



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## COVID-19 UPDATES



### Feds Ask Court to Lift Stay on Vaccination-or-Testing Rule, As OSHA Pauses Implementation

This morning, U.S. government officials [asked a federal appeals court](#) to immediately lift a court-ordered stay on the Occupational Safety and Health Administration's (OSHA) Emergency Temporary Standard (ETS). The ETS requires employers of 100 or more workers to either require COVID-19 vaccination or require unvaccinated employees to mask in the workplace and submit to weekly COVID-19 testing.

The legal move comes after OSHA officials last week announced that, due to the circuit court's orders, the [agency would suspend activities](#) related to the implementation and enforcement of the ETS.

Legal arguments will continue in the Sixth Circuit Court in Ohio, with legal experts noting the bench consists of a majority of Republican-appointed judges. Pending a decision there, the case could also be taken to the U.S. Supreme Court.

WCMA will keep members informed of relevant developments via this electronic newsletter and, as warranted, member alerts. For ETS implementation sample policies, summaries and educational materials, please visit [WCMA's updated COVID-19 Resources webpage](#).

---

### CDC, FDA Approve Boosters for All Adults

Officials from the Centers for Disease Control and Prevention and U.S. Food and Drug Administration late last week [expanded eligibility for booster shots](#) to all adults who

received the Pfizer or Moderna COVID-19 vaccines at least six months ago. Regulators had previously authorized boosters for those adults who had received the Johnson & Johnson one-dose vaccine at least two months ago. To secure a booster vaccination appointment, visit [Vaccines.gov](https://www.vaccines.gov) or contact your local public health department, health care provider or pharmacy.

---

## Coronavirus Headline News

### Wisconsin

- *WEAU-TV*: [Average number of COVID-19 cases keeps getting higher in Wisconsin](#)
- *WGBA-TV*: ['A huge burden': Why Northeast Wisconsin is seeing another COVID spike, hospitals near full capacity](#)
- *WBAY-TV*: [COVID-19 vaccines lose effectiveness over time; doctors say get booster before holidays, if eligible](#)

### National/International

- *WCCO-TV*: [COVID in Minnesota: National Guard arrives as hospitals are overrun with COVID cases](#)
- *Michigan Live*: [Spectrum Health limits visitors as COVID-19 cases push Michigan hospitals to capacity](#)
- *Reuters*: [U.S. not heading toward COVID lockdown, White House says](#)
- *MarketWatch*: [Don't expect U.S. to follow Europe with new COVID lockdowns](#)
- *Reuters*: [U.S. issues 'Do Not Travel' COVID-19 warning for Germany, Denmark](#)
- *ABC News*: [What you need to know about COVID-19 boosters and how long they take to work](#)

---

## ADVOCACY



## Apply Now for Dairy Processor Grants

Apply now for [Dairy Processor Grants](#) of up to \$50,000, available via the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). **Through our lobbying efforts, WCMA secured a doubling of state funding for this program and we're pleased to announce that WDATCP will award a total of \$400,000 in dairy processor grants in 2022.** Applications are due January 7, with successful applicants to be announced in February.

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. Projects must increase capacity or production, and processors are required to provide a match of 20 percent of the grant amount.

Applications must be received by [WDATCP staff](#) by 5 p.m. (CT) on Friday, January 7, 2022. For assistance with your application, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

**APPLY NOW**

## WORKFORCE



## Watch WCMA Internship Webinar On-Demand

Learn practical tips and creative strategies to develop and maintain your own internship program through WCMA's latest webinar, [now available online](#).

WCMA thanks Dr. Timothy Strait of the Wisconsin Department of Workforce Development and Jill Swenson and Cade Christensen of Grande Cheese Company, who joined WCMA staff last week to discuss what makes a successful internship for both employer and intern.

Presenters also shared the following resources:

- [WisConnect Internship Board](#)
- [National Association of Colleges and Employers](#) (for template internship plans)
- [WCMA Internship Exchange](#)

Please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#) for additional information and support.

## Post Job Openings on WCMA Jobs Board

WCMA's [online jobs board](#) currently

features industry career opportunities from members Baker Cheese Factory, Caloris Engineering, Loos Machine & Automation, Summit Refrigeration Group, and Winona Foods. WCMA members can [post openings](#) anytime - it's free and easy!

**ADD JOB OPENINGS**



## EDUCATION



# WCMA SCHOLARSHIPS

## Apply Now for 2022 WCMA Scholarships

WCMA is [now accepting applications](#) for seven student scholarships worth a total of \$19,000. Applicants must provide school transcripts, a letter of recommendation, and a completed application form to WCMA by **February 16, 2022**.

In 2022, 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 of a WCMA dairy manufacturing, processing, or marketing member company may apply.

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.

WCMA will also select two students to receive the [Brian Eggebrecht Student Scholarship](#), worth \$2,000 each. This award, named in honor of Championship Cheese Contest Chairman and generous donor Brian Eggebrecht, aims to support skilled trades in the dairy industry. It is open to students attending any technical school in Wisconsin and high school seniors registered to attend a Wisconsin technical school.

Application forms are available at [WisCheeseMakers.org](http://WisCheeseMakers.org) or by request from [WCMA Business & Membership Manager Sara Schmidt](#). Successful applicants will be announced in March 2022, with awards presented on April 13 at CheeseExpo in Milwaukee, Wisconsin.



## Space Available in CDR Certificate in Dairy Processing Course

Register now to reserve your space in the [Certificate for Dairy Processing - Online](#) course, hosted by the Center for Dairy Research. Led by leading industry experts, the program will use a practical approach to the basic aspects of dairy processing.

Over ten weeks beginning January 20, 2022, participants will learn key aspects of dairy processing through online sessions and other learning opportunities. Students will also be expected to complete a short project of their choosing with the assistance of a mentor.

**SIGN UP TODAY**

## Other Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment. Here's a look at some upcoming trainings hosted by our partners:

- December 7-9: [Preventive Controls Qualified Individual \(PCQI\) Training Workshop](#) | M3 Insurance
- January 20, 2022: [Certificate in Dairy Processing - Online](#) | Center for Dairy Research

## INDUSTRY UPDATES

### USDA Seeks Process, Cheddar, and Swiss Bids

The U.S. Department of Agriculture (USDA) is soliciting bids for [process cheese](#) for use in federal food assistance programs. Bids are due **November 30** at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

USDA also seeks [Cheddar and Swiss cheese](#) under the Build Back Better initiative. Bids are due **December 2** at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

# USDA Shares New GS1 Resources

WCMA members who are vendors for the U.S. Department of Agriculture (USDA) Foods program [may now access a new suite of training videos](#) to assist with reporting product information to GS1 Global Data Synchronization Network. To view the videos, vendors must [request login details from USDA](#).

## UPCOMING EVENTS



# WCMA Webinar

*Growing Your Dairy Business with  
Support from Dairy Farmers of Wisconsin*

## Register to Join in WCMA Member Webinar Focused on DFW Resources December 14

Make plans today to join WCMA in December for a [free, members-only webinar](#) focused on practical strategies to help grow dairy processing businesses.

On Tuesday, December 14 from 1:00-2:00 p.m. (CT), Dairy Farmers of Wisconsin (DFW) leaders will share expert insights on how dairy businesses can successfully boost their operations using DFW as a resource. Presenters include:

- **Jen Walsh, Chief Operating Officer** will discuss the ways DFW utilizes research insights to ensure effective programming.
- **Suzanne Fanning, Chief Marketing Officer** will offer insight into DFW's multi-faceted marketing efforts, from consumer-facing campaigns to the Cheeselandia community and more.
- **Kirk Scott, Senior Vice President, Dairy Company Communications** will share DFW's approach to reaching dairy professionals across a variety of different channels and industry sectors.



**Jen Walsh**  
Chief Operating Officer



**Suzanne Fanning**  
Chief Marketing Officer

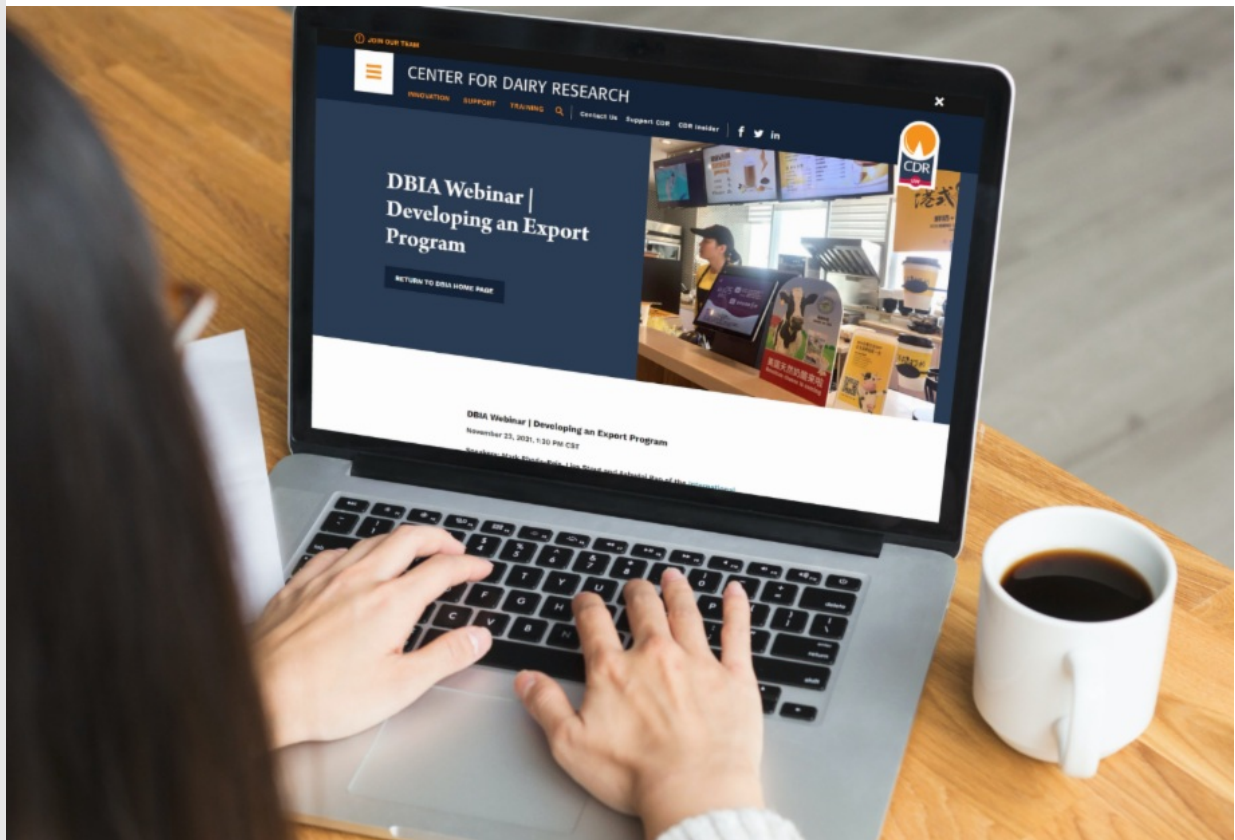


**Kirk Scott**  
Senior Vice President

Register today: [WisCheeseMakers.org/Events](https://WisCheeseMakers.org/Events)

Following the program, WCMA staff will facilitate a question-and-answer session with presenters. Members who prefer to submit questions anonymously may send them to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by close of business on Monday, December 13.

REGISTER NOW



## Join DBIA Exporting Webinar Today

Don't miss the [next DBIA webinar](#) today at 1:30 p.m. (CT). WCMA members Shullsburg Creamery and Whitehall Specialties will share their experiences with exporting. Experts from the International Agribusiness Center at the Wisconsin Department of Agriculture, Trade and Consumer Protection will also discuss the export planning process, the important players involved in exporting products, and how to determine the best export strategy for your business.

REGISTER NOW

## Register for PDPW Dairy Insights Summit

You're invited to join dairy farmers, processors, and food industry professionals at the [Dairy Insights Summit](#), hosted by WCMA member Professional Dairy Producers of Wisconsin (PDPW). The event is scheduled for December 1, 2021 at the Sheraton Hotel in Madison, Wisconsin.

The summit promises [dialogue and new insights](#) on issues facing all segments of the food system, from global sustainability to consumer trends and more.



December 1, 2021 Sheraton Hotel, Madison, WI

## Wisconsin

- *Milwaukee Journal Sentinel*: [Wisconsin farm families share their stories, hopes for a future at a troubled time for the dairy industry](#)
- *WisBusiness*: [Podcast featuring John Umhoefer, executive director of Wisconsin Cheese Makers Association](#)

## National/International

- *Bloomberg*: [Cheese prices have been tumbling after a cyberattack interrupted production at one of America's largest cheese producers](#)
- *Bloomberg*: [A centuries-old Indian cheese takes hold in America](#)
- *KSTP-TV*: [Spread the news: Minnesota leadership serve up 'Butter Day' proposal](#)
- *WGN Radio*: [Every day is National Butter Day for Chicago company](#)
- *Texas Monthly*: [It's time to take Texas cheese seriously](#) (Featuring WCMA member Great Lakes Cheese Company)
- *KAIT-TV*: [Pancho's cheese dip acquired by Minnesota Hispanic food distributor](#)
- *Farm Forum*: [SDSU Dairy Club begins annual cheese box sales](#)



## Love Wisconsin Features Sid Cook

Wisconsin Master Cheesemaker Sid Cook of WCMA member Carr Valley Cheese [discussed with Love Wisconsin](#) what it takes to make outstanding cheese: high-quality milk, top-notch processing skills, and a talented team united by a shared dedication to their craft. Congratulations on a great feature!

# MEMBERSHIP





# WCMA Launches Membership Committee

WCMA members from across the industry last week joined together for the inaugural meeting of the WCMA Membership Committee. This group will review WCMA's current membership structure, develop member recruitment and retention strategies, and share new ideas to support the members' success.

WCMA thanks these committee members for their engagement and support:

- Jeff Kent, Arena Products
- Craig Gile, Cabot Creamery
- Mike Neu, Chr. Hansen
- Dave Potter, Dairy Connection Inc.
- Eric Aspenson, DSM
- Steve Bechel, Eau Galle Cheese
- Tim Omer, Emmi Roth USA
- Matt Zimbric, Foremost Farms USA
- Craig Filkouski, Great Lakes Cheese Company
- Kyle Jensen, Hilmar Cheese
- Shawn Marcom, Hydrite
- Greg Alberts, Kelley Supply
- Eric Mertens, Loos Machine & Automation
- Jen Pino-Gallagher, M3 Insurance
- Vic Grimm, Masters Gallery Food, Inc.
- Kim Heiman, Nasonville Dairy
- Mat Bartkowiak, Nelson-Jameson
- Frank Reeves, Nutricepts, LLC
- Gloria Joseph, Organic Valley
- Kevin O'Hara, Salmans & Associates
- Andy Hatch, Uplands Cheese
- Doug Wilke, Valley Queen Cheese
- Kate Neumeier Clarke, Wisconsin Aging & Grading

Have questions or ideas to share with WCMA's Membership Committee? Please contact [WCMA Business & Membership Manager Sara Schmidt](#).

---

## WCMA Social Media Campaign Highlights Dairy Processing Industry Leaders

WCMA invites you to get to know the 21 enthusiastic industry leaders who serve on our Board of Directors and guide our work each day. We'll profile the Board on Facebook, Twitter, LinkedIn, and in this newsletter on a weekly basis. This week, we're pleased to introduce Kyle Jensen of Hilmar Cheese Company!



## Kyle Jensen Hilmar Cheese Company

### *Favorite Cheese*

Aged Cheddar

### *Proudest Achievement*

It's nearly impossible to call out one single achievement, but one thing that stands out to me is having a voice in many of the key decisions made throughout my career at Hilmar Cheese.

### *Why I Support WCMA*

"I've found WCMA events to be an ideal place to connect with our customers and our colleagues in the industry. More recently, I've really enjoyed learning from the incredible team that is currently serving on the Board. I always feel that I take more than I give at our WCMA Board meetings with the talented and experienced WCMA team."



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION  
EST. 1991

Have an idea for a WCMA social media campaign or other communication? Please contact [WCMA Communications Director Grace Atherton](#).

---

## Marieke Gouda Celebrates 15th Anniversary

Congratulations to the team at WCMA member Marieke Gouda, which recently celebrated the company's 15th anniversary in business! Since founder Marieke Penterman's first batch in 2006, the company has produced acclaimed Gouda cheeses in the Dutch tradition, winning the title of U.S. Champion Cheese in 2015 and many other awards.





WISCONSIN  
CHEESE MAKERS  
ASSOCIATION

# WCMA WISHES YOU AND YOURS A HAPPY THANKSGIVING.

*The best celebrations begin  
with cheese!*



## Happy Thanksgiving from WCMA

WCMA wishes a happy Thanksgiving to all those who celebrate. We hope your day features plenty of cheese! Please note that WCMA offices will be closed for the holiday Thursday, November 25-Friday, November 26.

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

