



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Evers Visits Decatur Dairy, Promotes Budget Plan to Boost Dairy Processor Grants

Leaders at WCMA member [Decatur Dairy](#) welcomed [Wisconsin Governor Tony Evers](#) to their plant in Brodhead on Thursday, June 17.

Evers' tour was part of his ongoing effort to promote a budget boost in funding for the Dairy Processor Grant program at the Wisconsin Department of Agriculture, Trade and Consumer Protection. Decatur Dairy was [recently awarded](#) a grant to support an expansion project.



WCMA-Backed Truth-in-Dairy Labeling Bills Unanimously Approved in Wisconsin Assembly

Moments ago, [WCMA-backed bills](#) designed to protect consumers from misleading product labels were unanimously approved in the Wisconsin State Assembly.

[Assembly Bill 73/Senate Bill 81](#) and [Assembly 74/Senate Bill 83](#) 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. The bills would bring Wisconsin in line with existing but currently unenforced U.S. Food and Drug Administration regulations defining these products.

A recent [consumer study](#), sponsored in part by WCMA, showed that one-quarter of people believe real milk is present in plant-based foods that mimic cheese. One-third of those studied think plant-based mimics contain protein, though imitators have little to no protein. One-quarter think plant-based mimics are lower in calories or fat, and have fewer additives, but neither perception is true.

**TAKE
ACTION!**

These bipartisan bills now advance to the State Senate, where passage is not yet assured. WCMA is partnering with [12 agricultural advocacy organizations](#) to urge the swift action. WCMA will also be contacting all Wisconsin-based members with information on how to [contact their Senators](#) and ask them to vote to approve AB 73 and AB 74 this June Dairy Month.

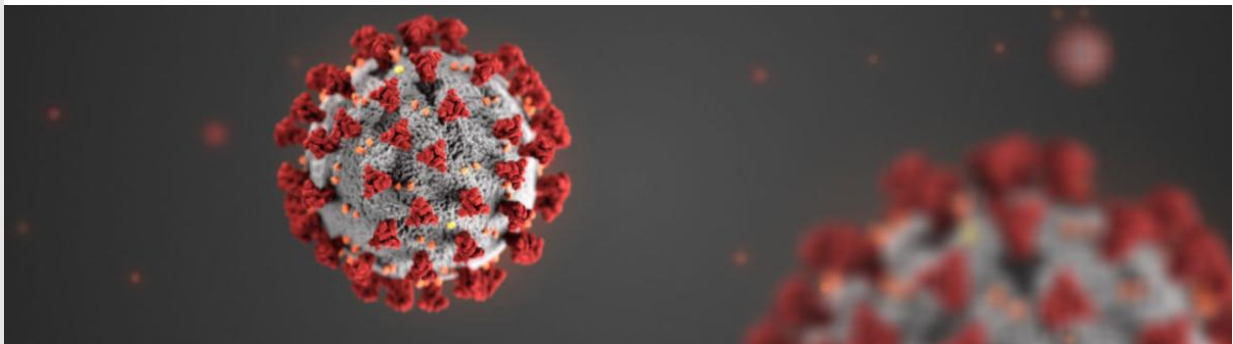
Have questions? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

Baldwin Briefs WCMA Members on USDA Funding, Trade Deals, and Labeling Enforcement

U.S. Senator Tammy Baldwin (D-Wisconsin) served as special guest presenter at WCMA's annual member meeting, held virtually on Thursday, June 17. Baldwin serves in a key leadership role as Chair of the Senate Subcommittee on Agriculture, Rural Development and Food and Drug Administration and briefed WCMA members on upcoming U.S. Department of Agriculture pandemic relief programs and efforts to enforce Food and Drug Administration dairy product labeling regulations. In the presentation offered below, Baldwin also covered trade agreements, climate change, sustainability movements in Washington, D.C. and her work to secure funding for the Dairy Business Innovation Initiative.



COVID-19 UPDATES



WCMA Pausing Thursday COVID-19 Bulletins

As regulatory and health department issues subside related to the coronavirus pandemic, WCMA will shift our weekly COVID-19 bulletins to special updates when warranted. We thank you for your readership and engagement.

WCMA Salutes Critical and Essential Employees



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

WCMA continues to salute its members' essential and critical workforce. This week, WCMA has Agropur in the spotlight, and we're recognizing Line Leader Andrew Brase, Production Operator Naree Vang, Assistant Line Leader Mai Xiong, and Production Operator Kao Chee Thao for their 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

- *WKOW-TV*: [Wisconsin records lowest number of positive COVID-19 tests since March 2020](#)
- *WLUK-TV*: [Wisconsin reaches 49.5 percent having received first dose of COVID-19 vaccine](#)

National/International

- *Reuters*: [U.S. employers wrestle with COVID vaccine requirements in regulatory "hairball"](#)
- *ABC News*: [How COVID-19 vaccine policies have triggered lawsuits and workplace showdowns](#)
- *Associated Press*: [U.S. hitting encouraging milestones on virus deaths and shots](#)
- *Washington Post*: [Models predict U.S. coronavirus infections could surge this fall if vaccination rates lag, former FDA chief says](#)
- *CNN*: [U.S. extends COVID-19 travel restrictions with Canada and Mexico](#)

SIGNATURE EVENTS

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 LaGrandier'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 LaGrandier team. The LaGrandier 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](#)

INDUSTRY UPDATES



DBIA Announces Awards of More Than \$1M in Grants to Dairy Farmers and Processors

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, this week [announced awards](#) of \$1.19 million in grants to dairy farm and processor entrepreneurs and existing dairy businesses in DBIA's five-state region of Illinois, Iowa, Minnesota, South Dakota and Wisconsin.

Twenty-six applicants, listed below alphabetically by company name, were selected to receive up to \$50,000 each in awards:

- Associated Milk Producers, Inc – Minnesota
- Berrybrook Organics – South Dakota
- Carr Valley Cheese Co. – Wisconsin
- Cider Farm Brands, LLC – Wisconsin
- Cinnamon Ridge, Inc. – Iowa
- Concept Processing, LLC – Minnesota
- Country View Dairy, LLC – Iowa
- Deerland Dairy – Illinois
- Farm Life Creamery, LLC – South Dakota
- GoodSport Nutrition, LLC – Illinois
- Holland's Family Cheese, LLC – Wisconsin
- Kasemeister Creamery – South Dakota
- Klemish Creamery – Wisconsin
- Landmark Creamery, LLC – Wisconsin
- Maple Leaf Cheese Coop dba Monroe Farmers – Wisconsin
- Millerville Cooperative Creamery Assoc. – Minnesota
- Moore Family Farms – Iowa
- Nature's Prime dba: Khaaza – Minnesota
- Olala Creamery – Wisconsin
- Pasture Pride Cheese, LLC – Wisconsin
- Red Head Creamery – Minnesota
- Royal Guernsey Creamery, LLC – Wisconsin
- Simple Life Farms – Iowa
- Specialty Cheese Co., Inc. – Wisconsin
- Tuls Dairy dba DARI, LLC – Wisconsin
- Yodelay Yogurt, LLC – Wisconsin

Information about each of the grant recipient projects will be posted to the [DBIA website](#).

Apply Now for DBIA "Industry Impact" Grants of Up to \$250,000 Per Award

DBIA recently launched its \$1 million [Industry Impact grant campaign](#) and is accepting applications now for individual awards ranging from \$50,000 to \$250,000.

Successful applications will focus on 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 welcome. 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](#).

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 Ellsworth Cooperative Creamery, Emmi Roth USA, and Prairie Farms Dairy, and promoted job openings at Agropur, Associated Milk Producers, Inc., V&V Supremo, Wapsie Valley Creamery and Wisconsin Whey Protein.



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.

IN THE NEWS

Wisconsin

- *WDJT-TV*: [**"Wisconsin Cheese Queen" out to discover state's best cheese curds**](#)
- *Spectrum News*: [**Shift to specialty cheese paying off for Wisconsin farmers**](#)

National/International

- *Olean Times Herald*: [**Franklinville site considered for Great Lakes Cheese plant**](#)
- *WANE-TV*: [**Dairy Farmers of America closing Decatur plant**](#)
- *KVII-TV*: [**Latin cheese company Cacique investing in Amarillo**](#)
- *CNBC*: [**Here's the story behind GoodSport's milk-based sports drink, which started as a secret between a mother and her son**](#)
- *WCMY-AM*: [**Dairy processing grows by more than \\$130 billion in impact**](#)
- *Hoard's Dairyman*: [**Cheese could become an even larger product category**](#)

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.

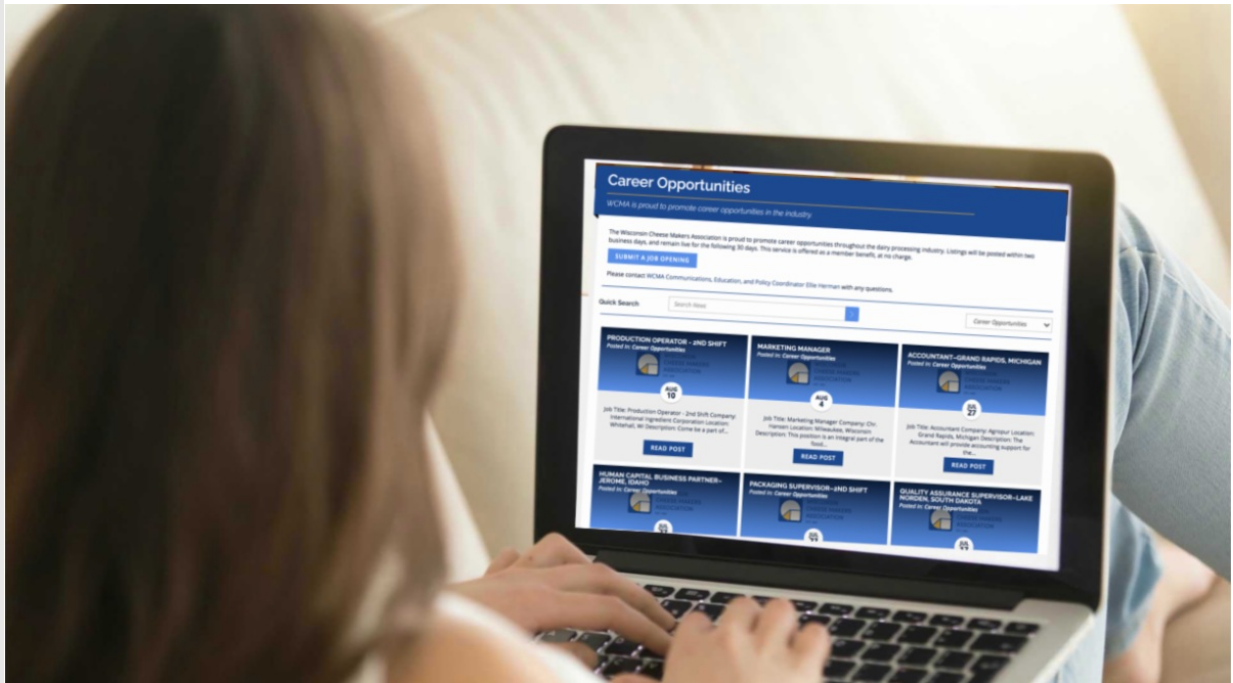
For more information – including reviews and testimonials from past participants – and to register now, visit [WisCheeseMakers.org](https://www.wischeesemakers.org).

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 upcoming events:

- 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 13 industry career opportunities from member companies Agropur, Inc., Fromagex, V&V Supremo Foods, and Winona Foods. 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](#)

COMMUNICATIONS

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.

