



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

September 27, 2019

CDR, WCMA Awarded Dairy Business Innovation Grant

[WCMA and the Center for Dairy Research \(CDR\) and have been chosen by the U.S. Department of Agriculture \(USDA\) to host one of three regional Dairy Business Innovation Initiatives](#), with ours to serve Wisconsin, Minnesota, Iowa, South Dakota, and Illinois.

With initial funding of more than \$450,000, this project will offer low- or no-cost workshops designed to grow the dairy industry and direct-to-business grants for product development and marketing.

U.S. Senator Tammy Baldwin developed the Dairy Business Innovation Initiative program, shepherding its passage through the 2018 Farm Bill. Baldwin is also pushing for future appropriations, with the [Senate considering up to \\$20 million in funding for the three programs next year](#).

For more information, please review the news articles linked below or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

- *Agri-Pulse*: [Spending bill advances to fund agency relocations, farm bill programs](#)
- *WAOW-TV*: [Sen. Baldwin announces millions in funding for farm program](#)
- *WMTV-TV*: [UW receives more than \\$450,000 to drive regional dairy growth](#)



U.S. Sen. Tammy Baldwin

Wisconsin's Johnson, Kind Reinroduce CURD Act to Define Natural Cheese

U.S. Senator Ron Johnson (R-WI) and Congressman Ron Kind (D-WI 3) have reintroduced a bill to create a formal definition of natural cheese. The [Codifying Useful Regulatory Definitions - or "CURD" - Act](#) would define natural cheeses as those made directly from milk, with only the use of salt, enzymes, and flavorings allowed.



In a news release this week, [WCMA Executive Director John Umhoefer](#) noted: "We are thankful to Congressman Kind and Senator Johnson for introducing the CURD Act. This legislation preserves our industry's ability to use this term to describe cheese made naturally with fresh milk and dairy ingredients."



WCMA Members Testify at Rural Capital Access Bill Hearing

WCMA staff and members testified in favor of Wisconsin [Assembly Bill 328/Senate Bill 219](#) on Wednesday, September 25 in the Assembly Committee on Jobs and the Economy. Many thanks go to Debbie Crave of Crave Brothers Farmstead Cheese, Collin Dean of Meister Cheese Company, and Paul Scharfman of Specialty Cheese Company for lending their strong voices to this industry effort.

This legislation would require the Wisconsin Housing and Economic Development Authority to allocate \$3 million to a pilot program under which it may guarantee collection of 25 percent of the principal of an eligible loan or \$750,000 (whichever is less), for rural business development. 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.

AB 328/SB 219 has already been unanimously approved in the State Senate. WCMA staff will continue to work to see this legislation through the Assembly and on to the Governor's desk for signing. Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Collin Dean of Meister Cheese Company speaks with legislative staff

WDATCP Proposes Rule Change to Extend Validity of rBST Affidavits

WCMA thanks Wisconsin Governor Tony Evers and Department of Agriculture, Trade, and Consumer Protection Secretary-designee Brad Pfaff for their support of the development of rule revisions related to rBST affidavits.

At a WDATCP Board meeting September 19, agency staff introduced a [scope statement](#) to extend rBST affidavits' validity indefinitely. Currently, these documents must be updated annually, a task which costs processors time and money. The Board approved the statement, meaning the rule change will now move to the public hearing phase.



Pictured (left-right): WDATCP Board Member Paul Bauer, CEO of Ellsworth Cooperative Creamery, and WDATCP Secretary-designee Brad Pfaff

WCMA will keep you informed of opportunities to weigh in on this proposal. For more information, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Partners with Farmers on Livestock Siting Rule Changes

The Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP) concluded a series of public hearings on ATCP 51 revisions related to livestock siting last week with a report to the DATCP Board.

WCMA staff participated in several hearings and joined with Cooperative Network, Dairy Business Association, FS GROWMARK, Wisconsin Association of Professional Agricultural Consultants, Wisconsin Cattlemen's Association, Dairy Alliance, Wisconsin Dairy Products Association, Wisconsin Farm Bureau, Wisconsin Manufacturers & Commerce and Wisconsin Pork Association in [joint written comments](#) and a news conference at the Capitol (see picture above).

Some rule revisions are expected prior to a DATCP Board vote on the changes set for November 7. Note that implementation of rule changes would also require legislative oversight. To learn more, see links below or contact [WCMA staff](#).

- *Wisconsin State Farmer*: [DATCP board hears more comments on Livestock Siting, report on hearings](#)
- *WSAU-AM*: [Farmers oppose new livestock siting rules](#)
- *Wisconsin State Farmer*: [State ag groups call for halt of livestock farm siting rule changes](#)



Perdue, Pfaff to Host Town Hall Tuesday

U.S. Secretary of Agriculture Sonny Perdue and Wisconsin Department of Agriculture, Trade, and Consumer Protection Secretary-designee Brad Pfaff will host a Town Hall Meeting at the 2019 World Dairy Expo at 8 a.m. on Tuesday, October 1.

WDATCP has provided a limited number of VIP passes for WCMA members. Please note that media are invited to cover this special event, so all questions asked and answered will be considered on the record. If you are interested in participating, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) as soon as possible.

Connect with WCMA at World Dairy Expo

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](#). Be sure to stop by while you're at World Dairy Expo!





U.S.-Japan Interim Trade Deal Reached

On Wednesday, President Donald Trump signed an interim trade agreement with Japan. Details have yet to be released, but the Office of the U.S. Trade Representative said \$7.2 billion in Japanese tariffs on U.S. food and agricultural products will be eliminated or reduced. The agreement is set to take effect in January, with negotiations on a larger deal to follow in Spring 2020.

For more on this and other international trade developments, check out the news articles linked below.

- *The Economist*: [America signs a limited trade agreement with Japan](#)
- *NPR*: [U.S. farmers get a much-needed break under partial trade pact with Japan](#)
- *Reuters*: [Trump says trade deal with China could happen sooner than people think](#)
- *CNBC*: [Powerful group of US CEOs meet Modi, raise concerns with growth in India](#)
- *Business Standard*: [India, U.S. fail to seal trade deal over differences on import duties](#)
- *Milwaukee Journal Sentinel*: [Wild global forces are hurting Wisconsin dairy farmers. Here's what you should know.](#)
- *Milwaukee Journal Sentinel*: [Wisconsin farmers helped the world get hooked on dairy, but those customers are becoming competitors](#)

IN THE NEWS...

- *Lansing State Journal*: [\\$555 million dairy processing plant taking shape on 146 acres in St. Johns](#) (Featuring Dairy Farmers of America)
- *Twin Falls Times-News*: [Major dairy producer unveils \\$30M expansion](#)
- *Forbes*: [Land O'Lakes exec named among most powerful women in business](#)
- *Lancaster Farming*: [Dairy processors hungry for workers](#) (Featuring Great Lakes Cheese)
- *WisBusiness*: [International cheese exports seen as untapped opportunity by dairy expert](#)
- *Energy Global*: [DTE Biomass Energy opens first renewable natural gas processing and interstate injection site in Wisconsin](#) (Featuring Pagel's Ponderosa Dairy)
- *Kenosha News*: [Dairy family works together, strives individually](#) (Featuring Decatur Dairy)
- *Fond du Lac Reporter*: ['They were just so delightful': New program for Fond du Lac kids living in poverty dubbed a success](#) (Featuring Grande Cheese)
- *WSAW-TV*: [Savor the snacking season](#) (Featuring Carr Valley Cheese, Marieke Gouda)
- *Real Simple*: [The only wine and cheese pairing cheat sheet you need](#) (Featuring Arena Cheese, Hook's Cheese, Marieke Gouda)
- *Milwaukee Journal Sentinel*: [French connection: A tale of two cheeses and one very special wine](#) (Featuring Uplands Cheese)
- *On Focus News*: [Marshfield to be featured on PBS's 'Around the Corner with John McGivern'](#) (Featuring Nasonville Dairy)
- *Yahoo! Finance*: [Volunteers across the country honored by Cabot Creamery Co-Operative for work](#)

[in local communities](#) (Featuring Cabot Cheese)

- *WKOW-TV*: [Wisconsin farmers produce sustainable products](#) (Featuring Crave Brothers Farmstead Cheese)
- *Milwaukee Journal Sentinel*: [Ooey, gooey melty cheese is a worthy antidote to the cold-weather blues](#) (Featuring Uplands Cheese)



Learning to Lead Series Launches with Full Class

WCMA welcomed 20 member employees to Madison College on Tuesday, September 17, to kick off our latest Learning to Lead series. Over three sessions, this practical, impactful training offers mid-level managers and employees transitioning to those roles insight on essential skills. Learn more [here](#).

Thanks to all of the students for coming to the class ready to engage, and to these WCMA members investing in their employees: AMPI, Arla Foods, Baker Cheese, Dairy Connection, Inc., Emmi Roth USA, Grande Cheese Company, Great Lakes Cheese Company, Klondike Cheese Company, Koss Industrial, Pine River Dairy, and Schuman Cheese-Lake Country Dairy.



Congrats to UW-River Falls Cheesemaker's Short Course Grads!

The week-long Cheesemaker's Short Course at the University of Wisconsin-River Falls wraps up today. Completion of the course provides graduates with six month's credit toward the apprenticeship requirement for the Wisconsin's cheesemaker's license.

UW-River Falls offers a complete Food Science and Technology major, as well as continuing education courses focused on pasteurization, cheesemaking, and food safety. Here are the course offerings planned for 2020:

- Cheese Makers' Short Course | February 24-28
- Pasteurization Short Course | March 5-6
- HACCP Workshop | March 18-20
- Pasteurization Short Course | September 10-11
- Cheese Makers' Short Course | September 28-October 2

For full information and to register, [click here](#).

Register for Other Industry Trainings

A whole 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:

- [Dairy Ingredient Applications](#) | October 22-23
- [Dairy Protein Beverage Applications](#) | October 24-25
- [Membrane Filtered Milk for Cheesemaking](#) | December 10-12

Dairy Farmers of Wisconsin:

- [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](#).



CheeseExpo Exhibit Space, Sponsorships Now Available

WCMA launched 2020 CheeseExpo sponsorships this week, and members are quickly claiming opportunities. To review the list of available sponsorships, [click here](#).

WCMA is also accepting exhibit space reservations on a schedule set by priority points, accumulated by participation in past events. Established exhibitors can check [assigned reservation times](#) now. Visit [CheeseExpo.org](#) to review the [current exhibit floor plan](#) and [exhibitor contract](#).



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.

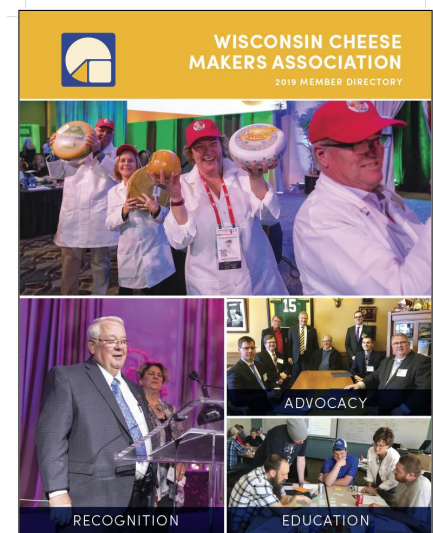
All questions regarding CheeseExpo may be directed to [WCMA Events Director Judy Keller](#).

Update Listings, Purchase Ad Space for 2020 WCMA Member Directory Now

Staff is already hard at work on the 2020 WCMA Member Directory!

New this year, we invite all members to review their company's listing via our [electronic directory on WisCheeseMakers.org](#). If you have questions or wish to make updates, please contact [WCMA Office & Member Service Manager Sara Schmidt](#).

A few advertising spots are available in the 2020 WCMA Member Directory and the deadline is approaching - October 14. At the distribution of this newsletter, three full-page ads, two two-thirds page ads, and two half-page ads remain available. Learn more about pricing and specifications [here](#).



In Recognition...

At a Board of Directors meeting held Wednesday, September 25, members and staff were pleased to salute WCMA Events Director Judy Keller, who recently marked 25 years of

dedicated, impactful service to our organization.

We are grateful for Judy's leadership of CheeseExpo and the Cheese Industry Conference, our Championship Cheese Contests, the WCMA Golf Outing and Trap Shoot, and for her friendship.



WCMA Welcomes New Members

WCMA warmly welcomes three supplier members to our organization this week, [The Edlong Corporation](#), [LCI Corporation](#), and [Plunkett's Pest Control, Inc.](#)

Since 1891, 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 and many friends of Jerry Dryer, who passed away September 19, after a long and hard-fought battle with Acute Myeloid Leukemia.

Dryer had a long career in the dairy foods business as a consultant, market analyst and trends forecaster that served market participants from the farm to the table.

At the time of his death, Jerry was the editor of the *Dairy & Food Market Analyst*, a weekly newsletter he founded in 1981; Chief Market Analyst at Rice Dairy, a boutique commodity brokerage house in Chicago and president of JDG Consulting, a company he founded in 1978. In 2012, Dryer was presented with the WCMA Distinguished Service Award. For more on Dryer's life and legacy, [click here](#).



Jerry Dryer at the 2019 Cheese Industry Conference

Please note, a burial service will be held for immediate family. Industry members will gather to toast Jerry and swap tales on October 14 at 6:00 p.m. as U.S. Dairy Export Council ends the first day of its annual meeting at the Swissotel lounge, 323 E. Wacker Dr. in Chicago.

In Brief...

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

Join Cottingham & Butler, The Acheson Group, and Michael Best & Friedrich LLP for an interactive, half-

day workshop on Wednesday, October 16 in Madison, Wisconsin, 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 Manufacturing Alliance and Made In Dane Manufacturing Network will hold their annual Fall Manufacturer's Meeting on Wednesday, October 23 in Prairie du Sac, Wisconsin. Register [here](#).

The U.S. Food and Drug Administration will accept written testimony to gather public input on its effort to modernize food standards of identity, including the definition of milk through November 12, and WCMA will submit comments on behalf of members. For more details or to submit individual comments, [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 information can be found [here](#).

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STAY CONNECTED:

