

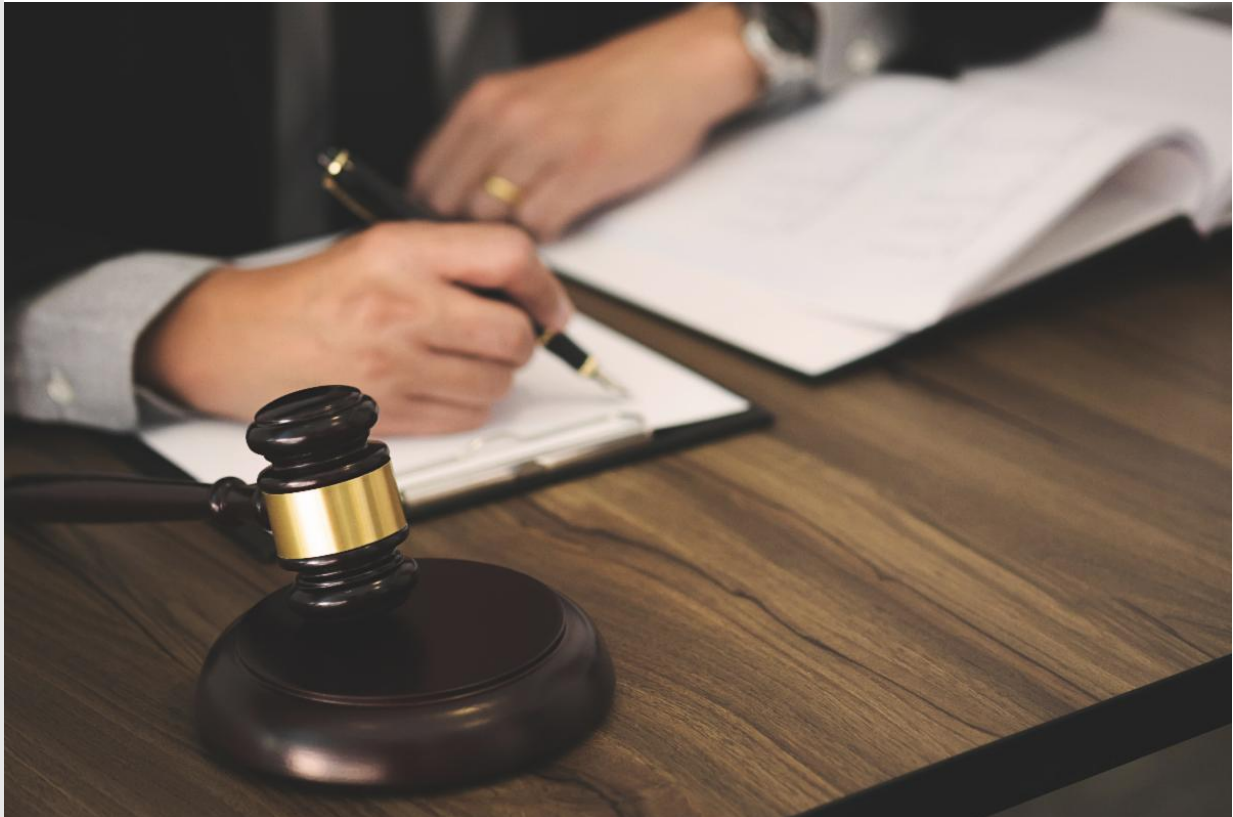


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID-19 UPDATES



Supreme Court Schedules Oral Arguments on OSHA Vaccine-or-Test Rule

On January 7, the U.S. Supreme Court [will hear oral arguments](#) on the Occupational Health and Safety Administration's (OSHA) Emergency Temporary Standard (ETS) ordering employers with 100 or more workers to require COVID-19 vaccination or regular testing of their employees. At that time, the court will decide whether OSHA should be able to enforce the ETS while the underlying litigation challenging it is still ongoing.

In mid-December, a three-judge panel of the Sixth Circuit Court of Appeals [lifted another court's stay](#) on the ETS, allowing enforcement to proceed. Following that ruling, OSHA established updated enforcement deadlines to ensure employers have sufficient time to come into compliance with the rule. Under those new deadlines, by **January 10, 2022**, employers must determine the vaccination status of each employee and keep related records, provide specific information about vaccines, and develop and implement written vaccination and testing policies. The ETS also allows large employers to permit employees to undergo weekly testing as an alternative to vaccination and, under the new OSHA deadlines, testing must begin on or before **February 9, 2022**.

WCMA will continue to keep members informed of relevant updates on this issue.

Members can find FAQs, sample workplace policies, employee educational materials required by OSHA, and more on our [COVID-19 resources page](#), and [WCMA staff](#) are here to help find answers to questions related to the ETS.

U.S. Officials Shorten Recommended COVID-19 Isolation, Quarantine Periods

Americans who catch the virus that causes COVID-19 but have no symptoms need only isolate from others for five days rather than 10, [U.S. health officials said Monday](#). At the end five days without symptoms, those in isolation may return to normal activities but should wear a mask everywhere - even at home with others - for another five days. The guidance comes amid growing evidence showing that people with the virus are most infectious in the two days before and three days after symptoms develop.

Officials from the Centers for Disease Control and Prevention (CDC) also issued [new quarantine guidelines](#) for people who may have been exposed to the virus through close contact with an infected person. Close contacts who are fully vaccinated and have received a booster shot can forgo a quarantine period, provided they wear masks in all settings for 10 days. Most others should quarantine for five days, followed by strict mask usage for another five days.

Officials noted the new recommendations only apply to asymptomatic people. In all cases, those who have or develop symptoms during isolation or quarantine should stay home.

Coronavirus Headline News

Wisconsin

- *WBAY-TV*: [Wisconsin averaging 25 new COVID-19 deaths, nearing 10,000 mark](#)
- *WTMJ-TV*: ['Ready and able to take it on': Gov. Evers tells TMJ4 Wisconsin is prepared for future COVID-19 surge](#)
- *WLUK-TV*: [Proportion of positive COVID-19 tests up in Wisconsin](#)
- *Patch*: [COVID-19 pills will arrive in 'coming weeks' in Wisconsin](#)

National/International

- *CNBC*: [Biden says COVID surge needs to be solved at state level, vows full federal support](#)
 - *BBC*: [COVID: France tightens restrictions amid Omicron surge](#)
 - *CNN*: [Daily COVID-19 case rates have now surpassed Delta's surge. Hospitalizations so far have yet to match](#)
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ADVOCACY



Join WCMA Policy Committee January 12

From Washington, DC to Wisconsin, WCMA is an impactful advocate for dairy processors and their supplier partners. In 2021, we've helped deliver millions of dollars in pandemic aid and business development grants to dairy processors, along with favorable tax policies and regulatory changes, \$5 million to boost Wisconsin agricultural exports, and \$8 million for industry research and education.

Now, we invite you to join our advocacy efforts! [Register today](#) to join in the next WCMA Policy Committee meeting, set for Wednesday, January 12 from 11:00 a.m.-3:00 p.m. (CT) in Madison, Wisconsin or live, online.

Special Guests:



WDATCP Secretary
Randy Romanski



State Senator
Joan Ballweg

This hybrid meeting will feature special guest speakers **Secretary Randy Romanski** of the Wisconsin Department of Agriculture, Trade and Consumer Protection and **State Senator Joan Ballweg**, who serves as a member of the powerful Joint Finance Committee and as Chair of the Senate Committee on Agriculture.

WCMA's Policy Committee will also discuss federal and state efforts to enforce federal labeling regulations, protect common food names, and reform milk pricing and immigration policy.

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

[SIGN UP NOW](#)

UPCOMING EVENTS



WCMA Webinar

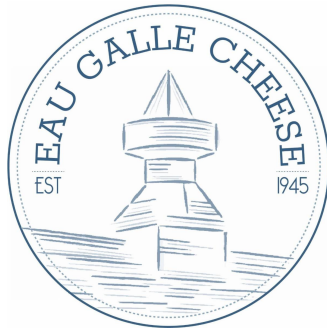
Achieve Cost Savings Through Energy Efficiencies

Register Now for Next WCMA Member Webinar

Make plans today to join WCMA on Tuesday, January 11 from 1:00-2:00 p.m. (CT) for a [free, members-only webinar](#) focused on cost savings that dairy processors can realize via energy efficiency - and the resources available to help get projects moving.



Mark Stover, Operations Manager for the [Focus on Energy](#) program in Wisconsin will detail the incentives available to manufacturers to upgrade existing facilities – or start new construction projects.



WCMA members Sargento, Sartori Company, Great Lakes Cheese Company, Meister Cheese Company and Eau Galle Cheese have worked with Focus on Energy in recent years to enhance energy efficiencies. We'll also welcome Eau Galle Cheese's Steve Bechel and Dan Sabelko to share their experiences.

Following formal presentations, 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 at rsweeney@wischeesemakers.org by close of business on Monday, January 10.

This offering is the latest in WCMA's [monthly webinar series](#). Webinar topics are driven by WCMA member feedback and will cover a range of themes such as business development, communication strategies, and industry resources.

REGISTER NOW

Sign Up for WCMA Young Professionals Outing



Act now to reserve your space in WCMA's next Young Professionals event on Friday, January 21!

We'll start with a tour of Nasonville Dairy in Marshfield, Wisconsin, followed by a networking lunch at nearby Rose Bowl Lanes Bowling Alley.

SIGN UP TODAY

Registration includes both lunch and activities, and costs \$30 per person. **Only**

nine spots are left, so don't delay!

Have questions or ideas for future Young Professionals gatherings? Please contact [WCMA Events Manager Kirsten Strohmenger](#).

INDUSTRY UPDATES

Apply by January 7 for Wisconsin Dairy Processor Grants



WCMA members operating in Wisconsin can apply now for [Dairy Processor Grants](#) of up to \$50,000, available via the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). **Thanks to WCMA's lobbying efforts, the available funding for this program has been doubled to \$400,000 for 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 5:00 p.m. (CT) on Friday, January 7, 2022. For assistance with your application, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

APPLY TODAY

The logo for the Dairy Business Innovation Alliance (DBIA). It features the letters 'DBIA' in a large, bold, blue font. Above the letter 'I' is a yellow lightbulb with rays emanating from it. Below the letters is a blue horizontal arrow pointing to the right. Underneath the arrow, the words 'Dairy Business' and 'Innovation Alliance' are written in a blue, sans-serif font, stacked on two lines.

DBIA
Dairy Business
Innovation Alliance

RSVP Now to Attend DBIA Grant Webinar

Register now to attend a [grant preparation webinar](#) hosted by the Dairy Business Innovation Alliance (DBIA) on Thursday, January 27, 2022! With the next grant application period opening on February 1, potential applicants are encouraged to join the January webinar to better understand the program and learn how to submit a more competitive application. The webinar will provide a wealth of useful information, including:

- DBIA Overview
- Eligibility
- Grant funding information
- Application format and components
- “Helpful hints” when writing your application
- Q&A

The DBIA, a partnership between the Center for Dairy Research and WCMA, will open its new, \$1 million Dairy Business Builder grant competition on February 1, with completed applications due March 31. Eligible projects will include dairy farm diversification and on-farm processing, the creation of value-added dairy products, and efforts to market dairy products for export. Reimbursement grants of up to \$50,000 each will be awarded through a competitive review process. Small- to medium-sized dairy processors in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin can prepare their applications now by attending the January DBIA webinar, developing business plans, securing vendor quotes, and taking advantage of more DBI resources [now available online](#).

The DBIA is supported by the U.S. Department of Agriculture. Since its inception as part of the 2018 Farm Bill, the DBIA has administered nearly \$1.5 million in 38 grants to dairy farms and businesses in all five participating Midwestern states. The program also offers technical assistance and education to dairy farmers and processors in the region.

IN THE NEWS

Wisconsin

- *WUWM*: [Three Wisconsin cheeses, plus champagne cocktail pairings to enjoy this holiday season](#) (Featuring WCMA members Carr Valley Cheese and Renard's Cheese)

National/International

- *Wall Street Journal*: [These food items are getting more costly in 2022](#)
- *Brownfield Ag News*: [Domestic dairy demand remains strong through pandemic uncertainties](#)
- *Feedstuffs*: [Partnership sales growth, Gen Z focus among dairy checkoff's 2021 highlights](#)
- *Food & Wine*: [The best cheese in America: These are the top 50 U.S. cheesemakers](#) (Featuring WCMA members Central Coast Creamery, Marieke Gouda, Maytag Dairy Farms, Rogue Creamery, and Uplands Cheese)

EDUCATION



WCMA SCHOLARSHIPS

WCMA Scholarship Applications Open Until February 16

Do you know a student who's pursuing a degree and/or career in the dairy industry? Remind them to apply by February 16 for a [WCMA student scholarship!](#)

Seven scholarships worth a total of \$19,000 will be granted in March 2022, with awards presented on April 13 during CheeseExpo in Milwaukee, Wisconsin.

Two students will be selected for 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 or cooperative may apply.

Three students will receive the [WCMA Cheese Industry Supplier Student Scholarship](#), also worth \$3,000 each. Any employee or child of an employee of a WCMA supplier member company may apply.

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 students pursuing technical certificates, technical diplomas, or associate degrees that may lead to a career in the dairy industry. Unlike other WCMA scholarships, applicants are not required to be connected to a WCMA member company or cooperative.

For more information or to download an application, visit [WisCheeseMakers.org](https://www.wischeesemakers.org) or contact [WCMA Business & Membership Manager Sara Schmidt](#).



Register for WCMA Spring Leadership Trainings

Research shows a [clear link between training and worker retention](#) – and WCMA

members know from firsthand experience the value of keeping skilled team players. WCMA is here to help with a fresh line-up of our popular leadership trainings. By member request, all trainings will be offered in a hybrid format, allowing participants to join in-person in Madison, Wisconsin, or online via Zoom.

Our Front-Line Leadership classes, designed specifically for new and seasoned supervisors, can be taken in any order:

- February 10: Front-Line Leadership - [Part A: Developing Essential Leadership Skills](#) - two spaces left
- March 17: Front-Line Leadership - [Part B: Positively Impacting Staff Performance](#) - three spaces left
- April 7: Front-Line Leadership - [Part C: Cultivating a Team](#) - two spaces left

WCMA's [Next Step Leadership](#) course also returns Thursday, March 31 for established leaders who have completed any of our Front-Line or Advanced Leadership trainings. In this unique session, we'll review basic leadership concepts and take a deep dive into talent retention strategies.

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

[REGISTER TODAY](#)

WORKFORCE



Five Booths Remaining at WCMA Job Fair at CheeseExpo 2022

Recruit the best and brightest at the [WCMA Job Fair](#), set for Tuesday, April 12 from 3:00-5:00 p.m., just ahead of CheeseExpo 2022 in Milwaukee, Wisconsin!

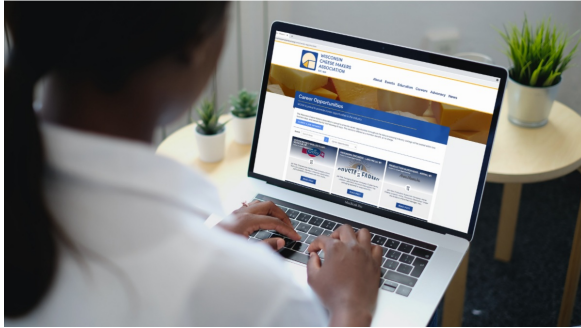
[RESERVE YOUR BOOTH](#)

Only five spaces remain for exhibiting member companies and cooperatives, and both dairy processors and industry suppliers are invited to participate. A booth cost of just \$200 includes your table, skirting, chairs, passes for up to four representatives from your organization to staff the Job Fair, as well as a full buffet of snacks and beverages. Space is first-come, first-served, so act now to reserve your booth!

This special event offers an exclusive opportunity for WCMA members to connect with students participating in the Collegiate Dairy Products Evaluation Contest, which will also be held at CheeseExpo. Students hail from 15 colleges and universities across the U.S. WCMA is also working with representatives from the University of Wisconsin System, the Wisconsin Technical College System and various high school agricultural program coordinators to bring in more prospective interns and employees for your businesses!

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

View Career Opportunities on WCMA Jobs Board



Visit WCMA's [online jobs board](#) to see and share career opportunities from members Arena Cheese; Caloris Engineering; Kolb-Lena, Inc.; and Ron's Wisconsin Cheese.

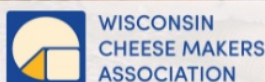
Have an opportunity at your company or cooperative? WCMA members can [post openings](#) on the Jobs Board anytime - it's free and easy!

POST JOB OPENINGS

MEMBERSHIP

Happy New Year!

From all your friends at WCMA, wishing you and your loved ones happiness and health in 2022 and beyond!

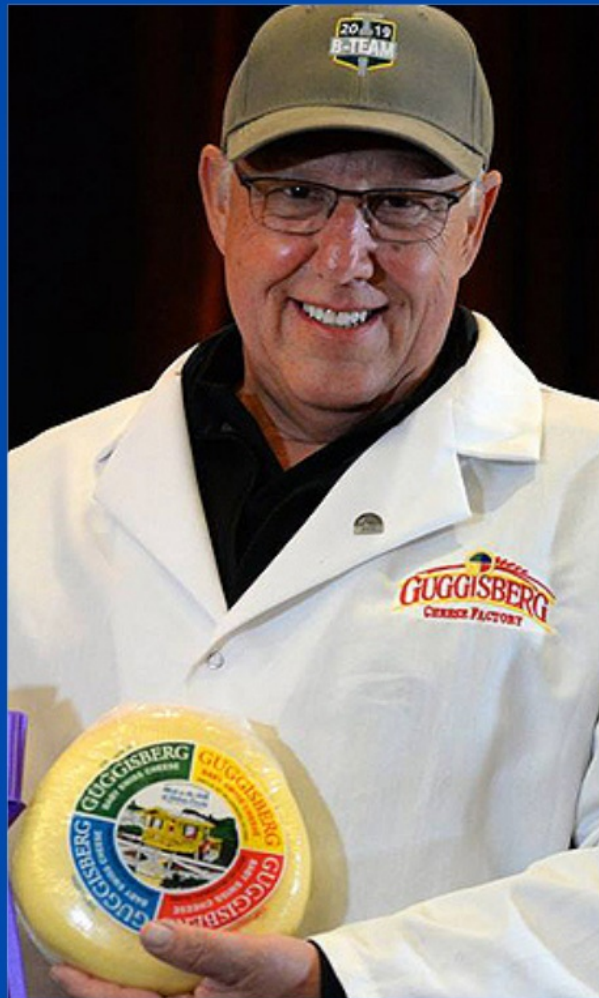


Happy New Year from WCMA!

Please note that WCMA offices will be closed on Friday, December 31, in observance of New Year's Eve. We wish you a happy and safe holiday, and thank you for your ongoing support of WCMA!

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 Richard Guggisberg of Guggisberg Cheese!



Richard Guggisberg Guggisberg Cheese

Favorite Cheese

Baby Swiss and Swiss

Proudest Achievement

Winning the Grand Champion award twice for our Swiss and Baby Swiss. It's a testament to the quality of the team involved in our production, from our employees to our milk producers and everyone in between.

Why I Support WCMA

"It's an honor to be part of an organization made up of so many great people with so much industry knowledge. I appreciate the education and advocacy WCMA provides for cheesemakers throughout the U.S.A. As a board member, I appreciate being able to guide WCMA's offerings, activities, and policies."



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

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

Sign Up Colleagues for WCMA E-Newsletter

Thanks for subscribing to WCMA's weekly e-newsletter! Please note, WCMA extends this benefit to all 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.