



WCMA NEWS

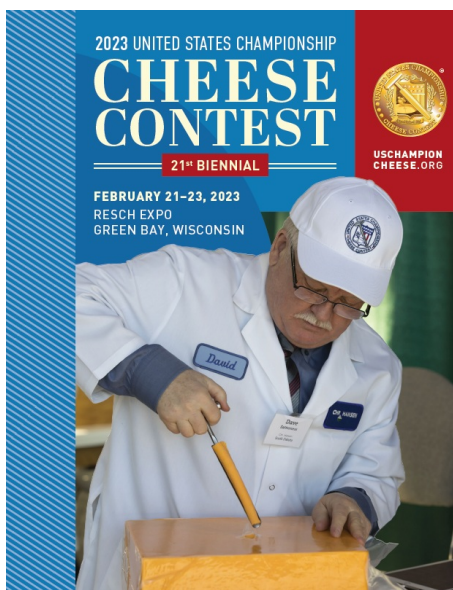
AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS



Enter U.S. Championship Cheese Contest Today



The entry window is now open for the 2023 **United States Championship Cheese Contest**®, proudly hosted by WCMA. Submit entries by December 1 to receive \$10 off your entry fee. All entries must be completed by January 18, 2023.

Entries will be evaluated February 21-23 at Resch Expo in Green Bay, Wisconsin, culminating in a livestreamed announcement of the U.S. Champion. Competitors will enjoy real-time access to their scores and evaluations through our secure **MyEntries**® online system.

WCMA members interested in entering the Contest are encouraged to join our next **free monthly webinar** on Tuesday, November 15 at 1:00 p.m. (CT). The session will focus on Contest entry basics, the evaluation process, and ways to make the most of your participation in the nation's

premier cheese, yogurt, and butter competition!

For a list of all 118 Contest classes offered in 2023 as well as deadlines, rules, and entry information, download the official [2023 U.S. Championship Cheese Contest Entry Kit](#).

SUBMIT ENTRIES

Please contact [WCMA Events Manager Kirsten Strohmenger](#) with questions.



Promote Your Business with CheeseCon Marketing Opportunities

Connect with thousands of dairy processing professionals at all levels of the industry in one place with impactful [marketing opportunities](#) at [CheeseCon 2023!](#)

Choose from a wide range of advertising and sponsorship options to fit your needs and budget, including two brand-new opportunities:

- The Exclusive Silver Sponsorship of the popular [Young Professionals Reception](#) offers a prime chance to reach the industry's next generation of leaders. Promote your business with branded beverage tickets at the event, as well as all of CheeseCon's Silver Level benefits.
- Reach motivated, dairy-focused job seekers as the Exclusive Silver Sponsor of the new [Job Fair Head Shot Station](#) at CheeseCon. This unique opportunity connects you directly to participants through branded messages and signage at the event, plus the full slate of Silver Sponsorship perks.

Looking to make a lasting impression in print? Consider a [high-visibility advertisement](#) in the CheeseCon Official Program. Choose from a full-, half-, or quarter-page ad in this full-color, spiral-bound booklet, distributed to all attendees.

Have questions? Please contact [WCMA Events Manager Caitlin Peirick](#).

INDUSTRY UPDATES



WCMA Offers Updated Food Safety Resources

In partnership with the [Dairy Food Safety Alliance](#) and trusted industry consultants Jim Mueller and Larry Bell, WCMA is pleased to offer updated FSMA-compliant food safety resources for dairy processors, now available at [WisCheeseMakers.org](#). These templates include SOPs, Records, and Support Documents that can provide guidance as a self-assessment or be shared with the supply chain to enhance and or develop FSMA-compliant documents.

Have questions? Please contact [WCMA Events Manager Kirsten Strohmenger](#).



ANNUAL REPORT 2022

Dairy Innovation Hub Releases Annual Report

Wisconsin's [Dairy Innovation Hub](#) has released its [third annual report](#), detailing its progress in the preceding fiscal year supporting cutting-edge dairy research projects, infrastructure improvements, and additional faculty across three University of Wisconsin campuses.

The report comes ahead of the Hub's [third annual Dairy Summit](#) event planned for Wednesday, November 16. The free, hybrid event will feature a panel moderated by WCMA's John Umhoefer on the ways university innovation and strategic partnerships can help spur economic growth.

WCMA [joined the state's dairy farming advocates](#) in pushing for the creation of the Dairy Innovation Hub in 2019 and currently serves on its advisory board.



Meet International Buyers 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 2023](#), set for February 20-24 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, championed by WCMA, and is open to all interested businesses on a first-come, first-served basis. To register or learn more, please contact [WDATCP staff](#).

[RESERVE SPACE](#)

WCMA Members Secure USDA Contracts

WCMA members Associated Milk Producers, Inc.; Dairy Farmers of America; and Masters Gallery Foods have contracted with the U.S. Department of Agriculture (USDA) to provide [up to 70.5 million pounds of natural American and Cheddar cheeses](#), the department announced today.

All open USDA dairy product solicitations are [available online](#), along with information on how to [become an approved vendor](#).

USDA Seeks String Cheese

The U.S. Department of Agriculture (USDA) has issued a [solicitation for string cheese](#) to be used in federal food assistance programs. Bids are due Friday, November 4 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

ADVOCACY



WCMA Cheers \$10 Million in New Wisconsin Food Security Funding

WCMA **last week applauded** Governor Tony Evers' allocation of an additional \$10 million in federal funding to Wisconsin's Food Security Initiative, bringing the program's total funding to \$65 million since 2020. The initiative supports hunger relief efforts through the purchase of Wisconsin-made products, including milk, cheese, yogurt, and butter.

Following the announcement, WCMA Executive Director John Umhoefer thanked Gov. Evers for the investment, adding, "Dairy processors are committed to their essential mission of feeding the world, including our neighbors in need. The Food Security Initiative has built valuable connections between hunger relief organizations and the dairy processing community to address ongoing food insecurity. Dairy processors are ready and eager to continue their partnerships with Hunger Task Force and Feeding Wisconsin."



POLICY COMMITTEE

Join WCMA Post-Election Briefing November 10

Make plans now to join the WCMA Policy Committee for a **free, virtual post-election briefing** exclusively for WCMA members on Thursday, November 10 from 1:00-2:00 p.m. (CT). WCMA staff will deliver analysis of Wisconsin and federal races following the November 8 midterm elections, focusing on the impact of election outcomes on policy priorities important to the dairy processing industry.

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

IN THE NEWS

Wisconsin

- *Culture:* [The Mexican cheesemaker putting his stamp on Wisconsin's cheese scene](#) (Featuring WCMA member Door Artisan Cheese Co.)
- *Wisconsin State Farmer:* [Higher cheese prices push Class III milk prices upward](#)
- *WISC-TV:* [Celebrating National Pizza Month with Wisconsin cheese](#) (Featuring WCMA member Widmer's Cheese Cellars)

National/International

- *Dairy Herd Management:* [Global dairy trade price takes a hit](#)
- *Dairy Processing:* [Food and beverage price curve flattening](#)
- *Cheese Market News:* [U.S. Dairy Export Council hosts U.S.-French ag policy dialogue](#)
- *Morning Ag Clips:* [DFA farmer named NMPF "Communicator of Year," Tillamook recognized among co-ops](#) (Featuring WCMA member Dairy Farmers of America)
- *The Hill:* [Abbott Nutrition plans \\$500 million infant formula manufacturing facility amid continued shortages](#)
- *Dairy Foods:* [Can the dairy industry extend the squeakiness of fresh cheese curds?](#)
- *Bluestone:* [Practical Activist Q&A featuring Travis Forgues, Organic Valley](#) (Featuring WCMA member CROPP Cooperative/Organic Valley)



Bob Wills Featured as "Cheese Innovator"

Congratulations to Bob Wills of WCMA member companies Cedar Grove Cheese and Clock Shadow Creamery for his feature [on the cover of Cheese Connoisseur!](#)

This Wisconsin Master Cheesemaker has led a remarkable career in politics, economics, and world-class cheesemaking. Bob's commitment to innovation and enthusiastic support for fellow cheesemakers have contributed heavily to the dairy industry's strong foundation and promising future.

GRANTS



Apply Now for Dairy Processor Grants

Wisconsin dairy manufacturers and processors can [apply now through January 30 for a new round of Dairy Processor Grants](#) administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). The program, which aims to strengthen Wisconsin's dairy processing industry, saw its [funding doubled in the state budget](#) following successful advocacy efforts by WCMA.

In 2023, grants of up to \$50,000 each will be awarded following a competitive review process. Recipients will be required to match at least 20 percent of their grant amount. Questions may be directed to [WDATCP staff](#).

[SUBMIT PROPOSALS](#)

WISCONSIN
ECONOMIC DEVELOPMENT

International Market Access Grant
2023 Grant Cycle

August 3, 2022

Katie Ujdak (WEDC)

[View Free WEDC Export Grant Webinar](#)

All dairy product manufacturers interested in growing or launching their international sales can now view a [free webinar recording](#) highlighting grant opportunities available through the Wisconsin Economic Development Corporation (WEDC). More details on WEDC's International Market Access Grant - open for applications now until April 1, 2023 - and other current funding opportunities are available [online](#).

Submit DBIA Grant Proposals by November 10



Applications are due by 5:00 p.m. (CT) on Thursday, November 10 for a new round of [Dairy Business Builder grants](#) through the Dairy Business Innovation Alliance (DBIA), a collaborative partnership between WCMA and the Center for Dairy Research.

Reimbursement grants of up to \$100,000 each will be awarded 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 helpful tips to build a strong proposal, are now [available online](#). Successful applicants will be notified by December 15, 2022.

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

APPLY NOW



#DBIADelivers for Widmer's Cheese Cellars

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.

Next in this series of spotlights is grant recipient and WCMA member Widmer's Cheese Cellars. This fourth-generation family business, led by father-and-son duo Joe and Joey Widmer, will use DBIA grant funds to purchase more modern vats, boosting production while maintaining quality. Watch our [new video](#) to learn more about the family's 100-year-old cheesemaking history - and what's to come in the future.

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!

MEMBERSHIP



Attend WCMA Young Professionals Outing November 10

[Join WCMA's Young Professionals](#) for connection, learning, and fun on Thursday, November 10 in Weyauwega, Wisconsin. The event begins at 10:00 a.m. with a tour of Agropur's facility, followed by a networking lunch and cheese grading workshop. Following the tour and activity, Agropur will host an optional happy hour in nearby Fremont.

Registration for this event is limited to the first 35 individuals and costs just \$25 per person. Members with questions may contact [WCMA Events Manager Kirsten Strohmenger](#).

REGISTER TODAY

WELCOME



NEW WCMA MEMBERS!

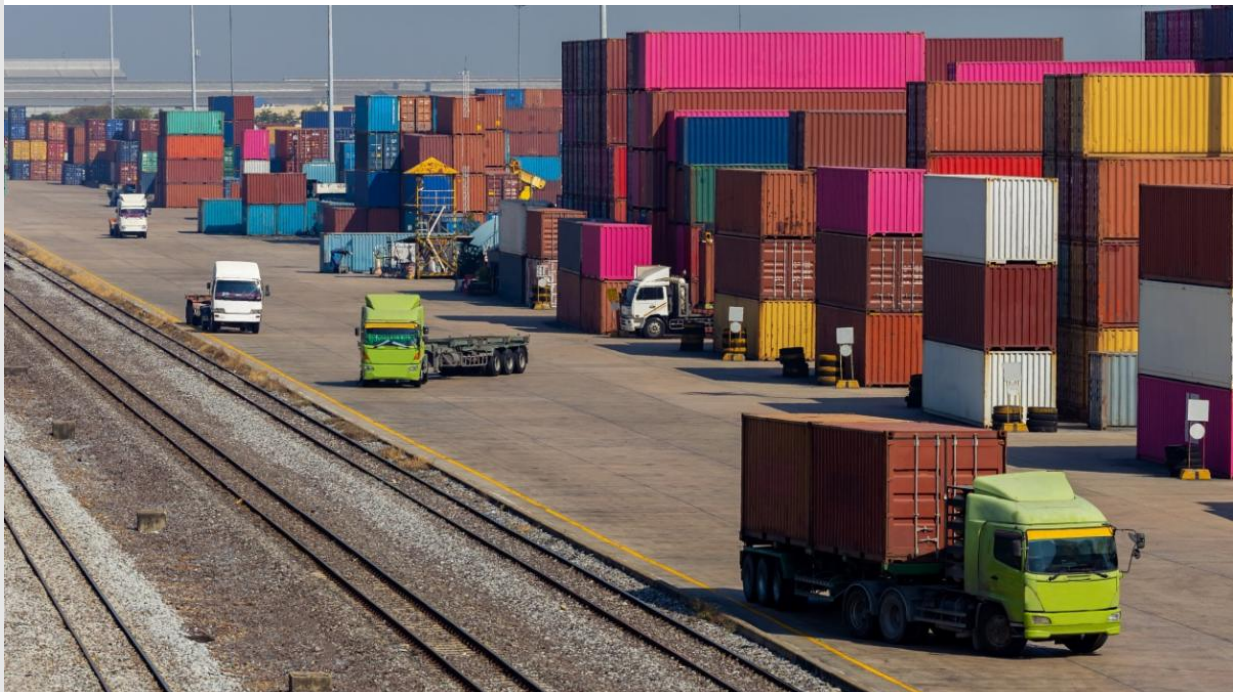
Dairy Manufacturers, Processors, and Marketers



New WCMA dairy manufacturer member **Mexican Cheese Producers, Inc.** was established in 1994 and today manufactures fresh cheeses including cotija, fresco, quesadilla, blanco, and chihuahua, and a wide variety of creams.

Visit WCMA's [online member directory](#) for more information.

EDUCATION



Boost Sales Abroad with New WCMA Dairy Export Workshop

Gain fresh insights and practical tools to launch or expand your export endeavors with WCMA's new **Wisconsin Dairy Export Workshop**, set for Tuesday, November 3 from 10:00 a.m.-2:30 p.m. (CT). All Wisconsin dairy processors are welcome to attend this hybrid session in-person in Sun Prairie, Wisconsin or online.

The session kicks off with an insightful look at emerging dairy



Megan Sheets

U.S. Dairy Export Council

market opportunities and product trends from U.S. Dairy Export Council's Senior Director of Strategic Development Megan Sheet.

Next, Paul Weiss of Food Export Midwest; Lisa Stout of the Wisconsin Department of Agriculture, Trade and Consumer Protection; and Ryan Wucherer of MCT Dairies share useful tips every dairy exporter should know. Global supply chain logistics provider Hancock International then joins this group of experts for a real-time panel discussion of audience 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. These key partners will detail the wealth of 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.

Members with questions about the WIAE should contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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 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

WisCheeseMakers.org



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