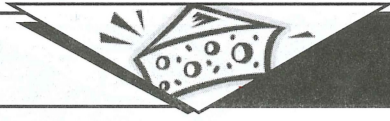


EVENTS



Seminars announced for 2013 Wisconsin Cheese Industry Conference set for April 17-18

LA CROSSE, Wis. — Seminars on milk quality, whey processing and cultured dairy products highlight the 2013 Wisconsin Cheese Industry Conference to be held here at the La Crosse Center April 17-18.

The event, co-hosted by University of Wisconsin Center for Dairy Research (CDR) and Wisconsin Cheese Makers Association (WCMA), is expected to draw more than 1,400 attendees.

"This conference includes more seminars and workshops than we've ever tried before and features the largest tabletop expo in the history of this event," says John Umhoefer, executive director, WCMA.

The event kicks off April 17 with the

general session, "Milk Quality, Biofilms and Dairy Products." Speakers will include: A representative of the Irish Dairy Board (invited); Dr. Mark Johnson, assistant director and senior scientist, CDR; Tony Erickson, principal chemist, Ecolab; and Heinrich Iversen, Tetra Pak.

Wednesday morning will conclude with a CEO roundtable, "Meeting Today's Challenges," which will focus on dairypolicy, export opportunities, grain costs, drought, demands for sustainability and competition. Panelists to date include: Jon Davis, CEO, Davisco Foods International; Dave Fuhrmann, president, Foremost Farms USA; and John Jeter, CEO, Hilmar Cheese Co.

Then, a celebratory lunch will recognize generous industry donors and the fundraising campaign for UW-Madison's Babcock Hall remodel project. A tabletop mini-expo will be held throughout the afternoon. At 5 p.m., Chr. Hansen will host a reception featuring award-winning cheeses and the Auction of Gold Medal Cheeses from the 2013 U.S. Championship Cheese Contest.

Three concurrent sessions will be held on the morning of April 18:

- Matt Mathison, Wisconsin Milk Marketing Board (WMMB), will moderate "The Food Safety Modernization Act (FSMA) – Are You Prepared?" The session will explore FSMA regulations

and industry experts will discuss why new rules are in place and how to meet these requirements. Speakers to date include: John Sheehan, director, division of plant and dairy food safety, FDA; Janet Raddatz, vice president of quality & food safety systems, Sargento Foods Inc.; Elizabeth Fawell, associate, Hogan Lovells, Washington, D.C.

- Dean Sommer, cheese & food technologist, CDR, will moderate "Which Whey to Go? Today's Challenges and Opportunities." The session will cover research on topics such as native whey, charged membranes and conjugates as well as dealing with whey processing issues such as cooling, acid whey and decolorization. Speakers to date include: KJ Burrington, coordinator, ingredients functionality, cultured products and beverages, CDR; Karen Smith, dairy processing technologist, CDR; Rich Scheuerman, president, RS Strategic Consulting; and Dr. John Lucey, director, CDR.

- Burrington will moderate "Opportunities in Fresh Cheeses and Cultured Products." The session will explore growth potential, processing opportunities and uses for Greek yogurt whey and provide a look at the latest equipment available. To date speakers include: Dana Wolle, assistant coordinator, cheese industry and applications, CDR, and Mike Molitor, senior instrumentation technologist/process pilot plant manager, CDR.

At noon, DuPont will sponsor a lunch to accompany the annual meeting of WCMA. WCMA will acknowledge its new graduates from the Management Skills for Dairy Professionals certificate program and celebrate honorees of WCMA's Distinguished Service Award.

Thursday afternoon will offer three concurrent workshops:

- WCMA will host "Exclusive Engagement: Profit Mastery," featuring Steve LeFever, a Seattle-based finance expert.

- WMMB will sponsor "Cheese 101 to Sales 101." Dave Leonhardi and Sara Hill, both of WMMB, have designed this workshop for cheese industry sales staff. The workshop provides an understanding of cheesemaking alongside an understanding of how products fit with today's foodservice trends and pairings.

- CDR will present "Honing your Cheese Contest & Cheese Grading Skills," a hands-on, inside look at cheese contest judging and cheese evaluation. Mark Johnson, Marianne Smukowski, John Jaeggi and Luis Jiménez-Maroto, all from CDR, will offer a look at how cheese is graded and how winners are discovered.

The conference concludes with an Awards Reception and Banquet for winning cheesemakers in the U.S. Championship Cheese Contest. After the Awards Banquet, attendees are invited to the Millerbernd Systems Afterglow Reception.

Complete information is available at www.cheeseconference.org or by contacting WCMA at 608-828-4550. CMN