



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA Cheers Legislative Cheese Champions

Just ahead of June Dairy Month, WCMA last week presented six federal and state lawmakers with its second annual Cheese Champion awards for their efforts to support and advance the dairy processing industry.

Among those recognized at WCMA's Annual Member Meeting was [**U.S. Senator Tammy Baldwin**](#) (D-Wisconsin). Sen. Baldwin is a longtime champion for key WCMA priorities including the creation of the Dairy Business Innovation Alliance, the DAIRY PRIDE Act and CURD Act to ensure accurate food labeling, and investments in rural infrastructure including roads and broadband. More recently, she co-authored the bipartisan, bicameral Safeguarding American Value-Added Exports (SAVE) Act to protect American food products from unfair trade practices by foreign countries.

WCMA also presented a Cheese Champion award to [**Wisconsin Governor Tony Evers**](#)

for his efforts to boost funding for the state's Dairy Processor Grant program, expand dairy export opportunities, and bring the state-of-the-art Center for Dairy Research project to completion. Evers has also proposed an historic \$750 million investment in broadband expansion over the next decade.



WCMA further commended [Senator Joan Ballweg](#) (R-Markesan, pictured with WCMA's Rebekah Sweeney), [Representative Tony Kurtz](#) (R-Wonewoc), [Senator Howard Marklein](#) (R-Spring Green), and [Representative Travis Tranel](#) (R-Cuba City) for their strong support for the dairy processing industry.

As members of the legislature's budget-writing Joint Finance Committee, Sen. Ballweg and Rep. Kurtz have led the charge for continued funding of the \$5 million Wisconsin Initiative for Agricultural Exports, which helped boost the state's dairy exports by 37 percent in its first year alone. Both legislators also worked to raise available Dairy Processor Grant dollars to \$1 million over the upcoming biennium.

As co-chair of the Joint Finance Committee, Sen. Marklein has played a critical role in the continued success of the Dairy Innovation Hub, harnessing cutting-edge dairy research at three University of Wisconsin campuses. He has authored legislation to require that all products being sold as milk or cheese be made from real dairy, and led efforts to expand rural broadband access. Sen. Marklein is a lead author of the Agricultural Road Improvement Program (ARIP), a bill devoting \$150 million to fix aging roads in Wisconsin's rural communities. ARIP was recently introduced in partnership with Rep. Tranel, a dairy farmer who now serves Wisconsin dairy farmers and processors as Chair of the Assembly Agriculture Committee.

WCMA sincerely thanks these partners in government and the members of our engaged Policy Committee for their enthusiastic work in support of a thriving dairy industry. To get involved in WCMA's advocacy efforts, please contact [Senior Director of Programs & Policy Rebekah Sweeney](#).

MEMBERSHIP



WCMA Members Enjoy Networking, Association

Updates, Economic Insights at Annual Meeting

WCMA thanks the members and partners who gathered in Sun Prairie last week for the Association's Annual Member Meeting. Amid a networking lunch, conversations with lawmakers, and a look at WCMA's upcoming fiscal year, members recognized outgoing and past members of the WCMA Board of Directors (pictured):

- Outgoing President Steve Bechel of Eau Galle Cheese
- Outgoing Directors Craig Filkouski of Great Lakes Cheese, Mike Neu of Chr. Hansen, and Paul Scharfman of Specialty Cheese Company
- Past President Dave Buholzer of Klondike Cheese
- Past Directors Jim Bleick of Graf Creamery and Mark Witke of Zimmerman Cheese



Members also applauded Dick Groves of the Cheese Reporter (pictured here with WCMA's John Umhoefer), who was presented with WCMA's Distinguished Service Award for his outstanding work to support the dairy processing industry.

Brian Andrew of Johnson Financial Group then closed the meeting with an informative economic outlook keynote presentation, [available for download here](#).

Thanks also go to meeting sponsors Blackhawk Bank, Burkert Fluid Control Systems, Great Lakes Cheese, and M3 Insurance for their support!



Gloria Joseph Elected Membership Committee Chair

Congratulations and thanks go to Gloria Joseph of WCMA member CROPP Cooperative/Organic Valley, pictured here with WCMA Member Engagement Manager Sara Schmidt. Joseph was elected by her peers to serve as Chair of WCMA's Membership Committee during the Annual Member Meeting. This active, closed group develops member recruitment and retention strategies and shares new ideas to support the success of all WCMA members.



WISCONSIN
CHEESE MAKERS
ASSOCIATION

#JuneDairyMonth

Celebrate June Dairy Month with WCMA

Join WCMA this June Dairy Month in cheering dairy manufacturers, processors, and their partners in industry! Follow us on [Facebook](#) and [LinkedIn](#) for shareable posts all month long featuring WCMA member activities, fun cheese facts, upcoming events for dairy lovers, and more. Have suggestions? Please send links and ideas to [WCMA Communications Director Grace Atherton](#).

SIGNATURE EVENTS



Secure Golf Outing & Trap Shoot Sponsorships by June 9

Act now for affordable, impactful [WCMA Golf Outing & Trap Shoot Sponsorships!](#) Opportunities are still available to connect your business with hundreds of potential new customers and partners at the dairy processing industry's favorite summer event - but only until 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. **Don't delay - only six of these sponsorships are left!**

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. **Just four of these opportunities remain available.**

Or, celebrate the day's best golfers with a **Winning Foursome Sponsorship**. For just \$500, WCMA will coordinate a \$400 cash prize for the winning group, and display your company logo at registration and on flyers distributed to all participants. **Only two of these sponsorships are left.**

Act now to take advantage of these and more marketing opportunities. Have questions about sponsorship? 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**

WORKFORCE



Wisconsin Cheese Makers Association
Health & Safety Group

Register Now for June 7 WCMA Health & Safety Group Meeting

Reserve space now in the [next meeting of the WCMA Health & Safety Group](#) next Wednesday, June 7 from 11:00 a.m.-3:00 p.m. (CT). The meeting will include practical insights on employee health and safety (EHS) lawsuit prevention, an update on the Occupational Safety & Health Administration's Local Emphasis Program (OSHA LEP) in Wisconsin, and a deep dive on noise protection strategies.

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

- EHS Lawsuit Prevention Strategies
 - Presenters: Chuck Palmer & Bethany McCurdy, Michael Best & Friedrich LLP
- OSHA LEP Update and Peer Panel: Inspection Experiences and Insights
 - Panelists: Zach Thayer, Emmi Roth; additional panelists to be announced
- 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

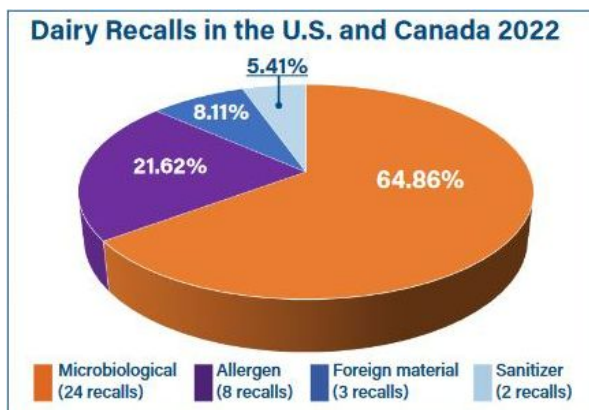
WisCon

RSVP TODAY

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

INDUSTRY UPDATES

CDR Launches Dairy Recall Tracker



Dairy manufacturers and processors can now stay apprised of product recalls and warning letters issued across the U.S. and Canada, thanks to the Center for Dairy Research's new [Dairy Recall Tracker](#).

The free, online tool provides links to articles on dairy product recalls dating back to January 2022, organized by month. Visit cdr.wisc.edu to learn more.

WCMA Member Secures Fluid Milk Contracts

The U.S. Department of Agriculture (USDA) recently awarded [nearly \\$1.8 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](#).

Register for USDA Domestic Vendor Trainings



Current USDA domestic commodity vendors can sign up now for free online trainings on USDA's Web Based Supply Chain Management System. Three sessions are available:

- Tuesday, June 20, 12:00-2:00 p.m. (CT): [How to Submit a Bid](#)
- Wednesday, June 21, 12:00-2:00 p.m. (CT): [Entering an Advanced Shipping Notice](#)
- Thursday, June 22, 12:00-2:00 p.m. (CT): [Submitting an Invoice](#)

Questions may be directed to [USDA staff](#).

USDA Updates Processed Cheese Specifications

USDA's Agricultural Marketing Service has issued an [updated Commodity Requirements Document for Pasteurized Process American Cheese and Kosher Certified Process Cheese Product](#). Primary updates include kosher language modifications. Please contact [USDA staff](#) with questions.

IN THE NEWS

Wisconsin

- *La Crosse Tribune*: [Westby Cooperative Creamery leadership changing](#) (Featuring WCMA member Westby Cooperative Creamery)
- *Wisconsin Public Radio*: [New federal funding aims to offset high feed costs for organic dairy farms](#) (Featuring WCMA member CROPP Cooperative/Organic Valley)
- *AgUpdate*: [2023 Wisconsin dairy breakfasts](#) (Featuring WCMA members Arena Cheese and Nasonville Dairy)

National/International

- *Bloomberg*: [Emmentaler loses EU trademark fight in fresh Swiss setback](#)
 - *Delaware Online*: [Ad for "wood milk" leaves sour taste for nonprofit claiming it breaks law](#)
 - *New York Times*: [Debt ceiling deal includes new work requirements for food stamps](#)
 - *Hoosier Ag Today*: [Josef Newgarden celebrates with milk following Indy 500 victory](#)
 - *USA TODAY*: [Woman who was knocked unconscious wins England's cheese-rolling race](#)
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EDUCATION



WCMA Member Employees Explore Diversity & Inclusion Strategies

Kudos to this engaged group of WCMA member employees, participating in today's installment of our annual Next Step Leadership training! This year's session focuses on how diversity and inclusion strategies can help drive productivity and employee retention.

Our thanks also go to their companies and cooperatives for supporting their growth: the Center for Dairy Research, Ellsworth Cooperative Creamery, Emmi Roth, Great Lakes Cheese, KDI Cheese, Land O'Lakes, Mullins Cheese Retail Store, Sargento Foods, and Wisconsin Aging & Grading Cheese.

New fall offerings of WCMA's popular leadership trainings are open for registration now! Visit [WisCheeseMakers.org/Trainings](https://www.wischeesemakers.org/trainings) to sign up.



June Dairy Month WCMA Webinar Current Trends in Cheese Sales

Join WCMA Members-Only Webinar June 13 for Current Trends in Cheese Sales

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. Following a brief welcome, our agenda includes:

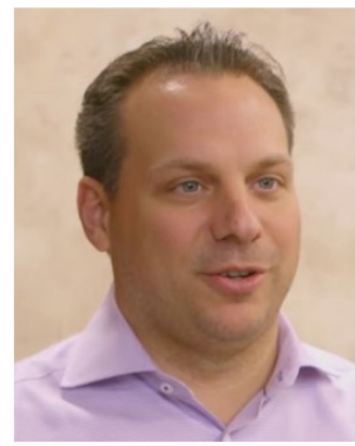
- Highlights of USDA's 2022 Dairy Products Summary Report
 - Speaker: John Umhoefer, WCMA
- Insights & Outlook on Hispanic-Style Cheeses
 - Speaker: Paul Scharfman, Specialty Cheese Company
- Insights & Outlook on Parmesan
 - Speaker: Bob Greco, Cheese Merchants of America



John Umhoefer
Wisconsin Cheese
Makers Association



Paul Scharfman
Specialty Cheese
Company



Bob Greco
Cheese Merchants
of America

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



Pasture Pride Cheese

Cashton, WI

DBIA Grant Recipient
2021

DBIA Delivers: Pasture Pride Cheese

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.

Next in the weekly series is [Pasture Pride Cheese](#). Using milk from local Amish dairies in southwestern Wisconsin, Pasture Pride crafts a variety of cheeses, including Juusto cheese, the company's own trademarked Scandinavian style cheese. In 2021, Pasture Pride received a Dairy Business Builder grant to assist with production of a High Kosher Juusto cheese.

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!

WisCheeseMakers.org
(608) 286-1001



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