



# WCMA Dairy Facts

An Exclusive Newsletter of the WISCONSIN CHEESE MAKERS ASSOCIATION

December 7, 2018



## USMCA Signed, Trade Talks Continue with China

President Donald Trump joined Canadian Prime Minister Justin Trudeau and Mexican President Enrique Peña Nieto at the G20 Summit last Friday to sign the USMCA, a trade agreement which is intended to replace NAFTA.

Congress still must write implementing language for the USMCA to take effect, and that hurdle may prove significant. The agreement includes language regarding the adoption of policies against workplace discrimination on the grounds of sexual orientation, a controversial note for some conservative members of Congress. Democrats have raised concerns over the deal's labor provisions and environmental protections.

Critical to the American dairy industry, the USMCA does not impact high tariffs which remain in place on dairy products exported to Mexico. Third quarter cheese exports to Mexico are down 11 percent from 2017.

Meanwhile, also late last week, President Trump and Chinese President Xi Jinping declared a 90-day truce in the escalating trade conflict between the countries. Trump stated that China will buy a "substantial amount of agricultural, energy, industrial" products from the United States, but no details have been released following that statement. U.S. Trade Representative Robert Lighthizer is set to lead negotiations over high tariffs, market access, and intellectual property practices in the coming weeks.

For more on the latest international trade developments, see the news articles linked below.

- *Brownfield Ag News*: [USDA working to remove tariffs now that USMCA is signed](#)
- *Politico*: [Pelosi casts doubt on passage of Trump's new NAFTA without changes](#)
- *Washington Post*: [Trump calls USMCA 'a ground-breaking achievement.' But tariffs have turned ties with Canada cold.](#)
- *Associated Press*: [White House: China to buy 'substantial amount' of U.S. ag products](#)
- *Reuters*: [China commerce ministry says goal in trade talks with U.S. is to remove all tariffs](#)
- *Reuters*: [U.S. Trade Representative Lighthizer to lead talks with China](#)
- *CNN*: [Chinese exec's arrest intensifies trade conflict](#)

- Associated Press: [U.S. dairy industry calls for greater market access to Japan](#)

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# F A R M B I L L

## Negotiations Complete, Vote Likely Next Week

Top Congressional lawmakers announced this week that [negotiations are completed on the Farm Bill](#), with Republicans dropping controversial new work requirements for the Supplemental Nutrition Assistance Program to reach compromise.

Full details will be available to the public next week, prior to House and Senate votes set for Wednesday and Thursday.

U.S. Senator Tammy Baldwin (D-WI) reports that [small- and mid-size farmers can expect to see insurance premiums drop](#) under an adjusted version of the Margin Protection Program. Baldwin also notes that the program will include higher margin, making it a stronger tool for those who use it.

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## WCMA Announces Ten Cheese Industry Leaders to be Recognized with Awards at 2019 CIC

### *John Epprecht of Great Lakes Cheese Named 2019 Life Member*

This week, the WCMA Board of Directors selected ten individuals to be recognized at the 2019 Cheese Industry Conference for their outstanding work in the dairy manufacturing industry.

**John Epprecht** of Great Lakes Cheese is set to receive the Association's highest honor: the **WCMA Life Member Award**, which recognizes those who have played a significant role in the success of the Association through leadership, support, and service to the institution and its activities.

**Dave Fuhrmann**, formerly of Foremost Farms USA, and **Lou Gentine** of Sargento Foods will be named the 2019 **WCMA Cheese Industry Champions**. This distinction is given only to industry leaders who, through their everyday business decisions, have created tremendous opportunity for others.

The **WCMA Distinguished Service Award**, reserved for respected and highly-valued supplier partners to the cheese manufacturing industry, is unique in that the Association allows members to vote on nominees. **Joe and John Koss**, co-founders of Koss Industrial, and **Ron Kremer**, formerly of Kerry, have been selected for the honor in 2019.

The **Babcock Award**, recognizing the contributions of those in education or affiliate organizations partnering with cheesemakers in the pursuit of dairy industry innovation and excellence, will be given to **Rusty Bishop** and **Dr. John Lucey**. Lucey serves as current



*2019 WCMA Life Member John Epprecht of Great Lakes Cheese*

Director of the Center for Dairy Research and Bishop, now with Schreiber Foods, served as his predecessor. Both men have been instrumental to the Babcock Hall/CDR renovation project.

The **Vanguard Award** is intended to recognize cheesemakers or cheese manufacturing employees whose work helped to blaze new trails in dairy operations. In 2019, this award will be given to **Dale Baumgartner**, recently retired from Tillamook Cheese, and **Terry Lensmire** of Agropur.

For additional information about the 2019 slate of honorees, visit [WisCheeseMakers.org](http://WisCheeseMakers.org).

## WCMA Notes: One Final Push for UW-River Falls

### *A Column Offered by Executive Director John Umhoefer*

Construction on the pilot plant at the University of Wisconsin-River Falls is underway. The plant will double in size, expanding to 6,000 sq. ft, and upgrades to electrical and HVAC have begun.

It may be no surprise to dairy processors that budget estimates for the renovation and for equipment purchase and installation are now projected to be exceeded, and one more financial push is needed to make this project a success.

[Click here to learn more](#) about the UW-River Falls dairy pilot plant project and how you can help in the latest edition of *WCMA Notes*.



## IN THE NEWS...

- *Jefferson City News Tribune*: [Cottage cheese decision curdles online](#)
- *Xinhuanet*: [Innovation injects vigor into Wisconsin's dairy industry](#)
- *Green Bay Press-Gazette*: [People have to eat, so Wisconsin's food manufacturers have jobs](#)
- *Manufacturing.net*: [A dairy destination](#) (Featuring Agropur, Bel Brands USA, Valley Queen)
- *Brownfield Ag News*: [Wisconsin Farm Bureau votes to "consider" possible dairy supply management](#)
- *Entrepreneur*: [These childhood friends created a \\$100 million brand by putting frozen Greek yogurt on a stick](#)
- *Insider*: [Parmesan cheese is actually pretty healthy for you](#)
- *Argus Courier*: [Say 'cheese': Dairy labeling debate hits Petaluma](#)
- *Food Business News*: [Non-dairy cheese maker opens new plant](#)
- *Food Dive*: [Turnaround of the year: Danone](#)
- *Thrillist*: [Whole Foods' huge "12 Days of Cheese" sale is back](#)
- *The Daily Meal*: [Stew Leonard's famed motto is now the largest cheese sculpture on Earth](#) (Featuring Henning's Cheese)
- WTMJ-TV: [Giannis Antetokounmpo gets a wheel of cheese for his birthday](#) (Featuring Sargento)
- WPMT-TV: [Caputo Brothers Creamery stops by Fox43 kitchen to make cheese](#) (Featuring Caputo)
- WBZ-TV: [400 pound wheel of cheese rolls through Concord](#)





# 2019 CHEESE INDUSTRY CONFERENCE

April 17 & 18, 2019 | Alliant Energy Center | Madison, Wisconsin

## 2019 CIC Sponsorship Deadline December 10



WCMA supplier members are invited to connect with the nation's cheese, butter, and whey processors at the industry's premier event: the [2019 Cheese Industry Conference](#)!

High-profile, impactful [marketing opportunities](#) are available now on a first-come, first-serve basis. Key sponsorships include the popular Champions Reception and Afterglow Party.

Reserve sponsorships by December 10 for recognition in the first conference brochure, sent to more than 3,500 prospective attendees.

Suppliers are also encouraged to act quickly to claim the few remaining booth spaces in the 2019 CIC exhibit hall.

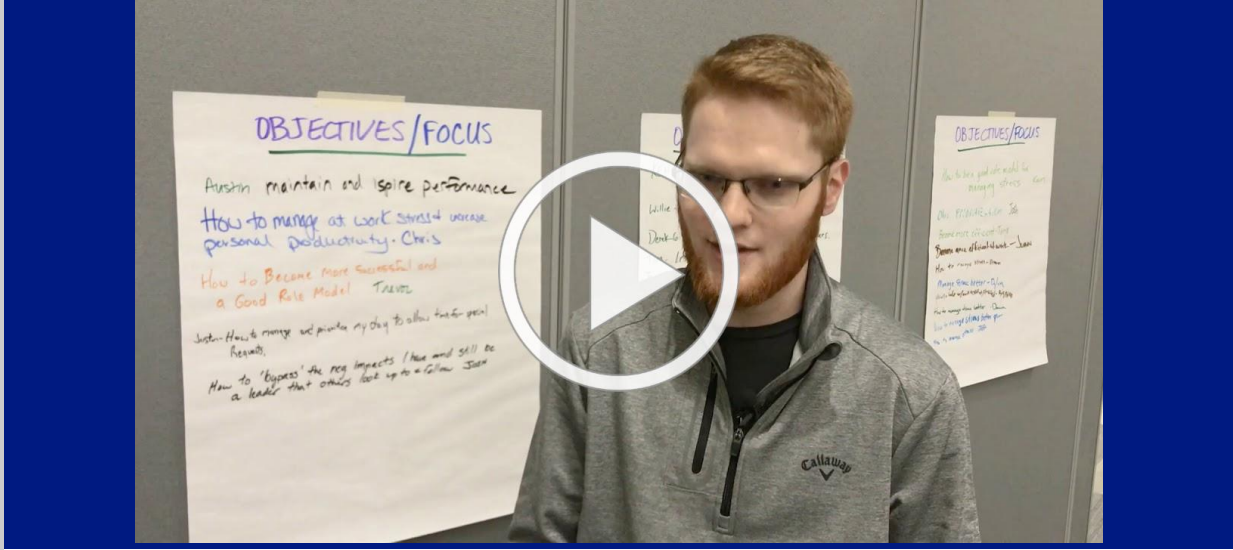
[Click here to learn more](#) about how your company can make an impact at the Cheese Industry Conference. Questions can also be directed to [WCMA Events Manager Caitlin Peirick](#).



## Register Now for Front-Line Supervisor Trainings

[Register now](#) to participate in upcoming offerings of WCMA Front-Line Supervisor Training. Presented in partnership with Madison College, these classes are high-quality, low-cost opportunities for industry employers not only to train, but also to retain their most valued workers.

Past participants have offered enthusiastic reviews, rating the courses a cumulative 9.2/10 and noting the value of applicable lessons and interaction. For more on their feedback, click the video linked below featuring employees from Alpine Slicing and Cheese Conversion, Grande Cheese Company, and Schuman Cheese - Lake Country Dairy.



APPLY NOW FOR

### WCMA SCHOLARSHIPS

The Wisconsin Cheese Makers Association will award five student scholarships worth \$3,000 each in 2019!

**Eligibility:** You and your children are eligible to apply because your employer is an active WCMA member. Successful applicants will be attending or registered to attend a college, university, or technical college in the United States. Preference will be given to candidates pursuing careers in the dairy processing industry.

**How to Apply:** Pick up an application form from your manager or log on to WisCheeseMakers.org to download the file. Note that applicants must supply transcripts and a letter of recommendation. You may send materials to WCMA at 5117 West Terrace Drive, Ste. 402, Madison, WI 53718 or via email to [schmidt@wischeesemakers.org](mailto:schmidt@wischeesemakers.org).

**Deadline:** Applications must be received by Wednesday, February 20. Successful applicants will be announced in March, with awards made in April.



Questions? Contact WCMA's Office and Member Services Coordinator Sara Schmidt at [schmidt@wischeesemakers.org](mailto:schmidt@wischeesemakers.org) or by calling 608.286.1001.

## Invite Employees to Apply Now for WCMA Scholarships

WCMA encourages members to promote its annual scholarship awards as a benefit to employees. The five scholarships, worth \$3,000 each, are awarded only to member company employees or their children.

For complete program details and to download application forms, [click here](#).

This year, WCMA is also offering a promotional poster for use in breakrooms, as handouts, or to be used in email communications. To download the poster, [click here](#) or on the associated image. Questions may be directed to [WCMA Office and Member Service Coordinator Sara Schmidt](#).



## Sign Up Now for Certificate in Dairy Processing Course

[Registration is open now](#) for the next offering of the Certificate in Dairy Processing program at the Center for Dairy Research.

Designed with input from WCMA members, this program uses a practical applications approach to educate students on all aspects of dairy processing. While the course begins at Babcock Dairy Hall, the balance of lessons are taught online and via hands-on activities at participants' plants. Here's a look at the ten-week series of course topics.



Understanding Milk Module 1	Milk Quality from Farm to Plant Module 2	Processing Equipment 101 Module 3	Food Safety/ Sanitation Module 4	Ingredients Used in Dairy Products Module 5
Production of Dairy Products Module 6	Production of Cheese Module 7	Cheese Ripening Module 8	Converting Cheese and Packaging Module 9	Production/ Handling of Whey Module 10

For full curriculum details and to register, [click here](#). Don't delay; the class begins January 24!



## WCMA Welcomes New Member

WCMA warmly welcomes [Benchmark](#) as a new supplier member this week.

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 Memoriam...

WCMA mourns with the family and friends of Dolores Gossner Wheeler, who passed away on November 21.

Dolores served as President and CEO of Gossner Foods for 34 years. She was recognized as a WCMA Cheese Industry Champion at the 2018 International Cheese Technology Expo in April.

More information on her life and impact is found [here](#).



## In Brief...

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](#).

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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](#).

