



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



*WCMA members Nasonville Dairy, Specialty Cheese Company, and Nelson-Jameson join WCMA staff, Governor Tony Evers (center right), and WDATCP Secretary Randy Romanski (far left) at the December 2021 signing of a bill to create the Wisconsin Initiative for Agricultural Exports.*

## WCMA to Launch Dairy Export Resources

Supported by \$50,000 in grant funding from the Wisconsin Initiative for Agricultural Exports (WIAE), WCMA yesterday [announced plans](#) to launch customized resources for dairy manufacturers and processors looking to expand their sales abroad.

WCMA's program will offer personalized consultative services to support Wisconsin dairy businesses as they identify global customers, create an export plan, navigate the logistics of exporting, and refine their business model. The effort begins with an export workshop, planned for later this year, providing an educational grounding for Wisconsin dairy processors interested in exporting their products. WCMA will also create an online library of export resources, including template forms, guidance documents, and a database of contacts.

The WIAE allocated \$5 million to boost the export of dairy, meat, and other agricultural products by 25 percent in the next five years. The initiative was created when Wisconsin Governor Tony Evers [signed legislation](#) authored by State Senator Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc).

WCMA members interested in learning more about these new services may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

# Organic Valley Advocates for DBIA Funding



Many thanks to Travis Forgues, Vice President of Membership for WCMA member Organic Valley/CROPP Cooperative, who last week urged lawmakers in Congress to reauthorize the Dairy Business Innovation Initiatives, including the program run by WCMA and the Center for Dairy Research, in the 2023 Farm Bill. A full copy of Mr. Forgues' testimony is [available online](#).

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## House Appropriations Passes Ag Funding Bill, Calls for Action on Food Labeling

The U.S. Department of Agriculture (USDA) and Food and Drug Administration (FDA) could receive significant funding boosts in Fiscal Year 2023 under a spending bill [approved by the House Appropriations Committee](#) last Thursday. The legislation, which must also be passed by the Senate, includes \$560 million in new monies for broadband expansion at USDA and \$77 million for FDA food safety activities. In a [report](#) summarizing the bill, lawmakers also directed FDA to enforce the agency's existing food labeling rules and conduct a study on consumer attitudes toward plant-based alternatives.

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## Wisconsin Dairy Exchange Highlights WCMA Member Successes

Kudos to WCMA members Carr Valley Cheese, Decatur Dairy, Door Artisan Cheese Company, Henning's Cheese, Meister Cheese Company, Specialty Cheese Company, and Westby Cooperative Creamery, who today showcased the innovative business improvement projects they are pursuing with funding from the Wisconsin Department of Agriculture, Trade and Consumer Protection's [Dairy Processor Grant](#) program.



Thanks to the impactful advocacy of WCMA and other dairy groups, Governor Tony Evers and state lawmakers **doubled available monies** for the program last year, bringing the total funds from \$200,000 to \$400,000. The grants aim to foster innovation, improve profitability, and sustain the long-term viability of Wisconsin's dairy processing facilities.

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## Wisconsin Awards \$125M in Broadband Expansion Grants

Wisconsin's Public Service Commission will award \$125 million this summer to support 71 broadband expansion projects statewide, the agency **announced Thursday**. As WCMA reported in a **previous e-newsletter**, the funding includes a \$25 million boost announced by Governor Tony Evers earlier this month. The grants will help extend high-speed internet access to more than 87,000 homes and businesses across 45 Wisconsin counties, many in rural communities where dairy manufacturers and processors are located. WCMA applauds this investment and will continue to advocate on members' behalf for infrastructure improvements in rural communities.

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### EDUCATION



## New WCMA Leadership Training Dates Added

Thanks to outstanding member interest, additional dates have been added to this fall's lineup of WCMA's **Front-Line and Advanced Leadership trainings**! Take advantage of these in-person and virtual offerings designed to help your employees refine their existing leadership skills, learn new strategies, and build relationships in the industry.

### Front-Line Leadership

New this year, Front-Line Leadership participants may choose between an in-person or virtual track. Participate in all sessions in Madison, Wisconsin - or choose the virtual option to join live online from anywhere in the world.

Front-Line Leadership: In-Person Track:

- **September 27: Part A - Essential Leadership Skills** (one space left)
- **October 13: Part B - Boosting Staff Performance**
- **November 15: Part C - Cultivating a Team**

Front-Line Leadership: Virtual Track:

- **September 19: Part A - Essential Leadership Skills** (sold out)
- **October 10: Part B - Boosting Staff Performance** (sold out)
- **November 14: Part C - Cultivating a Team** (one space remaining)
- **NEWLY ADDED: October 31: Part A - Essential Leadership Skills**
- **NEWLY ADDED: November 21: Part B - Boosting Staff Performance**
- **NEWLY ADDED: December 5: Part C - Cultivating a Team**

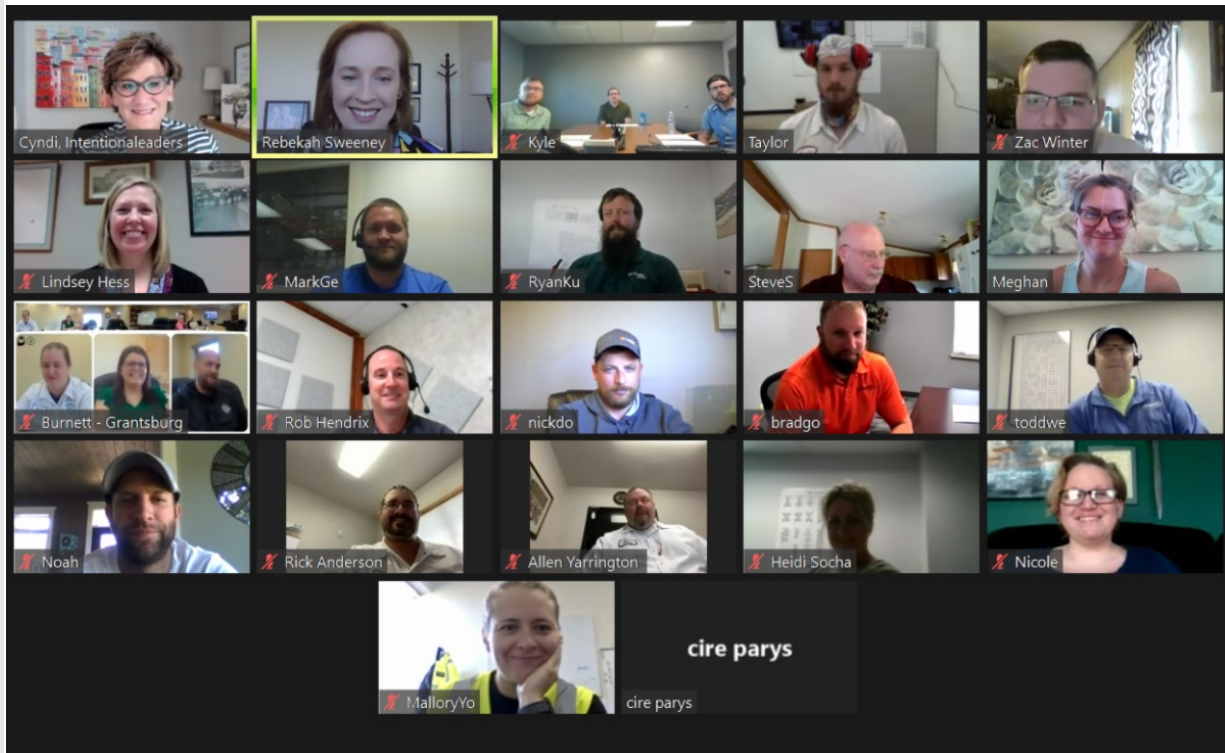
WCMA may add additional Front-Line Leadership offerings based on member interest. If you have specific employee training needs or would like to join the waitlist for a training, please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney**.

### Advanced Leadership Series

By member request, the **Advanced Leadership Series** will again be held in a hybrid format, allowing participants to join each session in-person in Madison or live online.

- Part 1 on Thursday, September 29 pushes attendees to take initiative in driving change and generating positive results for their company.
- Part 2 on Wednesday, November 2 focuses on the development and application of a creative and collaborative problem-solving process.
- Part 3 on Tuesday, January 10, 2023 will detail the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

**REGISTER NOW**



## WCMA Front-Line Leaders Discuss Team Cultivation

Kudos to Monday's WCMA Front-Line Leadership - Part C trainees from Baker Cheese, Burnett Dairy Cooperative, Emmi Roth, Grande Cheese, Great Lakes Cheese, Koss Industrial, LaClare Family Creamery, Milk Specialties Global, Wapsie Valley Creamery, and WOW Logistics. Our thanks go to these companies and cooperatives for investing in their employees' growth!

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## Additional Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment, Here's a look at trainings hosted by WCMA members and partners:

- August 15-17: [Introduction to Food Microbiology \(Virtual\)](#) - Mérieux NutriSciences
- August 16-17: [Preventive Controls for Human Food](#) - Safe Food Resources
- August 17-18: [HACCP Certification \(In-Person\)](#) - Center for Dairy Research
- August 30-31: [Practical HACCP for Food Processors \(In-Person\)](#) - Mérieux NutriSciences
- August 31-September 2: [FSPCA Preventive Controls for Human Food \(PCQI\) Training](#) - Dairy Farmers of Wisconsin
- Rolling Admission: [Online HACCP Training](#) - North Carolina State University
- Rolling Admission: [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- Rolling Admission: [Preventive Controls for Dairy Processors](#) - North Carolina State University
- Rolling Admission: [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

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## INDUSTRY UPDATES

# WISCONSIN STATE FAIR

## WCMA Members Win Big at State Fair Contest

Congratulations to the WCMA members who [achieved top scores](#) in their classes at the Wisconsin State Fair Dairy Products Contest! Among last week's winners were members from Agropur; Associated Milk Producers, Inc.; Carr Valley Cheese; Cedar Grove Cheese; Chalet Cheese Cooperative; Clock Shadow Creamery; Crave Brothers Farmstead Cheese; CROPP Cooperative/Organic Valley; Decatur Dairy; Emmi Roth; Henning's Cheese; Klondike Cheese Company; LaClare Creamery - Mosaic Meadows; Land O' Lakes; Mill Creek Cheese; Pine River Pre-Pack; Prairie Farms Dairy - Mindoro; Prairie Farms Dairy - Shullsburg Creamery; Roelli Cheese Co.; Ron's Wisconsin Cheese; Sartori Company; Schuman Cheese - Lake Country Dairy; Union Star Cheese Factory; V&V Supremo - Browntown; Westby Cooperative Creamery; Widmer's Cheese Cellars; and Wisconsin Dairy State Cheese Company.

The 2022 Grand Master Cheesemaker, Grand Champion Butter, Grand Champion Yogurt, Grand Champion Sour Cream and Grand Champion Milk will be announced Thursday, August 11 at the Blue Ribbon Dairy Products Auction at Wisconsin State Fair Park.

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## IN THE NEWS



- *WDJT-TV*: ["I would like to see it last another century": Widmer's Cheese Cellars celebrating 100 years in business](#) (Featuring WCMA member Widmer's Cheese Cellars)
- *Spectrum News 1*: [Now hiring: Sargento Foods hiring several dozen jobs](#) (Featuring WCMA member Sargento Foods)

#### National/International

- *Bloomberg*: [World's biggest dairy exporter forecasts record milk prices](#)
- *Dairy Herd Management*: [Biden to call on Congress to suspend gas and diesel tax this summer](#)
- *Agri-Pulse Daybreak*: [Ocean carriers already responding to OSRA](#)
- *KELO-TV*: [Dairy industry looking gouda in South Dakota](#) (Featuring WCMA member Valley Queen Cheese)
- *Dairy Herd Management*: [Could South Dakota be the new Dairy State?](#) (Featuring WCMA members Bel Brands and Valley Queen Cheese)
- *Feedstuffs*: [Kroger announces state-of-the-art aseptic milk line debut in Ohio](#)

## MEMBERSHIP

### Watch for WCMA Membership Renewal Details

Dairy manufacturer and processor members eligible for renewal in 2022 should watch their email inboxes for important renewal details in the coming days from [WCMA Executive Director John Umhoefer](#). A WCMA membership not only maintains your connection with key dairy industry suppliers; it also supports our work to help members grow and advance their businesses.

Hear firsthand from WCMA members CROPP Cooperative/Organic Valley, Dairy Connection, Eau Galle Cheese, Foremost Farms USA, and M3 Insurance about the value of WCMA membership:



Have questions about WCMA membership? Please contact [WCMA Business & Membership Manager Sara Schmidt](#). Thank you for your continued support of WCMA!



## Register Now for WCMA Young Professionals August 31 Outing in Milwaukee

Looking for a fun way to connect with fellow dairy industry employees? All WCMA members are invited to [join the WCMA Young Professionals](#) at American Family Field in Milwaukee, Wisconsin for an afternoon of fun and networking as the Milwaukee Brewers take on the Pittsburgh Pirates on Wednesday, August 31.

Our group will gather at 1:10 p.m. at the Miller Lite Landing. Located in the left-center field Loge Level, the spacious viewing deck includes three rows of seating with tables, various charging stations, high-definition TVs, a drink rail with chilled cup holders, and a great panoramic view of the stadium.

Registration is \$35 and includes admission and \$15 to the Miller Lite Landing concessions booth. Members may also purchase tickets for guests - significant others and friends are welcome! Please contact [WCMA Events Manager Kirsten Strohmenger](#) with questions.

**RESERVE YOUR SPOT**

## WCMA Highlights Members' Community Involvement for June Dairy Month



In honor of June Dairy Month, WCMA is sharing the many ways our members and partners give back to their communities through a new social media campaign: Dairy Makes a Difference.

**One example** from this week (pictured here) features WCMA member Sargento Foods, whose new [Get Real Math](#) videos will reach students in grades 6-12 across the U.S. The series will showcase the role of science, math, and technology in food manufacturing - and encourage a new generation of future dairy processing employees!



#JuneDairyMonth



Through the end of June, WCMA will continue to share inspiring member outreach efforts on our social media pages. Be sure to follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) and use the hashtag #DairyMakesADifference to join the celebration!

Have a story of community involvement you'd like WCMA to share? Please send images and brief descriptions to [WCMA Communications Director Grace Atherton](#).

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## Together We Grow: WCMA Celebrates Member Employee Growth and Advancement

WCMA members know that growth involves more than product sales. A focus on the potential, satisfaction, and development of team members - from valued front-line personnel to seasoned professionals - helps build a foundation for long-term success.

That's why WCMA is celebrating the many opportunities for collaborative employee advancement in dairy processing through our social media campaign: Together We Grow.



*Together*

WE GROW



This week, we're pleased to feature **Chr. Hansen's Andy Dederich**, WCMA Life Member and active participant on WCMA's Recognition Committee. The Association's active committees offer fulfilling ways to encourage continued industry growth by acknowledging success, Andy says: "It's an honor to consider and recommend long-time industry leaders each year to be recognized for their excellent service to the industry by WCMA."

Follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) each week for more inspiring stories of growth from WCMA member employees!

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# WELCOME



## *NEW WCMA MEMBERS!*

### Dairy Industry Suppliers



New WCMA supplier member **American Packaging Corporation** is a flexible packaging converter specializing in flexographic, rotogravure and digital printing, multi-ply extrusion and adhesive lamination of film, paper and foil, as well as pouch and bag fabrication.

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



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# HAPPY FOURTH OF JULY!

FROM YOUR FRIENDS AT WCMA

## Happy Fourth of July from WCMA!

Please note that WCMA offices will be closed on Monday, July 4 in observance of Independence Day. We wish you a safe and happy holiday!

WORKFORCE

# Be Foremost.

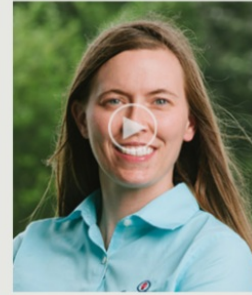
Is your future Foremost? It should be. You could be part of providing the world with quality dairy products. That's what it means to "Be Foremost."

[VIEW JOB OPENINGS](#)



## - Get the straight story -

Hear from employees what it's like to work with us.



## WCMA Workforce Strategies Spotlight: Foremost Farms USA

In search of a creative way to promote open positions at your company or cooperative and attract interest from potential new talent? Consider amplifying the stories of your current employees. In this week's Workforce Strategies Spotlight, WCMA highlights Foremost Farms USA, which recently used video and written testimonials from employees in various careers to [promote its open positions](#) via social media and the cooperative's website.

Sharing the positive experiences of your existing workforce can have a powerful effect on prospective employees: [according to LinkedIn](#), "candidates trust a company's employees three times more than the company to provide credible information on what it's like to work there."

Have a workforce strategy you'd like to share with your industry colleagues? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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## Post Career Opportunities on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from WCMA members Crystal Farms Cheese, Emmi Roth, Hilmar Cheese Company, Loos Machine & Automation, and Valley Queen Cheese.

Have an opportunity at your company or cooperative? WCMA members may [post up to 10 openings](#) per company, per month on the Jobs Board. It's free and easy!

[SUBMIT OPENINGS](#)

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

