



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Wisconsin Dairy Hauling Bill Advances

WCMA **applauds members of the Wisconsin State Senate**, who today unanimously voted to advance **Senate Bill 431**, related to increased dairy hauling capacity. Our thanks also go to WCMA members Scott Potts of BelGioioso Cheese, Mike Neu of Chr. Hansen, Dave Buholzer of Klondike Cheese Company, and Randy Klein of Milk Specialties Global for taking the time to share their support for this bill with lawmakers at a Senate Committee hearing in October.

The bill, authored by Senator Joan Ballweg (R-Markesan) and Representative Tony Kurtz (R-Wonewoc) at WCMA members' request, would extend the terms of an existing Wisconsin Department of Transportation permit for milk hauling to all liquid dairy product hauling, boosting the threshold to 98,000 pounds over six axles. The change would alleviate pressure from a truck driver shortage, support greater fuel efficiency and overall sustainability, improve over-the-road safety, and bring Wisconsin in line with higher hauling limits allowed in other key dairy states.

Both houses of the legislature must approve the bill before it advances to the Governor. The Assembly version, **AB 440**, has been referred to the Committee on Agriculture, and Chair Travis Tranel (R-Cuba City) is planning to hold a hearing **next Tuesday, November 21**. WCMA members interested in testifying in support of the bill are encouraged to contact **Senior Director of Programs & Policy Rebekah Sweeney** as

soon as possible.



House to Vote on Stopgap Funding Bill

The U.S. House of Representatives is today set to vote on a **stopgap measure** to temporarily fund the federal government and prevent a shutdown set for this coming Friday. The plan, pushed by new Speaker Mike Johnson (R-LA 3), provides enough money to support 20 percent of key agencies, including the U.S. Department of Agriculture, through January 19, while the other 80 percent would receive funding through February 2.

As of the distribution of this newsletter, the outcome of Johnson's proposal is not yet certain. If the House advances Johnson's plan, it must also be approved by the Senate before going to the President for consideration.

WCMA staff is monitoring developments, and will keep members informed via this newsletter and, as needed, special alerts.

SIGNATURE EVENTS

CHEESEEXPO SPONSORSHIP OPPORTUNITIES

Promote your company at the World's Largest Cheese and Whey Industry Processing Expo! Sponsorship is available from September 20, 2023 until January 23, 2024 at CheeseExpo.org.

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org

Diamond Sponsorship (\$35,000)

Exclusive Diamond Sponsorship Opportunity:

- ▶ Championship Auction Reception*

Diamond Sponsorship Benefits:

- ▶ Event name incorporates the name of sponsor.
- ▶ Opportunity to offer 'Welcome Greeting' at the podium.
- ▶ Opportunity to show video at the event.
- ▶ Two complimentary pull-up banners (1m x 2m) in CheeseExpo registration area.
- ▶ Two free full page ads in CheeseExpo Official Program.

Platinum Sponsorship (\$21,000)

Exclusive Platinum Sponsorship Opportunities:

- ▶ Welcome Reception*
- ▶ WCMA Recognition Breakfast*
- ▶ Champions Reception*

Platinum Sponsorship Benefits:

- ▶ Event name incorporates the name of sponsor.
- ▶ Opportunity to show video at the event.
- ▶ Complimentary pull-up banner (1m x 2m) in CheeseExpo registration area.
- ▶ One free full page ad in CheeseExpo Official Program.

Support Celebration, Connection, and Education with CheeseExpo Sponsorship

CheeseExpo offers ample opportunities for over 4,000 dairy manufacturers, processors, and their supplier partners to build their networks, celebrate success, and expand their knowledge. Show your support for the industry's camaraderie and innovation as a [CheeseExpo sponsor!](#)

For just \$4,500, Partner Sponsorships showcase your business to the global cheese and whey industry at a variety of touchpoints throughout the event. Become a [Lunch Partner](#), [Exhibit Floorplan Partner](#), or a [Registration Partner](#) today.

Looking to make an impact in print? Secure [advertising space in the 2024 CheeseExpo Official Program](#), available to every attendee! Choose from a full-, half-, or quarter-page ad, highlighting your company in full color.

Learn about all available marketing opportunities in our [online brochure](#). Ready to reserve your sponsorship or advertisement, or have questions? Contact [WCMA Events Director Caitlin Peirick](#).

BECOME A SPONSOR



New Raclette Class Added to 2024 World Championship Cheese Contest



For the first time, the 2024 World Championship Cheese Contest will accept entries of a Swiss classic: raclette. Entries in the raclette class - and all 141 others - can be submitted now at WorldChampionCheese.org.

The early entry deadline is December 1, so act now to receive our special early entry rate of just \$75 per entry! After that date, the regular fee of \$90 per entry will apply. All entries are due by January 26, 2024.

Complete Contest details are available in the official [Contest Entry Kit](#). Have questions? Please contact [WCMA Contest Director Kirsten Strohmenger](#).

ENTER NOW



Thank You, Contest Committee!

WCMA's Contest Committee met last week at Integrity Cheese Packaging of Wisconsin to discuss the details of the 2024 World Championship Cheese Contest. Many thanks to our volunteer leaders who contribute hundreds of hours of their time each year to ensure the success of this internationally renowned event!

MEMBERSHIP



WCMA SCHOLARSHIPS

WCMA Now Accepting Scholarship Applications



Apply now for WCMA's annual student scholarships! Applications are available at [WisCheeseMakers.org/Scholarships](https://www.wis cheesemakers.org/scholarships).

Apply by February 9, 2024 and mark your calendar for April 17, when a total of \$19,000 in scholarship awards will be presented at [CheeseExpo](#) in Milwaukee, Wisconsin.

Applicants for all WCMA scholarships must supply school transcripts, a letter of recommendation, and a completed application form.

[FULL DETAILS](#)

Seven awards are available across WCMA's three scholarships:

- Two students will be awarded the **WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship**, worth \$3,000 each. Any employee or child of an employee at a WCMA dairy manufacturing, processing, or marketing member company may apply. In 2023, this scholarship was awarded to Lizzette Lopez of Great Lakes Cheese and Tyler Schroepfer of Sartori Company.
- Employees or children of employees at WCMA supplier member companies may apply for the **WCMA Cheese Industry Supplier Student Scholarship**. Three students will receive scholarship awards of \$3,000 each. In 2023, this scholarship was awarded to Josie Boyle of Chr. Hansen, Rainna Simone of Roehl Transport, and Samantha Hawkey of Kelley Supply.
- WCMA will also select two students to receive the **Brian Eggebrecht Student Scholarship Supporting Skilled Trades in the Dairy Industry**, worth \$2,000 each. This award, named in honor of long-time Championship Cheese Contest Chairman and generous donor Brian Eggebrecht, who passed away last year, is open to students attending any technical school in Wisconsin, or high school students registered to attend a Wisconsin technical school. In 2023, this scholarship was awarded to Kaitlyn Rydzewski of ProActive Solutions and Nathan Nikolay of Nelson-Jameson. Priority consideration for the Eggebrecht Scholarship will be given to applicants pursuing technical certificates, technical diplomas, or associate degrees that may lead to a career in the dairy industry. Unlike other WCMA scholarships, applicants for this award are not required to be connected to a WCMA member company or cooperative.

Have questions about WCMA's scholarships? Please contact [WCMA's Grace Atherton](#).

INDUSTRY UPDATES



Sustainability Roundtable Discussion Shapes 2024 WCMA Workgroup Plans

Last week's virtual WCMA Sustainability Roundtable discussion featured record turnout of over 50 member employees, demonstrating a significant interest in more in-depth sustainability programming from WCMA. Our sincerest thanks go to all who contributed their time and input to help drive the goals, format, and content of WCMA's new

Members interested in this new engagement opportunity should contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#) to get involved.

USDA Updates Master Solicitation Documents

The U.S. Department of Agriculture (USDA) has updated its [Master Solicitation for Commodity Procurement](#) for domestic food distribution programs. More information on [open USDA dairy product solicitations](#) and [becoming an approved vendor](#) is available online.

IN THE NEWS

Wisconsin

- *WFRV-TV*: [Saputo to close a cheese manufacturing plant in Wisconsin, 180+ employees affected](#) (Featuring WCMA member Saputo Cheese USA)
- *Yahoo! News*: [Chefs shared the best cheeses to use for grilled cheese sandwiches, and they're not all the obvious choices](#) (Featuring WCMA members Arla Foods, Carr Valley Cheese, Sargento Foods, Uplands Cheese, and Widmer's Cheese Cellars)
- *Milwaukee Journal Sentinel*: [Dane County approves \\$8 million for housing for immigrant dairy workers](#)
- *WFRV-TV*: [Lamers Dairy warns Wisconsin consumers that milk cartons will be in short supply](#)

National/International

- *Morning Ag Clips*: [\\$12 million infusion bolsters northeast regional dairy processing](#) (Featuring WCMA member Cabot Creamery Cooperative)
 - *Dairy Processing*: [Leprino Foods' president to retire](#) (Featuring WCMA member Leprino Foods)
 - *InsideHook*: [Stop buying French cheese in the United States and try these instead](#) (Featuring WCMA member Vermont Creamery)
 - *Culture*: [The best cheeses for holiday entertaining, according to cheesemongers](#) (Featuring WCMA member Rogue Creamery)
 - *Gastro Obscura*: [The biology teacher resurrecting Germany's 500-year-old mite cheese](#)
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WORKFORCE



Join WCMA Workforce & Education Committee Thursday for Job Advertisement Strategies

[Register now](#) to join WCMA's next Workforce & Education Committee meeting on Thursday, November 16 from 1:00-2:30 p.m. (CT). Open to both dairy processing and supplier members, this free and open committee 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 effectively advertising career openings. Learn how to identify and reach your target audience, communicate an accurate and appealing job description, and analyze your outcomes for the future!

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 Careers Free on WCMA Jobs Board



Visit WisCheeseMakers.org today to share your career openings on WCMA's online jobs board - 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.

This week, the [Jobs Board](#) features opportunities from members Bassett Mechanical, Crystal Farms, Grande Cheese, Masters Gallery Foods, and Organic Valley.

POST OPENINGS

Have questions about the Jobs Board? Please contact [WCMA staff](#).

EDUCATION



EMPLOYEE SAFETY TRAININGS

New offerings!



Register Now for December 12 Train the Safety Trainer Course

Sign up today for an all-new WCMA training designed to support dairy processors' efforts to keep their valued team members safe on the job.

WCMA's interactive **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. Attendees are welcome **in-person** at WCMA's training center in Madison, Wisconsin on December 12, 2023 or **virtually** on January 30, 2024.

For safety education geared toward all dairy processing employees, WCMA is also launching a new **Basic Safety Training for Dairy Processing Workers** course. This one-day session will be offered **six times in 2024**. Participants will learn about their rights, employer responsibilities, and how to identify, abate, and avoid job-related hazards.

Please contact **[WCMA Senior Director of Programs & Policy Rebekah Sweeney](#)** with your questions and ideas.



Level Up Leadership Skills with Winter/Spring Front-Line Leadership Trainings

Empower your valued employees by helping them gain the skills they need to excel in leadership roles. Register them in of the next round of WCMA's popular [Front-Line Leadership Trainings](#).

With a participant rating of 9.5/10, this engaging series helps both new and seasoned supervisors build critical skills in conflict resolution, communication, stress and time management, and the cultivation of a team mentality.

Here's a look at our fully virtual Winter 2023/Spring 2024 offerings:

- Part A, offered on January 23 and January 24, will focus on developing essential leadership skills.
- Part B, set for February 26 and February 29, will provide strategies to help supervisors boost staff performance.
- Part C, scheduled for April 2 and April 3, will help trainees learn to foster a collaborative team mindset in their workplace.

Each class is a one-day offering, running from 9 a.m.-4 p.m. (CT). All Front-Line Leadership classes are offered a la carte and may be taken in any order.

[REGISTER NOW](#)

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

Additional Industry Educational Opportunities

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

- November 15: [Dairy Summit](#) - Dairy Innovation Hub
- 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
 - [Online Dairy Science and Sanitation \(English and Spanish\)](#) - 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

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