

WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Wisconsin Budget-Writing Committee Advances Dairy Industry Investments

WCMA last week [applauded action by Wisconsin's budget-writing Joint Finance Committee](#) to increase annual funding for the Dairy Processor Grant Program at the Wisconsin Department of Agriculture, Trade and Consumer Protection to a total of \$1 million over the biennium. The approved budget proposal also includes \$2 million over the biennium for the impactful Wisconsin Initiative on Agricultural Exports, which in its first year supported dairy export growth of over 37 percent.

In a [statement](#), WCMA recognized the work of JFC members Rep. Tony Kurtz (R-Wonewoc) and Sen. Joan Ballweg (R-Markesan), as well as committee co-chairs Sen. Howard Marklein (R-Spring Green) and Rep. Mark Born (R-Beaver Dam). WCMA also thanked Wisconsin Gov. Tony Evers for advocating for increases in funding for the Dairy Processor Grant Program and support for the Wisconsin Initiative on Agricultural Exports.

WCMA Supports Wisconsin Transportation Bill



Wisconsin lawmakers are debating a \$150 million investment to improve rural transportation infrastructure under a bill heard by the State Assembly Transportation Committee today. WCMA's Rebekah Sweeney testified on members' behalf in support of the [Agricultural Road Improvement Program \(ARIP\)](#), authored by Rep. Travis Tranel (R-Cuba City) and Sen. Howard Marklein (R-Spring Green).

As WCMA has shared in previous newsletters, the [Agricultural Road Improvement Program \(ARIP\)](#) is supported by a broad coalition of stakeholders representing the food and agriculture industries, rural businesses, and local governments. WCMA will continue to update members as the bill progresses through the legislature.



WCMA Applauds Federal Legislation to Protect Common Food Names

Members of Congress last week introduced the [Safeguarding American Value-Added Exports \(SAVE\) Act](#) to protect American food products from unfair trade practices by foreign countries. The bill is led by a bipartisan coalition of U.S. Representatives and Senators nationwide, including U.S. Representatives Dusty Johnson (R-S.D.), Jim Costa (D-CA), Michelle Fischbach (R-MN), and Jimmy Panetta (D-CA) and U.S. Senators John Thune (R-S.D.), Tammy Baldwin (D-WI), Roger Marshall (R-KS), and Tina Smith (D-MN).

The legislation would amend the Agriculture Trade Act of 1978 to include and define a list of common names for ag commodities, food products, and terms used in marketing and packaging of products. The bill would also direct the Secretary of Agriculture and the U.S. Trade Representative to negotiate with our foreign trading partners to defend the right to use common names for ag commodities in those same foreign markets.

WCMA has been working with Sen. Baldwin's office on the development of the bill and [publicly applauded the legislation](#) in a statement Friday.

SIGNATURE EVENTS



Connect with 700+ WCMA Members: Sponsor Golf Outing & Trap Shoot



**BECOME A
SPONSOR**

Looking for affordable, impactful ways to connect with dairy processing professionals at the 2023 WCMA Golf Outing & Trap Shoot? **Sponsorships are still available** now through June 9!

Choose a **Tee Box & Golf Skill Prize Sponsorship** and 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.

Act now to take advantage of these and more marketing opportunities. Have questions? Please contact the **WCMA Events team**.

Thank you, sponsors!



Exclusive Lunch Sponsor



Exclusive Social Hour Sponsor



Premier Dinner Sponsor



**Building Excellence
Premier Dinner Sponsor**

INDUSTRY UPDATES

FDA Extends Bongards Temporary Permit, Invites Other Participants



The Food and Drug Administration (FDA) last week **announced the extension of a temporary permit** issued to Bongards Creameries in December 2020, allowing the company to market test several pasteurized standardized cheeses that deviate from the U.S. standards of identity for certain cheese products. The permit allows natamycin to be added as a mold inhibitor in the standardized cheeses.

FDA is also inviting other companies and cooperatives to participate in the market test. Those who are interested must write to FDAFoodsProgramTMP@fda.hhs.gov. The written notification must:

- Describe the test products and the area of distribution,
- Specify and justify the amount requested, and
- Include the labeling that will be used for the test product (i.e., a draft label for each size of container and each brand of product to be market tested).

The information panels on the labels of the test products must bear nutrition labeling, and each of the ingredients used in the food must be declared on the label.

IN THE NEWS

Wisconsin

- *Heavy Table*: **All hail the Dutchess, Marieke Penterman** (Featuring WCMA member Marieke Gouda)
- *Culture*: **Is organic certification worth it?** (Featuring WCMA member Uplands Cheese)
- *UpNorthNews*: **Three award-winning Wisconsin cheeses to add to your shopping list** (Featuring WCMA members Uplands Cheese, Emmi Roth USA, and Sartori Company)

National/International

- Agri-Pulse: [House GOP postpones Farm Bill action amid debt talks](#)
- Dairy Herd Management: [Less than stellar April 2023 Milk Production Report](#)
- Dairy Pipeline: [Dairy food safety recalls in the U.S. and Canada: 2022 in review](#)
- DairyBusiness: [Krysta Harden: The world needs our milk on World Milk Day](#)
- KTTC-TV: [Gov. Walz signs agriculture and broadband bill into law](#)

WORKFORCE



Learn Business & Worker Protection Strategies at WCMA Health & Safety Group Meeting

Register now for the [next meeting of the WCMA Health & Safety Group](#) on June 7 from 11:00 a.m.-3:00 p.m. (CT) to gain timely, practical insights on lawsuit prevention, the Occupational Safety & Health Administration's (OSHA) Local Emphasis Program (LEP) in Wisconsin, and noise protection.

This hybrid meeting is open to all WCMA members in-person in Sun Prairie, Wisconsin, or online via Zoom. Our meeting agenda includes:

- Employee Health & Safety Lawsuit Prevention Strategies
 - Presenters: Chuck Palmer & Bethany McCurdy, Michael Best & Friedrich LLP
- OSHA Local Emphasis Program Update and Peer Panel
- Noise Protection Practices in Dairy Processing Plants
 - Presenter: Danica Harrier, WisCon
- Group Discussion: New Industry Safety Training Program, Upcoming Meeting Topics, Additional Resources



Chuck Palmer

Michael Best & Friedrich, LLP



Bethany McCurdy

Michael Best & Friedrich, LLP



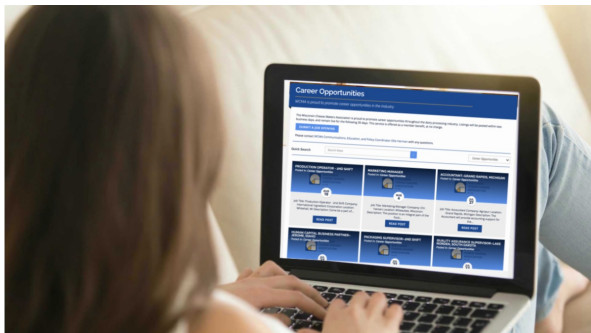
Danica Harrier

WisCon

JOIN MEETING

Have questions or ideas for future meeting topics? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Share Open Positions on WCMA Jobs Board



Looking for a new tool to add to your recruitment efforts? WCMA's [free Jobs Board](#) is here to help. Members can share up to 10 postings each month for free!

Visit WisCheeseMakers.org to post your open positions and view listings from WCMA members Associated Milk Producers Inc., Dairyfood USA, Gilman Cheese, Masters Gallery Foods, and Wisconsin Aging & Grading Cheese.

Have questions? Please contact [WCMA Manager of Business Operations Ryan Dunn](#).

POST OPENINGS

EDUCATION



Reserve Space in WCMA Next Step Leadership

Just one week remains until the next installment of WCMA's engaging [Next Step Leadership Training](#)! This year's virtual session next Tuesday, May 30, will focus on diversity & inclusion strategies.

Each year, Next Step Leadership 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. In this year's edition, participants will:

- Explore the complexity of diversity and inclusion changes
- Better understand how our mind affects our actions
- Define best practices for leveraging diversity and fostering an inclusive workplace.
- Learn 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 productive conversations about important, timely topics.

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

REGISTER NOW



June Dairy Month
WCMA [^] Webinar
Current Trends in Cheese Sales

Register Now for WCMA Members-Only Webinar Focused on Cheese Sales & Trends

Join WCMA on Tuesday, June 13 at 1:00 p.m. (CT) for a [special June Dairy Month edition](#) of our free, members-only monthly webinars, focused on current trends in cheese sales. Speakers will be announced soon!

Presenters will reserve time to field audience questions during the webinar. To submit a question in advance, please email [WCMA staff](#) by Monday, June 12 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.

RSVP TODAY

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:

- 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

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Pine River Pre-Pack

Newton, WI

DBIA Grant Recipient
2022



DBIA Delivers: Pine River Pre-Pack

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.

Today, we're pleased to showcase [Pine River Pre-Pack](#). Pine River makes three types of cheese spread: Cold Pack, Clean Label Cold Pack and Gourmet Snack Spread. With a grant from the Dairy Business Innovation Alliance, the company plans to improve its bulk line speed and operations to offer high-quality, competitively-priced products to consumers in new markets.

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!



Customize Your WCMA Subscriptions

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit - as well as communications about WCMA's programs, services, and signature events - is available to all WCMA member employees at no extra cost.

You can customize your subscriptions anytime by [logging in at WisCheeseMakers.org](https://www.wischeesemakers.org) and selecting the communications you'd like to receive. If you haven't created a login yet, simply click "Join," then "Create an Account" in the top right corner of our homepage. Need help? Check out our [short video tutorial](#).

[WisCheeseMakers.org](https://www.wischeesemakers.org)
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