



# Cheesemakers head to the land of cheese

Show organizers expect 1,400 attendees at the Wisconsin Cheese Industry Conference in La Crosse, Wis., April 17 to 18 to see the latest in cheese technology.

**T**he 2013 Wisconsin Cheese Industry Conference (WCIC) will see more than 1,400 cheese industry leaders from around the nation gather for the latest in cheese technology, product safety, marketing and dairy issues. The conference, which is co-hosted by the Wisconsin Center for Dairy Research and Wisconsin Cheese Makers Association, takes place at La Crosse Center in La Crosse, Wis., April 17-18.

The WCIC will open with a keynote address and general session on the first day, followed by a tabletop mini-exposition in the afternoon. There will be an auction of champion cheeses from the 2013 United States Championship Cheese Contest in the evening. The second day of the event will consist of morning seminars and an afternoon executive session. The conference will close that evening with the United States Champion

Cheese Contest reception and awards banquet, which is open to all attendees.

This year's conference includes more seminars and workshops than previous shows, according to John Umhoefer, executive director of Wisconsin Cheese Makers Association. He also said it features the largest tabletop expo in the history of the event. The seminars will cover topics on milk quality, whey processing and cultured dairy products. For more information about the show, go to [www.cheeseconference.org](http://www.cheeseconference.org). ■

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*For exhibitor and attendee information, travel arrangements, directions, registration links and more, go to [www.cheeseconference.org](http://www.cheeseconference.org).*

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*Edited by Sarah Kennedy, associate editor.*