



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



### Kind Reintroduces CURD Act to Create Definition for Natural Cheese



U.S. Representative Ron Kind (D-La Crosse) reintroduced the "Codifying Useful Regulatory Definitions" - or CURD - Act on Friday. The bill would create [a formal definition for "natural cheese"](#) to help consumers distinguish between cheeses made from fresh milk and dairy ingredients and pasteurized processed cheeses. WCMA has long supported this proposal, and applauded Kind's effort to provide marketplace transparency and support the dairy industry in this [news release](#).



### WCMA-Backed Agricultural Exports Bill

# Approved Unanimously in Wisconsin Senate

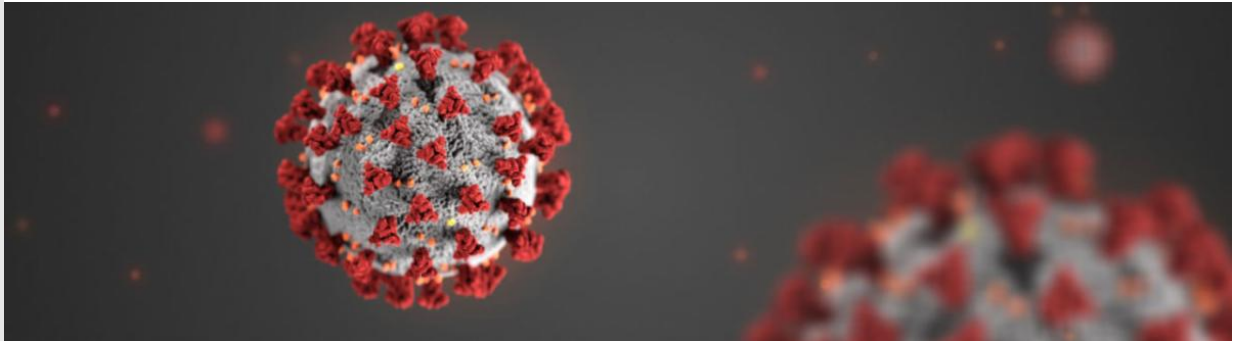
On Wednesday, June 9, the Wisconsin State Senate unanimously approved a [WCMA-backed proposal](#) to boost the state's agricultural export initiatives with an investment of \$5 million over five years. Half of the funds - \$2.5 million - would be earmarked for dairy-specific endeavors. The bill also authorizes the hiring of one full-time staff person at the Wisconsin Department of Agriculture, Trade and Consumer Protection, which would run the program in partnership with the Wisconsin Economic Development Corporation.

SB 325 has been championed by State Senator Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc). Governor Tony Evers ignited the conversation over investments in dairy exporting endeavors, first proposing additional funding as part of a 2020 special session to aid farmers and processors and again including this priority in his 2021 budget proposal.

WCMA will continue its advocacy work on this bill to see it through the legislative process, including a vote in the State Assembly and consideration by the Governor.

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## COVID-19 UPDATES



## USDA Rolling Out New Pandemic Aid Programs

Today, the U.S. Department of Agriculture (USDA) [announced detailed plans](#) to roll out additional pandemic aid for food producers and processors. USDA officials now say they will launch the following programs within the next 60 days:

- a Dairy Donation Program, with \$400 million in support, designed to address food insecurity and mitigate food waste and loss;
- a Supplementary Dairy Margin Coverage offering worth a total of \$580 million for small and medium-sized farms;
- additional pandemic payments for dairy farmers who've suffered losses not previously covered; and
- a program to offer \$700 million in Pandemic Response and Safety Grants for PPE and other protective measures implemented by food processors.

WCMA will keep members informed of opportunities to participate in these USDA programs, as well as developing details on USDA's \$5 billion [Build Back Better initiatives](#).

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## USDA Grant Applications Due June 21 & July 6

The U.S. Department of Agriculture (USDA) is preparing to distribute [\\$92.2 million in competitive grants](#) under the 2018 Farm Bill's Local Agriculture Market Program (LAMP), with support coming from the USDA's Pandemic Assistance for Producers Initiative.

Awards of between \$25,000 and \$750,000 are available for [Local Food Promotion](#)

**Programs**, with applications due June 21. Awards of between \$100,000 and \$1 million are available for projects that develop or enhance [Regional Food System Partnerships](#), with applications due July 6.

## WCMA Salutes Critical and Essential Employees



WCMA continues to salute its members' essential and critical workforce. This week, WCMA is shining a light on the hardworking team at Carr Valley Cheese. Thank you for dedication to the mission of making delicious, nutritious dairy foods!

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

### Wisconsin

- *Milwaukee Journal Sentinel*: [New COVID-19 cases have declined to a mark not seen since the early days of the pandemic](#)
- *WLUK-TV*: [Wisconsin vaccinations surpass 49 percent](#)
- *WBAY-TV*: [Evers discusses likely veto of legislation regarding unemployment benefit, COVID-19 vaccination goal](#)

### National/International

- *Reuters*: [U.S. COVID-19 deaths cross painful 600,000 milestone as country reopens](#)
- *CBS News*: [Gottlieb says Delta virus variant likely to become dominant U.S. strain](#)

## SIGNATURE EVENTS

**Join WCMA's Live, Online Annual Meeting for All Members on This Thursday, June 17**



WCMA will present a [live, online Annual Meeting](#) this coming Thursday, June 17 from 1:00-2:00 p.m. (CDT), offering members a chance to talk with our staff and Board of Directors, learn about the Association's programs and strategies in the year ahead, and hear from one of the dairy industry's most influential leaders in Washington: U.S Senator Tammy Baldwin. [Register today](#) for this free member gathering and be prepared to offer your ideas on how your Association can serve you better!

[REGISTER NOW](#)

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## Register Now to Join in WCMA Technology Committee Field Day on August 26

The WCMA Technology Committee will hold a [field day](#) on Thursday, August 26 to view the state-of-the-art wastewater processing system at LaGrander's Hillside Dairy near Stanley, Wisconsin. This WCMA committee, open to all members, focuses on environmental and processing issues on behalf of the WCMA Board of Directors and industry.

The field day will begin with sign-in at 11:30 a.m. and host a noon lunch and discussion of current environmental issues in Wisconsin. At 1:30 p.m., attendees will travel a short distance (one minute by car) to the wastewater system with tours led by the LaGrander team. The LaGrander system features pretreatment of wastewater, aerobic digestion with enhanced bio P removal, and membrane filtration of the effluent for final discharge in the North Fork of the Eau Claire River.

[Register now](#) to join in this member event. The registration fee of \$25 offsets meeting costs for the host.

[REGISTER NOW](#)

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## INDUSTRY UPDATES

### FDA Updating Standard of Identity for Yogurt

The U.S. Food and Drug Administration announced on June 9 it is issuing a final rule to amend and modernize the [standard of identity for yogurt](#).

The new rule consolidates current, separate standards for yogurt, lowfat yogurt and nonfat yogurt and allows for various styles and textures of yogurt, covering all of them with a general definition and standard. It also expands allowable yogurt ingredients to include sweeteners such as agave and reconstituted dairy ingredients. It establishes a minimum amount of live and active cultures yogurt must contain if it is labeled as containing live and active cultures.

The rule takes effect on July 12, 2021, but its compliance date is January 1, 2024.

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# DBIA



## Dairy Business Innovation Alliance

### DBIA Announces "Industry Impact" Grants Offering Up to \$250,000 Per Award

The Dairy Business Innovation Alliance, a partnership between the Wisconsin Cheese Makers Association and Center for Dairy Research, today launched its [Industry Impact grant campaign](#). DBIA will distribute up to \$1 million, with individual awards ranging from \$50,000 to \$250,000, to support projects designed to create new revenue streams, develop uses for dairy ingredients/products, or solve broad challenges for the dairy industry. Project examples are provided in a ["Helpful Hints" document](#) available online.

Matching funds are not required but welcomed. Applicants do not have to be dairy processors but must collaborate with a dairy business on the project in order to demonstrate industry interest and resource capabilities. Dairy processor applicants must be located or have plants/locations within the DBIA five-state region of Illinois, Iowa, Minnesota, South Dakota and Wisconsin. DBIA is requesting applicants' project abstracts by July 15, with full proposals due in September.

WCMA members with questions should feel encouraged to contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

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### Kudos to Grande Cheese, Winner of Innovation Center Sustainability Award



WCMA congratulates member company Grande Cheese, the Lafayette Ag Stewardship Alliance and Farmers for Sustainable Food, winners of the Innovation Center for U.S. Dairy's ["Outstanding Supply Chain Collaboration" award](#). The partners were recognized for developing a replicable framework for farmer-led sustainability projects, then successfully applying it in a pilot project in Wisconsin.

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### Congrats to AMPI for Communications Award



WCMA congratulates WCMA member Associated Milk Producers Inc., following recognition of its Co-Chief Executive Officers Donn DeVelder and Sheryl Meshke with the **"CEO Outstanding Communicator Award"** from the Cooperative Communicators Association. AMPI's Chairman noted DeVelder and Meshke are "completely selfless and fully focused on making the decisions that set the co-op up for success."

Let's Celebrate All the Ways  
**DAIRY DELIVERS**  
WISCONSIN CHEESE MAKERS ASSOCIATION EST. 1891 #JuneDairyMonth

## Take Part in WCMA's "Dairy Delivers" Social Media Campaign for June Dairy Month

WCMA is celebrating June Dairy Month with a social media campaign highlighting how "Dairy Delivers" - community support, economic opportunity, and delicious, nutritious dairy foods. In the past week, WCMA has saluted Baker Cheese, Saputo Dairy USA and Valley Queen Cheese, and promoted job openings at Foremost Farms USA and Masters Gallery Foods.

Members are invited to participate by sending **WCMA staff** images or brief videos showing the ways your company or cooperative is making a positive impact.

Dairy Delivers  
COMMUNITY SUPPORT  
WISCONSIN CHEESE MAKERS ASSOCIATION EST. 1891 #JuneDairyMonth

WCMA will share a new "Dairy Delivers" post daily throughout the month of June on Facebook, LinkedIn and Twitter, and we're offering a **Facebook frame** for your profile pics, too. Have questions? Please contact **WCMA Communications, Education and Policy Director Rebekah Sweeney**.

## IN THE NEWS

### Wisconsin

- *Wisconsin State Farmer*: **Wisconsin bills seek 'Truth in Food Labeling'**
- *Dairy Herd Management*: **Could America's Dairyland be facing its worst drought since 2012?**

### National/International



- News Release: [U.S. dairy industry's economic impact totals \\$753 billion](#)
- Yahoo! Finance: [20 largest milk-producing countries in 2021](#)
- National Public Radio: [U.S. farmers of color were about to get loan forgiveness. Now the program is on hold.](#)
- Capital Press: [OSU to build new \\$20 million dairy processing facility](#)
- Rutland Herald: [Consider Bardwell... is back](#)

## EDUCATION



## Register Now for WCMA Leadership Courses

WCMA's Fall/Winter 2021 leadership trainings are filling quickly, and we encourage you to [register now](#) to join us!

WCMA [Front-Line Leadership Training](#) returns in September with hybrid offerings, allowing students to join classes in person in Madison, Wisconsin, or online from anywhere in the world. The courses in this training track can be taken à la carte and in any order.

- Part A, focused on exploring the essential skills to own your role as a supervisor, will be held September 7.
- Part B centers on positively impacting staff performance, and will be held on October 4.
- Part C breaks down the key ingredients for cultivating a team, and will be held on November 8.

Tuition is \$135 and includes materials and instruction, as well as lunch for those attending in person. Enrollment is limited to 22 individuals per class.

The [WCMA Advanced Leadership Series](#) will also be offered to students in a hybrid format, allowing them to join in three sessions either in Madison, Wisconsin, or online. Those enrolling participate in the entire series as a cohort to better facilitate relationships.

- Session 1 is set for September 16 and will encourage participants to take initiative in driving change and generating positive results for their company.
- Session 2 will be held November 15 and focuses on the application of a creative and collaborative problem-solving process.
- Session 3 wraps the series on January 18, 2022, detailing the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

This series also features guest speakers from industry detailing their leadership successes

and challenges, and requires participants to complete real-world projects that implement their new knowledge. The cost for the entire series, including materials, instruction, and meals, is \$495 per participant. Enrollment is limited to 20 individuals.

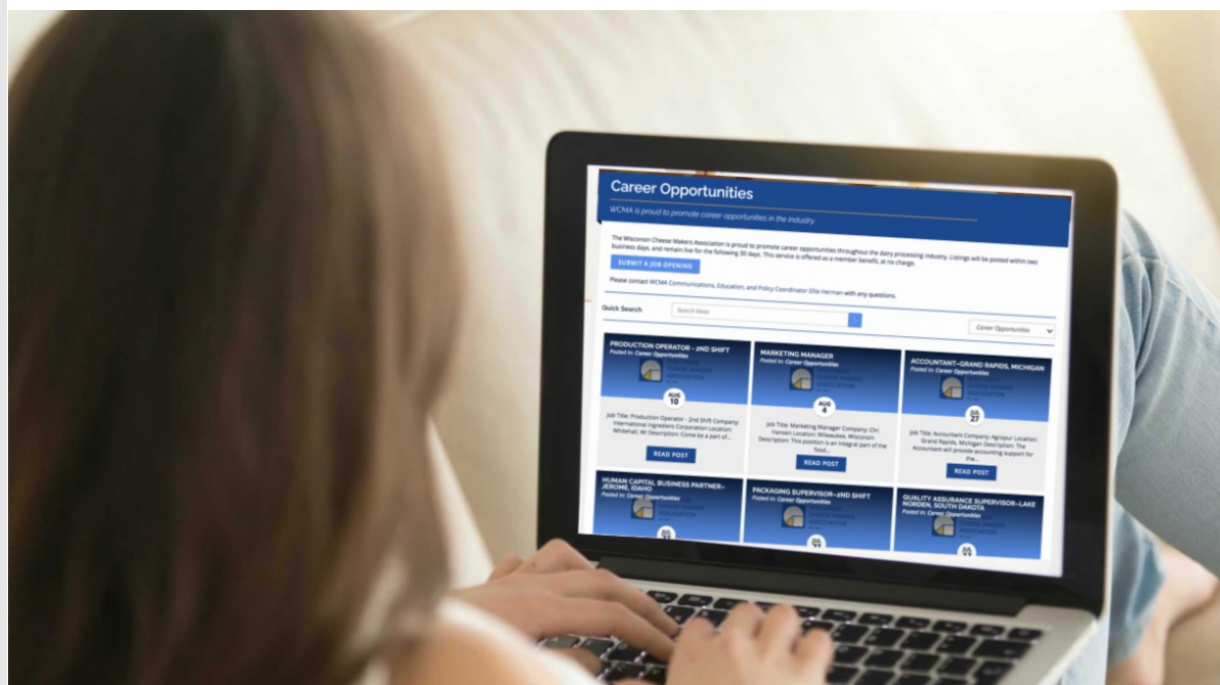
For more information – including reviews and testimonials from past participants – and to register now, visit [WisCheeseMakers.org](http://WisCheeseMakers.org).

## Register Now for Other Industry Training Events

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

- June 22: [Cheesemaking 101: What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)
- June 29-30: [Cheese Grading Fundamentals Course Online | Center for Dairy Research](#)

## WORKFORCE



## View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring 11 industry career opportunities from member companies Agropur, Inc., Associated Milk Producers, Inc., V&V Supremo Foods, and Wisconsin Whey Protein. Check out openings for intake operators, QA supervisors, dryer operators, cheesemakers, human resources professionals, and more!

All WCMA members are invited to [post openings](#). It's free and easy! Have questions? Please contact [WCMA staff](#).

[ADD JOB OPPORTUNITIES](#)



## IN MEMORIAM

### John "Jack" Baker

WCMA mourns with the Baker family of Baker Cheese for the loss of Jack Baker [who passed away June 11](#) at the age of 69. Jack was a proud, third-generation co-owner of Baker Cheese where he devoted his entire career until his retirement in 2009. Visitation will be held at Shepherd of the Hills Catholic Church, W1562 County Road B, Eden, Wisconsin on Friday, June 18, from 3:00 to 7:00 p.m.

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## MEMBERSHIP

### 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.

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[WisCheeseMakers.org](http://WisCheeseMakers.org)

