



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



Explore Sold-Out CheeseCon Exhibit Floor

CheeseCon's record-setting tabletop exhibit floor is **sold out**, but attendee registration is still available at a special early bird rate! Visit CheeseCon.org today to secure your all-access pass to walk our largest-ever exhibit floor, where you'll connect with **over 300 of the industry's most trusted suppliers**.

From ingredients to packaging and equipment to services, there's no better place to build your network and grow your business. **Make your plans now** to join us in Madison April 4-6, 2023 for all that CheeseCon has to offer!

[REGISTER NOW](#)

ADVOCACY



WCMA, Ag Groups Set State Budget Priorities

A diverse coalition of Wisconsin agricultural and agribusiness groups, including WCMA, [yesterday announced a comprehensive list of priorities](#) for the 2023-2025 biennial state budget. The announcement comes after WCMA's successful efforts to build support around members' shared priorities such as rural road improvements and increases in ag export and dairy processor grant funding, among others.

Bipartisan SHIP IT Act Introduced

Congressmen Dusty Johnson (R-SD) and Jim Costa (D-CA) [last week introduced](#) the Safer Highways and Increased Performance for Interstate Trucking Act (SHIP IT) with the goal of increasing safety and shipping capacity for truckers. The legislation would also provide financial incentives for drivers and regulatory flexibility during moments of crisis.



Make Plans Now to Join 10th Annual Joint Industry Meeting with Wisconsin DNR

Mark your calendar for March 16 and [register now](#) for the popular annual gathering of dairy industry environmental staff and regulators from Wisconsin's Department of Natural Resources, hosted by WCMA and Midwest Food Products Association.

Join in-person in Sun Prairie, Wisconsin or live online for discussions covering hot topics in environmental regulation and WPDES permitting, with joint presentations by agency staff and industry experts. On-site registration and networking begins at 9:30 a.m. (CT), with the meeting beginning at 10:00 a.m. for all participants and concluding at 2:30 p.m. This meeting provides continuing education credits for certified wastewater operators.

Registration is \$45 for in-person attendance and \$25 for online participation. All WCMA members are welcome to attend, but space is limited, so sign up today! For more information, contact [WCMA Executive Director John Umhoefer](#).

EDUCATION



Final Week to Apply for WCMA Scholarships



**WCMA
SCHOLARSHIPS**

Applications are due in just one week for **WCMA's annual Student Scholarships!** Students pursuing degrees or careers related to the dairy industry should visit **WisCheeseMakers.org** by **next Tuesday, February 7** to submit their application.

Seven awards are available across WCMA's three industry-focused 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.
- 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.
- 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.

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.

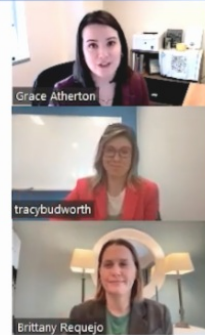
Have questions about WCMA's student scholarships? Please contact [WCMA Business & Membership Manager Sara Schmidt](#).

APPLY TODAY



**WISCONSIN
CHEESE MAKERS
ASSOCIATION**

EST. 1891



Strategic Social Media for Dairy Businesses

January 24, 2023

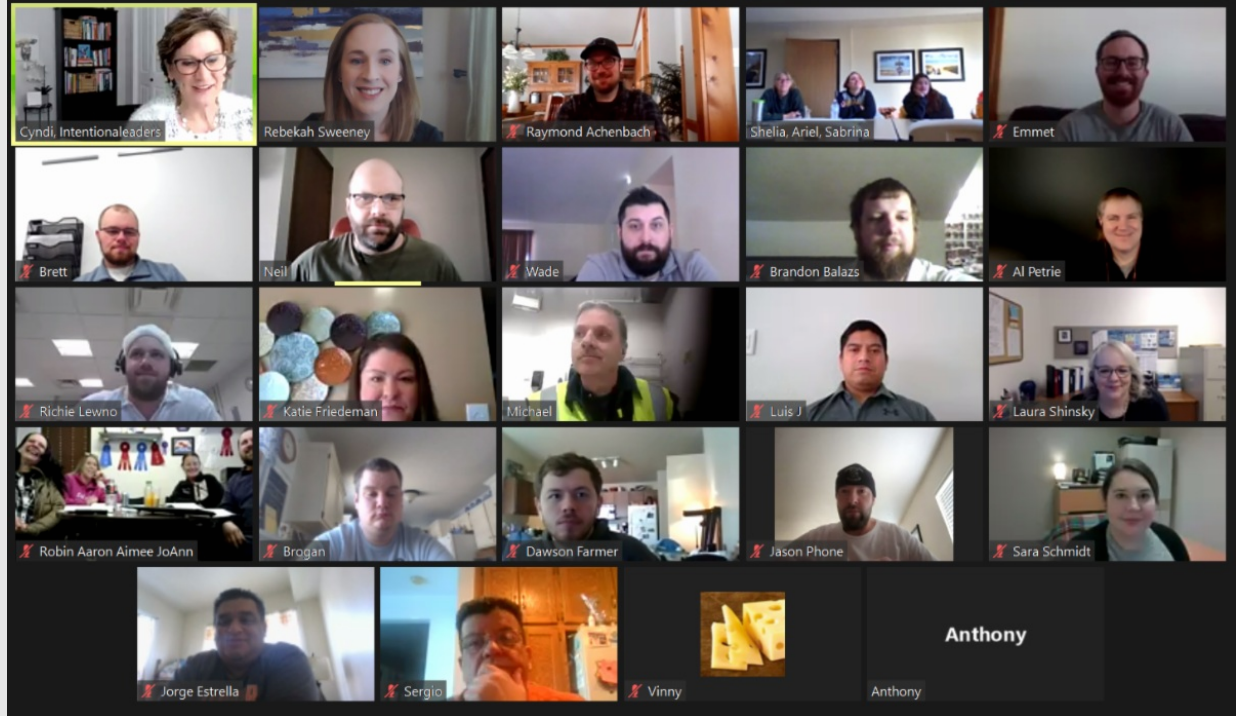
Watch WCMA Social Media Webinar On-Demand

Many thanks to WCMA members Organic Valley/CROPP Cooperative and Pine River Pre-Pack for sharing their expertise with fellow members in last week's free webinar focused on social media strategies for dairy businesses! A recording of the webinar is [now available online](#). Contacts and resources mentioned during the webinar include:

- Dairy Farmers of Wisconsin Photos: <https://photos.wisconsincheese.org/>
- Cheeselandia: <https://wisconsincheese.com/inspiration/cheeselandia>
- Hootsuite: <https://www.hootsuite.com/>
- Webinar Presenters:
 - [Tracy Budworth](#), Senior Content & Communications Manager, Organic Valley/CROPP Cooperative
 - [Brittany Requejo](#), Marketing Manager, Pine River Pre-Pack, (920) 905-0707
 - [Grace Atherton](#), Communications Director, Wisconsin Cheese Makers Association, (608) 673-5545

As a reminder, information on all of WCMA's monthly webinars is available to logged-in members anytime at [WisCheeseMakers.org/Webinars](#). Please contact [WCMA Communications Director Grace Atherton](#) with questions or ideas for future webinars.

VIEW RECORDING



WCMA Front-Line Leaders Build Essential Skills

Kudos to the member employees who joined WCMA for today's Front-Line Leadership class, starting their day with an in-depth look at the core leadership skills needed to effectively foster a positive, productive team environment. Our thanks also go to these participants' employers for investing in their growth: Emmi Roth, Masters Gallery Foods, Nelson-Jameson, Prairie Farms Dairy, Renard's Cheese, Torkelson Cheese Co., Valley Queen Cheese, V&V Supremo Foods, Winona Foods, and WOW Logistics.

Four Spaces Remaining in 2023 WCMA Front-Line Leadership Trainings

Reserve your space today for this spring's highly rated leadership courses offered by WCMA! Don't delay: the first installment of the popular **Front-Line Leadership course** is sold out, and **just four spaces are left** in the remaining sections.

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) - **SOLD OUT**~~
 - ~~**Tuesday, January 31**~~
 - ~~**Tuesday, February 7**~~
- Part B - Boosting Staff Performance (Virtual) - **FOUR spaces remaining**
 - **Tuesday, March 14**
 - **Tuesday, March 21**
- Part C - Cultivating a Team (Virtual) - **FOUR spaces remaining**
 - **Tuesday, April 18**
 - **Tuesday, April 25**

Please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney** with questions or additional training needs.

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:

- 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: [BRCS 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

GRANTS



WCMA Webinar

Writing Your Best Grant Proposal

Save the Date for February Member Webinar Focused on Grants

Register now to join WCMA's next free, members-only webinar Tuesday, February 14 at 1:00 p.m. (CT) focused on writing your best grant proposal.

Join experts in grant writing and reviewing as they share helpful tips for finding grants and preparing a top-notch application that stands out from the pack. Hear from fellow members on insights and lessons learned from their successful grant experiences, followed by an overview of the ways WCMA can support your business as you pursue funding opportunities.

Our featured speakers include:

- Jim Gage, James D. Gage Consulting, Inc.
- Katie Ujdak, Global Trade & Investment Grants Specialist, Wisconsin Economic Development Corporation
- Paul Scharfman, President, Specialty Cheese Company
- Danica Nilsestuen, Grants & Business Programs Director, Wisconsin Cheese Makers Association



Jim Gage
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Katie Ujdak
Wisconsin Economic
Development Corporation



Paul Scharfman
Specialty Cheese
Company



Danica Nilsestuen
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](mailto:Grace.Atherton@wcma.com) by Monday, February 13 at 12:00 p.m. (CT).

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

REGISTER NOW

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

CannonBelles Cheese

Cannon Falls,
Minnesota

DBIA Grant Recipient
2022



#DBIADelivers Spotlights Grant Recipients: CannonBelles Cheese

Since the creation of the [Dairy Business Innovation Alliance](#) in the 2018 Farm Bill, WCMA and the Center for Dairy Research have partnered to administer approximately \$7 million in grants to 88 dairy farms and processors. The Alliance now serves an 11-state

region including Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

WCMA's newest social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

Today in #DBIADelivers, join us as we shine the spotlight on [CannonBelles Cheese](#). This Cannon Falls, Minnesota company produces artisanal cheese, including its award-winning Queso Fresco. With support from a Dairy Business Builder grant awarded in 2022, the CannonBelles team plans to purchase equipment that will help strengthen their food safety program and improve their cheese packaging capabilities, growing sales throughout the upper Midwest.

Follow along on WCMA's [Facebook](#), [LinkedIn](#), and [Twitter](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!

INDUSTRY UPDATES



USDA Seeks Yogurt, Butter

The U.S. Department of Agriculture (USDA) has issued a solicitation for bids on [yogurt and butter contracts](#), with products to be used in federal food distribution programs. Bids are due February 10 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

IN THE NEWS

Wisconsin

- *WEAU-TV*: [2023 U.S. Championship Cheese Contest to feature over 2,200 entries](#)
- *Wisconsin State Journal*: [The secrets of a 20-year white cheddar and its bunker along Jail Alley](#) (Featuring WCMA member Hook's Cheese Company)

National/International

- *Reuters*: [Danone reviewing strategic options for organic dairy activity in U.S.](#)
- *Time*: [Here's why so many grocery store staples are so expensive right now](#)

- NMPF Dairy Market Report: [Exports buoy dairy as inflation erodes domestic demand](#)
- Feedstuffs: [Scott announces Ag Committee Democrats](#)
- Dairy Processing: [Schreiber Foods awarded for food safety](#) (Featuring WCMA member Schreiber Foods)
- Dairy Processing: [Sartori, Webster receive IDFA award](#) (Featuring WCMA member Sartori Company)
- eDairyNews: [Dairy Farmers of America expands role in milk hauling](#) (Featuring WCMA member Dairy Farmers of America)
- Dairy Management Inc.: [Leprino's Durkin elected Chair of Innovation Center for U.S. Dairy](#) (Featuring WCMA member Leprino Foods)
- Associated Press: [Vermont organic dairy farmers seek help from state](#)

WORKFORCE



Reserve Space at WCMA Job Fair at CheeseCon

Act now to reserve your booth at the WCMA Job Fair at CheeseCon, set for Tuesday, April 4 from 3:00-5:00 p.m. in Madison, Wisconsin. Just 12 spaces are left and registration closes **next Friday, February 10**, so don't delay! Current exhibitors include:

- Associated Milk Producers Inc.
- DSM Food Specialties
- Ecolab
- Emmi Roth
- Grassland Dairy Products
- Great Lakes Cheese
- IFF
- Leprino Foods
- Masters Gallery Foods
- Milk Specialties Global
- RELCO, A Koch Separation Solutions Company
- Tetra Pak
- Winona Foods

A booth reservation fee of just \$250 includes a table with 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. Exhibiting employers will also receive a list of registered job seekers, including phone numbers and email addresses, prior to and immediately following the event.

This special event also offers an exclusive opportunity for WCMA members to connect with students participating in the Collegiate Dairy Products Evaluation Contest, which will be held at [CheeseCon](#). Student competitors hail from 15 colleges and universities nationwide. WCMA has also invited prospective interns and employees from the University of Wisconsin System, the Wisconsin Technical College System and various high school agricultural programs to attend.

Interested exhibitors may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions.

SIGN UP NOW



Wisconsin Cheese Makers Association

Health & Safety Group

Save the Date for March Meeting of WCMA Health & Safety Group

Save the date and [register now](#) for WCMA's next Health & Safety Group meeting on Wednesday, March 1 from 11:00 a.m.-3:00 p.m. (CT).

This meeting will focus on the development of a workplace safety culture; a peer sharing presentation on OSHA's food processor LEP inspections; and a how-to on strengthening lock out-tag out protocols. Additional presentations and speakers will be announced soon.

WCMA is offering two ways to participate: in-person in Sun Prairie, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch.

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

MARK YOUR CALENDAR



Post Openings on Free WCMA Jobs Board

Looking for motivated individuals to fill your open positions? Visit WCMA's [online jobs board](#) to post up to 10 career opportunities per company or cooperative, per month - free! This week features postings from the Center for Dairy Research, Nelson-Jameson, and Masters Gallery Foods.

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

MEMBERSHIP



WCMA Young Professionals Tour State-of-the-Art CDR Facility

WCMA thanks our friends and partners at the Center for Dairy Research, who last week led a tour of their state-of-the-art facility for WCMA's Young Professionals group. CDR Sensory Coordinator Brandon Prochaska also led



WCMA member employees in an engaging cheese sensory activity.

Thanks also go to those who joined the outing from Agropur, ALPMA, Blue Compass Compliance, C.D. Smith Construction (also a generous sponsor of the outing), Complete Filtration Resources, Crave Brothers Farmstead Cheese, Dairy Connection, Decatur Dairy, Emmi Roth, GEA Mechanical North America, Henning's Cheese, Klondike Cheese Company, Koss Industrial, M3 Insurance, Pine River Dairy, Sartori Cheese, and Solecta.

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member **Amano Enzyme USA** supplies microbial enzymes for a number of food applications including enzyme modified cheese and dairy flavor production, and production of whey/casein hydrolysates.



New WCMA supplier member **Food Tech, Inc.** specializes in planning, engineering, and building plants and cold-storage warehouse and distribution facilities for food processors, distributors, retailers, wholesalers, and more.



New WCMA supplier member **Kerres USA, LLC** is the North American dealer for Schiwa Slicing Technologies, Pluederhausen, Germany.



New WCMA supplier member **Lyras A/S** offers technology called Raslysatation, using UV light to remove microbiology from liquids food products in all production types and flow rates.

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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