



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## WCMA SIGNATURE EVENTS



## Register Starting Tomorrow for CheeseCon 2023

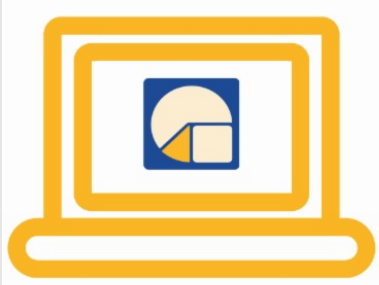
Make plans now to join the global dairy processing community at [CheeseCon 2023](#), hosted by WCMA and the Center for Dairy Research April 4-6 in Madison, Wisconsin! Registration opens tomorrow, Wednesday, October 12, to all dairy manufacturers and processors, exhibitors, suppliers, government employees, and members of academia.

Choose from a Full Registration pass, providing access to CheeseCon's exhibits, seminars, and networking events, or a Single Day Registration for Wednesday, April 5 or Thursday, April 6. Dairy manufacturers and processors can attend Wednesday's tabletop exhibits and all networking events at our best rates when they register by January 18.

Optional registration add-ons for all attendees include the lively, elegant U.S. Champions Awards Banquet on Thursday, April 6, or the popular WCMA Young Professionals Reception on Tuesday, April 4.

[VIEW DETAILS](#)

Have questions? Please email at [events@wischeesemakers.org](mailto:events@wischeesemakers.org) or (608) 286-1001.



# WCMA Webinar

## U.S. Championship Cheese Contest



### Save the Date for U.S. Championship Cheese Contest Webinar

Mark your calendar for Tuesday, November 15 at 1:00 p.m. (CT) for WCMA's next **free, members-only webinar** focused on the **2023 U.S. Championship Cheese Contest**. Learn how your company or cooperative can enter the Contest, how products are evaluated, and how you can make the most of your participation - whether or not you come away with a medal!

This offering is the latest in WCMA's **monthly webinar series**. Webinar topics are driven by WCMA member feedback and cover a range of themes such as business development, communication strategies, and industry resources.

## INDUSTRY UPDATES



### Hilmar Cheese Breaks Ground in Kansas

Congratulations to WCMA member Hilmar Cheese on its **recently announced expansion** in Dodge City, Kansas! The company broke ground September 30 on a new \$600 million cheese and whey facility that is expected to create 250 new jobs in the area. The plant and surrounding grounds will include state-of-the-art technology and sustainable landscaping designed to conserve water, maximize energy efficiency, and decrease the facility's greenhouse gas footprint.

### Topp Company Acquires Taylor Cheese

WCMA congratulates member Taylor Cheese Corporation on its **acquisition by Montana-based distributor Topp Company**.

The news comes as Topp Company prepares to



launch a new line of branded Wisconsin cheese to retail stores in the Pacific Northwest.



## FDA to Host Webinar on Proposed Food Labeling Changes

Registration is now open for a [webinar hosted by the Food and Drug Administration \(FDA\)](#) on Friday, October 21 at 12:00 p.m. (CT) focused on its recent proposed rule to update the definition of the nutrient content claim "healthy." As WCMA [reported last week](#), FDA's proposed changes would require food products labeled "healthy" to contain a certain amount of food from designated groups such as dairy, fruits, and vegetables, and adhere to limits for certain nutrients.

[REGISTER NOW](#)



# Sign Up Now for WEDC Mexico Trade Venture

Wisconsin dairy companies looking to begin or expand their export activities, are invited to join the Wisconsin Economic Development Corporation's (WEDC) [upcoming trade venture to Mexico](#). Scheduled for February 19-24, 2023, this program includes one-on-one meetings with potential partners, a personalized market assessment, interpreter services, hotel accommodations, and some meals and transportation costs. Registrations are due Friday, November 25. Please contact [WEDC staff](#) with questions.

**REGISTER TODAY**



## Join Wisconsin Pavilion at Gulfood 2023

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites the state's dairy processors to exhibit in the Wisconsin Pavilion at Gulfood, set for February 20-24, 2023 in Dubai, United Arab Emirates. Participants will receive shared, furnished exhibit space; a market briefing; and on-site assistance from WDATCP staff.

This opportunity is funded by the Wisconsin Initiative for Agricultural Exports and is open to all interested businesses on a first-come, first-served basis. To register or learn more, please contact [WDATCP staff](#).

**SIGN UP TODAY**

## WCMA NOTES

### WCMA Notes: Another Successful Investment in Dairy's Future

When it comes to advancing the next generation of dairy



leaders, nothing tops the value of dairy-related degrees and programs at our nation's universities and tech schools, [WCMA's John Umhoefer writes](#). Supporting those programs with top-notch dairy processing facilities, such as the one at University of Wisconsin-River Falls, is key to the industry's successful future.

Thanks to substantial gifts from WCMA and industry, the renovated UW-River Falls plant is nearly complete.

Most recently, a very large gift (anonymous for now) led industry efforts to finish fundraising. **Land O' Lakes Inc.** offered a generous \$100,000 donation and in recent weeks **Winona Foods, Valley Queen Cheese Factory** and **Kelley Supply** joined the ranks of donors. **Ellsworth Cooperative Creamery** recently offered a third donation, and now a mere \$60,000 is needed reach the fundraising finish line.

There's still room to add your company's name to the donor wall - and help launch the next generation of dairy processing. Read more in this month's [WCMA Notes column](#).

## EDUCATION

# DAIRY FOOD SAFETY ALLIANCE



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## Connect with Food Safety Leaders October 18

Space is still available to join WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin for the [next meeting of the Dairy Food Safety Alliance](#) on Tuesday, October 18 from 10 a.m.- 2 p.m. (CT). Participation is open to all dairy manufacturers, processors, and related suppliers, and registration costs just \$45.

The Alliance offers practical presentations on the latest in food safety research and regulatory practices, and a chance for participants to reconnect with their peers and colleagues in dairy processing. Please contact [WCMA Events Manager Kirsten Strohmenger](#) with any questions.

[SIGN UP](#)

# Wisconsin Dairy Export Expansion Workshop

November 3  
10:00 a.m.-2:30 p.m. (CT)

Join online or in-person



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

## Boost Sales Abroad with New WCMA Wisconsin Dairy Export Workshop

Register now for a new [Wisconsin Dairy Export Workshop](#) hosted by WCMA on Tuesday, November 3 from 10:00 a.m.-2:30 p.m. (CT). All Wisconsin dairy processors interested in launching or expanding their export endeavors - regardless of their membership status with WCMA - are welcome to attend this hybrid session in-person in Sun Prairie or online via Zoom.



**Megan Sheets**  
*U.S. Dairy Export Council*

The workshop kicks off with a insightful presentation from Megan Sheets, Senior Director of Strategic Developments for the U.S. Dairy Export Council, on emerging markets and trending dairy products.

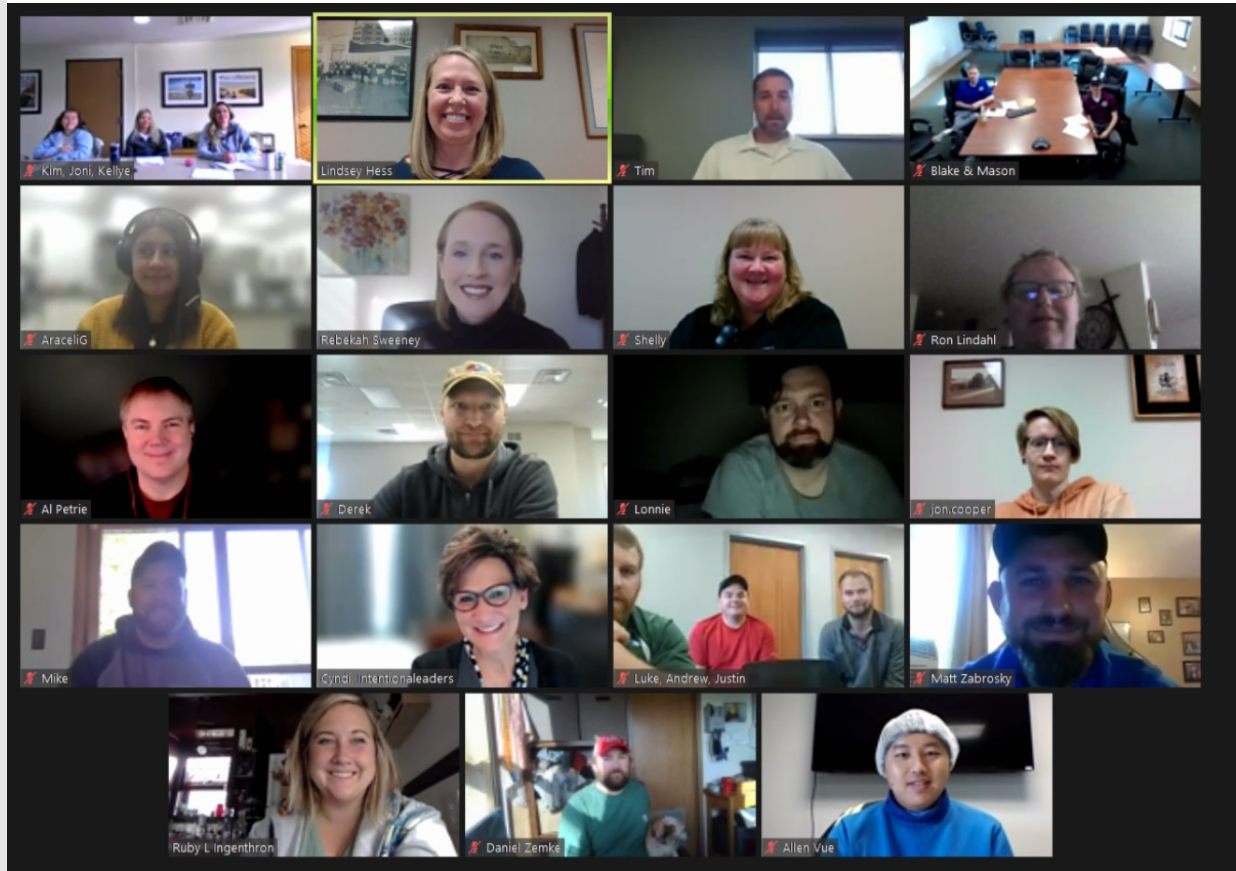
Next, presenters Paul Weiss of Food Export Midwest; Lisa Stout of the Wisconsin Department of Agriculture, Trade and Consumer Protection; and Ryan Wucherer of MCT Dairies will share practical tips every dairy exporter should know.

These experts will then be joined by global supply chain logistics provider Hancock International for a real-time panel discussion of audience member questions.

In-person attendees will enjoy a networking lunch before the meeting resumes with speakers from the Wisconsin Economic Development Corporation, Dairy Farmers of Wisconsin, and the Center for Dairy Research, detailing export resources available to Wisconsin dairy processors, including grant opportunities, marketing assistance, research & development support, and consulting services.

**REGISTER NOW**

This new workshop is funded by the [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#). WIAE monies are also supporting additional export resources through WCMA, including free export consultations to Wisconsin dairy processors and an online library of export forms, guidance documents, and contacts.



## WCMA Front-Line Leaders Explore Team Engagement Strategies

Kudos to the WCMA member employees from **Baker Cheese, Ellsworth Cooperative Creamery, Great Lakes Cheese, Integrity Cheese Packaging of Wisconsin, Klondike Cheese Company, Renard's Cheese, V&V Supremo Foods, and WOW Logistics** for their engagement in Monday's Front-Line Leadership training! In Part B of this three-part training offered by WCMA, participants explore new ways to engage their teams and boost staff performance. Find more details on WCMA's training programs [on our website](#).

## Additional Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment. Here's a look at trainings hosted by WCMA members and partners:

- October 11-14: [Dairy Products, Processing, & Packaging Innovation Conference](#) - CalPoly
- October 18-20: [Cheese Grading \(In-Person\)](#) - Center for Dairy Research
- October 25-26: [Dairy Protein Beverage Applications \(In-Person\)](#) - Center for Dairy Research
- October 31-November 1: [HACCP Training for Processors](#) - Dairy Farmers of Wisconsin
- November 1: [Dairy Basics: Fundamentals of Quality and Safety](#) - Penn State
- November 2-3: [Implementing SQF Systems](#) - Dairy Farmers of Wisconsin
- November 8-9: [Preventive Controls for Human Food](#) - Safe Food Resources
- November 9: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- November 16: [Dairy Ingredients Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- Rolling Admission:

- [Online HACCP Training](#) - North Carolina State University
- [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- [Preventive Controls for Dairy Processors](#) - North Carolina State University
- [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

## IN THE NEWS

### Wisconsin

- *WXOW-TV*: [Global Dairy Symposium addresses Wisconsin's role in global industry](#) (Featuring WCMA member Associated Milk Producers, Inc.)
- *Wisconsin Public Radio*: [Five things to know about Wisconsin's all-time high exports](#)
- *Stevens Point Journal*: [New Knowlton House Distillery will use milk sugar in distilling process](#) (Featuring WCMA member Mullins Cheese)
- *Wausau Daily Herald*: [Better Than 'State Fair' curds preserve a chunk of Wisconsin heritage](#)

### National/International

- *Reuters*: [World food price index falls for sixth month in September](#)
- *NBC News*: [Rail union rejects labor deal brokered by Biden administration, raising possibility of strike](#)
- *Dairy Herd Management*: [Profit margins tighten](#)
- *Dairy Reporter*: [Arla farmers to receive cash incentive for adopting eco-friendly practices](#)
- *Fortune*: [The 50 most powerful women: Beth Ford](#) (Featuring WCMA member Land O' Lakes)

## GRANTS

### WEDC Webinar Covers Export Grant Resources



Wisconsin dairy companies interested in boosting their sales abroad are invited to [attend a free webinar](#) next Wednesday, October 10 on export resources available through the Wisconsin Economic Development Corporation (WEDC).

The session will focus on the agency's [International Market Access Grant](#) program, and will include time for a Q&A session with participants. Please contact [WEDC staff](#) with questions.

[VIEW DETAILS](#)





## Apply by November 10 for New DBIA Grants

The Dairy Business Innovation Alliance, administered by WCMA and the Center for Dairy Research (CDR), is accepting applications now through November 10 for a new round of [Dairy Business Builder grants](#).

Reimbursement grants of up to \$100,000 each are available to small- to medium-sized dairy farmers, manufacturers, and processors in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, Kansas, and Wisconsin. The awards aim to support recipients in diversifying on-farm activity, creating value-added products, enhancing dairy byproducts, and creating or enhancing dairy export programs.

Application materials, including a free webinar with tips for a strong proposal, are now [available online](#). All applications are due by 5:00 p.m. (CT) on November 10. Successful applicants will be notified by December 15, 2022.

Have questions about DBIA? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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## Redhead Creamery

Brooten, Minnesota

DBIA Grant Recipient  
2020 & 2021



### #DBIADelivers Highlights Grant Recipients

Since the creation of the [Dairy Business Innovation Alliance \(DBIA\)](#) in the 2018 Farm Bill, WCMA and CDR have partnered to administer over \$3.7 million in 79 grants across two programs to dairy farmers and processors in participating states.

WCMA's newest social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

This week, we're pleased to introduce [Redhead Creamery](#), led by Alise Sjostrom (pictured here with her family). In 2020, a DBIA grant helped support the company's efforts to build storage and distribution capacity to export their products - and those of other cheesemakers in the area - outside the Midwest. More recently, the company has used a second DBIA grant to pursue a new product line of fresh bottled milk

Follow along on WCMA's [Facebook](#), [LinkedIn](#), and [Twitter](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!

### WORKFORCE



### Mark Your Calendar for WCMA Workforce & Education Committee Meeting

Plan ahead now to join the next meeting of WCMA's [Workforce & Education Committee](#), set for Tuesday, November 8 at 1:00 p.m. (CT). A full agenda for this virtual meeting will be provided in the coming weeks. Have questions or suggestions? Please contact [WCMA Senior Directory of Programs & Policy Rebekah Sweeney](#).



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## JOBS BOARD



### Post Openings on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view current job opportunities from WCMA and members ALPMA USA, Belgioioso Cheese, Burnett Dairy Cooperative, Caputo Cheese, Cedar Grove Cheese, Emmi Roth USA, Masters Gallery Foods, Nasonville Dairy, Tetra Pak, Wapsie Valley Creamery, and Wisconsin Aging & Grading Cheese.

Have an opportunity at your company or cooperative? WCMA members may [post up to 10 openings](#) per company, per month on the Jobs Board for free!

**POST OPENINGS**

## MEMBERSHIP

# WELCOME



## NEW WCMA MEMBERS!

### Dairy Industry Suppliers



New WCMA supplier member [Kassa Cutters USA](#) is the American distributor for Hagedorn Spirmesser GmbH, a German maker of involute slicing blades and circular cutters for food processing applications.

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## Share WCMA News with Colleagues

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA member employees. [Let us know](#) if we should add your colleagues to our list, or if you'd like to share feedback on our communications.

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