



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA, CDR Testifies on DBIA at U.S. Senate Agricultural Appropriations Committee Hearing

WCMA and our partners at the Center for Dairy Research (CDR) testified Thursday before the [Senate Agricultural Appropriations Committee](#) on our efforts to support on-farm diversification and increased production of value-added dairy products via the [Dairy Business Innovation Alliance](#) (DBIA).

Committee Chair Tammy Baldwin (D-Wisconsin) was the driving force behind the creation of the DBIA, and has helped secure ten of millions in U.S. Department of Agriculture funding, maximizing its positive impact on farmers and cheesemakers. DBIA delivers technical assistance, market research, as well as grants to dairy farms and businesses in Illinois, Iowa, Minnesota, South Dakota and Wisconsin.

Testimony from [WCMA Communications, Education and Policy Director Rebekah Sweeney](#) and [CDR Director John Lucey](#) is available online, along with a recording of the hearing, linked below.



UNITED STATES SENATE

COMMITTEE HEARING CHANNELS ★ ★ ★ ★ ★

Hearing entitled,
"Diversifying On-Farm Income:
Opportunities to
Strengthen Rural America."

Coverage begins at 10:00 am.

COMMITTEE ON APPROPRIATIONS
Subcommittee on Agriculture, Rural Development,
Food and Drug Administration, and Related Agencies

USTR Issues Special Report Affirming Focus on Fight Against Dairy GIs Limiting Market Access

The Office of the U.S. Trade Representative (USTR) this week issued its [2021 Special 301 Report](#), detailing areas of priority focus in international agreements. As noted in pages 24-27, the report affirmed the Biden Administration will continue to fight geographic indicators (GI) pushed by the EU, limiting the use of certain product names, such as fontina, gorgonzola, parmesan, asiago, or feta which stand to undercut American dairy processors' global market access.



Evers Visits Ellsworth Cooperative Creamery

Wisconsin Governor Tony Evers and State Senator Jeff Smith (D-Eau Claire) visited WCMA member Ellsworth Cooperative Creamery over the weekend, discussing industry policy priorities. We appreciate the important work of these leaders in supporting dairy industry growth, and our members' efforts to advocate.

To get involved in WCMA's active Policy Committee or to schedule an on-site visit with federal, state or locally-elected officials, please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).



WCMA Pushes for Votes on Labeling Bills

WCMA and a dozen other Wisconsin agricultural advocacy groups joined together last week to push for **floor votes** on Wisconsin State **Assembly Bill 73/Senate Bill 81** and **Assembly Bill 74/Senate Bill 83**, proposals which would prohibit the labeling of food as milk or as a dairy product or ingredient, if the food is not made from the milk of a cow or other hooved mammal.

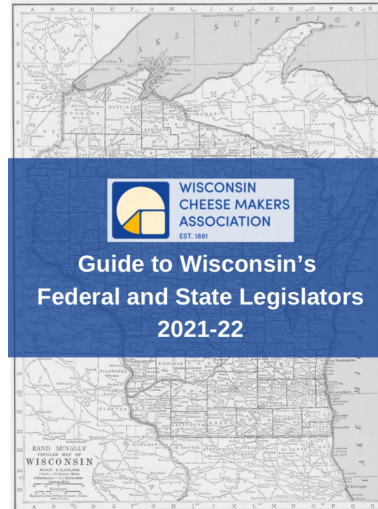
In a **letter to lawmakers**, the groups noted the need for greater transparency and clarity for consumers in the marketplace, as well as fairness for dairy farmers and processors who have worked for generations to establish their products' reputations for safety, nutritional quality and enjoyment. The bills would also assure Wisconsin is aligned with existing, but currently unenforced, U.S. Food and Drug Administration regulations.

The Wisconsin State Senate Committee on Agriculture and Tourism advanced the bills with a unanimous vote on February 11, and the Assembly Committee on Agriculture advanced them on April 7. Both bills enjoy strong bipartisan support.

WCMA Releases Wisconsin Legislative Guide

WCMA is releasing a brand-new resource for members, a **guide to Wisconsin's federal and state legislators**. Members can utilize the interactive guide to access helpful links such as the Find My Legislator site, state assembly and senate bills, and more. The guide also features district maps, Wisconsin state and federal legislators' contact information and committee assignments.

Log-in to **WisCheeseMakers.org** to download this free guide. Need assistance with log-in? Contact **WCMA Office and Member Services Manager Sara Schmidt**.



INDUSTRY UPDATES

Join in USDA Export System Webinar Today

The U.S. Department of Agriculture is hosting a [free webinar](#) today, May 4 at 1 p.m. (CT) detailing its new [Agriculture Trade Licensing & Attestation Solution \(ATLAS\) system](#) which will replace the current electronic trade certification system (eTDE), effective May 6.

USDA officials bill ATLAS as a "single enterprise-wide portal that allows the secure exchange of trade data and documents needed for shipments to worldwide ports from marketing through delivery for the dairy industry" and has posted an [ATLAS user guide](#) online with complete information.

Register Now for USDA Virtual Food Loss and Waste Innovation Fair May 26

The U.S. Department of Agriculture (USDA) will host the [Food Loss and Waste Innovation Fair](#) on Wednesday, May 26 from 11 a.m.-3 p.m. (CT). [Registration is now open](#) for this free, virtual event, which will feature virtual booths where visitors can learn about state-of-the-art solutions from business, government, and academic innovators. Attendees can text chat with representatives and other guests, watch videos, and download reports and other materials.

USDA Awards Cheese, Butter, Yogurt Contracts

This week, the U.S. Department of Agriculture (USDA) has awarded two contracts for dairy product purchases:

- \$3.7 million in [string cheese contracts](#) were awarded to Miceli Dairy Products Company. Deliveries will be made through September 30, 2021.
- Nearly \$1 million in [butter and yogurt contracts](#) were awarded to Byrne Dairy Inc., Chobani, LLC, Select Milk Producers, Inc. and West Point Dairy Products, LLC. Deliveries will be made through September 30, 2021.

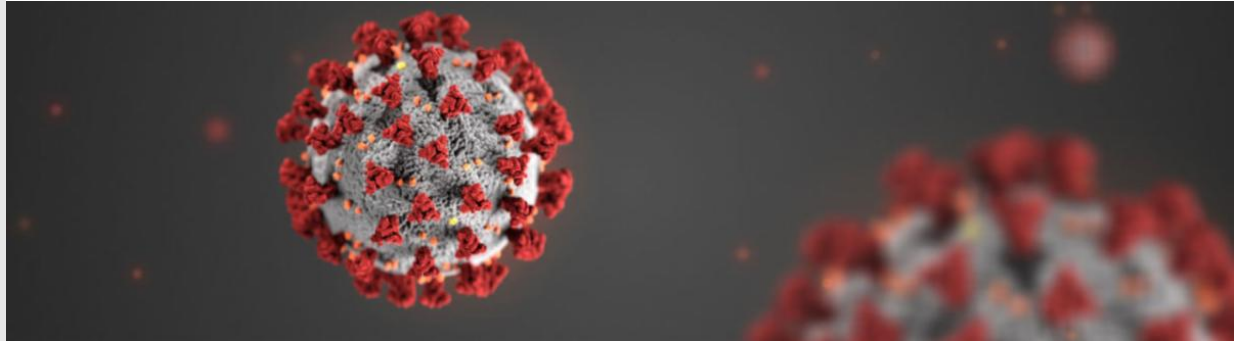
Master Cheesemaker Applications Due May 15

The Center for Dairy Research (CDR) invites Wisconsin

cheesemakers to apply by Saturday, May 15 for the [Wisconsin Master Cheesemaker® Program](#). An eligible applicant must be an active, licensed Wisconsin cheesemaker for at least 10 consecutive years and have completed the Advanced Cheese Technology Short Course and an additional CDR short course. Applications are available for both [new](#) and [returning](#) Masters.



COVID-19 UPDATES



U.S. Daily Vaccination Rates Drop Dramatically, Feds Cite Both Hesitancy and Rollout Success

[Fewer than 1.1 million Americans](#) are now receiving a first COVID-19 vaccination dose each day, the Centers for Disease Control and Prevention (CDC) reported this week, noting it is the lowest average since the end of February. As recently as three weeks ago nearly 2 million Americans were getting their first dose each day.

Federal officials attributed the slowdown to vaccine hesitancy, and have urged states to transition to a no-appointment, walk-up model for vaccination centers, for ease of access. They also noted that nearly [40 percent of U.S. adults](#) - 100 million people - are fully vaccinated, and more than 50 percent of U.S. adults have now received at least one dose of a COVID-19 vaccine.

WDHS Now Matching Vaccinators & Employers for On- or Off-Site Clinics of Any Size

The Wisconsin Department of Health Services (WDHS) is now directly matching employers of any size with vaccinators willing to support on- or off-site clinics for their employees, employees' family members and, in the case of cooperatives, members, as well. If you are interested in this service, WDHS officials urge you to complete and submit its online [Employer Matching Survey](#). If you have questions or need assistance, please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

WCMA Salutes Critical and Essential Employees



Salute
TO THE DAIRY PROCESSING
INDUSTRY'S CRITICAL
& ESSENTIAL WORKFORCE

David Gil
Cheese Grating Lead
Agropur Inc.

Throughout 2021, WCMA is saluting its members' essential and critical workforce, people who daily demonstrate their dedication to the mission of feeding the world delicious, nutritious dairy products.

WCMA is highlighting David Gil, a cheese grating lead at Agropur Inc. in Jerome, Idaho. David continues to work diligently to ensure the highest quality of cheeses are produced to consumers. Thank you, David!

Watch for WCMA salutes in Tuesday e-newsletters, our printed [membership directory](#), and on our Facebook, Twitter, and LinkedIn pages. Have an employee or team you'd like us to celebrate? Just contact [WCMA staff](#).

Coronavirus Headline News

Dairy Industry

- *Agri-Pulse*: [Booker calls for massive conservation spending, return of Food Box program](#)
- *Wisconsin State Farmer*: [Online efforts aid cheese sales](#) (Featuring WCMA member Westby Cooperative Creamery)
- *Bloomberg*: [Land O'Lakes profit triples on robust dairy demand, grains rally](#)

Wisconsin

- *Wisconsin Public Radio*: [75 percent of population age 65 and up fully vaccinated against COVID-19](#)
- *WisBusiness*: [State begins local targeting of COVID-19 vaccinations](#)

National/International

- *National Public Radio*: [Why lagging COVID vaccine rate at rural hospitals 'needs to be fixed now'](#)
- *Associated Press*: [FDA expected to OK Pfizer vaccine for teens within week](#)
- *The Hill*: [States now flush with cash after depths of pandemic](#)
- *CNBC*: [TSA extends mask requirement for planes, buses and trains through mid-September](#)
- *Mercury News*: [Here's how California's new mask guidelines differ from the CDC's](#)
- *Newport News Times*: [Oregon OSHA considering 'permanent' COVID-19 rule](#)

Other Coronavirus Resources

WCMA will continue to provide links to both new and essential coronavirus resources for members in bulletins. We have also created a page on [WisCheeseMakers.org](https://www.wischeesemakers.org) with links to materials detailing employee safety best practices, operations guidance, federal and state support programs, and state orders impacting the dairy industry.

If you have questions or concerns, please contact WCMA staff. We are here for you.

Key Contacts

- WCMA Executive Director John Umhoefer: jumhoefer@wischeesemakers.org or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012

IN THE NEWS

Wisconsin

- *WDJT-TV*: [Wisconsin celebrates 180th cheesemaking anniversary during American Cheese Month](#) (Featuring WCMA member Clock Shadow Creamery)
- *Wisconsin Public Radio*: [Dairy industry split over proposed changes to federal milk pricing system](#)

National/International

- *Brownfield Ag News*: [Asia and Mexico dairy export regions to watch](#)
- *Hagstrom Report*: [Biden talks nutrition, cover crops but not tax increases](#)
- *The Hill*: [Biden calls for path to citizenship for dreamers, farmworkers](#)
- *Agri-Pulse*: [Top trade officials from the U.S., Mexico and Canada will soon convene to review complaints](#)

SIGNATURE EVENTS

WCMA Golf Outing & Trap Shoot Set for July 21

Mark your calendars for a highlight of the summer: the WCMA Golf Outing & Trap Shoot will take place live and in person on **Wednesday, July 21, 2021**. Online registration will kickoff May 18 at 10:00 a.m. CDT. Don't be late!

Next Tuesday, WCMA will announce detailed event information, including sponsorship opportunities and tee off our event website. Golf will take place at four courses: Lake Arrowhead's Lakes and Pines Courses, Bull's Eye Country Club and the Castle Course at Northern Bay Resort, all in Central Wisconsin near Nekoosa. The Trap Shoot will take place at the Wisconsin Trapshooting Association Homegrounds just four miles from Lake Arrowhead.



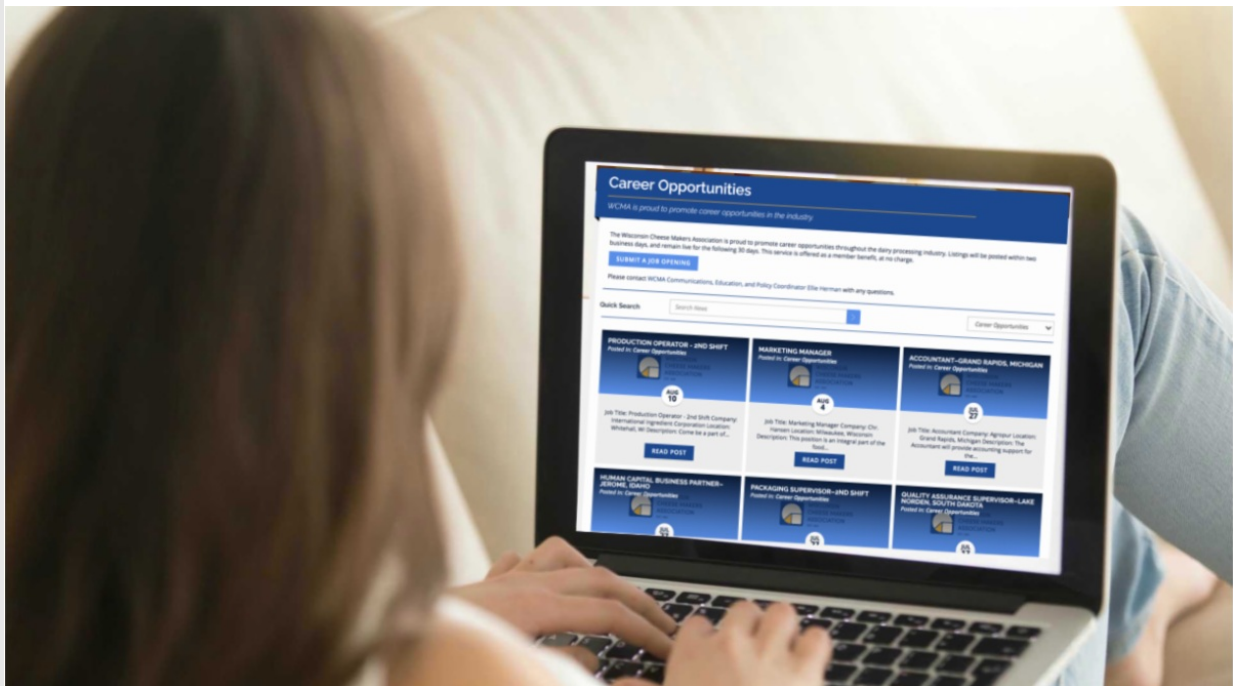
We'll host a fun day with planning to keep you safe. A spacious, all-new clubhouse at Lake Arrowhead Resort will seat our guests in style with proper social distancing. Questions? Contact [WCMA events staff](#).



Final Reminder: Join in WCMA Workforce and Education Committee Meeting Today

Join the [WCMA Workforce and Education Committee meeting](#) today, May 4 from 1:00-2:30 p.m. (CT). This free, virtual event will bring members together for a discussion of new industry training ideas, and offer COVID-19 resources for human resources leaders.

Questions? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 21 industry career opportunities from member companies Alpine Slicing and Cheese Conversion, Baker Cheese, Ellsworth Cooperative Creamery, Saputo Cheese USA Inc., Sartori Company and Springside Cheese. Check out listings for cheesemakers, line attendants, forklift operators, sanitation technicians and more!

All WCMA members are invited to [post openings](#). It's free and easy! Questions may be directed to [WCMA Communications, Education and Policy Coordinator Ellie Herman](#).

[ADD JOB OPPORTUNITIES](#)

Register Now for Industry Trainings

WCMA is proud to host and promote opportunities for industry-specific training and enrichment. Here's a look at some of those upcoming events:

- May 10-13: [HACCP for Food Processors \(Virtual\) | Dairy Farmers of Wisconsin](#)
- May 10-14: [Advanced Cheese Technology Short Course Online | Center for Dairy Research](#)
- May 25: [Cheesemaking 101 What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)
- June 7-10: [World of Cheese from Pasture to Plate Online | Center for Dairy Research](#)
- June 22: [Cheesemaking 101 What a Licensed Cheesemaker Should Know - On Demand | Center for Dairy Research](#)
- June 29-30: [Cheese Grading Fundamentals Course Online | Center for Dairy Research](#)

MEMBERSHIP

Save the Date: WCMA Annual Meeting June 17

Mark your calendars! WCMA will host its Annual Meeting for members on Thursday, June 17 from 1-2 p.m. (CT). This event will be held virtually, and a complete agenda will be shared in the coming weeks.

Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly electronic newsletter! Please note, WCMA extends this benefit to all member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications.