



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

CHEESE EXPO

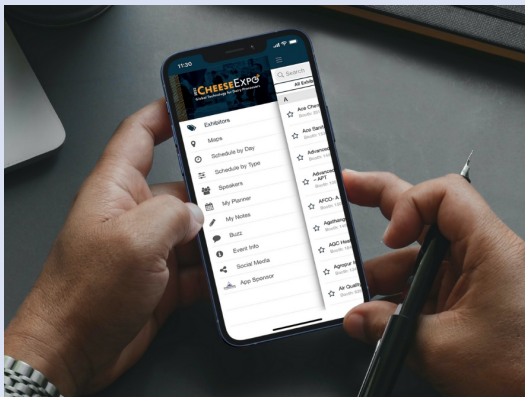
Global Technology for Dairy Processors

April 12-14, 2022 Milwaukee, Wisconsin

www.CheeseExpo.org

Ten Insider Tips for Your Best CheeseExpo Yet

Make plans now to join North America's largest cheese and whey processing expo! Like all great expositions, there's so much to do and see at [CheeseExpo](http://CheeseExpo.org), and so many colleagues to meet and technology to take in. Here's ten tips to do CheeseExpo like a pro:



1. Map Your Must-See Exhibits

Download the 2022 CheeseExpo mobile app at [Apple's App Store](https://www.apple.com/app-store) or [Google Play](https://www.google.com/play), jump into "exhibitors" and tap the stars by the companies you'd like to visit. Then tap "Maps" to see your exhibitors highlighted in orange - like a dairy treasure map!



2. Go Off-Road

The great moments on a [trade show floor](#) include the surprise finds. Select a rear corner of the floor and work an aisle. Stop at the Champion Cheese displays; find the Contest cheese offered for nibbling on the show floor. Commit to meeting ten companies you've never seen before.



3. Check in on the Kids

On **Wednesday**, the Collegiate Dairy Products Evaluation Contest is live, right at CheeseExpo. Students from 11 colleges and universities will be tasting and grading dairy products, striving to win top honors. Stop by Room 103 and see the future of the dairy industry.



4. Under 40? We Have a Must-Visit for You

Tuesday evening, after the Tetra Pak Welcome Reception, industry Young Professionals will gather at Drink Wisconsinly pub on the cool campus of the Milwaukee Buck's Fiserv Forum. Open to all attendees born after April 12, 1982!



5. See an Entire Industry at One Auction

The **Chr. Hansen Reception** Wednesday night is famous for its high-energy vibe. Then it ramps up, with industry bidders competing for world-class cheeses and world class causes. It's a blast!



6. Find a New Favorite Cheese

You will have the opportunity to taste cheese styles you never seen before. Guaranteed. **Cheese displays** each evening are a world tour courtesy of entrants in the World Championship Cheese Contest. Learn by eating.



7. Feel the Pride

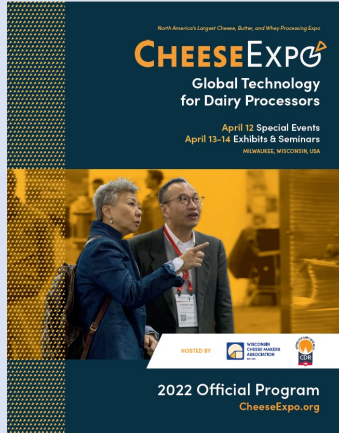
The **WCMA Recognition Breakfast**, hosted Thursday morning by DSM Food Specialties, is open to every attendee. The dairy industry's best are on stage, receiving the recognition they deserve. Attend, celebrate - and strive to be on stage in the future.

8. Learn from the Best

CheeseExpo offers so many



opportunities to learn from national dairy organizations downloading their knowledge. Check out the [seminar schedule](#) and make a plan with your team to catch as many as possible.



9. Snag an Official Program

Go ahead, take one - they're free! The Official Program is your ultimate guide to [CheeseExpo](#), with every contact at every exhibitor and the complete list of World Championship Cheese Contest winners. Add it to your collection.



10. Recharge at the Awards Banquet

Dairy is business, but it's also where art meets science. Watch craftsmen from around the world [accept their awards](#) and experience why dairy is a life-long passion for so many.

[VIEW REGISTRATION DETAILS](#)

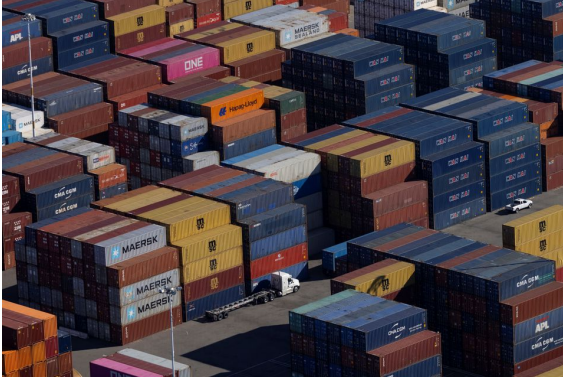
ADVOCACY

WCMA Testifies on Sustainability Initiative



WCMA staff last week spoke before a Wisconsin State Senate Committee on the Wisconsin Agriculture Carbon, Energy, Water Initiative, [providing information](#) on dairy processors' commitment to preserving the state's natural resources. Kudos go to Wade Miller, Vice President of Farm Resources and Sustainability for WCMA member Organic Valley, for his impactful testimony about the cooperative's strategies related to energy efficiency and carbon and nutrient management.

U.S. Senate Passes Shipping Bill



As detailed in [last week's e-newsletter](#), the U.S. Senate has [passed the bipartisan 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. 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](#).

While there are significant differences between the two bills, 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

Access Global Markets at 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](#).

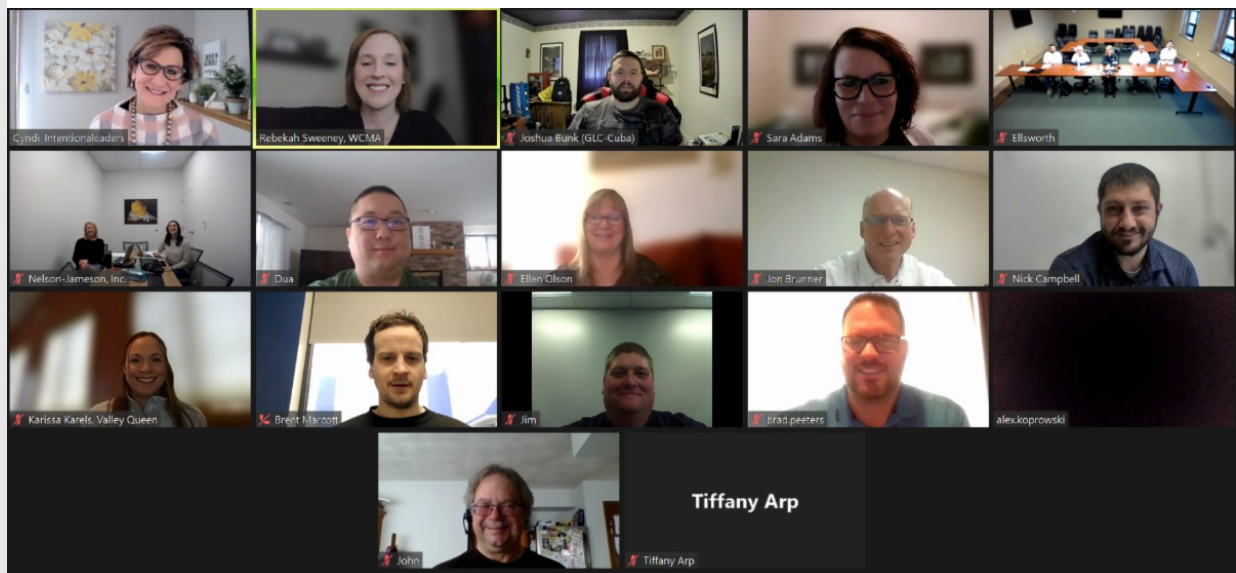
Wisconsin

- *Wisconsin State Farmer*: [Graduating class of master cheesemakers dedicated to their craft](#) (Featuring WCMA members Agropur; Associated Milk Producers, Inc.; Chalet Cheese Cooperative; Decatur Dairy; Sartori Company; and Weyauwega Star Dairy)
- *PBS Wisconsin*: [Wisconsin loses more dairy farms in 2021, with the total down by a third since 2014](#)
- *Mid-West Farm Report*: [Sheep grow Wisconsin's dairy industry](#) (Featuring World Championship Cheese Contest Assistant Chief Judge Mariana Marques de Almeida)
- *Mid-West Farm Report*: [Micro-dairy underway in Paoli](#)
- *Milwaukee Journal Sentinel*: [Charcuterie board, Wisconsin style: Cheese, salami and quality foods](#) (Featuring WCMA members Carr Valley Cheese and Uplands Cheese)

National/International

- *Dairy Star*: [Promoting U.S. dairy products in Dubai](#)
- *NPR*: [Food prices are going up — and at levels Americans haven't seen in decades](#)
- *Hoard's Dairyman*: [For dairy, cybersecurity is vitally important](#)
- *Reuters*: [Cash will now expedite your work permit, in new Biden immigration rule](#)
- *Reuters*: [Danone says "all options on the table" on Russia business](#)

EDUCATION



HR Leaders Share Creative Talent Retention Strategies at WCMA Next Step Leadership

Kudos to WCMA's Next Step Leadership participants, who last week made valuable connections and shared useful talent retention tips. Last week's class included WCMA members Baker Cheese, Cybertrol Engineering, Ellsworth Cooperative Creamery, Emmi Roth, Great Lakes Cheese, Klondike Cheese Company, Koss Industrial, Nelson-Jameson, Sartori Company, Specialty Cheese Company, Valley Queen Cheese, and Westby Cooperative Creamery. Thank you for investing in employee growth and advancement!



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, like last week's Cheese Grading short course at the Center for Dairy Research.

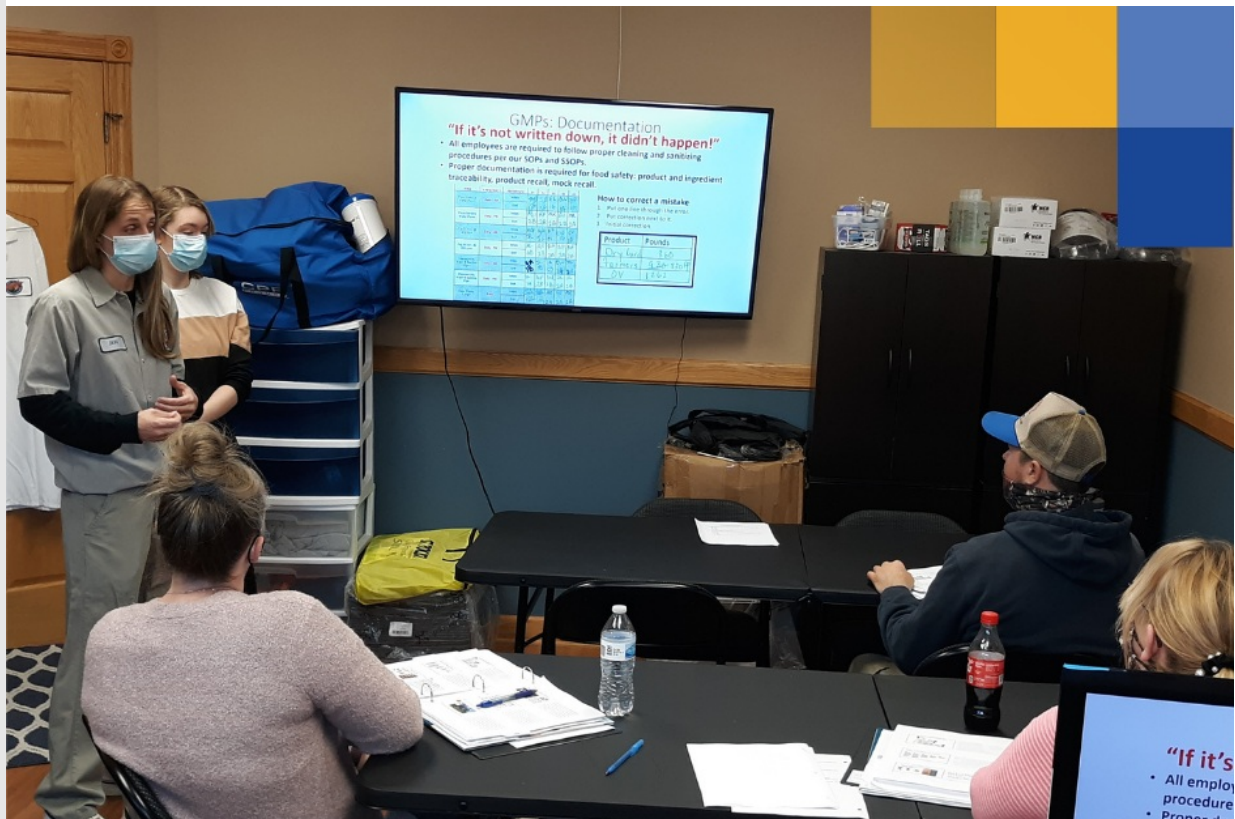
More than 40 industry professionals from across the country joined in this comprehensive training focused on grading principles and practices. Check out CDR's upcoming training calendar **here**.

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 - Mérieux NutriSciences
- June 21-23: **FSPCA Preventive Controls for Human Food (PCQI)**
- 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

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 proud to highlight **Jennifer Engh** (far left), **Employee Training and Scheduling Coordinator at Westby Cooperative Creamery**. Ryan O'Donnell, Westby's Plant Manager, says Jennifer "uses the organizational and communication skills taught through the WCMA leadership classes to continuously improve employee training throughout the year. WCMA's trainings have really contributed to Jen's growth."

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 [Land O'Lakes, Inc.](#) is a Minnesota-based, farmer-owned cooperative producing a wide variety of cheeses, butters, and other dairy products.

Dairy Industry Suppliers



New WCMA supplier member [Astro Pak Corporation](#) offers passivation, precision cleaning, testing, electropolishing and related metal surface treatment technologies.



New WCMA supplier member [EDRIVE Actuators, Inc.](#) manufactures heavy duty actuators for the food & beverage and other industries.



New WCMA supplier member [J.F. Ahern Co.](#) provides HVAC installation and service, plumbing, controls, fire protection systems, and emergency & exit light services.



New WCMA supplier member [Justrite Safety Group](#) is a family of industrial safety companies, with ten different portfolio brands each with a distinct focus.



New WCMA supplier member [Mamata Enterprises, Inc.](#) offers equipment for film extrusion, converting, and packaging to customers worldwide.



stay connected

New WCMA supplier member [Murrelektronik, Inc.](#) is a manufacturer of power supplies, circuit protection, panel interfaces, cables, connectors, Ethernet switches and a variety of I/O modules.

New WCMA supplier member [Old National Bank](#) provides services in retail and commercial banking, comprehensive wealth management, investment and capital market services.

QISOFT

New WCMA supplier member **QISOFT** assists customers in data collection, monitoring and analysis, improving product consistency, optimizing process efficiency, and more.

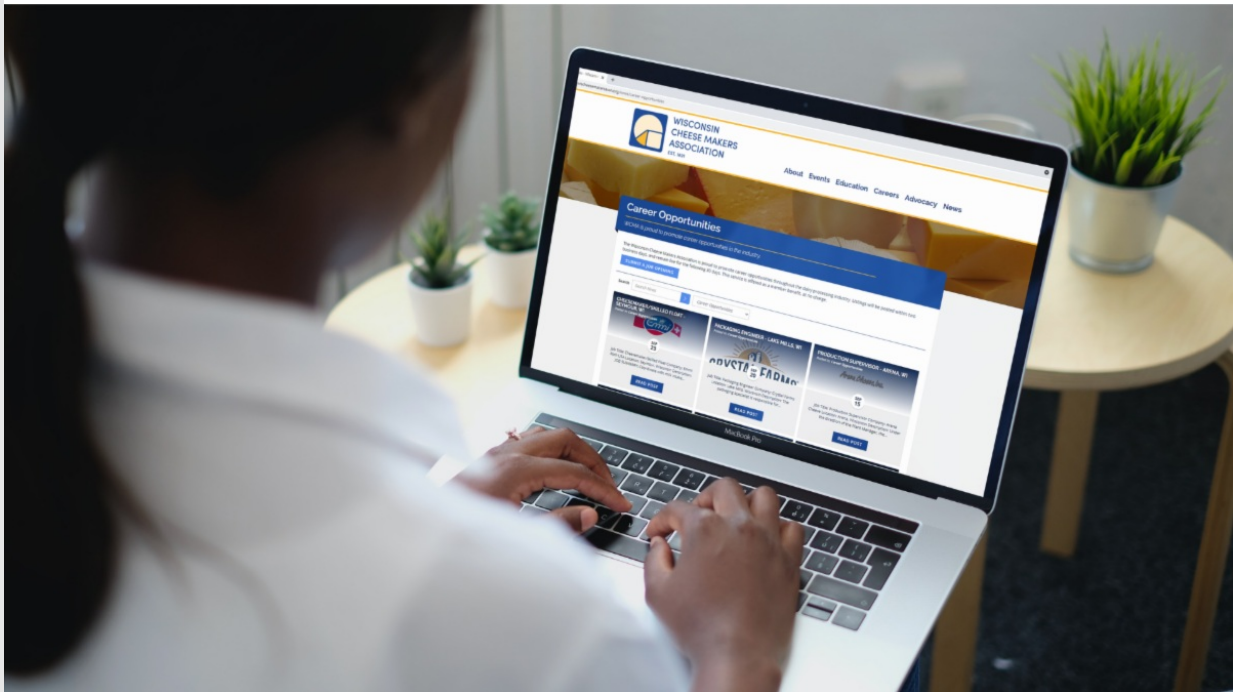


SUGAR RIVER
COLD STORAGE

New WCMA supplier member **Sugar River Cold Storage** family-owned and managed company offering 80,000 square feet of temperature controlled storage in Southern Wisconsin.

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.; 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!

POST OPENINGS

