

Upcoming WCIC Will Focus On Cultured Dairy, Whey Processing & Milk Quality

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

More than 1,400 visitors are expected to attend two-day dairy conference, co-hosted by Wisconsin Center for Dairy Research (CDR) and Wisconsin Cheese Makers Association (WCMA).

The conference kicks off Wednesday with a general session on milk quality, biofilms and dairy products led by CDR. Attendees will learn how US milk quality fares compared to the global milk supply, and will explore factors that impact milk quality from the farm

to the plant, including potential sources for quality issues and recommendations to improve quality.

There will also be research updates on gas formers and spore levels in milk, and their impact on dairy products.

A speaker from Irish Dairy Board has been invited to discuss how the US raw milk supply compares to the global milk supply. A session titled "Biofilms and Bacteria – Where are the Issues on the Farm and in the Plant?" will be presented by CDR's Mark Johnson.

Ecolab's Tony Erickson will talk about whether biofilms are caused by sanitation issues, and Tetra Pak's Heinrich Iversen will present "Processing Options for Controlling Spores—A Global Perspective."

Wednesday will conclude with the CEO Roundtable: Meetings Today's Challenge, sponsored by WCMA. The US cheese industry's leading CEOs will talk about charting a course through divisive dairy policy, rising export opportunities, milk supplies tightened by expensive grain, drought, demands for sustainability and competition.

Panelists include Jon Davis, Davisco Foods International, Le Sueur, MN; Dave Fuhrmann, Foremost Farms USA, Baraboo, WI; and John Jeter, Hilmar Cheese Company, Hilmar, CA.

WCMA hosts a celebratory lunch to recognize industry donors in the fund-raising campaign for the Babcock Hall remodel and new Wisconsin Center for Dairy Research in Madison.

Wednesday afternoon is devoted to the Tabletop Mini-Expo: a

gathering of dairy industry suppliers offering ingredients, technology, equipment, services, software and marketing expertise.

Thursday Events

Thursday morning will offer three concurrent sessions. The WMMB will present "The Food Safety Modernization Act – Are You Prepared?" As the implementation of the new provisions within the FSMA take effect, these new regulatory requirements will impact every dairy company in the US. This session will explore the key components of these new regulations and industry experts will discuss the "whys" behind and the "how to" meet these new rules.

WMMB's Matt Mathison will moderate this session. Speakers include John Sheehan, FDA, (invited); Janet Raddatz, Sargento Foods, Inc., on components of a written food safety plan; and Elizabeth B. Fawell, Hogan Lovells, on how to present prepare for and survive an FDA inspection.

Speakers have been invited to speak on preventive controls, and validation and verification.

Another concurrent session hosted by CDR will cover topics like native whey, charged membranes, and conjugates. Attendees will learn how to deal with whey processing issues like cooling, acid whey and decolorization, and how to make it all profitable.

CDR's Dean Sommer, will moderate this session, and CDR's KJ Burrington will present the latest research on native whey, conjugates, and charged membranes.

Karen Smith will cover whey processing issues like decolorization and acid whey, and Rich Scheuerman of RS Strategic Consulting will talk about how to maximize returns from whey streams. CDR's John Lucey will give recommendations from the Wisconsin Whey Opportunities Consortium.

Another session on cultured products will highlight how Greek Yogurt has reinvigorated the yogurt category, with yogurt's growth outpacing the rest of the US food industry. This session will explore the growth potential, processing opportunities – including traditional versus membrane processing – and uses for Greek whey, as well as provide a look at the latest equipment available for cultured products manufacturing.

KJ Burrington will moderate this session. A speaker has been invited to talk about the current US cultured product market and what the US can learn from Europe. CDR's Dana Wolle will present an overview on concentrated yogurt, and CDR's Mike Molitor will talk about processing Greek yogurt: traditional versus membrane processing, quality parameters, and uses for Greek whey.

WCIC Events

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Speakers have also been invited to talk about processing Greek yogurt using ceramic ultrafiltration; processing Greek yogurt using Quark/nozzle and Cream cheese separators; and bactofuge.

Thursday afternoon will offer three concurrent workshops. The first workshop will feature Seattle-based finance expert Steve LeFever, who will present one of his most popular modules: "A Focus on Unit Profitability and Performance."

Attendees will come away with a performance checklist and tools and techniques to increase unit profitability and performance.

Concurrent workshop Cheese 101 will feature WMMB marketing gurus Dave Leonhardi and Sara Hill on how current products fit with today's foodservice trends and pairings. The workshop will chal-

lenge cheese makers to work more effectively with distributors, retailers and restaurants, and maximize trade show impact.

In the final session, cheese experts Mark Johnson, Marianne Smukowski, John Jaeggi and Luis Jiménez-Maroto will look at how cheese is graded and how winners are discovered. Workshop attendees will sample cheeses from the US Championship Cheese Contest and expert industry graders will be on hand to assist attendees with cheese evaluation and defect detection.

The conference concludes with an awards reception and banquet for winning cheese makers in the 2013 United States Championship Cheese Contest.

Attendee information brochures were recently mailed. Complete information is available at www.cheeseconference.org. For questions, call WCMA at (608) 828-4550.