



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## WCMA SIGNATURE EVENTS



## Grow Your Business with CheeseExpo Seminars

Details of several [world-class seminars](#) created by the Center for Dairy Research (CDR), the U.S. Dairy Export Council (USDEC), and Dairy Farmers of Wisconsin (DFW) have [now been released](#) by [CheeseExpo 2022](#). Cheesemakers and sales professionals alike will benefit from these unique sessions! Register today at [CheeseExpo.org](#).

### Wednesday, April 13 Seminars

Following the Opening Keynote CEO Panel sponsored by RELCO on Wednesday, April 13, CheeseExpo attendees will be invited to choose from four useful breakout sessions, including two hosted by CDR staff:

- **"Hot Topics in Cheese Research"** will offer updates and insights from some of CDR's latest projects, including studies on customizing cheese functionality, optimizing manufacturing efficiency, and extending cheese shelf life.
- **"Cheese Technology for Artisan Manufacturers,"** part of CheeseExpo's popular Artisan Track, will explore technologies available to artisans for every stage of the cheesemaking process, from air handling systems to cutting and packaging equipment and more.

Concurrently, top USDEC staff will deliver a complete export overview – from current market outlook to surmounting regulatory hurdles – in **"U.S. Dairy Exports: Resources to Help You Grow Your Business"**. In addition, USDEC will display the marketing materials and programs that are winning sales worldwide with consumers, chefs, distributors, and

buyers.

## Thursday, April 14 Seminars

The educational offerings continue on the second full day of North America's largest cheese and whey processing expo, with four fresh seminars available to attendees on April 14, including three CDR offerings:

- In partnership with the Innovation Center for U.S. Dairy, CDR will host **"Hot Topics in Food Safety Success,"** sharing tips for building a culture of food safety and creating an effective foreign material prevention program.
- **"Hot Topics in Quality Cheesemaking"** promises a deep dive into common cheese quality issues such as bitterness, acidity in aged cheeses, bacteriophage growth, salt brine management, and others.
- **"Creating an Effective Cheese Grading Program"** will walk attendees through practical steps to build and implement their own successful grading programs.

In **"Examining Dairy's Future,"** also on Thursday, DFW will share a detailed look at consumer and industry research on the future of farms in Wisconsin and consumer attitudes toward dairy farming and the dairy industry. This session will also feature a panel of experts exploring issues ranging from farm succession to sustainability to animal welfare and more.

[REGISTER NOW](#)

## WCMA BOARD UPDATES

### WCMA Board of Directors Seeks Nominees for Supplier Member Seat

WCMA Supplier Members are invited to nominate themselves, or another Supplier Member, for the ballot to select a Supplier Member to the WCMA Board of Directors. This seat on the Board of Directors is an opportunity to join the Board for a two-year term beginning on July 1, 2022. This call for nominees will remain open through March 25. Nominees must be the designated key contact from a [WCMA supplier member company](#).

This is an open Board seat – no incumbent – because Tetra Pak has graciously completed a full six years on the Board (three, two-year terms). The final ballot will be placed before the WCMA Board of Directors on April 12, 2022 and the Board will vote on a single, new Supplier representative.

Select your nominee from the WCMA supplier member company list above and email your choice to WCMA's [John Umhoefer](#) by March 25. Thank you for throwing your hat in the ring for this opportunity to join the WCMA Board of Directors!

## EDUCATION



# WCMA Webinar

## Training Resources for Dairy Manufacturers and Processors

### Join WCMA Today for Member Webinar on Training Resources

You're invited to [join WCMA today](#) at 1:00 p.m. (CT) for a free, member-only webinar focusing on the technical training opportunities available to dairy manufacturers and processors across the country.



UNIVERSITY OF WISCONSIN  
**River Falls**



WCMA is pleased to welcome guest presentations during this webinar from:

- Andrea Miller, Outreach Program Manager at the Center for Dairy Research at the University of Wisconsin - Madison
- Michelle Farner, UW-River Falls Dairy Pilot Plant Manager
- Adam Brock, Vice President of Food Safety, Quality and Regulatory Compliance for Dairy Farmers of Wisconsin

Following guest speakers' presentations, WCMA staff will share information about additional training opportunities at Cornell, the University of Idaho, North Carolina State University, and South Dakota State University. The webinar will also include a question-and-answer session.

**ATTEND WEBINAR**



## Advance Skills with WCMA Next Step Leadership

Only two spaces remain available in WCMA's [Next Step Leadership](#) class, scheduled for Thursday, March 31! This one-day course is geared toward established leaders who have completed any of our Front-Line or Advanced Leadership trainings. The program will feature a review basic leadership concepts and a deep dive into talent retention strategies.

By member request, Next Step Leadership will be offered in a hybrid format, allowing participants to join in-person in Madison, Wisconsin, or online via Zoom.

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

**REGISTER TODAY**

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## Register Now for Newly Added WCMA Front-Line Leadership Trainings

Based on member interest, WCMA yesterday opened a third round of **Front-Line Leadership courses** to its spring educational offerings! These helpful sessions are designed for new and seasoned supervisors who want to better communicate, resolve conflicts, manage their time and stress, and cultivate a team mentality. Classes are offered a la carte and may be taken in any order:

- **Part A: Essential Leadership Skills** - Monday, April 25 - three spaces remaining
- **Part B: Boosting Staff Performance** - Monday, May 16 - two spaces remaining
- **Part C: Cultivating a Team** - Monday, June 27 - two spaces remaining

All sessions will be fully virtual, allowing participants to join from anywhere in the world. These trainings are expected to fill quickly, so members are encouraged to register today to ensure space for all who are interested.

Have questions about WCMA's educational offerings? Please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney**.

**REGISTER NOW**

## Additional Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment. Here's a look at some upcoming trainings hosted by our partners:

- March 29-31: **Food Defense and FSPCA Vulnerability Assessment Training** - Dairy Farmers of Wisconsin
- April 20: **Advanced Preventive Controls - In Person** - Center for Dairy Research
- April 25-29: **World of Cheese from Pasture to Plate** - Center for Dairy Research
- May 2-4: **FSPCA Preventive Controls for Human Food (PCQH) Training** - Dairy Farmers of Wisconsin
- May 9-13: **Advanced Cheese Technology - In Person** - Center for Dairy Research
- May 18: **Cheesemaking Fundamentals - Online, Self-Study** - Center for Dairy Research
- June 14-16: **Advanced Buttermaking - In Person** - Center for Dairy Research
- June 20-24: **Buttermakers License Apprenticeship - In Person** - Center for Dairy

Research

- Rolling Admission: [Online HACCP Training](#) - 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

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## WCMA NOTES

### Rationale Builds for Milk Price Reforms

An out-of-whack value for “other solids” in milk; a new report updating the cost of producing dairy products – the rationale is building to reform milk pricing in federal milk marketing orders, writes [WCMA Executive Director John Umhoefer](#) in this month's [WCMA Notes column](#).

As the U.S. Department of Agriculture releases a new Cost of Processing study and WCMA gathers dairy manufacturer members to develop recommended fixes to this aging system, the signs are clear: federal order reforms are overdue.

Read the full column now at [WisCheeseMakers.org](http://WisCheeseMakers.org).



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## MEMBERSHIP

### Together We Grow: WCMA Celebrates Member Employee Growth and Advancement

WCMA members know that growth involves more than product sales. A focus on the potential, satisfaction, and development of team members helps build a foundation for long-term success. That's why WCMA is pleased to celebrate the many opportunities for collaborative employee advancement in dairy processing through our newest social media campaign: Together We Grow.



# *Together* WE GROW

This week, we're pleased to highlight **Pine River Pre-Pack's Director of Operations Chauncey Behm** (pictured above right with **Production Manager Dustin Smith**). Chauncey reports that "Despite the ongoing pandemic, and thanks in part to WCMA's support, we've had a successful year and were able to promote an important team member, Dustin Smith, to Production Manager. We're grateful for the continued guidance and resources WCMA provides."

Follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) each week for more inspiring stories of growth from WCMA members!

# WELCOME



## NEW WCMA MEMBERS!

### Dairy Manufacturers, Processors, & Marketers



New WCMA processor member **Bunker Hill Cheese Co.** is a third-generation business making over 25 varieties of cheese for retail and wholesale markets.

# Dairy Industry Suppliers



New WCMA supplier member [AgCountry Farm Credit Services](#) provides credit and financial services products to farmers, ranchers and agribusinesses.



New WCMA supplier member [DeLaval Cleaning Solutions](#) offers cleaning, sanitizing, and disinfecting technologies for the dairy, food, and beverage processing industries.



New WCMA supplier member [TDI Packsys](#) provides complete, customized inspection and packaging automation solutions.

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

## INDUSTRY UPDATES

### FDA Issues Final Guidance on Voluntary Recalls

The U.S. Food and Drug Administration (FDA) last week [released final guidance](#) for industry and agency staff on the timely initiation of voluntary recalls of FDA-regulated products. The guidance discusses the steps companies should take before a recall is necessary to develop policies and procedures - such as training, planning and record-keeping - to reduce the time a recalled product is on the market and protect public health. Recommendations in the final guidance include:

- Maintain adequate product coding and maintain distribution records to facilitate faster, more accurate recall actions;
- Use electronic communications to quickly identify and provide certain product information during a voluntary recall; and
- Act quickly to initiate a recall when public health is at risk and to do so prior to completing an investigation into the cause of the problem.

The full final guidance document from FDA is now [available online](#).



## Sign Up Now to Attend Annual Joint Industry Meeting Tomorrow

[Register now](#) to participate in the WCMA Technology Committee's annual Information



Meeting with the Wisconsin Department of Natural Resources (WDNR) and the Midwest Food Products Association (MWFPA) tomorrow, Wednesday, March 16 from 10 a.m.-2:30 p.m. (CT) in Sun Prairie, Wisconsin and online.

Here's a look at the topics and speakers we'll feature in this meeting.

- WDNR Overview: Jason Knutson, WDNR
- Phosphorus Multi-discharger Variance Reauthorization by EPA: Wade Strickland, WDNR & Emily James, Probst Group
- PFAS Standards Update/Court Determination: Jason Knutson, WDNR & Taylor Fritsch, Michael Best
- Landspreading Management Plans Update: Heidi Schmitt-Marquez, WDNR & Emily James, Probst Group
- Noteworthy Noncompliance Issues: Heidi Schmitt-Marquez, WDNR
- Research Update: Benchtop Denitrification Study: Francisco Arriaga & Geoff Siemering, University of Wisconsin
- DNR Permitting of Land Treatment Systems/Recent Draft Guidance: Tim Ryan, WDNR
- Clearinghouse Design to Facilitate Water Quality Trading: Jamie Vander Molen, Newtrient

WCMA members may join the meeting in-person or live online. A \$35 meeting fee is planned for in-person attendees, with a reduced rate of \$25 for virtual attendees. WCMA has applied for continuing education credits for this meeting.

**REGISTER TODAY**



# DBIA Grant Applications Due March 31

Submit an application today for a [new, \\$1 million round](#) of Dairy Business Builder Grants administered by the Dairy Business Innovation Alliance! All applications are due by March 31 at 5:00 p.m. (CT).

Small- to medium-sized dairy farmers, processors, and other in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin are eligible to apply. Grants of up to \$50,000 will be awarded through a competitive process. Eligible projects will include dairy farm diversification, on-farm processing, the creation of value-added dairy products, and efforts to market dairy products for export.

The application form is available on the [DBIA website](#), as well as a webinar offering information on the program, an overview of the application process, and tips for a competitive application.

The DBIA is a partnership between WCMA and the Center for Dairy Research, 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.

Questions about DBIA or the Dairy Business Builder grant can be directed to [DBIA staff](#).

**APPLY NOW**

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## Apply by April 1 for Export Grants



Wisconsin-based dairy companies interested in exporting their products should apply by April 1 for International Market Access Grants (IMAGs) through the Wisconsin Economic Development Corporation (WEDC). These grants are newly expanded with funds designated solely for agribusinesses, thanks to the [Wisconsin Initiative for Agricultural Exports](#), a program WCMA has successfully championed since its introduction in May 2021.

IMAG applicants must be an established agribusiness that is new to exporting or expanding into new markets, operating in Wisconsin for at least one year, and manufacturing, processing, assembling, or distributing a product that has the potential to be exported. Eligible project expenses include costs associated with trade shows and ventures, marketing, promotions, consulting services, and export education. Matching funds are required at 30 percent of the grant award.

Companies that have not completed WEDC's [ExporTech](#) training program may receive IMAG funding up to three times, at a maximum of \$10,000 per grant. ExporTech graduates may receive IMAG funding up to six times with a maximum of \$25,000 per grant.

Questions about the IMAG program can be directed to [WEDC staff](#).

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# Meet Global Buyers at IDDBA with Wisconsin Initiative for Agricultural Exports

Register now to [join Food Export's Buyers Mission](#) at the International Dairy Deli and Bakery Association show in Atlanta, Georgia, June 5-6. For companies that qualify, the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) will reimburse the buyers mission participation and trade show badge fee, using funds from the [Wisconsin Initiative for Agricultural Exports](#). A special early bird registration fee of \$150 for this buyers mission is only available until March 28.

Have questions? Please contact [WDATCP staff](#).

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## Apply by April 21 for USDA Organic Transitions

The U.S. Department of Agriculture is now accepting applications for the [Organic Transitions Program](#), which provides funding for research, Extension, and higher education programs to improve the competitiveness of current and transitioning organic producers. Applications are due April 21.

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## IN THE NEWS

### Wisconsin

- *WFRV-TV*: [What makes a cheese the “best” in the world?](#)
- *The Cap Times*: [Historic Paoli cheese factory to become Seven Acre Dairy Company](#)

### National/International

- *Minneapolis Star Tribune*: [In Winsted, Minn., Tetra Pak plant responds to high global food demand](#) (Featuring WCMA member Tetra Pak)
- *Dairy Processing*: [Organic Valley reveals new plan to reach carbon neutrality](#) (Featuring WCMA member Organic Valley)
- *Dairy Processing*: [Survey finds consumers have misconceptions about probiotics](#) (Featuring WCMA member Chr. Hansen)
- *Wall Street Journal*: [Oatly's growing pains trip up pioneer of oat milk](#)
- *Seattle Times*: [Cheese is a risky business, yet Washington's cheese-making scene is on the rise](#)
- *ABC España*: [El mejor queso curado de oveja del mundo se hace en La Rioja](#)

### 2022 WORLD CHAMPIONSHIP CHEESE CONTEST



Congratulations

**Agropur!**

3 Gold Medals  
4 Silver Medals  
4 Bronze Medals



### WCMA Celebrates Members' Contest Success

WCMA members achieved great success at the 2022 World Championship Cheese Contest! Follow along, like, and share each day on [Facebook](#), [LinkedIn](#), and [Twitter](#) as WCMA recognizes members' achievements!

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## WCMA STAFFING UPDATES

# WCMA Expands Staff Team, Member Services



WCMA is pleased to [welcome Lindsey Hess](#) as Programs & Office Coordinator to support our ever-growing collection of member services!

Lindsey joins WCMA following roles at the Wisconsin Primary Health Care Association. She brings valuable experience in event planning and execution, program support, and office and information management. As part of the WCMA team, she will manage office operations, assist with WCMA's popular leadership trainings and webinars and scholarships, and support the Championship Cheese Contests and CheeseExpo.

Lindsey can be reached at [LHess@wischeesemakers.org](mailto:LHess@wischeesemakers.org).

## WORKFORCE

### Workforce Strategies Spotlight: Dairy Processors Support Ukrainian Employees

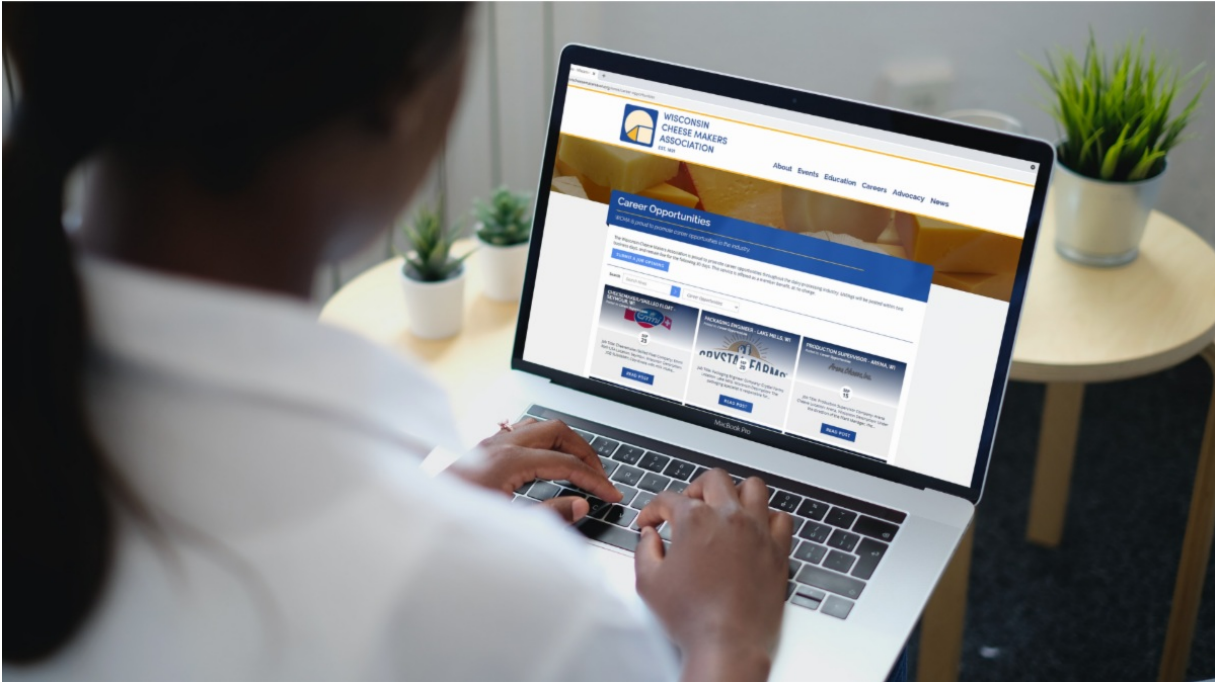
**Mykola Shynkaryk** • 3rd+  
Senior Research Scientist at Hilmar Cheese Compa...  
1w • Edited • 🌐

As a Ukrainian-born employee at Hilmar Cheese, I would like to express gratitude to the company for stepping in and donating \$10,000 to the Red Cross specifically for Ukraine relief. Thank you for doing that, it is an inspirational example.  
[#helpukraine](#) [#thankyou](#) [#donateforukraine](#)

👍❤️🌐 Rebekah Sweeney and 1,059 others  
19 comments

As the war in Ukraine continues, dairy processors - such as [Arla Foods](#), [Chr. Hansen](#), and Hilmar Cheese (pictured here) - are taking action to show compassion and support for their Ukrainian employees, both in the U.S. and abroad. WCMA applauds members' efforts to lead with integrity and kindness.

Have an idea to share with your dairy processing industry colleagues in human resources and workforce engagement? WCMA would love to help you amplify it! Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) to be featured.



## Share Job Opportunities on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from dairy manufacturer, processor, marketer, and supplier members. Have an opportunity at your company or cooperative? WCMA members can [post openings](#) on the Jobs Board anytime - it's free and easy!

**POST OPENINGS**

WisCheeseMakers.org

