



WCMA SIGNATURE EVENTS



WORLD CHAMPIONSHIP CHEESE CONTEST

Enter World Championship Cheese Contest Now

Enter now for a chance to win the dairy processing industry's most prestigious title: World Champion Cheese. The 2020 World Championship Cheese Contest is accepting entries of cheese, butter, yogurt, and dry dairy ingredients now through January 31 at WorldChampionCheese.org.

Hosted by the Wisconsin Cheese Makers Association, this biennial Contest is the largest technical dairy products evaluation in the world. In 2018, it featured a record-setting 3,402 entries from 26 countries, with a hard sheep's milk cheese called Esquirrou made in France at Mauleon Fromagerie and imported by Savencia Cheese USA taking top honors. [Learn what it feels like to win big in the video linked below](#), featuring members from Edelweiss Cheese, Emmi Roth, Marieke Gouda, and Savencia Cheese USA!

Dairy manufacturers, processors, and marketers should note that the 2020 World Championship Cheese Contest will include 132 classes of dairy products, including new categories for dried milk and whey powders. The complete Contest entry kit is [available here](#). Judging will occur March 3-5 at Monona Terrace Convention Center in Madison, Wisconsin.

Questions? Please contact [WCMA Events Manager Kirsten Strohmenger](#).



Silvain Diedrichs, Savencia Cheese USA



Register to Attend CheeseExpo Now to Save Big

Register now at [CheeseExpo.org](https://www.cheeseexpo.org) to join us at CheeseExpo 2020!

Set for April 14-16 in Milwaukee, Wisconsin, CheeseExpo 2020 will welcome more than 4,000 attendees, representing cheese, butter, and whey processing companies, along with the industry's leading supplier partners. Co-hosted by WCMA and the Center for Dairy Research, CheeseExpo features impactful seminars, lively events, and our largest-ever exhibition hall.

Dairy manufacturers and processors may register to visit CheeseExpo exhibits completely **free of charge**. All attendees may take advantage of best-value rates now through January 14 for full admission.

ADVOCACY OPPORTUNITIES



WDATCP Hearing on rBST Rule Change December 17

The [Wisconsin Department of Agriculture, Trade, and Consumer Protection staff will hear testimony on ATCP 83 on Tuesday, December 17](#) at their offices in Madison, Wisconsin.

WCMA's Policy Committee pushed for a change to this rule, eliminating the requirement for annual renewal of rBST affidavits, a practice which has become unnecessarily burdensome for industry. WDATCP's proposed change would extend the validity of existing affidavits indefinitely.

Please join WCMA in supporting this rule change. Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) if you have interest in testifying or submitting a written comment, and note that WCMA staff can help you prepare remarks.

WCMA COMMITTEES



WCMA Policy Committee to Meet January 15

Register now to participate in WCMA's next Policy Committee meeting, set for Wednesday, January 15 from 11 a.m.-3 p.m. at The Madison Club in Madison, Wisconsin. The group will hold a working lunch with new Wisconsin Economic Development Corporation CEO Missy Hughes, and will meet with Wisconsin Department of Agriculture, Trade, and Consumer Protection leadership and state elected officials.

The WCMA Policy Committee is always accepting new members. Please consider joining us to advocate for industry interests at the state and federal level. Questions? Please contact **WCMA Communications, Education, and Policy Director Rebekah Sweeney**.

EDUCATION AND TRAINING



Training Spotlight: 2020 Offerings at UW-River Falls

WCMA is proud to support industry training opportunities at the University of Wisconsin-River Falls Dairy Pilot Plant. Here's a look at dairy processing workshops on the calendar for 2020.

- February 24-28: [Cheesemaker's Short Course](#)
- March 5-6: [Pasteurization Short Course](#)
- March 18-20: [HACCP Workshop](#)
- September 10-11: [Pasteurization Short Course](#)
- September 28-October 2: [Cheesemaker's Short Course](#)

Note that all courses offered at UW-River Falls provide participants with educational credits required for the Wisconsin Master Cheesemaker program.

Direct any questions about UW-River Falls trainings to [Dairy Pilot Plant Manager Michelle Farner](#) or [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Other Industry Training Opportunities

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Consider these events:

- December 10-12: [Membrane Filtered Milk for Cheesemaking Short Course | Center for Dairy Research](#)
- January 7-8: [Milk Pasteurization Short Course | Center for Dairy Research](#)
- January 9-March 19: [Certificate in Dairy Processing Course | Center for Dairy Research](#)
- February 4-5, 25-26: [Supercharge Your Food Business for Financial Success | Center for Dairy Research](#)
- February 18-20: [Wisconsin Process Cheese Seminars | Center for Dairy Research](#)

THANKSGIVING OFFICE CLOSURE

In celebration of Thanksgiving, please be aware that WCMA offices will be closed on Thursday,

November 28 and Friday, November 29. We wish you a warm and happy holiday!

STAY CONNECTED

Thanks for subscribing to WCMA's weekly electronic communications, which focus in alternating weeks on industry news and industry events.

WCMA extends this benefit to all member employees; let us know if we should [add your colleagues](#) to our mailing list.

To share feedback on WCMA's updated newsletter format or content, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WisCheeseMakers.org

