



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY

WCMA Testifies on Make Allowances & Protein Price Formula at FMMO Hearing

Last week, Wisconsin Cheese Makers Association [Executive Director John Umhoefer](#) testified at the U.S. Department of Agriculture's (USDA) ongoing national hearing on Federal Milk Marketing Orders, happening in Indiana. Speaking on behalf of WCMA membership, Umhoefer [advocated for adjusted make allowances](#) and [against proposals](#) to add 640-pound Cheddar blocks and mozzarella to the protein price formula.



Live testimony continues this week, and is viewable online via this [Zoom link](#). The hearing had been scheduled to run through October 11, but will not be completed within that timeframe. USDA officials note that the hearing will break from October 12-November 26, resuming again after the Thanksgiving holiday on November 27.

Look for hearing updates in each week's WCMA member newsletter.

Federal Government Shutdown Averted

A U.S. government shutdown was averted late Saturday night as President Joe Biden signed a temporary funding bill rushed through Congress, ensuring federal agencies will continue operations until November 17.

The House was unsuccessful in approving a broader [agricultural appropriations package](#) last week. That bill, along with 11 others, must be approved to complete federal budget work.

For more on Washington negotiations, see the news clips below:

- *New York Times*: [Congress narrows averts shutdown](#)
 - *Reuters*: [Shutdown near-miss illustrates Washington dysfunction](#)
 - *USA Today*: [Congress dodged a government shutdown. Here are the winners and losers from a messy fight.](#)
-

Organic Market Development Act Introduced

U.S. Senators Tammy Baldwin (D-WI) and Angus King (I-ME) and Representatives Chellie Pingree (D-ME-01) and Annie Kuster (D-NH-02) **last week introduced** the **Organic Market Development Act**. The bill would codify and increase support for a newly announced U.S. Department of Agriculture (USDA) program, which aims to solve supply chain gaps for the organic market through grants to farmers and businesses as demand increases for organic products. The legislation is supported by a wide range of organizations, including WCMA member Organic Valley.

WCMA Supports Wisconsin Food Security Bill

WCMA cheered circulation last week of a **Wisconsin bill draft** designed to give new authority to county boards to appropriate funds to food banks and pantries, as desired. The legislation, championed by Wisconsin State Senator Cory Tomczyk (R-Mosinee) and State Representative Scott Krug (R-Nekoosa) simply provides a county with the power to redirect dollars to address food insecurity, a concern for 7.2 percent of Wisconsinites, including 12.6 percent of all children in the state.



WCMA supports its members' efforts to address hunger both in Wisconsin and across the country. Watch for ways to advocate for state-level proposals and Farm Bill initiatives related to food insecurity in this electronic newsletter, or get in touch with **WCMA Senior Director of Programs & Policy Rebekah Sweeney**.

INDUSTRY UPDATES



WCMA Shares DBIA Impact at World Dairy Expo

As World Dairy Expo kicked off, **WCMA Grants & Business Programs Director**

Danica Nilsestuen this morning presented on Dairy Business Innovation Alliance resources as part of the Dairy Symposium. She shared the stage with U.S. Department of Agriculture Undersecretary Jennifer Moffitt (pictured) and grant recipients. [Learn more online.](#)



If you are visiting [World Dairy Expo](#) this week, please stop by WCMA's booth, #4423 in the Exhibition Hall. WCMA staff will be joined by our DBIA partners from the Center for Dairy Research and DBIA grant recipients from Alpinage Creamery, Copper Crow Distillery, Country View Dairy, Farm Stapels, GoodSport Nutrition, Hightail, Landmark Creamery, Moore Family Farms, Pine River Pre-Pack, Specialty Cheese, and Two Guernsey Girls.

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

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](#).

WDATCP Invites WCMA Members to Join in Thailand Trade Mission

The Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP) invites WCMA members to join the agency and Dairy Farmers of Wisconsin on a trade mission to Thailand January 29-February 2. The mission will include a briefing by the U.S. Department of Agriculture's Foreign Agriculture Service, a Wisconsin cheese brand awareness seminar and product showcase, as well as meetings with importers and site visits to retailers and food service providers. Those interested in participating should contact [WDATCP staff](#) as soon as possible.

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](#).

USDA Seeks Bids for Cheddar Contracts

The U.S. Department of Agriculture has [issued a solicitation](#) for the purchase of more than 70 million pounds of cheddar cheese. Bids are due October 11 at 1 p.m. (CT).

IN THE NEWS

Wisconsin

- *Wisconsin State Journal*: [Madison dairy farms adopt AI technology, and why that matters](#)
- *WMTV-TV*: [World Dairy Expo brings over 100 countries to Madison](#)

National/International

- *KTVB-TV*: [Congressman Mike Simpson covers plant-based products in Post-It notes](#)
- *Dairy Reporter*: [Cheese intake could lower risk of dementia](#)
- *Star Tribune*: [Minnesota dairy farm sues shuttered Hastings Creamery for \\$800K unpaid milk bill](#)

- [WMAQ-TV: Culver's fan-favorite 'CurderBurger' is officially back on menus — but not for long](#)



Dairy Farmers of Wisconsin Hosts First-Ever Art of Cheese Festival



Thanks and congratulations are in order for the team at Dairy Farmers of Wisconsin/Wisconsin Cheese who this past weekend hosted [The Art of Cheese Festival](#), a salute to our favorite dairy products and the people who make them. Check out images from the Wisconsin Cheese Ball and Cheese Fair Off the Square on WCMA's [social media channels](#).

MEMBERSHIP

Voting Now Open for WCMA Distinguished Service Award

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



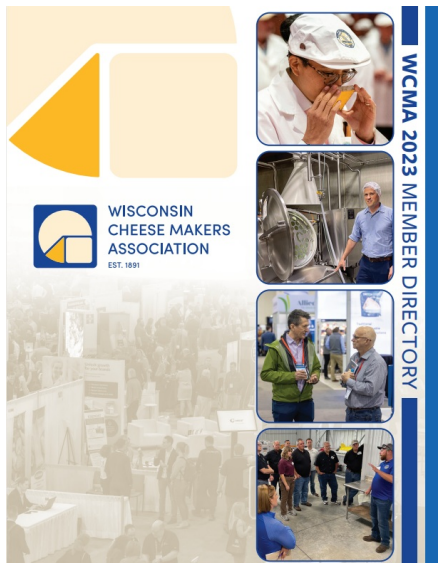
NEW WCMA MEMBERS!

Dairy Industry Supplier

VAISALA

New WCMA supplier member [Vaisala Inc.](#) offers process refractometers used for inline liquid measurements to enable efficient process control and industrial automation.

Secure Ad Space by October 5 & Update Listing in 2024 WCMA Member Directory



As work begins on the next WCMA Member Directory, we're pleased to offer members an opportunity to [reserve ad space](#) now through October 5.

Advertising in WCMA's Member Directory connects your business with over 120 dairy manufacturers, processors, and marketers and over 600 of their trusted supplier partners, all representing hundreds of thousands of employees across 36 states and 11 countries.

Secure a [full-page ad](#) for \$1,700 or a [half-page space](#) priced at \$900. Advertising spots will be allocated on a first-come, first-serve basis. Find complete details via this [downloadable form](#).

WCMA also encourages all members to [update their member listing](#) by October 5. Editing your company profile and contact information takes just minutes at [WisCheeseMakers.org](#). Watch our [short video](#) for step-by-step directions.

Questions about advertising or listings in the 2024 WCMA Member Directory? Contact [WCMA Membership Director Sara Schmidt](#) today.



WCMA Webinar

Innovations in Cheese Cultures

Register Now for Free Member Webinar Focused on Cheese Culture Innovations

You're invited to register now to take part in WCMA's next **free member webinar**, set for Tuesday, October 10 at 1:00 p.m. (CT). Our focus this month is cheese culture innovations, and WCMA is proud to bring you experts from leading suppliers to the dairy processing industry, including:

Chr. Hansen Inc.

- Casey Baumler, Regional Sales Director for Midwest U.S. and Canada, will discuss innovations in the cultures and enzymes that boost productivity for cheesemakers.

IFF Nutrition & Biosciences

- Baidya Nath Sah, Ph.D., Application Specialist, Cheese, will talk on "Improving cheddar cheese for every eating occasion with Chymostar™ and Choozit® Vintage." Chymostar, fermentation-produced chymosin, is formulated for higher activity and simultaneously reduction of coagulant cost in use by 15-20%. Choozit Vintage achieves consistently delicious cheddar flavor and smooth, clean-cut texture – combined with stable product quality over the entire shelf life.

Lallemand Specialty Cultures

- Julien Gadbin-Dherbecourt, Ph.D., Dairy Culture and Technology Expert, will describe LALCULT® Protect MC1 which has been designed to control the growth of molds and yeasts and LALCULT® Protect LC1, a patented culture to control the growth of *Listeria monocytogenes*. In addition, FLAV-ANTAGE® BL B1 is a new natural rind solution based on a carefully selected *Brevibacterium* that allows cheesemakers to create hard and semi soft cheeses with a darker (beige to brown) natural rind without coloring agents.



Casey Baumler
Chr. Hansen



Baidya Nath Sah
IFF



**Julien Gadbin-
Dherbécourt**
Lallemand

REGISTER NOW

This one-hour webinar will include time for our presenters to field your questions. If you'd like to pose a question in advance, please email [WCMA Senior Director of Programs & Policy Rebekah Sweeney](mailto:rebekah.sweeney@wcma.com) by Monday, October 9 at 12:00 p.m. (CT).

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:

- October 10-11: [Food Defense and FSPCA Vulnerability Assessment](#) - Dairy Farmers of Wisconsin
- October 10-12: [Advanced Cheesemaking, Artisan Varieties](#) - Center for Dairy Research
- October 17-19: [Cheese Grading & Evaluation](#) - 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



Wisconsin Cheese Makers Association

Health & Safety Group

Health & Safety Group Focuses on OSHA LEP, Emergency Preparedness, & Product Solutions

Thanks go to members of WCMA's Health & Safety Group, who last Wednesday met in a hybrid format, learning emergency preparedness strategies for dairy processors: discussing Occupational Safety and Health Administration (OSHA) emphasis programs for food processors, warehouse operators, and those with hot work environments; and exploring product solutions to common employee safety challenges.

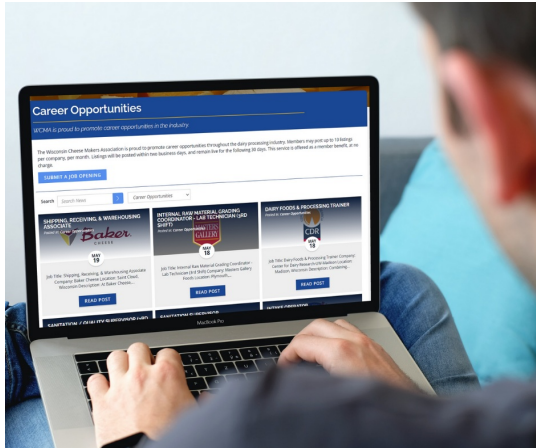
Special kudos go to presenters Kelli Humber from WisCon, David Schott from OSHA, Devin Burdge and Mike Hemling of Kelley Supply, and Amanda Hill and Terry



Members of Nelson-Jameson.

Interested in getting involved? 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., Bassett Mechanical, Center for Dairy Research, Chr. Hansen, Ellsworth Cooperative Creamery, Foremost Farms, Lactalis USA, Masters Gallery Foods, Organic Valley, and Saputo Cheese USA.

Have questions about the Jobs Board? Please contact [WCMA Business Operations Manager Ryan Dunn](#).

GRANTS

Apply by October 13 for WDATCP's \$75,000 Dairy Processor Grants

Wisconsin-based dairy processors are invited to apply by October 13 for [Dairy Processor Grants](#) of up to \$75,000, available via the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP).

Eligible applicants must operate a licensed dairy processing plant in Wisconsin that is engaged in pasteurizing, processing, or manufacturing milk or dairy products. Awards can be used to address a wide range of dairy business needs, such as food safety, staff training, plant expansion or modernization, and professional consulting services. Grant projects may last up to two years in duration.

Processors are required to provide a match of 20 percent of the grant amount, and applications will go through a competitive review process. Successful candidates will be announced in early 2024.

In 2023, 16 of the 21 WDATCP [Dairy Processor Grant recipients](#) were WCMA

members, and WCMA staff are here to support your best application. For assistance, please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).



Check Out DBIA Grant Webinars & Apply by October 18 for \$100,000 Awards

Dairy processors and farmers are invited to [apply by October 18](#) for direct-to-business grants of up to \$100,000 through the Dairy Business Innovation Alliance (DBIA), a partnership between the Wisconsin Cheese Makers Association 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 [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](#).

The [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 new or expanded dairy export endeavors. An informational webinar on this opportunity is [available now online](#).

APPLY NOW

APPLY NOW

Dairy farmers and processors may apply for both 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. Applications must be received by 5 p.m. (CT) on October 18 to be considered. Successful applicants will be notified of their awards in early December.

Questions? Contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#). WCMA is here to help.

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

Secure Your CheeseExpo Spotlight

Now is the time to claim your [CheeseExpo 2024 sponsorships](#) - and make an impact at 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.

Learn about our available sponsorships in this [online brochure](#), or click on the links below to find the CheeseExpo sponsorship level and benefits right for your organization.



**SECURE YOUR
SPONSORSHIP**

Platinum Level Sponsorship Marketing Opportunities:

- [Welcome Reception*](#)
- [Champions Reception*](#)

Gold Level Sponsorship Marketing Opportunities:

- [Wednesday Continental Breakfast*](#)

Silver Level Sponsorship Marketing Opportunities:

- [Wednesday Coffee & Water on Exhibit Floor*](#)
- [Young Professionals Event*](#)
- [World Championship Cheese Contest Sponsor*](#)

Partner Marketing Opportunities:

- [Wednesday & Thursday Lunches](#)
- [Registration](#)
- [Floorplan](#)

Contributor Marketing Opportunities:

- [CheeseExpo Contributor](#)
- [World Championship Cheese Contest Contributor](#)

**Note that these sponsorships are subject to a previous sponsor's first right of refusal.*

Advertise in CheeseExpo's Official Program

The 2024 CheeseExpo program is a who's who of the dairy processing industry - and it's



distributed to attendees. Act quickly to [claim your space](#) in this highly-read, full-color publication.

Consider the following opportunities:

- [Inside back cover](#)
- [Full page advertisement](#)
- [Half page advertisement](#)
- [Quarter page advertisement](#)

Please contact [WCMA Events Director Caitlin Peirick](#) with questions.

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