



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



POLICY & REGULATION



Senate Rejects DATCP Secretary-designee Pfaff

On Tuesday, November 5, the [Wisconsin State Senate voted on party lines \(19-14\) to reject Brad Pfaff](#) as Secretary of the Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP). Republican senators cited concern over statements Pfaff made regarding a funding delay for farmer suicide prevention programs and his statements following USDA Secretary Sonny Perdue's comments at World Dairy Expo.

Complicating political tensions, the ag community - including WCMA - had found fault with proposed revisions for ATCP 51, the regulations for siting livestock facilities in the state. With urging from WCMA, on Friday, November 1, Secretary-designee [Pfaff withdrew the revised regulations](#), and [WCMA publicly praised this action](#).

At the direction of WCMA Executive Committee members, [WCMA also sent legislators a letter of support for Pfaff](#) because the department is working closely with processors on useful initiatives including formation of a new Dairy Rules Advisory Committee (see below), simplification of rBST affidavits, and an upswing in dairy export activity.

In addition to WCMA, National Milk Producers Federation, Cooperative Network, Land O' Lakes, Dairy Business Association, Dairy Farmers of America, Wisconsin Corn Growers, Farm First Cooperative, Wisconsin Agri-Business Association, Country Visions Cooperative, GROWMARK, CHS and Organic Valley issued statements in favor of Pfaff's confirmation.

Governor Tony Evers has [appointed former WDATCP Deputy Secretary Randy Romanski](#) to the position of Interim Secretary. WCMA will continue to keep you informed of developments.

WDATCP Launches Dairy Rules Advisory Committee

A new Dairy Rules Advisory Committee held its first meeting on Wednesday, November 6 in Madison, considering dozens of relevant regulatory issues with a focus on Wisconsin's ATCP 65 Milk and Milk Products rule.

At WCMA's request, the Food and Recreational Safety Division within the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) created this industry group, which includes WCMA members AMPI, Cedar Grove Cheese, Foremost Farms USA, Grassland Dairy, K&K Cheese, Milk Specialties Global, Organic Valley Cooperative, Ponderosa Dairy Products, Salemville Cheese, and Specialty Cheese Company, as well as [WCMA Executive Director John Umhoefer](#). The 25-member permanent committee also includes dairy farm, milk hauler, and allied industry representatives.

Processors identified numerous issues surrounding received milk and finished product holding temperatures, including discrepancies between ATCP 65 and the Pasteurized Milk Ordinance. Industry resealing of pasteurizers, issues with direct shipped milk and regulations regarding reclaimed water were discussed. Other processor ideas included plain language information on the Food Safety Modernization Act from WDATCP, and possible announced visits for initial FSMA inspections as the WDATCP and processors learn to navigate these new regulations.

This advisory body will meet quarterly to propose regulatory improvements, review WDATCP budget issues and pursue collaboration between industry and the agency.



Assembly Approves Rural Capital Access Bill

WCMA is pleased to report that the Wisconsin State Assembly has unanimously approved of [Senate Bill 219](#), which stands to expand access to capital for rural business owners, including dairy manufacturers and processors. The Wisconsin State Senate approved SB 219 in June. The legislation will now be sent to Governor Tony Evers for further consideration.

Conceived by Wisconsin Dairy Task Force 2.0 members, Senate Bill 219 would launch a pilot

program at the Wisconsin Housing and Economic Development Authority. Using existing funds available through the Agribusiness Guarantee Program, \$3 million in loan guarantee authority would support rural development projects, including brick-and-mortar investments, equipment and machinery, marketing, and working capital.

The pilot would guarantee up to 25 percent of a loan, or \$750,000, whichever is less. The borrower is required to pay back the entirety of the loan, with a state commitment only coming into play in the event of a default. All borrowers would be subject to rigorous vetting to participate in the program.

SB 219 was authored by Senator Howard Marklein (R-Spring Green), Senator Janet Bewley (D-Mason), Representative Gary Tauchen (R-Bonduel), and Representative Don Vruwink (D-Milton).

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

INTERNATIONAL TRADE



USMCA

UNITED STATES-MEXICO-CANADA AGREEMENT

House Democrats Signal USMCA Support

House Democrats signaled support and progress toward a vote on the U.S.-Mexico-Canada Agreement this week, while developments in the negotiating process with Japan and China were mixed. Here's a round-up of the latest in international trade news.

- *Bloomberg*: [Pelosi calls USMCA 'easiest trade deal,' could get vote in 2020](#)
- *Ag Web*: [Will the USMCA get vote this week?](#)
- *The Japan Times*: [Japanese Lower House approval of U.S. trade deal to be delayed](#)
- *CNBC*: [The world's largest trade deal could be signed in 2020, and the U.S. isn't in it](#)
- *Markets Insider*: [China is leading a 15-nation pact that would create the world's largest trade deal; U.S. isn't in it](#)
- *CNBC*: [Wall Street worries that Trump may have oversold the likelihood of a China trade deal](#)
- *Reuters*: [Trump says China trade talks moving along nicely, but deal has to be right](#)
- *The Washington Post*: [Trump's trade wars are hurting farmers. Can Sonny Perdue keep them happy?](#)
- *Syracuse.com*: [Trump trade war with China takes toll on Upstate New York dairy farmers](#)

USDA Adding \$40M to Export Assistance Program

The U.S. Department of Agriculture is adding \$40 million to its Market Access Program (MAP) in 2020, and dairy manufacturers and processors are encouraged to apply now for grant funds through this program to help them expand their export endeavors.

Funds can support advertising, trade show exhibitions, demos and displays, packaging and label changes, certain travel expenses, website development and other marketing expenses. USDA will reimburse for up to 50 percent of associated costs, to a total of \$300,000. The minimum reimbursement for a single project is \$2,500.

For more information, check out [this blog post](#) from the U.S. Dairy Export Council.

WCMA NOTES

Reform Federal Orders; Everything Has Changed

Federal orders don't control every lever in dairy, but they do have a firm grip on how milk is segmented by value and priced for producers and the marketplace. And that power is due for review in an industry where farm consolidation, export marketing, product sales and aggressive competition are changing with breathtaking speed.

In the November edition of *WCMA Notes*, [Executive Director John Umhoefer](#) explains the need for changes to federal milk market order programs. [Read the full column here.](#)

MAKING HEADLINES

- *Chicago Tribune*: [Dairy giant Dean Foods files for bankruptcy protection, may be sold](#)
 - *Bloomberg*: [Canada milk giant has plant-based beverage maker in its sights \(Featuring Saputo\)](#)
 - *Veg News*: [Dairy cheese brand creates plant-based department \(Featuring Whitehall Specialties\)](#)
 - *Food Business News*: [Foremost Farms USA names new CEO \(Featuring Foremost Farms USA\)](#)
 - *WISN-TV*: [Farmers say local cheese is the solution to dairy crisis \(Featuring Clock Shadow Creamery\)](#)
 - *Vermont Biz*: [Cabot celebrates 100 years as the big cheese \(Featuring Cabot Cooperative Creamery\)](#)
 - *Foodsided*: [California cheese trail: A tasty journey through artisan cheese \(Featuring Hilmar Cheese Company\)](#)
 - *The Journal*: [AMPI cheesemakers earn champion title \(Featuring AMPI\)](#)
 - *Deli Market News*: [Sid Cook talks old-school cheesemaking at Carr Valley Cheese \(Featuring Carr Valley Cheese\)](#)
 - *VT Digger*: [Consider Bardwell starts picking up the pieces after recall](#)
 - *Consumer Reports*: [When recalls fail](#)
 - *WANE-TV*: [First look at new organic cheese factory in Warren](#)
-

EDUCATION AND TRAINING



Grassland Dairy Pledges \$350K to UW-River Falls

WCMA applauds dairy manufacturer member Grassland Dairy for its second pledged gift of \$350,000 to the dairy pilot plant renovation project at the University of Wisconsin-River Falls. This donation brings Grassland Dairy's total project contribution to \$525,000.

WCMA Executive Director John Umhoefer shared this statement in [a news release](#) regarding the gift: "I'm proud of the Wuethrich family and Grassland for their vision. Campus leaders at the College of Agriculture, Food and Environmental Sciences and Chancellor Dean Van Galen have earned this investment through their hard work and tireless commitment to their students, programs and this renovation project. UW-Rivers Falls is a place where things get done."

In October, WCMA pledged \$50,000 to challenge industry for matching contributions in the final phase of the renovation effort, bringing the association's total contribution to \$250,000.

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](#).



Apply Now for WCMA Scholarships

The Wisconsin Cheese Makers Association (WCMA) is **now accepting applications** for five student scholarships worth a total of \$15,000. Applications are due by February 19, 2020.

Two students will be awarded the **WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship**, worth \$3,000 each. Any employee or child of an employee of a WCMA dairy manufacturing, processing, or marketing member company may apply.

Employees or children of employees at WCMA supplier member companies may apply for the **WCMA Cheese Industry Supplier Student Scholarship**. Three students will receive scholarship awards of \$3,000 each.

In 2019, WCMA scholarships went to the five individuals pictured above, from left to right: Paul VanderKelen of HART Design and Manufacturing, Inc.; Chris Eckerman of Agropur; Morgan Haumschild, daughter of an employee of Roehl Transport; Emily Franke, an intern at Grande Cheese Company; and JunHyuk Yoon, an intern at Excel Engineering.

Application forms may be found at **WisCheeseMakers.org**, or can be requested directly from **WCMA Office & Member Service Manager Sara Schmidt**.

EVENT BRIEFS

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

- 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:

- 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 ten new supplier members to our organization this week:

- [AmbaFlex](#)
- [Central Door Solutions, LLC](#)
- [Christakis Agathangelou](#)
- [ePac Flexible Packaging](#)
- [Hotsy Cleaning Systems, Inc](#)
- [ILPRA America](#)
- [NOSHOK, Inc.](#)
- [Slot Drain Systems](#)
- [Steriflow Food & Beverage](#)
- [Verder, Inc.](#)

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

