



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



POLICY & REGULATION



Wisconsin State Building Commission Gives Final Approval to \$25.7M Increase in CDR Project Funding

The Wisconsin State Building Commission, helmed by Governor Tony Evers, unanimously approved a \$25.7 million boost in overall project funding for the Center for Dairy Research/Babcock Dairy Hall building project on Thursday, February 27.

Additional support included in the package will come from UW-Madison, additional borrowing, and gifts.



The Center for Dairy Research and Babcock Dairy Hall are long overdue for upgrades, with the facilities dating back to the 1950's. In 2012, the building project was estimated to cost \$32 million, an amount adjusted in 2018 to \$47 million. With project design now complete, including technology and equipment purchases, the total cost has reached \$72.6 million.

WCMA thanked Gov. Evers and Commission members for their strong support of the CDR project and industry growth in [this news release](#) distributed last week. Pictured above, immediately following the Commission vote are WCMA's Rebekah Sweeney, Gov. Evers, and Dairy Farmers of Wisconsin CEO Chad Vincent.



State Assembly Approves Eight WCMA Priority Bills

The Wisconsin State Assembly adjourned its regular 2019-20 legislative session on Thursday, February 20, but not before unanimously approving eight bills key to WCMA member interests.

- [**Special Session Assembly Bill 6**](#) allocates up to \$5 million in state investments to a new export initiative designed to help cheesemakers sell more dairy products abroad.
- [**Special Session Assembly Bill 7**](#) invests \$1 million in the impactful dairy processor grant program at the Wisconsin Department of Agriculture, Trade and Consumer Protection.
- [**Assembly Bills 515**](#) and [**516**](#) would ban the labeling of products as milk or as a dairy product or ingredient, if the food is not made from the milk of a cow, sheep, goat, or other mammal.
- [**Senate Bill 685**](#) eliminates a costly and duplicative requirement for annual collection of affidavits, attesting that milk is free of bovine growth hormone, or rBST.
- [**Senate Bill 91**](#) establishes a statewide clearinghouse through which farmers could receive financial incentives from municipal water treatment plants or dairy processing facilities to reduce the amount of pollutants entering waterways. Trading “credits” for pollution reduction would encourage farm-level solutions and provide options for permit compliance.
- [**Assembly Bill 821**](#) creates a new tax incremental district for the Village of Little Chute designed to support a major expansion project planned by WCMA member Agropur Inc.
- [**Assembly Bill 627**](#) provides \$1 million in state funding for certain agricultural extension positions at the University of Wisconsin System.

WCMA thanked a slew of lawmakers from both sides of the political aisle in [**this news release**](#), distributed following the bills' passage.



Action Alert: Contact Senators to Urge Final Passage

The Wisconsin State Senate will adjourn its 2019-20 regular legislative session in late March. WCMA urges members to contact their senators to urge action on four bills designed to boost the dairy industry which have yet to receive approval.

Making your voice heard is simple! Just [click here](#) and enter your home or work street address to determine your senator and access their contact information. Then call or email your senator with this message:

As your constituent and a leader in Wisconsin's dairy industry, I'm counting on you to advance:

- [Special Session Assembly Bill 6, boosting state dairy export endeavors](#)
- [Special Session Assembly Bill 7, increasing state support for dairy processor grants](#)
- [Assembly Bill 515, preventing mislabeling of plant-based food products as cheese, yogurt, or other dairy products](#)
- [Assembly Bill 516, preventing mislabeling of plant-based beverages as milk](#)

Please advocate for these bills in your caucus and support them on the floor. Thank you.

<Name>

<Address>

<Employer/Company Affiliation>

WCMA is also arranging for members to have individual and group meetings with their senators over the next two weeks to advocate for our policy priorities.. Pictured above, members from Alpine Slicing and Cheese Conversion, Chalet Cheese Co-op, Edelweiss Cheese, Klondike Cheese Company, Maple Leaf Cheese, Zimmerman Cheese Company met with Senator Howard Marklein about WCMA's policy priorities on Monday, February 24.

To learn more and get involved, contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

INTERNATIONAL TRADE



Trump Departs India Without Trade Agreement

President Donald Trump visited India last week amid tempered expectations for a breakthrough on a trade agreement, but departed saying disagreements with Prime Minister Narendra Modi over tariffs and deficits would not be resolved before the November elections.

For more on the visit, see the news coverage linked below.

- *Politico*: [In India, Trump hails no trade deal as win](#)
- *The New York Times*: [As Trump visits India, a trade deal remains elusive](#)
- *CNN*: [Trump concludes India visit without major agreements](#)

Coronavirus Disrupts Global Dairy Trade, Prices

Global concerns over the outbreak of coronavirus, or COVID-19, are limiting trade and impacting prices. For more on the latest developments, see the news stories linked below.

- *Dairy Reporter*: [Coronavirus interrupts China's supply chain, cannot be ignored](#)
- *CNN*: [Danone and Diageo warnings show the food and beverage industry can't escape coronavirus](#)
- *WKOW-TV*: [Coronavirus outbreak impacting milk prices, causing trade uncertainty](#)
- *WHP-TV*: [Farmers worry about global coronavirus impact on the agriculture industry](#)

MAKING HEADLINES

- *Bloomberg BusinessWeek*: [The dairy farm of your imagination is disappearing](#)
- *WPR*: [Dairy State: Cheese producers wrestle with climate change amid already struggling industry](#) (Featuring Crave Brothers Farmstead Cheese)
- *Daily Press*: [No more soy 'milk'? Plan to ban milk label on plant-based drinks revived in Virginia legislature](#)
- *Food Safety Magazine*: [New FDA food safety plan to be issued in March 2020](#)
- *Topeka Capital Journal*: [Kansas State Senate committee endorses raw milk labeling, ad reforms](#)

WORLD CHAMPIONSHIP CHEESE CONTEST



WORLD CHAMPIONSHIP CHEESE CONTEST

Follow the Contest on Social Media, Watch Champion Cheese Announcement on Livestream

The 2020 World Championship Cheese Contest is now underway in Madison, Wisconsin – and no matter where in the world you are, you can follow along on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#). Be sure to tune in to our livestream on [WorldChampionCheese.org](#) as we announce the new World Champion Cheese, at approximately 8:15 p.m. (CT) on Thursday!

We love that the Contest gives us an opportunity to tell the stories of our members, and encourage you to check out these preview features:

- *Wisconsin State Journal*: [Ethnic cheese, building a workforce and changing a rural economy](#) (Featuring Specialty Cheese)
- *Journal Sentinel*: [BelGioioso master cheesemaker followed his trade from Italy, then fell in love with craft](#) (Featuring BelGioioso Cheese)
- *WTMJ-TV*: [Milwaukee creamery hopes to wow judges at World Championship Cheese Contest](#) (Featuring Clock Shadow Creamery)
- *Wisconsin Public Radio*: [Wisconsin, international cheese makers compete as consumer demand for specialty dairy grows](#) (Featuring Emmi Roth)
- *Sheboygan Press Gazette*: [These are the Sheboygan County cheeses that will compete for the title 'world champ'](#) (Noting many WCMA members)
- *WEAU-TV*: [World Championship Cheese Contest comes to Wisconsin](#) (Featuring LaGrander's Hillside Dairy)
- *WMTV*: [31 South Central Wisconsin cheesemakers competing in World Championship Cheese Contest](#) (Noting many WCMA members)
- *Wisconsin State Journal*: [World Championship Cheese Contest sets another record for entries](#)

EDUCATION AND TRAINING

WCMA will close registration for its March 10 offering of [Front-Line Leadership Training-Part A](#) today, Tuesday, March 3. **Just six spaces remain** available, and we encourage you to reserve training slots for your valued employees today!

WCMA Front-Line Leadership Training will have your employees examining their own strengths and weaknesses in the workplace with the goal of becoming stronger leaders. This program offers proven approaches to managing others, solving problems, making decisions, and communicating, so that

they can build an efficient and quality-driven team. This highly-rated course includes instruction materials, snacks and lunch, and costs just \$135 per person.

[REGISTER NOW](#)

WELCOME NEW MEMBERS

WCMA warmly welcomes five supplier members to our organization this week, including:

- [Advanced Process Solutions](#)
- [Baldwin Supply Company](#)
- [Divine Industrial Sales](#)
- [McMaster-Carr Supply Company](#)
- Natzke Consulting

Thank you for your support of WCMA. For membership information, please contact [WCMA Office and Member Services Manager Sara Schmidt](#).

STAY CONNECTED

WCMA Member Directory Coming This Week

Watch your mailboxes! The 2020 WCMA Member Directory is set to arrive this week.

Please note, our online, searchable version is always available to you at [WisCheeseMakers.org](#).

Thank you for your support.



Thanks for subscribing to WCMA's weekly electronic communications, which focus in alternating weeks on industry news and industry events. WCMA extends this benefit to all member employees; let us know if we should [add your colleagues](#) to our mailing list.

To share feedback on WCMA newsletter content, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[WisCheeseMakers.org](#)

