



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Biden Administration Directs \$1 Billion in Broadband Expansion Funding to Wisconsin

More than \$42 billion from the [2021 bipartisan Infrastructure Investment and Jobs Act](#) will be distributed to all 50 U.S. states to support broadband expansion, the Biden administration said yesterday. Wisconsin will [receive \\$1.055 billion](#) in funds, and a full list of each state's allocation is [available online](#).

WCMA members operating in Wisconsin can see current broadband speeds in their area using the [Public Service Commission's interactive broadband map](#).

WCMA has made broadband expansion one of its key policy priorities at the state and federal levels. To get involved in WCMA's active Policy Committee, please contact [Senior Director of Programs & Policy Rebekah Sweeney](#).



WCMA, Wisconsin Ag Groups Applaud Gov. Evers' Signing of Road Improvement Bill

WCMA last week joined Wisconsin agricultural groups in [applauding Governor Tony Evers' action](#) to sign Senate Bill 247 into law at a farm of WCMA member CROPP Cooperative/Organic Valley. The bill allocates \$150 million in one-time funding to a new Agricultural Road Improvement Program at the Wisconsin Department of Transportation.

Our thanks go to the WCMA members who have shared their compelling stories about the ways deteriorating rural roads and bridges impact their ability to transport product to market. WCMA also thanks bill authors Sen. Howard Marklein (R-Spring Green) and Rep. Travis Tranel (R-Cuba City) for their support of infrastructure improvements that will strengthen the state's agricultural economy now and in the future.

WCMA Members Appointed to Wisconsin Green Ribbon Commission

Wisconsin's new Green Ribbon Commission on Clean Energy and Environmental Innovation will include two WCMA member employees, Governor Tony Evers [announced Thursday](#). Members of the commission include Nicole Rakobitsch, Director of Sustainability at CROPP Cooperative/Organic Valley, and Ty Rohloff, Vice President of Food and Agribusiness at Compeer Financial.

The commission will oversee the state's first-ever Green Innovation Fund, created by executive order to invest in projects that provide environmental and clean energy solutions to businesses, reduce pollution, lower energy costs for families, and expand access to clean, affordable energy options in Wisconsin.



Gov. Evers Visits Organic Valley

June Dairy Month celebrations continued yesterday as Governor Tony Evers visited WCMA member Organic Valley's butter plant in Chaseburg, Wisconsin - and sampled some of the team's award-winning products. Thanks to Organic Valley's leadership team for their industry advocacy, and support of WCMA.



WCMA Members Strengthen U.K. Connections

WCMA member Masters Gallery Foods and Sartori Company this month joined the Wisconsin Department of Agriculture, Trade and Consumer Protection and the U.S. Dairy Export Council for a trade mission to the United Kingdom. Attendees participated in meetings with food buyers and producers, retail store visits, market briefings, and gatherings with government officials. The mission to London and Manchester was supported by the Wisconsin Initiative for Agricultural Exports, a five-year, \$5 million

INDUSTRY UPDATES

USDA to Purchase \$84.2M in Mozzarella, Cheddar from WCMA Members

The U.S. Department of Agriculture (USDA) recently **awarded approximately \$84.2 million in contracts** to procure mozzarella and cheddar cheeses from WCMA members Associated Milk Producers Inc., Dairy Farmers of America, Great Lakes Cheese, Masters Gallery Foods, and Saputo Cheese.

All open USDA dairy product solicitations are **available online**, along with information about how to **become an approved vendor**.



WCMA Members Win Big at State Fair Dairy Products Contest

Congratulations to the WCMA members who achieved top scores in their classes at last week's Wisconsin State Fair Dairy Products Contest! Among the winners are members from Sartori Company, Henning's Cheese, Agropur, Arena Cheese, Associated Milk Producers Inc., Carr Valley Cheese, Chalet Cheese Cooperative, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Decatur Dairy, Emmi Roth, Foremost Farms USA, Great Lakes Cheese, Prairie Farms Dairy, Kingston Cheese Cooperative, Klondike Cheese Co., Marieke Gouda, Masters Gallery Foods, Mosaic Meadows - LaClare Creamery and Saxon Creamery, Nasonville Dairy, Pine River Pre-Pack, Roelli Cheese, Ron's Wisconsin Cheese, Saputo Cheese, Sargento Foods, Schuman Cheese - Lake Country Dairy, Sigma Foods - Mexican Cheese Producers, Uplands Cheese, V&V Supremo Foods, Westby Cooperative Creamery, and Widmer's Cheese Cellars.

Complete unofficial results are available on the [Wisconsin State Fair Dairy Promotion Board Facebook page](#). The 2023 Grand Master Cheesemaker, Grand Champion Butter, Grand Champion Sour Cream, and Grand Champion Milk will be announced Thursday, August 10 at the Blue Ribbon Dairy Products Auction at Wisconsin State Fair Park.

WEDC Offers Eight New Global Trade Ventures



The Wisconsin Economic Development Corporation (WEDC) has [announced eight new in-person Global Trade Ventures through April 2024](#) to help Wisconsin businesses make contacts, demonstrate their products, and build valuable connections internationally.

Participants will receive a high-level country briefing from WEDC's market development director before commencing a well-organized tour of the country's major markets. At each stop, attendees will participate in pre-arranged, customized meetings with companies whose needs or capabilities align with your export objectives.

Upcoming opportunities include:

- Belgium and the Netherlands, Sept. 9-16, with stops in Amsterdam and Brussels
- Poland, Nov. 11-18, centered in Warsaw
- India, Dec. 2-9, with stops in Mumbai and Delhi
- Mexico, Jan. 28-Feb. 2, with stops in Monterrey and Mexico City
- United Arab Emirates, Jan. 27-Feb. 1, centered in Dubai
- China, March 9-16, with stops in Shanghai and Beijing
- Canada, April 7-12, with stops in Toronto and Winnipeg
- Germany, April 6-13, centered in Munich

More information is available at WEDC.org or by contacting [WEDC staff](#).

WDATCP Announces Leadership Appointment

The Wisconsin Department of Agriculture, Trade and Consumer Protection [recently announced three appointments](#) to agency leadership positions, effective July 19. Mike Strigel, currently of the Aldo Leopold Nature Center, will serve as the agency's Assistant Deputy Secretary.

MEMBERSHIP



Happy Fourth of July!

Please note that WCMA offices will be closed on Tuesday, July 4 in observance of Independence Day. Our next e-newsletter will be delivered on Wednesday, July 5. We wish you a safe and happy holiday!



WCMA Directors Reconnect in Madison



At a June 21 meeting on the University of Wisconsin-Madison campus, WCMA Directors enjoyed a tour of Camp Randall Stadium before reviewing Association finances and strategies for member service growth.

Among the exciting new engagement opportunities planned is an expansion of the WCMA Board from 21 members to 27 beginning in 2024, reflecting a growing nationwide membership.



Westby Welcomes New Leadership

WCMA staff enjoyed a warm welcome and productive visit with Westby Cooperative Creamery's new General Manager J.D. Greenwalt this week. Greenwalt has stepped into this leadership role after the [recent retirement](#) of the cooperative's longtime General Manager Pete Kondrup. Greenwalt, who has an extensive background in food manufacturing, notes, "I am excited to start this journey with Westby...to keep making high-quality dairy products and help keep our farms profitable for generations to come."

IN THE NEWS

Wisconsin

- *Sheboygan Sun*: [Check out photos from the inaugural Cheese Capital Festival](#) (Featuring WCMA members Great Lakes Cheese, Masters Gallery Foods, Pine River Pre-Pack, Sargento Foods, Sartori Company,
- *WUWM Radio*: [Female cheesemaker blends traditional Dutch heritage with Wisconsin cows to make award-winning gouda](#) (Featuring WCMA member Marieke Gouda)
- *Milwaukee Journal Sentinel*: [These are Milwaukee-area's favorite cheese curds, according to readers](#) (Featuring WCMA member Clock Shadow Creamery)

National/International

- *Bloomberg*: [World's top dairy maker plans Chicago expansion after \\$3.2 billion Kraft deal](#) (Featuring WCMA member Lactalis)
- *Yahoo! News*: [Sixteen biggest milk companies in the U.S.](#) (Featuring WCMA members Glanbia Nutritionals, Great Lakes Cheese, Lactalis, Leprino Foods, Prairie Farms Dairy, Schreiber Foods, The Kroger Co.,
- *Dairy Processing*: [Vermont Creamery appoints new president, general manager](#) (Featuring WCMA member Vermont Creamery)
- *WROC-TV*: [Senator Chuck Schumer: Dairy farmers could face a "dairy cliff"](#)

EDUCATION



WCMA Joins UW-River Falls Dairy Plant Advisory Committee Meeting

WCMA Executive Director John Umhoefer joined fellow members of the University of Wisconsin - River Falls Dairy Plant Advisory Committee for a meeting today. The gathering included a tour and updates on the \$8 million facility, which is nearing completion after 10 years of industry support.



WCMA Webinar

The Business Case for Sustainability

Free WCMA Webinar to Highlight Business Case for Sustainability

Curious about what sustainability could mean for your dairy processing business? [Register now for WCMA's next free, members-only webinar](#) on Tuesday, July 11 at 1:00 p.m. (CT), focused on the potential business benefits of dairy sustainability efforts.

This concise, practical session will dive into the reasons to consider pursuing sustainability measures at your company or cooperative - and the resources available to help WCMA members get started. Our featured expert speakers include:

- Eric Hassel; Director, Sustainability Measurement & Reporting; Innovation Center for U.S. Dairy
- Holly Jones, Director of Global Sustainability, Agropur
- Danica Nilsestuen, Grants & Business Programs Director, WCMA



Eric Hassel
*Innovation Center
for U.S. Dairy*



Holly Jones
Agropur



Danica Nilsestuen
*Wisconsin Cheese
Makers Association*

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



Join WCMA Technology Committee at Meister Cheese 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, the award-winning, family-owned and operated cheese factory in Muscoda, Wisconsin.

REGISTER NOW

The day will begin with check-in and networking at 11:30 a.m. Members will enjoy lunch and an environmental issues update meeting, followed by a facility tour from 2:00-3:30 p.m. Meister's land treatment system includes an anaerobic digester producing gas for electrical generation, an aerobic digester, clarifier and seepage cells.

This informative, engaging opportunity costs just \$45 per person. Space is limited to just 40 attendees and registration closes July 14, so [sign up today!](#)

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

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:

- 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

CDR Course Registration to Open in July for 2024

• Buttermaking Apprenticeship (in-person) - August 7-11
• Cheesemaking Fundamentals (online, self-study) - Opens September 6
• Dairy Ingredient Fundamentals (in-person) - September 7
• Cheesemaking Fundamentals (in-person) - September 12-13
• Cultured Dairy Products (in-person) - September 14-15
• Advanced Cheesemaking: Italian-Style Cheeses (in-person) - September 19-21
• Fundamentos de elaboración de queso (presencial) - September 26-27
• Advanced Cheesemaking: Artisan Cheese (in-person) - October 10-12
• Cheese Grading & Evaluation (in-person) - October 17-19
• Dairy Beverage Application (in-person) - October 24-25
• Advanced Sanitation Training (in-person) - November 2

The Center for Dairy Research at the University of Wisconsin - Madison will open registration in July for a **full slate of new course offerings** for dairy manufacturers and processors. Visit cdr.wisc.edu/education for more information.

WORKFORCE



Join WCMA Workforce & Education Committee for August 15 Hybrid Meeting



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



Boost Recruiting Efforts with WCMA Jobs Board

Visit WisCheeseMakers.org today to share your career openings on WCMA's online jobs board, available to members only - for free! Members can post up to 10 job openings per month. Each posting is published within two business days and remains live on our website for 30 days after submission.

This week, the Jobs Board features opportunities from members Associated Milk Producers Inc., Bassett Mechanical, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Crystal Farms, Ellsworth Cooperative Creamery, Emmi Roth, Grande Cheese Company, Grassland Dairy Products, KDI Cheese Co., Klondike Cheese Co., Masters Gallery Foods, Milk Specialties Global, Proactive Solutions USA, Revela Foods, Saputo Cheese USA, Specialty Cheese Company, Viking Masek, Westby Cooperative Creamery.

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

POST OPENINGS

GRANTS

Farm Life Creamery

Ethan, SD

DBIA Grant Recipient
2020, 2021, 2022



DBIA Delivers: Farm Life Creamery

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.

This week in #DBIADelivers, we're highlighting [Farm Life Creamery](#). This South Dakota farmstead operation uses its own milk to produce a variety of cheeses and bottled fluid milk. Since 2020, the company has explored new product lines, equipment, and opportunities to improve efficiency thanks in part to grants from the Dairy Business Innovation Alliance.

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!

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