



WISCONSIN CHEESE MAKERS ASSOCIATION

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ANNUAL REPORT 2018 - 2019

MAJOR IMPACT

How WCMA
advocacy
BOOSTS
business



*Contest and
Conference
break records*



FOOD SAFETY

WCMA offers new, **FREE!** resources

WORKFORCE CONNECTIONS

WCMA helps you
train and maintain

GROW WITH US

Every day, Wisconsin Cheese Makers Association is inspired by the work ethic, the pragmatism, the problem solving and the creative spirit we see in our members. This venerable trade association is growing – in membership, training programs, legislative successes, events – even our staff. And growth inspires growth: bigger ideas, better communication and more connections between people.

Now 96 dairy manufacturing companies, cooperatives and marketers in 19 states and 575 suppliers around the world are members of Wisconsin Cheese Makers Association. Members drive our intense focus on regulatory and legislative issues impacting makers of cheese, whey and butter – from our firm stance on free trade to our unique defense of dairy products in the face of imitation products stealing cheese names. WCMA is where processors, government and educators connect to solve wastewater issues, research food safety and stimulate business growth: we collaborate, debate, decide.

Active committees build more and better training programs for our members, improve our growing events and engage the next generation entering the dairy industry. We want every employee at every member company plugged into WCMA communications: connect your people with the daily dynamics in the dairy industry and you'll turn people with a job into partners with a career.

We're excited to share this overview of another year of growth at WCMA. Help us create the successes we'll write about next year. Wisconsin Cheese Makers Association is you.

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WORKFORCE CONNECTIONS

WCMA understands that your employees are your most valuable asset, and more than ever before, we're focused on ways to help you train and retain your staff. We're also working to attract new talent to the dairy processing industry. Here's a look at our latest efforts.



TRAINING PROGRAMS

More than 150 member employees have participated in our highly-rated Front-Line Supervisor Training program, offered in Madison and Eau Claire, focused on leadership essentials including decision making, problem solving performance feedback, as well as stress management and productivity.

Managers and those transitioning to such positions will want to check out our Learning to Lead educational series.

Registration for Fall/Winter offerings is open now on WisCheeseMakers.org



JOB FAIR

WCMA hosted its first-ever Job Fair in conjunction with the 2019 Cheese Industry Conference. Members connected with more than 60 students pursuing careers in dairy processing and a few made hires on the spot! Contact WCMA staff to reserve a Job Fair booth at our 2020 event.



WAGE AND BENEFITS SURVEY

We've improved our FREE annual Wage and Benefits Survey. Now more user-friendly and more comprehensive, participants gain a better understanding of how their compensation packages rate. Contact WCMA staff to learn more.



WCMA YOUNG PROFESSIONALS

WCMA's Young Professionals group continues to grow, with more than 100 people participating in a networking event in April. Watch for outings in Summer/Fall 2019 that balance industry education and camaraderie!



SCHOLARSHIPS

In 2019, WCMA awarded \$15,000 in scholarships to member employees pursuing higher education. Watch for the 2020 application form on WisCheeseMakers.org this fall!

WCMA IS A STRONG VOICE FOR YOU.

With direction from our Board and our active Policy Committee, Association staff have worked toward policy and regulatory changes that will boost the dairy processing industry. Here's a look at our impact in 2019.

AT THE FEDERAL LEVEL...

WCMA advocated for the signing of the United States-Mexico-Canada trade agreement, as well as other trade deals to open markets to dairy processors. We continue to push for Food and Drug Administration enforcement of dairy labeling standards. We successfully lobbied for the inclusion of Wisconsin Senator Tammy Baldwin's Dairy Business Innovation Initiative in the 2018 Farm Bill, and we are partnering with the Center for Dairy Research to apply for federal grants through that program. Watch for more updates in WCMA's electronic newsletter!



Wisconsin Governor Tony Evers addressed 2019 Cheese Industry Conference attendees announcing a \$750,000 grant for the Center for Dairy Research.

IN WISCONSIN...



WCMA is working with a bipartisan group of lawmakers to advance legislation that 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.



Members of the WCMA Policy Committee met with WDATCP Secretary Brad Pfaff and Assistant Deputy Secretary Angela James in February 2019, helping secure agency changes that benefit our industry.

WCMA HAS ALSO

- Supported Dairy Innovation Hub proposal to direct funding to dairy training and research programs at University of Wisconsin schools (AB 207/SB 186)
- Advanced a proposed state nutrient trading system to reduce cost of wastewater management (AB 113/SB 91)
- Successfully lobbied the Wisconsin Department of Agriculture, Trade, and Consumer Protection to offer key dairy licensing exams in Spanish

MEMBER ENGAGEMENT

WCMA is here to serve its members - and that requires engagement. We invite you to join in our growing array of active member committees to develop a broader network, gain new knowledge, and direct Association efforts. We welcome your participation in these open committees:

- Dairy Food Safety Alliance (NEW!)
- Education
- Policy
- Technology
- Workforce (NEW!)



In 2019, members of WCMA's Technology Committee held meetings with the Wisconsin Department of Natural Resources, studied new research on denitrification and environmental practices, and toured Mullins Cheese's state-of-the-art wastewater processing facilities.



In partnership with the Center for Dairy Research and Dairy Farmers of Wisconsin, WCMA launched a new group in 2019, called the Dairy Food Safety Alliance. Focused on providing timely updates on regulation and resources for the industry's food safety professionals, the group meets twice annually.

RECOGNITION

WCMA applauds industry leaders who've made their mark through ingenuity, passion, and generosity. Here's a look at the special people our Association recognized in 2019.



Pictured from left to right are: WCMA Babcock Award honorees Dr. Rusty Bishop of Schreiber Foods and Dr. John Lucey of the Center for Dairy Research; WCMA Vanguard Award honorees Dale Baumgartner of Tillamook Creamery and Terry Lensmire of Agropur; WCMA Cheese Industry Champion Lou Gentine of Sargento Foods; WCMA Life Member John Epprecht of Great Lakes Cheese Company; WCMA Cheese Industry Champion Dave Fuhrmann of Foremost Farms USA; and WCMA Distinguished Service Award honorees Ron Kremer of Kerry and John and Joe Koss of Koss Industrial.



UNITED STATES CHAMPIONSHIP
CHEESE 2019
CONTEST

BY THE NUMBERS

- 2,555 cheese, butter, yogurt, and dry dairy product entries (a new record!)
- 35 states represented in competition
- 29 first-time competitors
- 60 nationally renowned judges
- 150 volunteers
- 6,732 pounds of dairy products donated to food banks
- \$211,445 raised via auction to support industry educational programming

Congratulations to WCMA member Guggisberg Cheese of Ohio for its big win at the 2019 U.S. Championship Cheese Contest! A Baby Swiss Wheel earned the company its second champion title in just four years.

All told, 37 WCMA member companies struck gold at the 2019 Contest. Kudos go to Marieke Gouda of Wisconsin, a company that claimed both the first and second runner-up positions overall.

Join WCMA for the **World Championship Cheese Contest March 3-5, 2020 in Madison, Wisconsin**. More information is available at WorldChampionCheese.org!



2019 CHEESE INDUSTRY CONFERENCE



The 2019 Cheese Industry Conference set a record for participation, with more than 2,700 people joining us in Madison for this one-of-a-kind event.

More manufacturers and processors outside of Wisconsin attended than ever before, making the Conference the largest industry gathering in the nation all year.



BY THE NUMBERS

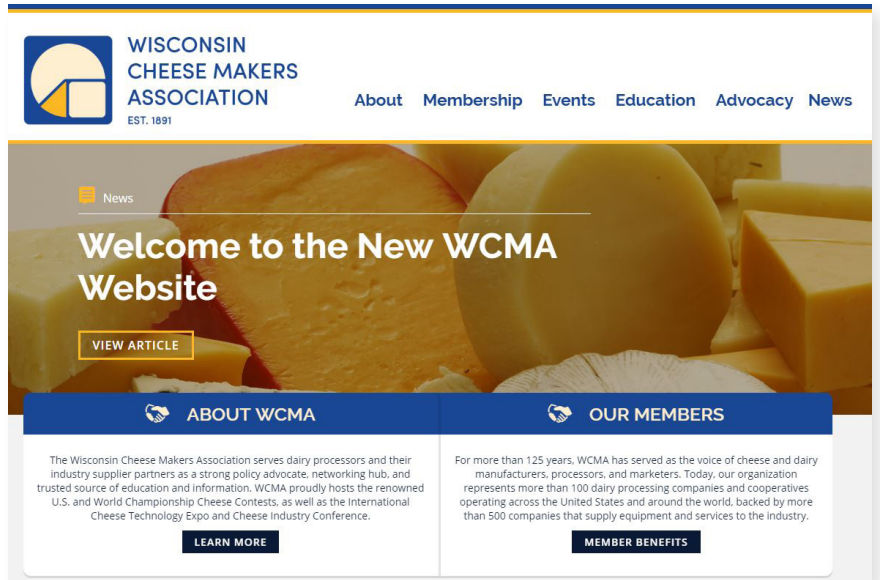
- 297 Exhibits
- 17 Seminars
- 214 Manufacturer/Processor Companies Represented
- 11 Networking Events

Mark your calendars now!
The 2020 CheeseExpo
is set for April 14-16 at
the Wisconsin Center in
Milwaukee, Wisconsin.

Learn more at
CheeseExpo.org

Check out our new website at WisCheeseMakers.org! We have a brand new look and updated technology to better serve you. Check out these special features:

- Members-only searchable directory
- Easy-to-use online event registration
- Training calendar



STAY CONNECTED

Tweet on Twitter? Friend on Facebook? *WCMA does, too!* Look for us on social media. From member features to timely reminders and breaking news, we think you'll find there's a lot to



Wisconsin Cheese Makers Association
Cheese Expo
Cheese Industry Conference
World Championships Cheese Contest
United States Championships Cheese Contest



CheeseExpo
CheeseContest



Wisconsin Cheese Makers Association



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All the news you need... delivered to your email inbox twice a month!

That's the promise of WCMA's electronic newsletters. You'll find information on policy and regulatory changes, industry events, and educational opportunities in every edition.

There's no limit to the number of sign-ups from member companies, so contact us today to add yourself or your colleagues to our distribution list.