



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA Celebrates Launch of State-of-the-Art CDR Dairy Plant



WCMA was pleased to join the Center for Dairy Research (CDR), industry supporters, and university and state leaders last week in a "cheese-cutting" celebration opening the doors to CDR's new, state-of-the-art facility - a renovation project many years and \$73 million in the making.

Thanks go to WCMA members who contributed generously to the project, both directly and via their membership. Special kudos go to WCMA Executive Director John Umhoefer for his work co-chairing the fundraising committee. WCMA also thanks state leaders for their oversight and approval of public monies to fund this project.

For more on this exciting event and the new facility, see the news coverage below:

- *Wisconsin State Journal*: [New Babcock Hall facilities stand to drive innovation in Wisconsin's dairy industry](#)
- *The Badger Herald*: [Babcock Hall Dairy Plant celebrates new facility renovations](#)
- *Hoard's Dairyman*: [World-class dairy foods facility unveiled](#)
- *WKOW-TV*: [Inside Look: Babcock Hall Dairy Plant renovation and Center for Dairy Research addition](#)
- *The Cap Times*: [Tour the new UW-Madison Babcock Dairy Plant, Center for](#)

Dairy Research

- WISC-TV: [Take a look inside the newly renovated Babcock Hall Dairy Plant](#)

A collection of photos from the grand opening celebration is [available here](#).



WCMA Members Host Lawmakers, Advocate for Federal Policy Priorities

WCMA members are advocating for [industry priorities](#) as they host federal lawmakers.



On Thursday, April 13, Marieke Gouda hosted U.S. Senator Tammy Baldwin at its Thorp, Wisconsin manufacturing facility and retail store. As a recipient of Dairy Business Innovation Initiative grant monies, Marieke Gouda staff detailed the impact of targeted, small dollar investments in dairy processing operations. WCMA is advocating for \$36 million per year in the 2023 Farm Bill for DBII centers, including the [Dairy Business Innovation Alliance](#), which WCMA runs in partnership with the Center for Dairy Research.

Organic Valley welcomed U.S. Representative Derrick Van Orden to its La Farge, Wisconsin headquarters on Thursday, April 13. Van Orden is the lead author of the [DAIRY PRIDE Act](#) in the House, a bill that Baldwin champions in the Senate, to compel the U.S. Food and Drug Administration to enforce existing regulations regarding the mislabeling of non-dairy products as milk or cheese.



Interested in hosting a state or federal lawmaker, to advocate for dairy processing

WCMA Comments on WDNR Guidance for Nitrogen Loading

WCMA filed comments Thursday, April 13 with the Wisconsin Department of Natural Resources (WDNR), seeking improvements in the agency's draft guidance for nitrogen loading limits for facility wastewater in land treatments systems. [WCMA's comments](#), built with the assistance of Michael Best Attorneys and co-filed with Midwest Food Products Association, make the following key points:

- WDNR should reassess how it is using data from the University of Wisconsin field study on denitrification in spray fields and ridge-and-furrow systems. The research study had inherent flaws and was not intended to produce exact regulatory values for nitrogen loading.
- When facilities seek exemptions to WDNR's proposed limits, allow petitioners to offer more than five years of historical loading data. And provide a timeline for the review process for exemption requests.
- Clarify that isolated, historic exceedances of PALs (preventative action limits) will not form a basis to deny a nitrogen limit exemption. And remove a requirement that permittees evaluate alternatives and demonstrate "need" in order to seek an exemption.

The [10-page comments document](#) from WCMA explains these and other concerns in detail. WDNR will review comments and issue a final guidance document in the coming weeks.

Make Allowance Survey Deadline Extended

Dairy manufacturers and processors now have through Friday, May 12 to [complete a confidential Cost of Processing survey](#) to inform industry efforts to update make allowances in federal milk marketing orders.

In partnership with the International Dairy Foods Association (IDFA), WCMA has commissioned Dr. Mark Stephenson, former Director of Dairy Policy Analyses at the University of Wisconsin-Madison, to update a 2018 survey he conducted for the U.S. Department of Agriculture (USDA). As part of a [recent petition to update make allowances](#), WCMA is asking that the agency take into account the anonymized data collected in Dr. Stephenson's new survey. Members with questions about the survey may contact [Dr. Stephenson](#).

INDUSTRY UPDATES

FDA Issues Final Order Amending Yogurt Standards of Identity

The U.S. Food and Drug Administration (FDA) last week [issued a final order amending the standards of identity for yogurt](#), amending the acidity requirement to require products to have a pH of 4.6 or lower. The order is effective April 14, 2023, with a compliance date of May 15, 2023.

USDA Seeks Cheddar, Mozzarella 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 May 1 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

USDA has also issued a [solicitation for bids on mozzarella cheese](#). Mozzarella bids are due April 25 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

DFA Secures USDA Fluid Milk Contract

USDA recently awarded [nearly \\$1.2 million in contracts to procure fluid milk](#) from vendors including WCMA member Dairy Farmers of America.

All open USDA dairy product solicitations are [available online](#), along with information about how to [become an approved vendor](#).

IN THE NEWS

Wisconsin

- *Wisconsin State Journal*: [New cheese festival with a cheese ball set for this fall in Madison](#)
- *Sheboygan Press*: [These early Sheboygan County cheesemakers helped propel Wisconsin cheese past New York cheese](#)
- *Yahoo! Finance*: [Wisconsin welcomes new class of Master Cheesemakers](#)

National/International

- *BBC*: [Aldi, Lidl and Asda follow rivals in cutting milk prices](#)
 - *Hoard's Dairyman*: [More than 46 million jobs are tied to food](#)
 - *FERN'S Ag Insider*: [Grocery prices fall for first time since September 2020](#)
 - *The Delmarva Farmer*: [No relief for dairy trucking costs](#)
 - *Marketplace*: [Can "milk core" get Gen Z to drink its liquid dairy?](#)
 - *NBC News*: [Animal-based food makes double greenhouse gas emissions than plant-based, says study](#)
 - *Des Moines Register*: [Bill allowing sale of raw milk passes Iowa Legislature](#)
 - *Outkick*: [Cottage cheese ice cream is all the rage on TikTok](#)
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MEMBERSHIP



[Register for WCMA Annual Meeting](#)

Hear the latest WCMA updates, network with fellow members, and get a preview of the year ahead at [WCMA's 2023 Annual Member Meeting](#), set for Wednesday, May 24 at the Hilton Garden Inn in Sun Prairie, Wisconsin.

Check-in and networking will begin at 11:30 a.m., followed by a catered luncheon at noon. Afterward, members will applaud legislative leaders and hear updates on WCMA's programs and plans for the coming fiscal year. Attendance for this in-person event costs just \$75, including lunch, and all WCMA members are welcome to attend. Speakers and honorees will be announced in the coming weeks. Stay tuned for additional details!

Have questions? Please contact [WCMA Executive Director John Umhoefer](#).

VIEW DETAILS



Show Your Support for WCMA: Sponsor the Annual Meeting!

Sponsorships of \$500 offer the following benefits:

- One free meeting registration;
- Recognition during the WCMA Annual Meeting;
- Your organization's full-color logo on the WCMA Annual Meeting event webpage; and
- Signage with your organization's full-color logo at the WCMA Annual Meeting Logo and recognition in all advanced meeting notices.

Please consider a sponsorship of this event by Friday, May 12.

BECOME A SPONSOR

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member [Best Practices Magazine & Conference](#) is a media company dedicated to publishing educational materials to encourage safety and sustainability best practices with on-site utilities.



New WCMA supplier member **Consolidated Construction Co., Inc.** offers financing assistance, architecture, and construction services to food and dairy processors, cold storage, industrial and commercial customers throughout the Midwest.



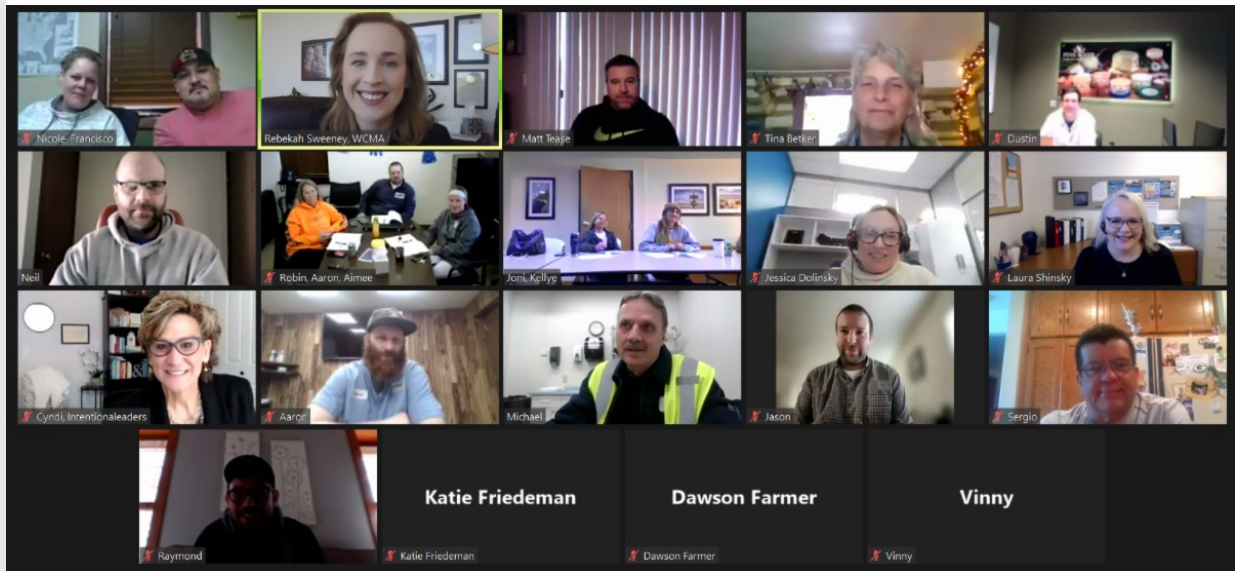
New WCMA supplier member **HCG Associates** offers customized compliance solutions to clients nationwide.



New WCMA supplier member **ND Packaging** is state-of-the-art manufacturer of corrugated packaging.

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

EDUCATION



WCMA Front-Line Leaders Focus on Team Building Strategies

Kudos to the WCMA member employees who today are engaged in Front-Line Leadership Training-Part C, focused on building stronger, more productive teams. These industry leaders, hailing from Associated Milk Producers Inc., Emmi Roth, Koss Industrial, Masters Gallery Foods, Nelson-Jameson, Pine River Pre-Pack, Prairie Farms, Renard's Cheese, Torkelson Cheese, Valley Queen Cheese, V&V Supremo Foods, and Winona Foods, along with their employers are investing in their futures and in the future of the U.S. dairy processing industry. We appreciate their effort! To learn more about WCMA trainings, visit WisCheeseMakers.org or contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

DAIRY FOOD SAFETY ALLIANCE



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891



Learn Timely Updates at Dairy Food Safety Alliance Meeting

Register now to join the [next hybrid meeting of the Dairy Food Safety Alliance](#), set for Tuesday, May 2. Enjoy practical presentations on the latest in food safety regulations and research, as well as a tour of the Wisconsin Department of Agriculture, Trade and Consumer Protection's (WDATCP) Bureau of Laboratory Services.

The [Alliance](#) is a partnership between the Wisconsin Cheese Makers Association (WCMA), the Center for Dairy Research, and Dairy Farmers of Wisconsin. Alliance meetings offer useful updates on timely food safety topics - and opportunities for participants to reconnect with their peers and colleagues.

In-person attendees will gather in Madison at 10 a.m. (CT) for a tour of the Wisconsin Department of Agriculture, Trade and Consumer Protection's (WDATCP) Bureau of Laboratory Services, limited to the first 20 registrants. **Just one space remains available on the tour**, so don't delay!

After a networking lunch, all attendees will enjoy informational presentations from 12:00-3:00 p.m. (CT), including:

- Food Safety Regulatory Updates: Laura Traas, WDATCP
- Bridging the Gap - Effectively Communicating Food Safety Risk: Jen Pino-Gallagher and Ben DuCharme, M3 Insurance
- Peer Perspectives Panel: Corporate Buy-In to Food Safety Culture: Jeff McSherry, Emmi Roth; Jim Natzke, Natzke Consulting; and Jen Pino-Gallagher, M3 Insurance
- Electronic HTST Pilot Program Report: Bob Wills, Cedar Grove Cheese and Rick Jarrell, Watlow
- Other Updates & Current Events: Dairy Farmers of Wisconsin, Center for Dairy Research, and WCMA

Registration costs just \$45 per in-person attendee, and \$30 per virtual attendee. **In-person attendees must register by April 24.**

Have questions about the Dairy Food Safety Alliance? Please contact [WCMA Contest Manager Kirsten Strohmenger](#).

REGISTER TODAY



WCMA Webinar

Cutting-Edge Concepts in Dairy Plant Construction

Save the Date for Free WCMA Webinar Focused on Dairy Plant Construction

Make plans now to attend [WCMA's next free, members-only webinar](#) Tuesday, May 9 at 1:00 p.m. (CT)! Hear from top suppliers in the dairy construction space about cutting-edge concepts in plant construction. 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, May 8 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.

[VIEW DETAILS](#)

WCMA Export Workgroup Meeting
May 23
10:00 a.m.-2:00 p.m. (CT)
Join online or in-person!

 WISCONSIN CHEESE MAKERS ASSOCIATION

REGISTER NOW:
WisCheeseMakers.org

Join WCMA Export Workgroup May 23 for Practical Trade Show Tips

Make plans now to join [WCMA's Export Workgroup in-person or online for its spring meeting](#) focused on building an effective presence at trade shows, set for Tuesday, May 23 from 10:00 a.m.-2:00 p.m. (CT).

Attendees will gain insights on current dairy export projections and learn more about the

elements involved in a successful trade show visit, including: how to select a show, the financial investment involved in attending, what to expect when you arrive, pre- and post-show marketing, effective follow-up, and more. Here's a preview of our expert guest speakers, with more to be announced:

- U.S. Dairy Export Council
- Dairy Farmers of Wisconsin
- Sam Allison, Director of Global Sales, Sartori Cheese
- Ryan Wucherer, Global Director of Sales and Supply Chain, MCT Dairies
- Shirley Acedo; Economic Development Consultant; Wisconsin Department of Agriculture, Trade and Consumer Protection

Presenters will reserve time for Q&A during the meeting. In-person attendees will also enjoy a networking lunch.

WCMA welcomes all dairy manufacturers and processors to take part in this event, regardless of their membership status with the Association. This program is supported in part by a grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Have questions or suggestions? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

REGISTER NOW

Register for WCMA Next Step Leadership

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 Tuesday, 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

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:

- 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
- May 23-24: [Dairy Plant Food Safety Workshop Hosted by Glanbia Nutritionals & Agropur](#) - Innovation Center for U.S. Dairy
- May 24: [Labeling Regulations for Dairy Products Short Course](#) - Dairy Farmers of Wisconsin
- June 6-8: [Buttermaking Comprehensive \(In-Person\)](#) - 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

GRANTS

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Crimson Ridge Dairy

Watertown, WI

DBIA Grant Recipient
2022



DBIA Delivers: Crimson Ridge Dairy

Since the creation of the [Dairy Business Innovation Alliance](#) in the 2018 Farm Bill, WCMA and the Center for Dairy Research have partnered to administer approximately \$7 million in grants to 88 dairy farms and processors. The Alliance now serves an 11-state region including Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

WCMA's newest social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

Next in our weekly #DBIADelivers series is Crimson Ridge Dairy! [Crimson Ridge Dairy](#) produces raw milk soap and lotion utilizing milk from its small dairy farm. The company plans to use its DBIA grant funding to help revise packaging and labeling and expand sales from farmer's markets into retail, consignment and wholesale - resulting in additional diversification and more stable income.

Follow along on WCMA's [Facebook](#), [LinkedIn](#), and [Twitter](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!

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

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