

# CHEESE EXPO

## GLOBAL ONLINE

### April 6-8, 2021

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NEWS RELEASE  
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### **Registration Now Open for CheeseExpo Global Online**

MADISON, WI – Gain practical insights, connect with dairy industry partners and expand your network at CheeseExpo Global Online 2021, April 6-8, with registration now open at [CheeseExpoGO.org](http://CheeseExpoGO.org).

“CheeseExpo Global Online 2021 is a can’t-miss event, offering the same high-quality educational programming, industry recognition, and expansive show floor you’ve come to expect, but in a virtual format,” said John Umhoefer, Wisconsin Cheese Makers Association (WCMA) Executive Director.

WCMA and the Center for Dairy Research are proud to partner in delivering the industry’s leading experts addressing the hottest topics, from dairy policy and pricing, to COVID-era learnings, cheese quality, workforce solutions and more! Technical and marketing seminars present news you can use to grow and strengthen your dairy business, and new exhibitor spotlight videos offer a deep dive into dairy technology, ingredients and services.

CheeseExpo Global Online also features the lively Championship Cheese Auction, a salute to industry titans via WCMA’s Recognition Awards program, and many networking events, including one dedicated to young professionals.

“There’s something for everyone at CheeseExpo Global Online, from the CEO to the packaging supervisor,” said WCMA Events Director Judy Keller. “Make plans now to join us, and – with no travel or accommodations to arrange – consider inviting a broad cross-section of your valued staff.”

For a limited time only, CheeseExpo Global Online is offering \$100 off its full registration rates. Dairy manufacturers and processors also enjoy free access to all exhibits and Ideas Showcase.

Learn how to exhibit at CheeseExpo Global Online and secure high-impact sponsorships now at [CheeseExpoGO.org](http://CheeseExpoGO.org). For more information, contact WCMA Events Manager Caitlin Peirick at [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org).

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