



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



*Pictured left to right: Wisconsin State Representative Tony Kurtz, State Senator Joan Ballweg, and State Senator Howard Marklein*

## WCMA Recognizes 'Cheese Champions' With New Legislative Awards

In its first-ever legislative recognition program, WCMA has saluted five lawmakers as 2022 'Cheese Champions' for their efforts to support growth in the dairy processing industry.

At an awards ceremony held last week, **U.S. Senator Tammy Baldwin of Wisconsin** was thanked for her work to secure \$100 million in Dairy Business Innovation Initiative funding. Baldwin has also authored the Dairy PRIDE Act, requiring enforcement of Food and Drug Administration labeling regulations defining milk and cheese, and has fought for rural infrastructure investments.



Wisconsin State Senators **Joan Ballweg** (R-Markesan), **Howard Marklein** (R-Spring Green), **Brad Pfaff** (D-Onalaska) and **State Representative Tony Kurtz** (R-Wonewoc) were also recognized for their work to launch Wisconsin Initiative for Agricultural Exports; double the state's investment in its Dairy Processor Grants program; secure \$8 million for the Dairy Innovation Hub; raise awareness of the need for food labeling accuracy; fortify the Food Security Initiative providing monies to support the purchase of locally-manufactured dairy products for hunger relief; and invest in broadband expansion.

WCMA proudly partners with lawmakers from both sides of the aisle and at both the federal and state levels to advance members' policy priorities. To get involved in our advocacy efforts or join WCMA's open Policy Committee, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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## U.S. Officials Again Dispute Canada's Execution of USMCA, Use of Dairy Tariff-Rate Quota

On May 25, U.S. Trade Representative (USTR) Katherine Tai announced the U.S. government is [again initiating a dispute](#) with Canada over the country's execution of the U.S.-Mexico-Canada Agreement (USMCA) and its dairy tariff-rate quota (TRQ) allocation measures. U.S. officials say Canada is denying allocation access to eligible applicants, and imposing new conditions on the allocation and use of the TRQs.

In December, a USMCA dispute panel [found Canada to be noncompliant](#) with its dairy TRQ commitments.

WCMA applauds the USTR action to fight for fairness in USMCA implementation, and will keep members informed of key developments via this newsletter.

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## INDUSTRY UPDATES

### DBIA to Offer Industry Impact Grants in July



Dairy product manufacturers can prepare now to apply for a [new, \\$1 million round of grants](#) to be administered by the Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA.

This grant program is targeted to help dairy businesses develop an idea or tackle a challenge with the potential to advance the dairy industry. Reimbursable grants of up to \$250,000 each will be awarded through a competitive review process.

The Dairy Industry Impact grant competition opens July 11, 2022 when applications will be available on the [DBIA website](#). Applicants must be located in Illinois, Iowa, Minnesota, South Dakota, or Wisconsin. Initial abstracts will be due August 31, 2022. Successful applicants will be invited to submit full proposals by November 3, 2022. Companies interested in applying may contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

The DBIA is supported by funding from the U.S. Department of Agriculture and was created in the 2018 federal Farm Bill. Since then, the DBIA has administered over \$3.7 million in 79 grants to dairy farms and manufacturing businesses.

# USDA to Announce Food System Transformation Framework Online Tomorrow at 10:30 a.m. (CT)

U.S. Department of Agriculture Secretary Tom Vilsack is set to share details on the agency's plans to shore up the nation's food supply chain in a live announcement online tomorrow, June 1, at 10:30 a.m. (CT). USDA officials have noted their goals for this initiative are to create a "fairer, more competitive, and more resilient" food system. While WCMA will inform members of major developments via this newsletter, those who wish to watch the announcement live can view it on [USDA's website](#).

## IN THE NEWS

### Wisconsin

- *Dairy Foods*: [Upstate Niagara Cooperative to sell Campbell, NY, cheese plant to BelGioioso Cheese](#) (Featuring WCMA member BelGioioso Cheese)
- *Door County Pulse*: [Door Artisan Cheese gets new owners](#) (Featuring WCMA member Door Artisan Cheese)
- *Milwaukee Journal Sentinel*: [What to know about raclette, a French cheese drizzled over food](#)

### National/International

- *Agri-Pulse*: [Califf says FDA food side needs a revamp](#)
- *Progressive Dairy*: [U.S. dairy export outlook jumps](#)
- *Associated Press*: [Walz signs agriculture bill with \\$18.4M in drought relief](#)
- *Quartz*: [How Italy's cheese consortium is cracking down on \\$2 billion in counterfeit parmesan](#)

## Valley Queen Breaks Ground on \$195M Expansion Project



WCMA member Valley Queen Cheese [made news](#) May 20, as it broke ground on its \$195 million expansion project in Milbank, South Dakota.

The project is expected to expand cheese production by 125 million pounds, and to create 140 jobs. It is set for completion by January 2025.

## MEMBERSHIP



## WCMA Hosts Annual Member Meeting

WCMA thanks the many members who joined in last Wednesday's lively Annual Member Meeting, held Elkhart Lake, Wisconsin. Keynote presenter Chad Vincent detailed Dairy Farmers of Wisconsin's impact in the marketplace and in the industry, prior to a legislative recognition program and reports member services and events. For information on your membership benefits at any time, contact [WCMA Business and Membership Manager Sara Schmidt](#).



## WCMA Salutes New and Retiring Directors

Also at its Annual Member Meeting last week, WCMA saluted [new and retiring directors](#).

Steve Bechel of Eau Galle Cheese has again been selected to serve as WCMA President. Doug Wilke of Valley Queen Cheese will continue to serve as First Vice President, with Mike Sipple of Agropur remaining in the role of Second Vice President. Past President Kim Heiman of Nasonville Dairy will rejoin the executive team as Treasurer, while Chris

Renard of Renard's Cheese will continue in the role of Secretary.

Greg Alberts of Kelley Supply, Inc. and Declan Roche of Foremost Farms USA will join the Board of Directors for the first time. Past WCMA President Steve Stettler of Decatur Dairy will also return as a Board member this year.

WCMA sincerely thanks those directors who have served their maximum terms on the board and will be retiring June 30, including Graham Archer of Tetra Pak, Gary Gosda of Schuman Cheese – Lake Country Dairy, Linda Lee of Prairie Farms Dairy's Cheese Division (pictured), and Tayt Wuethrich of Grassland Dairy Products.



#DairyMakesADifference #JuneDairyMonth

## WCMA June Dairy Month Campaign Highlights Members' Community Involvement

Beginning tomorrow, June 1, in celebration of June Dairy Month, WCMA will share the many ways our members give back to their communities through an upcoming social media campaign: Dairy Makes a Difference. Be sure to follow along on WCMA's [Facebook](#), [Twitter](#), and [LinkedIn](#) all month long and use the hashtag **#DairyMakesADifference** to join the celebration!

Have a story you'd like WCMA to share on our social media channels? Please send an image and brief description of your company or cooperative's efforts to [WCMA Communications Director Grace Atherton](#).

## 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 latest social media campaign: Together We Grow.



This week, we're pleased to feature **Jon Brunner** of **Klondike Cheese Company** (pictured), who says, "WCMA's Advanced Leadership Series is great for reinforcing and refreshing the skills I use all the time managing multiple departments and many people in the plant. It's a helpful resource for sharing and brainstorming solutions."

Follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) each week for more inspiring stories of growth from WCMA members!

# WELCOME



*NEW WCMA MEMBERS!*

## Dairy Industry Suppliers



New WCMA supplier member **Focal Point Financial Strategies** specializes in financial planning services for small and mid-sized businesses, including support for various business stages and succession and exit planning.

## WCMA SIGNATURE EVENTS

### WCMA Annual Golf Outing & Trap Shoot Sponsorship Deadline June 10

Looking for a chance to interact directly with golfers at the WCMA Golf Outing & Trap Shoot Wednesday, July 20? Consider an impactful sponsorship, like the [Tee Box & Golf Skill Prize!](#) Bring your team to the hole for a fun afternoon meeting hundreds of golfers throughout the day. Sponsors may choose between cash or a [pro shop certificate](#).



Affordable, high-visibility sponsorships are [available now](#) through Friday, June 10. Have questions? Please contact the [WCMA Events team](#).

## Thank You, Sponsors!



Lunch Sponsor



Social Hour Sponsor



Design • Installations • Sales • Service • Parts

Premier Dinner Sponsor

## WORKFORCE

### WCMA Workforce Strategies Spotlight: Employee Advocacy in Social Media



Noelle Chamberlain • 3rd+  
Production Scheduling Intern  
5d • 🌐

I am excited to share that this summer I will be joining the production team at Great Lakes Cheese as an intern! I am beyond grateful to have the opportunity to learn and develop through this program and look forward to working in this field.

#GLCSummer22Intern

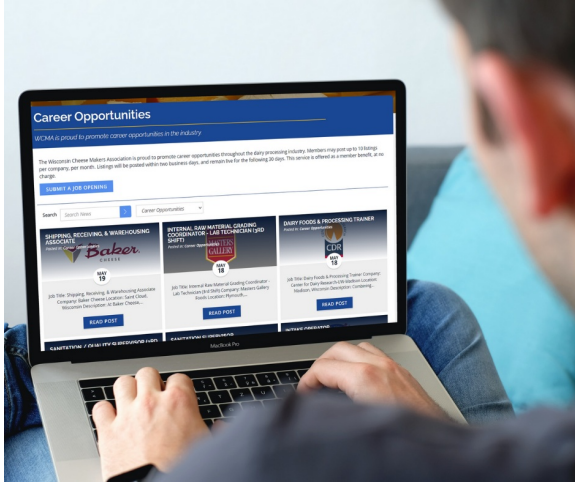


This week's WCMA Workforce Strategies Spotlight focuses on [employee advocacy in social media](#), like the #GLCSummer22Intern campaign supported by WCMA Great Lakes Cheese.

With a basic graphic and simple message, your team can help boost your public image and engagement, helping to drive new employees to apply. Learn more about this strategy and how to launch a program with this [six-step online guide](#).

Have a workforce strategy you'd like to share with your industry colleagues? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

## View, Share Job Openings on WCMA Jobs Board



Visit WCMA's [online jobs board](#) to view job openings from WCMA members Alpine Slicing & Cheese Conversion, Milk Specialties Global, and Westby Cooperative Creamery.

Have an opportunity at your company or cooperative? WCMA members may post up to 10 [openings](#) per company, per month on the Jobs Board. It's free and easy!

**POST OPPORTUNITIES**

## EDUCATION

### Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment, Here's a look at trainings hosted by our partners:

- June 7: [Membrane Filtration Short Course](#) - North Central Cheese Industries Association and South Dakota State University
- June 14: [Labeling Regulations for Dairy Products](#) - Dairy Farmers of Wisconsin
- 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 15: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- June 20-24: [Buttermakers License Apprenticeship \(In-Person\)](#) - Center for Dairy Research
- June 21-23: [FSPCA Preventive Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
- 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

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