



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



## WCMA Outlines FMMO Proposal in USDA Virtual Pre-Hearing Information Session

At a closed, virtual pre-hearing informational session held Friday, June 16, WCMA Executive Director John Umhoefer detailed our association's [petition for federal milk marketing order reform](#) related to make allowances. This session was designed to provide U.S. Department of Agriculture (USDA) staff with context on the [13 proposals](#) now before the agency. According to [USDA's Action Plan](#), a formal hearing notice could be published in late July and a hearing set to begin August 23. WCMA will continue to inform members of important developments and opportunities for industry advocacy.



## Wisconsin Legislature Approves \$150M for Ag Road Improvements

Last Thursday, the [Wisconsin State Assembly and Senate approved Senate Bill 247](#) on voice votes with strong bipartisan support. This legislation, authored by State Senator Howard Marklein (R-Spring Green) and State Representative Travis Tranel (R-Cuba City), will direct a one-time investment of \$150 million into a new Agricultural Road Improvement Program at the Department of Transportation, directing grant monies to municipalities to improve roads that are critical to dairy processors' business operations.

Special thanks go to the members of WCMA's Policy Committee who provided practical examples of failing infrastructure and costs involved with either repeatedly transporting goods over roads in poor condition or mandated detours. Lawmakers heard your voices, and Governor Tony Evers is set to sign the bill into law in the coming days.

To get involved in WCMA's advocacy efforts, please contact [Senior Director of Programs & Policy Rebekah Sweeney](#).

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## Gov. Evers Visits WCMA Member Plants



Wisconsin Gov. Tony Evers last week celebrated June Dairy Month with a visit to WCMA members Arena Cheese and Chalet Cheese Cooperative. Both businesses have pursued updates to their operations with support from the state's Dairy Processor Grant program. Thanks to WCMA members' effective advocacy efforts, the legislature's budget-writing Joint Finance Committee **last month approved an increase** in the program's available funding to \$1 million over the coming biennium.



## Center for Dairy Research Brings DBIA to D.C.

Members of Congress and their staff last week enjoyed an opportunity to learn about the work of the **Dairy Business Innovation Alliance (DBIA)** thanks to the Center for Dairy Research, which administers DBIA programming in partnership with WCMA. Congressional attendees at the annual "D.C. Meets Madison" reception also sampled products from Wisconsin Master Cheesemakers courtesy of Dairy Farmers of Wisconsin.

The DBIA is supported by funding from the U.S. Department of Agriculture. Since its inception, the Alliance has administered over \$9.4 million in grants to 103 dairy businesses in 11 Midwestern states, as well as technical support. The next grant application period opens on August 28. Questions about DBIA may be directed to **WCMA Grants & Business Programs Director Danica Nilsestuen**.

## FDA Extends Comment Period for Draft Guidance on Food Labeling



The U.S. Food and Drug Administration (FDA) is **extending the comment period** by 90 days for its draft guidance on dietary guidance statements in food labeling, which was published on March 27. Comments should be **submitted online** by Monday, September 25 and identified with the

**SUBMIT COMMENTS**

**EDUCATION**



## ***WCMA Webinar The Business Case for Sustainability***

### **Register Now for Free, Members-Only Webinar Focused on Dairy Sustainability**

Mark your calendar and [register now for WCMA's next free, members-only webinar](#) on Tuesday, July 11 at 1:00 p.m. (CT), focused on dairy sustainability.

This concise, practical session will dive into the reasons dairy processors should consider pursuing sustainability efforts and how to get started. Presenters from Innovation Center for U.S. Dairy and WCMA member companies will be announced soon!

This webinar will include time for audience Q&A. If you'd like to share a question in advance, please email [WCMA Communications Director Grace Atherton](#) by Monday, July 10 at 12:00 p.m. (CT).

**RESERVE YOUR SEAT**

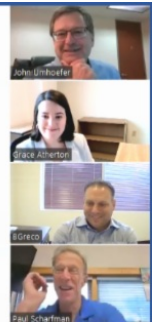


**WISCONSIN  
CHEESE MAKERS  
ASSOCIATION**



***Current Trends in Cheese Sales***

June 13, 2023



## **WCMA Cheese Sales Webinar Now Available**

A recording of WCMA's latest free webinar, focused on current trends and the outlook on



cheese sales, is [now available for viewing online](#). Resources and contacts that were mentioned during the webinar include:

- [Full PowerPoint Presentation](#)
- U.S. Department of Agriculture [2022 Annual Dairy Product Summary Report](#)
- Wisconsin [Annual and Monthly Dairy Product Reports](#)
- Webinar Presenters:
  - [John Umhoefer](#), Executive Director, WCMA, (608) 673-5265
  - [Paul Scharfman](#), President, Specialty Cheese Company, (608) 575-0285
  - [Bob Greco](#), President & CEO, Cheese Merchants, (620) 221-0580

As a reminder, information on all of WCMA's past monthly webinars is available to logged-in members anytime at [WisCheeseMakers.org/Webinars](#). Suggestions for future webinars are always welcome! Please send your ideas to [WCMA Communications Director Grace Atherton](#).



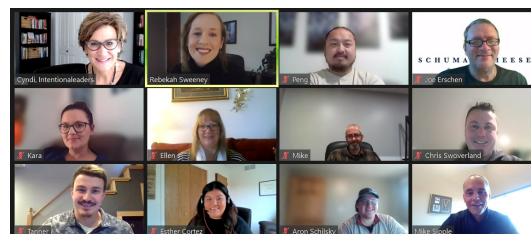
## Limited Space Available in WCMA Fall Leadership Trainings

Visit [WisCheeseMakers.org/Trainings](#) now to reserve seats in the fall lineup of WCMA's Front-Line and Advanced Leadership courses! Join more than 600 individual WCMA member employees that have graduated from these practical, engaging trainings, strengthening their leadership skills and driving positive results for their employers.



### Front-Line Leadership

[Front-Line Leadership](#) is designed for



### Advanced Leadership Series

The three-part [Advanced Leadership](#)

new and seasoned supervisors in the dairy processing industry. This fall, the course will be offered in both virtual and in-person formats.

Front-Line Leadership classes are offered a la carte and may be taken in any order. Each session costs just \$135 per person for virtual participants or \$159 per person when completed in-person.

Don't wait to sign up - **one Front-Line Leadership virtual track is nearly full!**

**Series** is designed for mid-level managers and employees transitioning to such positions.

This virtual course features guest speakers from industry, group and partner discussions, and a project to demonstrate attendees' new knowledge. The series costs \$549 per person.

Enrollment in the Advanced Leadership Series is **limited to a small cohort of just 22 participants**. Act quickly to reserve space!

**SIGN UP NOW**

Have questions or additional training needs? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



## Join WCMA Technology Committee for July 26 Field Day

Join the WCMA Technology Committee for a **field day on Wednesday, July 26**, visiting the wastewater treatment system at WCMA member company Meister Cheese in Muscoda, Wisconsin. The land treatment system includes an anaerobic digester producing gas for electrical generation, an aerobic digester, clarifier and seepage cells.

The day will begin with members gathering at 11:30 a.m., then enjoying lunch and an environmental issues update meeting. The facility tour will take place from 2:00-3:30 p.m. This in-person seminar, lunch and tour costs just \$45 per person. Sign up today!



Have questions? Please contact [WCMA Executive Director John Umhoefer](#).

**REGISTER NOW**

## Additional Industry Educational Opportunities

WCMA is pleased to share opportunities for industry training and enrichment. Here's a look at upcoming courses hosted by WCMA members and partners:

- June 27: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- July 11: [Membrane Filtration Short Course](#) - North Central Cheese Industries Association
- Available On Demand:
  - [Introduction to Food Safety Principles \(English and Spanish\)](#) - Cornell University
  - [Artisan Dairy Food Safety Coaching](#) - Cornell University
  - [Online HACCP Training](#) - North Carolina State University
  - [Good Manufacturing Practices in Food Safety](#) - North Carolina State University
  - [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
  - [Preventive Controls for Dairy Processors](#) - North Carolina State University
  - [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

## INDUSTRY UPDATES



**SATURDAY,  
JUNE 24,  
2023  
DOWNTOWN  
PLYMOUTH**

[PlymouthWisconsin.com](http://PlymouthWisconsin.com)

**WCMA Members Partner to Host  
Plymouth Cheese Capital Festival**

Join WCMA members Great Lakes Cheese, Masters Gallery Foods, Sargento Foods, and Sartori Company in Plymouth, Wisconsin as they sponsor the [2023 Cheese Capital Festival](#)! This free event on Friday, June 23 and Saturday, June 24 is a throwback to the Cheese Derby Days from years past and celebrates Plymouth's cheese heritage.

Friday's activities include live music from 6:00-9:00 p.m. and a mac & cheese cook-off between local businesses. Saturday will kick off with a cheese-themed parade through downtown Plymouth at 10:00 a.m. Following the parade, head to nearby Stayer Park, where activities include cheese vendor tents, food vendors, music & drinks, along with children's activities such as a bounce house and face painting.

Visit [PlymouthWisconsin.com](http://PlymouthWisconsin.com) for a complete schedule and more information.

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## IN THE NEWS

### Wisconsin

- WSAW-TV: [Sen. Baldwin announces \\$23M in grants to go toward national dairy industry](#)
- Wisconsin State Farmer: [U.S. Rep. Derrick Van Orden \(R-WI\): In Wisconsin, we are called America's Dairyland for a reason](#)
- WKOW-TV: [Delicious recipes to celebrate Dairy Month in Wisconsin](#) (Featuring WCMA members Crave Brothers Farmstead Cheese, Klondike Cheese Company, Hook's Cheese, Uplands Cheese, Cedar Grove Cheese)

### National/International

- Dairy Herd Management: [U.S. has seen consistent growth in ag exports to Mexico under NAFTA, USMCA](#)
  - Hoard's Dairyman: [What if Chinese dairy imports stop growing?](#)
  - AgWeek: [The South Dakota dairy industry is booming](#) (Featuring WCMA members Agropur, Bel Brands, and Valley Queen Cheese)
  - Dairy Herd Management: [Dairy producers feel the pain as milk prices plunge almost \\$10 under last year's record prices](#)
  - Dairy Reporter: [Organic dairies can apply for ODMAP, with \\$104m up for grabs](#) (Featuring WCMA member Organic Valley/CROPP Cooperative)
  - WCAX-TV: [Agri-Mark dairy facility completes \\$30M expansion project](#) (Featuring WCMA member Cabot Creamery Cooperative)
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## WORKFORCE





## RSVP for August 15 Hybrid Meeting of WCMA Workforce & Education Committee

Save the date and [register now for WCMA's Workforce & Education Committee meeting](#) on Tuesday, August 15 from 11:30 a.m.-3:00 p.m. (CT).

Network and engage with industry peers in-person at the offices of WCMA member M3 Insurance in Madison, Wisconsin, or online via Zoom. In-person attendees will enjoy a networking lunch. Our meeting will include presentations on:

- Proper Use (and Preventing Abuse) of FMLA
- Peer Perspectives: Strategies for Successful Hybrid Workforce Management
- Methods to Measure HR Effectiveness

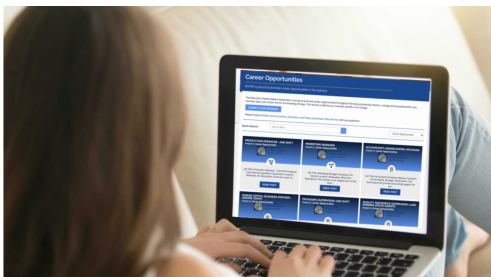
Additional details and speakers will be announced soon. RSVP now to take advantage of this opportunity to network with your human resources peers in dairy processing!

Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions or suggestions.

[REGISTER NOW](#)

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## View, Share Career Opportunities on Free WCMA Jobs Board



Whether on the production floor or in the office, filling your open positions can be a challenge. WCMA's [free, online Jobs Board](#) is here to help!

Members can post up to 10 job openings per month at no extra cost. Each posting is published within two business days and remains live on our website for 30 days after submission.

Visit [WisCheeseMakers.org](http://WisCheeseMakers.org) today to share your career openings and view current opportunities from members Associated Milk Producers Inc., Bassett Mechanical, Caloris Engineering, Crave Brothers Farmstead Cheese, Dairyfood USA, Ellsworth Cooperative Creamery, Gilman Cheese, KDI Cheese Co., Klondike Cheese Co., Masters Gallery Foods, Milk Specialties Global, ProActive Solutions, Revela Foods, Specialty Cheese Company, and Viking Masek.

Have questions about the Jobs Board? Please contact [WCMA Manager of Business Operations Ryan Dunn](#).

## POST OPENINGS

## GRANTS

### DBIA Delivers

*Success Stories from the Dairy Business Innovation Alliance*

#### Ms. J and Co.

Monroe, WI

DBIA Grant Recipient  
2022



### DBIA Delivers: Ms. J and Company

Since the creation of the [Dairy Business Innovation Alliance](#) in the 2018 Farm Bill, WCMA and the Center for Dairy Research have partnered to administer over \$9.4 million in grants to 103 dairy farms and processors. The Alliance now serves an 11-state region including Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

WCMA's social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

Next in #DBIADelivers series is [Ms. J and Company](#), a sheep dairy farm selling fluid and frozen milk. Sheep milk has the unique quality that it can be frozen, thawed and yet still be transformed into high-quality dairy products. The company's Dairy Business Builder grant will support the purchase of two insulated, moveable freezers, which will allow for reduced transportation costs between farm, storage facilities and clients, accept larger orders, increase production, and develop new clients in an expanded market.

Follow along on WCMA's [Facebook](#), [LinkedIn](#), and [Twitter](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!



# WELCOME



*NEW WCMA MEMBERS!*

## Dairy Industry Suppliers



New WCMA supplier member [Lubrication Engineers](#) helps customers develop lubrication reliability programs with solutions for oil analysis, storage handling and transfer, contamination exclusion and removal, education and training.



New WCMA supplier member [Zeta Group Engineering](#) is a Wisconsin-based company specializing in standard robotic solutions and material handling solutions through strategic partnerships with industry leaders.

Visit WCMA's [online member directory](#) for more information.



## Customize Your WCMA Subscriptions

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit - as well as communications about WCMA's programs, services, and signature events - is available to all WCMA member employees at no extra cost.

You can customize your subscriptions anytime by [logging in at WisCheeseMakers.org](#) and selecting the communications you'd like to receive. If you haven't created a login yet, simply click "Join," then "Create an Account" in the top right corner of our homepage. Need help? Check out our [short video tutorial](#).

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