



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## SIGNATURE EVENTS



## Register Now for Live, Online Annual Meeting for WCMA Members on June 17

Wisconsin Cheese Makers Association will present a live, online Annual Meeting on Thursday, June 17 from 1:00-2:00 p.m. (CDT), offering members a chance to talk with our staff and Board of Directors, learn about the Association's programs and strategies in the year ahead, and hear from one of the dairy industry's most influential leaders in Washington: U.S. Senator Tammy Baldwin. [Register today](#) for this free member gathering and be prepared to offer your ideas on how your Association can serve you better!

The WCMA Annual Meeting includes:

- Opening remarks from WCMA President Dave Buholzer
- A video of thoughts from your fellow members
- WCMA today and tomorrow, featuring WCMA staff presentations
- Special guest: U.S. Senator Tammy Baldwin
- Live member feedback
- Closing remarks from President Buholzer

All members are welcome to [join the discussion](#) Thursday, June 17 at 1:00 p.m. (CDT).

## Member Survey Responses Due June 1

Thank you for your active WCMA membership. Your support and engagement enables WCMA to serve dairy processors and their supplier partners across the country with industry-specific advocacy, education, networking opportunities, information and more.



Now, WCMA invites you to share your perspective on our work and direct our future endeavors via the [2021 WCMA Membership Satisfaction Survey](#). Our 13-question survey should take no more than ten minutes to complete. Individual responses will be held in confidence.

Responses are requested by close of business on Tuesday, June 1, and we look forward to your feedback. Thank you!

## WCMA Golf Outing & Trap Shoot Sold Out; Sponsorships Available Through June 8

All reservations for golfers and shooters at the WCMA Golf Outing and Trap Shoot, set for July 21 in Central Wisconsin, have now been sold. Thank you for your support!

WCMA is still welcoming registrations on [WisCheeseMakers.org](http://WisCheeseMakers.org) for those interested in attending the social hour and dinner only, and for those interested in being added to our wait list.

Please contact [WCMA staff](#) for additional assistance.



Make an impact at the WCMA Golf Outing and Trap Shoot with affordable [sponsorship opportunities](#), available now through June 8 at [WisCheeseMakers.org](http://WisCheeseMakers.org). This year, WCMA is offering new opportunities for business promotions, including:

- **[Golf Cart Sponsorship](#)**: Every golfer is sure to see your company logo with this high visibility sponsorship! Display your company logo on each golf cart on one of our four courses. Your logo will also be included on in-cart flyers distributed to all participants.
- **[Driving Range Sponsorship](#)**: Receive your company logo on signage at one driving range. Your company logo will also be displayed on in-cart flyers distributed to all participants.
- **[Tee Box Sponsorship](#)**: Super-size your skill prize sponsorship by trying the New Tee Box + Golf Skill Prize Sponsorship and bring your team members to the hole for a fun afternoon visiting with the golfers. Play a game, provide a fun beverage or just say hello - the options are endless!

[Complete details](#) on sponsorship opportunities are available online. Contact [WCMA Events Manager Caitlin Peirick](#) to secure your sponsorship today.

**COVID-19 UPDATES**



## Wisconsin Now Accepting Applications for \$420M in Small Business Recovery Grants

On Monday, May 24, Wisconsin Governor Tony Evers announced that businesses could [begin applying](#) for \$420 million in Wisconsin Tomorrow Small Business Recovery Grants, a new program supported with federal COVID-19 aid.

This grants program will provide as many as 84,000 Wisconsin small businesses with a flat award of \$5,000. Eligible businesses will have an annual gross revenue between \$10,000 and \$7 million. Grant money can be used for any business operating costs, including but not limited to wages and salaries, rent, mortgages, and inventory, and/or for health and safety improvements.

The [application form](#) should take no more than 15 minutes to complete. All applications must be submitted by Monday, June 7. Awards will be distributed by June 30.

Answers to [frequently asked questions](#) are available online, and [WCMA staff](#) are always available to help members as needed.

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## U.S. Senators Call for More Dairy Aid

A bipartisan group of more than 20 U.S. Senators last week signed [a letter](#) urging the U.S. Department of Agriculture (USDA) to boost direct relief payments to dairy farmers through the Coronavirus Food Assistance Program or other offerings. The letter said the need for additional action stems from continued market volatility caused by the COVID-19 pandemic, and the impact of Class I milk pricing formula changes.

USDA Secretary Tom Vilsack has not yet commented on the senators' letter.

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

[Register now](#) to join in a free WCMA webinar this coming Thursday, May 27 from 1:00-1:45 p.m. (CDT), 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](#) by close of business today.



## WCMA Salutes Critical and Essential Employees



WCMA continues to salute 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 Freezer Operator Corbin Ford of Chr. Hansen, Inc. Corbin works in a -70 degree Fahrenheit super freezer each day to provide the cultures that are crucial to the manufacture of cheese, yogurt and other dairy products across the country and around the world. Thank you, Corbin!

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

### Wisconsin

- *Associated Press*: [DHS official: Herd immunity may come this fall in Wisconsin](#)

### National/International

- *Reuters*: [U.S. reports lowest number of new COVID-19 cases in nearly a year](#)
- *Associated Press*: [Moderna says its COVID-19 shot works in kids as young as 12](#)

## 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

## INDUSTRY UPDATES



### U.S. Requests Dispute Settlement Case Against Canadian Dairy Policies in USMCA

The Office of the U.S. Trade Representative (USTR) today requested that a Dispute Settlement Panel be established to consider Canada's breach of its commitments under the U.S.-Mexico-Canada Agreement (USMCA) related to market access for U.S. dairy.

U.S. Dairy Export Council (USDEC) reports that since mid-2020, Canada has maintained dairy tariff-rate quota (TRQ) measures that run counter to its market access obligations under USMCA, including by awarding the bulk of the TRQs to Canadian dairy processors, not providing fair or equitable procedures for administering the TRQs, and not giving grocery retailers any access to the TRQs.

The U.S. has tried to resolve the matter through consultations with Canada, most recently during bilateral engagement at last week's USMCA Free Trade Commission meeting, but Canada has refused to change its policies. USTR has now launched a dispute settlement case that will evaluate Canada's actions and determine whether they must be revised to come into compliance with USMCA, USDEC reports.

### Take Part in WCMA's "Dairy Delivers" Social Media Campaign for June Dairy Month

WCMA will celebrate June Dairy Month with a social media campaign highlighting how "Dairy Delivers" - community support, economic opportunity, and delicious, nutritious dairy

foods.

Members are invited to participate by sending **WCMA staff** images or brief videos, highlighting the ways your company or cooperative is making a positive impact. Consider highlighting your business expansion, new dairy product or charitable project.



WCMA will share a new "Dairy Delivers" post daily throughout the month of June on Facebook, LinkedIn and Twitter, and we're offering a **Facebook frame** for your profile pics, too. We invite you to join us in this salute to the awesome impact of dairy processors!

Have questions? Please contact **WCMA Communications, Education and Policy Director Rebekah Sweeney**.

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## WCMA Members to be Featured at WDATCP Dairy Exchange Webinar on June 8

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites WCMA members to **register now** to take part in its quarterly Dairy Exchange webinar on June 8, 2021 from 8:30-9:45 a.m. (CDT). WCMA members from Decatur Dairy, Specialty Cheese Company, Moundview Cheese and Uplands Cheese will present information about their 2021 WDATCP Dairy Processor Grant projects at this meeting.

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## IN THE NEWS

### Wisconsin

- *Country Today*: **[Dairy breakfasts make a return for June Dairy Month](#)**
- News Release: **[Matrix Sciences invests in Wisconsin with the acquisition of Cherney Microbiological Services](#)** (Featuring WCMA members Matrix Sciences and Cherney Microbiological Services)

### National/International

- *Yahoo! Finance*: **[Saputo announces two strategic acquisitions in the dairy alternatives and value-added ingredients segments](#)** (Featuring WCMA member Saputo Dairy USA)
- *DairyReporter.com*: **[Organic Valley looks to carbon neutrality by 2050](#)** (Featuring WCMA member Organic Valley)
- *Quad City-Times*: **[Vilsack wants ag conservation focus on incentives, not regulations](#)**
- *Dallas Morning News*: **[Texas farmers tout new raw milk rules as a major victory](#)**
- *KREM-TV*: **[Cougar Gold cheese to be featured on the Rachael Ray Show](#)**
- *Super Parent*: **[Get ready to roll some cheese with Animal Crossing](#)**

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## EDUCATION



## Register Now for WCMA Leadership Courses

Register now for WCMA's Fall/Winter 2021 leadership trainings, including the popular WCMA Front-Line Leadership Training courses designed for those supervising small teams and the highly rated WCMA Advanced Leadership Series for mid-level managers.

WCMA **Front-Line Leadership Training** returns with hybrid offerings, allowing students to join classes in person in Madison, Wisconsin, or online from anywhere in the world. The courses in this training track can be taken à la carte and in any order.

- Part A, focused on exploring the essential skills to own your role as a supervisor, will be held September 7.
- Part B centers on positively impacting staff performance, and will be held on October 4.
- Part C breaks down the key ingredients for cultivating a team, and will be held on November 8.

Tuition is \$135 and includes materials and instruction, as well as lunch for those attending in person. Enrollment is limited to 22 individuals per class.

The **WCMA Advanced Leadership Series** will also be offered to students in a hybrid format, allowing them to join in three sessions either in Madison, Wisconsin, or online. Those enrolling participate in the entire series as a cohort to better facilitate relationships.

- Session 1 is set for September 16 and will encourage participants to take initiative in driving change and generating positive results for their company.
- Session 2 will be held November 15 and focuses on the application of a creative and collaborative problem-solving process.
- Session 3 wraps the series on January 18, 2022, detailing the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

This series also features guest speakers from industry detailing their leadership successes and challenges, and requires participants to complete real-world projects that implement their new knowledge. The cost for the entire series, including materials, instruction, and meals, is \$495 per participant. Enrollment is limited to 20 individuals.

For more information – including reviews and testimonials from past participants – and to register now, visit [WisCheeseMakers.org](https://www.wischeesemakers.org).

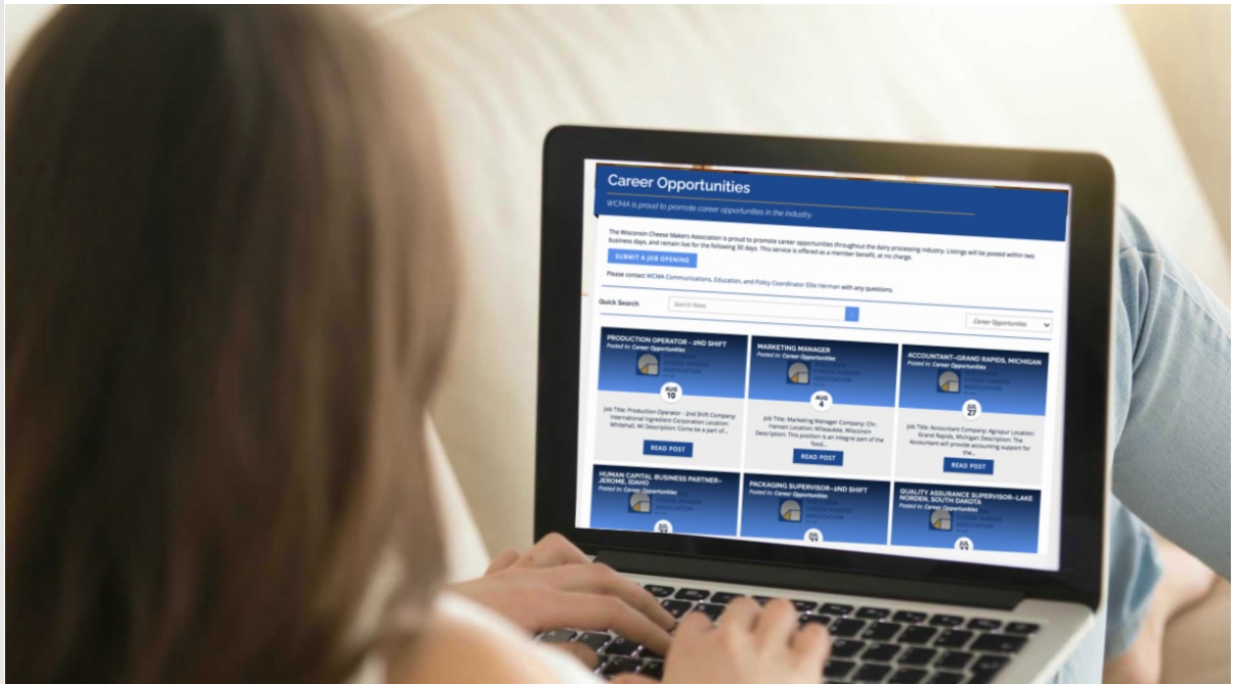
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## Register Now for Industry Trainings, Events

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 26: [Food Loss and Waste Innovation Fair \(Virtual\) | USDA](#)
- 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](#)

## WORKFORCE



## View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring 37 industry career opportunities from member companies Agropur, Inc., Alpine Slicing and Cheese Conversion, Associated Milk Producers, Inc., Baker Cheese, Emmi Roth, Sartori Company, Springside Cheese, and Wisconsin Whey Protein. 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](#)

## MEMBERSHIP

### WCMA Office Closed for Memorial Day

WCMA's office will be closed on Monday, May 31 in observance of Memorial Day. We will



reopen on Tuesday, June 1 at 8:00 a.m. (CDT). Thank you for your understanding.

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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

