



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

CHEESE EXPO

Global Technology for Dairy Processors

April 12-14, 2022 Milwaukee, Wisconsin

www.CheeseExpo.org

**USDEC CEO to Share U.S. Dairy Export Goals as
CheeseExpo Keynote Speaker**



Join America's dairy export leader, Krysta Harden, President and CEO of U.S. Dairy Export Council, as she delivers **CheeseExpo's** Keynote Address Wednesday, April 13 at 11:15 a.m. After leading top CEOs through the Opening Keynote panel discussion, Harden will share a vision of America's opportunity to lead the world in dairy exports from a nation that the world admires as the leader in sustainable agriculture. Exports are the U.S. dairy industry's present and future, and a clear vision of how the United States can stand above its peers could unite our manufacturers and marketers around common goals and outcomes.

VIEW DETAILS

**Learn, Grow, and Connect with CheeseExpo
Seminars and Exhibits**

Build your knowledge - and your business - with CheeseExpo's world-class educational seminars and sold-out exhibit floor. Following special morning events on Wednesday and Thursday, hit the ground running with renowned industry experts covering the



latest dairy research, cutting-edge cheese technology, creative workforce strategies, and more. Then, spend your afternoons exploring **more than 600 booths** on our expansive show floor. You won't want to miss this chance to connect with over 300 trusted dairy industry suppliers!

PLAN YOUR VISIT

Celebrate Industry Excellence with Friends and Peers at CheeseExpo Special Events



Come together with longtime friends and new colleagues at **CheeseExpo's** special events to honor great achievements in dairy processing. From Wednesday's Chr. Hansen Reception & Championship Cheese Auction to the WCMA Recognition Breakfast to the World Champion Awards Banquet, you'll find ample opportunities to reconnect, foster new connections, and celebrate the outstanding contributions of industry leaders.

FIND INSPIRATION

Online Registration Ends April 4

Plan ahead and **register online today** for **CheeseExpo 2022!** Advance online registration ends next Monday, April 4. After that date, all attendees must register in-person at the Wisconsin Center in Milwaukee. CheeseExpo's registration booth will be open Tuesday, April 12 from 12:00-7:00 p.m.; Wednesday, April 13 from 7:00 a.m.-6:00 p.m.; and Thursday, April 14 from 7:00 a.m.-6:00 p.m. Save yourself valuable time and register online now through April 4!

REGISTER NOW

ADVOCACY

\$5.8 Trillion Federal Budget Includes USDA Boost & DBII Funding

The **\$5.8 trillion budget plan** released by the White House on Monday includes more than \$28 billion in discretionary funding for the U.S. Department of Agriculture (USDA), a 17 percent increase from the 2021 enacted level.

It also proposes a prescriptive increased amount of \$111 billion for the Supplemental

Nutrition Assistance Program (SNAP) and maintains funding for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) at \$6 billion. The Biden budget also proposes funding of \$22 million in 2023 for Dairy Business Innovation Initiatives, including the Dairy Business Innovation Alliance run by WCMA and the Center for Dairy Research, which provides direct-to-business grants and technical assistance to dairy farmers and processors. In [a statement](#), USDA Secretary Tom Vilsack also touted additional investments in broadband deployment to support rural communities.

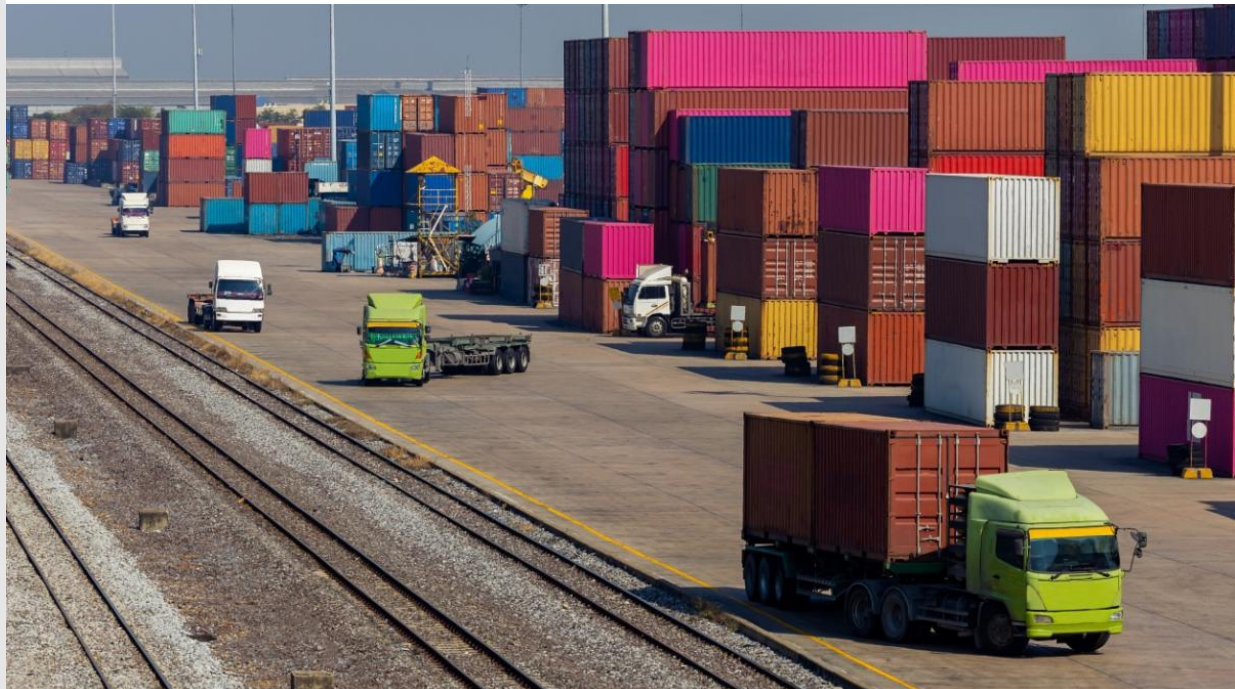
While the 2023 fiscal year begins October 1, 2022, the President's proposal marks the beginning of what is sure to be a [lengthy budget-writing process](#) for Congress. WCMA will keep members informed of relevant developments.

ARPA-Funded Hunger Relief Effort Engages WCMA Members



New hunger relief efforts, funded via an American Rescue Plan Act (ARPA) infrastructure grant, are ensuring fresh dairy products reach more Wisconsinites facing food insecurity. Milwaukee-based Hunger Task Force this week launched distribution of its “Badger Boxes,” which include cheddar cheese from Brunkow Cheese, Swiss cheese from Chalet Cheese Cooperative, and butter and cottage cheese from Westby Cooperative Creamery. Similar Badger Boxes will be distributed statewide through December 2022.

WCMA applauds members working with Hunger Task Force, as well as the organization's focus on purchasing locally made products. Please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#) if your company or cooperative would like more information on this effort and how to engage.



Shipping Reforms Legislation Advances in Senate Committee

Last week, the U.S. Senate Commerce Committee approved the [Ocean Shipping Reform Act](#), a bill cosponsored by Sen. Amy Klobuchar (D-MN) and Sen. John Thune (R-SD) that is designed to relieve port bottlenecks and rising shipping costs for exporters. While this vote marked the first advance for the legislation in that chamber, the U.S. House of Representatives first passed a version of the bill in December and then again in February as part of the [America COMPETES Act](#). Both versions would create a “shipping exchange registry” requiring ocean carrier to register before shipping goods, connecting shippers to carriers and providing information on freight capacity prior to the signing of a contract. They would also require carriers to include with each detention or demurrage fee an explanation for the reasoning behind the charge, with carriers subject to fees should the Federal Maritime Commission (FMC) find a charge to be false or inaccurate.

However, there are significant differences between the two bills as well, with the [House version](#) explicitly banning ocean carriers from denying American goods on vessels and the Senate version alternatively assigning a commission to define “unreasonable refusal to deal or negotiate with respect to vessel space.” The House bill would also require carriers to adhere to minimum service standards, allow third-party intervention in civil actions alleging carrier misconduct and expressly prohibiting carriers from failing to furnish needed containers or facilities, while the Senate version is silent on those points.

Bill authors in both chambers indicate they are willing to negotiate, and have expressed confidence in a version of the legislation passing during this session. WCMA will keep members apprised of significant developments.

INDUSTRY UPDATES



DBIA Grant Applications Due Thursday

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 Thursday, 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

Apply by Friday for Wisconsin 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](#).



FDA Pauses Certain Yogurt Rule Provisions

In response to industry objections to the federal yogurt standards of identity final rule published in June 2021, the U.S. Food and Drug Administration (FDA) will stay certain provisions of the rule, [officials said last Tuesday](#). The stayed provisions include:

- The requirement that yogurt, before the addition of bulky flavoring ingredients, has either a titratable acidity of not less than 0.7 percent, expressed as lactic acid, or a pH of 4.6 or lower;
- The requirement that yogurt, before the addition of bulky flavoring ingredients, contains not less than 3.25 percent milkfat;
- The prohibition on adding pasteurized cream after culturing;
- The exclusion of ultrafiltered milk from the basic dairy ingredients listed in the final rule;
- The limitation on the use of sweeteners to nutritive carbohydrate sweeteners; and
- The requirement that vitamin D, if added, must be present in such quantity that the food contains not less than 25 percent daily value per reference amount customarily consumed, within limits of current good manufacturing practices.

Staying these portions of the 2021 final rule means that the corresponding provisions of the 1981 final rule will remain in effect.

Meet Global Buyers at U.S. Spring Food Shows



Wisconsin-based dairy processors and manufacturers can sign up today to meet international buyers at Food Export Midwest's buyers missions to U.S. food shows this spring! Attendees will meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings.

Utilizing funds from the [Wisconsin Initiative for Agricultural Exports](#), the Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP) will reimburse companies that register for the Food Export Buyers Missions at the following shows:

[Food Service Buyers Mission at the National Restaurant Show](#)

May 23-25, 2022 in Chicago, IL

Meet buyers from Brazil, Canada, Chile (2), Colombia, Guatemala, Honduras, Japan, Philippines (2), Singapore, South Korea, Trinidad and Tobago, United Arab Emirates, and Vietnam.

[Sweets and Snacks Buyers Mission at Sweets and Snacks Expo](#)

May 23-25, 2022 in Chicago, IL

Meet buyers from Australia (2), Canada, Chile, Colombia, Dominican Republic (2), El Salvador, Germany, Guatemala, Mexico, Peru. Philippines, Singapore, South Korea, Trinidad and Tobago, and Vietnam.

[Dairy, Deli and Bakery Buyers Mission to the IDDBA \(International Dairy, Deli and Bakery Association\) Show](#)

June 5-6, 2022 in Atlanta, GA

Meet buyers from Australia, Canada, Colombia, Dominican Republic, Honduras, Japan, Mexico, Singapore, South Korea, and Trinidad and Tobago.

Questions may be directed to [WDATCP staff](#).

USDA Revises Master Solicitation for Domestic Commodity Procurement

The U.S. Department of Agriculture (USDA) reminds those participating in its Domestic Commodity Procurement Program on or after March 1, 2022 to use the recently revised [Master Solicitation for Commodity Procurement](#) (MSCP-D). A list of changes can be found on pages 2-3 of the new document.

[VIEW REVISED MSCP-D](#)

USDA Issues Updated Packaged Butter CRD

The U.S. Department of Agriculture (USDA) has revised its Packaged Butter Commodity Requirements Document (CRD) to include new production and delivery requirements. Questions and comments can be directed to [USDA staff](#).

[DOWNLOAD UPDATED CRD](#)

Share Feedback on USDA Foods Program

Participants in the U.S. Department of Agriculture (USDA) Foods program are [invited to submit feedback](#) by April 11, 2022 on the program's specifications, shipping requirements, and distribution practices. Input will be used to help identify and updated practices that may inhibit vendor participation in the program. Comments should be submitted [via email to USDA staff](#).

IN THE NEWS

Wisconsin

- *Dairy Foods:* [Widmer's Cheese Cellars is steeped in tradition](#) (Featuring WCMA member Widmer's Cheese Cellars)
- *DrydenWire:* [PSC expected to award \\$100 million for broadband expansion by](#)

summer 2022

- *Dairy Reporter*: [Dairy export bill signed at Wisconsin cheese company](#) (Featuring WCMA member Sartori Company)
- *Milwaukee Journal Sentinel*: [Hidden Springs Creamery, Westby, sheep cheese is among world's best](#)
- *ABC News*: [America Strong: Cheese shop owners send help to Ukraine](#)
- *Milwaukee Magazine*: [The Big Cheese Bracket: We now know who has the best cheese in Wisconsin](#) (Featuring WCMA members Carr Valley Cheese, Door Artisan Cheese Company, Hook's Cheese, LaClare Family Creamery, Marieke Gouda, Renard's Cheese, Roelli Cheese, Emmi Roth USA, Sartori Company, Schuman Cheese - Lake Country Dairy, Uplands Cheese, and Widmer's Cheese Cellars)

National/International

- *Dairy Reporter*: [DFA issues 2021 financial results](#) (Featuring WCMA member Dairy Farmers of America, Inc.)
- *RFD-TV*: [Ag manufacturing leaders explain how worker shortages are affecting them](#) (Featuring WCMA member Prairie Farms Dairy, Inc.)
- *Dairy Herd Management*: [Russia's invasion of Ukraine to have far-reaching impacts on dairy](#)
- *CNN Business*: [Alcohol made from cheese waste could help fix dairy's whey problem](#)
- *The Daily Yonder*: [Rural population bounces back in 2021](#)
- *Next City*: [Philadelphia students learn the business of cheesemaking](#)

EDUCATION



WCMA Webinar

Grants for Growth: How to Find and Apply for Federal and State Funding

Save the Date for WCMA April Webinar Focused on Maximizing Grant Opportunities

Mark your calendar for WCMA's [next free, member-only webinar](#)! Join us Tuesday, April 19 at 1:00 p.m. (CT) for practical tips on finding and applying for federal and state grant funding. Additional details will be shared in the coming weeks.

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 an idea for a future webinar topic? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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:

- 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 \(PCQI\) 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

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 **John Machkovech, Maintenance Manager at Specialty Cheese Company**. According to John, "The Leadership courses sponsored by

WCMA have helped my maintenance department learn to grow and thrive as a team. The curriculum is tailored to our industry, which is an absolute plus. Thank you WCMA!”

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 dairy processor member [United Dairymen of Arizona](#) is a milk marketing cooperative producing high, medium, and low heat nonfat dry milk; MPC; cream; butter; skim milk; condensed skim milk; and lactose powder.

Dairy Industry Suppliers



New WCMA supplier member [Cambridge Consulting](#) is a search firm specializing in commercial, technical and operational roles within the personal care, food, agriculture, chemical, biotechnology and pharma/nutraceutical markets.



New WCMA supplier member [Engilico](#) provides seal inspection technologies to inspect, optimize, and monitor the sealing of flexible and rigid packaging.



New WCMA supplier member [EnSight](#) specializes in custom manufacturing, automation, and robotics integration.

Homestead Cheese Processors, LLC

New WCMA supplier member Homestead Cheese Processors, LLC is a cheese cleaning company based in Sheboygan Falls, Wisconsin.



New WCMA supplier member [Lincoln International](#) is a global M&A investment banking advisory firm.



New WCMA supplier member [ProSpection Solutions LLC](#) offers product and packaging inspection solutions to the food and medical industries.

WORKFORCE

'Women in Blue' Drives Change and Adds Inclusivity



Image courtesy of DeLaval and Dairy Herd Management

Workforce Strategies Spotlight: DeLaval "Women in Blue" Group Encourages Inclusivity

Since its inception in 2016, WCMA member DeLaval's "Women in Blue" employee resource group has [driven positive changes](#) to increase opportunity for female employees. From expanded parental leave policies to flexible work environments to unconscious bias trainings, the group has championed a number of internal efforts to attract, develop, and retain strong female talent in the company.

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.



View, Share Career Opportunities on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from WCMA members Baker Cheese, Inc. and Complete Filtration Resources, Inc. 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

