



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## COVID-19 UPDATES



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION

COVID-19  
MEMBER  
WEBINAR



## Register Now for WCMA Webinar on OSHA Vaccine Rule for Large Employers

Members are invited to join WCMA staff **this Thursday, November 11 from 1:00-1:45 P.M. (CT)** for a free webinar focused on the Biden administration's [vaccine and testing requirements for private employers](#) with 100 or more workers. The mandates are expected to impact 84 million private sector employees.

During this exclusive webinar, members can expect:

- A detailed summary of the requirements, issued via [Emergency Temporary Standard \(ETS\)](#) by the Occupational Safety and Health Administration (OSHA), including the current status of legal challenges;
- Information on helpful compliance resources; and
- A question-and-answer session.

Members who prefer to remain anonymous or would like to submit their questions in advance should [send them to WCMA staff](#) by 10:00 A.M. (CT) on Thursday.

[REGISTER TODAY](#)

[SUBMIT QUESTIONS](#)

Have additional questions, or need further assistance? Please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

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# USDA Allots \$7.5M in Farm to Food Bank Grants

Over \$7.5 million in [Farm to Food Bank grants](#) will be distributed to 29 U.S. states and territories that administer The Emergency Food Assistance Program (TEFAP), the [U.S. Department of Agriculture announced](#) late last week. The funding aims to support the processing, packaging, and distribution of donated agricultural products to food banks and other hunger relief organizations.

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## USDA Offers Pandemic Support for Certified Organic, Transitioning Operations

The U.S. Department of Agriculture announced last week that it will make [\\$20 million in pandemic aid](#) available to agricultural producers who are certified or transitioning to organic. Qualifying operations may [apply by January 7, 2022](#) for funding to cover certification and educational expenses paid during the 2020 and 2021 fiscal years.

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## WDATCP Shares Farm Support Program Details

At the direction of Wisconsin Governor Tony Evers, the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) and the Wisconsin Department of Revenue (WDOR) will once again [distribute \\$50 million in pandemic assistance](#) to farmers with between \$10,000-\$5 million in gross income. Qualified producers will receive a letter from WDOR with an eligibility ID and must apply online by 4:30 P.M. (CT) on November 29.

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## Coronavirus Headline News

### Wisconsin

- *Milwaukee Journal Sentinel*: [The average of new daily COVID-19 cases increases for the sixth consecutive day](#)
- *Wisconsin State Journal*: [Two Wisconsin manufacturers sue over federal COVID-19 vaccine-or-test mandates for workers](#)
- *KTTV-TV*: [Wisconsin gets federal money for COVID-19 medical costs](#)
- *Colfax Messenger*: [WDHS: COVID-19 vaccine for ages 5-11 “huge step forward”](#)

### National/International

- *CNBC*: [Pandemic milestone: U.S. ends international travel ban, opening the door to vaccinated tourists](#)
  - *CNN*: [Pfizer expected to seek authorization for coronavirus vaccine booster for people age 18 and older](#)
  - *Reuters*: [U.S. judge upholds United Airlines' COVID-19 vaccine mandate for employees](#)
  - *NBC News*: [What pediatricians want parents to know about the COVID vaccine for kids](#)
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## Wisconsin Senate Passes Ag Export Bill

WCMA this week [cheered the Wisconsin Senate's unanimous vote](#) to invest \$5 million to increase the state's agricultural exports, including dairy. Authored by Senator Joan Ballweg (R-Markesan) and Representative Tony Kurtz (R-Wonewoc), Assembly Bill 314 (AB 314) achieves a goal to elevate dairy exports set by Governor Tony Evers in early 2020. WCMA has been a vocal advocate in support of the bill.

The Senate vote comes after unanimous passage in both the Assembly and the Joint Finance Committee, following supportive testimony from multiple industry stakeholders, including WCMA members Chr. Hansen, Inc.; Nasonville Dairy; and Specialty Cheese Company. Following yesterday's Senate vote, the bill advances to Governor Evers for his consideration.

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## WCMA Leads New Pasteurizer Advisory Group

Today, the [Dairy Rules Advisory Committee](#), an industry committee serving the Wisconsin Department of Agriculture, Trade and Consumer Protection, voted to form a pasteurizer advisory group as Wisconsin looks to clarify regulation and adopt certification of industry emergency sealers, as allowed in the Pasteurized Milk Ordinance.

The new committee will unite industry, university, and regulatory experts in the state to address rules and responsibilities surrounding broken pasteurizer seals, new training for industry emergency sealers, and use of electronic pasteurizer records. The group will be chaired by WCMA Executive Director John Umhoefer.

WCMA called for the formation of this pasteurizer group, which is comprised of industry experts from dairy plants of all sizes. To share your thoughts and concerns on pasteurizer regulation, please contact [WCMA Executive Director John Umhoefer](#).

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## Gov. Evers Announces \$100M in Broadband Expansion Grants

A total of [\\$100 million will be made available](#) for the next round of Wisconsin broadband expansion grants, Governor Tony Evers announced this morning. Applications for this round of funding will be available on the Public Service Commission of Wisconsin's

## WCMA NOTES

### The Coming Curd Craze

America's appetite for cheese curds is growing beyond its Upper Midwest roots, says WCMA Executive Director John Umhoefer in this month's [WCMA Notes](#) column.

As cheesemakers at WCMA members Decatur Dairy, Ellsworth Cooperative Creamery, and LaGrander's Hillside Dairy share, this warm-from-the-vat tradition is becoming a sales phenomenon, from packaged natural curds in retail grocery outlets to breaded and fried curds in foodservice channels.



## INDUSTRY UPDATES



### WCMA, CDR Announce Dairy Industry Impact Grant Recipients

WCMA and the Center for Dairy Research yesterday [announced the four companies and cooperatives](#) which have been selected via a competitive review process to receive a total of \$600,000 in Dairy Industry Impact grants through the [Dairy Business Innovation Alliance \(DBIA\)](#).



The group includes WCMA members Cedar Grove Cheese, Milk Specialties Global, and Specialty Cheese Company. Recipients will use the funding to support projects that tackle challenges and develop new ideas to advance the dairy industry, from new export initiatives to product development and innovative plant efficiencies.

## UPCOMING EVENTS



# WCMA Webinar

*Establishing and Maintaining an  
Impactful Internship Program*

## Sign Up for Exclusive WCMA Internship Webinar

Don't miss WCMA's [next monthly member webinar](#), focused on creating and maintaining an impactful internship program. Join us on Tuesday, November 16 from 1:00-2:00 P.M. (CT) to learn how to create this effective hiring pipeline for your business and make the most of interns' fresh perspectives, energy, and skill.

Our agenda kicks off with presentations from Timothy Strait, Coordinator of the Wisconsin Internship Initiative at the Wisconsin Department of Workforce Development, and Jill Swanson, Human Resources Talent Partner for Grande Cheese Company.



**Timothy Strait, PhD**  
Wisconsin Department of  
Workforce Development



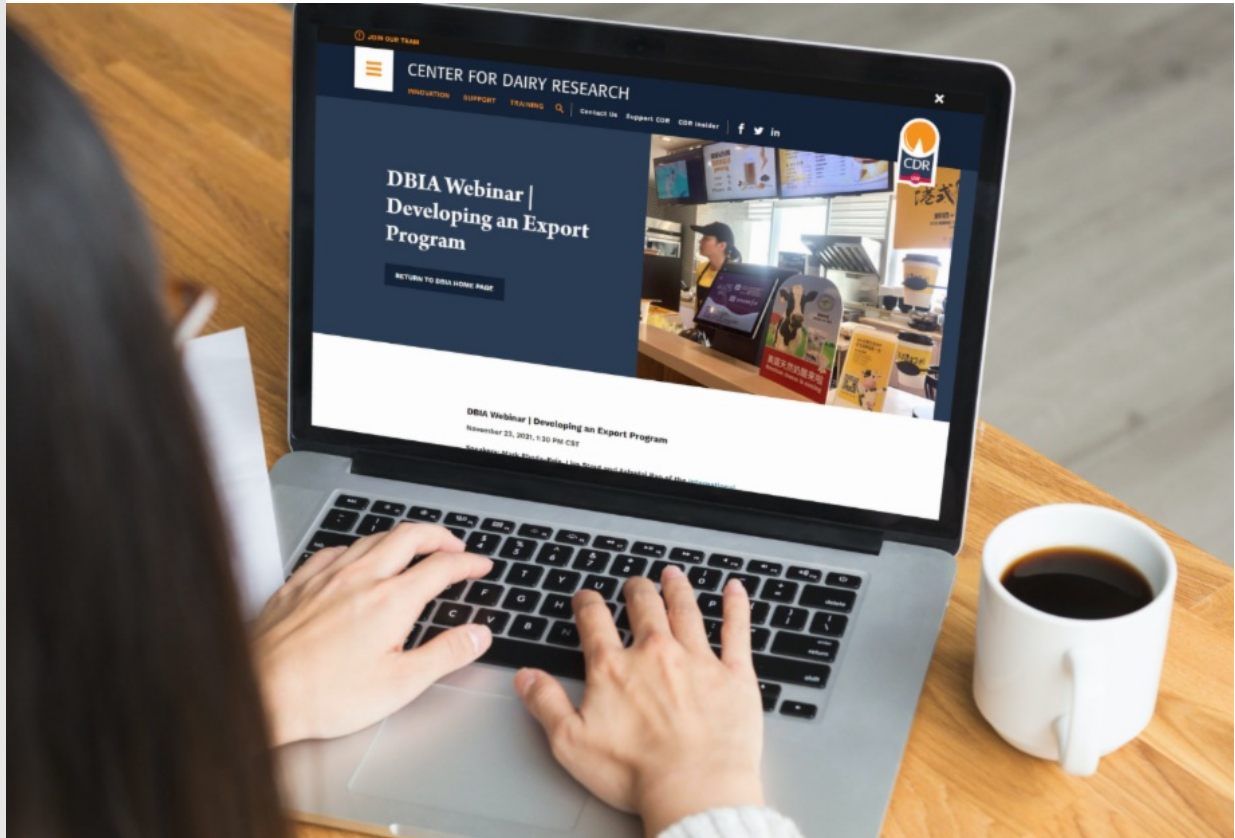
**Jill Swanson**  
Grande Cheese Company

Next speakers will answer questions from WCMA members. Members who prefer to submit questions anonymously may do so by sending them to [WCMA staff](#) by close of business on Monday, November 15.

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!

[REGISTER NOW](#)



## Space Available in DBIA Exporting Webinar

Register now for the [next DBIA webinar](#), scheduled for Tuesday, November 23 at 1:30 P.M. (CT). Experts from the International Agribusiness Center at the Wisconsin Department of Agriculture, Trade and Consumer Protection will 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](#)



# DAIRY INNOVATION HUB

## Register 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

On November 18 from 8 a.m.-4 p.m. (CT), the inaugural [Dairy Symposium](#) will

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.

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  
SUMMIT**

**REGISTER FOR THE  
SYMPOSIUM**

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.

## PDPW Hosts December 1 Dairy Insights Summit

The Professional Dairy Producers of Wisconsin (PDPW) invites dairy farmers, processors, and food industry professionals, including WCMA members, to join their **Dairy Insights Summit**, planned 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.



## IN THE NEWS

### Wisconsin

- *Milwaukee Journal Sentinel*: **[Saputo plans new Franklin cheese facility with 600 jobs](#)** (Featuring WCMA member Saputo Dairy USA)
- *WAOW-TV*: **[New agreement with European Union a "big win" for the Badger State](#)** (Featuring WCMA member Nasonville Dairy)
- *Wisconsin State Farmer*: **[Sheep milk cheeses, genetics have made great strides](#)** (Featuring WCMA members Carr Valley Cheese, Cedar Grove Cheese, and Hook's Cheese)
- *Wega-Fremont News*: **[Master cheesemaker finds niche](#)** (Featuring WCMA member Union Star Cheese Factory)
- *OnlyInYourState*: **[Taste the freshest fried cheese curds in Wisconsin at Mullins Cheese Store](#)** (Featuring WCMA member Mullins Cheese)

### National/International

- *Agri-Pulse*: **[Supply chain difficulties threaten long-term harm to ag exporters](#)**
- *The Hagstrom Report*: **[Foreign Agricultural Service: Mexico continues to be key market for U.S. dairy](#)**
- *Feedstuffs*: **[What's in the Build Back Better Act for ag?](#)**
- *The Hill*: **[Business groups urge Biden to swiftly sign infrastructure bill](#)**
- *The Guardian*: **[Few willing to change lifestyle to save the planet, climate survey finds](#)**
- *Dairy Foods*: **[Cheese sends greetings from the sunny side of the street](#)** (Featuring WCMA members Arla Foods USA, Associated Milk Producers, Inc; Bel

Brands USA; Emmi Roth; Hilmar Cheese Company; Sargento Foods; Savencia Cheese USA; and Schuman Cheese)

- *The Oregonian*: [What's so special about Rogue Creamery's world award-producing Oregon cows? See for yourself](#) (Featuring WCMA member Savencia Cheese USA - Rogue Creamery)



## WCMA member establishes National Butter Day

Kudos to WCMA member Associated Milk Producers, Inc. (AMPI), whose Dinner Bell Creamery has declared November 17 [National Butter Day!](#)

Follow Dinner Bell Creamery on social media to join in the inaugural celebration later this month.

## WORKFORCE



## Join WCMA Workforce and Education Committee Meeting Today

All members are invited to [register now](#) for a virtual meeting of the WCMA Workforce and Education Committee today 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 to respond to pre-submitted questions from fellow members. WCMA staff will wrap the meeting with a brief overview of other workforce and education resources available to WCMA members now.

[REGISTER NOW](#)

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



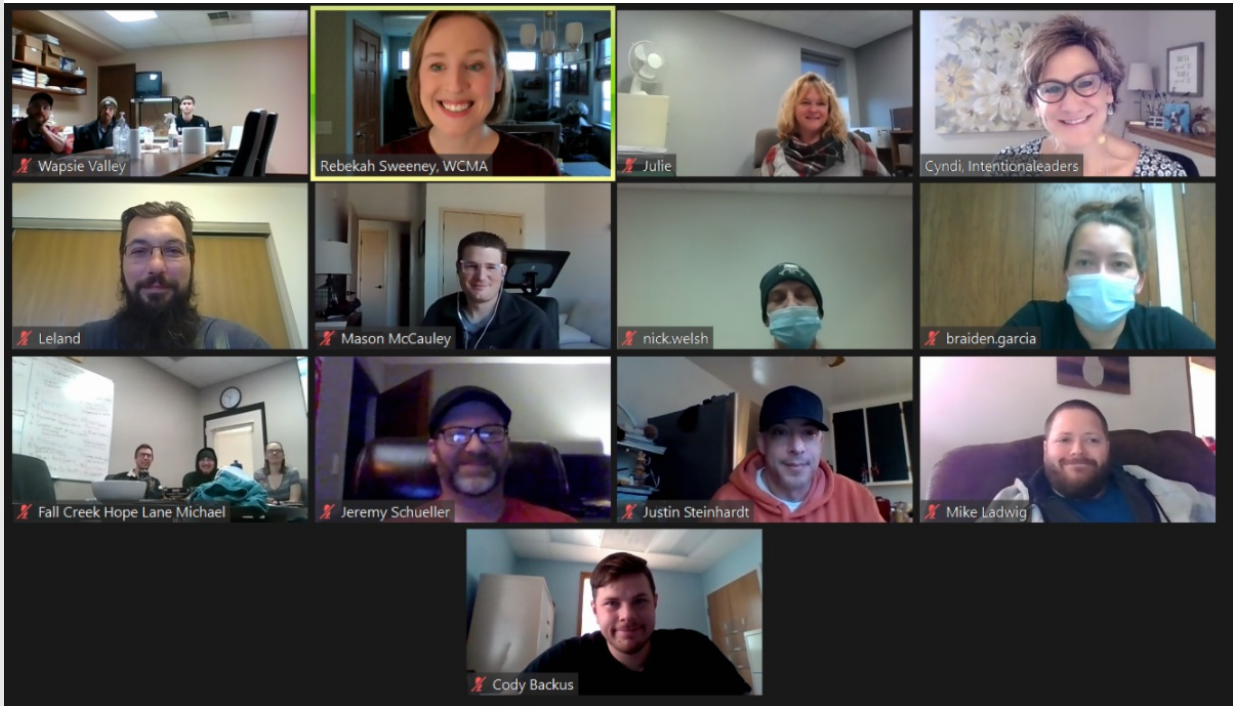


## Post Career Openings on WCMA Jobs Board

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

**POST JOB OPENINGS**

## EDUCATION



## WCMA Member Employees Talk Team Cultivation in Front-Line Leadership Series

In the latest installment of WCMA's Front-Line Leadership Series, member employees discussed the key ingredients for cultivating a successful team. Many thanks to our participants for their engagement, and to their companies for investing in their employees' continued learning: Baker Cheese, Emmi Roth, Grande Cheese, Great Lakes Cheese, Klondike Cheese, Schuman Cheese - Fall Creek, and Wapsie Valley Creamery.



## Sign Up for CDR Certificate in Dairy Processing

Space is available 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 educate students on 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.

[RESERVE YOUR SPACE](#)

## 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





## Act Quickly to Register, Reserve Lodging for CheeseExpo 2022

Register and book your hotel today to join thousands of dairy processing professionals from around the world at [CheeseExpo 2022](#). Choose from several high-value [registration options](#), and register early for the best rates: attendees get 20 percent off their registration before February 1, and 10 percent off if they register by March 1. [Book your hotel stay](#) through the exclusive CheeseExpo online lodging system and receive even more discounts!

Sponsorship and advertising opportunities also remain available for this world-class event. Connect with the global dairy processing community through [impactful sponsorships](#) and [high-visibility advertising space](#) in the CheeseExpo Official Program.

Have questions about registration, lodging, sponsorship, or advertising at CheeseExpo 2022? Please contact [WCMA staff](#).

## RECOGNITION



## Vote Today 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 next 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](#).

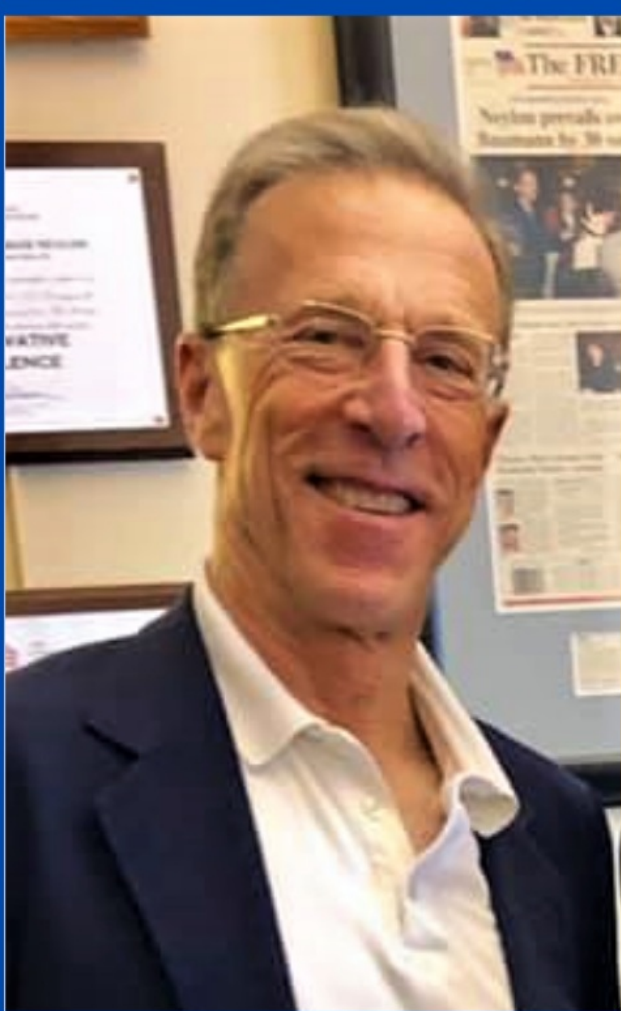
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## MEMBERSHIP

### 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 Paul Scharfman of Specialty Cheese Company!





## Paul Scharfman Specialty Cheese Company

### **Favorite Cheese**

Specialty Cheese Co. Queso Fresco d'Hoja (Queso Fresco in Plaintain Leaf)

### **Proudest Achievement**

Growing a company based on world champion quality for our customers and compassion for our teammates.

### **Why I Support WCMA**

"One plus one equals three. Individually, we WCMA members care for our businesses, our cheeses, and each other but have little impact on the broader environment in which we work. Together, we can help each other and influence the regulatory and legislative policies that affect our industry."



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

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## Sign Up Colleagues for E-Newsletters

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications.

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WisCheeseMakers.org

