



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID-19 UPDATES



Large Employer COVID-19 Rule Still Pending

Almost a month after the Biden Administration announced it would require large employers of 100 or more workers to vaccinate or regularly test their staff for COVID-19, the U.S. Occupational Safety and Health Administration (OSHA) draft rules may still be weeks away from public release, the [New York Times reported this week](#).

Analysts at Goldman Sachs estimated new vaccine requirements for larger employers would apply to about 25 million unvaccinated workers in the United States, bringing the percentage of the U.S. population vaccinated to 82 percent by mid-2022. To date, 65 percent of Americans have received at least one dose of a COVID-19 vaccine.

A Biden Administration task force has also issued [guidance](#) stating that employees of most federal contractors have until December 8, 2021 to be fully vaccinated against COVID-19. Unlike large employers, federal contractors will not be permitted to implement regular testing in place of vaccinations.

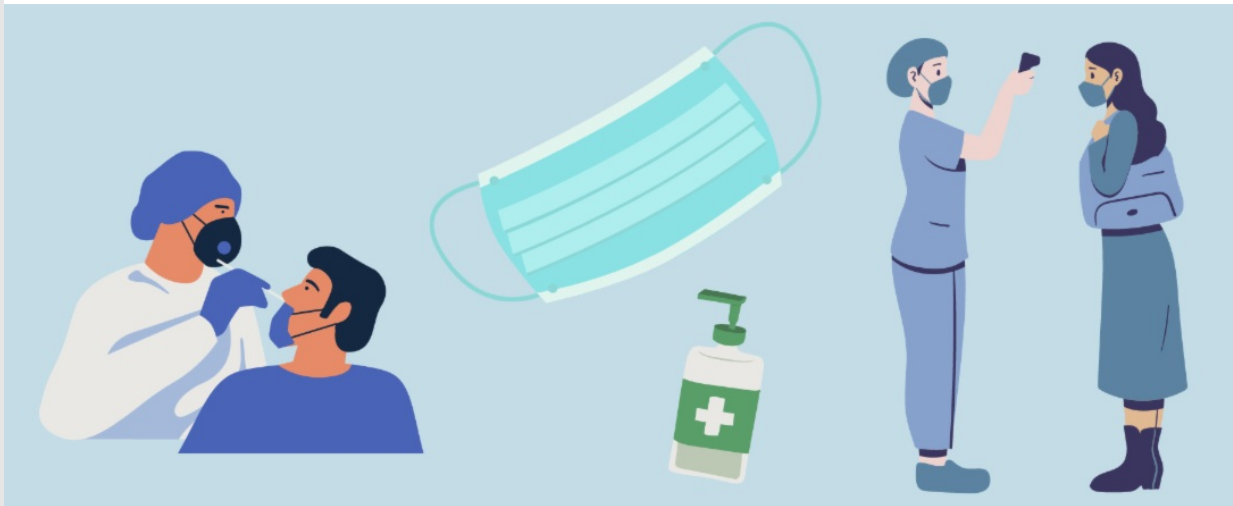
FDA Moves Toward Authorizing Additional COVID-19 Booster Shots

Federal regulators [will meet later this week](#) to potentially authorize booster doses of the Moderna and Johnson & Johnson COVID-19 vaccines. A Food and Drug Administration committee will discuss Moderna's booster shot this Thursday, followed by a discussion of the Johnson & Johnson booster on Friday.

The Pfizer COVID-19 vaccine is **currently available** as a booster dose to dairy processing employees, people in other professions that put them at a higher risk of contracting the virus, people aged 65 and older, and those who are at high risk of severe disease.

Wisconsin DHS Adds Texts, Emails to COVID-19 Close Contact Tracing System

Last week, the Wisconsin Department of Health Services (WDHS) announced technology enhancements to its **close contact tracing system**. People who have been in close contact with someone who tested positive for COVID-19 may now receive a text or email notifying them of their exposure to COVID-19. Individuals who test positive for COVID-19 will still receive a phone call from a contact tracer.



Applications Now Open for USDA Pandemic Workplace Safety Grants

USDA announced last week that dairy manufacturers and processors are not eligible for a new Pandemic Response and Safety Grant program. However, operators of refrigerated warehousing and storage facilities with average annual revenue of \$30 million or less may apply.

Applications for its new Pandemic Response and Safety Grant program now until 10:59 p.m. (CT) on Monday, November 22. Approximately **\$650 million in funding is available** to help offset the costs of pandemic workplace safety measures at small businesses in certain commodity areas.

For more information or to apply for a grant, please visit [USDA's website](#).

WCMA Notes: Cheese Markets Robust in Unsettled Times

Cheese manufacturers are bullish on sales even as tight labor conditions challenge the industry's ability to make and deliver dairy products at optimal capacity. WCMA discovered positive trends in recent sales data and in discussions with leading

cheese producers and processors.

In [this month's edition](#) of *WCMA Notes*, [Executive Director John Umhoefer](#) explains how despite a tight labor market, changing eating patterns, and an evolving foodservice landscape, opportunities for cheese sales are still strong.



Coronavirus Headline News

Wisconsin

- *Milwaukee Journal Sentinel*: [More than 1,100 people hospitalized with COVID-19 across Wisconsin](#)
- *WBAY-TV*: [Wisconsin passes 750,000 coronavirus cases, 40,000 hospitalizations](#)
- *WLUK-TV*: [Northeast Wisconsin struggles with COVID-19 hospitalizations](#)
- *Wisconsin Public Radio*: [Wisconsin ramps up COVID-19 testing sites as home test kits become harder to find](#)

National/International

- *Reuters*: [Pfizer, BioNTech seek U.S. COVID-19 vaccine clearance for children ages 5-11](#)
- *U.S. News & World Report*: [U.S. administers nearly 400 million doses of COVID-19 vaccines](#)
- *The New York Times*: [If you've had COVID, do you need the vaccine?](#)
- *The Washington Post*: [USDA study shows success of federal food safety net](#)

ADVOCACY

WCMA Advocates for Accurate Food Labeling

In a [new Wisconsin State Journal column](#), WCMA President Steve Bechel (pictured) and Dairy Business Association President Amy Penterman explain how dairy farmers and cheesemakers are standing up for consumers by advocating for accurate food labeling on plant-based imitation dairy products. Customers deserve to know the meaning behind dairy's good name, the leaders write, from its nutritional benefits to its long-standing foundation of hard work and investment by dairy farmers and processors.



WCMA has consistently advocated for accuracy in food labeling at the federal and state levels. To get involved in our advocacy efforts, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

WCMA Welcomes Israeli Dairy Board



WCMA staff welcomed members of the Israeli Dairy Board to our offices in Madison last week. WCMA works to foster relationships and open lines of communication between dairy processors worldwide, to discover shared priorities and work on shared solutions.

INDUSTRY UPDATES

Ellsworth Menomonie Plant On Track for Completion by End of 2021

Construction is wrapping up at the new, greenfield cheese plant in Menomonie, Wisconsin, commissioned by WCMA member Ellsworth Cooperative Creamery.

By year's end, the facility will produce American styles and Muenster, while hosting visitors to its cheese store and kitchen.

Pictured from left to right are WCMA Executive Director John Umhoefer and Ellsworth Cooperative Creamery CEO Paul Bauer.



IN THE NEWS

Wisconsin

- *WXOW-TV*: [**Agritourism: The growing trend in family farming in Wisconsin**](#) (Featuring WCMA member Mosaic Meadows, LLC - LaClare Family Creamery)
- *Only In Your State*: [**Learn the cheesemaker's secrets and sample success at Wisconsin's award-winning Carr Valley Cheese**](#) (Featuring WCMA member Carr Valley Cheese Company)
- *Hoard's Dairyman*: [**Let's celebrate National Cheese Curd Day**](#)

National/International

- *The Irish Times*: [**Ornua buys U.S. cheese business Whitehall Specialties**](#) (Featuring WCMA member Whitehall Specialties)
- *Deli Market News*: [**Savencia Fromage & Dairy announces the acquisition of Hope**](#) (Featuring WCMA member Savencia Cheese USA)
- *Feedstuffs*: [**O'Brien begins new chapter as CEO of dairy checkoff**](#)
- *National Milk Producers Federation*:
- *BBC News*: [**Kraft Heinz says people must get used to higher food prices**](#)
- *The Philadelphia Inquirer*: [**Goat cheese masters behind Yellow Springs Farm decide it's time to move on**](#)
- *Yahoo! News*: [**Prince Charles says his Aston Martin runs on fuel made from wine and cheese**](#)

Crave Bros. Featured on *Good Morning America*



Good Morning America recently took a [closer look](#) at a day in Wisconsin's dairy industry. As part of the feature, WCMA member Crave Brothers Farmstead Cheese showcased the attentive care and hard work that goes into making the company's award-winning products.

WCMA SIGNATURE EVENTS

CHEESE EXPO

Global Technology for Dairy Processors

April 12-14, 2022 | Milwaukee, Wisconsin
CheeseExpo.org

Act Now to Reserve Sponsorship Opportunities

With six months until the world's largest technical cheese and whey processing expo, all exhibit spaces for [CheeseExpo 2022](#) have been reserved! Visit our [live floorplan](#) to view a full listing of all exhibitors.

Multiple opportunities are still available to participate in the event. Consider sponsoring Thursday morning [beverage breaks](#), Thursday [coffee and water](#) on the exhibit floor, or the eye-catching [Championship Cheese Cooler Display](#).



Advertisement space in the CheeseExpo Official Program is also available, from quarter-to full-page ads to fit your business needs and budget.

Don't miss this opportunity to connect with the global dairy processing industry! To join the exhibitor waiting list, secure your sponsorship, or place an advertisement, please contact **WCMA Events Manager Caitlin Peirick**.

RECOGNITION

WCMA Recognition Committee Considers 2022 Nominees



Members of the WCMA Recognition Committee met last week to discuss nominees for the **2022 Recognition Awards**, which will be presented at CheeseExpo in April 2022. Voting will soon open for WCMA's Distinguished Service Award - watch for information in upcoming WCMA newsletters.

UPCOMING EVENTS



WCMA Webinar

Cybersecurity Threats & Strategies to Safeguard Your Business

Join WCMA Cybersecurity Webinar Today

In our world of ever-advancing technology, it's critical for entrepreneurs - especially those in essential industries such as dairy processing and manufacturing - to understand their cybersecurity risk and implement protective measures. There is still time to learn more in WCMA's **free cybersecurity webinar** today, October 12 at 1:00 p.m. (CT).

WCMA will host these industry experts sharing their insights on the rise of online threats to your business and profitability, and practical steps you can take to increase your cybersecurity:



Michael Hemberger
Wisconsin Dept. of
Justice



Emily Selck
M3 Insurance



Jen Pino-Gallagher
M3 Insurance

REGISTER NOW

This event is the first in a new monthly webinar offered exclusively to WCMA members at no cost. Have an idea for a future webinar offering? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#). Thanks for your engagement!



Sign Up Now to Learn Social Media Strategies

Social media has made it easier than ever for businesses to reach consumers anytime, anywhere. However, successfully integrating social media into your overall marketing

strategy requires planning and effort. Interested in learning more? Mark your calendar for October 26 at 1:30 p.m. (CT), when the Dairy Business Innovation Alliance will host a [webinar focused on social media marketing](#).

Agricultural communications expert Nikki Warner will lead an informative session discussing the role of social media marketing, the "Do's and Don'ts" of an effective social media strategy, how to build a social media community, and how to develop Key Performance Indicators to gauge your progress.

[REGISTER NOW](#)

EDUCATION

Industry Training Spotlight: CDR Advanced Cheese Technology Short Course

The [Advanced Cheese Technology Short Course](#), hosted by the Center for Dairy Research (CDR) returns in-person to Babcock Hall next month.

This four-day intensive course runs November 15-18 and covers cheesemaking production principles and technology. Participants will learn more about ripening, standardization of milk, cheese yield, coagulants, cheese chemistry, and much more.



[REGISTER TODAY](#)

Additional Industry Training Opportunities

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

- October 19: [Process Cheese Course - On Demand](#) | Center for Dairy Research
- October 19-21: [Food Defense & FSPCA Intentional Adulteration Short Course](#) | Dairy Farmers of Wisconsin
- October 20: [Dairy Ingredients Fundamentals](#) | Center for Dairy Research
- October 27-29: Master Short Course: Understanding and Controlling Defects in Cheese | Center for Dairy Research
- November 15-18: [Advanced Cheese Technology](#) | Center for Dairy Research
- November 16: [Cheesemaking 101: What a Licensed Cheesemaker Should Know](#) | Center for Dairy Research
- January 20, 2022: [Certificate in Dairy Processing - Online](#) | Center for Dairy Research

WORKFORCE

Register Today for WCMA Workforce and Education Committee Meeting November 9

All members are invited to [register now](#) for a virtual meeting of the WCMA Workforce and Education Committee, set for Tuesday, November 9 from 1:00-2:30 p.m. (CT).

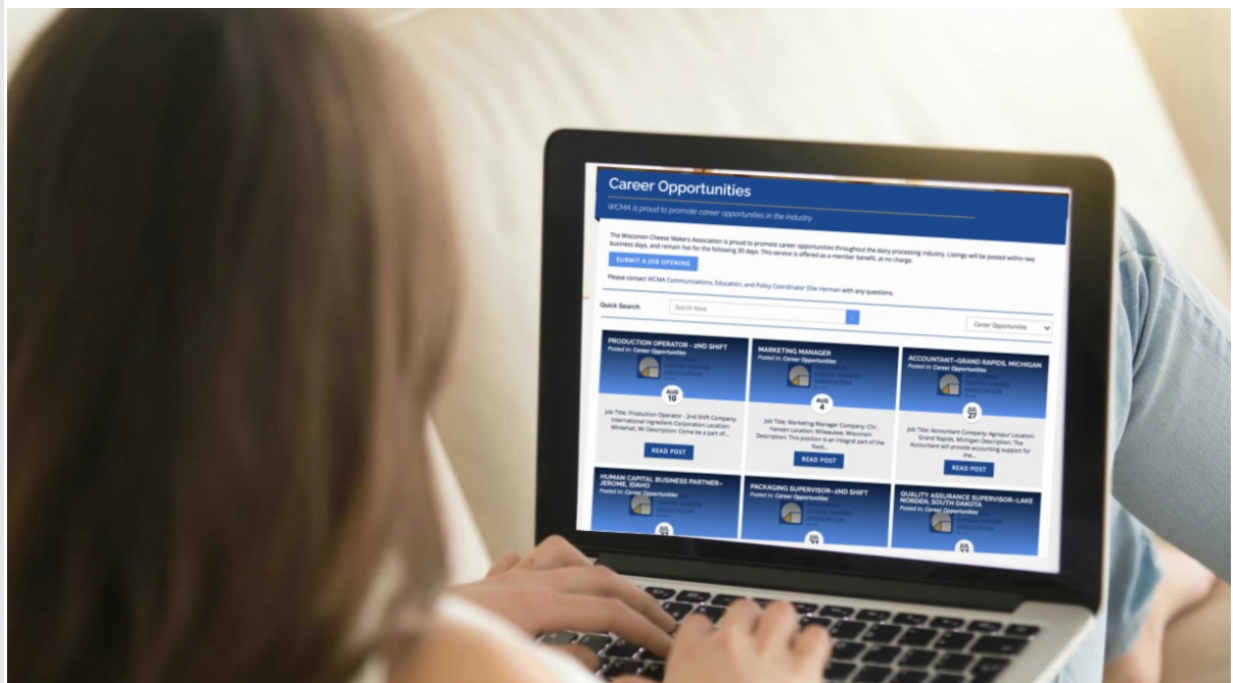
The meeting agenda will include discussion on the following topics:

- Federal COVID-19 vaccination mandate for large employers
- Opportunities to employ Afghan refugees
- 2022 WCMA Wage & Workforce Survey
- 2022 WCMA Job Fair at CheeseExpo
- Development of a WCMA onboarding video training series for new dairy processing employees

The meeting will also offer a live polling feature for participants, and members are encouraged to [submit questions](#) they'd like posed to the group in advance. WCMA staff will wrap the meeting with a brief overview of other workforce and education resources available to WCMA members now.

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

[REGISTER NOW](#)



List Your Job Openings with WCMA

WCMA's [online jobs board](#) currently features industry career opportunities from member companies Arena Cheese, Crystal Farms, Emmi Roth USA, Masters Gallery Foods, RELCO, Springside Cheese, and Winona Foods. WCMA members are invited to [post](#)

[openings](#) anytime. It's free and easy!

ADD CAREER OPPORTUNITIES

MEMBERSHIP

Participate in 2022 WCMA Member Directory

Join your colleagues and WCMA in the production of your 2022 Member Directory! In keeping with this year's theme, "Together We Grow," [WCMA seeks your images and stories](#) of professional development throughout the dairy processing industry.

By close of business on November 5, please submit photos to [WCMA Communications Director Grace Atherton](#) with a brief description of why the employee or team pictured values their work and/or how WCMA has helped support their career in the dairy industry. Examples of previous featured images are available in the [2021 Member Directory](#) (pictured at right).



WCMA's Member Directory also offers [exceptional advertising opportunities](#). Placing an ad in our directory connects your company with over 600 dairy processors, manufacturers, marketers, suppliers, and their employees. Limited spaces are available, and the deadline to purchase ad space is October 29, so [act now to reserve your spot](#).

Have questions about directory advertising? Please contact [WCMA Business & Membership Manager Sara Schmidt](#).

WCMA Social Media Campaign Highlights Dairy Processing Industry Leaders

WCMA invites you to get to know the 21 enthusiastic industry leaders who serve on our Board of Directors and guide our work each day. We'll profile the Board on Facebook, Twitter, LinkedIn, and in this newsletter on a weekly basis. This week, we're pleased to introduce Mike Neu of Chr. Hansen, Inc.!



Mike Neu
Chr. Hansen, Inc.
WCMA Board Treasurer

Favorite Cheese

All of them!

Proudest Achievement

Being able to help so many cheesemakers make award-winning cheeses.

Why I Support WCMA

"WCMA continues to step up and be a unified voice for the U.S. cheese industry, positioning it for success now and in the future. Educating the next generation of leaders is important to me, so I'm very proud to provide a small part of the leadership for the organization."



Have an idea for a WCMA social media campaign or other communication? Please contact [WCMA Communications Director Grace Atherton](#).

WCMA Welcomes New Supplier Members

Join WCMA as we welcome four new supplier members this week: [Aguachem of America, Inc.](#); [Gemak Endustri Gida Makinalari ve Tic. A.S.](#); [J&W Instruments](#); and [Milk Moovement](#). Primary contacts for all companies can be found in WCMA's [online member directory](#).

For 130 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, marketers, and suppliers to the industry. Today, WCMA represents 110 dairy processing companies and cooperatives operating across the U.S. and around the world, and more than 575 supplier companies. Thanks for your engagement and support.

Sign Up Colleagues for WCMA E-Newsletters

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 mailing list, or if you'd like to share feedback on our communications.