



September 13, 2019



China Exempts U.S. Whey for Feed from Tariff Hike

This week brought welcome signs that tensions may be easing, at least for now, between U.S. and China in the countries' ongoing trade conflict.

On Wednesday, Chinese officials announced they would [exempt 16 U.S. products](#) - including [dry whey used for animal feed](#) - from a tariff increase on September 17. Whey used for human food products was not exempted. U.S. exports of dry whey to China have drastically dropped as a result of trade tensions and [African swine fever](#), from 244,622 metric tons from July 2017 through June 2018, to just 121,247 in the following 12 month period.

Following the Chinese announcement, President Donald Trump said he would [delay a planned tariff hike](#) on \$250 billion worth of Chinese goods by two weeks, to October 15, as a "gesture of good will" and that he would consider an interim trade deal. Earlier today, China [added soybeans and pork](#) to the list of exempted products.

American and Chinese trade negotiators have agreed to meet in early October in Washington and will hold deputy-level discussions leading up to that meeting to lay the groundwork for an agreement.

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

- *CNBC*: [China adds U.S. agricultural products to tariff exemptions ahead of trade talks](#)
- *Reuters*: [U.S., China grant trade concessions as fresh talks loom](#)
- *CNBC*: [Trump says China will be buying large amounts of U.S. agricultural products](#)
- *CNBC*: [U.S.-China trade deal coming soon? Big companies are not buying it](#)
- *Reuters*: [Many U.S. farmers fume at Washington, not Trump, over biofuel, trade policies](#)
- *National Post*: [U.S. farmers' group says pharma, not dairy, is main obstacle to ratifying USMCA](#)
- *CNN*: [Trump's other trade war could hit European cheeses and olive oil](#)

The U.S. Food and Drug Administration will hold a public meeting on Friday, September 27 to gather public input on its effort to modernize food standards of identity, including the definition of milk. The FDA will also accept written testimony through November 12, and WCMA will submit comments on behalf of members. For more details on the meeting or to submit individual comments, [click here](#).



WCMA Applauds State Bills to Protect Consumers from Misleading Labels on Imitation Dairy Products

WCMA applauds bills proposed this week in the Wisconsin State Legislature to protect consumers from misleading labels on imitation "dairy" products. The proposals, written by Senator Howard Marklein (R-Spring Green) and co-authored by State Representatives Travis Tranel (R-Cuba City) and Loren Oldenburg (R-Viroqua), would ban the labeling of products as milk or as a dairy product or ingredient, if the food is not made from the milk of a cow, sheep, goat, or other mammals. For copies of the bills and to read WCMA's news release on the topic, [click here](#).

WCMA staff expect a public hearing on this legislation in early October. To learn more, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Organic Valley's Hughes to Helm WEDC

On September 5, Wisconsin Governor Tony Evers announced the appointment of Missy Hughes to lead the Wisconsin Economic Development Corporation, a public-private agency that distributes more than \$3.1 billion a year in tax credits, grants, loans, and bonds.

Hughes has served as chief mission officer and general counsel for WCMA member, Organic Valley, for the past sixteen years. She will begin in her new position at WEDC on October 1.

In a [statement](#), Hughes said, "Having worked in a high-growth business for many years, with the goal of helping farmers stay on their farms now and for the coming generations, I am excited to bring my experience to the Evers Administration, and I look forward to helping all of Wisconsin thrive."



Missy Hughes

For more information, review the news articles linked below.

- *Wisconsin State Journal*: [Organic Valley's Melissa Hughes appointed to head WEDC](#)
- *Wisconsin Radio Network*: [Evers taps Missy Hughes to lead WEDC](#)
- *WisBusiness*: [Trade groups looking forward to working with new WEDC CEO](#)



Join WCMA at the State Capitol to Support Rural Capital Access Bill

WCMA is pleased to share that [Assembly Bill 328/Senate Bill 219](#), relating to the expansion of rural capital access, will receive a public hearing in the Assembly Committee on Jobs and the Economy on Wednesday, September 25, beginning at 10:00 a.m. **Members with an interest in the legislation are encouraged to testify.** WCMA staff can help you prepare written remarks.

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.

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

WCMA Notes: Water Quality Solutions Begin with Agriculture

Wisconsin Governor Tony Evers declared 2019 the "Year of Clean Drinking Water in Wisconsin," creating an opportunity for farmers, industry, municipalities, and government to work together to address protection of drinking water for state citizens.

In the September edition of *WCMA Notes*, Executive Director John Umhoefer details how agriculture is adopting technology to address this issue. [Click here to read more.](#)



John Umhoefer

WCMA to Meet with WDNR in October

WCMA members are invited to join in a meeting with Wisconsin Department of Natural Resources Secretary-designee Preston Cole on Tuesday, October 10 at 1 p.m. in Madison. Discussion will focus on water quality issues and regulatory oversight. Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) for more information.



IN THE NEWS...

- *Milwaukee Journal Sentinel*: [A nonprofit that's supposed to promote dairy pays its leaders millions - while the farmers who fund it are going out of business](#)
- *Live Kindly*: [Kraft Heinz just invested \\$3.5 million in vegan mozzarella cheese](#)
- *CBS News*: [Food fight: Milk and its plant-based alternatives](#)
- *CBS News*: [EPA announces repeal of Obama-era clean water regulation](#)
- *Associated Press*: [Concerns grow over tainted sewage sludge spread on croplands](#)
- *Washington Post*: [From feta to American slices, a ranking of cheeses by healthfulness](#)
- *Eater*: [Powdered-packet mac and cheese is a "health food" now](#)
- *Wisconsin Public Radio*: [Organic Valley becomes completely reliant on renewable power \(Featuring CROPP/Organic Valley\)](#)
- *Food & Drink International*: [Arla replaces use by dates to curb confusion and slash milk waste \(Featuring Arla Foods\)](#)
- *Milwaukee Journal Sentinel*: [Americans love soda, fancy water and fake milk. Can the dairy industry keep up? \(Featuring Sargento Foods, Sartori Company, Baker Cheese Inc., Marieke Gouda, Organic Valley, Dairy Farmers of America, and Oshkosh Cold Storage\)](#)
- *Addison County Independent*: [Dairy merger gives farmers new hope \(Featuring Dairy Farmers of America\)](#)
- *San Antonio Express-News*: [Just the Cheese is the quick queso snack of your dreams \(Featuring Specialty Cheese Company\)](#)
- *Packers.com*: [Packers, Sargento Foods teaming up to tackle hunger in Wisconsin \(Featuring Sargento Foods\)](#)
- *Valdosta Daily Times*: [Lighthouses, Death's Door, Cheese Curds: Visiting the shores of Wisconsin \(featuring Door Artisan Cheese Company\)](#)

Cheesemakers Prep with CDR for Wisconsin Licensing Exam

Sincere thanks go to our friends at the Center for Dairy Research for developing and delivering a new Wisconsin cheesemaker's license exam prep course across the state. Over the past month, classes were held in Eau Claire, Barneveld (pictured), and Appleton, with a total of 37 participants. Members of the WCMA Education Committee have championed this practical, impactful training concept, and WCMA is pleased to promote it.





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:

- [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:

- [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

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](#).

Few Spaces Remain in UW-River Falls Cheesemaker's Short Course

Register now for the [Cheesemaker's Short Course](#) at the University of Wisconsin-River Falls, set for September 23-27. This hands-on course is suitable for the beginner or anyone interested in gaining more knowledge in cheesemaking technology. Completion gives the student six month's credit toward their apprenticeship requirement for the Wisconsin's cheesemaker's license. For full information and to register, [click here](#).



CheeseExpo Exhibit Sign-Up Now Happening

WCMA staff began accepting booth reservations at CheeseExpo 2020 this week, and space is quickly being claimed. Visit CheeseExpo.org to review the [current 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.

Due to demand, both exhibitors and attendees should 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](#).



Recognition Committee Meets, Epprecht of Great Lakes Cheese Elected Chair

WCMA's Recognition Committee met on September 5 in Madison to consider nominations for 2020 award recipients, and to elect a new chair. We're pleased to announce that John Epprecht of Great Lakes Cheese will lead the group. Epprecht was honored in 2019 as a WCMA Life Member.

WCMA staff and members extend sincere thanks to outgoing Chair Kevin Thome of *Cheese Reporter* for his dedicated service in leading the group. Term limits allow members to serve a maximum of two years as chair and six contiguous years on the committee.



John Epprecht

Please watch for the Distinguished Service Award ballots in your email inbox on October 1! Announcements regarding 2020 honorees will be made following a Board meeting in December.

Advertise in the WCMA Member Directory

Preparations are underway now for the 2020 WCMA Member Directory, and we're pleased to offer supplier members an opportunity to reserve ad space. Learn more about pricing and specifications [here](#).

Advertising spots are reserved on a first-come, first-serve basis - and the deadline to purchase space is October 14. At the distribution of this newsletter, six full-page ads, four two-thirds

page ads, and five half-page ads remain available.

For complete details, contact [WCMA Office and Member Service Manager Sara Schmidt](#).



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. Please contact [WCMA Events Manager Kirsten Strohmenger](#) by close of business on Tuesday, September 17 for details.



WCMA Welcomes New Members

WCMA warmly welcomes four new members this week, including dairy processor member, [Savencia Cheese USA](#), and supplier members, [BFR Systems](#), [Cadence, Inc.](#), and [Reflectronics, Inc.](#)

Since 1893, 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 Memoriam...

WCMA members mourn with the family of August Albert "Butch" Suemnicht, age 96, of Reedsburg, who passed away on September 7.

Suemnicht owned and operated Suemnicht Cheese Company in Plain, Wisconsin, and through his decades of work in the dairy processing industry, earned both the Wisconsin State Fair Governor's Sweepstakes and the H.P. Mulloy Award from WCMA. He was a Past President and Life Member of the Wisconsin Cheese Makers Association.

For more on Suemnicht's life and legacy, [click here](#). Funeral services are set for Saturday, September 14, and details are [available here](#).



Butch Suemnicht

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.

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](#).

The 2019 North Central Cheese Industry Association (NCCIA) Annual Conference will be held October 8-10, 2019 at the Empire Events Center in Rochester, MN. [More information here](#).

Join Cottingham & Butler, The Acheson Group, and Michael Best & Friedrich LLP for an interactive, half-day workshop on Wednesday, October 16 in Madison, covering the latest litigation, recall and liability trends. For more information and to register, [click here](#).

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

The Innovation Center for U.S. Dairy will accept nominations through November 15 for the U.S. Dairy Sustainability Awards, recognizing dairy sustainability leadership. More info [here](#).

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