

# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



## WCMA Testifies in Support of Wisconsin Export Investments Bill

Continuing an advocacy push for state investments in dairy exporting endeavors, WCMA staff testified before the Wisconsin State Senate Committee on Agriculture on Wednesday, May 5 in support of [Senate Bill 325](#).

The bill, authored by Senator Joan Ballweg (R-Markesan) and Representative Tony Kurtz (R-Wonewoc) would direct \$5 million to boost the state's efforts to export agricultural products, earmarking \$2.5 million specifically for dairy exporting initiatives over a five-year period. WCMA has also advocated for [similar budget proposal](#) offered by Governor Tony Evers, a Democrat.

WCMA extends special thanks to Jack Heinemann of WCMA member company Specialty Cheese, who provided compelling testimony at Wednesday's hearing, as well. To get involved in WCMA's impactful Policy Committee, please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

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## Baldwin Visits Organic Valley Farm

U.S. Senator Tammy [Baldwin \(D-Wisconsin\)](#) visited with dairy farmers and representatives from WCMA member Organic Valley at a Reedsburg, Wisconsin farm on Friday, May, discussing strategies for sustainable agriculture and federal farm policies that can support the use and production of renewable forms of energy.

Baldwin chairs the Senate's Agricultural Appropriations Subcommittee, which influences the direction of funding for the U.S. Department of Agriculture and the Food and Drug Administration.

## WCMA NOTES

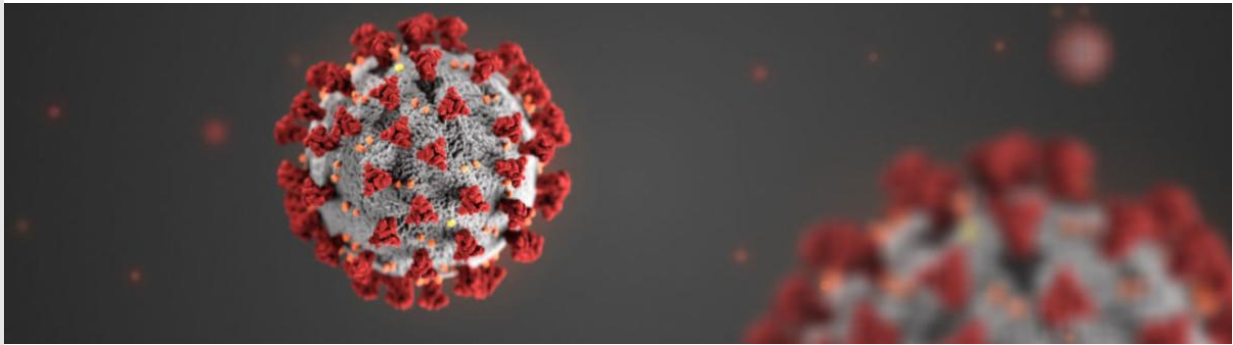
### Avoid the Quick Fix for Federal Orders

Another emergency “quick fix” for federal milk marketing orders? That’s hardly the answer.

On April 23, National Milk Producers Federation voted to seek an emergency hearing to try another patch for this creaky regulatory system, knowing that among its flaws, the order system’s regular hearings can take years to reach a conclusion at a cost of millions of dollars in legal fees.

Learn more in the May edition of [WCMA Notes](#), offered by WCMA Executive Director John Umhoefer.





## Register Now for WCMA Webinar on May 27 Offering Strategies to Build Vaccine Confidence



**Register now** to join in a free WCMA webinar on Thursday, May 27 from 1:00-1:45 p.m. (CT), focused on successful strategies to build vaccine confidence – and participation rates – among your employees. Our featured guest presenter is Elise Balzer, Center for Disease Control and Prevention Public Health Advisor for the Wisconsin Department of Health Services.

WCMA will reserve time for questions at the end of the webinar. To pose inquiries anonymously, please email [WCMA Communications, Education and Policy Director Rebekah Sweeney](mailto:WCMA Communications, Education and Policy Director Rebekah Sweeney) by 12 noon on Tuesday, May 25.

## WCMA Salutes Critical and Essential Employees



Throughout 2021, WCMA is saluting its members' essential and critical workforce, people who daily demonstrate their dedication to the mission of feeding the world delicious, nutritious dairy products.

This week WCMA is highlighting Dolores Mendoza, the Burrata leader at Caputo Cheese. Dolores is an expert in knowing when the curd needs more heat, how much Stracciatella to fill, and how to tie the company's signature knot. Her coworkers even refer to her as the MVCP – Most Valuable Curd Pincher!

Watch for WCMA salutes in Tuesday e-newsletters, our printed [membership directory](#), and on our Facebook, Twitter, and LinkedIn pages. Have an employee or team you'd like us to celebrate? Just contact [WCMA staff](#).

# Coronavirus Headline News

## Dairy Industry

- *Politico*: [Hunger rates plummet after two rounds of stimulus](#)

## Wisconsin

- *WGBA-TV*: [Wisconsin to pull back on vaccine orders starting Monday](#)
- *Wisconsin Public Radio*: [Republicans move to reinstate work search requirement for unemployment](#)
- *U.S. News and World Report*: [Republicans to attempt veto overrides on COVID-19 bills](#)
- *Wisconsin Watch*: [Wisconsin counties face COVID-19 vaccine hesitancy](#)

## National/International

- *Associated Press*: [Pfizer COVID-19 shot expanded to U.S. children aged 12-15](#)
- *Associated Press*: [Big U.S. job gain expected, if employers find workers](#)
- *Agri-Pulse*: [NIH chief worries rural areas could see fall COVID surge](#)
- *FOX News*: [Biden says he expects 'a more aggressive effort' to relax CDC guidance for fully vaccinated people](#)

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## Other Coronavirus Resources

WCMA will continue to provide links to both new and essential coronavirus resources for members in bulletins. We have also created a page on [WisCheeseMakers.org](#) with links to materials detailing employee safety best practices, operations guidance, federal and state support programs, and state orders impacting the dairy industry.

If you have questions or concerns, please contact WCMA staff. We are here for you.

## Key Contacts

- WCMA Executive Director John Umhoefer: [jumhoefer@wischeesemakers.org](mailto:jumhoefer@wischeesemakers.org) or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: [rsweeney@wischeesemakers.org](mailto:rsweeney@wischeesemakers.org) or 608-386-3012

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## IN THE NEWS

### Wisconsin

- *U.S. News & World Report*: [Republicans scrap Evers' priorities, start writing budget](#)
- *WBAY-TV*: [Food Security Grant program still listed in Evers' budget proposal](#) (Featuring WCMA member Emmi Roth)
- *Grocery Dive*: [On Special: Schnuck Markets' cheese selection](#) (Featuring WCMA member Sartori Company)

### National/International

- *USDEC*: [U.S. dairy exports hit all-time record in March](#)
- *Area Development*: [Hilmar Cheese Company plans Dodge City, Kansas, processing complex](#) (Featuring WCMA member Hilmar Cheese Company)
- *Agri-Pulse*: [Biden's USTR ramps up outreach to U.S. farmers, ranchers](#)
- *Dairy Herd Management*: [Dairy markets hit pause on Monday](#)

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## SIGNATURE EVENTS



## Registration Opens May 18 for WCMA Golf Outing and Trap Shoot

Registration for the popular WCMA Golf Outing and Trap Shoot will open Tuesday, May 18 at 10 a.m. (CT) at [WisCheeseMakers.org](http://WisCheeseMakers.org). Act quickly to reserve space at this summer highlight for all dairy processors and industry suppliers, set for Wednesday, July 21.

Nearly 600 golfers will enjoy a scramble tournament on July 21 at one of four courses: Lake Arrowhead's Lakes and Pines Courses, Bull's Eye Country Club and the Castle Course at Northern Bay Resort, all in Central Wisconsin near Nekoosa.



Each golfer's registration fee covers their golf cart, greens fees, range balls, cart gifts, skill and winner prizes, as well as lunch, social hour and dinner. Registrants may request their preferred course, though placement is not guaranteed. Names of individual golfers are not needed upon registration; simply indicate a requested number of golfers and make payment. Note that WCMA will build foursomes for individual golf registrants.

Trap shooters – novices and experts alike – are invited to register for WCMA's concurrent event at the Wisconsin Trapshooting Association (WTA) Homegrounds, just four miles from Lake Arrowhead. At 12 noon, individual shooting and group challenges will begin. No license is needed, and first-time shooters will get personal instruction offered by WTA volunteers. Each trap shoot registration includes ammunition, instruction, ear and eye protection, cart gift, skill prizes, as well as lunch, social hour and dinner. Participants are encouraged to bring their own shotgun, if possible, as limited quantities are available for

novice participants.

The BMO Harris Bank Lunch will be served to golfers before the shotgun start and at the turn at each course, and trapshooters will have lunch at the Homegrounds, beginning at 11 a.m.

After golf and trapshooting, all attendees will meet at the spacious, all-new Lake Arrowhead clubhouse to enjoy the Amcor Flexibles North America Social Hour and a buffet dinner. Note that WCMA is also offering a registration option for those who prefer to attend only the social hour and dinner.

Affordable and impactful [sponsorship opportunities](#) are available now through June 8 at [WisCheeseMakers.org](#). This year, WCMA is offering three new options for business promotions at the event: Golf Cart Sponsorship, Tee Box Sponsorship and Driving Range Sponsorship. Email [WCMA Events Manager Caitlin Peirick](#) to secure your sponsorship.

Complete [event details](#) are available at [WisCheeseMakers.org](#), and general inquiries may be directed to [events@wischeesemakers.org](mailto:events@wischeesemakers.org).

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## WORKFORCE

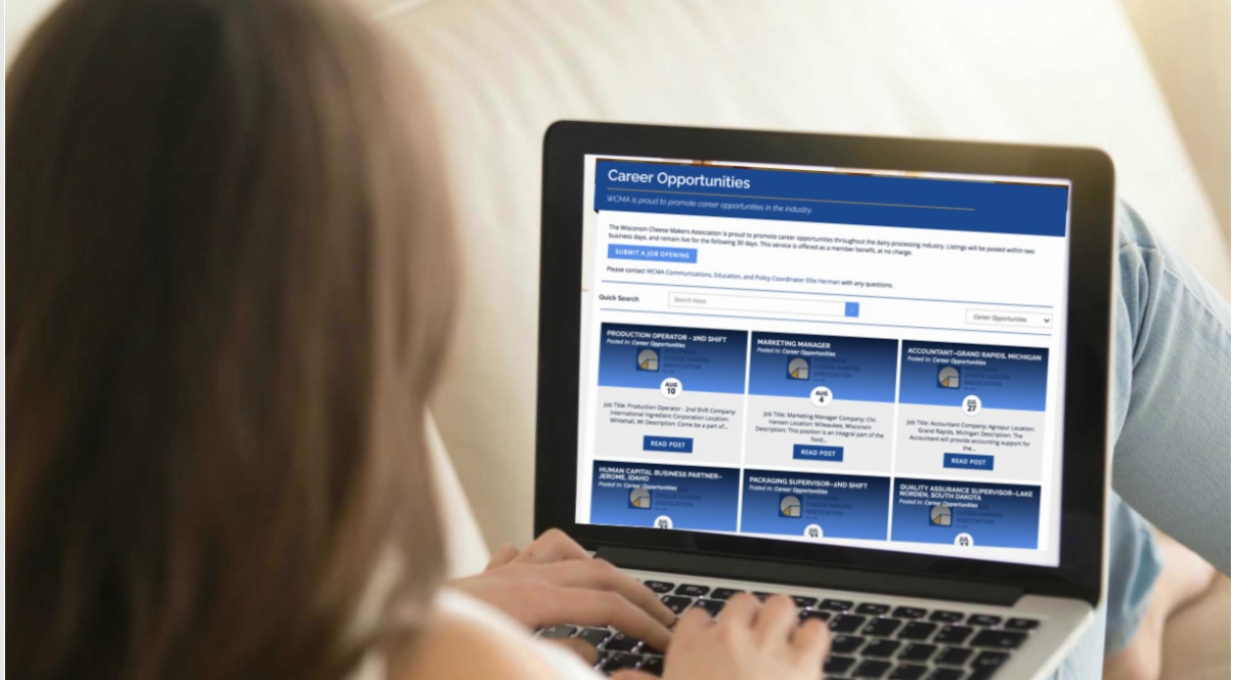


## WCMA Workforce & Education Committee Plans Future Industry Trainings

The WCMA Workforce and Education Committee met last week, bringing members together for a lively discussion of new industry training ideas and COVID-19 resources. We thank members for their engagement, which drives WCMA endeavors.

Interested in joining the group? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

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## View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring 41 industry career opportunities from member companies Agropur, Inc., Alpine Slicing and Cheese Conversion, Associated Milk Producers, Inc., Baker Cheese, Emmi Roth, Sartori Company and Springside Cheese. Check out listings for cheesemakers, quality assurance supervisors, controls engineers, forklift operators, sanitation technicians and more!

All WCMA members are invited to [post openings](#). It's free and easy! Have questions? Please contact [WCMA staff](#).

**ADD JOB OPPORTUNITIES**

## INDUSTRY UPDATES

### Register Now for USDA Virtual Food Loss and Waste Innovation Fair May 26



[Free registration](#) is open for the U.S. Department of Agriculture's virtual [Food Loss and Waste Innovation Fair](#) on Wednesday, May 26 from 11 a.m.-3 p.m. (CT).

The fair will feature virtual booths where visitors can learn about state-of-the-art solutions from business, government, and academic innovators.

### USDA Seeks Bids for Butter Contracts

The U.S. Department of Agriculture (USDA) today issued a solicitation for bids to fulfill

orders for [13 million pounds of salted butter](#) for Section 32 programs, nationwide. Bids are due Tuesday, May 25 at 1 p.m. (CT), and questions may be directed to [USDA staff](#).

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## Master Cheesemaker Applications Due May 15

Wisconsin cheesemakers should apply by Saturday, May 15 for the [Wisconsin Master Cheesemaker® Program](#). Applications are available for [new](#) and [returning](#) Masters.

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## WCMA Members Sponsor ZoomDairy Tours



Kudos go to WCMA members Great Lakes Cheese Company and Dairy Farmers of America for their sponsorship of virtual dairy farm tours, available now for students free of charge, nationwide.

The 40-minute [ZoomDairy](#) tours showcase North Harbor Dairy in Sackets Harbor, New York, introducing viewers to the calf barn, maternity barn and milking parlor.

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## EDUCATION

### Register Now for Industry Trainings

WCMA is proud to host and promote opportunities for industry-specific training and enrichment. Here's a look at some of those upcoming events:

- May 25: [Cheesemaking 101: What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)
  - June 7-10: [World of Cheese from Pasture to Plate Online | Center for Dairy Research](#)
  - June 22: [Cheesemaking 101: What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)
  - June 29-30: [Cheese Grading Fundamentals Course Online | Center for Dairy Research](#)
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## MEMBERSHIP

### Save the Date: WCMA Annual Meeting June 17

Mark your calendars! WCMA will host its Annual Meeting for members on Thursday, June 17 from 1-2 p.m. (CT). This event will be held virtually, and a complete agenda will be shared in the coming weeks.

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### Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly electronic newsletter! Please note, WCMA



extends this benefit to all member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications.

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[WisCheeseMakers.org](http://WisCheeseMakers.org)

