



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY

WCMA-Backed Ag Exports Proposal Advances, May Be Inserted Into State Budget Plan

The Wisconsin State Senate Committee on Agriculture unanimously approved of a [WCMA-backed proposal](#) to boost the state's agricultural export initiatives late last week, enabling a floor vote - or inclusion of the proposal in the state budget.

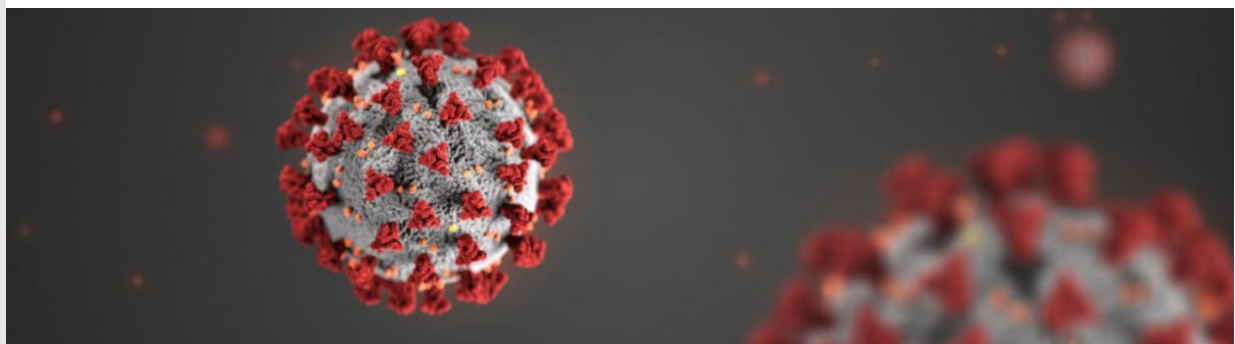


The bill, authored by State Senator Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc), directs \$5 million to the Wisconsin Department of Agriculture, Trade and Consumer Protection which, in partnership with the Wisconsin Economic Development Corporation, would increase its export endeavors. It earmarks \$2.5 million for dairy-specific initiatives.

Sen. Ballweg and Rep. Kurtz also serve on the state's powerful Joint Finance Committee, and have alerted WCMA to their plan to try to [insert their proposal](#) into the budget in a meeting set for tomorrow.

WCMA has also advocated for a [similar budget proposal](#) offered by Governor Tony Evers, and has worked to secure broad bipartisan support for the concept.

COVID-19 UPDATES



More States Announce Vaccine Incentives

Following the success of Ohio's ["Vax-a-Million" lottery program](#) and [New York's various lotteries](#), more states are announcing prize programs to encourage people to get

COVID-19 vaccines. Here's a look at the latest incentive announcements in key dairy processing states.

California

Governor Gavin [Newsom announced](#) late Thursday that ten individuals will win \$1.5 million cash prizes and that 30 residents, aged 12 and older, will win \$50,000 for completing their vaccination series. The first two million Californians beginning and completing their vaccinations after May 27 will also automatically receive a \$50 gift card.

Illinois

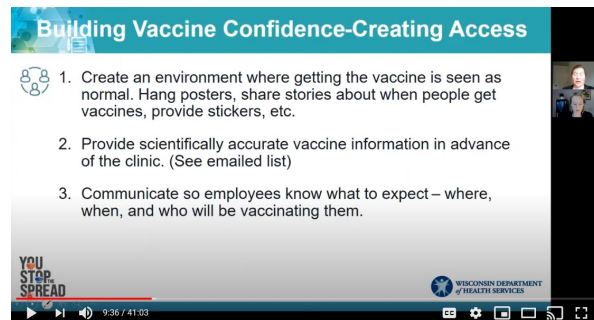
Governor J.B. [Pritzker announced](#) that Six Flags Great America will offer 50,000 free tickets — with a total value of \$4 million — to newly vaccinated Illinois residents.

Minnesota

Governor Tim [Walz announced](#) Thursday that that the first 100,000 people who get a vaccine between Memorial Day weekend and the end of June will be eligible for several rewards, including a \$25 gift card, a free state parks pass or fishing license, or tickets to the Minnesota Zoo or State Fair.

WCMA Shares Recorded Webinar, Resources to Build Vaccine Confidence, Participation

WCMA members are invited to view a [recorded version of a webinar](#) offered last week focused on successful strategies to build vaccine confidence – and participation rates – among your employees. Guest presenter Elise Balzer of the Centers for Disease Control and Prevention also shared the following resources to support employers' vaccination efforts.



How to Find a COVID-19 Vaccine

- [Wisconsin Department of Health Services Vaccinator Matching Program Survey](#) (for employers arranging an on-site clinic of any size in Wisconsin)
- [Vaccine Locator](#) (for all, nationwide; note that those without internet access may also simply call 211 for help)

Vaccine Resources (Available in Multiple Languages)

- [CDC Essential Workers Vaccination Toolkit](#)
- [Infosheet: Immediately After Vaccination](#)
- [Infosheet: After You Are Fully Vaccinated](#)
- [Infosheet: Vaccine Safety](#)
- [Infosheet: About the Vaccine](#)
- [Infosheet: How Were Vaccines Authorized?](#)

Transportation to Wisconsin Vaccinators

- [Need a Ride? Non-Emergency Medical Transportation | Wisconsin Department of Health Services](#)

Transportation to Vaccinators - National/Federal Resources

- [COVID-19 Resource Center | National Center for Mobility Management](#)
- [Lyft](#)
- [Uber](#)

Wisconsin Small Business Recovery Grant Applications Due June 7

WCMA members are encouraged to [apply by June 7](#) for \$420 million in Wisconsin Tomorrow Small Business Recovery Grants, a new program supported with federal COVID-19 aid. This new grants program will provide as many as 84,000 Wisconsin small businesses with a flat award of \$5,000.

Eligible businesses will have an annual gross revenue between \$10,000 and \$7 million. Grant money can be used for any business operating costs, including but not limited to wages and salaries, rent, mortgages, and inventory, and/or for health and safety improvements.

The [application form](#) should take no more than 15 minutes to complete. Awards will be distributed by June 30.

Answers to [frequently asked questions](#) are available online, and [WCMA staff](#) are always available to help members as needed.

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.

These grants support the development, coordination and expansion of direct producer-to-consumer marketing, local and regional food markets and value-added agriculture. USDA is encouraging applications focused on projects to assist underserved local and regional agricultural businesses, producer networks and associations responding to COVID-19 disruptions and impacts.

WCMA Salutes Critical and Essential Employees



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

This week, WCMA is highlighting Roth Cheese/Emmi Roth USA team members Arnulfo Vasquez, Israel Galindo, Steve Detra, and Brandon Maltry who have maintained a safe work environment and strong production. Your efforts are appreciated!

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

- *Dairy Herd Management*: [Where are all the truckers?](#)

Wisconsin

- *WisPolitics*: [WEDC CEO Hughes says several factors at play in state's worker shortage](#)
- *Milwaukee Journal Sentinel*: [State to give 84,000 Wisconsin businesses \\$5,000 grants by end of June](#)
- *WMTV-TV*: [Wisconsin hospitals register lowest number of COVID-19 hospitalizations since April of 2020](#)
- *WTMJ-TV*: [COVID-19 vaccine demand at its lowest point in Wisconsin since January](#)

National/International

- *Good Morning America*: [U.S. sees signs of 'new normal' as states lift COVID restrictions](#)
- *Reuters*: [Moderna files for full U.S. approval of COVID-19 vaccine](#)

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](#) 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

INDUSTRY UPDATES



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

WCMA will celebrate June Dairy Month with a social media campaign highlighting how "Dairy Delivers" - community support, economic

opportunity, and delicious, nutritious dairy foods.

Members are invited to participate by sending [WCMA staff](#) images or brief videos, highlighting the ways your company or cooperative is making a positive impact. Consider highlighting your business expansion, new dairy product or charitable project.



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. We invite you to join us in this salute to the awesome impact of dairy processors!

WCMA will also be sharing content from elected officials, recognizing the dairy industry this month. Today's featured guest message is from Wisconsin Governor Tony Evers.



Have questions about WCMA's "Dairy Delivers" campaign? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

USDA Awards Cheese and Butter Contracts

The U.S. Department of Agriculture (USDA) today announced [awards for cheddar and swiss contracts](#) worth \$4.3 million to six dairy processors, including WCMA members Dairy Farmers of America, Great Lakes Cheese Company, and Winona Foods. Late last week, USDA also [awarded butter contracts](#) worth a combined \$28.6 million to three dairy processors, including WCMA member Grassland Dairy Products.

A complete list of USDA's [open solicitations for bids](#) is available online.

WCMA Members to be Featured at WDATCP Dairy Exchange Webinar on June 8

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites WCMA members to [register now](#) to take part in its quarterly Dairy Exchange webinar on June 8, 2021 from 8:30-9:45 a.m. (CDT). WCMA members from Decatur Dairy, Moundview Cheese, Specialty Cheese Company and Uplands Cheese will present information about their 2021 WDATCP Dairy Processor Grant projects at this meeting.

IN THE NEWS

Wisconsin

- *Wisconsin Public Radio:* [State of cheese sales in Wisconsin](#)
- *WKOW-TV:* [Win cheese for a year!](#) (Featuring WCMA member Emmi Roth USA)
- *WDATCP News Release:* [Celebrate Wisconsin's dairy future this June](#)

National/International

- *Feedstuffs:* [Legislators seek more insight on tax policy impact to farmers](#)
- *Reuters:* [Cheese on the menu for Britain-Canada trade deal](#)
- *USDA News Release:* [U.S. agricultural exports in Fiscal Year 2021 forecast up \\$7 billion to record \\$164 billion; imports at \\$141.8 billion](#)
- *National Post:* [Canadians are hungriest for Parm - the authentic Roman cheese like a 'living dinosaur'](#)

MEMBERSHIP



Register Now for Live, Online Annual Meeting for WCMA Members on June 17

Wisconsin Cheese Makers Association will present a live, online Annual Meeting on 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!

Member Survey Responses Due Today

Thank you for your active WCMA membership. Your support and engagement enables WCMA to serve dairy processors and their supplier partners across the country with industry-specific advocacy, education, networking opportunities, information and more.



Now, WCMA invites you to share your perspective on our work and direct our future endeavors via the [2021 WCMA Membership Satisfaction Survey](#). Our 13-question survey should take no more than ten minutes to complete. Individual responses will be held in confidence.

Responses are requested by close of business today, June 1, and we look forward to your feedback. Thank you!

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.

EDUCATION



Register Now for WCMA Leadership Courses

Register now for WCMA's Fall/Winter 2021 leadership trainings, including the popular WCMA Front-Line Leadership Training courses designed for those supervising small teams and the highly rated WCMA Advanced Leadership Series for mid-level managers.

WCMA [Front-Line Leadership Training](#) returns 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.

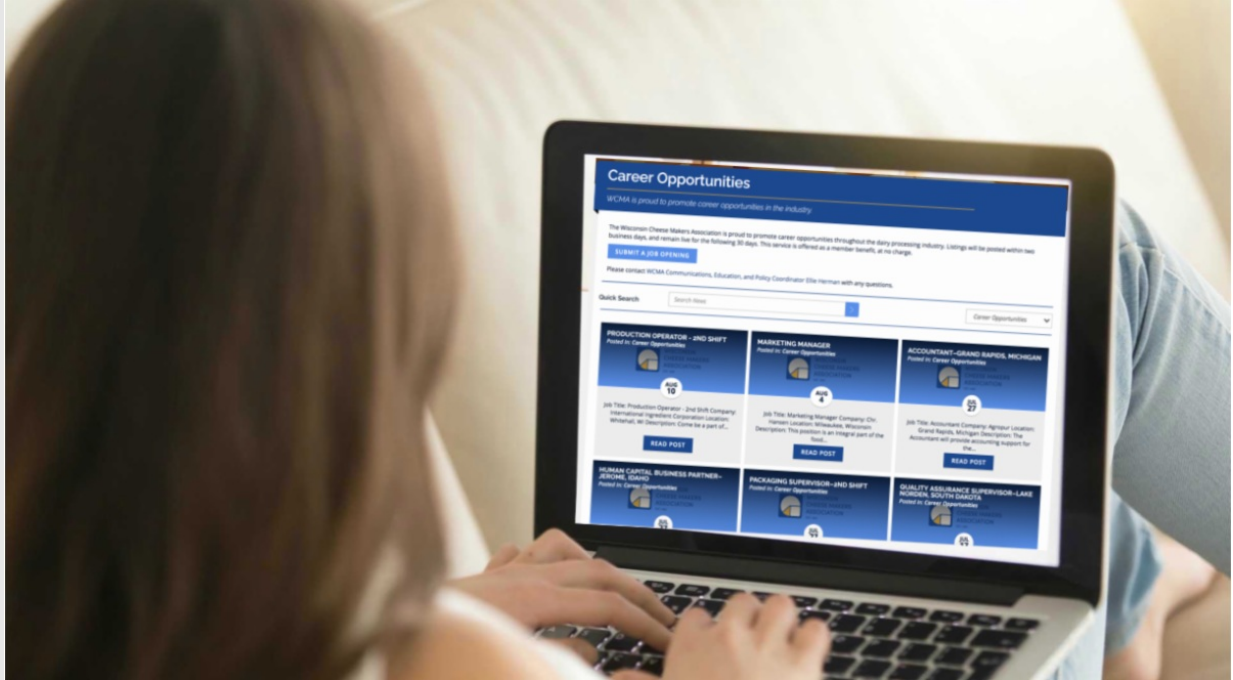
For more information – including reviews and testimonials from past participants – and to register now, visit WisCheeseMakers.org.

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 7-10: [World of Cheese from Pasture to Plate Online | Center for Dairy Research](#)
- 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 37 industry career opportunities from member companies Agropur, Inc., Alpine Slicing and Cheese Conversion, Associated Milk Producers, Inc., Baker Cheese, Emmi Roth, Sartori Company, Springside Cheese, and Wisconsin Whey Protein. Check out listings for cheesemakers, quality assurance supervisors, controls engineers, forklift operators, sanitation technicians and more!

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

[ADD JOB OPPORTUNITIES](#)

SIGNATURE EVENTS

WCMA Golf Outing & Trap Shoot Sold Out; Sponsorships Available Through June 8

All reservations for golfers and shooters at the WCMA Golf Outing and Trap Shoot, set for July 21 in Central Wisconsin, have now been sold. Thank you for your support!

WCMA is still welcoming registrations on [WisCheeseMakers.org](#) for those interested in attending the social hour and dinner only, and for those interested in being added to our wait list.

Please contact [WCMA staff](#) for additional assistance.



Make an impact at the WCMA Golf Outing and Trap Shoot with affordable [sponsorship](#)

opportunities, available now through June 8 at WisCheeseMakers.org. This year, WCMA is offering new opportunities for business promotions, including:

- **[Golf Cart Sponsorship](#)**: Every golfer is sure to see your company logo with this high visibility sponsorship! Display your company logo on each golf cart on one of our four courses. Your logo will also be included on in-cart flyers distributed to all participants.
- **[Driving Range Sponsorship](#)**: Receive your company logo on signage at one driving range. Your company logo will also be displayed on in-cart flyers distributed to all participants.
- **[Tee Box Sponsorship](#)**: Super-size your skill prize sponsorship by trying the New Tee Box + Golf Skill Prize Sponsorship and bring your team members to the hole for a fun afternoon visiting with the golfers. Play a game, provide a fun beverage or just say hello - the options are endless!

[Complete details](#) on sponsorship opportunities are available online. Contact **[WCMA Events Manager Caitlin Peirick](#)** to secure your sponsorship today.

WisCheeseMakers.org

