



## ADVOCACY

### WCMA Board of Directors Approves Reform Concepts for Federal Milk Orders

The WCMA Board of Directors met in special session October 26 to discuss and approve concepts for federal milk marketing order reform. Today, [a news release from WCMA](#) detailed the concepts developed by the ad hoc WCMA federal order reform committee convened in early 2021.

WCMA reform ideas center on improvement and updates to milk pricing formulas in federal orders. For example:

- Adoption of dynamic make allowances for milk price formulas which incorporate regular cost of processing audits and current-cost price adjustors. WCMA recommends mandatory U.S. Department of Agriculture (USDA) staff audits at dairy plants at regular intervals to determine costs to produce dairy products surveyed in the National Dairy Products Sales Report.
- USDA collaboration with the dairy industry to address the volatility between block cheddar and barrel cheese prices used to value protein in Class 3 milk.
- USDA collaboration with the dairy industry to develop a new value for other solids in the Class 3 milk price formula. The current value uses the price of dry whey, a product produced only at a small percentage of dairy manufacturing sites in the U.S. Medium and small cheese manufacturers cannot invest in capital-intensive whey processing facilities to produce dry whey, and large processors who meet consumer demand for concentrated whey protein products also do not generate the value of dry whey found in the Class 3 milk price formula.

WCMA supports current regulations regarding depooling and repooling provisions found in individual orders. In a government-legislated milk pricing system with mandated minimum prices, the decision to participate or not participate in the milk pool is the only free-market tool dairy processors have to avoid financial losses. It is the “safety valve” on an inflexible system.

In addition, the dairy industry should pursue provisions in the upcoming Farm Bill to:

- Permanently adopt the current Dairy Forward Pricing Program. The upcoming Farm Bill could make forward pricing a permanent tool for the dairy industry, or, short of that, could reauthorize this program for the term of the five-year legislation.
- Expand funding for staffing and services provided by USDA’s Agricultural Marketing Service. WCMA recommends enhanced funding for USDA in the upcoming Farm Bill to support additional staff to improve the scope of and industry participation in the National Dairy Product Sales Report as well as to execute mandatory dairy plant cost of production audits on a routine (ongoing) basis and analyze results to update make allowances.

For more information on WCMA’s federal order reform concepts, contact [WCMA Executive Director John Umhoefer](#).



# POLICY COMMITTEE

## RSVP for WCMA Post-Election Member Briefing

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](#).

**REGISTER NOW**

## Remember to Vote November 8

All WCMA members are strongly encouraged to vote in the upcoming midterm elections next Tuesday, November 8.

The U.S. government provides information at [USA.gov](#) for voters nationwide including registration status, polling location, and more.

Through [MyVote Wisconsin](#), the state Elections Commission offers helpful resources specific to Wisconsin voters:

- You can [register to vote](#) in advance or on Election Day.
- [Enter your address online](#) to find your polling location. Polls will be open from 8 a.m.-8 p.m. on Election Day.
- You can [preview your ballot](#) online.

WCMA does not endorse political candidates, but urges members to make their voices heard in each and every election cycle.

**EDUCATION**

# Wisconsin Dairy Export Workshop

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

Join online or in-person



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

## Explore International Sales Opportunities in Thursday Workshop

Join WCMA's new [Wisconsin Dairy Export Workshop](#) in-person or online this **Thursday, November 3 from 10:00 a.m.-2:30 p.m. (CT)** and gain practical tips as you learn about current exporting opportunities.



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



**Paul Weiss**  
*Food Export Midwest*



**Lisa Stout**  
*Wisconsin International Agribusiness Center*



**Ryan Wucherer**  
*MCT Dairies*



**Kathy Parins**  
*Hancock International*

The session kicks off with an insightful look at emerging dairy market opportunities and product trends from U.S. Dairy Export Council's Senior Director of Strategic Development Megan Sheets.

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](#).

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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:

- 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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## INDUSTRY UPDATES



  
**DAIRY**  
INNOVATION HUB

**DAIRY  
SUMMIT**

**NOVEMBER 16**

hosted by:  
**UW-River Falls**  
& live streamed

## Register for Third Annual 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). The program begins

with insights on farmer-led conservation efforts in Wisconsin and a showcase of the latest Hub research projects.

Network with attendees over lunch before joining WCMA's John Umhoefer for a panel discussion featuring Paul Bauer of WCMA member Ellsworth Cooperative Creamery, Ken Heiman of WCMA member Nasonville Dairy, and other key 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**

## USDA Issues Yogurt Solicitation

The U.S. Department of Agriculture (USDA) has issued a [solicitation for yogurt](#) to be used in federal food assistance programs. Bids are due Friday, November 10 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

## IN THE NEWS

### Wisconsin

- *The Takeout*: [Cold pack cheese proves Midwest is best](#) (Featuring WCMA members Bel Brands and Pine River Pre-Pack)
- *Spectrum News 1*: [Cheesemaker fulfills dream of opening his own brick and mortar shop](#)
- *Perishable News*: [BelGioioso receives Kosher certification by the Orthodox Union](#) (Featuring WCMA member BelGioioso Cheese)

### National/International

- *Markets Insider*: [Danone North America's regenerative agriculture program covers 75 percent of its milk volume](#)
- *Dairy Herd Management*: [December milk price futures sink lower](#)
- *CBS*: [Drought disrupts Mississippi River shipping corridor](#)
- *Yahoo! News*: [Walmart, Ørsted, and Schneider Electric announce first cohort for renewable energy supply chain program](#) (Featuring WCMA member Great Lakes Cheese)
- *AgDaily*: [National Dairy FARM Program's 2022 award winners](#) (Featuring WCMA member Dairy Farmers of America)
- *Dairy Processing*: [IDDBA president to retire](#)



### Richard Guggisberg shares highlights of cheese judging

Kudos to WCMA Director Richard Guggisberg of member company Guggisberg Cheese, who was recently profiled in Wooster, Ohio's *Daily Record*. [Read the full article](#) for a look into the experience from Guggisberg's perspective as a cheesemaker with Swiss family heritage.

**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 2023. This award recognizes supplier partner members who have played a significant role in building the success of the U.S. dairy industry. In 2022, this honor was presented to James Manning of EDCO Food Products and Art Zimmer of Caloris Engineering.

WCMA members may vote for as many nominees as they like, with up to 10 individual voters permitted per company. **All votes must be received by Tuesday, November 22.** The WCMA Board will select the 2023 Distinguished Service Award honorees at its December meeting.

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

**VOTE NOW**

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## WCMA Visits Member Facilities

WCMA Executive Director John Umhoefer and Business & Membership Manager Sara Schmidt were pleased to connect in-person last week with WCMA members Mexican Cheese Producers in Darlington, Wisconsin and Hook's Cheese Company in nearby Mineral Point.

Need support, resources, or information to help grow your business? [Reach out to WCMA staff anytime](#) for personalized, on-call assistance.

## GRANTS



## WDATCP Accepting Applications 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](#).

**APPLY TODAY**

## Northeast Dairy Business Innovation Center Offers Food Safety Grants

Applications are open now through Thursday, January 19 for [Dairy Food Safety and Certification Grants](#) through the Northeast Dairy Business Innovation Center (NE-DBIC), administered by the Vermont Agency of Agriculture, Food, & Markets. The NE-DBIC is a sister program of Wisconsin's Dairy Business Innovation Alliance, run by WCMA and the Center for Dairy Research. The grants offer support to dairy farmers, processors, and/or producer associations to improve the safety of dairy products. Awards will range from \$10,000-\$40,000 each, with a 25% required match commitment.

**COMPLETE APPLICATION**



## Applications Due November 10 for Dairy Business Builder Grants

Applications are due by 5:00 p.m. (CT) next 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.



**SUBMIT PROPOSALS**

# DBIA Delivers

*Success Stories from the Dairy Business Innovation Alliance*

## Marieke Gouda

Thorp, Wisconsin

DBIA Grant Recipient  
2021 & 2022



## #DBIADelivers Spotlights 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.

This week, we're pleased to introduce [Marieke Gouda](#). Led by its namesake Marieke Penterman (pictured), the company produces farmstead, award-winning cheeses using traditional Dutch cheesemaking techniques, and offers public tours and an on-site cafe. With support from grant monies from the Dairy Business Innovation Alliance, they're undergoing an exciting expansion, including a new product line and greater sales and marketing capacity.

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!

[WisCheeseMakers.org](#)  
(608) 286-1001



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