



WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

November 21, 2018



Please enjoy this early edition of *WCMA Dairy Facts* in advance of the Thanksgiving holiday.

Note that WCMA's office will be closed on Thursday, November 22 and Friday, November 23 in observance, and will reopen at 8 a.m. on Monday, November 26.

Thank you for your membership and engagement. We wish you a happy holiday!



WCMA Member Appointed to Evers' Transition Team

Long-time WCMA member [Bob Wills of Cedar Grove Cheese and Clock Shadow Creamery](#) has been appointed to Wisconsin Governor-Elect Tony Evers' transition team. He will serve on the Personnel Advisory Council, a group charged with the task of seeking and selecting qualified individuals for more than 250 appointed positions. Congratulations, Bob, and thanks for answering the call to serve!

WCMA is advocating for the industry's interests related to agriculture, natural resources, and regulation, as changes in Wisconsin's Executive Branch occur. If you have questions, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

Trade Deal in Question as Congress Pushes Back

The fate of President Donald Trump's retooled NAFTA, the U.S.-Mexico-Canada Agreement, is now uncertain, as members of Congress are questioning its details.



Democrats, who will control the House when a vote is likely to occur, are concerned over labor and environmental provisions, while 40 conservative Republicans sent a letter to the White House this week, expressing displeasure with a requirement to increase workplace protections for LGBT employees.

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

Politico: [Trump's Mexico-Canada deal hits trouble in Congress](#)

Business Insider: [Trump's landmark trade deal with Canada and Mexico is suddenly in trouble](#)



FDA Extends Deadline for Comment on Dairy Labeling

The Food and Drug Administration has [extended the deadline](#) for comments on the use of dairy labels for plant-based products. Comments will now be accepted through Friday, January 25. To submit a comment, [click here](#).

IN THE NEWS...

- Politico: [Cheese is cheese, EU court rules](#)
- NPR: [There's no copyrighting taste, rules EU court in Dutch cheese case](#)
- The New York Times: [Who has the copyright over my cheese?](#)
- Newsweek: [Halloumi crisis: Shortage looms as China falls in love with rubbery cheese](#)
- Capital Press: [Dairy farmers consider supply management](#)
- Brownfield: [Study shows three-year dairy price cycle might be a thing of the past](#)
- Farm Journal's MILK: [All-milk prices projected to rise \\$19 by 2026](#)
- Rural Life: [Australian milk supply could drop 7%](#)
- Lansing State Journal: [What will a \\$555 million dairy processing plant do for St. Johns?](#)
- Business Insider: [The biggest benefits-and drawbacks--of eating Greek yogurt over 'regular' yogurt](#)
- Dairy Foods: [A healthy slam-dunk for butter](#)
- Dairy Foods: [Cultured dairy aiming for a mealtime, snack-time double play](#)
- Xinhuanet: [Wisconsin cheesemaker hopes Chinese consumers will try her cheese](#) (Featuring Sartori Company)
- Wisconsin State Journal: [Historic herd and dairy publication ready for their own cheese](#) (Featuring Hoard's Dairyman Farm Creamery)
- WBAY: [Limited edition Green Bay Whopper says "Cheese!"](#)



Video of a young girl caught enjoying a "stolen" block of cheese went viral this week, with more than 20 million views on Facebook alone. Check it out in the links below.

YouTube: [Little girl loves eating her stolen block of cheese](#)

PopSugar: [This little girl's reaction to stealing a block of cheese from the fridge is beyond relatable](#)

Dairy Farmers of Wisconsin Launches "Why Wisconsin?" Campaign, Featuring WCMA Members



This week, our friends at Dairy Farmers of Wisconsin launched a new national advertising campaign, "Why Wisconsin?" In it, many WCMA members are featured, including Dan Stearns of Agropur, Sid Cook of Carr Valley Cheese, Steve Stettler of Decatur Dairy, Ben and Bruce Workman of Edelweiss Creamery, Tony Hook of Hook's Cheese, Adam Buholzer of Klondike Cheese Company, Katie Fuhrmann of LaClare Family Creamery, Anna Thomas Bates of Landmark Creamery, Marieke Penterman of Marieke Gouda, Andy Hatch of Uplands Cheese, and Joe and Joey Widmer of Widmer's Cheese Cellars. Click on the link above to watch, and please feel encouraged to share it on social media outlets.

Consumers nationwide will see the ad in digital publications such as *Saveur*, *Epicurious*, *Bon Appétit*, *Food & Wine*, *Martha Stewart*, and on *Food Network*, *Eater.com* and *Food52*, as well as on WisconsinCheese.com.



2018 Scholarship Recipients

Apply Now for WCMA Scholarships

WCMA is now accepting applications for five student scholarships worth \$3,000 each, to be awarded in April at the 2019 Cheese Industry Conference.

Employees or children of employees at WCMA dairy manufacturing, processing, or marketing member companies may apply for the [WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship](#).

Employees or children of employees at WCMA supplier member companies may apply for the [WCMA Cheese Industry Supplier Student Scholarship](#).

Preference for both scholarship awards will be given to candidates pursuing degrees and careers connected to the dairy industry. Well-qualified candidates will be attending or registered to attend a college, university, or technical school in the United States.

Applicants must supply transcripts, a letter of recommendation, and a completed application form by February 20, 2019. Applications and questions can be directed to [WCMA Office & Member Service Coordinator Sara Schmidt](#).

Schleitwiler Addresses Learning to Lead Class



Wohlt Cheese Director, former BelGioioso Cheese Vice President, and former WCMA President Mark Schleitwiler graciously shared career insights and advice with WCMA's Learning to Lead class of industry mid-level managers last week. Many thanks to Mark for taking the time to speak, and to our enthusiastic participants. To learn more about the course, [click here](#).



Register Now for WCMA's Front-Line Supervisor Training

WCMA has [opened registration](#) for its popular Front-Line Supervisor Trainings, now set for early 2019. The classes, offered in partnership with Madison College, are high-quality, low-cost opportunities for industry employers not only to train, but also to retain their most valued workers.

WCMA will offer Front-Line Supervisor Training-Part A, focused on leadership essentials, including decision making and problem solving on Tuesday, February 12 in Madison. Front-Line Supervisor Training-Part B, which explores the impact of emotional intelligence, coaching, and performance feedback, will be held on Tuesday, March 12, also in Madison. WCMA will offer Front-Line Supervisor Training-Part C, focused on personal productivity and managing workplace stress, in two locations: at Chippewa Valley Technical College's Gateway Campus in Eau Claire on Tuesday, March 26 and in Madison on Tuesday, April 9.

Classes are offered à la carte, and can be taken in any order. Tuition costs just \$129 per participant for courses hosted in Madison, and \$159 for courses offered in other locations. Materials, instruction, and meals are included.

For more information or to reserve a space in these WCMA training programs, [click here](#). You may also contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

'Tis the season for cheese gift boxes! Did you know that, in Wisconsin, cheese packaged in a gift box, on its own, is not subject to sales tax? If prepared foods or other items are included, the question of sales taxes depends on a number of factors, detailed [here](#).

Have questions? [Contact WCMA](#).

**DID YOU
KNOW?**



Welcome

WCMA Welcomes Two New Members

WCMA warmly welcomes two new members this week: [Shuttleworth](#) and [Packers Chemical Company](#).

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.

In Brief...

WCMA members are invited to participate in the Wisconsin Department of Workforce Development's "Friday Fundamentals" webinars. On December 7, learn more about misconduct and fault, as defined by Wisconsin labor laws. To pre-register, [click here](#).

The Center for Dairy Research invites WCMA members to [register now](#) for its Quality Cheese Making with Membrane Concentrated Milk Short Course set for December 11-13.

The deadline to register your food facility for compliance with the Public Health Security and Bio-terrorism Preparedness and Response Act of 2002 is December 31, 2018. Industry guidance is [available here](#) and registration forms can be [found here](#).

Dairy Farmers of Wisconsin invites WCMA members to mark their calendars for 2019 training sessions. Offerings will include:

- Food Defense Training - February 20-21, 2019 | Eau Claire, Wisconsin
- PCQI Training - March 19, 2019 | Madison, Wisconsin
- Supplier Food Safety Management Course - April 9-10, 2019 | Green Bay, Wisconsin

For more information, contact [DFW's Adam Brock](#).

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STAY CONNECTED:

