



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



House Sends Shipping Reform Bill to Biden

The U.S. House of Representatives voted 369-42 yesterday to approve the Senate version of the [Ocean Shipping Reform Act](#), in an effort to reduce bottlenecks at U.S. ports and improve conditions for agricultural exports, following a week of industry advocacy. The Senate approved the bill unanimously in March. In [a statement](#), President Biden applauded a bipartisan group of Congressional leaders for their action, and indicated he will act quickly to sign the legislation into law.

The Ocean Shipping Reform Act [boosts the authority](#) of the Federal Maritime Commission (FMC), the agency that oversees ocean shipping, allowing probes of carriers' business practices and authorizing enforcement actions. It also requires ocean common carriers to report "total import/export tonnage" on a quarterly basis, and bars those carriers from "unreasonably" declining opportunities for U.S. exports, with guidance to be provided in new FMC rules.

AMPI CEO Advocates for Expanded Trade Opportunities for Dairy Industry

On Thursday, June 9, co-president and CEO Sheryl Meshke of WCMA member Associated Milk Producers, Inc. [joined other agricultural leaders in testifying](#)



before the U.S. Senate Agriculture Committee's Subcommittee on Commodities, Risk Management, and Trade. Meshke urged regulators to take a stronger stance on enforcing current trade agreements, especially the U.S.-Mexico-Canada Agreement, and in the defense of common food names.

Marieke Gouda Hosts Wisconsin Governor

WCMA member **Marieke Gouda** **welcomed** Wisconsin Governor Tony Evers to its Thorp, Wisconsin facility on Tuesday, June 7 for a tour and discussion of the state's Dairy Processor Grant program. Evers worked with Republican leaders and industry advocates, including WCMA, to double available dollars to \$400,000 in 2022. Nineteen Wisconsin dairy companies, cooperatives, and educational institutions - including Marieke Gouda - **were awarded funding** through the program.



Pictured from left to right are Gloria Joseph of Organic Valley, John Umhoefer of WCMA, Alex

WCMA, Partners Join WDATCP Advisory Meeting

WCMA Executive Director John Umhoefer joined representatives from the Center for Dairy Research, Dairy Farmers of Wisconsin, and dairy processing companies and cooperatives on Wednesday, June 8 for a meeting of the Wisconsin Department of Agriculture, Trade and Consumer Protection's Dairy Rules Advisory Committee. The gathering was hosted by WCMA member Organic Valley and included a visit to the cooperative's pilot plant and research & development center.

WCMA NOTES

The Coming Cheddapalooza



In the midst of industry conditions described by one major cheesemaker as "wilder than the spring of 2020," American-style cheese production is poised for a "tidal wave" in the not-so-distant future, [writes WCMA Executive Director John Umhoefer](#) in this month's WCMA Notes column.

Despite current reduced volume of cheddar and other American types, a number of factors could boost production to new heights by 2025. Read the full column at WisCheeseMakers.org.

EDUCATION



WCMA Webinar

**OSHA Local Emphasis Program
for Food Processors**

Join Free WCMA Webinar Today Focused on OSHA Local Emphasis Program in Wisconsin

***NOTE: In accordance with OSHA internal policies, this webinar will not be recorded.
Please join us live online at 1:00 p.m. (CT) today, Tuesday, June 14.***

Join WCMA's next [free, members-only webinar](#) today at 1:00 p.m. (CT) focused on the Occupational Health and Safety Administration's (OSHA) new [Local Emphasis Program](#) for food processors in Wisconsin.

The intent of this campaign is to encourage employers to take steps to identify, reduce, and eliminate hazards associated with exposure to

machine hazards during production activities, through both education and enforcement.

Our featured speaker, OSHA Compliance Officer Kristopher Schleis, will detail the reason for this effort, steps manufacturers should take to safeguard employees, and what they can expect if they are inspected. Following the presentation, WCMA staff will facilitate a question-and-answer session.



Kristopher Schleis
Occupational Safety and Health Administration

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. Ideas for future webinar topics can be submitted to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



WCMA Front-Line Leadership Class Focuses on Team-Building Strategies

Kudos to WCMA member employees from Great Lakes Cheese, Integrity Cheese Packaging of Wisconsin, Inc., Klondike Cheese Company, Milk Specialties Global, Nelson-Jameson, Inc., and Schuman Cheese, who are today engaging in Front-Line Leadership training focused on cultivating a team mentality for increased productivity and morale. Thanks also go to their employers for investing in their continuing education!



Act Now to Reserve Space in WCMA Fall Leadership Trainings

Sign up today for a fresh lineup of WCMA's popular [Front-Line and Advanced Leadership trainings](#), set to take place this fall.

Front-Line Leadership

New this year, Front-Line Leadership participants may choose between an in-person or virtual track. Participate in all sessions in Madison, Wisconsin - or choose the virtual option to join live online from anywhere in the world.

Front-Line Leadership: In-Person Track:

- [September 27: Part A - Essential Leadership Skills](#) (*sold out*)
- [October 13: Part B - Boosting Staff Performance](#)
- [November 15: Part C - Cultivating a Team](#)

Front-Line Leadership: Virtual Track:

- [September 19: Part A - Essential Leadership Skills](#)
- [October 10: Part B - Boosting Staff Performance](#) (*two spaces remaining*)
- [November 14: Part C - Cultivating a Team](#)

Advanced Leadership Series

By member request, the [Advanced Leadership Series](#) will again be held in a hybrid format, allowing participants to join each session in-person in Madison or live online.

- Part 1 on Thursday, September 29 pushes attendees to take initiative in driving change and generating positive results for their company.
- Part 2 on Wednesday, November 2 focuses on the development and application of a creative and collaborative problem-solving process.
- Part 3 on Tuesday, January 10, 2023 will detail the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

If you have specific employee training needs or wish to add names to a training waitlist, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

More 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 20-24: [Buttermakers License Apprenticeship \(In-Person\)](#) - Center for Dairy

- Research
- June 21-23: [FSPCA Preventive Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
 - August 17-18: [HACCP Training \(In-Person\)](#) - Center for Dairy Research
 - 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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INDUSTRY UPDATES



WCMA Members Recognized for Exceptional Sustainability Efforts

Congratulations to WCMA members Bel Brands, Land O' Lakes, and Milk Specialties Global for being [selected as 2022 Sustainability Award winners](#) by the Innovation Center for U.S. Dairy. The businesses are among seven awardees recognized this year for their efforts to build a more environmentally sustainable dairy industry.

IN THE NEWS

Wisconsin

- *Wisconsin State Farmer*: [Wisconsin farmers are experiencing record high milk prices, but for how long?](#)
- *OnMilwaukee*: [Food truck faves: Say Cheese Curd Company](#)

National/International

- *The Daily Yonder*: [New bill wants to ban mergers in ag and food sectors](#)
 - *Hoard's Dairyman*: [Just 61 percent of milk moved through orders](#)
 - *Ag Net West*: [Impacts of shipping delays being felt by California dairy industry](#)
 - *Southeast Ag Net*: [USDA: School foods offer richest source of dairy in children's diets](#)
 - *KCRG-TV*: [Our Town Luana plant Prairie Farms makes cheese sold all over the world](#) (Featuring WCMA member Prairie Farms)
 - *WWYN-TV*: [Students enjoy not-so-typical field trip](#) (Featuring WCMA member Great Lakes Cheese)
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MEMBERSHIP



Sign Up Today for WCMA Young Professionals Summer Gathering

All WCMA member employees are invited to [join the WCMA Young Professionals](#) at American Family Field in Milwaukee, Wisconsin for an afternoon of fun and networking as the Milwaukee Brewers take on the Pittsburgh Pirates on Wednesday, August 31.

Our group will gather at 1:10 p.m. at the Miller Lite Landing. Located in the left-center field Loge Level, the spacious viewing deck includes three rows of seating with tables, various charging stations, high-definition TVs, a drink rail with chilled cup holders, and a great panoramic view of the stadium.

Registration is \$35 and includes admission and \$15 to the Miller Lite Landing concessions booth. Members may also purchase tickets for guests (significant others and friends are welcome). Please contact [WCMA Events Manager Kirsten Strohmenger](#) with questions.



#JuneDairyMonth

WCMA Highlights Members' Community Involvement for June Dairy Month

In honor of June Dairy Month, WCMA is sharing the many ways our members and partners give back to their communities through a new social media campaign: Dairy Makes a Difference. [One example](#) from this week featured WCMA member Masters Gallery Foods, whose employees volunteered their time helping to clean up their local roadways in celebration of Earth Day.

Throughout the month, WCMA will share inspiring member outreach ranging from volunteer efforts to fundraising drives and more. Be sure to follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) 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 celebrating the many opportunities for collaborative employee advancement in dairy processing through our social media campaign: Together We Grow.



Together WE GROW



This week, we're pleased to feature **Tess Martinson** of **Great Lakes Cheese**. WCMA's tailored training series, webinars, and committees offer meaningful engagement for member employees of any level, from valued front-line personnel like Tess to seasoned professionals growing into management roles.

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

WORKFORCE

Happy Grande Anniversary!

From your Grande family:

Thank you for your hard work, dedication & enthusiasm.

Amy Popp
5 years | June 29

James Pose
5 years | June 19

Edwin Swenson
5 years | June 13

Isidro Tomas
5 years | June 8

Cindy Salbego
10 years | June 11

Grace Abplanalp
15 years | June 15

Donald Butzke
15 years | June 4

Salvador Arellano
20 years | June 11

John Ford
20 years | June 3

Julie Miller
30 years | June 10

Jill Damm
35 years | June 5

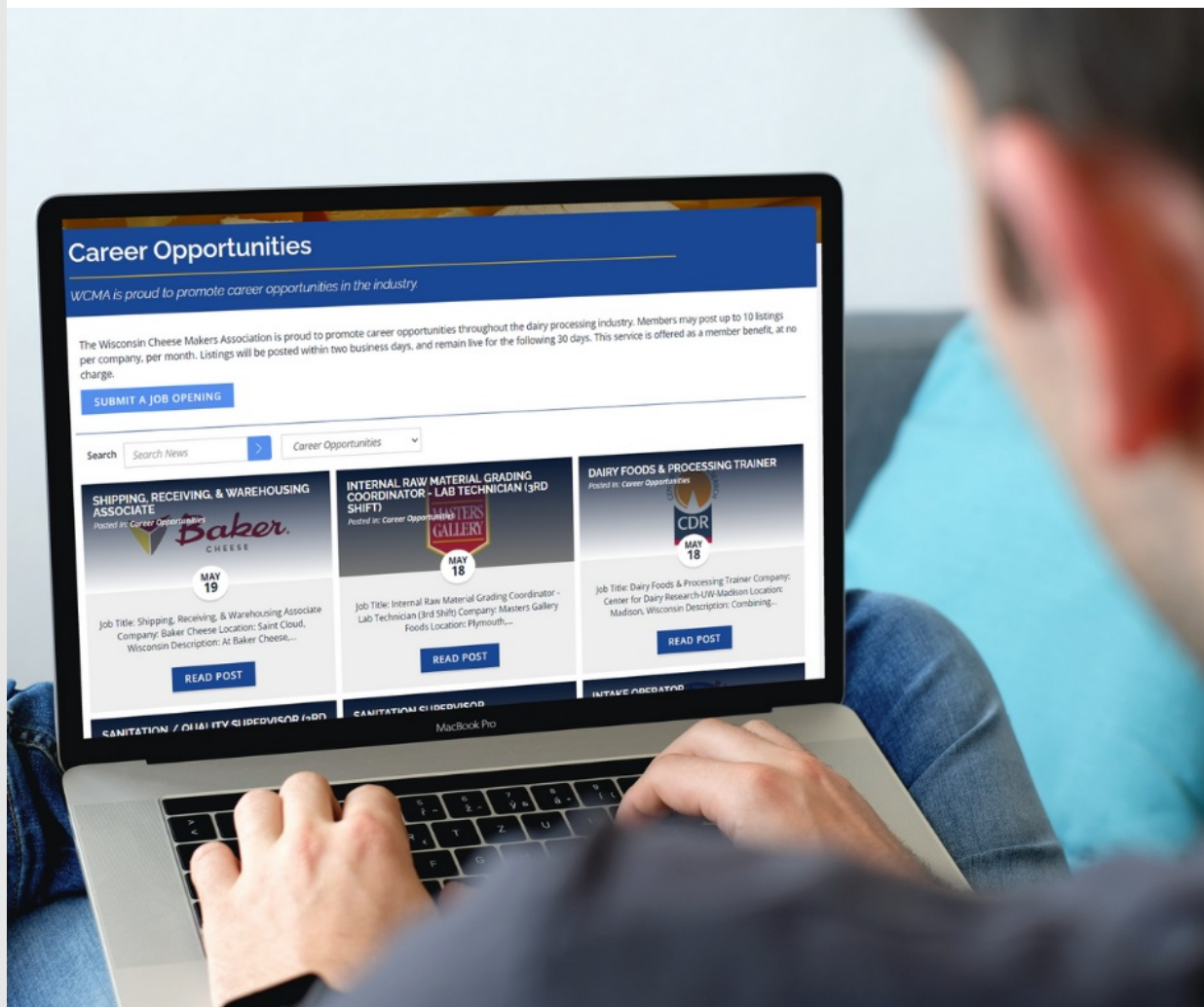
Mark Lavarda
40 years | June 19

WCMA Workforce Strategies Spotlight: Grande Cheese Highlights Longtime Employees

This week, WCMA's Workforce Strategies Spotlight shines on Grande Cheese, which recently [used its social media platforms](#) to recognize anniversaries of longtime employees.

Employee recognition can take many forms, from acknowledging milestones to celebrating achievements and more. Regardless of type, recognizing your valued employees can be a powerful motivational tool: one workplace culture research firm found that [37 percent of employees surveyed said](#) that personal recognition would encourage them to produce better work more often.

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, Baker Cheese, Crystal Farms, Hilmar Cheese Company, Loos Machine & Automation, and Masters Gallery Foods.

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

