

## CHEESE EXPO

Global Technology for Dairy Processors

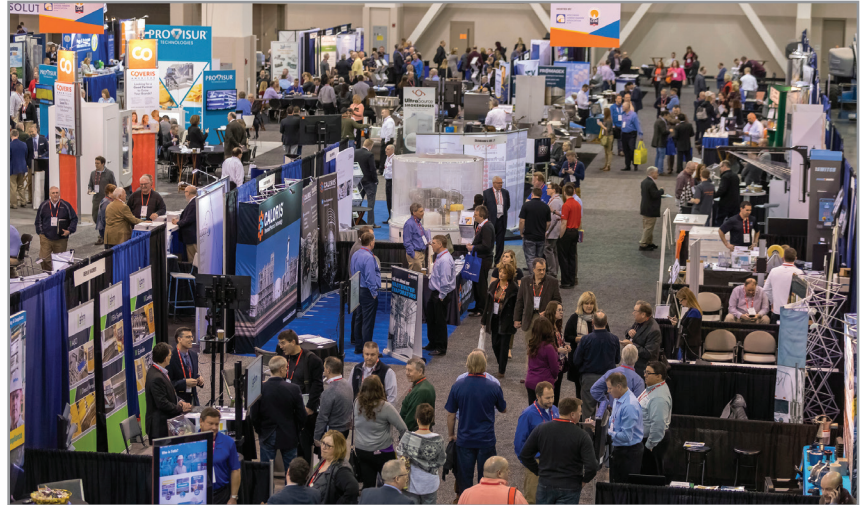
Make plans now to join 4,000 of your colleagues and industry partners at CheeseExpo, North America's premier event for dairy processors.

More than 50 hours of engaging seminars, boundless networking opportunities, and CheeseExpo's largest-ever exhibit hall await you April 14-16, 2020 in Milwaukee, Wisconsin. Register now at [CheeseExpo.org](http://CheeseExpo.org) and take advantage of best-value rates through January 14.

CheeseExpo seminars consistently deliver the world's foremost authorities in dairy processing tackling today's hottest topics. In 2020, CheeseExpo brings you industry education on an unparalleled scale.

The Wisconsin Cheese Makers Association together with the Center for Dairy Research are partnering with the U.S. Dairy Export Council, Innovation Center for U.S. Dairy, and state departments of agriculture to offer a full slate of seminars, including: *New Tools for Marketing Specialty Cheese and Dairy Ingredients Worldwide*; *Where Efficiency Meets Excellence: Maintaining Quality in Modern Manufacture*; *Change is Here: Milk Pricing and Milk Procurement*; *Messaging Dairy Sustainability to the Millennial Market*; *Dairy Manufacturer Panels: How We Made the World Our Customer*; *After the Make: The Role of Brines and Curing in Cheese Quality*; *New Findings and Guidance for Pathogen Control*; and *Water Quality and Conservation in Dairy Processing*.

Learning continues in CheeseExpo's exhibit hall. A record 317 trusted industry supplier companies will fill up 600 booths in the 200,000-square foot space, showcasing the best of their goods and services. On the Ideas Showcase



stages, 28 companies will offer concise talks on technologies, ingredients and services to aid your business.

Dairy manufacturers and processors enjoy free access to the exhibits and complimentary lunches and receptions!

Connect with friends at CheeseExpo's many special events, from the Tetra Pak Welcome Reception to the Custom Fabricating and Repair Afterglow Reception – and at everything in between! Amcor offers you a great start on Wednesday through its sponsored continental breakfast, and RELCO helps CheeseExpo get down to business with the Keynote Address.

Enjoy the ever-popular Chr. Hansen Reception and Auction of Championship Cheeses. Salute industry greats at the WCMA Recognition Breakfast and celebrate contest victories at the Champions Reception and World Champions Awards Banquet.

Be sure to connect with our industry's next generation, too, via the Collegiate Dairy Products Evaluation Contest, the WCMA Job Fair, and a WCMA Young Professionals mixer – all at CheeseExpo!

CheeseExpo 2020 delivers the education, products, and people you need to grow your business and boost your profitability. Register now at [CheeseExpo.org](http://CheeseExpo.org).