



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



Learn, Grow, and Build at CheeseCon 2023

CHEESECON

Global Ideas for Dairy Processors

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

CheeseCon.org

CheeseCon 2023 is quickly approaching! Act now at CheeseCon.org to secure your registration for the dairy industry's must-attend gathering in Madison, Wisconsin April 4-6.

With thought-provoking educational seminars, valuable networking events, and a record-setting exhibit floor, **CheeseCon** has everything you need - and more - to grow and strengthen your business. Here's just a taste of what's in store...

Wednesday, April 5

Thursday, April 6



In Sustainability Now: Implementing, not Discussing, Sustainable Practices in Dairy, a panel of industry leaders describe how they're developing and reaching sustainability targets, and how the U.S. Dairy Stewardship Commitment is advancing measurement and reporting on the industry's behalf.

This all-star lineup features:

- Leslie Davis, Harbor Environmental
- Patty Stroup, Nestle S.A
- Pete Kappelman, Land O' Lakes, Inc.
- Jeremy Travis, Hilmar Cheese

Then, keep the education going Wednesday morning with your choice of three fascinating seminars:

- Innovation Center for U.S. Dairy Technical Session: Implementing Sustainable Practices Now
- Center for Dairy Research Technical Session: Optimizing Manufacture of Snack Cheese
- Wisconsin Cheese Makers Association Policy Panel: Milk Pricing Reform in Federal Milk Marketing Orders



After the WCMA Recognition Breakfast exclusively sponsored by DSM Food & Beverage, explore the international dairy landscape with U.S. Dairy Export Council (USDEC) in a **Market Outlook and Opportunities for Cheese Exports**.

As dairy products continue to set records and are poised for future growth, USDEC experts join with Wisconsin-based resource partners to share new market research, sales support, grant funding, and additional tools to advance growth of U.S. dairy sales overseas.

Following this informative deep dive, choose from three more engaging learning opportunities:

- Center for Dairy Research Technical Session: New Generation of Cheesemaking Approaches
- Innovation Center for U.S. Dairy and Center for Dairy Research Food Safety Focus: Pathogen Prevention, Training Resources and Traceability
- Center for Dairy Research Technical Session: Advances in Whey Processing

Make sure to explore CheeseCon's 75,000-square-foot tabletop exhibit floor, open on Wednesday, and dive into our full schedule of special networking events.

[VIEW EXHIBITORS](#)

[VIEW EVENTS](#)

Don't miss out on this valuable opportunity to grow your dairy business and expand your knowledge! [Register today](#) and join the global dairy processing industry in Madison.

[REGISTER NOW](#)

ADVOCACY



Gov. Evers Urges FDA Commissioner to Reconsider Plant-Based Labeling Guidance

WCMA applauds Wisconsin Governor Tony Evers, who last week [called on the FDA](#) to reconsider its draft guidance related to the labeling of plant-based imitation products as milk. A copy of Evers's letter to FDA Commissioner Robert Califf is [available online](#).

Gov. Evers is also now publicly supporting the DAIRY PRIDE Act, a federal proposal which would require the FDA to enforce existing regulations restricting the use of defined dairy terms like milk and cheese to products made only from the milk of dairy animals.

Members may join Gov. Evers and WCMA in [submitting comments to FDA online](#) or via mail by April 24 to:

Dockets Management
Food and Drug Administration
5630 Fishers Lane, Room 1061
Rockville, MD 20852

For assistance submitting comments, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

CONTACT FDA

Rep. Van Orden Introduces Bipartisan DAIRY PRIDE Act in the House

Last Wednesday, U.S. Representative Derrick Van Orden (R-Wisconsin), together with a bipartisan group of his colleagues including Reps. John Joyce M.D. (R-Pennsylvania), Ann

Kuster (D-New Hampshire), Angie Craig (D-Minnesota), Mike Simpson (R-Idaho), and Joe Courtney (D-Connecticut), introduced the House companion to the [DAIRY PRIDE Act](#). WCMA Executive Director John Umhoefer joined other national and state dairy leaders in [thanking the bipartisan coalition](#) for taking action.

The legislation would compel FDA to enforce existing regulations defining dairy products as made from the milk of dairy animals. WCMA is working closely to raise awareness of this bill and to earn broader support for its passage in both houses.



Urge your Congress members to sign on to the DAIRY PRIDE Act with WCMA's [new, easy-to-use advocacy tool!](#)

Just click the button below and enter your name and address to send a message to your elected officials. For assistance, please contact [Rebekah Sweeney](#).

[CONTACT CONGRESS](#)



POLICY
COMMITTEE

Register Now for CME Reform Working Group Meeting March 27

All WCMA members are invited to take part in a [virtual meeting of WCMA's Policy Committee - Chicago Mercantile Exchange \(CME\) Working Group](#) on Monday, March 27 from 1:00-3:00 p.m. (CT).

This meeting will cover [ten suggested proposals](#) from our colleagues at the International Dairy Foods Association (IDFA) to reform CME practices. Our goal will be to secure recommendations to share with WCMA's Board of Directors in its Tuesday, April 4 meeting.

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

[RSVP TODAY](#)



Respond to Make Allowance Survey by April 14

The Wisconsin Cheese Makers Association Board of Directors, in collaboration with International Dairy Foods Association (IDFA), will petition the U.S. Department of Agriculture later this month for a national rulemaking process and public hearing to reform federal milk marketing orders, with a focus on adjusting make allowances. WCMA will recommend that a hearing accept up-to-date economic analysis regarding cost of production of cheddar, butter, nonfat dry milk and dry whey to update make allowances in milk price formulas.

WCMA and IDFA have commissioned Dr. Mark Stephenson, University of Wisconsin-Madison, to update his most recent cost of processing study to capture manufacturing data from 2021-2022. Dr. Stephenson has updated his cost of processing survey, and can now collect cost information from any company or cooperative that manufactures cheddar cheese, dry whey, nonfat dry milk and butter as all or part of their production. Dr. Stephenson will treat all submitted data confidentially and protect it from disclosure, and only blinded and aggregated data will be shared with USDA.

WCMA urges all members producing these key commodities to submit their data to Dr. Stephenson using [this link](#). Instructions for completing the survey are [available online](#). Broad, national participation from dairy manufacturers large and small will enhance the value of this data. Please check with your team to ensure that the appropriate person on your staff is tasked with filling out the survey. **All responses must be received by Friday, April 14, 2023.**

TAKE THE SURVEY

WCMA Meets with Payne, Supports Confirmation

Thanks go to the WCMA members who last week joined Association staff in meeting with new Wisconsin Department of Natural Resources Secretary-designee Adam Payne to establish an open line of communication and to share industry priorities.

Secretary-designee Payne demonstrated a strong understanding of dairy processing, having served



previously as Sheboygan County Executive, and a readiness to partner with processors in pursuit of our shared goals to protect land, water and air, and to grow the dairy industry.

WCMA is now supporting Payne's confirmation and has [distributed a letter urging Senate action](#). WCMA staff will participate in his hearing on Wednesday, March 15, and in hearings to advance the re-confirmation of Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy Romanski and Wisconsin Department of Transportation Secretary-designee Craig Thompson the same day.

IN THE NEWS

Wisconsin

- *Wisconsin Ag Connection*: [Dairy Dreams: Wisconsin's top creameries take the industry by storm](#) (Featuring WCMA member Cedar Grove Cheese)
- *Wisconsin Life*: [Gimme pizza: Wisconsinites' love of frozen pizza helps fuel production](#) (Featuring the Center for Dairy Research)

National/International

- *Morning Ag Clips*: [Milk-pricing proposal moves forward as dairy leaders unanimously endorse NMPF plan](#)
- *Dairy Herd Management*: [More milk and lower prices predicted for 2023](#)
- *Hoard's Dairyman*: [Half of U.S. states can't meet fluid milk needs](#)
- *Winsight Grocery Business*: [2023 annual cheese report: Consumers are whey-ing their options](#) (Featuring WCMA members Crave Brothers Farmstead Cheese, Door Artisan Cheese Company, Klondike Cheese Company, and Saputo Dairy USA)
- *Dairy Processing*: [Saputo appoints new presidents for U.S., Canadian divisions](#) (Featuring WCMA member Saputo Dairy USA)
- *Vermont Business News*: [\\$13 million in grants for dairy processing](#)

MEMBERSHIP

WCMA Grows Staff Team, Member Offerings

WCMA is pleased to announce the hiring of Ryan Dunn as Manager of Business Operations. In this role, Ryan will support WCMA's growing portfolio of member benefits, which includes additional industry trainings, a new Health & Safety Group, customized business development support, free onboarding and recruitment videos, and more.

Ryan previously served as Grants Manager at the Wisconsin Department of Agriculture, Trade and Consumer Protection. There, he handled the distribution of nearly \$12 million each year



through programs including the Dairy Processor Grants; Export Expansion Grants; Buy Local, Buy Wisconsin; the Specialty Crop Block Grant program; and the Meat and Poultry Supply Chain Resiliency Grants.

As part of the WCMA team, Ryan will oversee all business operations and provide direct support to the Executive Director. This includes bookkeeping; execution of WCMA's leadership trainings and committee meetings; and support for the Championship Cheese Contests, CheeseCon, and CheeseExpo.

Ryan can be reached at rdunn@wischeesemakers.org or (608) 286-1001.



WCMA Leaders Visit Burnett Dairy Cooperative

Last week, WCMA President Steve Bechel (left) and Executive Director John Umhoefer (right) enjoyed a visit with Burnett Dairy Cooperative CEO Matt Winsand. Thanks to the Burnett team for a warm welcome and for their membership and engagement!



Dairy Industry Suppliers



New WCMA supplier member [Lov-It Foods, LLC](#) is a Wisconsin-based food packaging company specializing in packaging dairy products.

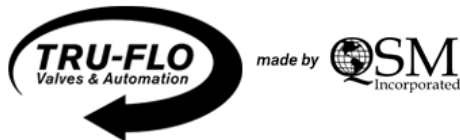


TRUCENT

New WCMA supplier member [Trucent Centrifuge Parts and Repair](#) is a nationwide supplier of parts and service for separators, stocking OEM Tetrapak and Westfalia parts.



New WCMA supplier member [LM-Tarbell Inc.](#) is a manufacturer of bearing/power transmission products for a variety of industries including dairy processing.



New WCMA supplier member [Quality Sourced Manufacturing, Inc.](#) manufactures and sells sanitary and industrial valves and automation technologies.

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

WORKFORCE



WCMA Webinar

Resources for Effective Recruitment

Find Fresh Recruitment Resources in Free WCMA Webinar Today

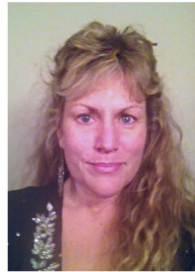
Join WCMA **today at 1:00 p.m. (CT)** for a **free, members-only webinar** focused on boosting your recruitment efforts! Learn about state and community resources available to dairy processors in Wisconsin and beyond. Our featured speakers include:

- Becca Collins, Program Manager, Workforce Development Board of South Central Wisconsin
- Julie Enloe, OneStop Operator, Employment and Training Association
- Chang Yang, Communication Specialist, Great Lakes Cheese - Wausau
- Paul Herold, Plant Manager, Great Lakes Cheese - Wausau
- Rebekah Sweeney, Senior Director of Programs & Policy, WCMA

Presenters will reserve time to field audience questions at the end of the webinar. A recording of the session, along with resources and contact information, will be emailed to webinar registrants later this week.



Becca Collins
Workforce Development
Board of South Central WI



Julie Enloe
Employment and
Training Association



Chang Yang
Great Lakes
Cheese Company



Paul Herold
Great Lakes
Cheese Company



Rebekah Sweeney
Wisconsin Cheese
Makers Association

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.

Have questions or ideas for future webinars? Please contact **Grace Atherton**.

REGISTER NOW

EDUCATION



WCMA Front-Line Leaders Explore Strategies to Boost Staff Performance

WCMA applauds member employees from Associated Milk Producers Inc., Emmi Roth, Masters Gallery Foods, Milk Specialties Global, Nelson-Jameson, Pine River Pre-Pack, Prairie Farms Dairy, Valley Queen Cheese, V&V Supremo Foods, and Winona Foods, who today participated in Part B of WCMA's Front-Line Leadership course! The group enjoyed an engaging discussion of strategies to help boost staff performance.

Registration is currently open for a [fresh slate of this popular training series](#), offered this fall. Act now to take advantage of this opportunity to improve your team's skills in conflict resolution, communication, stress and time management, and the cultivation of a team mentality.

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:

- March 21-23: [Cheese Grading & Evaluation \(In-Person\)](#) - Center for Dairy Research
- March 24: [Cheese Judging \(In-Person\)](#) - Center for Dairy Research
- March 30: [Advanced HACCP: Verification and Validation](#) - Dairy Farmers of Wisconsin
- April 12: [Buttermaking Fundamentals \(Self-Study\)](#) - Center for Dairy Research
- April 12: [Cheesemaking Fundamentals \(Self-Study\)](#) - Center for Dairy Research
- April 20: [Certificate in Dairy Processing \(Online, Live\)](#) - Center for Dairy Research
- April 25-27: [FSPCA Preventive Controls for Human Food \(PCQI\) Training](#) - Dairy Farmers of Wisconsin
- May 2-4: [Advanced Cheesemaking: American-Style Varieties](#) - Center for Dairy Research
- May 11-12: [HACCP Certification \(In-Person\)](#) - Center for Dairy Research
- May 23-25: [Processed Cheese \(In-Person\)](#) - Center for Dairy Research
- Rolling Admission: [Online HACCP Training](#) - North Carolina State University

- Rolling Admission: [Good Manufacturing Practices in Food Safety](#) - North Carolina State University
 - Rolling Admission: [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
 - Rolling Admission: [Preventive Controls for Dairy Processors](#) - North Carolina State University
 - Rolling Admission: [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University
-

GRANTS



BUY LOCAL BUY WISCONSIN

Apply for Buy Local, Buy Wisconsin Grants by March 31

Applications are open now until Friday, March 31 at 5:00 p.m. (CT) for [Buy Local, Buy Wisconsin](#) grants of up to \$50,000. The grants are administered by the the Wisconsin Department of Agriculture, Trade, and Consumer Protection. Grant applicants must provide a cash or in-kind match of 50 percent to receive this state support.

Buy Local, Buy Wisconsin is designed to reduce the marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin's food products locally. Complete details, including an informational webinar and the application form, are [available online](#).

[VIEW DETAILS](#)



George Crave
Crave Brothers Farmstead Cheese

DBIA Accepting Grant Applications Until April 13

Dairy farmers, manufacturers, and processors in 11 Midwestern states can apply by Thursday, April 13 at 5:00 p.m. (CT) for a new round of **Dairy Business Builder grants** administered by the Dairy Business Innovation Alliance (DBIA). The funding, which is administered by the Center for Dairy Research and WCMA, is available to businesses in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

The **reimbursement grants of up to \$100,000 each** aim to support recipients in diversifying on-farm activity, creating value-added products, enhancing dairy byproducts, and creating or enhancing dairy export programs. **Watch the video above** to hear from WCMA member Crave Brothers Farmstead Cheese about how a DBIA grant helped the business boost efficiency, conserve water, and save money!

APPLY TODAY

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Radiance Dairy

Fairfield, Iowa

DBIA Grant Recipient
2022



#DBIADelivers Spotlights Grant Recipients: Radiance Dairy

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 highlight [Radiance Dairy](#). This organic dairy in Fairfield, Iowa produces fluid milk and cheese. In recent years, Radiance has explored and experimented with producing a fresh, certified organic mozzarella. With grant funding from the Dairy Business Innovation Alliance, the company plans to purchase stretching equipment that will help streamline the cheesemaking process and ensure a consistent and quality product.

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!

WisCheeseMakers.org
(608) 286-1001



Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive, Suite 402, MADISON, WI 53718

[Unsubscribe kstrohmenger@wischeesemakers.org](mailto:kstrohmenger@wischeesemakers.org)

[Constant Contact Data Notice](#)

Sent by news@wischeesemakers.org powered by



Try email marketing for free today!