



# 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](http://www.CheeseExpo.org)

## CheeseExpo 2022 Begins Today

**CheeseExpo 2022** kicks off today in Milwaukee, with registration open from 8:00 a.m.-7:00 p.m. on the Third Floor of the Wisconsin Center. Attendees may stop by anytime to pick up a badge and Official Program.

Here's a look at today's special events:

### WCMA Job Fair



Connect with the new and emerging workforce at the WCMA Job Fair, located in the Ballroom Foyer from 3:00-5:00 p.m.

### Tetra Pak Welcome



Start your CheeseExpo experience off right at the Tetra Pak Welcome Reception from 5:00-7:00 p.m. in Room 102.

### Young Professionals



Calling all under-40s: join WCMA's Young Professionals at Drink Wisconsinly Pub from 7:00-9:30 p.m. Ticket required.

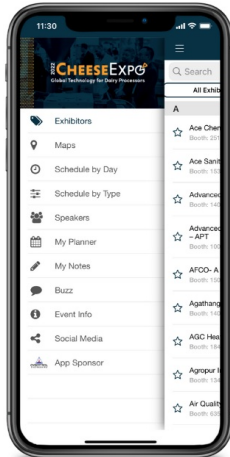
There's so much to do and see at CheeseExpo 2022. Check out the [full week's schedule](#) and make plans now to take advantage of all the education, technology, and networking that North America's largest cheese and whey processing expo has to offer!

## Map Your Exhibit Stops



[CheeseExpo](#) is your chance to connect with hundreds of the world's most trusted dairy industry suppliers.

Check out our [detailed exhibit floor plan](#) as you prepare to explore over 600 booths featuring the latest technology and more.



## Download Free Mobile App

Build your business on-the-go with the CheeseExpo free mobile app, sponsored by Cybertrol Engineering.

The app can be downloaded on the Apple [App Store](#) or [Google Play](#) (search "CheeseExpo").

You'll find all you need to maximize your time, including complete exhibitor information, a map of the exhibit floor, a list of educational seminars, and schedule alerts.

## INDUSTRY UPDATES

# USMCA

UNITED STATES-MEXICO-CANADA AGREEMENT

## Members of Congress Urge Stronger Stance on USMCA Enforcement

As U.S. trade officials consider a Canadian proposal to remedy the country's violation of the U.S.-Mexico-Canada Agreement (USMCA), a bipartisan group of U.S. Representatives, including Rep. Ron Kind (WI-03), is [calling on the Biden](#)

**Administration** to reject Canada's proposed fix and push for deeper reforms. The proposal does nothing to equalize market access for U.S. dairy products in the country and "effectively preserve[s] the status quo," the lawmakers write.

As noted in a [previous WCMA e-newsletter](#), an independent panel affirmed in January that Canada failed to uphold its obligation under USMCA to fairly administer tariff rate quotas (TRQs) on imported American dairy products.

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## Valley Queen Cheese Announces Largest Expansion in Company History



Congratulations to WCMA member Valley Queen Cheese on the [announcement of its \\$195 million expansion](#) in Milbank, South Dakota - the largest in the company's 93-year history.

The project, which is planned to be fully operational by January 2025, will boost cheese production capacity by 125 million pounds and daily milk processing capacity of 3 million pounds. The company expects to hire 140 employees over three years to fully staff the expanded operation.

In addition to increasing capacity in Milbank, Valley Queen plans to establish a distribution center in western Wisconsin, which will allow for more efficiency and flexibility in transportation and logistics.



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## Westby Cooperative Creamery Invests \$1M to Process Acid Whey

Congratulations go to WCMA member Westby Cooperative Creamery, which this week [announced its plans](#) to invest \$1 million in new equipment to process acid whey, a byproduct of cottage cheese, into permeate and protein. The new infrastructure will enable the cooperative to minimize the amount of unprocessed acid whey for disposal. Westby plans to process 6.9 million gallons of whey in 2022.

## Wisconsin

- WMTV-TV: [The \\$10 million plan to turn an old Paoli cheese factory into a tourism hotspot](#)
- Milwaukee Magazine: [A new food 'experience' is coming to Milwaukee this summer](#) (Featuring Dairy Farmers of Wisconsin)

## National/International

- Wall Street Journal: [Add declining immigration to problems weighing on the labor market](#)
- CBS News: [America's labor shortage is actually an immigrant shortage](#)
- MSN: [Agriculture Secretary Tom Vilsack tests positive for COVID-19](#)
- Politico: [The FDA's food failure](#)
- Red River Farm Network: [MN lawmakers press for dairy market access](#)
- Brownfield Ag News: [MMPA chair supports FMMO modernization](#)
- Reuters: [Food prices hit record high in March, U.N. agency says](#)
- New York Times: [Major cheese heist puts Dutch dairy farmers on alert](#)
- Dairy Herd Management: [Dairy producers get mixed market signals](#)
- AgWeb: [Are there enough chemicals and fertilizer to plant this year's crop?](#)
- Progressive Dairy: [Dairy heifer exports slow and headed for challenging year](#)
- Boston Herald: [Milk cartons tainted with sanitizer pulled from Boston schools](#)
- Iowa Farmer Today: [Tax changes hold important decision for Iowa farmers](#)

## EDUCATION



## Front-Line Leadership Participants Learn Team Cultivation Strategies

Many thanks to last week's participants of WCMA's Front-Line Leadership - Part C class for their active engagement as they learned ways to cultivate a successful team. Kudos to their employers for investing in their workforce: Baker Cheese, Burnett Dairy Cooperative, Ellsworth Cooperative Creamery, Emmi Roth USA, Great Lakes Cheese, Schuman Cheese-Imperia Foods, Koss Industrial, and Sartori Company.



# WCMA Webinar

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

### Attend WCMA April Member-Only Webinar for Practical State, Federal Grant Tips

Register now for WCMA's [next free, member-only webinar](#)! Join us next Tuesday, April 19 at 1:00 p.m. (CT) for practical strategies 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](#).

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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 other 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 12-13: [Internal Auditing \(Virtual\)](#) - Mérieux NutriSciences
- May 18: [Cheesemaking Fundamentals - Online, Self-Study](#) - Center for Dairy Research
- June 14-16: [Advanced Buttermaking - In Person](#) - Center for Dairy Research
- June 14-15: [Environmental Monitoring Hands-On Training Workshop \(In Person\)](#) - Mérieux NutriSciences
- June 20-24: [Buttermakers License Apprenticeship - In Person](#) - Center for Dairy Research
- June 21-23: [FSPCA Preventive Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
- 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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**MEMBERSHIP**

# WELCOME



*NEW WCMA MEMBERS!*

## Dairy Industry Suppliers



New WCMA supplier member [Chemco Products Company](#) supplies specialty chemicals to the dairy, food and beverage, and water and wastewater treatment industries.



New WCMA supplier member [D&F Equipment Sales, Inc.](#) is a full-service equipment manufacturer and engineering supplier for the poultry, meat, and prepared food industries.



New WCMA supplier member [Key Resin Company/Flow Resin](#) manufactures Key Resin branded product, KRC Terrazzo, and all Flowcrete products in North and South America. The company offers flooring solutions for the education, food and beverage, health care, and transportation industries.



New WCMA supplier member [Milktronics](#) offers online hygienic turbidity solutions for the food and beverage, pulp and paper, and sugar industries.



New WCMA supplier member [Osgood Industries, LLC - a Syntegon Company](#) is a manufacturer of filling solutions for pre-formed containers (cups, trays, tubs, pails) for the dairy and food industries.



New WCMA supplier member [Sosland Publishing Company](#) is a business-to-business trade publishing company delivering content to the baking, dairy processing, food, meat and poultry, milling, and pet food industries.

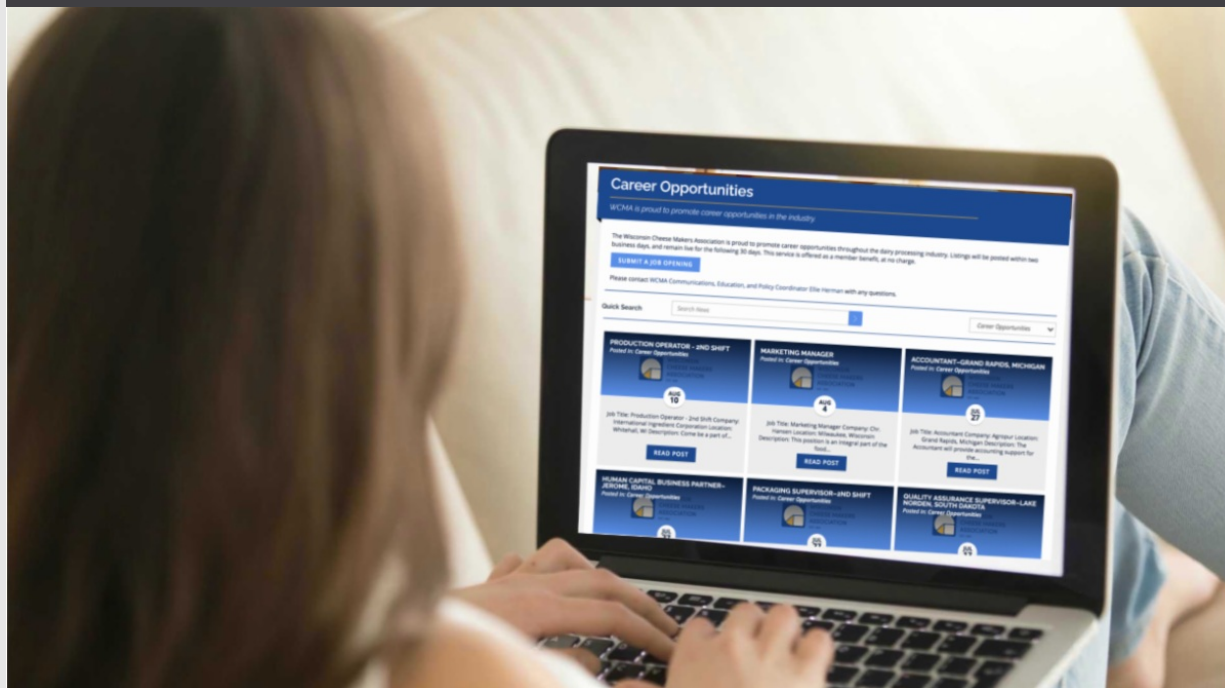


New WCMA supplier member [Swanson & Youngdale](#) is an industrial and commercial painting contractor performing preparation and application of coatings for both interior and exterior work.

New WCMA supplier member [SwipeGuide](#) offers

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

## WORKFORCE



## View, Share Career Opportunities on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from WCMA members Associated Milk Producers, Inc.; Baker Cheese, Inc.; Bunker Hill Cheese Co., Inc.; Complete Filtration Resources, Inc.; Land O'Lakes, Inc.; and Masters Gallery Foods, Inc.

Have an opportunity at your company or cooperative? WCMA members can [post openings](#) on the Jobs Board anytime - it's free and easy!

[SEE ALL OPENINGS](#)