



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



POLICY AND REGULATION



WCMA Members Push for Truth in Labeling

WCMA President Dave Buholzer of Klondike Cheese Company (pictured at podium above), member Ken Heiman of Nasonville Dairy, and Executive Director John Umhoefer testified on Thursday, October 24 in the Wisconsin Senate Committee on Agriculture, Revenue, and Financial Institutions in support of [Senate Bills 463](#) and [466](#). These proposals, authored by Senator Howard Marklein and State Representative Travis Tranel, would ban the use of the word "milk" and "cheese" on plant-based products sold in Wisconsin.

At a news conference held prior to the hearing, Buholzer noted, "Real, dairy cheese is not only delicious, but also an outstanding natural source of protein, calcium, vitamins and minerals. When plant-based imitators use the term 'cheese' on their labels, studies show many consumers are led to believe they offer the same nutritional benefits, which is often not true. Senator Marklein and Representative Tranel are leading an effort to protect dairy names from misuse, and to offer everyone greater clarity as they choose what to eat and how to feed their families."

For more on a study WCMA co-commissioned on this topic, [read this column](#). For more on WCMA's advocacy work to combat product mislabeling, check out the news articles linked below.

- *Milwaukee Journal Sentinel*: [Say goodbye to 'soy milk' and 'walnut burgers' is Wisconsin lawmakers get their way](#)
- *WISN-TV*: [Almond, soy milks shouldn't be labeled as 'milk,' state lawmaker says](#)
- *Wisconsin Public Radio*: [Wisconsin Republicans pursue truth-in-labeling bills](#)
- *WKOW-TV*: [Republican lawmakers push for food labeling changes](#)
- *Wisconsin Radio Network*: ['Truth in labeling' food bills introduced at Capitol](#)

WCMA continues to call for federal enforcement of existing labeling requirements. To learn more, contact [WCMA Executive Director John Umhoefer](#).

Cheesemakers Fight EU Decision on "Havarti"

Dairy manufacturers and processors from around the world are joining in a fight against a [recent European Union decision](#) to grant Denmark sole ownership of the cheese name havarti.

Cheesemakers from Argentina, Australia, New Zealand, Uruguay, and the United States, led by the Consortium for Common Food Names, note that Denmark makes less than half the world's supply of havarti, and that traditional types of havarti could be protected under a true geographic indicator in the product name, such as "Danish Havarti".

WMCA supports the campaign to appeal the EU decision. [Learn more here.](#)

FDA Delays Enforcement of Labeling Changes

The [U.S. Food and Drug Administration has announced it will not focus on enforcement](#) actions regarding new nutritional facts labeling requirements until July 1, 2020.

The target date for food manufacturers and processors with \$10 million or more in annual sales to transition to new labels is January 1, 2020. Manufacturers with less than \$10 million in annual sales have until January 1, 2021 to comply.

[Learn about new labeling guidelines here.](#)



Rural Capital Access Committee Vote Wednesday

The Wisconsin State Assembly Committee on Jobs and the Economy is set to vote on [Assembly Bill 328](#) on Wednesday, October 30.

WCMA members, like Paul Scharfman of Specialty Cheese (pictured at left with Committee Chair Adam Neylon), have pushed for consideration of this legislation, which would direct the Wisconsin Housing and Economic Development Authority to support rural manufacturers' development projects through the use of \$3 million in loan guarantee authority each year.

For more information or to get involved in WCMA's Policy Committee, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

INTERNATIONAL TRADE



U.S., China Halt Tariff Escalation, USMCA Advancing

American and Chinese trade officials reported on Friday, October 25 that they had hammered out "Phase One" of a trade deal. The agreement effectively halts the escalation of the countries' trade dispute, but does not eliminate existing tariffs.

Meanwhile, there are signs that negotiations between the Trump Administration and House Democrats over the U.S.-Mexico-Canada agreement are reaching the final stage.

For more on these developments, review the news articles linked below.

- *Bloomberg*: [What's in, and what's not in step one of U.S.-China trade deal](#)
- *CNBC*: [While U.S.-China 'phase one' trade deal stops escalation, analysts don't expect more by year end](#)
- *Washington Post*: [Top Democrat floats pension fix as White House, lawmakers near final decision on new NAFTA](#)
- *Reuters*: [Mexico expects U.S. Congress to start formal trade deal approval soon](#)
- *Politico*: [Getting closer to a deal on USMCA](#)

EDUCATION AND TRAINING



WCMA Pledges Another \$50,000 to UW-RF Project

WCMA is proud to announce that its Board of Directors has pledged an additional gift of \$50,000 to the Foundation at the University of Wisconsin-River Falls, to kick off the final phase of the fundraising campaign for the school's dairy pilot plant renovation. This donation brings WCMA's total project contribution to \$250,000.

With contributions of \$1.9 million from the Wisconsin State Building Commission, \$525,000 from UW-River Falls and industry donations reaching \$3 million in cash and equipment, just \$570,000 is needed to complete fundraising for the project.

WCMA urges individual companies and cooperatives to pledge monies before the end of the year to match the organization's gift, to ensure the UW-River Falls project is achieved as designed, with new automation, piping, and equipment. Construction began in June 2018 and should be finished next summer. The renovation will enable UW-River Falls to expand its training programs for the dairy industry, which now include cheesemaker training, pasteurizer operator and food safety courses.

Matching gifts of any amount will be gratefully accepted over the next four years. To learn more, contact [UW-River Falls Foundation Advancement Officer Julie Stucky](#).

MAKING HEADLINES

- *Wisconsin Public Radio:* [Wisconsin dairy economists say 2020 will be 'restorative' year for industry](#)
- *WXPR-AM:* [Evers makes strides, faces resistance after 'Year of Clean Drinking Water' declaration](#)
- *WSAW-TV:* [Bill introduced to make Colby the state cheese](#)
- *NECN-TV:* ['That's a huge milestone': Vermont co-op famous for its cheese celebrates 100 years](#) (Featuring Cabot Creamery Cooperative)
- *Burlington Free Press:* [Vermont farm that produced high-end cheeses closes after listeria recall](#)
- *WDJT-TV:* [Sargento will donate \\$500 to Habitat for Humanity for every Bucks' tipoff win this season](#) (Featuring Sargento Foods)

EVENT BRIEFS

We value your engagement in WCMA activities. Here's a brief look at our upcoming calendar:

- October 31: [WCMA Distinguished Service Award Ballots Due](#)
- November 5: [Learning to Lead](#)
- November 12: [Front-Line Supervisor Training \(Part B\)](#)
- November 19: [WCMA Workforce Committee Meeting](#)

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

- October 31: [Dairy Exchange Meeting | WDATCP](#)
- November 13-14: [BRC Global Standard for Food Safety Training | Dairy Farmers of Wisconsin](#)
- November 15: [Principles of Internal Auditing Workshop | Dairy Farmers of Wisconsin](#)

WELCOME NEW MEMBERS

WCMA is pleased to welcome four new supplier members to our organization this week:

- [Becker Pumps Corporation](#)
- [PureLine](#)
- [TECNOSISTEM](#)
- [VDG \(Van der Graaf\)](#)

Thank you for your support of WCMA. For membership information, please contact [WCMA Office and Member Services Manager Sara Schmidt](#).

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 new newsletter format or content, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WisCheeseMakers.org

