairy products both domestically and abroad."

WCMA welcomes your engagement in its policy initiatives. To get involved, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

President Trump Announces \$12B Aid Package to Farmers

On Tuesday, July 24, President Donald Trump unveiled plans for a \$12 billion aid package for farmers impacted by retaliatory tariffs imposed by Canada, Mexico, and the EU.



U.S. Agriculture Secretary Sonny Perdue noted that farmers could receive cash payments as soon as late September. The program includes support for dairy farmers and promised government purchases of milk for food banks and nutrition programs, though Perdue warned it would not make farmers "whole."

For more on this development and other related news, click on the articles linked below.

ABC News: [Trump administration announces \\$12 billion in emergency aid to farmers hurt by president's trade battle with China and others](#)

Reuters: [U.S. says farmers could get cash aid by October but will not be made whole](#)

Reuters: [California farmers and Mexican cheese sales, U.S. trade war takes a toll](#)

MSNBC: [Vilsack says farmers want Trump to end trade wars, not gifts](#)



Kind to Hold Roundtable Talks on Impact of Tariff Tensions August 7 & 9

U.S. Representative Ron Kind (D-Wisconsin) invites WCMA members to participate in Rural Economy Roundtable Talks on the impact of tariffs and trade.

These public meetings will be held on Tuesday, August 7 from 10-11 a.m. at the Eau Claire Chamber of Commerce and Thursday, August 9 from 10-11 a.m. at the La Crosse Chamber of Commerce. More details are available [here](#).

WCMA Notes: The Time is Now for Microfiltration

There's a proven tool the U.S. dairy industry isn't using - a tool that can assist with cheese output and profitability as the industry struggles with years of low milk prices for farms and lackluster cheese and whey prices.

In this month's edition of *WCMA Notes*, [Executive Director John Umhoefer](#) details how microfiltered milk could boost the industry. Read more [here](#).



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 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.

Register Now for UW-River Falls Pasteurization Short Course

WCMA members are invited to [register now](#) for the UW-River Falls Pasteurization Short Course, set for August 23-24.

This training is suited for new pasteurizer operators, covering raw milk microbiology, pathogenic organisms, thermalizing, CIP requirements, VAT and HTST pasteurization, recording information, placement of seals, handling a broken seal event and more.



Successful completion of the challenge will meet ATCP 65.54, Wisconsin Administrative Code for trained pasteurizer operator personnel. [Click here](#) to learn more.

Limited Space Remains in WCMA's New Management Training Program

Act now to [reserve the limited space remaining](#) in WCMA's new "Learning to Lead" program, a training series specifically designed for mid-level managers and employees soon transitioning to those roles.

The classes will be offered in partnership with Madison College at the school's Truax Campus in Madison, via three one-day 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](#). The cost for the entire series, including materials, instruction, and meals, is \$475 per participant, and [enrollment](#) is limited to 20 individuals - with fewer than ten spaces now left. Participants and their employers will be recognized with a certificate from Madison College and WCMA at the Wisconsin Cheese Industry Conference.

All space in the [WCMA Front-Line Supervisor Training](#) classes set for this fall has now been reserved, but you may contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) to add a name to our waiting lists, or to ask any questions.

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 dozens of template SOPs and records now available for reference on [WisCheeseMakers.org](#).



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



In The News...

Brownfield Ag News: [AMPI ceases production at Wisconsin plant](#)

CNBC: [Kraft Heinz recalling cheese dip on botulism risk](#)

CNBC: [From Ritz crackers to McDonald's salads, food recalls - and safety questions - are on the rise](#)

Reader's Digest: [The sneaky ingredient that's hiding in your shredded cheese](#)

Quartz: [Is cheese bad for you? Five nutritionists give the same answer](#)

WISC: [Klondike Cheese Company expanding cheese production \[Featuring Klondike Cheese Company\]](#)

New York Times: [A mild-mannered, but sophisticated Midwestern cheese \[Featuring Emmi Roth USA\]](#)

Farm Ireland: [Kerrygold butter facing lawsuit over "grass-fed" claims](#)

KSFY: [South Dakota's oldest cheese company expands with new building in Dimock](#)

WIZM: [Nordic Creamery to turn fair milk into cheese to benefit youth dairy farmers](#)

The Waterloo Courier: [Jim's Cheese retail store closing](#)



Wisconsin Cheese Breaks World Record for Cheeseboard

Thanks to our friends at Dairy Farmers of Wisconsin - and a whole lot of WCMA manufacturer and processor members - there's a new world record for the largest cheeseboard!

Created and consumed in downtown Madison, Wisconsin on Wednesday, August 1, the display featured a whopping 4,437.63 pounds cheese.

For more on this fun event, check out the news articles linked below.

Wisconsin State Journal: [Huge Wisconsin cheeseboard breaks world record](#)

Minneapolis Star Tribune: ['Oh Gouda,' giant Wisconsin cheeseboard sets world record](#)



Photos courtesy Dairy Farmers of Wisconsin



Congrats to WCMA Members on ACS Success!

Congratulations to the many WCMA members who won medals at the recent American Cheese Society Competition. The long list includes Arena Cheese Inc., BelGioioso Cheese, Cabot Creamery Cooperative, Caputo Cheese, Cedar Grove Cheese, Crave Brothers Farmstead

Cheese, Door Artisan Cheese Company, Edelweiss Creamery, Ellsworth Cooperative Creamery, Emmi Roth USA, Fair Oaks Farms, Graf Creamery, Hook's Cheese Company, Klondike Cheese Company, LaClare Family Creamery, Lactalis American Group, Landmark Creamery, Maple Leaf Cheesemakers, Marieke Gouda, Montchevre-Betin, Pine River Pre-Pack, Ponderosa Dairy Products, Prairie Farms, Renard's Rosewood Dairy, Saputo, Sartori Company, Schuman Cheese, Springside Cheese, Uplands Cheese, V&V Supremo Foods, Widmer's Cheese Cellars. For complete judging results, [click here](#).



WCMA Welcomes Caputo Cheese and Ponderosa Dairy Products

WCMA warmly welcomes [Caputo Cheese](#) and [Ponderosa Dairy Products](#) as new manufacturer members this week.

For more than 126 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, our organization includes 101 dairy companies and cooperatives operating 259 facilities in 22 states, backed by more than 493 companies that supply equipment and services to the dairy industry.

In Brief...

Please register by Monday, August 6 to participate in the Eastern Wisconsin Cheesemakers and Buttermakers Association summer outing - the Wisconsin Timber Rattlers game on August 8. Contact EWCB's [Barb Henning](#) for details and to reserve your space.

Celebrate Wisconsin's [finest cheesemakers](#) - and be there for the exciting announcement of the Wisconsin State Fair Dairy Products Contest Grand Champion - at the Blue Ribbon Dairy Products Auction. The event is set for Thursday, August 9, beginning at 4 p.m., in Saz's Hospitality Village in State Fair Park. Monies raised at the auction support student scholarships and dairy promotion efforts.

The Southwestern Wisconsin Cheesemakers Association will hold its annual golf outing on Thursday, August 16 at the Edelweiss Chalet Country Club in New Glarus. For more information click [here](#), or contact SWCMA's [Linda Lee](#).

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:



