



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



MEMBERSHIP



2023 WCMA RECOGNITION AWARD RECIPIENTS



Kerry Henning
Henning Cheese



Myron Olson
Chalet Cheese
Cooperative



Dennis Kasuboski
Masters Gallery Foods



Stan Woodworth
Klondike Cheese
Company



Bill Mullins
Mullins Cheese

Don Mullins
Mullins Cheese



Jim Sartori
Sartori Company



Debra Cherney
Cherney Microbiological
Services



Bob Fassbender
T.C. Jacoby &
Company



Tom Jenny
Carr Valley Cheese



Dan Stearns
Agropur



Dr. Ed Jesse
University of Wisconsin



Dr. Charles White
Mississippi State University
University of Tennessee

Industry Leaders Selected to Receive 2023 WCMA Recognition Awards

The WCMA Board of Directors has selected the **13 winners of the 2023 WCMA Recognition Awards**, honored for their outstanding contributions to the dairy processing industry. WCMA is pleased to present the 2023 awardees:

- **WCMA Life Member Award:** Kerry Henning of Henning Cheese and Myron Olson of Chalet Cheese Cooperative
- **WCMA Luminary Award:** Dennis Kasuboski of Masters Gallery Foods and Stan Woodworth of Klondike Cheese Company
- **WCMA Cheese Industry Champion Award:** Bill and Don Mullins of Mullins Cheese and Jim Sartori of Sartori Company
- **WCMA Distinguished Service Award:** Debra Cherney of Cherney Microbiological Services and Bob Fassbender of T.C. Jacoby & Company
- **WCMA Vanguard Award:** Tom Jenny of Carr Valley Cheese and Dan Stearns of Agropur
- **WCMA Babcock Award:** Dr. Ed Jesse of the University of Wisconsin and Dr. Charles White of Mississippi State University and the University of Tennessee.

Congratulations to all! WCMA is proud to celebrate your longstanding dedication to the success of the industry.

[VIEW HONOREES](#)

CHEESECON

Global Ideas for Dairy Processors

April 4-6, 2023 | Alliant Energy Center | Madison, Wisconsin

CheeseCon.org

Awards will be presented on Thursday, April 6 at the WCMA Recognition Breakfast exclusively sponsored by DSM Food Specialties during [CheeseCon](#), scheduled for April 4-6, 2023 in Madison, Wisconsin.

[REGISTER NOW](#)



Register Now to Join WCMA Young Professionals' January Gathering



Join WCMA member employees under 40 for a [facility tour, hands-on learning opportunity, and networking lunch](#) Friday, January 27 in Madison, Wisconsin.

The event begins at 9 a.m. and includes a cheese sensory activity with CDR's Sensory Coordinator, Brandon Prochaska, a tour of the new CDR building and pilot plant, and lunch sponsored by C.D. Smith Construction.

Registration is \$25 per person and is only open to the first 30 attendees, so early registration is encouraged. Have questions? Please contact [WCMA Events Manager](#)

SIGN UP TODAY

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers

WILA

INNOVATION - DRIVEN BY PEOPLE

New WCMA supplier member [Wila A/S](#) offers constructions and solutions in stainless steel for process equipment within the food industry.

Au2mate

New WCMA supplier member [Au2mate A/S](#) develops and delivers complete automation solutions with special focus on process optimisation and minimising waste, energy consumption, and carbon footprints.

Deppe Enterprises Inc.

New WCMA supplier member [Deppe Enterprises Inc.](#) offers warehousing and transportation services.

Blackhawk Bank

New WCMA supplier member [Blackhawk Bank](#) is a community bank specializing in consultation and advice-driven relationships for business clients on topics ranging from transitions and succession planning to website and HR consultation.

Visit WCMA's [online member directory](#) for more information.



Merry Christmas!

FROM ALL
YOUR FRIENDS
AT WCMA



Merry Christmas and Happy Holidays!

Please note that WCMA offices will be closed on Friday, December 23 and Monday, December 26, in observance of Christmas. We wish you and yours a happy and safe holiday, and we thank you for your engagement and support throughout the year!

ADVOCACY



Join WCMA Policy Committee for January 17 Wisconsin Advocacy Day



From the Farm Bill to FMMO reform, and from state grant programs to regulatory change, WCMA's voice makes an impact in Washington and Wisconsin.

Register now to join the WCMA Policy Committee in an [engaging day of advocacy](#) at the Wisconsin State Capitol on Tuesday, January 17. Members may participate in-person at the Concourse Hotel in Madison or virtually via Zoom.

Members will have the opportunity to hear from federal and state lawmakers about the session ahead, and to advocate for industry priorities. Don't miss this valuable chance to make your voice heard through direct advocacy!

Speakers and legislative meetings are still being confirmed. To share questions and ideas, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

RSVP TODAY

GRANTS



DBIA Awards Industry Impact Grants

Four WCMA members are among the companies [receiving a combined \\$1 million in Dairy Industry Impact grants](#) from the Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research.

Cedar Grove Cheese, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Fromage Spa, Redhead Creamery, and Specialty Cheese Company have been awarded funding through a competitive review process to develop innovative ideas and tackle challenges that could have a positive impact on the dairy industry.

DBIA is supported by funding from the U.S. Department of Agriculture and was created in the 2018 federal Farm Bill. In addition to the Dairy Industry Impact grant, the DBIA administers Dairy Business Builder grants to support small to medium size dairy enterprises and provides extensive online resources to support dairy businesses through

LEARN MORE



Apply Now for New WCMA Collaborative Market Access Grants

WCMA is **now accepting applications** from new and experienced Wisconsin dairy exporters for funding to help bring their world-class products to the global marketplace.

By completing a **simple, one-page application**, companies and cooperatives are eligible for reimbursable grants of up to \$15,000 to be awarded through a non-competitive process. Applicants are not required to be members of WCMA. A 30 percent grant match is required. Costs incurred prior to a company or cooperative's application for funds are not eligible for reimbursement.

WCMA gained funds from the Wisconsin Economic Development Corporation's Collaborative Market Access Grants. Companies that sign on to accept these grant funds will be allowed to participate in any of the following industry trade shows in 2023:

- **Gulfood**, February 20-24
- **SIAL America**, March 28-30
- **Food&HotelAsia**, April 25-28
- **SIAL Canada**, May 9-11
- **Food & Hospitality China**, May 10-12
- **Anuga**, October 7-11
- Food&HotelVietnam, November 21-23

Awards may be used for the following trade show expenses:

- Registration and booth expenses for an international trade show/exhibit
- Registration for international conferences/meetings where the company is presenting and having business meetings to increase its international exports
- Shipping charges to and from the show for booth, display, samples, literature and/or equipment
- In-country interpreter services during an approved trip
- Costs associated with foreign-language translation of brochures and supporting materials at a trade show
- Design services, printing, marketing and advertising associated with trade show

participation

Completed applications and questions may be directed to [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

[DOWNLOAD APPLICATION](#)

SIGNATURE EVENTS



CheeseCon Unveils Engaging, Hands-On Educational Opportunities

Educational opportunities abound at [CheeseCon](#), hosted by WCMA and the Center for Dairy Research (CDR) April 4-6, 2023 in Madison, Wisconsin. Enjoy CheeseCon's [best registration rates](#) now through January 18.

Once again, [a host of the nation's leading dairy experts are collaborating](#) to bring dairy processors the latest information in optimizing product production, food safety, new product development, dairy exporting, sustainability and federal order reform.

Learn from the best on topics including Optimizing Manufacture of Snack Cheeses; Federal Milk Pricing Reform; New Generation of Cheesemaking Approaches; Pathogen Prevention, Training Resources, and Traceability; Advances in Whey Processing; and more to come.

Take advantage of hands-on opportunities you'll only find at CheeseCon to improve your craft and explore CDR's new and improved facilities:

- On Wednesday, April 5, learn from CDR staff right at the vat as they lead you through a live Artisan Cheesemaking workshop, with space available for 60 pre-qualified cheesemakers.
- Thursday afternoon, up to 200 attendees can sign up on-site for complimentary

coach bus rides courtesy of C.D. Smith to the new CDR building on the University of Wisconsin campus, where staff will lead guided tours. Tour the world's most advanced dairy research facility, built – in part – with dairy industry dollars.

Additional speakers and seminars continue to be planned, as well as the popular Ideas Showcase of supplier partner presentations during the largest-ever tabletop exhibit floor on April 5. Visit [CheeseCon.org](https://www.CheeseCon.org) for the latest details and to register at the best available rates, expiring January 18!

REGISTER TODAY



U.S. Championship Cheese Contest Accepting Entries Through January 18

2023 UNITED STATES CHAMPIONSHIP
**CHEESE
CONTEST**
21st BIENNIAL

Less than one month remains to enter your best cheeses, butters, yogurts, and dry dairy ingredients in the [2023 United States Championship Cheese Contest®!](#)

For a list of all 118 Contest classes available in 2023, full entry rules, shipping information, and key deadlines, please consult the [2023 Contest Entry Kit](#).

The nation's premier dairy product competition is set for February 21-23 in Green Bay, Wisconsin, with two days of evaluation by a team of expert judges, followed by the exciting Championship Round to determine the nation's Top 20 cheeses. The Contest culminates in the livestreamed announcement of the 2023 U.S. Champion Cheese.

Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

ENTER NOW



FDA Publishes Final Yogurt Rule

The Food and Drug Administration (FDA) has [amended its final standard of identity rule for yogurt](#) following objections from industry. The amended final rule incorporates some changes such as the minimum required Vitamin D level, but denied other requests, including calls for a public hearing. [Objections to the amended final rule may be submitted](#) until close of business on January 17.



Innovation Center Offers New Bilingual Tools

High moisture/Hispanic style cheesemakers can now access a new [Simplified Guidance Checklist](#), available in both English and [Spanish](#).

The bilingual document is [one of several created by the Innovation Center for U.S. Dairy](#) to help communicate essential food safety practices to dairy processors' diverse workforce. A full library of food safety documents, webinars, and information can be found at [USDairy.com](#).

[VIEW RESOURCES](#)



Explore Food Export Branded Program in Free January Webinar

Wisconsin companies interested in learning more about [Food Export's Branded program](#) and the Great Lakes & St. Lawrence Seaway are invited to join a free informational webinar set for January 11 at 9:00 a.m. (CT), hosted by the [Wisconsin Agricultural Export Advisory Council](#). A Zoom meeting link is [available online](#), and prior registration is not required.

The Council is charged with guiding the activities of the [Wisconsin Initiative for Agricultural Exports](#) at the Wisconsin Department of Agriculture, Trade and Consumer Protection. WCMA members Jeff Schwager of Sartori Cheese (pictured above) and Ryan Wucherer of MCT Dairies represent the dairy industry on the panel alongside Dairy Farmers of Wisconsin's Chad Vincent, who serves as Vice Chair.

Full Council meeting recordings and materials [can be found online](#).

MARCH 31-APRIL 8, 2023

GLOBAL TRADE VENTURE: THAILAND AND VIETNAM

Register for Free WEDC Webinar on Export Opportunities in Thailand, Vietnam

Registration is now open for a [free January 4 export webinar](#) hosted by the Wisconsin Economic (WEDC) and the Wisconsin Small Business Development Center. The session will offer overviews of the Thailand and Vietnam markets and an opportunity to ask questions about entering these markets. The webinar will also include information on WEDC's upcoming trade venture to Thailand and Vietnam, set for March 31-April 8, 2023.

IN THE NEWS

Wisconsin

- *Daily Herald*: [Sanfilippo acquires Just the Cheese brand](#) (Featuring WCMA member Specialty Cheese Company)
- *University of Wisconsin System*: [Dairy Innovation Hub helps keep Wisconsin's dairy community at global forefront](#) (Featuring WCMA member Ellsworth Cooperative Creamery)
- *Sheboygan Press*: [Big Cheese Drop in Plymouth one of the quirkiest New Year's Eve traditions in the U.S.](#) (Featuring WCMA member Sartori Company)
- *AgWeek*: [Search for dry curd cottage cheese leads to farmer-owned Westby Cooperative Dairy](#) (Featuring WCMA member Westby Cooperative Creamery)
- *Food & Wine*: [An old Wisconsin cheese factory is now a hotel for dairy lovers](#) (Featuring WCMA member Landmark Creamery)

National/International

- *Hoard's Dairyman*: [Dairy posts a new standard in product safety](#)
- *Reuters*: [U.S. Senate passes stopgap funding bill to avert government shutdown](#)
- *WSYX-TV*: [Abbott Laboratories to build \\$536 million plant in Ohio to produce powder formula](#)
- *Saveur*: [What is a B Corp \(and why should shoppers care\)?](#)
- *Culture*: [Best Cheeses of 2022](#) (Featuring WCMA members Carr Valley Cheese, Klondike Cheese Company, Mosaic Meadows - LaClare Family Creamery, Roelli Cheese Co., Savencia Cheese USA - Rogue Creamery, Uplands Cheese, and Vermont Creamery)

EDUCATION



WISCONSIN
CHEESE MAKERS
ASSOCIATION

EST. 1891

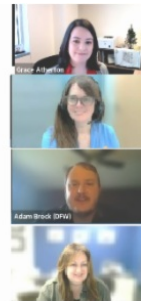


Expanded Education for Dairy Processors

December 13, 2022

Watch WCMA Webinar for Upcoming Industry Training Offerings

Plan your 2023 professional development with help from WCMA's latest free, members-only webinar focused on [new, upcoming educational programming](#) for dairy processors



- now available to watch online anytime. Featured speakers include Andrea Miller of the Center for Dairy Research, Adam Brock of Dairy Farmers of Wisconsin, Michelle Farner of the University of Wisconsin-River Falls, and Rebekah Sweeney of WCMA.



WCMA Webinar

Strategic Social Media for Dairy Businesses

Save the Date for WCMA January Webinar Focused on Social Media Strategies

Mark your calendar now for Tuesday, January 10 at 1:00 p.m. (CT) and join [WCMA's next free, members-only webinar](#) focused on social media strategies for dairy manufacturers and processors.

Learn the basics of building your following, crafting an impactful social media plan, connecting with consumers on social to drive sales, and ways WCMA is here to help support and amplify your efforts. Speakers will be announced at a later date.

Presenters will reserve time to field audience questions during the webinar. If you'd like to share a question in advance, please [email Grace Atherton](#) by Monday, January 9 at 12:00 p.m. (CT).

REGISTER NOW



WCMA Scholarship Applications Due February 7



WCMA SCHOLARSHIPS

Applications are being accepted now through Tuesday, February 7 for [WCMA's annual student scholarships](#). Apply now or share the link with a dairy processing student in your life!

WCMA member employees, their children, and all students connected to the dairy industry are encouraged to apply. In 2023, a total of \$19,000 will be distributed to seven recipients across three scholarships:

- The [WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship](#), worth \$3,000 each, will be awarded to two students. Any employee or child of an employee at a WCMA dairy manufacturing, processing, or marketing member company may apply. In 2022, Bailee Aisenbrey of Ellsworth Cooperative Creamery and Jamie Feldmann of Sartori Company received this scholarship.
- 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. The 2022 recipients of these awards were Jenna Jakel of Loos Machine & Automation, Stephanie Kraemer of IFF (Danisco), and Jack Pluta of Excel Engineering.
- Two students will receive the [Brian Eggebrecht Student Scholarship Supporting Skilled Trades in the Dairy Industry](#), worth \$2,000 each. This award, launched in 2021 and named in honor of Championship Cheese Contest Chairman and generous donor Brian Eggebrecht, is open to students attending any technical school in Wisconsin, or high school students registered to attend a Wisconsin technical school. Priority consideration for this scholarship will be given to students pursuing technical certificates, technical diplomas, or associate degrees that may lead to a career in the dairy industry. Applicants for this award are *not* required to be connected to a WCMA member company or cooperative. In 2022, Bryce Gustafson and Xiapor Lor of Masters Gallery Foods were selected for this scholarship.

Winners will be announced in March, with awards presented to recipients on Wednesday, April 5 at [CheeseCon](#) in Madison, Wisconsin.

All applicants must include school transcripts, a letter of recommendation, and a completed application form. Questions may be directed to [WCMA Business & Membership Manager Sara Schmidt](#).

APPLY NOW



Act Now to Reserve Space in WCMA 2023 Leadership Trainings

Take advantage of fresh opportunities to invest in your employees' growth with the next round of WCMA's highly rated Front-Line and Advanced Leadership trainings, beginning in January. Registration is [now open online](#) to all WCMA members.

Front-Line Leadership is designed to help new and experienced supervisors build critical skills in conflict resolution, communication, stress and time management, and cultivation of a team mentality. Since 2017, over 500 trainees have graduated from this popular program. The three-part series is offered a la carte and may be taken in any order. Each part costs just \$135 per person.

Open to mid-level managers and employees transitioning to management positions, the **Advanced Leadership Series** pushes participants to take initiative in driving positive change for their companies through creative problem-solving techniques and strategies for collaboration. guest speakers from industry, group discussions, and a final project designed to help participants showcase their new knowledge. Tuition is just \$495 per person, and enrollment is limited to 20 individuals who undergo the training as a cohort.

Members with questions about WCMA's educational offerings may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

SIGN UP NOW

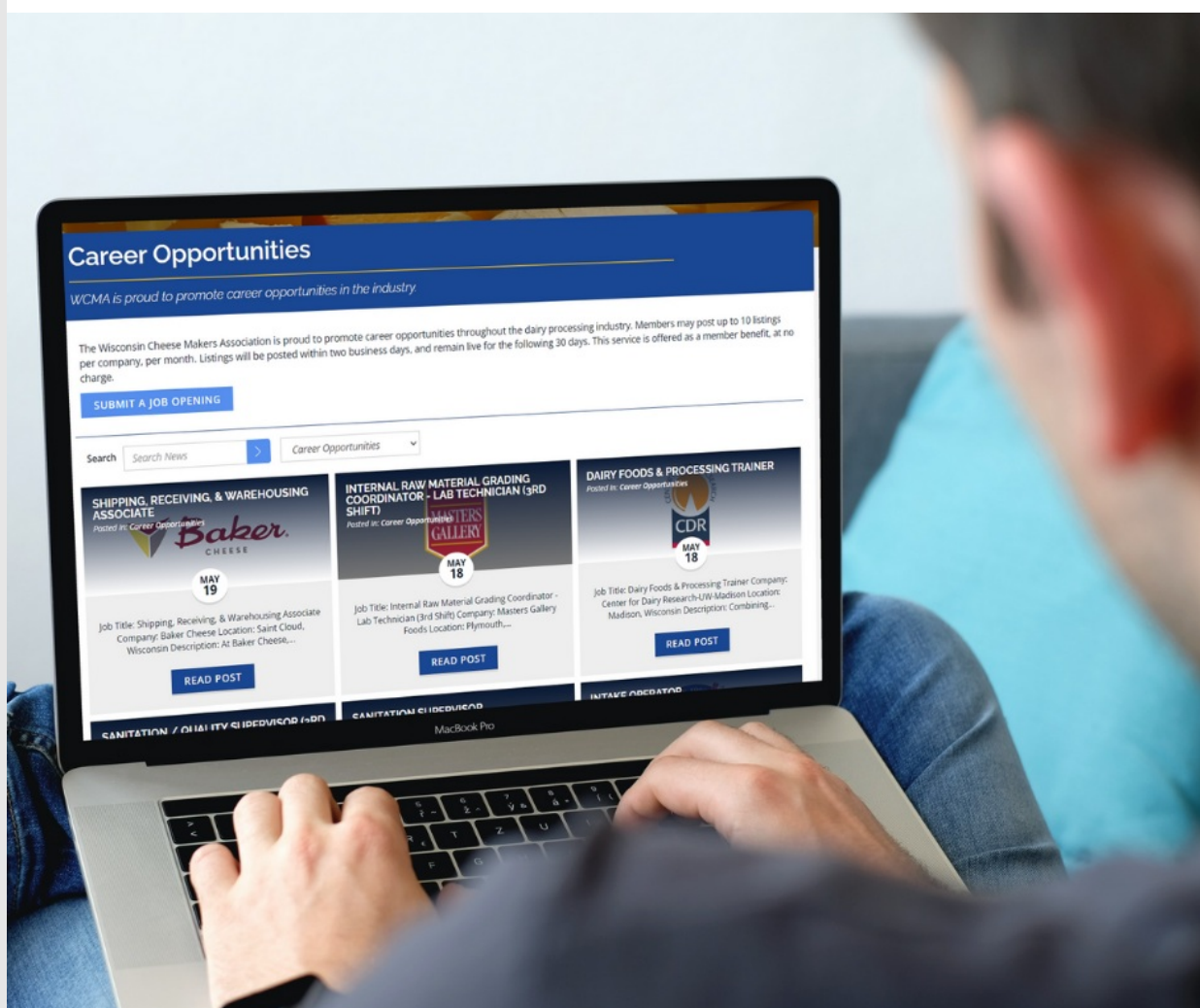
Additional Industry Training Opportunities

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

- January 24: [BRCGS for Food Safety Issue 9: Conversion for Sites Short Course](#) - Dairy Farmers of Wisconsin

- February 15: [Internal Auditing Principles](#) - Dairy Farmers of Wisconsin
- February 15-16: [Master Cheesemaker Short Course - Exploring and Investigating Cheese Defects \(In-Person\)](#) - Center for Dairy Research
- February 16: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- February 28: [Dairy Plant Food Safety Workshop Hosted by Hilmar Cheese and Leprino Foods](#) - Innovation Center for U.S. Dairy
- March 7-8: [Cheesemaking Fundamentals \(In-Person\)](#) - Center for Dairy Research
- March 8: [BRCGS for Food Safety Issue 9: Conversion for Sites Short Course](#) - Dairy Farmers of Wisconsin
- March 21-24: [Cheese Grading, Evaluation & Judging \(In-Person\)](#) - Center for Dairy Research
- March 27: [Prerequisite Programs Course](#) - Dairy Farmers of Wisconsin
- March 28-29: [HACCP Training for Processors](#) - Dairy Farmers of Wisconsin
- March 30: [Advanced HACCP: Verification and Validation](#) - Dairy Farmers of Wisconsin
- April 25-27: [FSPCA Preventive Controls for Human Food \(PCQI\) Training](#) - Dairy Farmers of Wisconsin
- 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

WORKFORCE



View, Share Career Opportunities on WCMA Jobs Board

Have an open position at your company or cooperative? Visit WCMA's [online jobs board](#) to view and post career opportunities across the dairy processing industry.

WCMA members may [post up to 10 openings](#) per company, per month on the Jobs Board - for free! This week features postings from WCMA, the Center for Dairy Research, and WCMA member Tetra Pak.

Please contact [WCMA Communications Director Grace Atherton](#) with questions.

[SUBMIT OPENINGS](#)

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(608) 286-1001



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