



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

September 28, 2018



Trade Talks with Canada Stall as Trump Plans to Send Details of U.S.-Mexico Deal to Congress Today

President Donald Trump spoke of new tariffs on Canadian-made cars this week, signaling that recent NAFTA negotiations have stalled. Absent Canadian involvement, the Trump Administration is expected to send Congress details of a new U.S.-Mexico trade deal sometime today, though the fate of tariffs on American dairy products is unclear. Watch for a member alert with additional details on industry impact in the coming days.

Meanwhile, here's a look at other recent trade developments via news reports.

- *New York Times*: [NAFTA's fate hinges on a four-letter word - milk](#) [note: click to download pdf]
- *UPI*: [Dairy exports hindering U.S.-Canada trade deal](#)
- *CBC*: [Canada not making concessions needed for a NAFTA deal, says U.S.](#)
- *Bloomberg*: [A U.S.-Japan pact looks like the opposite of free trade](#)
- *Reuters*: ['Buyer beware' on Canadian cheese concessions, say European exporters](#)
- *Bloomberg*: [U.S.-China military tensions start to rise as trade war deepens](#)
- *CNBC*: [U.S. agriculture secretary on China trade war and \\$12B farmer aid package](#)



FDA Issues New "Qualified Facility" Guidance for FSMA Compliance

The U.S. Food and Drug Administration has issued [new guidance documents](#) designed to help food facilities determine whether they meet the definition of a "qualified facility" and thus allowed to meet only modified Food Safety Modernization Act requirements. Click [here](#) for more information.

Guest Column: As FSMA Takes Full Effect, Partnership

Opportunities Abound to Improve Food Safety Practices

Offered by Larry Bell and Jim Mueller of the Artisan Food Safety Initiative

Over the past two years, the Artisan Dairy Producer Food Safety Initiative, a partnership between WCMA and the Center for Dairy Research, has worked to support small manufacturers' and processors' work to meet new regulatory requirements.



In that time, the Initiative's Food Safety Educators, Larry Bell and Jim Mueller have provided on-site consultations at more than 80 dairy processing plants in Wisconsin, Minnesota, and Iowa. Now, they offer their unique insight on remaining FSMA compliance challenges and opportunities in [this special column](#).

For more information on the program and to access template FSMA compliance documents, including Standard Operating Procedures and Records, click [here](#).



Register Now to Participate in Dairy Food Safety Alliance

[Register now](#) to attend the inaugural meeting of the Dairy Food Safety Alliance, set for Monday, October 8 from 10 a.m.-3 p.m. at the Crowne Plaza Hotel in Madison, Wisconsin.

The Dairy Food Safety Alliance, a partnership between WCMA, the Center for Dairy Research, and Dairy

Farmers of Wisconsin, aims to support the industry's deep and enduring commitment to delivering safe, high-quality and delicious dairy products to the global marketplace. The group's October 8 meeting agenda includes presentations on the Food Safety Modernization Act and related audits, food defense and intentional adulteration, and updates on USDA regulatory changes.

Organizers encourage quality assurance personnel, lab technicians, and other plant personnel charged with food safety oversight to participate. Please click [here](#) to register by 5 p.m. on Wednesday, October 3, and note that the registration fee of \$29 includes lunch. Questions can be directed to [WCMA Events Manager Kirsten Strohmenger](#).

IN THE NEWS...

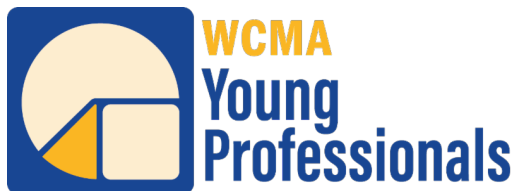
- *Associated Press*: [What's yogurt? Industry wants greater liberty to use term](#)
- *Bloomberg*: [How Halloumi devoured a nation](#)
- *WSAW-TV*: [Two law firms plan to bring case against large farms over high nitrate levels in drinking water](#)
- *Politico*: [Farm bill to get lame-duck treatment](#)
- *Milwaukee Journal Sentinel*: [ICE says 83 arrested in state immigration raids](#)
- *New Zealand Herald*: [Fonterra Amps up the workforce](#)
- *Digiday*: [Inside Norwegian cheese brand Järlsberg's U.S. marketing strategy](#)
- *Times Union*: [Big cheese stash getting bigger, New York production climbs](#)
- *Food Ingredients First*: [Agropur to close Quebec fine cheese plant in April 2019](#) [Featuring Agropur]
- *FoodBev Media*: [Emmi Roth installs solar panels at Wisconsin cheesemaking](#)

- [site](#) [Featuring Emmi Roth]
- Chicago Reader*: [At the Say Cheese Fest restaurants vie for the coveted 'Big Cheese' prize](#) [Featuring Saxon Creamery]
- Milwaukee Journal Sentinel*: [Cheese Days celebration in Monroe inspires a 'gluten-free' cheese cracker](#) [Featuring Roelli Cheese Haus, written by Anna Thomas Bates of Landmark Creamery]
- WMTV-TV*: [Green County Cheese Days takes over Monroe](#) [Featuring Edelweiss Creamery]
- The Post-Journal*: [Funding secured for Castelli Cheese expansion](#)
- Gastro Obscura*: [Moose cheese](#)

CBS Sunday Morning Visits WCMA Member



At the World Championship Cheese Contest in March, WCMA welcomed a crew from *CBS Sunday Morning* to meet cheesemakers and judges. Now, we have an exciting update to share! The crew returned to Wisconsin this month for additional shoots at Marieke Gouda - and we should see a long-form feature on the program this fall. Stay tuned!



Young Professionals Invited to Network, Tour Chr. Hansen

If you're 40 years old or younger, please mark your calendars for the next WCMA Young Professionals event, which will be held Friday, October 19 in Milwaukee, Wisconsin.

The event will begin at 10 a.m. with an educational tour of Chr. Hansen's Milwaukee culture plant. The group will then head to AXE MKE for a networking lunch and try their hand at the latest craze - axe throwing - from 12:30-3:30 p.m.

Registration includes both the meal and activity, and costs \$40 per person. Click below to sign up by 5 p.m. on Friday, October 12. Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

[Click Here to Register Now](#)

Act Fast to Reserve Remaining Spots in WCMA Front-Line Supervisor Training in Eau Claire October 25

WCMA has added an offering of its popular Front-Line Supervisor Training to its fall educational programming line-up, and now just a [few spaces remain open](#).

WCMA Front-Line Supervisor Training - Part B, 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](#).

WCMA Learning to Lead Series Begins



WCMA launched its new Learning to Lead management training series on Tuesday, September 18, welcoming participants from Alpine Cheese & Slicing Conversion, Associated Milk Producers, Inc., Crave Brothers Farmstead Cheese, Foreign Type Cheesemakers, Grande Cheese, Klondike Cheese Company, Schuman Cheese-Lake Country Dairy, Specialty Cheese, Wapsie Valley Creamery, and Ellsworth Cooperative Creamery-Wohlt Cheese. The first session of this three-part course focused on strengthening problem solving and decision making skills, a topic which sparked great conversation and engagement. Learn more about upcoming WCMA training opportunities by clicking [here](#).



Register Now to Join WCMA Workforce Committee Oct. 23

[Register now](#) to join WCMA's new [Workforce Committee](#), a group formed with the goal of helping the dairy processing industry recruit and retain high quality employees through competitive wage and benefits packages, targeted trainings, and outreach to the emerging labor force.

The WCMA Workforce Committee will hold its first meeting on Tuesday, October 23 from 12 noon-4 p.m. at Emmi Roth USA's Monroe plant. Lunch will be provided. A full agenda and registration form is [available here](#). Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Join WCMA at World Dairy Expo

WCMA is proud to represent the dairy processing industry at the [2018 World Dairy Expo](#), October 2-6 at the Alliant Energy Center in Madison, Wisconsin.

Members are invited to join WCMA staff and a few member cheese experts at our booth (EH4423) just inside the main doors of the Exhibition Hall.

★ 2018 ★ WORLD DAIRY EXPO

WCMA Hosts Lawmakers on Dairy Farm Tours



In partnership with the Wisconsin Dairy Business Association and Dairy Farmers of Wisconsin, WCMA was pleased to support an educational tour of Wisconsin dairy farms for legislators, their staff, and candidates for state office on Friday, September 14. Hot topics of conversation included immigration, workforce development and water quality regulations. To get involved in WCMA's Policy Committee, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



Reserve WCMA Directory Advertising Space by October 15

The 2019 WCMA Member Directory is in the works for distribution in early January, and we are pleased to offer remaining advertising opportunities to help supplier members reach dairy manufacturer, processor, and marketer members operating worldwide.

At this time, just two full page, one two-thirds page, and two half page ad spaces remain available. Spots are reserved on a first-come, first-serve basis, and no later than close of business on Monday, October 15.

Contact [WCMA Office & Member Service Coordinator Sara Schmidt](#) to reserve your spot today!

CWCBMA Offers Camaraderie, Connection at Golf Outing



On September 18, the Central Wisconsin Cheese and Butter Makers Association hosted its annual golf outing, and WCMA Executive Director John Umhoefer was pleased to join the group for a day of camaraderie and connection. Pictured here, left to right, are Dave Lindgren of Lynn Dairy, WCMA President Kim Heiman of Nasonville Dairy, John Umhoefer, and Ken Heiman of Nasonville Dairy. To learn more about CWCBCMA activities, contact [Secretary/Treasurer Jim Mildbrand](#).



WCMA Welcomes New Member

WCMA warmly welcomes [Ron's Wisconsin Cheese](#) as a new dairy manufacturer member 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 105 dairy companies and cooperatives operating 259 facilities in 22 states, backed by more than 500 companies that supply equipment and services to the dairy industry.

In Brief...

The Wisconsin Department of Workforce Development invites WCMA members to participate in its "Friday Fundamentals" webinars, which cover a vast array of employment topics from workers compensation to discrimination. Sessions begin on October 12, and you must pre-register to participant. To learn more, [click here](#).

Dairy Farmers of Wisconsin invites WCMA members to register now for upcoming training sessions, including the following:

- NSF Food Safety Certificate Series: October 15-18 in Green Bay, Wisconsin
 - 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](#).

WCMA members are invited to participate in the Waukesha County Technical College 2018 Job Fair, set for Wednesday, October 17 from 1:00-4:00 p.m. Details on reserving a booth at the fair are [available here](#) or by contacting [Maureen Pool](#). Note that registration and event fees must be received by Friday, October 5.

WCMA members may take advantage of a special member rate to attend the ADPI Technical Symposium set for October 23-24 at the Concourse Hotel in Madison, Wisconsin. A list of

seminar topics is available [here](#), and to register now, click [here](#).

The Center for Dairy Research invites WCMA members to register now for its Dairy Ingredient Manufacturing Short Course, set for October 24-25 in Madison, Wisconsin. Learn more [here](#).

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STAY CONNECTED:

