

Wisconsin Cheese Industry Conference

Make plans now to join your colleagues from across the United States at the 2017 Wisconsin Cheese Industry Conference!

Set for April 12 & 13 at the Alliant Energy Center in Madison, the industry's premier conference boasts its largest-ever exhibit floor. More than 270 table-top exhibits will feature cutting-edge technology and the best products and services available to cheese, butter, and whey manufacturers today.

At WCIC, the Wisconsin Cheese Makers Association partners with the world-renowned Center for Dairy Research (CDR) to deliver a diverse array of educational programming.

Consumer psychologist Kit Yarrow will open up the conference with an energetic discussion of the challenges and opportunities in marketing to millennials. The Food and Drug Administration's John Sheehan will provide updates on food safety while CDR staff detail new frontiers in milk and whey proteins. CDR staff will also present some of the latest innovations in cheesemaking, touching on milk standardization, salting, and research on warm whey.

Other WCIC seminars include an overview of issues impacting the global trade of cheese, a primer on cheese grading, and discussion of strategies to recruit and retain a quality workforce as the U.S. labor pool shrinks. Attendees may also sign up for a first-of-its-kind human resources boot camp.

Back by popular demand is the artisan program at WCIC, offering hands-on opportunities to learn at the vat from international experts in cow, sheep, and goat cheesemaking.

New to WCIC in 2017, the Collegiate Dairy Products Evaluation Contest will be held on April 12, featuring the brightest young minds judging products to demonstrate their skill. Watch the students in action – and connect with potential employees!

Networking and fellowship opportunities abound at WCIC, with recognition of industry icons set for a special breakfast program on Thursday. The fun and fast-paced auction of championship cheeses will be held on Wednesday night, and the



pinnacle banquet toasting the winners of the U.S. Championship Cheese Contest will bring WCIC to a close.

Act fast to take advantage of an "early bird" rate available now through January 16, offering attendees 20% off their full or single-day registration costs. New

this year, WCMA is also offering a special discount code for exhibits-only registration for employees of dairy manufacturers, processors, and marketers, making WCIC accessible for all.

For more information and to register, visit www.cheeseconference.org.