

WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



USDA Responds to WCMA Petition for FMMO Updates; Schedules August Hearing

Last week, U.S. Department of Agriculture (USDA) Deputy Administrator Dana Coale [shared a response to petitions](#) from WCMA, International Dairy Foods Association, and National Milk Producers Federation, indicating that the agency plans to move forward on a hearing on updates to federal milk marketing orders.

In the message, Coale calls for additional proposals on the topic from interested parties. Proposals should be emailed to FMMOhearing@usda.gov by June 14 at 4:00 p.m. (CT). In an [action plan shared with WCMA](#), USDA did not narrow the scope of the hearing, meaning the agency could consider any element laid out in proposals. The scope will be detailed in a hearing notice, set to be published in late July. USDA is targeting a hearing start date of August 23.

Both documents provided by USDA last week hold significant and welcome forward progress. WCMA leadership is currently discussing next steps and will continue to share relevant updates with members. Members with questions may contact [WCMA Executive Director John Umhoefer](#) or [Senior Director of Programs & Policy Rebekah Sweeney](#).

WCMA Supports Whole Milk for Healthy Kids Act



The House Education and the Workforce Committee is considering the [Whole Milk for Healthy Kids Act of 2023 \(H.R. 1147\)](#) today, Tuesday, June 6. The bill would allow whole and reduced-fat milk to again be served in the School Meals Program. WCMA submitted [a letter to support the bill](#), in concert with IDFA. The bill is led by House Agriculture Committee Chairman GT Thompson (R-PA) and Rep. Kim Schrier (D-WA). It has more than 100 bipartisan cosponsors, demonstrating significant positive momentum for this issue in Congress.

SIGNATURE EVENTS



Final Week to Reach 700+ Attendees with WCMA Golf Outing & Trap Shoot Sponsorships!



Act now for affordable, impactful [WCMA Golf Outing & Trap Shoot Sponsorships!](#) The deadline to market your company to 776 golfers and trapshooters at this sold-out event is **this Friday, June 9.**

Visit [WisCheeseMakers.org](https://www.wischeesemakers.org) today to take advantage of a wide variety of valuable marketing opportunities. Don't miss out on the dairy processing industry's favorite event of the summer!

Celebrate the day's best golfers with a [Winning Foursome Sponsorship](#). For just \$500, WCMA will coordinate a \$400 cash prize for the winning group, and display your company logo at registration and on flyers distributed to all participants. **Only two** of these sponsorships are left!

Reach new and experienced trapshooters by sponsoring a **Class Winner Prize**. Just \$250 includes a cash prize to the winning shooter, plus your company logo displayed at registration and on flyers distributed to all participants. **Just two of these opportunities remain available!**

Choose a **Tee Box & Golf Skill Prize Sponsorship** and bring your team to the hole for a fun afternoon meeting hundreds of golfers. Sponsors may choose between a cash prize or a pro shop certificate. **Secure one of just two sponsorships left!**

Sponsor a **Golf Skill Prize**. Just \$250 includes a cash or pro shop certificate prize, plus your company's logo displayed on signage at the hole and on flyers distributed to all participants. **Don't wait - only one left!**

BECOME A SPONSOR

Have questions about sponsorship? Please contact the [WCMA Events team](#).

Thank you, sponsors!



Exclusive Lunch Sponsor



Exclusive Social Hour Sponsor



Premier Dinner Sponsor



Building Excellence
Premier Dinner Sponsor

EDUCATION



June Dairy Month
WCMA[^] Webinar
Current Trends in Cheese Sales

Join WCMA Members-Only Webinar June 13 for Current Trends in Cheese Sales

Join WCMA next Tuesday, June 13 at 1:00 p.m. (CT) for a **special June Dairy Month edition** of our free, members-only monthly webinars, focused on current trends in cheese sales. Following a brief welcome and introduction, our agenda includes:

- Highlights of USDA's 2022 Dairy Products Summary Report
 - Speaker: John Umhoefer, WCMA
- Insights & Outlook on Hispanic-Style Cheeses

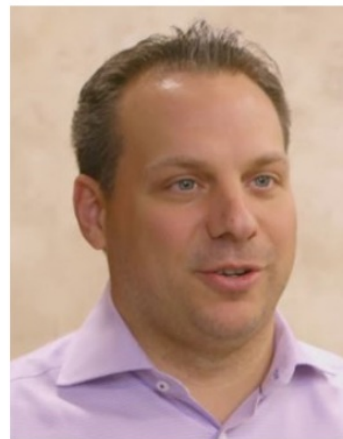
- Speaker: Paul Scharfman, Specialty Cheese Company
- Insights & Outlook on Italian Styles and Parmesan
 - Speaker: Bob Greco, Cheese Merchants of America



John Umhoefer
Wisconsin Cheese
Makers Association



Paul Scharfman
Specialty Cheese
Company



Bob Greco
Cheese Merchants
of America

Presenters will reserve time to field audience questions during the webinar. To submit a question in advance, please email [WCMA Communications Director Grace Atherton](mailto:Grace.Atherton@wcma.com) by Monday, June 12 at 12:00 p.m. (CT).

This offering is the latest in WCMA's [monthly webinar series](#). Webinar topics are driven by WCMA member feedback and cover a range of themes such as business development, communication strategies, and industry resources.

SIGN UP NOW



Register for WCMA Fall Leadership Trainings

Encourage growth and drive productivity among your team members with a new fall lineup of WCMA's popular leadership trainings. Details and registration for both WCMA Front-Line Leadership and Advanced Leadership classes are available now at [WisCheeseMakers.org/Trainings](https://www.wischeesemakers.org/trainings).

WCMA's three-part [Front-Line Leadership](#) series is designed for new and seasoned supervisors in the dairy processing industry. This fall, the course will be offered in both virtual and in-person formats. Virtual participants may choose from two tracks:

- September 6: Part A - Essential Leadership Skills
- October 11: Part B - Boosting Staff Performance
- November 20: Part C - Cultivating a Team

- September 26: Part A - Essential Leadership Skills
- October 24: Part B - Boosting Staff Performance
- November 29: Part C - Cultivating a Team

Attendees who prefer an in-person experience may join the trainings in Sun Prairie, Wisconsin on three dates:

- September 11: Part A - Essential Leadership Skills
- October 17: Part B - Boosting Staff Performance
- November 28: Part C - Cultivating a Team

Front-Line Leadership classes are offered a la carte and may be taken in any order. These affordable sessions are available a la carte at just \$135 per person, per part for virtual participants or \$159 per person, per part when completed in-person.

WCMA's highly rated [Advanced Leadership Series](#) will be offered online this fall, allowing mid-level managers and employees transitioning to such positions to join each session from anywhere in the world. Sessions are scheduled for Tuesday, September 19; Wednesday, November 1; and Tuesday, January 9, 2024.

Enrollment in the Advanced Leadership Series is limited to a small cohort of 20 individuals, who participate in all sessions together to better facilitate relationships. The course features guest speakers from industry discussing their leadership successes and challenges, and requires participants to complete a project demonstrating their new knowledge. The cost for the entire series is \$549 per person.

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

RESERVE SPACE

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 13-16: [World of Cheese from Pasture to Plate](#) - Center for Dairy Research
- June 27: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- 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

GRANTS



DBIA Awards \$2.6 Million to 26 Businesses

WCMA and the Center for Dairy Research (CDR) [today announced the 26 companies and cooperatives](#) that have been selected to receive Dairy Business Builder grants totaling \$2.3 million from the [Dairy Business Innovation Alliance \(DBIA\)](#). The Alliance is funded by the U.S. Department of Agriculture and administered by WCMA and CDR.

This year's awardees hail from all 11 states served by DBIA. Eighteen of the 26 businesses are receiving a DBIA grant for the first time, and 12 are farmsteads. The Dairy Business Builder grant program aims to encourage small- to medium-sized dairy farmers, entrepreneurs, and processors to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and efforts to market dairy products for export. Reimbursement grants of up to \$100,000 each are awarded following a competitive review process.

Companies and cooperatives receiving Dairy Business Builder Grants are:

- Beauty View Dairy Products – Wahoo, Nebraska
- Berning Acres – East Dubuque, Illinois
- BoBell Cheese Company – Burbank, Ohio
- Brunkow Cheese of Wisconsin – Darlington, Wisconsin
- Concept Processing – Melrose, Minnesota
- Dairy Distillery Alliance – Novi, Michigan
- DARI – Clinton, Wisconsin
- Eau Galle Cheese Factory – Durand, Wisconsin
- Farm Life Creamery – Ethan, South Dakota
- Farm Staples – Cedar Grove, Wisconsin
- Hastings Creamery – Hastings, Minnesota
- Hildebrand Farms Dairy – Junction City, Kansas
- Hill Valley Dairy – East Troy, Wisconsin
- Landmark Creamery – Belleville, Wisconsin
- Marieke Gouda – Thorp, Wisconsin
- Rolling Hills Dairy Producers Co-op – Monroe, Wisconsin
- Rosewood Dairy – Sturgeon Bay, Wisconsin
- Royal Guernsey Creamery – Columbus, Wisconsin
- Sartori Cheese – Plymouth, Wisconsin
- Schulte Dairy – Norway, Iowa
- SCREAM – Fairfield, Iowa
- Terrell Creek Farm – Fordland, Missouri
- Tulip Tree Creamery – Indianapolis, Indiana

- Two Cows Creamery – Hot Springs, South Dakota
- Uplands Cheese – Dodgeville, Wisconsin
- Widmer's Cheese Cellars – Theresa, Wisconsin

In addition to Dairy Business Builder grants, DBIA also administers Dairy Industry Impact grants, designed to help recipients tackle a specific issue or pursue an idea with the potential to positively impact the broader dairy industry. The next grant application period for both grant programs will open on August 28. WCMA members with questions may contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Oxheart Farm

Hager City, WI

DBIA Grant Recipient
2022



DBIA Delivers: Oxheart Farm

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 taking a closer look at [Oxheart Farm](#). This licensed Grade A dairy and farmstead creamery sells its pasteurized creamline milk and yogurt. With support from a 2022 Dairy Business Innovation Alliance grant, Oxheart Farm has explored a new way to diversify their business: frozen dairy desserts sold at their local farmers' 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!

INDUSTRY UPDATES



USDA Boosts FY 2023 Predictions for Dairy Exports, Imports

The U.S. Department of Agriculture (USDA) increased its predictions for the nation's dairy exports and imports in its quarterly [Outlook for U.S. Agricultural Trade](#), issued last week. The report covers the fiscal year running October 1, 2022-September 30, 2023.

The agency raised its dairy export forecast to \$8.9 billion - an increase of \$100 million from its February report - citing higher-than-expected volumes of non-fat dry milk, cheese, lactose, and whey. Predictions for dairy imports were also raised to \$5.1 billion, an increase of \$500 million from USDA's previous report, due to higher unit values and volumes of butter and cheese.



Enter Wisconsin State Fair Dairy Products Contest This Week

**WISCONSIN
STATE FAIR**
AUGUST 3-13, 2023

Presented By  uscellular

Just days remain to [enter the Wisconsin State Fair Dairy Products Contest](#). Classes are available for cheese, butter, yogurt, sour cream, fluid milk and custard. Entries are due by 5:00 p.m. (CT) this Friday, June 9. Complete entry information is [available online now](#).

USDA Seeks UHT Milk Product Bids

The U.S. Department of Agriculture (USDA) is soliciting [ultra-high temperature \(UHT\) milk products](#) to be used in domestic food distribution programs. Bids are due Monday, June 12 by 1:00 p.m. (CT). Questions may be directed to [USDA staff](#).

IN THE NEWS

Wisconsin

- *Dairy Foods:* [WCMA names Cheese Champions](#)
- *WMTJ Radio:* [Travel Wisconsin: Cheesemakers](#) (Featuring WCMA members Nasonville Dairy and Renard's Cheese)
- *WFTS-TV:* [Check out these unique new recipes using Wisconsin cheese](#) (Featuring WCMA members BelGioioso Cheese, Burnett Dairy Cooperative, Crave Brothers Farmstead Cheese, and Klondike Cheese Company)

National/International

- *NBC News:* [Who receives food benefits? It may not be who you think](#)
- *Morning Ag Clips:* [Mulhern to retire as NMPF President and CEO](#)
- *Dairy Processing:* [Demand for specialty, artisan cheeses growing](#) (Featuring

- WCMA members Crave Brothers Farmstead Cheese and Emmi Roth USA)
- WCCO-TV: [June is National Dairy Month](#) (Featuring WCMA member Crystal Farms Dairy)
 - WDJT-TV: [As USDA considers banning chocolate milk in some schools, one GOP lawmaker wants to require it](#)
-

MEMBERSHIP



Dairy Industry Suppliers



New WCMA supplier member [Bosch-Rexroth](#) provides products and systems in the fields of electric drives and controls, industrial hydraulics, linear technology, assembly technology and mobile robotics.



New WCMA supplier member [Cama North America](#) provides secondary packaging, robotic systems, and integrated packaging solutions for a wide variety of markets, including dairy applications such as cheese, yogurt, ice cream, and snacks.

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

WORKFORCE



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

JOBS BOARD



Add Free WCMA Jobs Board to Your Recruitment Toolbox

Looking for a new way to attract quality talent? Share your open positions on WCMA's [free Jobs Board](#). Members can post up to 10 jobs each month for free!

Visit WisCheeseMakers.org to post your open positions and view listings from WCMA members Associated Milk Producers Inc., Caloris Engineering, Dairyfood USA, Gilman Cheese, KDI Cheese, and Masters Gallery Foods.

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

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