

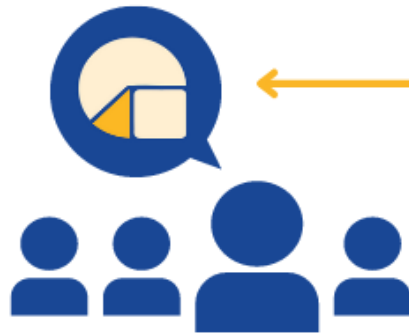


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



WCMA ANNUAL MEMBER MEETING

Economic, Political Leaders Headline WCMA Annual Member Meeting

Join WCMA's [2023 Annual Member Meeting](#) next Wednesday, May 24 in Sun Prairie, Wisconsin for an insightful economic outlook keynote, recognition of state and federal political leaders, and more. Registration is open now at [WisCheeseMakers.org](#). All WCMA members are welcome to attend this in-person event for just \$75, including lunch.



Brian Andrew
Johnson Financial Group

Headlining this year's meeting is Brian Andrew, President of Wealth and Chief Investment Officer at Johnson Financial Group. Brian will offer an engaging keynote address on current financial market trends, both challenges and opportunities, and the outlook for the U.S. and global economies.

WCMA will also recognize state and federal partners in government who have aggressively pursued support for dairy and agriculture, including Wisconsin Governor Tony Evers, State Senators Howard Marklein and Joan Ballweg, State Representatives Tony Kurtz and Travis Tranel, and U.S. Senator Tammy Baldwin.

REGISTER NOW



Governor Tony Evers



State Sen. Joan Ballweg



State Sen. Howard Marklein



State Rep. Tony Kurtz



State Rep. Travis Tranel



U.S. Senator Tammy Baldwin

Check-in and networking begin at 11:30 a.m., with a catered luncheon served at 12:00 p.m. Here's a look at the meeting program, kicking off at 12:30:

- 12:30 p.m.: Legislative Recognition Program
- 1:15 p.m.: WCMA: A Year in Review and a Look Forward
- 1:45 p.m.: Economic Outlook Keynote Address
- 2:30 p.m.: Adjournment

Many thanks to Blackhawk Bank and Burkert Fluid Controls for their generous sponsorship of the 2023 WCMA Annual Member Meeting! [Sponsorships of \\$500](#) are still available through close of business today, May 16, and include:

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

Secure your sponsorship of the Annual Meeting today at WisCheeseMakers.org.



SOLD OUT! Join WCMA Golf Outing & Trap Shoot Waitlist



Golf spaces at the [2023 WCMA Golf Outing & Trap Shoot](#) on Wednesday, July 19 are sold out, with just a few spots remaining for trapshooters.

[Add your name to the waitlist](#) to be notified if golf or trap shoot spaces become available. Spots will be offered to participants from the waitlist on a first-come, first-served basis.

[JOIN WAITLIST](#)

Connect on the Course with Impactful Sponsorships

[Affordable, high-visibility sponsorships](#) are still available! Consider a [Tee Box & Golf Skill Prize Sponsorship!](#) Bring your team to the hole for a fun afternoon meeting hundreds of golfers throughout the day. Sponsors may choose between a cash prize or a pro shop certificate.

Can't make it to the event? Sponsor a [Golf Skill Prize](#). Just \$250 includes a cash

or pro shop certificate prize, plus your company's logo displayed on signage at the hole and on flyers distributed to all participants.

These and more marketing opportunities are [available now](#) through June 9. Have questions? Please contact the [WCMA Events team](#).

BECOME A SPONSOR

Thank you, sponsors!



Exclusive Lunch Sponsor



Exclusive Social Hour Sponsor



Premier Dinner Sponsor



**Building Excellence
Premier Dinner Sponsor**

ADVOCACY



Kim Heiman
President, Nasonville Dairy

WCMA Members Earn Dairy Processor Grants

Congratulations and thanks go to WCMA member [Nasonville Dairy](#), who yesterday hosted WCMA and Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary Randy Romanski for a visit celebrating the [announcement of the 2023 Wisconsin Dairy](#)

Processor Grant awards.



For more on the projects that received awards this year, see related news coverage of the grant announcement:

- *Morning Ag Clips:* [DATCP 2023 Dairy Processor Grant Recipients](#)
- *Wisconsin State Farmer:* [21 Wisconsin dairy companies awarded Dairy Processor Grants](#)
- *WHBL Radio:* [Plymouth food processing technology company receives DATCP grant](#)

Among this year's recipients are fourteen WCMA member companies and cooperatives: Cedar Grove Cheese, Chalet Cheese Cooperative, Eau Galle Cheese, Klondike Cheese Company, Landmark Creamery, Marieke Gouda/House of Gouda, Nasonville Dairy, Roelli Cheese Co., Rosewood Dairy, Uplands Cheese, V&V Supremo Foods, Westby Cooperative Creamery, Widmer's Cheese Cellars, and Winona Foods.

Congratulations to all! WCMA is pleased to support your continued growth and success.



Contact WI Legislators Today for Increased Program Funding

This Thursday, Wisconsin's budget-writing Joint Finance Committee will decide future funding levels for the [Wisconsin Dairy Processor Grant](#) program and the [Wisconsin Initiative for Agricultural Exports](#).

No perspective is more impactful for lawmakers than the voices of their own constituents. Contact your legislators today and join WCMA in advocating for increased state funding for these key programs.

It's easy - just [click here](#) and add your name and address. Our budget appeal will be emailed directly to your elected leaders in the Senate and Assembly. Thank you for your advocacy!

TAKE ACTION

Have questions or ideas to share? Please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).



Sen. Baldwin Slams FDA Plant-Based Product Labeling Guidance

WCMA applauds U.S. Senators Tammy Baldwin (D-WI) and Jim Risch (R-ID) for their [recent letter](#) pushing the Food and Drug Administration (FDA) to reconsider its misleading draft guidance for labeling of plant-based milk alternatives.

The letter follows the Senators' reintroduction of the WCMA-endorsed [DAIRY PRIDE Act](#) earlier this year. The legislation would require FDA to enforce existing regulations, defining dairy products as made from the milk of dairy animals.

FDA is accepting comments on the draft guidance for plant-based milk alternative product labeling now until July 31, 2023. WCMA will submit a comment to FDA detailing its opposition to the draft guidance. Members may also submit their own individual comments. Comments must reference docket number FDA-2023-D-0451 and may be [submitted online](#) or mailed to:

Dockets Management
Food and Drug Administration
5630 Fishers Lane, Rm 1061
Rockville, MD 20852

Have questions or need assistance? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

[SUBMIT COMMENTS](#)

INDUSTRY UPDATES



WCMA member Crave Brothers Farmstead Cheese accepts the award for Grand Master Cheesemaker at the 2022 Wisconsin State Fair Dairy Products Contest and Auction.

Enter Wisconsin State Fair Dairy Products Contest by June 9

**WISCONSIN
STATE FAIR**
AUGUST 3-13, 2023

Presented By  uscellular

Wisconsin dairy manufacturers can [submit entries now](#) for the Wisconsin State Fair Dairy Products Contest. Classes are available for cheese, butter, yogurt, sour cream, fluid milk and custard. Entries are due by 5:00 p.m. (CT) Friday, June 9. Complete entry information is [available online now](#).

ENTER TODAY

Join WDATCP for Wisconsin Cheese Promotion in Thailand



Join the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) in Bangkok and Chiang Mai, Thailand for a Wisconsin cheese brand awareness seminar and product showcase October 30-November 3. The trip will also include meetings with importers and site visits to retailers and food service providers. To learn more or register, please contact [WDATCP staff](#).

IN THE NEWS

Wisconsin

- *Center for Dairy Research:* [CDR unveils new facility](#)
- *PBS Wisconsin:* [Inga Witscher slices a truckle of Wisconsin cheese](#)
- *WMTV-TV:* [A Wisconsin tradition: Curd Fest returns for year 10](#)
- *WEAU-TV:* [Wisconsin environmental regulators settle wastewater lawsuit with Kinnard Farms](#)

National/International

- *CBS News:* [Chocolate milk ban in school cafeterias reportedly considered by USDA](#)
- *Feedstuffs:* [Construction begins on nation's largest research dairy](#)
- *Dairy Herd Management:* [All signs lead to South Dakota](#) (Featuring WCMA member Agropur)
- *Des Moines Register:* [Gov. Kim Reynolds signs law allowing the sale of raw milk in Iowa](#)
- *Dallas Innovates:* [Cacique Foods moves HQ from California to Irving, opens new dairy processing plant in Amarillo](#)

EDUCATION



DIVERSITY & INCLUSION

Reserve Space in WCMA Next Step Leadership

Space is still available in 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](#).

REGISTER NOW



**WISCONSIN
CHEESE MAKERS
ASSOCIATION**

EST. 1891

Cutting-Edge Concepts in Dairy Plant Construction

May 9, 2023



Watch Free WCMA Webinar on Dairy Plant Construction Advancements

WCMA's latest webinar focused on cutting-edge concepts in dairy plant construction is [now available to view online](#), free to all members. Many thanks to our presenters from ISG, Miron Construction, and C.D. Smith Construction for sharing their expertise and time with attendees! A full list of contacts and resources referenced during the webinar is also available to logged-in members now at [WisCheeseMakers.org/Webinars](https://www.wis cheesemakers.org/Webinars).

Be sure to mark your calendar for our [next session](#) on Tuesday, June 13 at 1:00 p.m. (CT), when we'll cover the latest in cheese sales and trends. Have questions or suggestions for a future webinar? Please contact [WCMA Communications Director Grace Atherton](#).

Additional Industry Training Opportunities

WCMA is pleased to share opportunities for industry training and enrichment. Here's a look at upcoming courses hosted by WCMA members and partners:

- 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
- June 13-16: [World of Cheese from Pasture to Plate](#) - Center for Dairy Research
- June 27: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- Available On Demand:
 - [Introduction to Food Safety Principles \(English and Spanish\)](#) - Cornell University
 - [Artisan Dairy Food Safety Coaching](#) - Cornell University
 - [Online HACCP Training](#) - North Carolina State University

- [Good Manufacturing Practices in Food Safety](#) - North Carolina State University
- [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- [Preventive Controls for Dairy Processors](#) - North Carolina State University
- [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

GRANTS



INTERNATIONAL TRADE MONTH - EXPORT WEBINAR SERIES

FREE WEBINAR SERIES FOR WISCONSIN COMPANIES TO LEARN ABOUT THE PROGRAMS AND RESOURCES AVAILABLE TO THEM



Join Free WEDC Webinar Focused on International Market Access Grants

New and experienced Wisconsin dairy exporters are invited to [register now](#) for a May 19 webinar hosted by the Wisconsin Economic Development Corporation (WEDC) focused on leveraging the agency's International Market Access Grant (IMAG) program. The session will run from 9:00-10:00 a.m. (CT), and is [part of a series](#) designed to educate Wisconsin companies about the programs and resources available to help grow their businesses. Questions may be directed to [WEDC staff](#).

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Deerland Dairy

Freeport, IL

DBIA Grant Recipient
2021, 2022



DBIA Delivers: Deerland 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 social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

This week, join us as we highlight [Deerland Dairy](#). This farmstead operation produces yogurt, buttermilk and sour cream made with 100% Jersey milk. Thanks to financial support from Dairy Business Innovation Alliance grants, the company has been able to boost efficiency by printing labels directly onto their packaging, and explore the possibilities of a new product line of customizable ice cream bases.

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!

MEMBERSHIP

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member [HOH Water Technology](#) is an industrial water treatment provider based in Chicagoland, serving commercial, industrial, institutional, and health care facilities throughout the Midwest and beyond.

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



Sign Up Colleagues for WCMA Newsletter

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA member employees at no extra cost. [Let us know](#) if we should add your colleagues to our list, or if you'd like to share feedback on our communications.

WisCheeseMakers.org
(608) 286-1001



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