



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

June 5, 2019



WCMA Applauds Unanimous State Senate Approval of Bill to Expand Rural Capital Access



On Wednesday, June 5, the Wisconsin State Senate unanimously approved [Senate Bill 219](#), legislation championed by WCMA which expands capital access for rural businesses, including cheese manufacturers and processors.

WCMA thanks Senator Howard Marklein (R-Spring Green) for authoring the legislation and shepherding it through committee to the floor, as well as co-authors Senator Janet Bewley (D-Mason), Representative Gary Tauchen (R-Bonduel), and Representative Don Vruwink (D-Milton).

[Senate Bill 219 would launch a pilot program](#) at the Wisconsin Housing and Economic Development Authority (WHEDA). 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.

As pictured above, WCMA staff and Paul Scharfman, a WCMA Board Member and President of Specialty Cheese Company of Reeseville, Wisconsin, testified in favor of SB 219 in the Senate Committee on Agriculture, Revenue, and Financial Institutions last week.

Trump Announces New Tariffs on Products from Mexico, China

Last week, President Donald Trump announced that, beginning June 10, he will impose a five percent tariff on Mexican goods, increasing by five percent each month to a maximum of 25 percent, unless he said, "Mexico substantially stops the illegal inflow of

aliens coming through its territory."

Lawmakers on both sides of the political aisle have warned this action could jeopardize passage of the United States-Mexico-Canada trade agreement, hurting the nation's economy.

Meanwhile, on Thursday, President Trump also threatened China with possible tariffs on "at least" another \$300 billion worth of goods, escalating tensions as negotiations between the two countries continue.



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

- *New York Times*: [Which states will be hit hardest by Trump's tariffs on Mexico](#)
- *Newsweek*: [Republicans warn Trump: Mexican tariffs will 'seriously jeopardize' passage of USMCA](#)
- *Fox Business*: [Trump threatens China with tariffs on another \\$300B of goods](#)
- *CNN*: [Trump still threatening tariffs on Mexico -- and more on China](#)
- *USA Today*: [Low prices, floods and trade wars plague American farmers, putting their survival at risk](#) (Features dairy focus)
- *HuffPost*: [Food banks are winning in Trump's trade war with China](#) (Features dairy focus)
- *Portland Tribune*: [Trade with China key to Oregon economy](#) (Features dairy focus)

Public Forum to Discuss U.S.-China Trade Relations' Impact on Agriculture in Wisconsin

WCMA members are invited to join in a free public forum focused on U.S.-China trade relations and its impact on Wisconsin agriculture, co-hosted by the Wisconsin Institute for Public Policy and Service and the University of Wisconsin-Madison's Center for East Asian Studies. The event is set for Tuesday, June 18 in Wausau, Wisconsin. [Click here for more information.](#)



Center for East Asian Studies
University of Wisconsin-Madison

IN THE NEWS...

- *NBC 5 (Chicago)*: [Retailers remove Fairlife products after undercover video showing animal abuse at Fair Oaks Farms](#)
- *KRTV (Montana)*: [Proposed dairy processing facility secures \\$2.3 million bridge loan](#)
- *Bloomberg*: [Dairy industry aid should reflect \\$2 billion in losses, CEO says](#)
- *Brownfield Ag News*: [Wisconsin's Governor tours dairy and discusses water quality](#)
- *Milwaukee Journal Sentinel*: ['It ain't fun anymore': Auctioneers are busy selling off dying Wisconsin dairy farms](#)
- *Wisconsin State Farmer*: [Dairy Farmers of Wisconsin wins marketing gold](#)
- *The Cap Times*: [Mark Pocan on progressivism, impeachment and Wisconsin cheese](#)
- *Wisconsin Rapids Tribune*: [Bratwurst, cheese curds, frozen custard top our Wisconsin food poll](#)
- *The Growler*: [Willi Lehner forges world-class wheels on his self-sufficient Wisconsin farmstead](#) (Featuring Cedar Grove Cheese, Henning's Cheese, and Uplands Cheese)

- *Madison Magazine*: [The Cider Farm brings organic, European-style ciders to Madison](#) (Featuring Hook's Cheese, Landmark Creamery, and Uplands Cheese)
- *The Courier*: ['Stress Free Cooking' episodes feature Crave Brothers Cheese on We Cook TV](#) (featuring Crave Brothers Farmstead Cheese)
- *Mashable*: [Watch these brave humans risk everything to chase cheese down a hill](#)

WCMA Notes: Record Unemployment Doesn't Mean Industry Must Go Without Workers

The national unemployment rate dropped in April 2019 to 3.6 percent, the lowest level in 50 years. In Wisconsin, the rate is a new all-time record low of 2.8 percent. While we might cheer those numbers as an economic success, they are also cause for employers' concern.

In the June edition of *WCMA Notes*, Communications, Education, and Policy Director Rebekah Sweeney examines the tightening labor market and points to legislative and employer-driven strategies to address the challenge. [Read more here.](#)



Registration Now Open for 2019-20 Offerings of WCMA Front-Line Supervisor Training and Learning to Lead

WCMA recognizes the importance of employee training programs for workforce development and retention. Each year, our Association offers more educational opportunities than ever before, and we invite you to participate. This week, we've opened registration for 2019-20 offerings, and we encourage you to watch the video linked above or [click here to learn more about all of the programs.](#)

Highly recommended by past participants, click these links to register for **WCMA Front-Line Supervisor Training**:

- [Front-Line Supervisor Part A - Madison | Oct. 22](#)
- [Front-Line Supervisor Part A - Eau Claire | Mar. 31](#)
- [Front-Line Supervisor Part B - Madison | Nov. 12](#)



WCMA also offers a program specifically designed for mid-level managers, or employees who are

transitioning to such positions. The **Learning to Lead** series is offered in partnership with Madison College, via three workshops:

- Critical Thinking and Decision Making | Sept. 17
- Effective Communications and the Building and Leading of Teams | Nov. 5
- Effective Delegation, Talent Development, and Situational Leadership | Jan. 14



Those enrolling in the program would participate in all three sessions as a cohort; the cost for the entire series, including materials, instruction, and meals, is \$495 per participant. Enrollment is limited to 20 individuals. To register, [click here](#).

Questions - or suggestions regarding new educational offerings - may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).



WCMA Young Professionals to Tour Agropur Ingredients

Registration is now open for the WCMA Young Professionals' tour of Agropur Ingredients in La Crosse, Wisconsin on Friday, June 28. Following the morning tour, the group will network over lunch and - if desired - an afternoon of golf. This event is limited to 30 people, so sign up now! [Click here](#) for more information and to register, and contact [WCMA Events Manager Kirsten Strohmenger](#) with any questions.

#SayCheese With WCMA This June

WCMA invites you to participate in our #SayCheese social media campaign in celebration of June as National Dairy Month.

Throughout the month, WCMA is sharing images and stories of dairy processing employees, and direct social media visitors to members' websites listing current job opportunities. We've highlighted staff from Cedar Grove Cheese, Masters Gallery Foods, and Pagel's Ponderosa already, and we encourage you to watch for all the posts on [our Facebook page](#).



Want to participate? It's simple. You can update your profile picture now with [our free Facebook frame](#) (shown above). Or, you can feature your employees! Just send [WCMA Communications Assistant Claudia Looze](#) a photograph and the following information about your employee: name, title, years of service, and favorite part of the job. For an example, see the image below.



#saycheese

Smile with the people who make your favorite food

“ MAKING THE CHEESE AND LOOKING AT THE FINISHED PRODUCT IS BY FAR MY FAVORITE PART. IT DOESN'T GET BETTER THAN USING MILK FRESH FROM THE COWS TO HANDCRAFT A FINISHED WISCONSIN CHEESE! ”



*Gary, Cheesemaker
Pagel's Ponderosa*

Work with Gary! pagelsponderosa.com



Submit Participant Names Today

Please submit names of all your participants in the WCMA Golf Outing & Trap Shoot by close of business today. Download and complete the [form linked here](#) to return it to [WCMA Events Manager Kirsten Strohmenger](#).

We look forward to seeing you on Wednesday, July 17!

In Brief...

The deadline to enter the Wisconsin State Fair Dairy Products Contest is Friday, June 7! For complete rules, regulations, and requirements, [click here](#).

On Saturday, June 8, WCMA members are invited to the National Historic Cheesemaking Center in Monroe, Wisconsin for a special day of activities, including a live demonstration of traditional Swiss cheesemaking techniques. For more information, [click here](#).

On Thursday, June 13, WCMA members are invited to join in the annual Wisconsin Specialty Cheese Institute Golf Outing in Sheboygan Falls, Wisconsin. For more information, [click here](#).

WCMA members are invited to register now to attend the Wisconsin Association for Food Protection Spring Food Safety Workshop, set for Wednesday, June 19 at the Holiday Inn Madison West. For an agenda, meeting details, and registration information, [click here](#).

WCMA membership renewals are due July 1. In the coming weeks, please watch your email and postal mail for details, and contact [WCMA Office & Member Service Coordinator Sara Schmidt](#) with any questions. Thank you for your ongoing support.

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STAY CONNECTED:

