



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## WCMA SIGNATURE EVENTS



## Kudos to WCMA Members on Success at World Championship Cheese Contest

Congratulations to all WCMA members who achieved success in their classes at the [2022 World Championship Cheese Contest](#)! WCMA is honored to support you as you improve your products, grow your businesses, and gain international recognition for your efforts.

The following members achieved Best of Class results at this year's competition: Agropur, Arla Foods, Associated Milk Producers, Inc., BelGioioso Cheese, Cabot Creamery Cooperative, Cedar Grove Cheese, Chalet Cheese Co-op, Crave Brothers Farmstead Cheese, Dairy Farmers of America, Decatur Dairy, Ellsworth Cooperative Creamery, Emmi Roth, Foremost Farms USA, Klondike Cheese Company, Lactalis American Group, Marieke Gouda, Meister Cheese Company, Narragansett Creamery, Pine River Pre-Pack, Prairie Farms Dairy, Renard's Rosewood Dairy, Roelli Cheese, Saputo Cheese, Sartori Cheese, Schuman Cheese-Lake Country Dairy, The Farm at Doe Run, V&V Supremo Foods, Valley Queen Cheese, and Westby Cooperative Creamery.

Also medaling at the World Championship Cheese Contest were Arena Cheese, Burnett Dairy Cooperative, Caputo Cheese, Carr Valley Cheese, Central Coast Creamery, Door Artisan Cheese Company, Edelweiss Creamery, Fair Oaks Farms, Gilman Cheese, Great Lakes Cheese Company, Guggisberg Cheese, Henning's Cheese, Hoard's Dairyman

Farm Creamery, Hook's Cheese Company, LaClare Creamery, Maple Leaf Cheesemakers, Mullins Whey, Pearl Valley Cheese, Pine River Dairy, Savencia Cheese USA, and Zimmerman Cheese.

Complete Contest results are [available online](#). Be sure to follow WCMA's [Facebook](#), [Twitter](#), and [LinkedIn](#) pages in the coming weeks as we highlight members' Contest achievements!



WCMA sincerely thanks all 53 Contest judges and 100+ "B-Team" volunteers.

**Special congratulations** go to judge Enda Howley, recipient of the Aschebrock Award, and volunteer George Stettler, recipient of the Eggebrecht Award, for their outstanding contributions to the Contest. WCMA deeply appreciates all that you do!



## Expert Seminar Topics Now Detailed at [CheeseExpo.org](http://CheeseExpo.org)

CheeseExpo 2022 is your all-access pass to hundreds of dairy industry supplier exhibits, exciting networking events, and thought-provoking seminars. This year's educational offerings - newly updated at [CheeseExpo.org](http://CheeseExpo.org) - include breakout sessions from WCMA, the Center for Dairy Research, Dairy Farmers of Wisconsin, U.S. Dairy Export Council, and the Innovation Center for U.S. Dairy. These valued partners will cover the latest updates in cheese research and technology, key food safety practices, useful strategies to build your workforce, and so much more.

Don't miss out on this global gathering of dairy processors and their trusted suppliers. Visit [CheeseExpo.org](http://CheeseExpo.org) now to see a detailed lineup of seminar topics and speakers and to secure your registration!

**REGISTER NOW**

## USDA Directs \$80M to Dairy Business Innovation



WCMA [last week cheered](#) U.S. Department of Agriculture (USDA) Secretary Tom Vilsack's direction of \$80 million in American Rescue Plan funds to the Dairy Business Innovation Initiatives (DBII), championed by U.S. Senator Tammy Baldwin (D-Wisconsin).

Four regional DBII programs, including the [Dairy Business Innovation Alliance \(DBIA\)](#) led by WCMA and the Center for Dairy Research (CDR) at the University of Wisconsin-Madison, will now be eligible to apply for up to \$20 million in 2022. WCMA has consistently advocated for additional monies for DBIA.

Since 2019, the DBIA has served dairy businesses in Illinois, Iowa, Minnesota, South Dakota and Wisconsin, working to increase on-farm diversification, support the creation of new value-added dairy products, including specialty cheeses, and expand dairy export endeavors. Dairy processors in the upper Midwest may [apply now](#) through March 31 for the latest round of DBIA direct-to-business grants, totaling \$1 million.

## Canada Proposes USMCA Quota Fix

U.S. dairy groups have [rejected a proposal](#) by Canadian officials to remedy the country's violation of the U.S.-Mexico-Canada Agreement (USMCA). As the U.S. government considers the proposed fix, representatives from the National Milk Producers Federation, the U.S. Dairy Export Council, and Edge Dairy Farmer Cooperative said Canada's plan will continue to favor its own dairy industry at the expense of U.S. producers and processors.

In January, [WCMA applauded](#) an independent panel's [decision](#) that Canada failed to uphold its obligation under USMCA to fairly administer dairy tariff-rate quotas (TRQs) on imported U.S. dairy products.



## Join March 16 Hybrid Meeting with WCMA Technology Committee, WDNR, and MWFP

[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 (MWFP) on 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 & Nick Huettl, Applied Science
- 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**

## EDUCATION



# WCMA Webinar

## *Training Resources for Dairy Manufacturers and Processors*

### Join WCMA March 15 for Free, Members-Only Webinar Focused on Training Resources

You're invited to [register today](#) for a WCMA webinar next Tuesday March 15, covering the technical trainings available to dairy manufacturers and processors across the country.

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 OF WISCONSIN  
**River Falls**



The webinar will also include a question-and-answer session. Members who wish to submit questions in advance may send them to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by close of business on Monday, March 14.

**RESERVE YOUR SPOT**



## Sign up for WCMA Next Step Leadership Course

Only eight 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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## 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 15: [Buttermaking Fundamentals - Online](#) - Center for Dairy Research
- March 15: [Cheesemaking Fundamentals - On Demand](#) - Center for Dairy Research
- March 22-24: [Cheese Grading - In Person](#) - Center for Dairy Research
- 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
- 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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## INDUSTRY UPDATES

### DBIA Shares Market Intelligence Reports

U.S. dairy businesses can now request access to [two market intelligence reports](#) shared by the Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research.

The first report focuses on export opportunities to markets in Asia and the Middle East, including the prominence of cheese as an ingredient and product labeling. The second examines consumer preferences and tendencies regarding sheep and goat cheeses, as well as opportunities for import displacement in those markets.

**REQUEST ACCESS**

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## Apply by March 31 for DBIA Grants

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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## USDA Awards Cheddar Contracts

WCMA members Associated Milk Producers, Inc.; Great Lakes Cheese; and Winona Foods have been [awarded contracts to supply cheddar cheese](#) for federal food assistance programs, the U.S. Department of Agriculture said last week.

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### IN THE NEWS

#### Wisconsin

- *Hoard's Dairyman*: [Wisconsin upends Texas in new milk growth](#)
- *WLUK-TV*: [Kewaunee cheese company creates fundraiser to aid in Ukraine humanitarian efforts](#)

#### National/International

- *Reuters*: [Food prices jump 20.7 percent year/year to hit record high in Feb.](#)

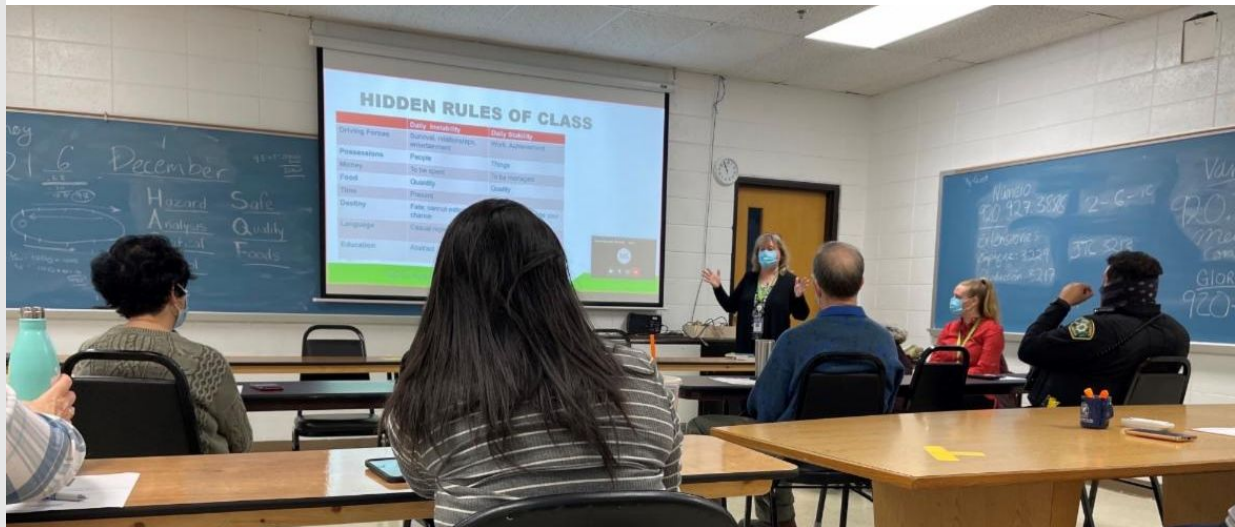
### U.N. agency says

- *Dairy Herd Management*: [Global demand pushes cheese and butter prices to new highs](#)
- *Dairy Reporter*: [What are dairy companies saying – and doing – on the war in Ukraine?](#) (Featuring WCMA members Arla Foods and Tetra Pak)
- *Civil Eats*: [As investors bet on ‘milk without cows,’ questions about transparency loom](#)
- *Minneapolis Star Tribune*: [Profit rose 11 percent at Land O'Lakes as dairy products stayed popular last year](#)
- *Dairy Processing*: [CheeseExpo set to return for first time since 2018](#)

### COVID-19

- *Dairy Industries International*: [Fighting COVID-19 with milk](#)
- *Washington Post*: [Pandemic expansion of school lunch program appears slated to end suddenly](#)

## WORKFORCE



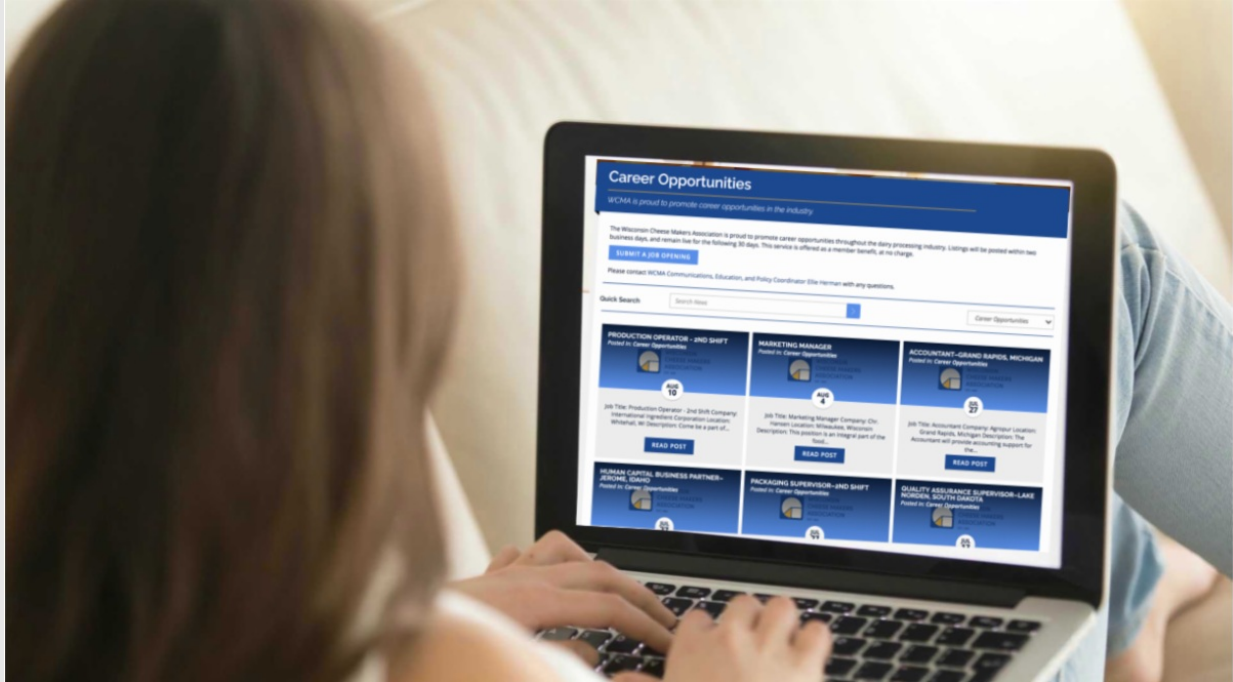
## Workforce Strategies Spotlight: Specialty Cheese Offers Financial Literacy Training

As employers nationwide are challenged to attract and retain a workforce amid the ongoing labor shortage, WCMA is shining a spotlight on member companies with innovative strategies to engage with their employees.

This week, we're offering kudos to Specialty Cheese Company of Reeseville, Wisconsin and its human resources manager Patty Sanchez-Walker for a new partnership with Moraine Park Technical College to offer financial literacy courses for employees. The program began last week with a focus on generational poverty. Sanchez-Walker notes that employees appreciated this free educational resource, and are looking forward to future classes.

Have an idea to share with your dairy processing industry colleagues in human resources and workforce development? 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 members Agropur, Arla Foods, Burnett Dairy Cooperative, Emmi Roth, and Ron's Wisconsin Cheese.

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**

## MEMBERSHIP

### 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 11, 2022. 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. Thank you for throwing your hat in the ring for this opportunity to join the WCMA Board of Directors!

### 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 **Tomas Candelaria, Production Manager at Specialty Cheese Company**, who says, "I would like to thank WCMA for providing the programs that help me learn more about the dairy industry and the importance of safe food products. WCMA has also helped me grow tremendously in my personal life and in my profession of cheesemaking!"

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

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## Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly e-newsletter! WCMA extends this benefit to all member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications.

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