

CHEESE BOARD MEETING AGENDA



International Dairy Foods Association Cheese Board Meeting

Wednesday, March 27 | 7:00 – 8:30 a.m.
Breakfast available at 6:30 a.m.

Room 474b | McCormick Place | Chicago

Agenda

Presiding: Doug Simon, Vice Chair, IDFA Cheese Board | **Counsel:** Danielle Quist, IDFA

Welcome and Introductions	Michael Dykes
Antitrust Statement	Danielle Quist
Chairman's Remarks	Doug Simon
Issues Scope and Purpose	Michael Dykes
• Best Practices: Scope, Purpose & Strategic Focus	McKinsey & Co.
• Poll Everywhere Interactive Discussion	Blimling & Associates, Inc.
Natural Cheese	Dave Carlin/Cary Frye
Identify Next Steps	Michael Dykes
Discussion	Doug Simon
New Business and Adjourn	Doug Simon

Natural Cheese

Executive Summary:

Last year, Congress almost passed legislation that would have inserted an IDFA-supported definition of “natural cheese” into the Federal Food Drug & Cosmetic Act. With a new congress in place, we will be working with our House and Senate supporters to execute a new strategy that will allow cheesemakers to continue to use the term “natural cheese” on their product labels.

Background:

Congress came very close to passing the CURD Act last year. After months of work with our Senate supporters and FDA, the Senate passed the CURD Act by voice vote in December. It was then sent over to the House of Representatives where the Speaker placed it on the suspension calendar, which meant that it would need a 2/3rds majority vote to pass the House. In the face of opposition from Energy & Commerce Ranking Member Pallone (D-NJ), the House voted 230 to 162 in favor of the bill which did not meet the 2/3rds vote requirement. Unfortunately, the Speaker was unable to schedule a House floor re-vote under different procedures which would have only required a majority vote. Accordingly, the bill died at the end of the 115th Congress.

Action Status/Recommendations:

In early January, the 116th Congress was sworn in. While Republicans retain control of the Senate, Speaker Ryan has retired and Democrats are now in charge of the House of Representatives. That means that they chair all of the House committees and will determine the House’s legislative agenda for the next two years. Any natural cheese bill would fall under the jurisdiction of the House Energy and Commerce Committee. The new chairman of that committee, Congressman Frank Pallone (D-NJ), led the opposition to the CURD Act during the last congress, so one of our initial tasks will be to develop a strategy and action plan that will help us be successful in a less friendly legislative environment than we had last year.

The good news is that each of the bipartisan House and Senate sponsors of last year’s CURD Act are willing to help us again this year. In the Senate, Senator Ron Johnson (R-WI) and Senator Ron Wyden (D-OR) will again lead our efforts, along with Senator Tammy Baldwin (D-WI), who serves on the Senate committee of jurisdiction. In the House, our primary sponsors will be Rep. Kurt Schrader (D-OR), who serves on the Energy and Commerce Committee, Congressman Ron Kind (D-WI) and Congressman Billy Long (R-MO), who also serves on that Committee.