

WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



MEMBERSHIP

JOIN OR RENEW TODAY

WISCHEESEMAKERS.ORG

Please Renew Your WCMA Membership

WCMA relies on active, engaged members like you to support our work to grow the dairy processing industry and we invite you to [renew your Association membership](#) in July.

Watch for an email this week from WCMA Executive Director John Umhoefer with complete details on renewal action - and the benefits WCMA membership offers. In the meantime, we invite you to learn what WCMA members from Agropur, Associated Milk Producers, Inc., Chr. Hansen, Crave Brothers Farmstead Cheese, Hilmar Cheese Company, Tetra Pak, and Uplands Cheese have to say about [The Value of WCMA Membership](#).

If you have any questions, please contact [WCMA Business and Membership Manager Sara Schmidt](#). Thank you for your continued support!

ADVOCACY



WCMA President-Elect Bechel Represents Dairy Processing Industry at Biden Stop in La Crosse

President Joe Biden visited Wisconsin earlier today, stopping in La Crosse to tout his newly-struck, [bipartisan \\$1.2 billion infrastructure deal](#), which includes \$579 billion in new spending on roads, bridges, railways, public transit, electric vehicle systems, power, broadband and water.

WCMA President-Elect Steve Bechel of Eau Galle Cheese represented the dairy processing industry at the event, following an invitation facilitated by U.S. Senator Tammy Baldwin (D-Wisconsin).



WCMA members have identified rural broadband improvements as a key policy priority, and applaud bipartisan efforts to invest in rural infrastructure.



Senate Leaders Expect Action on WCMA-Backed

Truth-in-Labeling Bills This Fall

Wisconsin State Senate leaders this week said they expect action on [WCMA-backed bills](#) designed to protect consumers from misleading product labels this coming fall, following an impactful advocacy push from WCMA members.

[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. The bills were unanimously approved in the Wisconsin State Assembly last week, and Governor Tony Evers has said he will sign them into law.

Here's a look at associated news coverage of our advocacy efforts this week:

- *WISC-TV*: ["Words have meaning": Labeling bills seek to distinguish meat and dairy from alternatives](#)
- *Mid-West Farm Report*: ["Truth-in-Labeling" protects consumers](#)
- *Brownfield Ag News*: [Wisconsin Assembly passes three food labeling bills](#)
- *Associated Press*: [Wisconsin Assembly passes bills restricting food labeling](#)

WCMA extends thanks to the many Wisconsin-based members who contacted their state senators this past week, and encourages their continued contact in the weeks ahead on this issue. Have questions? Please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

Wisconsin Budget Advancing This Week, Includes Key Provisions for Dairy Processors

Floor debate over Wisconsin's state budget begins today with final votes to approve the \$87 billion package designed by Republican lawmakers expected Wednesday night.

Agriculture emerged as a bipartisan priority in the budget process, with the proposal currently before lawmakers including these WCMA-backed initiatives:

- \$5 million over the next five years for a new agricultural exports program, with half of all allocated funds earmarked to support increased dairy sales abroad
- A boost of \$200,000 per year for dairy processors grants, bringing total annual funds for the program to \$400,000
- Sustained funding for the Dairy Innovation Hub
- Sustained funding for the Department of Agriculture, Trade and Consumer Protection
- \$125 million to expand rural broadband access

Following legislative passage, Gov. Evers has broad power to sign the package into law, to line-item veto parts of it, or to veto it in its entirety, which he had threatened prior to Republicans amending their plan to boost support for public education.

WCMA will continue to keep members informed of relevant budget developments.

Dairy Not Among Industries Targeted for Wisconsin PFAS Regulations

Wisconsin's Department of Natural Resources (WDNR) is moving forward with a proposed rule to regulate PFAS - poly- and perfluoroalkyl substances - by setting surface water quality limits for these chemicals in waste streams from industries and municipalities. A proposed rule and economic impact analysis will be released in July.

At a briefing with WPDES permit holders and associations, WDNR spokespersons noted a

strategy of numeric limits, follow by two years of permit-holder testing, to learn if waste streams exceed proposed limits. A PFAS minimization plan, implemented over seven years, would follow for companies or municipalities over the proposed limits.

It is important to note that dairy and food manufacturers were not listed at the WDNR briefing among industries likely to face PFAS minimization efforts. These substances, used to make firefighting foam, nonstick coatings and some food packaging materials, are more likely to be found in paper manufacturing, metal finishing, power plants, commercials laundries and other nonfood permitted sites, the WDNR stated.

The proposed rules will move to public hearings in the fall of 2021.

Minnesota Bill to Ban PFAS in Food Packaging, Lift Manure Spreading Restrictions

Minnesota lawmakers approved a [\\$224 million compromise package of environmental provisions](#) last week, including a ban on poly- and perfluoroalkyl substances, or PFAS, and lift state restrictions on a ban on manure spreading in October.

The PFAS ban, which would [take effect in 2024](#), specifically prohibits any chemicals "intentionally added" to food packaging, not PFAS that may unintentionally land on packaging from nonstick sprays commonly used on manufacturing equipment. The bill also funds a study to determine which food products contain PFAS.

The package also prohibits state regulators from [restricting the application of manure](#) to farm fields in October, a provision that may be challenged by the U.S. Environmental Protection Agency.

The deal, negotiated by Senate Republicans and House Democrats, now awaits signing by Governor Tim Walz.

UPCOMING EVENTS



Join the WCMA Young Professionals for Networking at Brewers Game on August 26

Save the date! All WCMA member employees are invited to join the WCMA Young

Professionals at American Family Field in Milwaukee, Wisconsin for an afternoon of fun and networking on Thursday, August 26. Our group will gather the Miller Lite Landing as the Milwaukee Brewers take on the Cincinnati Reds, beginning at 1:10 p.m.

Registration information and additional details will be available soon! Have questions now? Please contact [WCMA Events Manager Kirsten Strohmenger](#).

Register Now for WCMA Technology Committee Field Day at LaGrander's 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 LaGrander'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 LaGrander team. The LaGrander 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



Register Now to Join WDATCP for Saudi Arabia Mission, Middle East Trade Show in November

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites WCMA members to register now to join in a trade mission to Riyadh, Saudi Arabia and an exhibition at the VIV Middle East agriculture trade show in Abu Dhabi, United Arab Emirates in November. Reservations must be made by July 31, and those interested in

additional information should contact [WDATCP staff](#).

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 may contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

WISCONSIN STATE FAIR

Congrats on Wisconsin State Fair Wins!

WCMA congratulates the dairy processing teams at Agropur, Arena Cheese, Associated Milk Producers, Inc., Chalet Cheese Cooperative, Clock Shadow Creamery, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Decatur Dairy, Emmi Roth USA, Foremost Farms USA, Henning's Cheese, Hoard's Dairyman Farm Creamery, Klondike Cheese Company, Mosaic Meadows, Pine River Pre-Pack, Ron's Wisconsin Cheese, Sartori Company, Schuman Cheese - Lake Country Dairy, Shullsburg Creamery, V&V Supremo Foods, and Westby Cooperative Creamery for their [blue ribbon wins](#) at the Wisconsin State Fair.

The 2021 Grand Master Cheesemaker, Grand Champion Butter, Grand Champion Yogurt, Grand Champion Sour Cream and Grand Champion Milk will be announced at the Blue Ribbon Dairy Products Auction on Thursday, August 12 at Wisconsin State Fair Park.

WCMA is pleased to provide support for the Wisconsin State Fair Dairy Products Contest.

Wisconsin

- *Wisconsin State Farmer*: [Gov. Evers visits Brodhead cheese plant, Janesville farm](#) (Featuring WCMA member Decatur Dairy)
- *Hoard's Dairyman*: [Would you like cheese on your burger?](#)
- *Wisconsin State Farmer*: [The sadness and joys of Wisconsin cheese](#) (Featuring WCMA member Decatur Dairy)

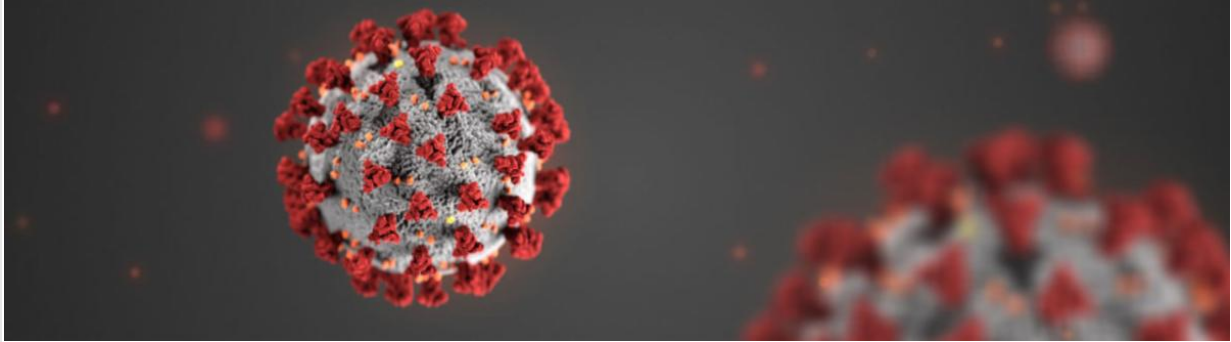
National/International

- *AgriMarketing.com*: [USDA: Cost of U.S. foodborne illness increased to \\$17.6 billion](#)
- *Progressive Dairy*: [One-year cow increase equal to South Dakota's herd](#)
- *CNN*: [USDA focuses on cost of healthy meals amid food stamp benefits revamp](#)
- *The Hill*: [Bipartisan agriculture climate bill clears Senate](#)
- *Bloomberg*: [Top farm panel Democrat rushes to expand expiring trade program](#)
- *Food Business News*: [Kansas Dairy Ingredients invests in plant expansion](#)
- *RFD-TV*: [Sustainability Award winner Rogue Creamery on RFD-TV](#)
- *Farm and Dairy*: [Pennsylvania milk labeling bill heads to Gov. Wolf's desk](#)

Weyauwega Star Dairy Breaks String Cheese Record



WCMA member company Weyauwega Star Dairy unofficially broke its own record for the [world's longest piece of string cheese](#) at 3,832 feet - or three-quarters of a mile - on Thursday, June 24. The string cheese equaled about 30,000 individual sticks. Gerard Knaus' father, Jim, set the original record in 1995, and Gerard says the new record, if recognized by the Guinness Book of World Records, will remain in Jim's name. Congrats to the Knaus family and the whole team at Weyauwega Star Dairy on this fun achievement!



Evers Has Until July 6 to Weigh Bill to End Wisconsin Unemployment Booster

On Wednesday, June 23, Wisconsin [lawmakers formally presented](#) Governor Tony Evers with Assembly Bill 336, legislation to end the state's participation in a federal unemployment enhancement program offering an additional \$300 per week to jobless Wisconsinites. Their action began the clock on Evers' consideration of the bill; by law, he has 10 days (excepting Sundays) to take action. WCMA and other business advocacy groups have lobbied for Evers' approval, though he has indicated he is likely to veto it.

Federal unemployment booster payments are otherwise set to end on September 6. Twenty-five states have approved an early end to the offerings, citing workforce shortages.

Child Care, Transportation Supports for Vaccination Appointments Ending Soon

The U.S. Centers for Disease Control and Prevention issued a reminder this week that many free offers to support those seeking a COVID-19 vaccination are set to expire by July 4. Here's a look at currently-available programs:

Child Care

Free child care is available to parents and caregivers while they get vaccinated.

- Visit the [KinderCare](#) website or call (866) 337-3105 for details. This promotion is valid through July 2.
- Visit the [Learning Care Group](#) website or call (833) 459-3557 for details. This promotion is valid through July 4.
- Contact [your local YMCA](#) to confirm availability.

Free and Discounted Transportation

[Uber](#) and [Lyft](#) are offering free or discounted rides to and from COVID-19 vaccine appointments through July 4.

A [complete list of vaccine incentives](#) offered by private businesses is available online.

WCMA Salutes Critical and Essential Employees

WCMA continues to salute its members' essential and critical workforce. This week, WCMA is recognizing Head Cheesemaker Jose Gonzales of Crave Brothers Farmstead Cheese. Thank you for your 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](#).

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

Coronavirus Headline News

Wisconsin

- *WISC-TV*: [‘Needlessly exposed’: Few inspections, hundreds of complaints about unsafe workplaces in Wisconsin as COVID cases spiked](#)
- *Green Bay Press Gazette*: [Judge to decide whether COVID-19 records involving Brown County businesses will be released to public](#)
- *WBAY-TV*: [More than 50 percent of Wisconsinites received COVID-19 vaccine](#)
- *Milwaukee Journal Sentinel*: [95 percent of those who've died from COVID-19 in Wisconsin since March weren't vaccinated or fully vaccinated, officials say](#)

National/International

- *CNN*: [The Delta variant will cause 'very dense outbreaks' in these five states, expert says](#)
- *Reuters*: [U.S. reaches 323 million doses of COVID-19 vaccine administered](#)

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.

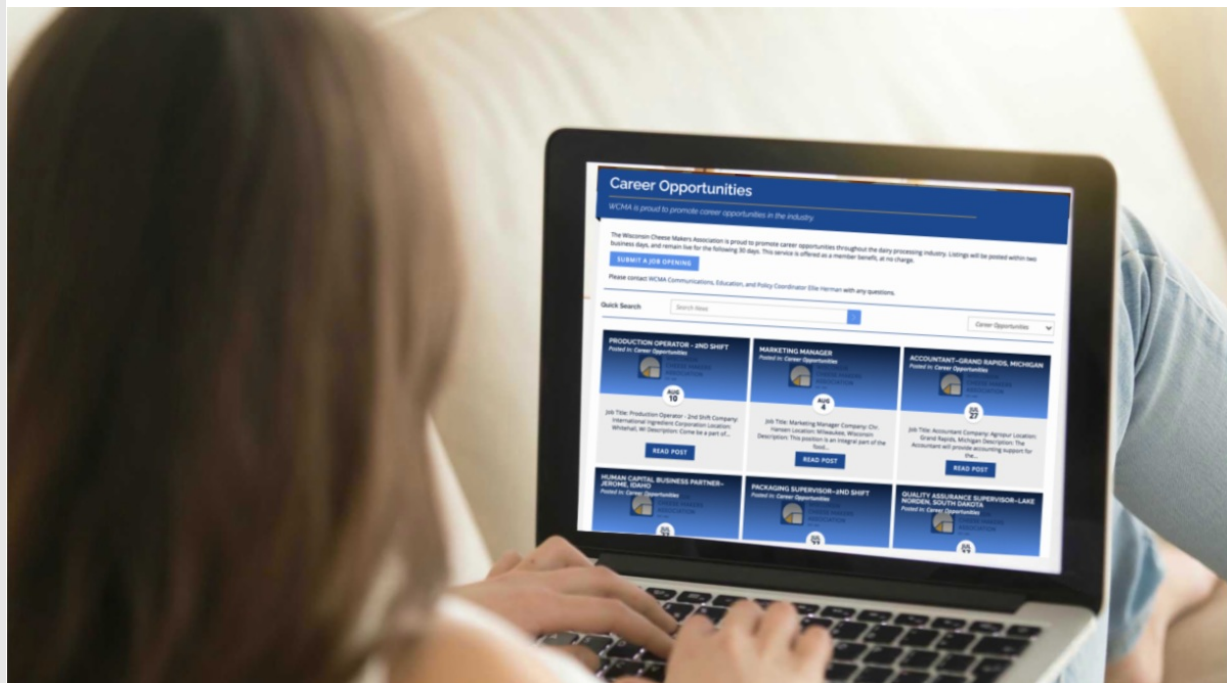
The [WCMA Advanced Leadership Series](#) will also be offered to students in a hybrid format, allowing them to join in three sessions either in Madison, Wisconsin, or online. Those enrolling participate in the entire series as a cohort to better facilitate relationships.

- 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.

WORKFORCE



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring four industry career opportunities from member companies Agropur, Inc., Fromagex, and Winona Foods.

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

[ADD JOB OPPORTUNITIES](#)

COMMUNICATIONS

WCMA Offices Closed Monday, July 5

WCMA's offices will be closed on Monday, July 5 in observation of Independence Day. Thank you for your understanding, and we wish you safe, joyful celebrations.

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.

WisCheeseMakers.org

