



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



CheeseCon Advance Registration Ends Monday!

Less than one week remains to register online for [CheeseCon 2023](https://www.cheesecon.org)! Advance registration closes **Monday, March 27**. Don't wait - visit [CheeseCon.org](https://www.cheesecon.org) now to sign up and skip the line at registration.

With 75,000 square feet of tabletop exhibits from trusted industry suppliers, ample networking opportunities with thousands of your peers, educational seminars from the industry's top experts, and energetic celebrations honoring excellence in dairy processing, there's simply no better place than [CheeseCon](https://www.cheesecon.org) to grow and strengthen your business.

REGISTER TODAY

ADVOCACY



Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy Romanski and WCMA Senior Director of Programs & Policy Rebekah Sweeney

WCMA Supports Confirmation of Wisconsin Agency Leaders

Thanks to input and support from WCMA's active Policy Committee, WCMA is pleased to support the confirmation of three key Wisconsin agency leaders who have proven to be valued partners to dairy processors and their suppliers.

Senior Director of Programs & Policy Rebekah Sweeney last week attended hearings to urge state lawmakers to advance the confirmation of Secretaries-designee Randy Romanski of the Wisconsin Department of Agriculture, Trade and Consumer Protection; Adam Payne of the Department of Natural Resources; and Craig Thompson of the Department of Transportation. The testimony follows WCMA's letters of support for [Romanski](#), [Payne](#), and [Thompson](#), sent to senators in recent weeks.

To get involved in WCMA's advocacy efforts, please contact [Rebekah Sweeney](#).



POLICY
COMMITTEE

Join CME Reform Working Group Meeting

Register now to join a [virtual meeting](#) of WCMA's Policy Committee - Chicago Mercantile Exchange (CME) Working Group next 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.

Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions about this meeting.

JOIN MEETING



Make Allowance Survey Closes April 14

The WCMA 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

Participate in Wisconsin Budget Hearings

All interested WCMA members operating in Wisconsin are encouraged to [share their thoughts on the 2023-2025 biennial state budget online or in-person](#) at one of four listening sessions scheduled in April. The legislature's Joint Finance Committee will hold the hearings at locations around the state:

- April 5 - [Waukesha County Expo Center, Waukesha](#)
- April 11 - [University of Wisconsin - Eau Claire Davies Student Center, Eau Claire](#)
- April 12 - [Glacier Canyon Conference Center at the Wilderness Resort,](#)

Wisconsin Dells

- April 26 - [Lakeland Union High School Theatre, Minocqua](#)

WCMA's [robust legislative advocacy platform](#) for the biennium includes budget items such as increased investment in state programs to boost dairy exports and spur dairy business development, continued expansion of high-speed broadband internet access and other key workforce supports.



Tech Committee Tackles Environmental Topics



Nearly 80 WCMA members, Wisconsin Department of Natural Resources staff and members of Midwest Food Products Association gathered online and in-person March 16 in Sun Prairie for the 10th Annual Food & Dairy & DNR Hybrid Information Meeting. These WCMA Technology Committee joint meetings are open to all WCMA members.

Seven Wisconsin DNR staff members, one Wisconsin DATCP staff member and industry experts from Probst Group, Michael Best Attorneys, Applied Science and RES provided key updates on the phosphorus multi-discharger variance in Wisconsin, PFAS regulation, new nitrogen limits for land treatment systems, WET test issues, reconfiguring wastewater as fertilizer, and the coming water quality trading clearinghouse in Wisconsin.

Almost a decade in the making, the proposed nitrogen limits for land treatment systems are now in a [draft guidance document](#) open for public comment. Your comments must be submitted by April 13, 2023 to [Wisconsin DNR's Tim Ryan](#). WCMA will also file comments on this proposed guidance document.

Land O' Lakes' Beth Ford Named to President's Export Council



Congratulations and kudos to Beth Ford, CEO of WCMA member Land O'Lakes, who was [recently appointed as a member of the President's Export Council](#).

In a [social media post](#) following the announcement, Ford noted, "Trade is foundational for global food security and profitability of the American farmer. I look forward to continuing to make sure that the voice of food and agriculture is represented."

The President's Export Council advises the President of government policies and programs that affect U.S. trade performance; promotes export expansion; and provides a forum for discussing and resolving trade-related problems among the business, industrial, agricultural, labor, and government sectors.

USDA Seeks Cheddar Bids

The U.S. Department of Agriculture (USDA) has issued a [solicitation for bids on cheddar cheese](#), with products to be used in federal food distribution programs. Bids are due March 24 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

IN MEMORIAM

David and Jan Metzig



WCMA mourns with the family and friends of David and Jan Metzig, who [passed away](#) on March 18 at the ages of 72 and 71.

After their marriage in 1973, the couple moved to Zittau, Wisconsin in 1980 to become the third generation of Metzigs to own and operate the Union Star Cheese Factory. They raised their five sons in their home above the factory and held their Union Star employees, customers and farmers close to their hearts.

David and Jan were widely-known and deeply respected members of Wisconsin's dairy community. Their tireless work and skills and their dedication to craftsmanship will always be remembered by their colleagues, family, friends, and neighbors.

Wisconsin


- *Wisconsin State Farmer*: [Cheese market activity bolsters higher Class III milk prices](#)
- *Dairy Processing*: [Built on innovation: Sargento keeps moving forward](#) (Featuring WCMA member Sargento Foods)
- *KSTP-TV*: [Twin Cities Live learns the process behind Ellsworth cheese curds](#) (Featuring WCMA member Ellsworth Cooperative Creamery)

National/International

- *The Hill*: [Five fights brewing in the crucial \\$1.4 trillion farm bill](#)
- *Dairy Foods*: [Lipari Foods acquires Swiss-American](#)
- *KOMO Radio*: [Severe weather in California could impact dairy prices](#)
- *KLIX Radio*: [New dairy processing facility begins construction in southern Idaho](#)
- *Tulahoma News*: [MDS Foods breaks ground on expansion](#)
- *The Hagstrom Report*: [Biden proclaims today National Ag Day](#)

MEMBERSHIP

2023 WCMA Member Directory Now Available



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WCMA 2023 MEMBER DIRECTORY

Hot off the presses: the [2023 WCMA Member Directory](#) is now available! This useful publication offers a deep dive into WCMA's membership from coast to coast, complete with names and contact information. You'll also find a helpful overview of our services, a calendar of upcoming WCMA events, and a list of the free member committees and groups you can join to plug in with your colleagues and the WCMA team.

Visit [WisCheeseMakers.org](https://www.WisCheeseMakers.org) today and log in or [create an account](#) to download a PDF of this useful publication or [view the searchable digital version](#).

Watch your mailbox for a full-color print version in the coming weeks, provided to each member company or cooperative at no charge. To order additional copies at just \$25 each, please contact [WCMA Member Engagement Manager Sara Schmidt](#).

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member **Kurz Industrial** offers AC/DC motors, repair services, industrial controls, and mechanical power transmission products.

Hidalgo Global, LLC

New WCMA supplier member **Hidalgo Global, LLC** is a consultancy and export management organization leveraging experience, expertise and a global network to provide customized services.



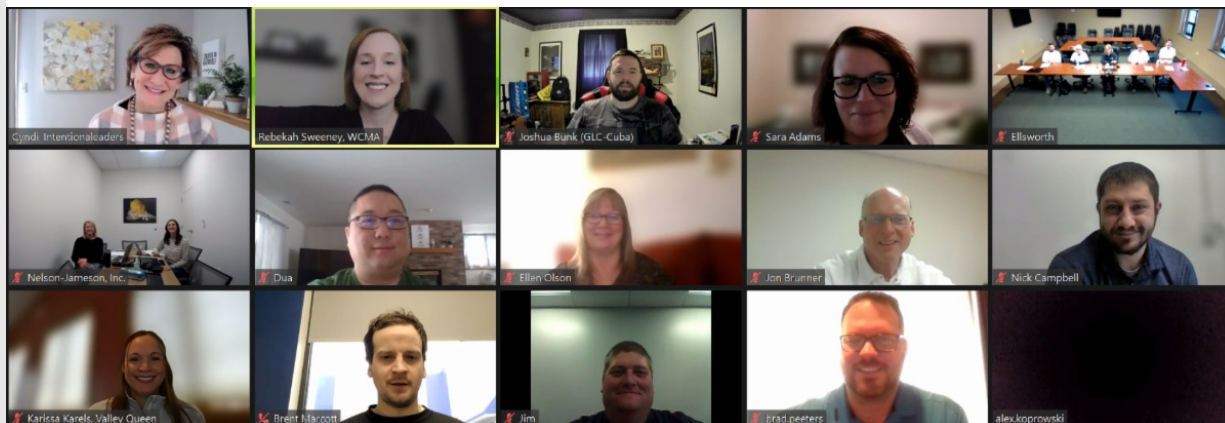
New WCMA supplier member **Evolve Management Solutions Inc.** is a database developer and creator of Farmers' Pay Day, a program for tracking weights and tests from dairy producers, processing payment, and generating industry standard reporting.



New WCMA supplier member **Iowa Area Development Group** provides available site and building identification, financial incentive packaging, marketing, community resource assessment and other business services.

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

EDUCATION



Invest in Valued Staff with WCMA Next Step

Leadership Training

Register now for the next installment of WCMA's engaging [Next Step Leadership Training](#)! Each year, this concise program offers established industry leaders an opportunity to reconnect with their peers and to refresh and remind themselves of the essentials, while providing a deeper dive on a key topic.

Set for May 30, our one-day virtual session will focus on diversity and inclusion strategies to build and strengthen teams. Session objectives include:

- Exploring the complexity of diversity and inclusion changes
- Understanding how our mind affects our actions
- Defining best practices for leveraging diversity and fostering an inclusive workplace.
- Learning about psychological safety and its importance to diversity and inclusion, and innovation

At just \$135 per person, Next Step Leadership is a low-cost, highly effective way to engage your team members in practical, productive conversations about important topics.

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

SIGN UP TODAY



WCMA Webinar

Retail Demos: Put Your Best Product Forward

Save the Date for WCMA Member Webinar Focused on Retail Demos

Mark your calendar and register now for [WCMA's next free, members-only webinar](#) on Tuesday, April 18 at 1:00 p.m. (CT) offering strategies to put your best product forward at retail. Learn the importance of a great retail demo and gain top tips on showcasing your products from the experts at Dairy Farmers of Wisconsin and fellow WCMA members. Speakers will be announced soon.

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 Monday, April 17 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.

Have ideas or suggestions for future webinars? Please contact [Grace Atherton](#).

RSVP TODAY



Member Employees Learn Performance-Boosting Leadership Skills

WCMA applauds the participants of today's installment of Front-Line Leadership - Part B, who gathered virtually to evaluate their skills and grow as leaders. These engaged member employees hail from Ellsworth Cooperative Creamery, Great Lakes Cheese, Koss Industrial, Masters Gallery Foods, Nelson-Jameson, Pine River Pre-Pack, Sartori Company, Schuman Cheese, V&V Supremo Foods, and Winona Foods. Kudos to their employers for encouraging their growth!

Registration is now open for the fall offerings of this popular training series. The three sections of Front-Line Leadership are offered a la carte and may be taken in any order. Each course costs just \$135 per person for virtual sessions and \$159 for in-person. Have questions? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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 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



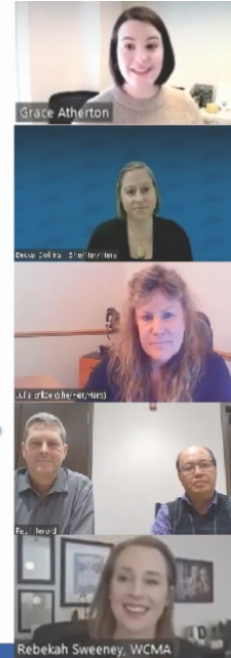
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Resources for Effective Recruitment

March 14, 2023



Watch WCMA Recruitment Webinar Online Now

Many thanks to all who joined WCMA's March webinar, sharing resources for effective recruitment. A recording of this webinar is [now available online](#). Key contacts and resources that were mentioned during the webinar include:

- Finding Your Workforce Development Board:
 - Wisconsin:
 - [Wisconsin Workforce Development Association](#)
 - [State of Wisconsin Department of Workforce Development](#)
 - Nationwide:
 - [CareerOneStop Workforce Development Board Finder](#)
 - Contact Becca Collins (contact information below)
- [Navigating Community Resources - Wisconsin Links A-Z](#) (click to download)
- [The Federal Fidelity Bonding Program](#) (click to download)
- [WCMA Job Fair at CheeseCon 2023](#) (two spaces left!)
- [WCMA Jobs Board](#)
- [Free Dairy Processing Recruitment Video](#)
- [WCMA Internship Exchange](#)
- Webinar Presenters:
 - [Becca Collins](#), Programs Manager, Workforce Development Board of South Central Wisconsin, (608) 249-9001
 - [Julie Enloe](#), One-Stop Operator, Employment and Training Association
 - [Paul Herold](#), Wausau Plant Manager, Great Lakes Cheese
 - [Chang Yang](#), Communication Specialist, Great Lakes Cheese
 - [Rebekah Sweeney](#), Senior Director of Programs & Policy, Wisconsin Cheese Makers Association, (608) 673-5538

Have questions or ideas for future webinars? Please contact [WCMA Communications Director Grace Atherton](#).

[VIEW WEBINAR](#)



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JOBS BOARD



View, Share Career Opportunities on Free WCMA Jobs Board

Need support in your search for top candidates for your open positions? Visit WCMA's free [online jobs board](#) to post up to 10 career opportunities per company or cooperative, per month - free! This week features postings from WCMA members Foremost Farms USA, Land O'Lakes, Masters Gallery Foods, Milk Specialties Global, Mohawk Technology, and Wapsie Valley Creamery.

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

GRANTS

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](#)



DBIA Accepting Grant Applications Until April 13

Dairy businesses in 11 Midwestern states can apply now through Thursday, April 13 at 5:00 p.m. (CT) for a new round of [Dairy Business Builder grants](#) from the Dairy Business Innovation Alliance (DBIA). The funding is administered by the Center for Dairy Research and WCMA and 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 Landmark Creamery about how DBIA grant funds helped take their business to the next level!

[APPLY TODAY](#)

WisCheeseMakers.org
(608) 286-1001



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

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