



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## COVID-19 UPDATES



## OSHA Submits Rule on Large Employer Vaccines and Testing for White House Approval

In the final step before enactment, the Occupational Safety and Health Administration (OSHA) **has submitted** an emergency temporary standard (ETS) to the White House Office of Management and Budget (OMB) requiring employers of 100 or more workers to ensure their workforce is vaccinated or regularly tested for COVID-19, as directed by President Biden last month.

Due to the emergency nature of the rule, OMB **could approve it** within a week's time, allowing OSHA to publish it in the Federal Register. It's not yet clear when new rules would take effect. Once effective, enforcement of the rule could rely on employees reporting concerns to OSHA, rather than inspections or other proactive actions.

WCMA will continue to keep members informed of relevant developments and resources via electronic newsletters and webinars. Please contact **WCMA staff** with any questions, or to request additional support.



## FDA Panel Recommends Moderna, Johnson & Johnson Booster Shots

Late last week, an advisory panel of the Food and Drug Administration (FDA) **unanimously endorsed** booster doses of the COVID-19 vaccines manufactured by Moderna and Johnson & Johnson, paving the way for consideration by the full FDA and the Centers for Disease Control and Prevention **as early as this week**.

The FDA committee recommended that Americans over age 65 or who work in professions with a high risk of COVID-19 exposure receive a half-dose booster of the Moderna vaccine at least six months from their second shot. The panel also advised that all American adults who received the Johnson & Johnson vaccine get a booster at least two months after their first shot.

Wisconsin food and agricultural workers, including dairy processing employees who were fully vaccinated at least six months ago, are **already eligible** to receive a booster of the Pfizer COVID-19 shot. Pfizer boosters are also available to Wisconsin residents over the age of 50 with health conditions such as obesity that put them at a higher risk of severe illness.

[FIND A VACCINE APPOINTMENT](#)

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## Hunger Task Force Seeks Partners for Dairy Donation Program

WCMA members are invited to partner with Hunger Task Force to participate in the federal **Dairy Donation Program (DDP)**. Under the DDP, dairy farmers, cooperatives, or processors that purchase fresh milk or bulk dairy products to process into retail-packaged dairy products and meet other requirements are eligible to partner with non-profit hunger relief organizations. Together, these partners may apply for reimbursement for some of the cost of milk used to make the donated eligible dairy products, manufacturing of the donated eligible dairy products, and transportation of the donated eligible dairy products.

Members who are interested in partnering should contact **Hunger Task Force** directly.

## Coronavirus Headline News

### Wisconsin

- *Wisconsin State Journal*: [Unvaccinated 19 times more likely to die with COVID-19, nine times more likely to be hospitalized](#)
- *Wisconsin Public Radio*: [Delta 'opened the door': Rural deaths from COVID-19 now higher than in urban areas](#)
- *WBAY-TV*: [Two Northeast Wisconsin counties off "critically high" list](#)

### National/International

- *New York Times*: [Vaccinated travelers from abroad can enter the U.S. on Nov. 8](#)
- *U.S. News & World Report*: [Officials say U.S. COVID-19 vaccine rates up thanks to mandates; cases and deaths down](#)
- *CNN*: [COVID-19 numbers are getting better. But where they go from here will depend on vaccinations, Fauci says](#)
- *Forbes*: [90,000 U.S. COVID deaths since June were likely preventable, analysis finds](#)
- *USA TODAY*: ["Mix and Match" COVID-19 study finds Pfizer or Moderna boosters may be best for J&J vaccine](#)

## ADVOCACY



## Chr. Hansen Hosts WDATCP Secretary

WCMA member Chr. Hansen, Inc. last week welcomed Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary Randy Romanski to their Milwaukee facilities.

The Chr. Hansen team provided an overview of the company's operations,

which are critical to dairy processing worldwide. They also discussed the company's work to support new agricultural trade opportunities, advance sustainability initiatives, and grow dairy businesses. WCMA thanks Chr. Hansen for their advocacy!



## WCMA Advocates for Ag Export Bill

Alongside WCMA members Chr. Hansen, Inc.; Nasonville Dairy; and Specialty Cheese Company, WCMA staff **testified today** before a panel of Wisconsin legislators in support of investments to increase the state's agricultural exports, including dairy.

Senate Bill 325/Assembly Bill 314 (SB 325/AB 314), authored by Sen. Joan Ballweg (R-Markesan) and Rep. Tony Kurtz (R-Wonewoc), creates a new five-year initiative to increase the export of Wisconsin's agricultural products by 25 percent. The legislation specifies that \$2.5 million, or half the total funds appropriated, will be used to increase international sales of milk, cheese, yogurt, whey, and other dairy products. Both bills were unanimously approved today by the legislature's Joint Finance Committee.



*Pictured: Kim Heiman, co-owner of WCMA member Nasonville Dairy*

WCMA has continually pushed for funding and programming to support greater export opportunities for Wisconsin dairy processors and manufacturers. We thank members for their diligent advocacy efforts.

# Public Service Commission of Wisconsin Awards Broadband Access Grants

More than **28,426 residential and 1,490 business locations** in 40 Wisconsin counties and three tribal lands have been selected to receive new fiber broadband service in 2022, the Public Service Commission of Wisconsin **recently announced**. The \$100 million in grants was earmarked by Governor Tony Evers in May 2021 from the state's American Rescue Plan Act (ARPA) funding.

WCMA applauds the announcement, as our Policy Committee has actively advocated for broadband funding, both in the state budget and through the use of ARPA monies.

## INDUSTRY UPDATES



The image shows a webinar title slide for the Wisconsin Cheese Makers Association. The slide features the association's logo on the left, which consists of a blue square containing a white circle and a yellow triangle. To the right of the logo, the text 'WISCONSIN CHEESE MAKERS ASSOCIATION' is displayed in blue. Below this, the title 'Cybersecurity Threats & Strategies to Safeguard Your Business' is written in white, followed by the date 'OCTOBER 12, 2021'. A red play button icon is centered over the text. On the right side of the slide, there are four small video thumbnails showing the faces of the webinar participants.

## Cybersecurity Experts Share Valuable Tips on WCMA Webinar

WCMA members received a wealth of practical tips and tailored answers to their questions during last week's exclusive webinar: **Cybersecurity Threats & Strategies to Safeguard Your Business**. Our expert speakers from M3 Insurance and the Wisconsin Department of Justice also shared the following helpful resources:

- Contact Information to **Report a Cyberattack to the Federal Bureau of Investigation**
- **Warning from FBI to Food and Agricultural Sectors on 9/1/21 regarding Cyber Threats**
- Contact Information **Report a Cyberattack to Wisconsin Department of Justice**
- **Warning from Wisconsin Attorney General Josh Kaul regarding Increase in Ransomware Attacks**
- **M3 Insurance Insight Center** (select cyber liability under the "trending topics" menu to access relevant materials)
- Cybersecurity Employee Training Options (note that these links should not be considered product endorsements):
  - **<https://www.sans.org/webcasts/?msc=main-nav>**
  - **<https://www.blackhillsinfosec.com/blog/webcasts/>**

- <https://www.nist.gov/itl/applied-cybersecurity/nice/resources/online-learning-content> (many low/no cost training offerings available here)
- <https://www.cisa.gov/cisa-training>

This webinar is the first in an **exclusive monthly series** offered only to WCMA members. Learn advanced strategies to grow your dairy processing business, protect your assets, and strengthen your workforce - all at no cost. These concise, one-hour webinars offer both expert insight and a chance to connect with your industry colleagues on a regular basis.

If you have questions about this or any other webinar in the upcoming monthly series, please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney**.

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## FDA Issues Salt Reduction Guidance

The U.S. Food and Drug Administration (FDA) has issued **final guidance** providing voluntary, short-term sodium reduction targets for a wide range of foods, including cheese and butter. In addition to modifying other portions of a draft version issued in 2016, the final document sets a milestone date for the goals of 2.5 years from the date of publication.

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## USDA Awards Cheddar Solicitation

WCMA members Associated Milk Producers, Inc.; Dairy Farmers of America; Great Lakes Cheese; and Masters Gallery Foods have been **awarded contracts to supply cheddar cheese** for federal food assistance programs, the U.S. Department of Agriculture said last week.

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## WCMA Joins Sheep Dairy Industry Gathering

WCMA Events Manager Kirsten Strohmenger joined WCMA members Carr Valley Cheese, Cedar Grove Cheese, and Hook's Cheese at an event hosted by the Sheep Dairy

Association of Wisconsin earlier this month. The day included a cheese tasting featuring WCMA member products, and a tour of the Ms. J. & Co. facilities.

## IN THE NEWS

### Wisconsin

- *Morning Ag Clips*: [Opinion: Dairy community stands up for consumers in seeking truthful labels](#)
- *The Gazette*: [Culver's CurderBurger: A review](#)
- *WDJT-TV*: [Celebrate National Cheese Curd Day with Clock Shadow Creamery](#) (Featuring WCMA member Clock Shadow Creamery)
- *WISC-TV*: [In the 608: Josh makes cheese curds at Crave Brothers Farmstead Cheese](#) (Featuring WCMA member Crave Brothers Farmstead Cheese)
- *WGBA-TV*: [Celebrating our local cheesemakers on National Cheese Curd Day](#) (Featuring WCMA member Ron's Wisconsin Cheese, LLC)

### National/International

- *Perishable News*: [U.S. dairy industry publishes biennial sustainability report](#)
- *Reuters*: [Higher inflation squeezing U.S. consumers as food prices, rents accelerate](#)
- *Daily Hampshire Gazette*: [Family farm is a dairy and then some](#) (Featuring WCMA member Cabot Creamery Cooperative)
- *New York Times*: [Anne Saxelby, who championed fine American cheeses, dies at 40](#)
- *The Economic Times*: [Not a novelty: Humans were enjoying blue cheese and beer over 2,700 years ago](#)



### Arena Products Named Exemplary Employer

Kudos to WCMA member Arena Products! The company was recently [recently named an Exemplary Employer](#) by the Wisconsin Department of Workforce Development for its efforts to expand career opportunities in dairy processing and create an inclusive work environment.

## UPCOMING EVENTS



## Sign Up for DBIA E-Commerce Webinar

Mark your calendar and register to join the Dairy Business Innovation Alliance (DBIA) on November 9 at 1:30 p.m. (CT) for an informative, free webinar on [developing an e-commerce platform](#).

Featuring Andy Hatch of WCMA member Uplands Cheese, this webinar in DBIA's "Let's Keep Your Business Going" series will share valuable insight on how to select and start an e-commerce platform for your business. Participants will also learn strategies for extending their brand and maximizing search engine optimization.

[REGISTER NOW](#)



# DAIRY INNOVATION HUB

## Register for Free Dairy Innovation Hub Events

Reserve your space today at two dynamic events dedicated to sharing the work of the [Dairy Innovation Hub](#):

The second annual virtual [Dairy Summit](#) will be held from 10 a.m.-3 p.m. (CT) on November 17. In addition to presentations on new projects and a farmer panel discussing the impacts of the Hub, new faculty will discuss their research and outreach goals. The event will conclude with a collection of virtual facility tours.

On November 18 from 8 a.m.-4 p.m. (CT), the inaugural [Dairy Symposium](#) will feature thought-provoking plenary sessions, research talks, and poster presentations from Hub-funded projects. The symposium will be held in-person on the UW-Madison campus, with virtual options available.

[REGISTER FOR THE](#)

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WCMA actively advocated for the creation of the Dairy Innovation Hub in 2019 and currently serves as a member of the Hub's Advisory Council. Over the past two years, the Hub has funded more than 100 research and outreach projects across three University of Wisconsin campuses and four priority areas.

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## Join WDATCP Dairy Exchange October 27

You're invited to attend the next [Dairy Exchange](#) meeting, hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) on October 27, 2021 from 8:30-9:45 a.m. (CT) The event will include a dairy market report and information on the Grassland 2.0 Project. Attendees may join the meeting in-person at WDATCP's offices in Madison, Wisconsin or [online via Zoom](#). If you plan to attend in-person, an [RSVP is required](#) by 5 p.m. (CT) next Tuesday, October 26, 2021.

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## 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](#)

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## List Your Job Openings with WCMA

WCMA's [online jobs board](#) currently features industry career opportunities from member companies Associated Milk Producers, Inc.; Crystal Farms; Emme 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](#)

## EDUCATION

### Industry Training Spotlight: CDR Advanced Cheese Technology

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 NOW](#)



## 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 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

## 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 here).



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 Gary Gosda of Lake Country Dairy/Schuman Cheese!

## Gary Gosda Schuman Cheese - Lake Country Dairy

WCMA Board Member

### **Favorite Cheese**

Copper Kettle Parmesan

### **Proudest Achievement**

As Plant Manager for Lake Country Dairy/Schuman Cheese, I get to lead and support 160 of the greatest employees making outstanding hard Italian cheeses every day!

### **Why I Support WCMA**

"WCMA truly values its members and brings them together on key topics from food safety to research and others. I'm honored to be a Board Member and help continue growing WCMA and supporting the cheese industry."



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION  
EST. 1991



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 a new supplier member this week: [Pond and Company](#). Primary contacts for the company 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.

WisCheeseMakers.org

