



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



USDA Responds to WCMA Petition for Federal Milk Marketing Order Hearing

The U.S. Department of Agriculture (USDA) last week responded to WCMA's petition for a hearing and rulemaking to amend make allowances in federal milk marketing orders (FMMO), [requesting that the Association submit additional information](#) “regarding the specific make allowance values to be considered to assist the Secretary in deciding whether to initiate an FMMO rulemaking proceeding on this issue.” The International Dairy Foods Association (IDFA) received a nearly identical letter from USDA.

WCMA intends to provide the requested information to USDA following the completion of the make allowance cost survey currently being executed by Dr. Mark Stephenson, and within the next 30 days. If your company or cooperative has not already responded to [this key survey](#), note the deadline for submissions is May 12. Members with questions about the survey may contact [Dr. Stephenson](#).

National Milk Producers Federation (NMPF) has now also [requested a hearing](#) on FMMO modernization. NMPF's petition includes five proposals, including one to adjust make allowances.

WCMA members with questions about FMMO reform may contact [WCMA Executive Director John Umhoefer](#) or [Senior Director of Programs & Policy Rebekah Sweeney](#).

FDA Reopens Comment Period on Draft of Plant-Based Product Labeling Guidance



The U.S. Food and Drug Administration (FDA) announced late last week that it will reopen the comment period for its draft guidance entitled "[Labeling of Plant-Based Milk Alternatives and Voluntary Nutrient Statements; Draft Guidance for Industry](#)" to allow more time for submissions. The new deadline to submit comments is July 31.

Members may recall, the FDA's draft guidance notes that plant-based imitation milk products may be labeled as "milk." FDA officials also noted that they do not plan to mandate nutrient statements on imitation milk product labels, but instead suggest such statements could be voluntarily added for consumer reference.

WCMA is opposed to the use of "milk" and other dairy terms, including "cheese," for plant-based products. Research consistently shows that when plant-based imitation dairy manufacturers use words like "milk" and "mozzarella" on their product labels, nearly a quarter of consumers believe those products contain real dairy ingredients — and the protein, calcium and vitamins only real dairy foods can deliver. FDA's disappointing draft guidance will only result in more consumer confusion.

WCMA will submit a comment to FDA, detailing its opposition to the agency's new, draft labeling guidance. Individual members may also submit their own comments, either [via an online portal](#) or via postal mail to:

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

For help with this effort, members may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

USTR Highlights Importance of Common Food Names in Special 301 Report

The office of the U.S. Trade Representative (USTR) last week recognized the protection of common food names as a priority in its latest [Special 301 Report](#). Published annually, the report highlights foreign laws, policies, and practices that fail to protect the intellectual property of U.S. producers in a variety of industries.

In this year's report, USTR noted that the European Union's ongoing push for geographic indicators "remains highly concerning because it significantly undermines protection of trademarks held by U.S. producers and imposes barriers on market access for U.S.-made goods...such as parmesan or feta." WCMA has been a vocal advocate for the protection of common food names to preserve this crucial market access for American dairy processors, and will continue to keep members informed of relevant updates.



Plan Ahead: Sign-Up Begins May 16 for WCMA Golf Outing & Trap Shoot



Mark your calendars now: Registration for the popular [WCMA Golf Outing and Trap Shoot](https://www.wischeesemakers.org) will open Tuesday, May 16 at 10:00 a.m. (CT) at [WisCheeseMakers.org!](https://www.wischeesemakers.org)

Act quickly to reserve space at this highlight of the summer, bringing dairy processors and industry suppliers together on Wednesday, July 19 in central Wisconsin.

Golfers will enjoy a scramble tournament at one of four courses: Bullseye Golf Club, Northern Bay Resort, and Lake Arrowhead's Lakes and Pines Courses, all located near Nekoosa, Wisconsin. Each golfer's registration fee covers their golf cart, greens fees, range balls, cart gifts, skill and winner prizes, as well as lunch, social hour, and dinner.

Golfers will enjoy lunch courtesy of BMO Harris Bank at their assigned course starting at 9:30 AM or at the turn. WCMA will build foursomes for individual golf registrants. The number of golfers is capped at 576.

First-time and experienced trapshooters alike will enjoy WCMA's concurrent event at the Wisconsin Trapshooting Association (WTA) Homegrounds facility, less than five miles from Lake Arrowhead.

Trapshooters will start their day with the BMO Harris Bank Lunch at noon, with individual shooting and group challenges beginning at 1:00 p.m. No license is needed, and novice trapshooters will receive personal instruction from WTA volunteers. Participants are encouraged to bring their own shotgun, as limited quantities are available for day use. The number of shooters is capped at 100.

After an exciting day of fun and networking, all attendees will meet at the spacious Lake Arrowhead Clubhouse for the Amcor Social Hour and a buffet dinner.

Complete information, including full registration options, a schedule, and Frequently Asked Questions, is [available online now](#). Don't miss out on this industry favorite!

New Sponsorship Benefits Available for 2023



WISCONSIN CHEESE MAKERS ASSOCIATION
GOLF OUTING & TRAP SHOOT
SPONSORSHIP OPPORTUNITIES





2023 SPONSORSHIP OPPORTUNITIES

Participants are invited to sign up for sponsorship opportunities starting May 2. Visit WisCheeseMakers.org before the June 9 deadline to secure your sponsorship opportunity! Questions? Contact WCMA Events Manager Caitlin Peirick at cpeirick@wischeesemakers.org.

PREMIER DINNER SPONSOR	CONTRIBUTOR DINNER SPONSOR
<p style="font-size: x-small; margin: 0;">Benefits include:</p> <ul style="list-style-type: none"> Skip the rush during golfer registration! Sign up for this sponsorship before May 12, and WCMA will hold up to 12 golfer spots for purchase by sponsor. Full-color company logo featured on: <ul style="list-style-type: none"> Signage at Registration and Dinner Event Website Flyers distributed to all participants Company recognized during awards program <p style="font-size: x-small; margin: 0;">\$5,000 4 Available</p>	<p style="font-size: x-small; margin: 0;">Benefits include:</p> <ul style="list-style-type: none"> Full-color company logo included on signage at Registration and Dinner Company name on flyers distributed to all participants <p style="font-size: x-small; margin: 0;">\$500 8 Available</p>

EXCLUSIVE SPONSORS



LUNCH



SOCIAL HOUR

Affordable, impactful **sponsorship opportunities** for the 2023 WCMA Golf Outing & Trap Shoot are available now through June 9 at WisCheeseMakers.org. **New this year, WCMA will hold up to 12 golfer spots for companies that sign up as Premier Dinner or Golf Cart Sponsors by May 12.** Secure one of these key sponsorships and skip the rush on registration day! Explore these and more high-visibility opportunities [online now](#).

Have questions? Please contact [WCMA Events Manager Caitlin Peirick](#).

BECOME A SPONSOR



RSVP Today for WCMA Annual Member Meeting

Register now to take advantage of timely industry updates and valuable connection opportunities 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 begins at 11:30 a.m. (CT), followed by a catered luncheon at 12 noon. Our program features a salute to federal and state legislative leaders along with updates on how WCMA's advocacy efforts are making an impact. We'll also offer a deep dive into WCMA's programs and plans for the coming fiscal year.

Attendance for this in-person event costs just \$75, including lunch. All WCMA members are welcome to attend.

Please note, WCMA has set up a room block with special rates at the [Hilton Garden Inn](#) for those who wish to stay the night. [Follow this link](#) to take advantage of this offer by Sunday, May 7.

Annual Meeting Sponsorships Available for a

Limited Time

Show your support for WCMA and reach fellow Association member companies and cooperatives as a sponsor of the WCMA Annual Meeting. [Sponsorships of \\$500](#) are only available until May 12 and offer a host of benefits:

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



Many thanks to supplier member [Blackhawk Bank](#) for becoming the first generous sponsor of the 2023 Annual Meeting. Join Blackhawk as a sponsor today!

RESERVE SPONSORSHIP

EDUCATION



Dairy Food Safety Alliance Talks Corporate Culture, HTST Pilot Program

Many thanks to all who joined today's hybrid meeting of the [Dairy Food Safety Alliance](#). A limited group of in-person participants began the day with a tour of the Wisconsin Department of Agriculture, Trade and Consumer Protection's (WDATCP) Bureau of Laboratory Services. The group reconvened



with virtual participants for an afternoon of networking and an engaging look at current food safety topics.

WCMA sincerely appreciates the state and industry partners from WDATCP, M3 Insurance, Emmi Roth, Natzke Consulting, Cedar Grove Cheese, Eurotherm/Watlow, Dairy Farmers of Wisconsin, and the Center for Dairy Research who delivered informative presentations on risk communication, food safety culture, and electronic HTST.

The Dairy Food Safety Alliance is a partnership between CDR, DFW, and WCMA, designed to bring the latest in food safety news to the dairy processing industry. Participation in Alliance meetings is open to all dairy manufacturers, processors, and suppliers. Visit WisCheeseMakers.org for additional information and resources.

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

REGISTER NOW:
WisCheeseMakers.org

Join WCMA Export Workgroup May 23 for Practical Trade Show Tips

Make plans now to [join WCMA's Export Workgroup](#) for its next 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). Participation is open in-person and online to all dairy manufacturers and processors, regardless of their membership status with WCMA.

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
- 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. 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](#).

SIGN UP



WCMA Webinar

Cutting-Edge Concepts in Dairy Plant Construction

RSVP for Free WCMA Webinar Focused on Cutting-Edge Dairy Plant Construction

WCMA is offering the hottest topics in building engineering and construction at our [next free member webinar Tuesday, May 9](#). Augmented reality software is bringing 3D modeling to solve complex dairy plant installations; sustainability goals are in reach with advances in mechanical, electrical, refrigeration and water use systems in your next expansion; and insights into procurement of cutting edge technology at Center for Dairy Research can inform your next major equipment buy.

Join WCMA's John Umhoefer at 1:00 p.m. (CT) May 9 for a live webinar with presentations from **Miron Construction** on the use of augmented reality and major improvements in Requests for Information related to Building Information Modeling and from **ISG** on sustainable building designs that will save energy, decrease water use, reduce carbon emission and improve efficiencies and from **C.D. Smith Construction** on sourcing, procuring and integrating global technology into the new Center for Dairy Research facility.

Don't miss this unique hour on cutting-edge technology in dairy plant engineering design and construction. Sign up today for this free webinar from WCMA!

C.D. SMITH
CONSTRUCTION



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.

REGISTER NOW



DIVERSITY & INCLUSION

Register Now 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:

- 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

- June 13-16: [World of Cheese from Pasture to Plate](#) - Center for Dairy Research
- June 27: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- 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

IN THE NEWS

Wisconsin

- *Wisconsin State Journal*: [No surprise here: Wisconsin tops in cheese production](#) (Featuring WCMA)
- *WMAQ-TV*: [Wisconsin company to offer \\$209/lb. cheese for limited time](#) (Featuring WCMA member Hook's Cheese Company)

National/International

- *AgriLand*: [Glanbia completes sale of mozzarella joint venture](#) (Featuring WCMA member Leprino Foods)
- *MSN*: [The battle over refrigerating butter: "Enough is enough"](#) (Featuring the Center for Dairy Research)
- *MassLive*: [Bill would allow wider sale of raw milk in Massachusetts](#)
- *Bismarck Tribune*: [North Dakota lawmakers pass bill to allow farmer-to-consumer raw milk sales](#)
- *ArsTechnica*: [Raw milk from farm with no electricity sparks outbreak that nearly killed baby](#)
- *Merced County Times*: [Fifty-two students benefit from Hilmar Cheese Company scholarships](#) (Featuring WCMA member Hilmar Cheese Company)

GRANTS

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Milk Specialties Global

Eden Prairie, MN

DBIA Grant Recipient
2021, 2022



DBIA Delivers: Milk Specialties Global

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.

Today in #DBIADelivers, we're shining a light on [Milk Specialties Global](#). Already a leader in dairy processing, Milk Specialties aims to use the financial support it received from DBIA to evaluate the potential nutritional benefits of a dairy byproduct for use in animal feed, and to study the possible benefits of whey protein phospholipid concentrate (WPPC) on stress, anxiety, and wellbeing for consumers.

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!

USDA Offers Grant Opportunities

Applications are being accepted now through June 20 for the U.S. Department of Agriculture's (USDA) [Broadband Technical Assistance Program](#). With a total of \$20 million in grant funds available, the program aims to support technical assistance projects including feasibility studies, network designs, and the development of broadband financial assistance applications. Questions may be directed to [USDA staff](#).

USDA's [Value Added Producer Grant \(VAPG\) program](#) is also open now through May 11 for agricultural producers interested in value-added activities to generate new products, create and expand marketing opportunities and increase producer income. This may include dairy cooperatives or dairy businesses that have or utilize a farm in their operations. Grants are awarded through a national competition. Please contact [USDA staff](#) with questions.

MEMBERSHIP

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member [Douglas Machine Inc.](#) specializes in the design and manufacture of case and tray packers, shrink wrap systems, cartoners, sleeves and variety pack systems.

New WCMA supplier member [Pump Solutions](#)

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



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

[Unsubscribe kstrohmenger@wischeesemakers.org](mailto:kstrohmenger@wischeesemakers.org)

[Constant Contact Data Notice](#)

Sent by news@wischeesemakers.org powered by



Try email marketing for free today!