



# WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

October 12, 2018



## Processors Warn Ongoing Steel Tariffs Pose Continuing Threat for Dairy Industry

As WCMA reported in a special member alert on October 1, the United States, Canada, and Mexico have reached agreement on a new trade agreement, the [USMCA](#).

As part of the deal, Canada will eliminate its Class 7 pricing structure and provide more - albeit limited - market access to the U.S. dairy industry.

However, as American tariffs on Mexican steel remain in place, Mexican tariffs on American-made cheese and other dairy products also remain in effect.

This week, dairy processors sounded the alarm over this ongoing concern, talking with reporters and lawmakers. Here's a look at coverage.

- *Agri-Pulse*: [Tariffs sour NAFTA deal for cheese makers](#) (Featuring Sartori Cheese, Hilmar Cheese)
- *Feedstuffs*: [Dairy processors see USMCA as muted win](#) (Featuring Hilmar Cheese)
- *Arizona Public Media*: [Mexico's answer to steel tariffs is devastating Arizona dairy farms](#)

The U.S. and Mexico, in particular, hope to have the USMCA approved and signed by November 30, before new Mexican leadership takes office. Mexican officials have indicated their [wish to work out a deal](#) on steel and dairy tariffs prior to that date.

However, some in Congress note that NAFTA 2.0 faces an [uphill battle in the Senate](#).

WCMA will continue to keep members posted on this developing situation. Please contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#) with any questions or concerns.

Meanwhile, here's a look at other recent trade developments via news reports.

- *Japan Times*: [U.S. seeks deeper farm tariff cuts than in Japan-EU pact](#)
- *Marketplace*: [Canadians mull new trade pact, worry about domestic dairy industry](#)
- *Reuters*: [Canada dairy farmers unhappy after meeting Trudeau on trade deal](#)
- *Politico*: [NAFTA deal emboldens White House in China talks](#)



## Great Interest, Participation in New Dairy Food Safety Alliance

In partnership with the Center for Dairy Research and Dairy Farmers of Wisconsin, the Wisconsin Cheese Makers Association was pleased to welcome more than 50 members to the inaugural meeting of the Dairy Food Safety Alliance, held on Monday, October 8.

Focused on providing timely updates on regulation and resources for the industry's food safety professionals, the Dairy Food Safety Alliance plans to meet twice annually. For presentations from the first meeting, or to get involved in the group, please contact [WCMA Events Manager Kirsten Strohmenger](#).



## FDA May Now List Retailers Impacted by Food Recalls or Illness Outbreaks

The U.S. Food and Drug Administration recently announced new policy stating that the agency may, in certain cases, release a list of retailers impacted by a food recall or foodborne illness outbreak.

In [this public statement](#), FDA Commissioner Scott Gottlieb outlined the agency's intent to publicize retail consignee lists for food recalls when the food is not easily identified as being subject to a recall from its retail packaging, or lack thereof, and if the food is likely to be available for consumption. Some examples may include foods sold directly to consumers with no UPC or bar code, such as deli cheese, nuts, rawhide chews, or pet treats sold in bulk and fresh fruits and vegetables sold individually.

## WCMA Notes: Modernizing Milk Starts with Truth in Labeling

*A Column Offered by  
Executive Director John Umhoefer*

The U.S. Food and Drug Administration is taking a broad look at modernizing dairy standards of identity, and is seeking specific comments on plant-based food and beverages that are using common and usual names held by standardized dairy products.

In the October edition of *WCMA Notes*, Executive Director John Umhoefer outlines the Association's position, and how changes to current policy could benefit the U.S. dairy industry. [Read more here.](#)



# IN THE NEWS...

*Bloomberg:* [How millennials are killing American cheese](#)

*Bloomberg:* [Devin Nunes isn't the only dairy farmer souring on California](#)

*WXOW-TV:* [Cheese for charity: Wisconsin dairy farmers sending cheese to hurricane relief](#)

*USA Today:* [Why Americans are adopting Swiss dairy farmers](#)

*AM New York:* [Inside Murray's unique cheese cave operation in Long Island City](#)

*OnMilwaukee:* [Murray's, a cheese landmark, finally comes to America's Dairyland](#)

*Delish:* [Love cheese? These Advent calendars are full of so much of it.](#)

*Insider:* [Costco is now selling pumpkin spice cheese and the trend has officially gone too far](#)

*Michigan Farmer:* [Michigan dairy farmers either exit or eat equity](#)

*Wisconsin State Journal:* [Struggling dairy industry can learn from how the World Dairy Expo makes it look so good](#)

*Wisconsin State Farmer:* [Chicago honors Wisconsin during American Cheese Month](#)

*Daily Reporter:* [Guggisberg Cheese named grand champion cheesemaker](#) (Featuring Guggisberg Cheese)

## Apply Now for Wisconsin Dairy Processor Grants

WCMA members are invited to apply now for Wisconsin Department of Agriculture, Trade, and Consumer Protection [Dairy Processor Grants](#).

This program offers support of up to \$50,000 to facilitate dairy processors' operational changes, improve profitability, and foster innovation and economic growth.

Matching funds are required at 20 percent of the grant request. Funds are awarded based on a competitive review process. All applications are due by Friday, November 2.

To learn more about eligibility, [click here](#). To download the application form, [click here](#).

Please contact [WCMA Executive Director John Umhoefer](#) or [Communications, Education, and Policy Director Rebekah Sweeney](#) with any questions. You may also reach out directly to [WDATCP Grants Manager Juli Speck](#).



## Congrats to Front-Line Supervisor Grads!



WCMA is pleased to congratulate another successful class of participants in its popular [Front-Line Supervisor Training](#) program. This week, member employees studied emotional intelligence, coaching, and performance feedback. Students hailed from Baker Cheese, Crave Brothers Farmstead Cheese, Grande Cheese Company, Renards Cheese, Wapsie Valley Creamery, and Westby Cooperative Creamery.

All of WCMA's training programs are designed not only to build employees' skill sets, but also to help with employee retention rates. In the video linked below, Madison College course instructor Cyndi Wentland and recent participant Antonio Cary, who works as a cheesemaker for Grande Cheese Company, speak to that focus.



## Two Spaces Available for WCMA Front-Line Supervisor Training in Eau Claire October 25



WCMA has added an offering of its popular Front-Line Supervisor Training to its fall educational programming line-up, and now just [two spaces remain open](#).

WCMA Front-Line Supervisor Training - Part B, focusing on emotional intelligence, critical thinking, coaching, and performance feedback, will be held on Thursday, October 25 at Chippewa Valley Technical's Gateway Campus in Eau Claire. This course is priced at \$149 per

participant, with materials, instruction and meals included.

For additional details and to register, click [here](#) or contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

**Register Now to Join WCMA  
Workforce Committee Oct. 23**

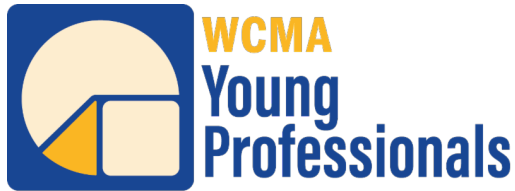
[Register now](#) to join WCMA's new [Workforce Committee](#), a group formed with the goal of helping the dairy processing industry recruit and retain high quality employees through competitive wage and benefits packages, targeted trainings, and outreach to the emerging labor force.



The WCMA Workforce Committee will hold its first meeting on Tuesday, October 23 from 12 noon-4 p.m. at Emmi Roth USA's Monroe plant. Lunch will be provided. A full agenda and registration form is [available here](#).

Registration closes Friday, October 19. Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

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## Registration Deadline Today for Young Professionals Event

If you're 40 years old or younger, [please register today](#) to participate in the next WCMA Young Professionals event, which will be held Friday, October 19 in Milwaukee, Wisconsin.

The event will begin at 10 a.m. with an educational tour of Chr. Hansen's Milwaukee culture plant. The group will then head to AXE MKE for a networking lunch and try their hand at the latest craze - axe throwing - from 12:30-3:30 p.m. Note that the activity at AXE MKE is limited to the first 50 registrants.

Registration includes both the meal and activity, and costs \$40 per person. Click [here](#) to sign up by 5 p.m. today! Share any questions with [WCMA Events Manager Kirsten Strohmenger](#).

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## WCMA Connects with Farmers & Friends at World Dairy Expo

WCMA connected with hundreds of industry colleagues, friends, and - of course - dairy farmers at the World Dairy Expo in Madison, Wisconsin last week. Special thanks go to those members who helped field questions from booth visitors alongside Association staff, including: Alan Hamann of V&V Supremo, Todd Martin of Dairy Equipment Advisors, Bob Wills of Cedar Grove Cheese and Clock Shadow Creamery, Emily Harbison and Bill Rufenacht of Dairy Connection, Tony Hook of Hook's Cheese Company, Paul Scharfman of Specialty Cheese Company, and Marianne Smukowski, Andy Johnson, and Gina Mode of the Center for Dairy Research. Check out photos from World Dairy Expo below - and find even more on [Facebook](#).



## WCMA Directory Updates Due Monday

WCMA staff is already hard at work on the 2019 WCMA Member Directory, and asks for your assistance with any needed updates.

In the past month, your company's primary WCMA contact should have received a copy of the current directory listing, along with an appeal for corrections or additions no later than close of business on Monday, October 15.

If you have questions or wish to make updates, please contact [WCMA Office & Member Service Coordinator Sara Schmidt](#) today! Thank you for your membership and ongoing engagement.

## Act Quickly: One Directory Ad Space Available

Please [contact WCMA](#) by Monday, October 15 at 5 p.m. if your company wishes to reserve the final remaining ad space in the 2019 WCMA Member Directory. The space could be used for either a full-color full-page advertisement or a full-color half-page advertisement. Complete details are available from [WCMA Office and Member Service Coordinator Sara Schmidt](#).

## WCMA Connects with Members at NCCIA



WCMA Executive Director John Umhoefer happily caught up with WCMA Board member and Valley Queen Cheese Factory CEO Doug Wilke (left), and Valley Queen co-owner Rudy Nef (center) this week, while en route to the North Central Cheese Industry Association Annual Meeting in Sioux Falls, South Dakota. Thanks to all at Valley Queen for their hospitality - and ongoing support of WCMA endeavors!



## WCMA Welcomes New Members

WCMA warmly welcomes three new supplier members this week, including [Fredman Bag Company](#), [Premier Tech Chronos](#), and [Setric Best, Inc.](#)

For 126 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers.

Today, our organization includes 105 dairy companies and cooperatives operating 259 facilities in 22 states, backed by more than 500 companies that supply equipment and services to the dairy industry.

## Follow WCMA On Instagram

WCMA is now on Instagram! Follow us [@WICheeseMakers](#).

As always, give us a like on [Facebook](#), and follow our [Twitter](#) for updates, reminders, and photos from our events.



## In Brief...

The Eastern Wisconsin Cheesemakers and Buttermakers Association will be hosting its 2018 Fall Convention on Wednesday, November 7. Registration is due Wednesday, October 17. For complete details, contact [EWCBA Member Services Manager Barb Henning](#).

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WCMA members may take advantage of a special member rate to attend the ADPI Technical Symposium set for October 23-24 at the Concourse Hotel in Madison, Wisconsin. A list of

seminar topics is available [here](#), and to register now, click [here](#).

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The Center for Dairy Research invites WCMA members to register now for its Dairy Ingredient Manufacturing Short Course, set for October 24-25 in Madison, Wisconsin. Learn more [here](#).

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Wisconsin Cheese Makers Association | 608-286-1001 | [www.wischeesemakers.org](http://www.wischeesemakers.org)  
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