

WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



Entries Due Tomorrow for United States Championship Cheese Contest

Dairy manufacturers nationwide have **just one day left** to enter the [2023 United States Championship Cheese Contest!](#) Don't delay - [submit your entries](#) of cheese, butter, yogurt, and dry dairy ingredients now for a chance to gain valuable technical feedback on your products and achieve national recognition.

A team of expert judges will evaluate all entries February 21-23 in Green Bay, Wisconsin, culminating in the exciting Championship Round and livestreamed announcement of the 2023 U.S. Champion Cheese. Judging will be open to the public during the Preliminary Rounds from 9:00 a.m.-3:00 p.m on Tuesday, February 21 and Wednesday, February 22.

For a list of all 118 Contest classes available in 2023, rules, shipping information, and key deadlines, please consult the [2023 Contest Entry Kit](#). Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

ENTER NOW

Impactful Contest Sponsorships Available



Celebrate excellence in dairy processing as a [Partner](#) or [Contributor Sponsor](#) of the 2023 U.S. Championship Cheese Contest! These impactful sponsorships expire on Tuesday, January 24, so act now.

Reach new customers across the country while supporting dairy craftsmanship with these high-visibility opportunities.

More information is [available online](#). Have questions? Please contact [WCMA Events Manager Caitlin Peirick](#).

BECOME A SPONSOR



CheeseCon Ad Space, Registration Discounts Available as Exhibit Floor Fills

With special early-bird rates about to expire and our largest-ever tabletop exhibit floor now **95 percent filled**, opportunities to connect with thousands of new customers at [CheeseCon 2023](#) are going fast. Our **20 percent discount on all registrations** ends tomorrow, Wednesday, January 18, so don't wait - visit [CheeseCon.org](#) now to explore your options and join us in April!

[Advertising in the CheeseCon Official Program](#) is an impactful way to showcase your company or cooperative to the global dairy processing industry. This full-color,

spiral-bound, letter-sized booklet is offered to all attendees and provides key details on CheeseCon's tabletop exhibits, world-class educational seminars, valuable networking opportunities, and exciting special events. A wide range of ad sizes including full-, half-, and quarter-page options are available at affordable rates to suit your advertising needs and budget.

Visit [CheeseCon.org](https://www.cheesecon.org) today to reserve your advertisement and save 20 percent on your registration. Questions may be directed to events@wischeesemakers.org.

ADVERTISING OPPORTUNITIES

The 2023 CheeseCon Official Program will be a spiral-bound, letter-sized (8.5 x 11 inches) full color booklet. Ads must be submitted as PDF documents at 300 dpi (see diagrams below). Don't miss your chance to advertise!

Premium Ad Space Placement

- ▶ Back Cover* \$5,450
- ▶ Inside Front Cover* \$2,850
- ▶ Inside Back Cover* \$1,800
- Trim size: 8.5" x 11"
- Bleed: .125" all around
- Safe area: 7.5" x 10"

Interior Page Ad Space Placement

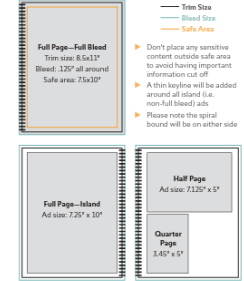
- ▶ Full Page Ad (Full Bleed or Island) \$1,450
- Ad size: 7.25" x 10"
- ▶ Half Page (Horizontal) \$800
- Ad size: 7.125" x 5"
- ▶ Quarter Page (Vertical) \$450
- Ad size: 3.45" x 5"

Complimentary Sponsor Ad Upgrades

- ▶ Upgrade Half Page to Full Page \$650
- ▶ Upgrade Quarter Page to Half Page \$350
- ▶ Upgrade Quarter Page to Full Page \$1,000

Artwork Due Date

Electronic files requested by February 7, 2023
E-mail ad file to Caitlin Peirick at cpeirick@wischeesemakers.org



Advertisements available until January 24, 2023 at [CheeseCon.org](https://www.cheesecon.org).

*Previous Advertiser Has First Right of Refusal

REGISTER TODAY

ADVOCACY



WCMA Members Lobby for Key Priorities at Wisconsin Advocacy Day

WCMA members today **unveiled a robust legislative platform** for the 2023-2025 Wisconsin legislative biennium. In visits



with elected and appointed leaders, WCMA members called for increased investment in state programs to boost dairy exports and spur dairy business development, action to ensure food labeling accuracy, updated transportation regulations, continued expansion of high-speed broadband internet access and other key workforce supports, among other items.

Following a keynote address from Governor Tony Evers, attendees received federal and state updates from Advisor to U.S. Senator Tammy Baldwin Sydney Scott, Wisconsin Department of Natural Resources Deputy Secretary Sarah Barry, and Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary Randy Romanski. A legislative panel comprised of Senator Joan Ballweg (R-Markesan), Senator Howard Marklein (R-Spring Green), Representative Tony Kurtz (R-Wonewoc), and Representative Travis Tranel (R-Cuba City) shared insights with attendees on their plans to champion dairy priorities in the upcoming legislative session.



Finally, members moved to the State Capitol for productive meetings with Representative Alex Dallman (R-Green Lake), Representative Dave Considine (D-Baraboo), Senator Cory Tomczyk (R-Mosinee), Senator Jesse James (R-Altoona), and Senator Brad Pfaff (D-Onalaska), urging them to support 10 key state budget provisions and policy items.



The full slate of recommendations, which are available at [WisCheeseMakers.org](https://www.wis cheesemakers.org), was developed with guidance from WCMA's active Policy Committee, open to all members.

WCMA thanks the members and policymakers who participated in today's event for their partnership and enthusiastic support of the dairy processing industry.



EDUCATION



Apply by February 7 for WCMA Scholarships



WCMA SCHOLARSHIPS

Students pursuing degrees or careers related to the dairy industry should visit [WisCheeseMakers.org](https://www.wischeesemakers.org) today to apply for WCMA's annual Student Scholarships! Applications are due February 7.

In 2023, seven awards are available 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.

All applicants must include school transcripts, a letter of recommendation, and a completed application form. Winners will be announced in March, with awards presented on Wednesday, April 5 at [**CheeseCon**](#) in Madison, Wisconsin.

Questions? Please contact [**WCMA Business & Membership Manager Sara Schmidt**](#).

APPLY NOW



WCMA Webinar

Strategic Social Media for Dairy Businesses

Next WCMA Webinar Offers Social Media Tips

Register now to join [WCMA's next free, members-only webinar](#) Tuesday, January 24 at 1:00 p.m. (CT) focused on social media strategies for dairy businesses.

The session will begin with an overview of the basics of choosing your platforms, crafting an impactful social media plan, and building a following. Hear from WCMA members Organic Valley/CROPP Cooperative and Pine River Pre-Pack on how they've leveraged social media to build their brands, highlight partnerships, and boost product sales. Finally, WCMA staff will outline ways the Association can help support and amplify your efforts.



Tracy Budworth
*Organic Valley/CROPP
Cooperative*



Brittany Requejo
Pine River Pre-Pack, Inc.



Grace Atherton
*Wisconsin Cheese
Makers Association*

Presenters will reserve time to field audience questions during the webinar. If you'd like to share a question in advance, please email [WCMA Communications Director Grace Atherton](#) by next Monday, January 23 at 12:00 p.m. (CT).

REGISTER NOW



Jim Natzke Shares Insights with WCMA Advanced Leadership Cohort

Many thanks to Jim Natzke of Natzke Consulting, who last week joined WCMA's latest Advanced Leadership Series class, hailing from Associated Milk Producers Inc., Baker Cheese, Great Lakes Cheese, Klondike Cheese Company, Land O' Lakes, Masters Gallery Foods, Sartori Company, Schuman Cheese, WDS Construction, and Westby Cooperative Creamery. Jim shared valuable thoughts on personal growth as a leader, managing conflict for positive outcomes, and building trust within a team.

WCMA's next offering of the Advanced Leadership Series begins this fall. Registration is open now at WisCheeseMakers.org!



Strengthen Your Workforce with WCMA Leadership Trainings

Spaces are filling quickly for this year's offerings of WCMA's highly rated leadership trainings, beginning January 31. **Act now** to reserve space for yourself or your valued team members in these popular courses!

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

- Part A - Essential Leadership Skills (Virtual)
 - ~~Tuesday, January 31~~ - **SOLD OUT**
 - Tuesday, February 7 - **Only one space left!**
- Part B - Boosting Staff Performance (Virtual) - **Only five spaces left!**
 - Tuesday, March 14
 - Tuesday, March 21
- Part C - Cultivating a Team (Virtual) - **Only six spaces left!**
 - Tuesday, April 18
 - Tuesday, April 25

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

SIGN UP TODAY



Industry Training Spotlight: Cheesemaking Fundamentals in Spanish

Registration is now open for the Center for Dairy Research's (CDR) new **[Cheesemaking Fundamentals course in Spanish](#)**, set for March 14-15 in-person in Madison. Like its English counterpart, the course will guide Spanish-speaking cheesemakers through the basics of cheese science and regulations to establish a solid foundation in their craft. Questions may be directed to [CDR staff](#).

REGISTER 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

INDUSTRY UPDATES



OSHA Develops Heat Regulations

The U.S. Occupational Safety and Health Administration (OSHA) is [developing new heat regulations](#) for workers. Members of the National Advisory Committee on Occupational Safety and Health are evaluating stakeholder comments and current workplace practices, with plans to submit recommendations to OSHA this spring. WCMA will continue to update members as regulations develop.

WCMA Members Secure USDA Contracts

The U.S. Department of Agriculture (USDA) last week awarded over [\\$1.2 million in mozzarella and cheddar cheese contracts](#) to WCMA members Dairy Farmers of America and Winona Foods. All open USDA dairy product solicitations are [available online](#), along with information about how to [become an approved vendor](#).

IN THE NEWS

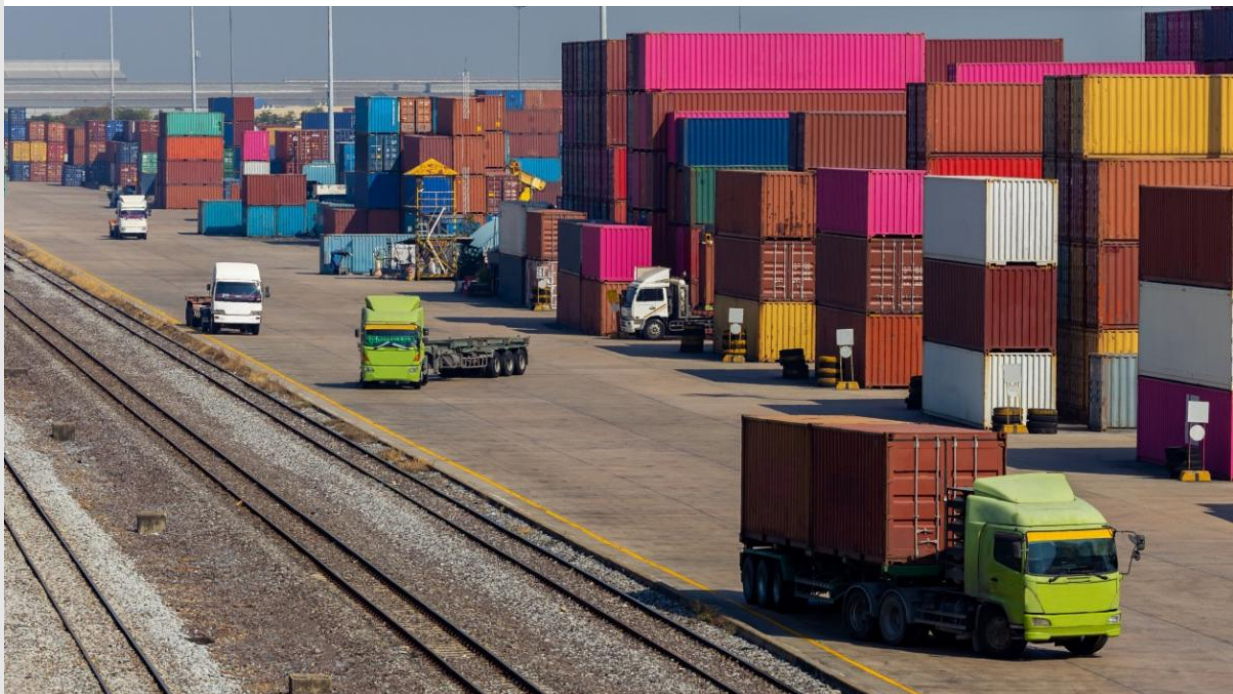
Wisconsin

- WAOW-TV: [Wisconsin dairy industry celebrates success on National Milk Day](#)
- Wisconsin Public Radio: [Gov. Tony Evers appoints southwestern Wisconsin dairy farmer to Natural Resources Board](#)
- UpNorthNews: [What Wisconsin cheese factory should you visit?](#)

National/International

- Washington Post: [Schools are swamped by unpaid lunch debt, nutrition group says](#)
- Dairy Foods: [Organic Valley names new CEO](#) (Featuring WCMA member Organic Valley/CROPP Cooperative)
- Dairy Processing: [Dairy Farmers of Wisconsin CEO honored](#)
- Dairy Reporter: [Californian dairy businesses bag \\$300,000 in first round of DBII funding](#) (Featuring WCMA member Central Coast Creamery)
- Rural Innovation Exchange: [New partnership results in grants for six Michigan dairy businesses](#)
- Iowa Farmer Today: [Cheese Choices: Dairy product can provide versatility in cooking](#)

GRANTS



Apply Now for Export Expansion Funding

Dairy exporters in Wisconsin can [apply now for funding](#) available through WCMA to help

grow their international sales. Successful applicants will be awarded reimbursement grants of up to \$15,000 each on a first-come, first-served basis to support certain activities associated with strengthening their presence in international markets:

- Social media and marketing campaigns
- Shipping and logistics costs for buyer samples
- Costs related to in-store demonstrations, retail sampling, and merchandising

Successful applicants who sign on to accept funding are required to take advantage of free dairy export consultative services through WCMA. These consulting hours, provided by MCT Dairies, offer customized coaching to help new and experienced exporters evaluate their product line and identify potential global customers, assist in creating and executing their export plan, evaluate and refine their export business model, and identify areas for improvement.

The support is provided by a [grant secured by WCMA](#) through the Wisconsin Initiative for Agricultural Exports (WIAE) and expands an existing WCMA dairy export program that includes free consultations and targeted workshops.

In addition to financial support, WCMA will host two export workshops in 2023. The first workshop, planned for spring, will provide new and experienced dairy exporters with strategies and resources to make the most of their presence at international trade shows. In the fall, another workshop will focus on marketing and branding dairy products in foreign markets. Dates, speakers, and registration information for both workshops will be available at a later date.

Questions about grant opportunities may be directed to [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

[DOWNLOAD APPLICATION](#)

Submit Dairy Processor Grant Applications by Monday, January 30



Wisconsin dairy manufacturers and processors are encouraged to [apply now through Monday, January 30](#) for a new round of Dairy Processor Grants Dairy administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP).

The program, which aims to strengthen Wisconsin's dairy processing industry, saw its [funding doubled in the state budget](#) following successful advocacy efforts by WCMA.

In 2023, grants of up to \$50,000 each will be awarded following a competitive review process. Recipients will be required to match at least 20 percent of their grant amount. Questions may be directed to [WDATCP staff](#).



Wisconsin Fast Forward Offers New Worker

WELCOME



NEW WCMA MEMBERS!

Dairy Processors, Manufacturers, & Marketers



New WCMA dairy processor member **Glanbia Nutritionals** is the #1 global producer of whey-based nutritional solutions, the #2 global producer of premixes, and the #1 producer of American Style Cheddar Cheese and offers nutritional solutions including dairy proteins, cheese, premix solutions, bioactive ingredients, flavors, edible films, functionally optimized ingredients, and more.

Dairy Industry Suppliers



New WCMA supplier member **Equipment Specialists LLC** engineers and builds cheese cutting systems from single machines to partial and full lines including cutters, turners, stackers, conveyors, and more.



New WCMA supplier member **Freedom Warehousing** offers storage and transportation services including food grade refrigerated storage, aging rooms, cheese reclamation and packaging, and 640 and barrel cutting.



New WCMA supplier member **Newterra, Ltd.** designs, engineers, manufactures, and services environmental, water and wastewater treatment solutions for global municipal and industrial customers across diverse applications, including drinking water, industrial process water, wastewater, stormwater and remediation.



New WCMA supplier member **Somaticell** provides solutions for the quality of dairy products and the prevention of livestock diseases with the goal of minimizing losses and boosting productivity.



New WCMA supplier member [Yokogawa Corporation of America](#) provides solutions in the areas of measurement, control, and information to customers across a broad range of industries, including energy, chemicals, materials, pharmaceuticals, and food.

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

Share WCMA News with Colleagues

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 list, or if you'd like to share feedback on our communications.

WisCheeseMakers.org
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