

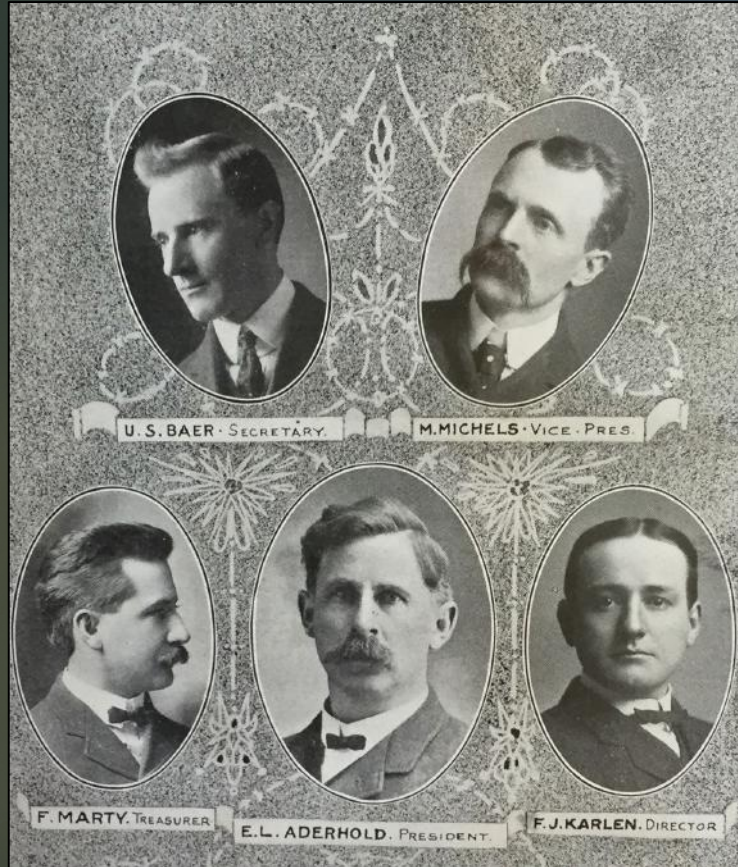
WCMA Testimony

Joint Hearing of Agriculture Committees

February 5, 2019

Wisconsin State Capitol

WCMA, Then...



And, Now...



WISCONSIN MEMBERS





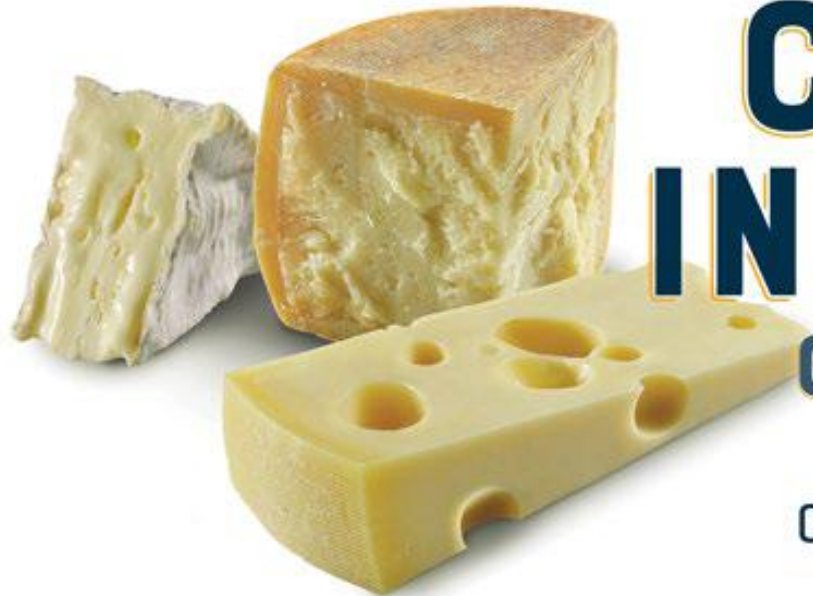
UNITED STATES CHAMPIONSHIP CHEESE 2019 CONTEST

March 5-7, 2019 | Lambeau Field Green Bay, WI

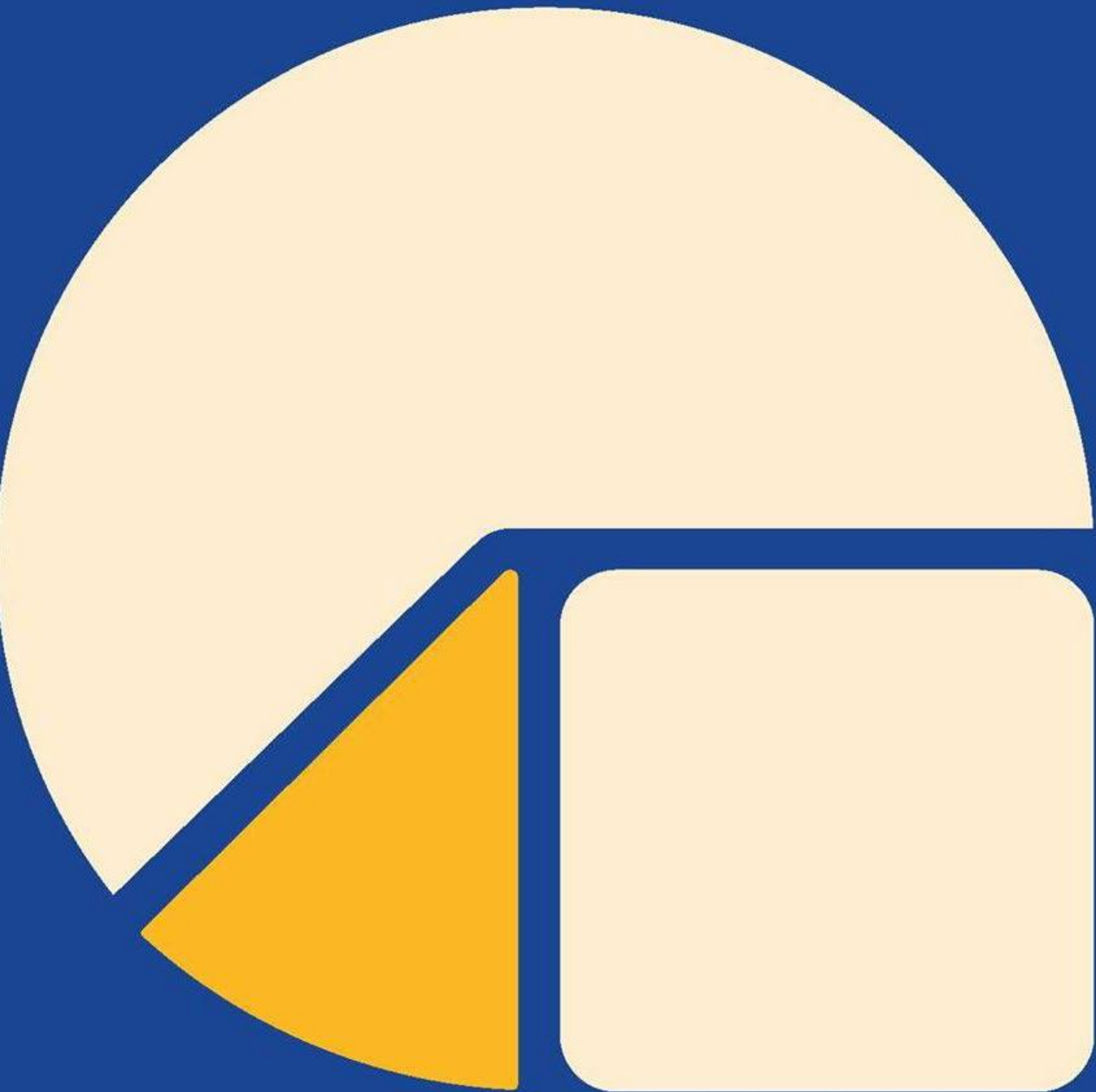




2019 CHEESE INDUSTRY CONFERENCE



Madison, Wisconsin
Conference: April 17 & 18
Exhibits: April 17



Partnerships:

-DBA/Edge

-DFW

-PDPW

-WFBF

-CDR

-UW-River Falls

-WCTS



IMPACT

CHALLENGES

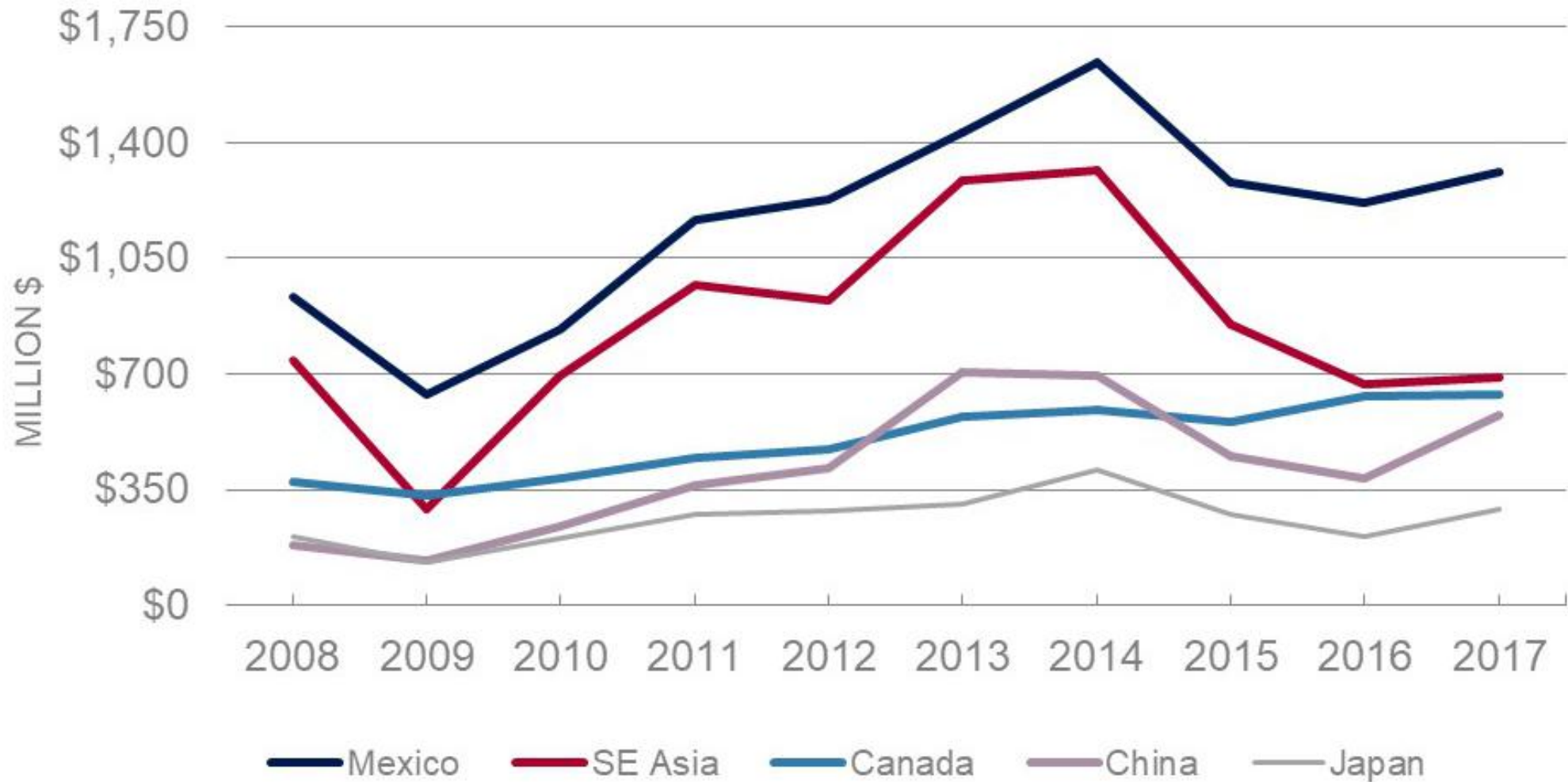


America's cheese stockpile just hit an all-time high



U.S. Dairy Exports - Top 5 Markets

2008-2017

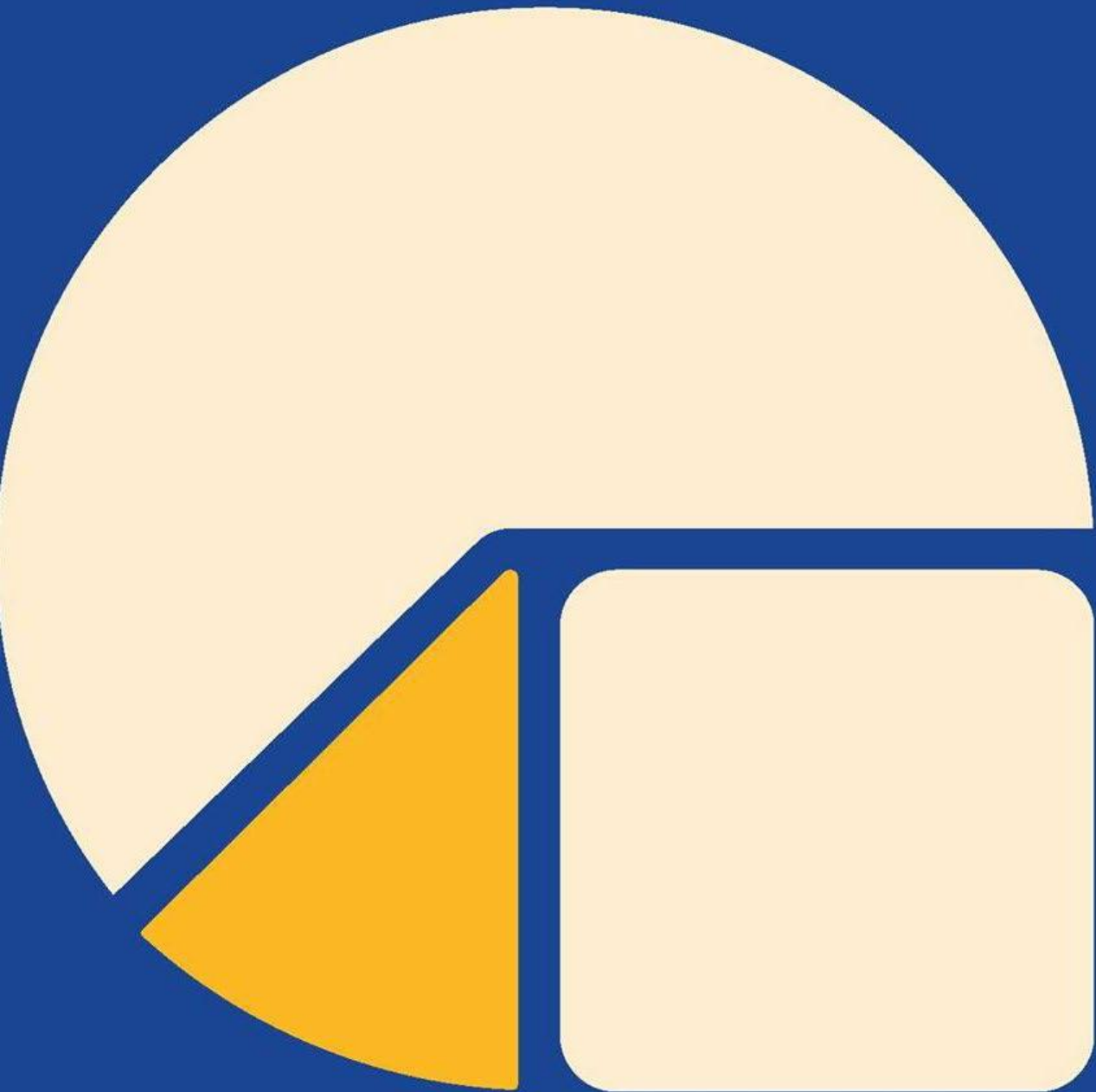


Source: U.S. Dairy Export Council, U.S. Bureau of Census.

Challenge: Trade

Solution: Expand Export Horizons





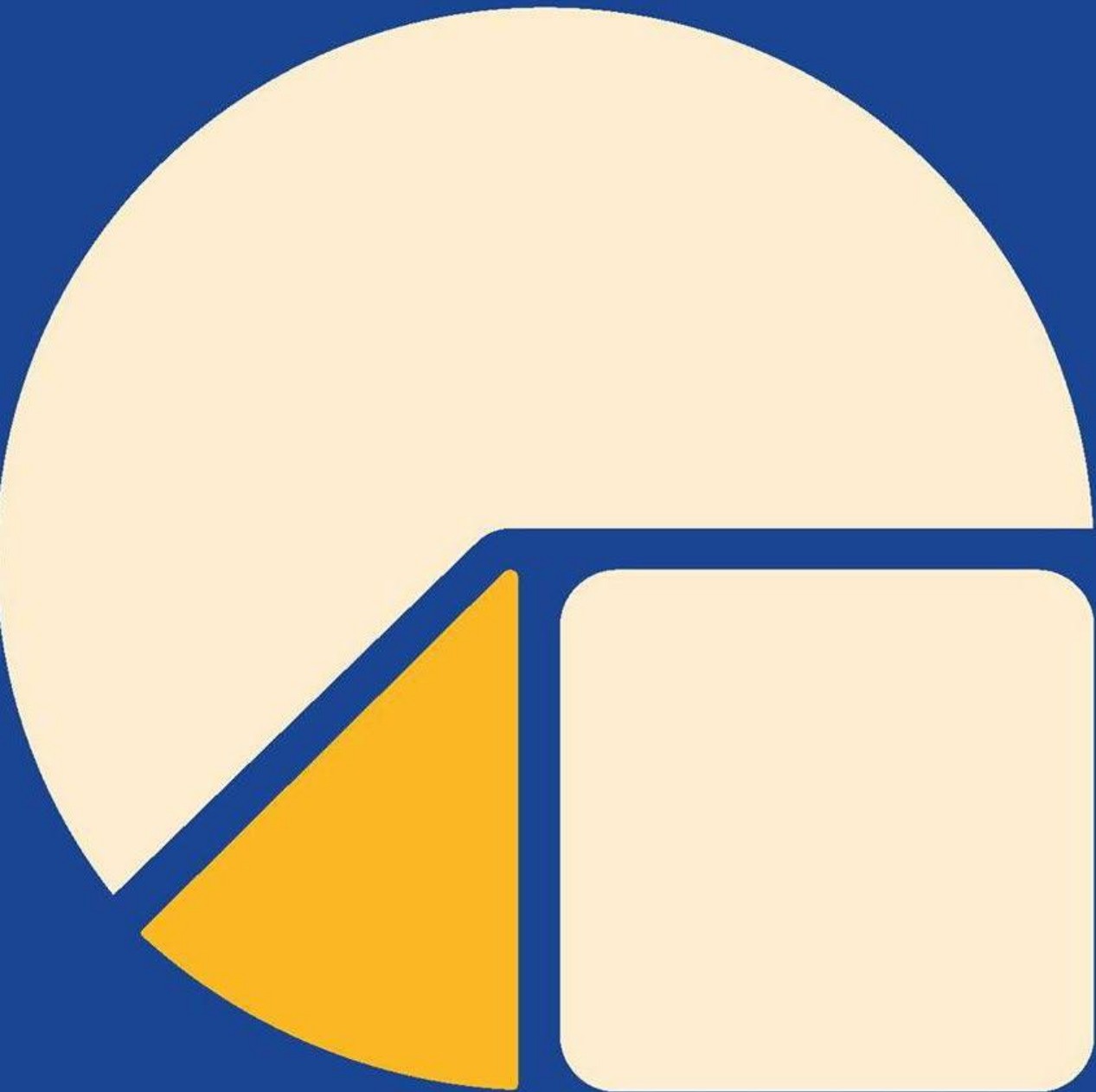
**CHALLENGE:
Workforce
Shortage**





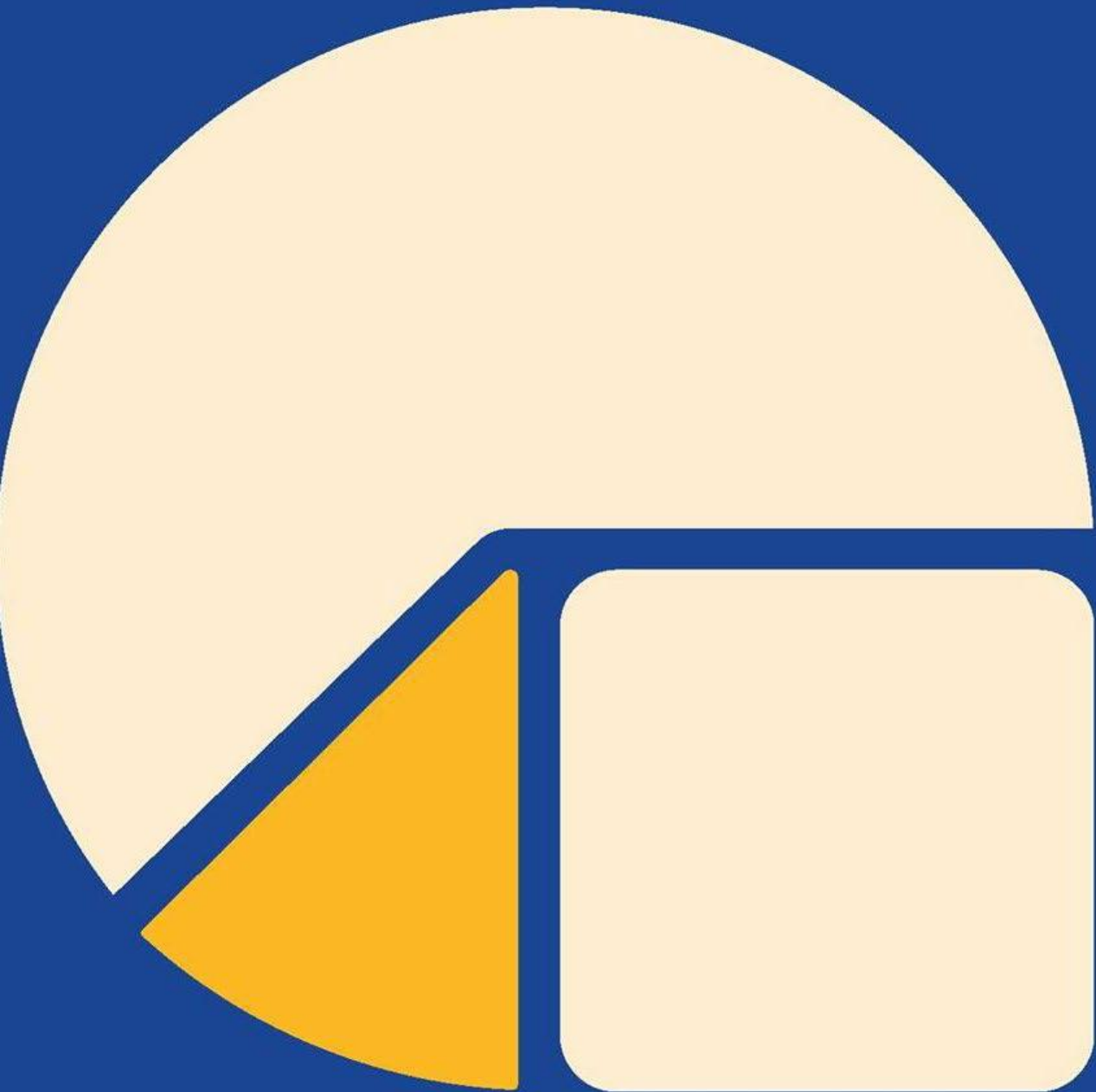


MADISON
AREA | TECHNICAL
COLLEGE



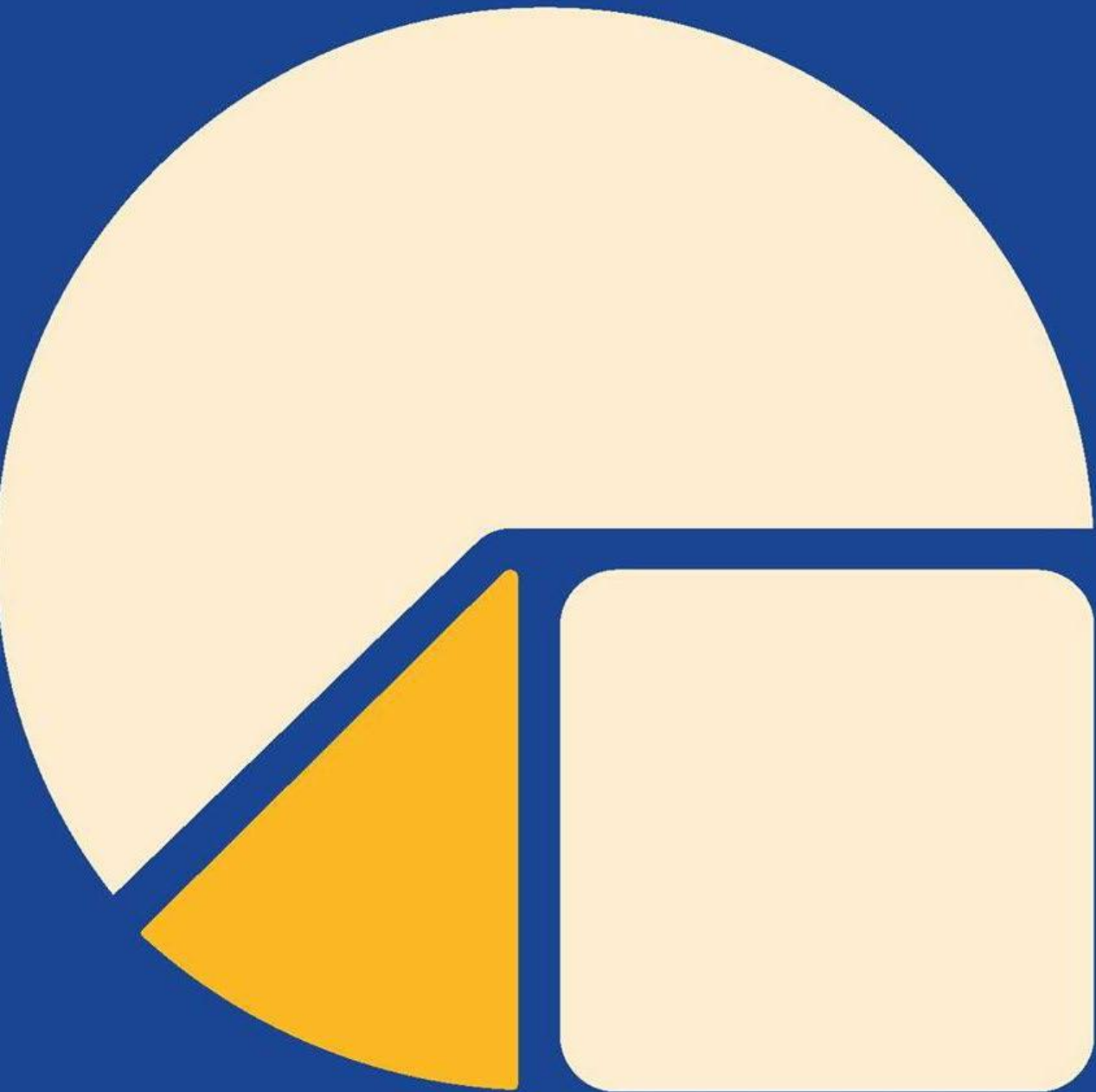
CHALLENGE:
Workforce
Shortage

SOLUTION:
Investments in
Rural
Communities
and Education



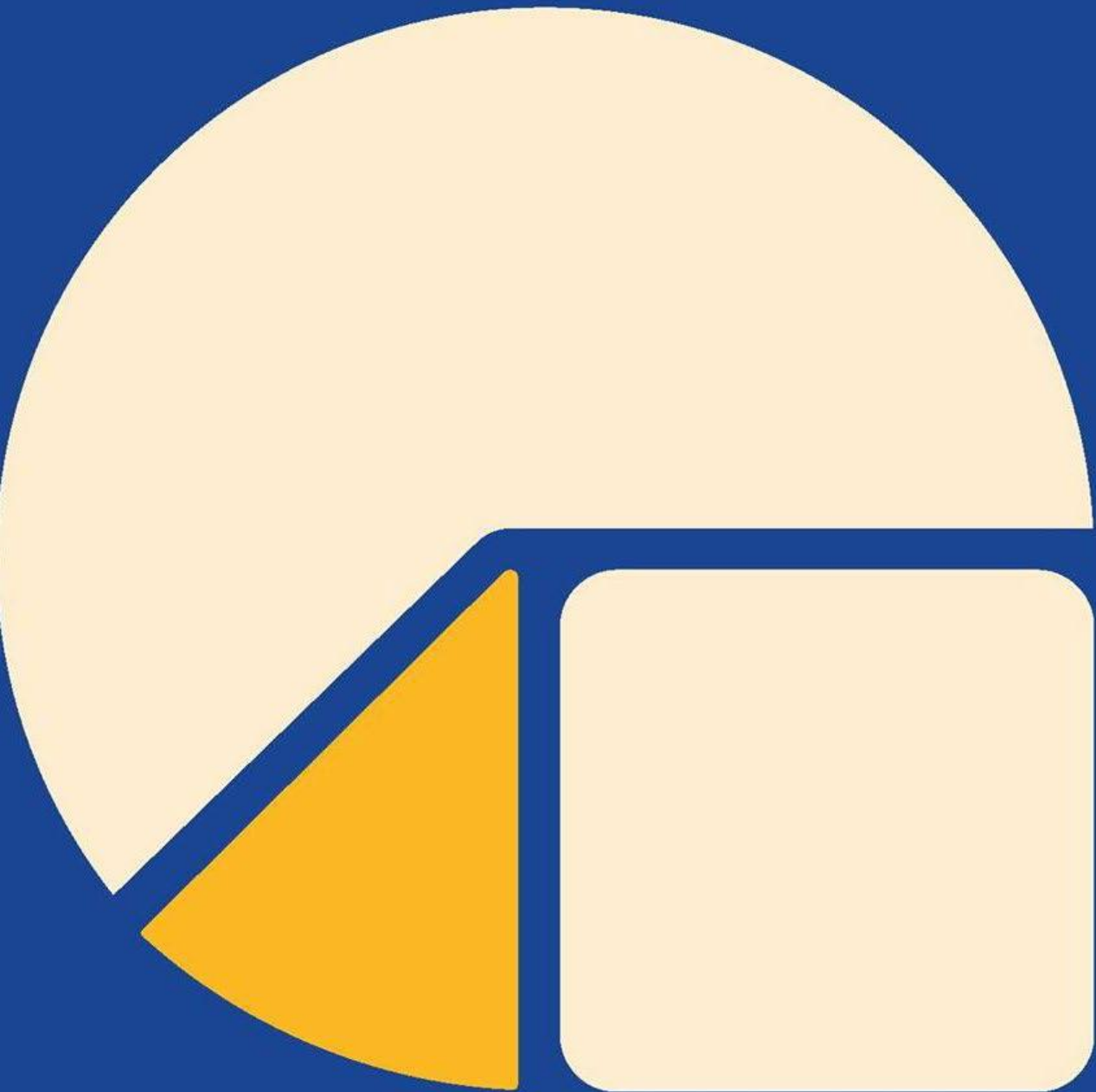
**CHALLENGE:
Capital Access**

**SOLUTION:
Loan
Guarantee
Program at
WHEDA**



**CHALLENGE:
Regulatory
Delays**

**SOLUTION:
Budget
Support for
DATCP and
DNR**



**CHALLENGE:
Failing
Infrastructure**

**SOLUTION:
Investments
via Increased
Gas Tax**



THANK YOU!