



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



### FDA Proposes Redefining "Healthy" Labels

New guidance [proposed by the U.S. Food and Drug Administration](#) (FDA) would require food products labeled "healthy" to contain a certain amount of food from designated groups such as dairy, fruits, and vegetables, and adhere to limits for certain nutrients. In response, industry advocates have urged FDA to take into account the health benefits of dairy products when calculating nutrient limits such as fat content. Comments on the proposal may be [submitted online](#) by December 28, 2022, and WCMA will submit comments on members' behalf.

### Biden Administration Unveils Plan to Fight Hunger, Enhance Nutrition

The Biden Administration will pursue a wide-ranging slate of new [initiatives designed to end food insecurity and improve nutrition](#) across the U.S. by 2030, President Biden announced last week. The strategy, presented



at the White House Conference on Hunger, Nutrition, and Health, addresses issues including front-of-package labeling, voluntary sodium reduction targets and potential voluntary added sugar reduction targets.



## POLICY COMMITTEE

### Attend WCMA Immigration Workgroup Meeting

Join the WCMA Policy Committee's Immigration Workgroup for its second discussion, set for Friday, October 7 from 2:00-3:30 p.m. (CT) via Zoom. During this meeting, group members will review a draft policy platform statement for eventual recommendation to the WCMA Board of Directors. All WCMA members are welcome to attend. Please email [WCMA Senior Director of Programs & Policy Rebekah Sweeney](mailto:Rebekah.Sweeney@wcma.org) to RSVP.

## INDUSTRY UPDATES



Connect with DBIA Grant Recipients at



# World Dairy Expo

Visit WCMA and our partners at the Center for Dairy Research (CDR) this week at World Dairy Expo in Madison, Wisconsin. Join us from 9:00 a.m. – 5:00 p.m. Tuesday through Friday at [booth 4423](#) in the Exhibition Hall to explore the grant opportunities and technical assistance offered by the [Dairy Business Innovation Alliance \(DBIA\)](#).

Each day, a different DBIA grant recipient will join us in the booth, ready to answer questions and share their experiences. To view the full schedule, [visit WCMA's website](#).



## Register for November 16 Dairy Summit

Sign up today to attend the [third annual Dairy Summit](#), hosted by the [Dairy Innovation Hub](#) on Wednesday, November 16 from 9:00 a.m.-3:30 p.m. (CT). Following insights on farmer-led conservation efforts in Wisconsin and a showcase of the latest Hub research projects, join WCMA Executive Director John Umhoefer for a panel discussion featuring Paul Bauer, CEO of WCMA member Ellsworth Cooperative Creamery, and other dairy stakeholders on how university innovation can help spur economic development. Additional details for this free, public event, including a full agenda, are [available online](#).

[RSVP TODAY](#)



## Join WEDC for Virtual Trade Venture to Israel

Wisconsin dairy manufacturers and processors interested in exporting their products to

Israel for a [virtual Global Trade Venture](#) led by the Wisconsin Economic Development Corporation (WEDC) January 23-27, 2023. Israel's growing economy and strong interest in American-made products, combined with a free trade agreement with the United States, make it a valuable opportunity for Wisconsin dairy exporters.

[VIEW DETAILS](#)

## USDA Seeks Natural American Cheese

The U.S. Department of Agriculture (USDA) has issued a [solicitation for natural American cheese](#) to be used in federal food assistance programs. Bids are due Tuesday, October 18 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

## WCMA Members Secure USDA Contracts

The U.S. Department of Agriculture (USDA) last week [awarded over \\$5.5 million](#) in contracts to WCMA members Associated Milk Producers, Inc. and Winona Foods to supply cheddar barrels and shreds for use in federal nutrition programs. WCMA members Agropur, Dairy Farmers of America, and Saputo Dairy USA [also secured contracts](#) to provide mozzarella cheese for federal distribution, while Great Lakes Cheese [was selected](#) in response to a solicitation to provide process cheese.

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

## EDUCATION

### Wisconsin Dairy Export Expansion Workshop

**November 3**  
**10:00 a.m.-2:30 p.m. (CT)**

Join online or in-person



**REGISTER NOW:**  
[WisCheeseMakers.org](http://WisCheeseMakers.org)

## Gain International Dairy Insights at WCMA Export Expansion Workshop

Register now for a new [Wisconsin Dairy Export Workshop](#) hosted by WCMA on

Tuesday, November 3 from 10:00 a.m.-2:30 p.m. (CT). All Wisconsin dairy processors interested in launching or expanding their export endeavors - regardless of their membership status with WCMA - are welcome to attend this hybrid session in-person in Sun Prairie or online via Zoom.



**Megan Sheets**  
**U.S. Dairy Export Council**

The workshop kicks off with an insightful presentation from Megan Sheets, Senior Director of Strategic Developments for the U.S. Dairy Export Council, on emerging markets and trending dairy products.

Next, presenters Paul Weiss of Food Export Midwest; Lisa Stout of the Wisconsin Department of Agriculture, Trade and Consumer Protection; and Ryan Wucherer of MCT Dairies will share practical tips every dairy exporter should know.

These experts will then be joined by global supply chain logistics provider Hancock International for a real-time panel discussion of audience member 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, detailing 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 \(WIAE\)](#), a WDATCP program launched earlier this year following impactful advocacy by WCMA and its members. 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](#).





# Build Industry Connections at Dairy Food Safety Alliance Meeting

## DAIRY FOOD SAFETY ALLIANCE



Make plans now to join WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin for the **next meeting of the Dairy Food Safety Alliance** on Tuesday, October 18 from 10 a.m.- 2 p.m. (CT).

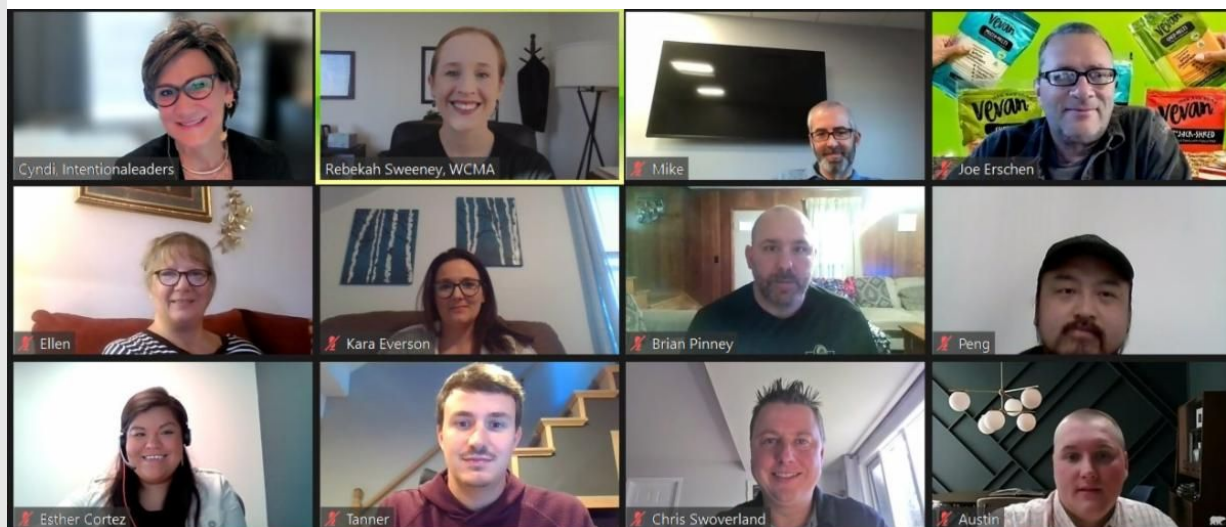
The Alliance offers practical presentations on the latest in food safety research and regulatory practices, and a chance for participants to reconnect with their peers and colleagues in dairy processing. Here's a look at the October meeting agenda:

- 10:00 a.m.: Call to Order
  - Inspector Insights Presentation
    - Dairy plant inspectors from eleven 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 (WDATCP) Updates
    - WDATCP Dairy Services staff provide current updates on department activities and regulatory issues important to food safety personnel.
  - GMP Updates & Resources
    - Leading dairy processing consultants Jim Mueller and Larry Bell will share GMP updates and helpful resources, including refreshed FSMA compliance templates and new support documents.
- 11:45 a.m.: Networking Lunch
- 12:30 p.m.: Meeting Resumes
  - Small Group Discussion
  - Large Group Discussion
- 2:00 p.m.: Adjourn

Attendees may choose to participate in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or online via Zoom. Participation is open to all dairy manufacturers, processors, and related suppliers, and registration costs just \$45.

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

**REGISTER TODAY**



# Dairy Processing Leaders Kick Off WCMA Advanced Leadership Series

WCMA welcomes the newest cohort of participants in our Advanced Leadership Series, who last week explored ways to boost change performance and employee accountability. Our sincere thanks also go to WCMA members **Associated Milk Producers, Inc.; Baker Cheese; Great Lakes Cheese; Schuman Cheese; Klondike Cheese Company; Land O' Lakes; Masters Gallery Foods; Sartori Cheese; WDS Construction; and Westby Cooperative Creamery** for supporting their employees' growth.

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## 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 11-14: [Dairy Products, Processing, & Packaging Innovation Conference](#) - CalPoly
- October 18-20: [Cheese Grading \(In-Person\)](#) - Center for Dairy Research
- October 25-26: [Dairy Protein Beverage Applications \(In-Person\)](#) - Center for Dairy Research
- 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

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## GRANTS

### Applications Due November 10 for DBIA Grants



The Dairy Business Innovation Alliance, administered by WCMA and the Center for Dairy Research (CDR), is accepting applications now through November 10 for a new round of [Dairy Business Builder grants](#).

Thanks to additional federal funding, this Dairy Business Builder cycle will offer reimbursement grants of up to \$100,000 each, doubling the previous limit of \$50,000 each.

Competition is open to small- to medium-sized dairy farmers, manufacturers, and processors in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, 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 tips for a strong proposal, are now [available online](#). All applications are due by 5:00 p.m. (CT) on November 10. Successful applicants will be notified by December 15, 2022.

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



## Watch DBIA Webinar for Grant Application Tips

Considering applying for a Dairy Business Builder grant? Visit [cdr.wisc.edu/dbia](http://cdr.wisc.edu/dbia) now to access a free webinar with useful hints and practical information from DBIA staff, designed to help you submit a strong proposal.



## #DBIADelivers Highlights Grant Recipients

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 our weekly #DBIADelivers series is [Crave Brothers Farmstead Cheese](#). This family business has made award-winning cheeses in Waterloo, Wisconsin for two decades and has become an industry leader in exploring environmental sustainability practices. Using Dairy Business Builder grant funding, the Crave team installed an innovative water circulation system to cool their cheese, saving money and resources. Visit [CraveCheese.com](http://CraveCheese.com) to learn more about the company.

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!



## IN THE NEWS

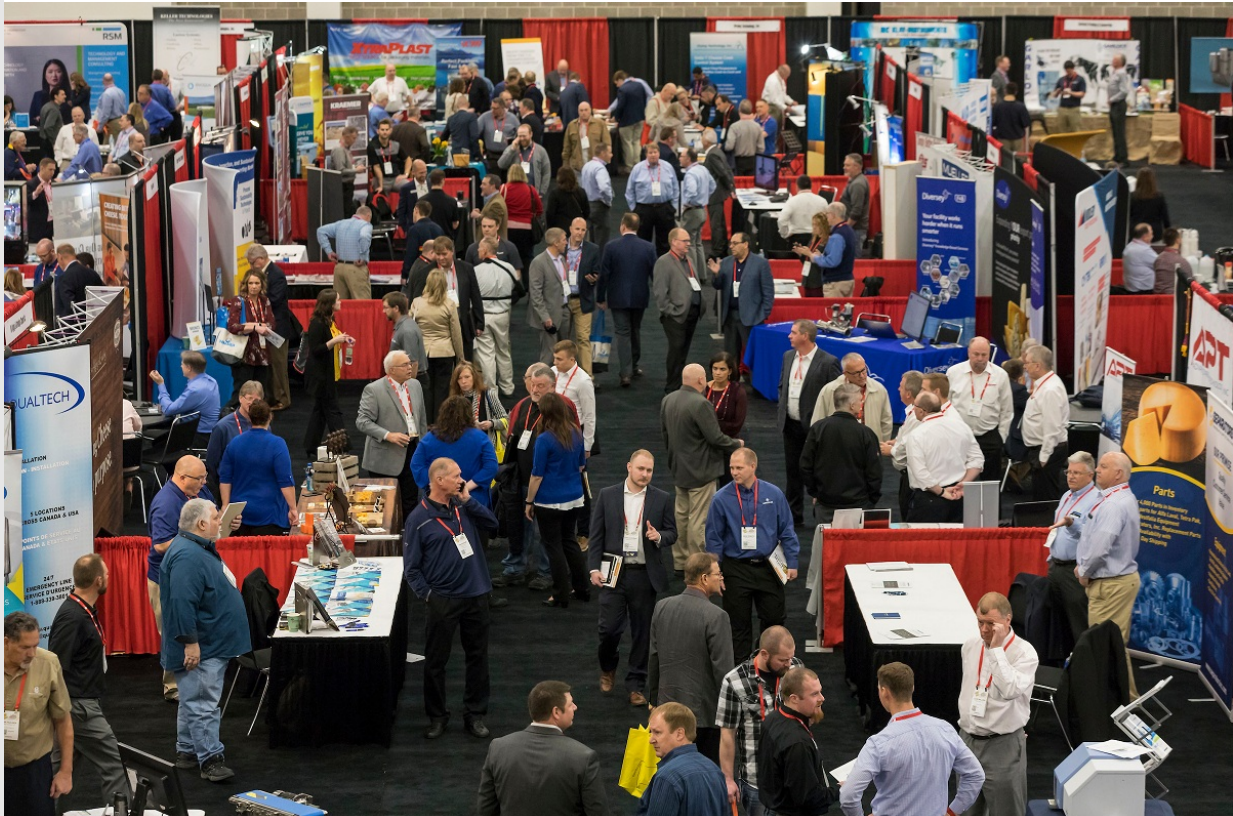
### Wisconsin

- *WFRV-TV*: [Milk check deductions coming from Foremost Farms](#) (Featuring WCMA member Foremost Farms USA)
- *Brownfield Ag News*: [Foremost Farms to close two Wisconsin plants](#) (Featuring WCMA member Foremost Farms USA)
- *Milwaukee Journal Sentinel*: [Wisconsin's snack market booms with proteins and local foods](#) (Featuring WCMA member Sargento Foods)
- *WFRV-TV*: [Celebrate National Cheese Curd Day with a blind taste test at the Farm Wisconsin Discovery Center](#) (Featuring WCMA member Ellsworth Cooperative Creamery)
- *The Cap Times*: [Say cheese! The Culver's CurderBurger is back Oct. 1](#)
- *Wisconsin State Journal*: [Will World Dairy Expo remain in Madison?](#)

### National/International

- *Dairy Herd Management*: [China's dairy imports slow along with economy](#)
- *Dairy Processing*: [Per capita dairy consumption in U.S. reaches all-time high](#)
- *Feedstuffs*: [CREATE Act doubles funding for ag trade promotion](#)
- *FOX Business*: [U.S. facing butter shortage ahead of holidays](#)
- *AgWeek*: [DFA's Zumbrota plant wraps up construction of 'best specialty ingredients dryer in the world'](#) (Featuring WCMA member Dairy Farmers of America)
- *KWCH-TV*: [Cheese factory brings job growth to Dodge City](#) (Featuring WCMA member Hilmar Cheese Company)
- *Dairy Foods*: [Dairy Foods Research Centers network celebrates 35th anniversary](#)
- *Mashed*: [What to know before buying Cabot cheese](#) (Featuring WCMA member Cabot Creamery Cooperative)

## WCMA SIGNATURE EVENTS



**Watch for CheeseCon Exhibitor Details**

Dairy industry suppliers interested in [exhibiting at CheeseCon 2023](#) should watch their email inboxes in the coming week for information on reserving their booth. Details will be sent to all companies with an [assigned exhibit registration time](#). Questions may be directed to [WCMA Events Manager Caitlin Peirick](#).

## MEMBERSHIP

### Update Contact Information This Week for 2023 WCMA Member Directory

As WCMA prepares to launch our [Annual Member Directory](#) in print and online this coming January, we encourage supplier members to take advantage of this opportunity to build industry connections by updating their information on [WisCheeseMakers.org](#).

Member employees who are Primary Contacts or have Management Access for their organization should [log in](#) by this **Friday, October 7** to ensure their company or cooperative's information is up-to-date. Watch our [short video](#) for a step-by-step guide:



Please contact [WCMA Business & Membership Manager Sara Schmidt](#) with questions.

[LOG IN NOW](#)

## WORKFORCE



**Save the Date for WCMA Workforce & Education**



# Committee Meeting

Mark your calendar now to join the next meeting of WCMA's [Workforce & Education Committee](#), set for Tuesday, November 8 at 1:00 p.m. (CT). A full agenda for this virtual meeting will be provided in the coming weeks. Have questions or suggestions? Please contact [WCMA Senior Directory of Programs & Policy Rebekah Sweeney](#).



## View, Share Career Opportunities on Free WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view current job opportunities from WCMA and members ALPMA USA, Burnett Dairy Cooperative, and Nasonville Dairy.

Have an opportunity at your company or cooperative? WCMA members may [post up to 10 openings](#) per company, per month on the Jobs Board for free!

**POST OPENINGS**

[WisCheeseMakers.org](http://WisCheeseMakers.org)



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