



# WISCONSIN CHEESE MAKERS ASSOCIATION

## ANNUAL REPORT 2019-2020

### TRAIN + MAINTAIN

WCMA  
Enhances  
Your  
Workforce

### COVID-19 RESOURCES

Information  
Supports Our  
Members

### A YEAR IN IMAGES

Click and Enjoy



2020  
CONTEST  
BREAKS  
RECORDS

### MAJOR IMPACT

WCMA  
Advocacy  
Boosts  
Business



# WE'RE HERE FOR YOU

## A MESSAGE FROM JOHN



In the most challenging spring in modern dairy history, manufacturers, farms, processors and suppliers used the power of relationships, open communication, creative decision-making, trade associations and government to ceaselessly deliver delicious, nutrient-dense dairy to the U.S. and the world. Elbow bump on a job well done.

The economic and workforce implications from COVID-19 continue to threaten stability. But to quote Churchill, "It is not even the beginning of the end. But it is, perhaps, the end of the beginning." Dairy met an unforeseen challenge with almost immediate attention to workforce safety, supply chain control and nimble movement to new markets and new product mix. There has been and will be fiscal fallout, but the industry is intact and rebounding, and your teams, your people, remain top of mind.

Did I sneak in "trade associations" above? I believe that an array of partners, including Wisconsin Cheese Makers Association, stepped up for the dairy industry this spring – to teach, to connect, to lobby swiftly for government action. The purpose of a trade association never seemed more vividly clear.

WCMA is energized to send you concise, timely information, free webinars, extraordinary events and educational opportunities. We will connect you to news, ideas and most importantly, to each other. And dairy will continue to feed the world.

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# ADVOCACY

*From Wisconsin to Washington, D.C., WCMA advocates for policies designed to grow the U.S. dairy processing industry and boost your business. Thanks go to the members of WCMA's Policy Committee for their engagement, and to the many members who have joined in campaigns to educate and lobby our elected leaders.*



## AT THE FEDERAL LEVEL...



WCMA pushed for passage of the U.S.-Mexico-Canada trade agreement, and looks forward to its implementation in the months to come.

WCMA also partnered with U.S. Senator Tammy Baldwin on the Dairy Business Innovation Initiative, a program which will deliver \$20 million each year, for the next four years to projects boosting specialty cheesemaking, dairy exports, and on-farm diversification.

Together with the Center for Dairy Research, WCMA was selected by USDA to administer DBII monies in direct-to-business grants, beginning in June 2020. Learn more at [WisCheeseMakers.org](http://WisCheeseMakers.org).

## COVID-19 EFFORTS

WCMA has partnered with other leading dairy organizations to secure direct farmer aid and USDA purchases of dairy products, and we're advocating for:

- \$1 billion in block grants to state departments of agriculture
- Paycheck Protection Program guidance and loan forgiveness
- Support for your essential, critical employees

## IN WISCONSIN...

WCMA has delivered big wins at the state level over the past 12 months, including:

- \$25.7 million in project support for the Center for Dairy Research building
- \$9 million for the new Dairy Innovation Hub
- \$3 million in rural capital access
- Regulatory reform of rBST affidavits
- Creation of a water quality credit clearinghouse

WCMA has also secured support from the Evers Administration and many legislative leaders for truth-in-dairy labeling legislation, export aids, and increased funding for dairy processor grants.



## COVID-19 EFFORTS

WCMA is working in collaboration with state leaders through the coronavirus pandemic, securing:

- \$50 million in direct aid for farmers
- \$15 million in food buying programs, designed to support the dairy industry and those facing food insecurity
- Regulatory flexibility on milk disposal and license renewals
- Face masks for members

# EDUCATION



## WCMA SCHOLARSHIPS

WCMA's student scholarships are an important part of the Association's investment in the industry's future leaders. In 2020, WCMA awarded \$15,000 in scholarships to member employees pursuing higher education. Watch for the 2021 application form coming this fall!



*WCMA Executive Director John Umhoefer visits with UW-River Falls leaders in the newly-completed WCMA Training Room.*

## WCMA CONTRIBUTES TO UW-RIVER FALLS PROJECT

In October 2019, the WCMA Board of Directors pledged an additional gift of \$50,000 to the University of Wisconsin-River Falls Dairy Pilot Plant, bringing the Association's total donation to \$250,000.

## CDR PROJECT FUNDING APPROVED

In February, Governor Tony Evers and the Wisconsin State Building Commission members unanimously approved a \$25.7 million boost in overall project funding for the Center for Dairy Research and Babcock Dairy Hall building project, with support coming from UW-Madison, additional borrowing, and industry gifts.



## WCMA TRAININGS

The highly rated WCMA educational leadership courses, Front-Line Leadership Training and Advanced Leadership Series, are low-cost, high-quality learning opportunities. These courses, along with our brand new course Next Step Leadership, provide a range of important skills for all employees, such as stress management and productivity methods. Fall registration is open now at on the WCMA website.



## DAIRY FOOD SAFETY ALLIANCE

WCMA has continued its work with the Center for Dairy Research and Dairy Farmers of Wisconsin through the Dairy Food Safety Alliance. Together, the group provides timely updates on crucial regulation and industry safety guidelines.

# MEMBER ENGAGEMENT

## NEW JOB BOARD

WCMA is proud to promote career opportunities across the industry through our new digital job board. Members, including manufacturers, processors, marketers, and suppliers can openings now for public viewing.

<p><b>ASSISTANT CHEESEMAKER</b> <small>Posted In: Career Opportunities</small></p>  <p><b>MAY 14</b></p> <p>Job Title: Assistant Cheesemaker Company: Springside Cheese Corporation Location: Oconto Falls, Wisconsin Description: Our cheesemakers have a...</p> <p><a href="#">READ POST</a></p>	<p><b>SOFTWARE ENGINEER FOR FIELD APPLICATION – FOOD MANUFACTURING MACHINERY</b> <small>Posted In: Career Opportunities</small></p>  <p><b>MAY 12</b></p> <p>Job Title: Software Engineer for Field Application-Food Manufacturing Machinery Company: The Natec Network (Hochland Natec GmbH, Gold Peg...</p> <p><a href="#">READ POST</a></p>
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## WAGE + WORKFORCE SURVEY

The annual WCMA Wage and Workforce Survey provides helpful pay and benefit data for WCMA’s cheese manufacturer and processor members as they operate in an increasingly competitive labor market.

## WCMA YOUNG PROFESSIONALS

Intended for individuals who are 40 years old or younger, the WCMA Young Professionals Committee hosts networking events designed not only to foster friendships, but to help the industry’s next generation learn more about their craft.



## WCMA COMMITTEES

We invite you to join in our growing array of active member committees to develop a broader network, gain new knowledge, and direct Association efforts. We welcome your participation in open committees, including those focused on technology, workforce, and education.



# WORLD CHAMPIONSHIP **CHEESE** CONTEST

MARCH 3-5, 2020 | MADISON, WISCONSIN, USA



2020 marked the 33rd biennial edition of the world's premier technical cheese, butter, and yogurt competition. The 2020 World Championship Cheese title went to Gourmino Le Gruyère AOP, made by Michael Spycher of Mountain Dairy Fritzenhaus for Gourmino AG.

Join us in February 2021 for our next competition!

- 3,667 ENTRIES
- 26 NATIONS
- 36 STATES
- 62 JUDGES



# 2021 CHEESE EXPO

Global Technology for Dairy Processors

**MARK YOUR CALENDARS FOR APRIL 6-8 IN MILWAUKEE, WISCONSIN**



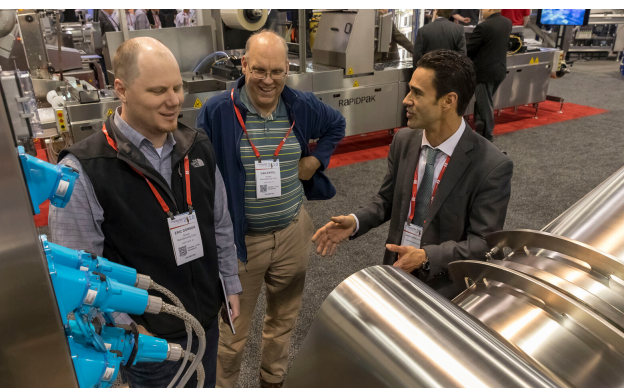
CheeseExpo brings together 4,000 of the dairy processing industry's leaders from all over the world, for its largest-ever exhibit hall - chock full of the latest in technology, systems, and services - and unparalleled educational opportunities.



CheeseExpo's array of networking events offers something for everyone from the gravitas of our Recognition Breakfast to the let-loose fun of the Afterglow Reception. Connect with the industry's next generation at the WCMA Job Fair and salute our long-time leaders at the Recognition Breakfast.



CheeseExpo has always been a must-attend event. In 2021, it's back, bigger and better than ever! Join us!

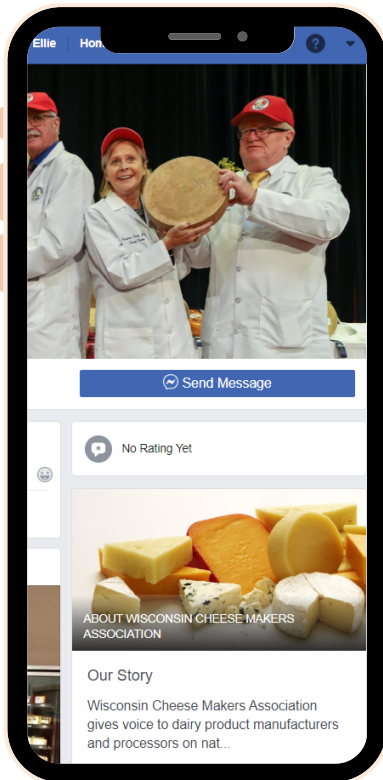


**LOOK FOR COMPLETE DETAILS  
AND REGISTRATION  
INFORMATION AT  
CHEESEEXPO.ORG!**

# STAY CONNECTED!

**NEW**

Members have access to a host of industry contacts with WCMA's online, searchable member directory. Companies can add an unlimited number of employees to their profile to stay updated on the latest industry news.



Follow along! Look for us at the following social media sites for everything from member features to timely reminders and breaking news.



[Wisconsin Cheese Makers Association](#)  
[World Championship Cheese Contest](#)  
[CheeseExpo](#)



[cheese\\_contest](#)



[WICheeseMakers](#)



[Wisconsin Cheese Makers Association](#)

WCMA's electronic newsletters are sent straight to your email once per week, rotating between events and news-based content.

Stay informed on industry events and educational opportunities, along with policy and regulatory changes, all conveniently located in one spot.

