



WCMA SIGNATURE EVENTS



CheeseExpo Seminars Announced; Register Now!

Join 4,000 of your friends, colleagues, and competitors in the dairy processing industry at **CheeseExpo 2020**, April 14-16 in Milwaukee, Wisconsin. Co-hosted by WCMA and the Center for Dairy Research (CDR), CheeseExpo offers lively networking events, our largest-ever exhibition hall, and unparalleled industry education. Here's an early look at CheeseExpo's slate of seminars.

Food safety and cheesemaking professionals can't miss these presentations from the Center for Dairy Research:

- After the Make: The Role of Brines and Curing in Cheese Quality
- Where Efficiency Meets Excellence: Maintaining Quality in Modern Manufacture

Marketing, operations, and quality assurance personnel will want to attend seminars from the Innovation Center for U.S. Dairy, including:

- Messaging Dairy Sustainability and Nutrition to the Millennial Market
- New Findings and Guidance for Pathogen Control

Anyone with an interest in international trade and global sales should participate in these presentations hosted by the U.S. Dairy Export Council and the Wisconsin Department of Agriculture, Trade, and Consumer Protection:

- New Tools for Marketing Specialty Cheese and Dairy Ingredients Worldwide
- Dairy Manufacturer Panels: How We Made the World Our Customer

Procurement and technology leaders should register to attend WCMA's seminars:

- Change is Here: Milk Pricing and Milk Procurement
- Water Quality and Conservation in Dairy Processing

Industry leaders value CheeseExpo's educational offerings; hear why they never miss the show in this new video.

CHEESEEXPO
Digital Technology for Dairy Professionals



Learn more about CheeseExpo seminars, events, and exhibits - and register now at [CheeseExpo.org](https://www.cheeseexpo.org) to take advantage of our best-value rates for full admission.

REGISTER NOW



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](https://www.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.

The World Championship Cheese Contest is a truly global competition; learn more in this new video.



Dominique Delugeau, Contest Judge

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](#).

ENTER NOW

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



Spotlight on Education: Certificate in Dairy Processing

Have a promising employee who needs a complete understanding of dairy processing, from farm to market? Consider enrolling him or her in the [Certificate in Dairy Processing](#) course, offered by the Center for Dairy Research (CDR). The next offering begins January 9, so [register today!](#)

Designed with input from WCMA members, the Certificate in Dairy Processing Course uses a practical applications approach to industry education. Via a series of ten modules (listed below and [in greater detail here](#)), the course covers key aspects of dairy processing through short, online learning sessions and hands-on activities. Each participant will be expected to complete a short project of their choosing with the assistance of a mentor.

This course begins with a class in-person at the University of Wisconsin-Madison's Babcock Hall, while the balance of course is online. The ten-week course costs \$1,000 per person. [Registration is available online](#), along with more information.

Understanding Milk Module 1	Dairy Microbiology, Testing and Equipment 101 Module 2	Processing Equipment 101 Module 3	Milk Quality from Farm to Plant Module 4	Food Safety and Sanitation Module 5
Understanding Dairy Ingredients Module 6	Production of Other Dairy Products Module 7	Production of Cheese Module 8	Ripening, Defects, Converting & Packaging Module 9	Production and Handling of Whey Module 10

Other Industry Training Opportunities

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Consider registering to participate in these upcoming 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](#)
- 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](#)
- February 24-28: [Cheesemaker's Short Course | UW-River Falls](#)

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

