



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

March 1-3, 2022
Madison, Wisconsin
WorldChampionCheese.org

2022
WORLD CHAMPIONSHIP
CHEESE
CONTEST

Enter the 2022 World Championship Cheese Contest Today!

Enter now to compete in the [2022 World Championship Cheese Contest](#). WCMA is proud to host this prestigious event March 1-3, 2022 at the Monona Terrace Convention Center in Madison, Wisconsin.

Entries are being accepted now through January 26, 2022 through our secure [MyEntries](#) system. Take advantage of this opportunity to showcase your best products and receive world-class evaluation.

ENTER NOW

2022
WORLD CHAMPIONSHIP
CHEESE
CONTEST

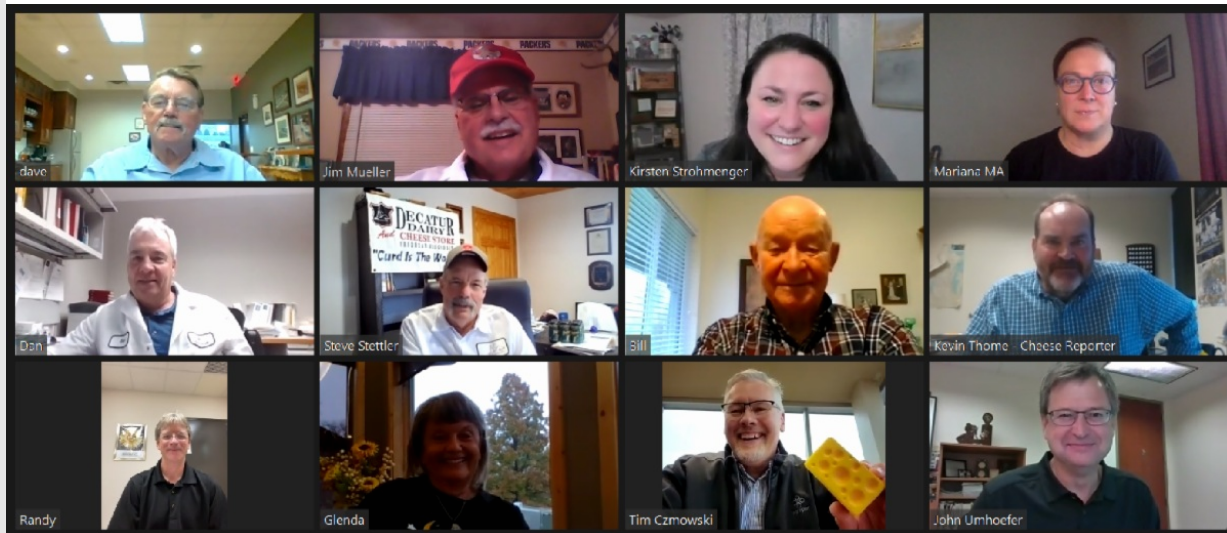
MARCH 1-3, 2022
MONONA TERRACE
CONVENTION CENTER
MADISON, WISCONSIN,
USA

WORLDCHAMPIONCHEESE.ORG

In 2022, the competition will include 141 classes of dairy products, including expanded classifications for washed rind, sheep's milk, blue, and cream cheeses, as well as

instantized whey protein. Full entry details, including rules, classes, and key deadlines, are available at WorldChampionCheese.org.

Have questions about the 2022 World Championship Cheese Contest? Please contact [WCMA Events Manager Kirsten Strohmenger](#).



WCMA Contest Committee Plans 2022 Event

Members of the WCMA Contest Committee met last week to discuss details for the 2022 World Championship Cheese Contest. Planning is well underway for an exciting event, with entries opening today. WCMA thanks this dedicated group of members for their time and efforts to plan and execute the World and U.S. Contests each year!

COVID-19 UPDATES



Federal Contractors Given Broad Flexibility to Enforce Vaccine Mandate

Federal contractors should determine their own enforcement measures for employees who refuse to be vaccinated against COVID-19 or who do not have an accommodation under a September executive order requiring the vaccines for most federal contractors, a [Biden administration task force](#) said Monday.

The mandate applies to contracts from all executive branch agencies, including the U.S. Department of Agriculture, which are under the Federal Acquisition Regulation and worth

more than \$250,000 in value. Any solicitation issued after October 15 or contract awarded after November 14 must have the COVID-19 clause included as part of the award. Agencies will also apply new clauses to existing contracts requiring compliance at the next option exercised or extension made. The executive order sets a December 8 compliance deadline, though officials have said it will be sufficient for businesses to demonstrate a **"good faith effort"** by that date.

WCMA will continue to keep members informed of relevant developments and resources. Please contact **WCMA staff** with questions or to request additional support.



OSHA Large Employer Vaccine/Testing Rule Expected Within Days

The White House has **signed off** on a rule from the federal Occupational Safety and Health Administration (OSHA) that will require U.S. employers with 100+ workers to mandate COVID-19 vaccines or testing among their employees. The rule, also known as an emergency temporary standard (ETS), is expected to be published in the federal register within days, but it's not yet clear when the new rule will take effect. Once effective, enforcement of the ETS could rely on employees reporting concerns to OSHA, rather than inspections or other proactive actions.

Approximately **70 percent** of Americans over the age of 18 have been fully vaccinated against COVID-19. Many large employers, including Amtrak, Facebook, McDonald's, Netflix, Tyson Foods, Uber, and others have **already taken steps** to implement vaccine requirements for employees. Amazon this week **announced** it will no longer require fully vaccinated employees to wear masks inside its warehouses unless otherwise required by federal, state, or local laws.

WCMA will continue to keep members informed of relevant developments and resources. Please contact **WCMA staff** with questions or to request additional support.

Coronavirus Headline News

Wisconsin

- *WMTV-TV*: **[Average number of new COVID-19 cases plateaus in Wisconsin](#)**
- *Wisconsin State Journal*: **[Dane County mask order extended to Nov. 27, expected to end then](#)**
- *WSAU Radio*: **[Wausau COVID-19 vaccination clinic expands hours](#)**
- *Wisconsin State Farmer*: **[DATCP announces details for Wisconsin Farm Support program](#)**

National/International

- *NPR*: [The U.S. has new COVID vaccine rules for international travelers. Here's what to know](#)
- *CNN*: [U.S. CDC advisers to vote on COVID-19 vaccine in young children](#)
- *Associated Press*: [COVID vaccine for younger kids already being packed, shipped](#)
- *CBS News*: [A potentially faster-spreading Delta variant, AY.4.2, has been spotted in eight states](#)
- *U.S. News & World Report*: [U.S. buys more doses of Lilly's COVID-19 treatment for \\$1.29 billion](#)

ADVOCACY



Biden Proposes \$90B for Ag, Rural Communities

The Biden administration has proposed a \$90 billion investment in agriculture, forestry, and rural communities, according to a [new version](#) of the president's Build Back Better legislation released last week. The new plan is half the size of the original \$3.5 trillion proposal Biden introduced in September, but [maintains key provisions](#) such as \$9.7 billion to bolster rural electric cooperative systems, \$2 billion in funding for agricultural research, \$27 billion in agricultural conservation measures, and \$960 million for biofuel infrastructure. The proposal must be approved by the House and Senate before becoming law.

WCMA has advocated for funding at the state and federal levels to support key priorities for dairy processors, including research and rural infrastructure.

INDUSTRY UPDATES



WCMA Offers Cybersecurity Resources

Following news of a [cyber attack](#) that impacted Schreiber Foods last week, WCMA reminds members that our staff are here to support you with useful, straightforward cybersecurity resources.

Our exclusive cybersecurity webinar is [now available](#) on-demand, offering an inside look at current threats, practical strategies to protect your business, and a Q&A session with experts from the Wisconsin Department of Justice and M3 Insurance.

The following helpful resources are also available to WCMA members:

- Reporting a cyber attack:
 - [Federal Bureau of Investigation](#) field offices
 - [Wisconsin Department of Justice](#) contact information
- [M3 Insurance Insight Center](#) (select Cyber Liability under “Trending Topics”)
- Cybersecurity training options for employees (these links should not be considered product endorsements):
 - [SANS Institute](#)
 - [Black Hills Information Security](#)
 - [National Institute of Standards and Technology \(NIST\)](#) (many low/no cost training offerings available here)
 - [Cybersecurity and Infrastructure Security Agency \(CISA\)](#)

If you have questions or need additional support, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

USDA Seeking Butter, Cheddar, Pepper Jack, and Yogurt Products

The U.S. Department of Agriculture (USDA) is soliciting bids for [butter products](#) for use in federal food assistance programs. Bids are due November 17 at 9:00 a.m. (CT). Please contact [USDA staff](#) with questions. USDA is also seeking bids for [cheddar, pepper jack, and yogurt](#). These bids are due November 10 at 1:00 p.m. (CT). Questions should be directed to [USDA staff](#).

WDATCP, USDA Host International Trade

Opportunities

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites companies to join its exhibition space in the USA Pavilion at [Gulfood 2022](#), the world's largest annual food and hospitality show. The event will be held February 13 - 17, 2022 in Dubai, United Arab Emirates (UAE). For more information or to sign up, please contact [WDATCP staff](#).

The U.S. Department of Agriculture (USDA) also invites companies to apply by November 8 to participate in an [in-person trade mission](#) to Dubai February 16-21, 2022. The mission will include business-to-business meetings with potential customers, in-depth market briefings, and site visits to Gulfood 2022 and [Dubai Expo 2020](#). For more information, please contact [USDA staff](#).

MEMBERSHIP

Submit Photos by Friday to Highlight Your Workforce in 2022 WCMA Member Directory

Join your colleagues and WCMA in the production of your 2022 Member Directory! In keeping with this year's theme, "Together We Grow," [WCMA seeks your images and stories](#) of professional development throughout the dairy processing industry.

By close of business this Friday, **November 5**, please submit photos to [WCMA Communications Director Grace Atherton](#) with a brief description of why the employee or team pictured values their work and/or how WCMA has helped support their career in the dairy industry. Examples of previous featured images are available throughout the [2021 Member Directory](#).



SUBMIT PHOTOS

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 Tom Dahmen of V&V Supremo Foods/Chula Vista Cheese!



Tom Dahmen V&V Supremo Food Products

Favorite Cheese

V&V Supremo's Chihuahua
Quesadilla Cheese

Proudest Achievement

Completing the Wisconsin Master
Cheesemaker certification, and
winning multiple Best of Class
awards at WCMA's World and U.S.
Championship Cheese Contests.

Why I Support WCMA

"I believe WCMA represents the
absolute best interests of the dairy
industry in Wisconsin and the U.S. I
am pleased to play a small part in
representing the industry's outlook
in order to help shape WCMA policies
and programs."



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

RECOGNITION



Vote Now for WCMA Distinguished Service Award Nominees

Vote today to help select the individuals that will be honored with the WCMA Distinguished Service Award in 2022. This award recognizes supplier partner members who have played a significant role in building the success of the U.S. dairy industry, contributing innovations in dairy manufacturing.

WCMA members may vote for as many nominees as they like, with up to 10 voters per company. **All votes must be received by Tuesday, November 16.** The WCMA Board will select the 2022 Distinguished Service Award honorees at its December meeting. To view past Distinguished Service Award recipients, please [visit our website](#).

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

IN THE NEWS

Wisconsin

- *Milwaukee Journal Sentinel*: [Widmer's Cheese Cellars is nearing 100 years of making cheese the same way, in the same space](#) (Featuring WCMA member Widmer's Cheese Cellars)
- *Agri-View*: [Sheep-milk-cheese popularity grows](#) (Featuring WCMA members Carr Valley Cheese and Hook's Cheese)
- *WMTV-TV*: [The votes are in: Travel Wisconsin reveals the best fried cheese curds in the state](#) (Featuring WCMA member LaGrander's Hillside Dairy)

National/International

- *Dairy Herd Management*: [Cheese inventory may limit market potential](#)
- *Bloomberg*: [Short of workers, U.S. industry is eager for borders to reopen](#)
- *The Country Today*: [Dairy checkoff report now available](#)
- *Deli Market News*: [Wisconsin Cheese Makers Association applauds Wisconsin State Assembly on passage of bill to increase agricultural and dairy exports; John Umhoefer discusses](#)
- *Lake Wales News*: [Cheese Shoppe and Deli is newest business in Lake Wales](#) (Featuring WCMA members Ellsworth Cooperative Creamery and Guggisberg Cheese)



Nat Caputo Puts Cheese First in a Family Famous for Food

Kudos to WCMA member Caputo Cheese and its president Natale Caputo, who was recently featured on WGN Radio. [Listen now](#) to learn more about the Caputo family's history in food and passion for cheese.

UPCOMING EVENTS



WCMA Webinar

*Establishing and Maintaining an
Impactful Internship Program*

Join Exclusive WCMA Internship Webinar November 16

Don't miss WCMA's [next members-only webinar](#), focused on creating and maintaining an impactful internship program. Learn how to create this hiring pipeline for your business, and ways to make the most of interns' fresh perspectives, energy, and skill on Tuesday, November 16 from 1:00-2:00 p.m. (CT).

Following a presentation from the Wisconsin Department of Workforce Development and an industry perspective from Grande Cheese Company, speakers will answer questions from WCMA members. Prefer to submit your questions anonymously? Please send them to [WCMA staff](#) by close of business on Monday, November 15.



Timothy Strait, PhD
Wisconsin Department of
Workforce Development



Jill Swanson
Grande Cheese Company

REGISTER NOW

This webinar is the latest in a [monthly series](#) created by WCMA. Each session offers advanced strategies to grow your dairy processing business, protect your assets, and strengthen your workforce. Offered exclusively to WCMA members at no cost, these concise, one-hour webinars offer both expert insight and a chance to connect with your industry colleagues on a regular basis.

Have an idea for a future webinar offering? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#). Thanks for your engagement!



Developing E-Commerce Functionality

November 9 - 1:30 p.m. (CT)
cdr.wisc.edu/dbia-webinars

Register Today for Next DBIA Webinar

Sign up now for an informative, free DBIA webinar on November 9 at 1:30 p.m. (CT), focused on [developing an e-commerce platform](#). Featuring Andy Hatch of WCMA member Uplands Cheese, this session will share valuable insight on how to select and start an e-commerce platform for your business. Participants will also learn strategies for extending their brand and maximizing search engine optimization.

[REGISTER NOW](#)



DAIRY INNOVATION HUB

Sign Up for Free Dairy Innovation Hub Events

Reserve your space today at two dynamic events dedicated to sharing the work of the [Dairy Innovation Hub](#):

The second annual virtual [Dairy Summit](#) will be held from 10 a.m.-3 p.m. (CT) on November 17. In addition to presentations on new projects and a farmer panel discussing the impacts of the Hub, new faculty will discuss their research and outreach goals. The event will conclude with a collection of virtual facility tours.

On November 18 from 8 a.m.-4 p.m. (CT), the inaugural [Dairy Symposium](#) will feature thought-provoking plenary sessions, research talks, and poster presentations from Hub-funded projects. The symposium will be held in-person on the UW-Madison campus, with virtual options available.

[REGISTER FOR THE](#)

[REGISTER FOR THE](#)

WCMA was a vocal advocate for the creation of the Dairy Innovation Hub in 2019 and currently serves on the Hub's Advisory Council. Over the past two years, the Hub has funded more than 100 research and outreach projects across three University of Wisconsin campuses and four priority areas.

WORKFORCE



Join WCMA Workforce and Education Committee Meeting November 9

All members are invited to [register now](#) for a virtual meeting of the WCMA Workforce and Education Committee, set for Tuesday, November 9 from 1:00-2:30 p.m. (CT).

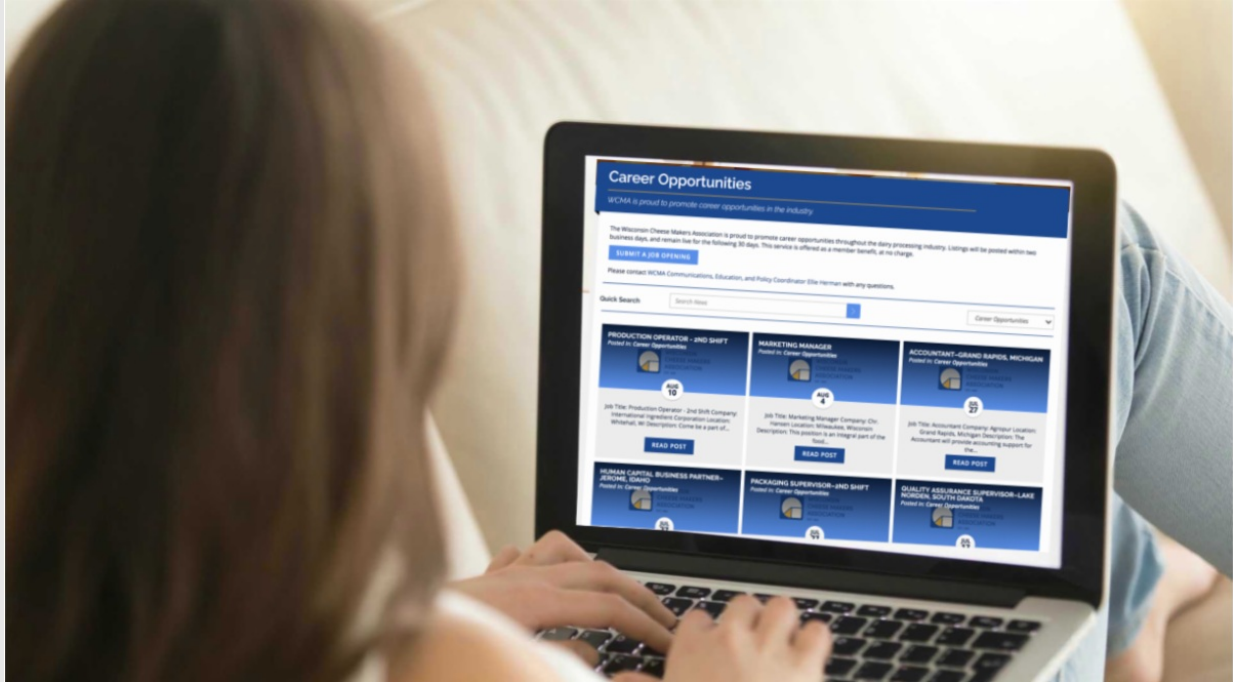
The meeting agenda will include discussion on the following topics:

- Federal COVID-19 vaccination mandate for large employers
- Opportunities to employ Afghan refugees
- 2022 WCMA Wage & Workforce Survey
- 2022 WCMA Job Fair at CheeseExpo
- Development of a WCMA onboarding video training series for new dairy processing employees

The meeting will also offer a live polling feature for participants, and members are encouraged to [submit questions](#) they'd like posed to the group in advance. WCMA staff will wrap the meeting with a brief overview of other workforce and education resources available to WCMA members now.

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

[REGISTER NOW](#)



Post Career Openings on WCMA Jobs Board

WCMA's [online jobs board](#) currently features industry career opportunities from member companies Associated Milk Producers, Inc.; Baker Cheese; Masters Gallery Foods; Springside Cheese; and others. WCMA members can [post openings](#) anytime - it's free and easy!

POST JOB OPENINGS

EDUCATION



Register Today for CDR Cheesemaking 101

Looking to build your foundational cheesemaking skills, or work toward your Wisconsin Cheesemaker license? Register by tomorrow for [Cheesemaking 101: What a Licensed Cheesemaker Should Know](#), offered on-demand by the Center for Dairy Research.

This on-demand workshop will cover basic cheese manufacturing science, principles of moisture and pH, basic mathematical calculations commonly used by cheesemakers, and common government regulations.

[REGISTER TODAY](#)

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:

- November 15-18: [Advanced Cheese Technology](#) | Center for Dairy Research
- November 16: [Cheesemaking 101: What a Licensed Cheesemaker Should Know](#) | Center for Dairy Research
- December 7-9: [Preventive Controls Qualified Individual \(PCQI\) Training Workshop](#) | M3 Insurance
- January 20, 2022: [Certificate in Dairy Processing - Online](#) | Center for Dairy Research

WisCheeseMakers.org

