

WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Join WCMA in Advocating for Increased Dairy Hauling Capacity in Wisconsin

Dairy processors with Wisconsin operations are invited to join WCMA at a public hearing next week Tuesday, October 24 from 12-4 p.m. (CT) at the Wisconsin State Capitol to advocate for [Senate Bill 431](#), a proposal that stands to extend an existing permit for overweight hauling (98,000 pounds over six axles) of milk to the hauling of all liquid dairy products, including liquid whey.

SB 431, drafted at WCMA members' request, holds myriad benefits for the dairy industry, including alleviation of the truck driver shortage, increased sustainability through fuel efficiency, increased over-the-road safety, and fair competition with processors in other states that already allow heavier hauls.

For complete hearing information and support in drafting testimony, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Can't make the hearing, but ready to show your support? Making your voice heard



**WCMA Member
Action Alert**

takes less than a minute, when you use
WCMA's [easy online contact form!](#)

USDA FMMO Hearing to Resume November 27

The U.S. Department of Agriculture's (USDA) national hearing on Federal Milk Marketing Orders paused, as previously announced, on October 11. USDA officials plan to resume their work on FMMO reform on November 27 and expect one final week of testimony and cross examination will be required to complete the hearing. WCMA will keep members apprised of developments and decisions via this electronic newsletter, and questions may be directed to [WCMA Executive Director John Umhoefer](#).

INDUSTRY UPDATES

DAIRY FOOD SAFETY ALLIANCE



Register Now to Join Dairy Food Safety Alliance Hybrid Meeting October 25

Register now to join food safety and quality professionals at the next meeting of the Dairy Food Safety Alliance, set for Wednesday, October 25 from 10:00 a.m.-2:00 p.m. (CT).

All dairy manufacturers, processors, and industry suppliers are welcome to join this hybrid meeting in-person in Sun Prairie, Wisconsin, or online via Zoom.



Here's a look at the meeting agenda:

- Agenda Overview & Introductions
- Inspector Insights Presentation & Panel Discussion: Dairy plant inspectors from Midwestern states have been invited to share key takeaways for plant employees, the most common violations they see, and frequent misunderstandings food safety managers can address.
- Wisconsin Department of Agriculture, Trade and Consumer Protection Updates
- Root Cause Analysis & Quality Tools, presented by Adam Brock, Dairy Farmers of

Wisconsin

- Dairy Recall Tracker & Sanitation Preventive Controls, presented by Alex O'Brien, Center for Dairy Research
- Spanish Language Training Tools, offered by Innovation Center for U.S. Dairy

In-person attendees will enjoy a networking lunch at 11:45 a.m. Please register for in-person attendance by October 17.

The [Dairy Food Safety Alliance](#), a partnership between WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin, delivers the latest in food safety news to the dairy processing industry. Participation in Alliance meetings is open to all dairy manufacturers, processors, and related suppliers.

REGISTER NOW

Have questions about the Dairy Food Safety Alliance? Please contact [WCMA Contest Director Kirsten Strohmenger](#).

WCMA Export Workgroup Meeting
October 26
10:00 a.m.-2:00 p.m. (CT)
Madison, Wisconsin
Join online or in-person!

 WISCONSIN CHEESE MAKERS ASSOCIATION

REGISTER NOW:
WisCheeseMakers.org

Join in WCMA Export Workgroup Meeting Focused on Maximizing Trade Show ROI

Effective trade show engagement is crucial for dairy processors growing their international sales. Learn how to maximize your trade show return on investment at the [next hybrid meeting of WCMA's Export Workgroup](#) on Thursday, October 26 from 10:00 a.m.-2:00 p.m. (CT). All dairy processors and industry suppliers are invited to join in-person at WCMA's offices in Madison or online via Zoom.

Attendees will gain insights on current dairy export projections and learn more about all the elements involved in a successful trade show visit, including how to select a show, the financial investment involved in attending, what to expect when you arrive, pre- and post-show marketing, effective follow-up, and more.

Here's a look at the meeting agenda:

- Agenda Overview & Introductions
- Trends and Forecasts in Dairy Exporting, presented by Stephen Cain of U.S. Dairy Export Council
- Trade Show Homework: How to Determine Target Markets and the Best Shows to

- Attend, presented by Dan Durand of Hidalgo Global
- Trade Show Resources, presented by Paul Sorenson of Food Export Midwest and Katie Ujdak of Wisconsin Economic Development Corporation
- Panel Discussion of Trade Show Homework and Resources, featuring Hidalgo Global, Food Export Midwest and WEDC
- Strategies for an Effective Trade Show, presented by Sartori Cheese
- Panel Discussion of Effective Trade Show Strategies, featuring Sartori Cheese, MCT Dairies, Dairy Farmers of Wisconsin, and the Wisconsin Department of Agriculture, Trade and Consumer Protection

Presenters will reserve time to field attendees' questions during the meeting.

REGISTER NOW

Have questions about WCMA's Export Workgroup? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).



Register Now for Virtual Sustainability Roundtable Discussion

As WCMA establishes a new member group devoted to supporting the U.S. dairy industry sustainability goals, we invite you to join us November 9 at 1 p.m. (CT) for a [virtual roundtable discussion](#).

During this meeting, WCMA will present the results of its recent member sustainability interests survey, and further identify member needs for education, support, and networking, by facilitating conversations about strategies to deliver impactful resources.

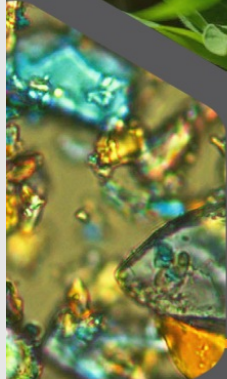
REGISTER NOW

Have questions? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).




DAIRY
INNOVATION HUB

**DAIRY
SUMMIT**



NOVEMBER 15

hosted by:
**UW-Platteville
& live streamed**

Register Now for Upcoming Dairy Summit

Dairy Innovation Hub (DIH) leaders invite WCMA members to [register now](#) for their annual, free, hybrid Dairy Summit, set for November 15 at the University of Wisconsin-Platteville and online. The [meeting agenda](#) focuses on research project presentations, but also features a panel of state leaders, including State Senator Howard Marklein (R-Spring Green) and State Representatives Travis Tranel (R-Cuba City) and Dave Considine (D-Baraboo) reflecting on four years of DIH and state investments to grow Wisconsin dairy.

GRANTS



DBIA Grant Applications Due Tomorrow

Dairy processors and farmers are invited to apply by tomorrow, Wednesday, October 18, at 5 p.m. (CT) for direct-to-business [grants of up to \\$100,000](#) through the Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research.

DBIA is currently offering two grant opportunities: the [Dairy Business Builder Grant Program](#) and the [Dairy Industry Impact Grant Program](#), open to those operating in an 11-state region, including Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

The DBIA [**Business Builder Grant Program**](#) encourages small- to medium-sized dairy farmers, entrepreneurs, and processors to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and dairy exporting. An informational webinar on this opportunity is [**available now online**](#).

APPLY NOW

The DBIA [**Industry Impact Grant Program**](#) welcomes applications in targeted topic areas that have the potential to positively impact the greater dairy industry. In this grant cycle, applications are being accepted for projects related to dairy export endeavors. An informational webinar on this opportunity is [**available now online**](#).

APPLY NOW

Dairy farmers and processors may apply for both DBIA grant opportunities. Neither grant offering requires matching funds. Complete eligibility details are [**available online**](#), along with sample applications and scoring criteria. All applications are individually scored and reviewed by a committee. Successful applicants will be notified of their awards in early December.

Questions may be directed to [**WCMA Grants & Business Programs Director Danica Nilsestuen**](#).

IN THE NEWS

Wisconsin

- *UpNorthNews.com*: [**We found Wisconsin's best cheese curds across seven categories**](#) (Featuring WCMA members Decatur Dairy and Ellsworth Cooperative Creamery)

National/International

- *Agri-Pulse*: [**Jordan eases House aggies' farm bill concerns in race for speakership**](#)
- *Agri-Pulse*: [**California may soon grant permanent residency to undocumented farmworkers**](#)
- *Dairy Herd Management*: [**Walmart announces plans to build \\$350 million milk processing plant in Southern Georgia**](#)
- *Food Safety News*: [**Outbreak in Wyoming traced to raw milk**](#)
- *KSL.com*: [**14 Utahns report illness due to drinking raw milk**](#)
- *Supermarket Perimeter*: [**Kroger refreshes Murray's Cheese brand**](#)

EDUCATION



EMPLOYEE SAFETY TRAININGS

New offerings!



Register Now for WCMA's New Safety Trainings

As the Occupational Safety and Health Administration (OSHA) continues its focus on food processors via a Local Emphasis Program (LEP), WCMA is proud to offer two all-new trainings to support dairy processors' efforts to keep their valued team members safe on the job. Check out training curriculum and offering dates below and [register now](#), as space is limited!

The **WCMA Train the Safety Trainer Course** will equip the dairy processing industry's safety trainers with the knowledge, skills, and strategies to effectively communicate safety expectations and protocols for maximum compliance.

This course is taught in an interactive style and covers best practices for design and delivery methods used by successful workforce safety trainers. While those attending should have a strong grasp on industry safety practices already, instructors will emphasize training around OSHA's LEP areas of concerns, including machine guarding, lockout/tagout, prevention of slips, trips, and falls, and chemical controls.

Upon completion of the course, participants will be able to:

- Define training and facilitation in the workplace;
- Conduct a training needs assessment;
- Evaluate their training programs for clarity and efficacy;
- Understand various presentation tools and methods;
- Identify the characteristics of an exceptional trainer;
- Discuss adult learning principles;
- Handle environmental challenges and disruptive participants; and
- Develop vocal, verbal and visual skills to conduct an effective training class.

This course will be offered [in-person at WCMA's training center in Madison, Wisconsin on December 12, 2023](#) and [virtually on January 30, 2024](#). In-person offerings cost \$249 per person, while virtual offerings run \$219.

REGISTER NOW

Basic Safety Training for Dairy Processing Workers will teach participants about their rights, employer responsibilities, and - most importantly - how to identify, abate, and avoid job-related hazards they may encounter. The industry-specific curriculum concentrates on safety strategies related to the key focus areas of OSHA's food processor LEP.

This course will be held **six times in 2024**, with virtual offerings on February 20, May 14, and September 24 and in-person offerings at WCMA's training center in Madison, Wisconsin on April 9, June 4, and October 15. Virtual offerings cost just \$149 per person, while in-person offerings run \$179.

Successful participants in both the WCMA Train the Safety Trainer Course and WCMA Basic Safety Training for Dairy Processing Workers will come away not only with new knowledge, but also with a packet of training materials and a certificate of completion from Chippewa Valley Technical College and WCMA, that they and their employer can retain as a record of instruction.

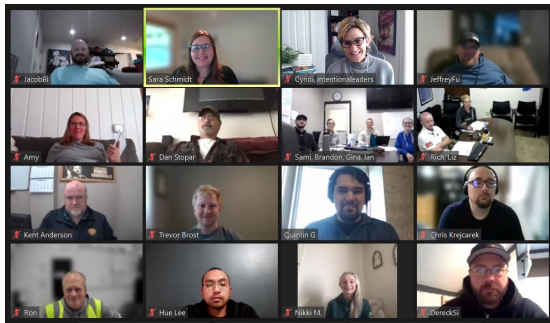
REGISTER NOW

Questions or ideas? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



Kudos to WCMA Front-Line Leadership Classes

WCMA's fall training season is in full swing, and we thank the engaged and enthusiastic participants of Front-Line Leadership-Part B that met last week virtually and are meeting today in Madison, Wisconsin to level up their skills on performance feedback and team-building.



Kudos also go to their employers, including WCMA members: Arena Cheese, Custom Fabricating & Repair, Ellsworth Cooperative Creamery, Emmi Roth, Grande Cheese, Great Lakes Cheese, Meister Cheese, Sabrosura Foods, Schuman Cheese, Winona Foods, and WOW Logistics for their commitment to their team leads' continuing education.

Check out WCMA Winter 2023/Spring 2024 trainings online at [WisCheeseMakers.org](https://www.wischeesemakers.org) and reserve space for your team members now.



WISCONSIN
CHEESE MAKERS
ASSOCIATION



Supplier Roundtable: Cheese Culture Innovations

October 10, 2023



Now Available: October WCMA Members-Only Cheese Culture Innovations Webinar

A recording of WCMA's latest free, members-only webinar, focused on cheese culture innovations, is [now available to view online](#).

Thanks go to our distinguished presenters:

- [Casey Bauml](#), Regional Sales Director for Midwest U.S. and Canada, Chr. Hansen Inc.;
- [Baidya Nath Sah](#), Ph.D., Application Specialist-Cheese, IFF Nutrition & Biosciences; and
- [Julien Gadbin-Dherbecourt](#), Ph.D., Dairy Culture and Technology Expert, Lallemand Specialty Cultures.

[ACCESS WEBINAR](#)

In November, WCMA's free, members-only webinar will offer [World Championship Cheese Contest 101](#). 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!

As a reminder, recordings and information on all of WCMA's past webinars is available to logged-in members anytime at [WisCheeseMakers.org/Webinars](https://www.wischeesemakers.org/webinars).

Suggestions for future webinars are always welcome! Please send your ideas to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Additional Industry Training Opportunities

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

- November 13-14: [HACCP for Food Processors](#) - Dairy Farmers of Wisconsin
- November 15-16: [SQFI Training](#) - Dairy Farmers of Wisconsin
- November 17: [Internal Auditor SQF Short Course](#) - Dairy Farmers of Wisconsin
- December 6: [Cheesemaking Fundamentals](#) - Center for Dairy Research

- On-Demand:
 - [Introduction to Food Safety Principles \(English and Spanish\)](#) - Cornell University
 - [Artisan Dairy Food Safety Coaching](#) - Cornell University
 - [Online HACCP Training](#) - North Carolina State University
 - [Good Manufacturing Practices in Food Safety](#) - 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

WORKFORCE



Register Now for Free, Virtual WCMA Workforce & Education Committee Meeting November 16

Register now to join in WCMA's next Workforce & Education Committee meeting, set for Thursday, November 16 from 1:00-2:30 p.m. (CT). This free and open committee welcomes both dairy processing and supplier member participants - and is perfect for any leader with human resources responsibilities.



Anne Troka
Sargento Foods

This meeting will feature an engaging guest presentation from Senior Manager of Community and Workforce Development Anne Troka of WCMA member Sargento Foods on strategies for effective career opening advertisement. Learn how to identify your target audience and reach them through the best channels, communicate an accurate and appealing job description, and analyze your outcomes for improvement!

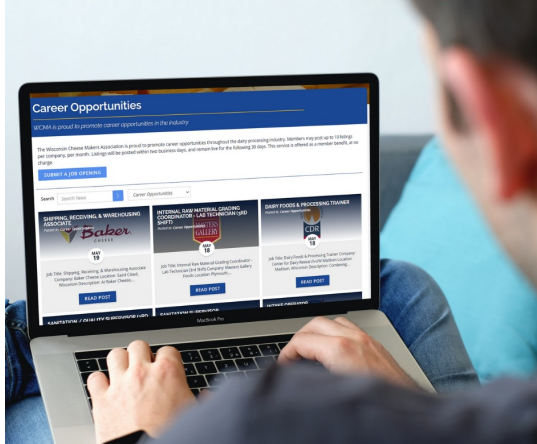
WCMA staff will also facilitate group discussion about WCMA's Job Fair, trainings, and annual Wage & Workforce Survey.

REGISTER NOW

Questions or ideas? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Post Job Openings on Free WCMA Jobs Board

Visit WisCheeseMakers.org today to share your career openings on WCMA's



online jobs board, available to members only - for free!

Members can post up to 10 job openings per month. Each posting is published within two business days and remains live on our website for 30 days after submission.

POST OPENINGS

This week, the **Jobs Board** features opportunities from members Associated Milk Producers, Inc., CFR, Crave Brothers Farmstead Cheese, Center for Dairy Research, Ellsworth Cooperative Creamery, Foremost Farms USA, Masters Gallery Foods, and Specialty Cheese Company.

Have questions about the Jobs Board? Please contact **WCMA Business Operations Manager Ryan Dunn**.

MEMBERSHIP

Voting by November 3 for WCMA Distinguished Service Award Nominees

Cast your vote today to help select the individuals that will be honored with the WCMA Distinguished Service Award in April 2024. This award recognizes supplier partner members who have played a significant role in building the success of the U.S. dairy industry.

In 2023, this honor was presented to Debra Cherney, Cherney Microbiological Services and Bob Fassbender, T.C. Jacoby & Co. This fall, nine WCMA members are on the ballot, and your vote will help advance these candidates to finalists.

Vote “yes” to advance as many candidates as you like. Up to 10 individuals can vote from each WCMA member company.



Debra Cherney



Bob Fassbender

2023 Honorees, pictured with Recognition Committee member Ted Jacoby

All votes must be received by Friday, November 3. The finalists selected by industry will be considered by the WCMA Board of Directors at its December meeting, where the 2024 Distinguished Service Award honorees will be named.

VOTE NOW

Questions? Please contact **WCMA Executive Director John Umhoefer**.

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Supplier



New WCMA supplier member **Mettler-Toledo** offers precision instruments and services for applications in research and development, quality control, production, logistics, and retail.

SIGNATURE EVENTS

CHEESE EXPO

Global Technology for Dairy Processors

April 16-18, 2024 | Baird Center
Milwaukee, Wisconsin

Special Events: April 16, 2024

Exhibits & Seminars: April 17-18, 2024

Act Quickly to Reserve Booth Space and Marketing Opportunities at CheeseExpo



Booth space is now available at CheeseExpo, North America's premier event for cheese, butter, and whey processors.

Set for April 16-18 in Milwaukee, Wisconsin, **CheeseExpo** will welcome more than 4,000 attendees, including representatives from hundreds of global dairy manufacturing and processing companies and cooperatives.

Visit the **Exhibitor Information page at [CheeseExpo.org](https://www.cheeseexpo.org)** to learn priority sign-up times for all WCMA supplier members, and

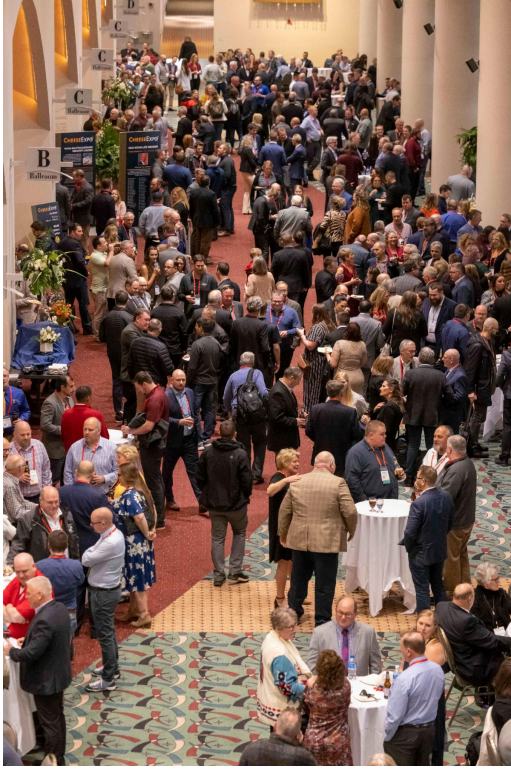
RESERVE YOUR

BOOTH SPACE

plan your exhibit space for the largest expo in the dairy industry.

Now is also the time to claim [CheeseExpo 2024 sponsorships](#). Learn about all available sponsorships in our [online brochure](#).

RESERVE YOUR SPONSORSHIP



One of the most visible marketing opportunities available now for CheeseExpo 2024 is sponsorship of the [World Champions Reception](#), just ahead of the World Champions Awards Banquet.

Benefits include incorporation of the sponsoring company's name in the event name, as well as the opportunity to show a promotional video and to provide promotional items at the event. The sponsor will also enjoy a complimentary pull-up banner in the CheeseExpo registration area and one free full page ad in the CheeseExpo official program. The sponsor's logo will be featured on CheeseExpo.org, in the CheeseExpo mobile app, and on CheeseExpo's printed materials.

To learn more, please contact [WCMA Events Director Caitlin Peirick](#).

WisCheeseMakers.org
(608) 286-1001



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