



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



*Governor Tony Evers (third from left) addresses reporters in Plymouth, Wis. as local elected officials, Wisconsin Economic Development Corporation Secretary and CEO Missy Hughes (second from right), and Masters Gallery Foods President and CEO Jeff Gentine (right) look on.*

## Masters Gallery Foods to Receive Up to \$1.5M in State Support for Oostburg Expansion

WCMA member Masters Gallery Foods is eligible for up to \$1.5 million in state tax credits for its recent expansion project, Governor Tony Evers **announced last week**. Wisconsin Economic Development Corporation (WEDC) Secretary and CEO Missy Hughes and Masters Gallery Foods President and CEO Jeff Gentine joined Evers when he shared the news in Plymouth, Wis. June 2.

“This investment today not only supports the growth of Masters Gallery Foods but new opportunities for good-paying, family-supporting jobs in the greater region,” Evers said.

Gentine added, “We’re very grateful for the financial support from the state and WEDC as we remain committed to investing within the community, providing long-term career opportunities for our team members while supporting the needs of our expanding customer base.”



*Masters Gallery Foods President and CEO Jeff Gentine (right) talks with Governor Tony Evers (left).*

For more on this announcement, see the related media coverage:

- *WITI-TV:* [Wisconsin invests in Plymouth cheese packaging company](#)
- *WHBL Radio:* [Governor Evers, WEDC announce state contribution to Masters Gallery expansion](#)
- *Wisconsin State Farmer:* [Gov. Evers announces expansion of Masters Gallery Foods](#)
- *Area Development:* [Masters Gallery Foods expands Oostburg, Wisconsin, operations center](#)
- *Dairy Processing:* [Masters Gallery Foods expansion project backed by state](#)

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## Evers Directs \$60M to Boost Rural Infrastructure

In partnership with the Wisconsin Department of Transportation, Governor Tony Evers is directing \$35 million from the federal Bipartisan Infrastructure Law to support [40 local road projects](#) throughout the state. This round of funding - the first of five - will target efforts located in areas with fewer than 50,000 people.

Evers also [announced plans](#) last week to allocate an additional \$25 million from the 2021-2023 budget to the state's Broadband Expansion Grant program. The increase makes a total of \$125 million available to help bring high-speed internet to underserved areas across the state.

As a strong advocate for infrastructure improvements in rural communities, WCMA is pleased to see significant investments in these important policy priorities.

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## COVID-19 UPDATES



## Wisconsin Supreme Court Rules WDHS Can Release Business COVID-19 Case Information

The Wisconsin **Supreme Court ruled 4-3 today** that the Wisconsin Department of Health Services (WDHS) may release information on businesses where multiple COVID-19 cases occurred in order to comply with the state's open records laws. This ruling concludes a 2020 lawsuit brought by Wisconsin Manufacturers and Commerce, which intended to prevent WDHS from sharing such data. The Supreme Court's decision makes clear that business names and the number of confirmed COVID-19 infections may be shared with media outlets who submitted open records requests in the summer of 2020. As WCMA previously reported, any affected employer has been directly notified by WDHS.

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### INDUSTRY UPDATES

## USDA Announces First Investments in Food System Transformation Framework

The U.S. Department of Agriculture (USDA) **last week announced** that it will invest \$43.1 million in grants and cooperative agreements to strengthen the food supply chain in urban areas. As part of USDA's Food System Transformation Framework, the monies will support efforts to reduce food waste in urban communities and fund grants for urban farming projects. More information is available on [USDA's website](#).

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## Enter State Fair Dairy Products Contest

Just days remain to enter the **2022 State Fair Dairy Products Contest**. Now through 5:00 p.m. (CT) this Friday, June 10, the Wisconsin State Fair Dairy Promotion Board is accepting entries of cheese, butter, yogurt, sour cream, fluid milk, and custard for





evaluation. Judging will take place on June 23 beginning at 8:00 a.m. (CT).

## Renew Bulk Milk Weigher & Sampler Licenses

Bulk milk weighers and samplers in Wisconsin may now [sign up for an appointment](#) to renew their license through the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). A full list of renewal locations and WDATCP sanitarians is [available online](#). Please contact WDATCP staff at (608) 982-6975 with questions.

## WCMA SIGNATURE EVENTS

### Final Week to Secure Sponsorships for WCMA Golf Outing & Trap Shoot

Make a lasting impression at the 2022 WCMA [Golf Outing & Trap Shoot](#) with [affordable, impactful sponsorships](#). Don't delay: these opportunities close this Friday, June 10.

Connect with attendees right on the course with a [Tee Box & Golf Skill Prize Sponsorship!](#) Bring your team to the hole for a fun, productive afternoon meeting golfers throughout the day.

Looking for another way to reach hundreds of dairy processing professionals in one place? [Sponsor a Skill Prize!](#) Maximize your company's visibility with signage on the hole and in flyers distributed to all participants.



**SPONSOR TODAY**

Have questions? Please contact [WCMA Events staff](#).

## Thank You, Sponsors!



Lunch Sponsor



Social Hour Sponsor



Premier Dinner Sponsor

## EDUCATION



# WCMA Webinar

## *OSHA Local Emphasis Program for Food Processors*

### **Learn Details of OSHA Wisconsin Program in Free WCMA Member Webinar**

Join the next [free, members-only webinar](#) hosted by the Wisconsin Cheese Makers Association (WCMA) focused on the Occupational Health and Safety Administration's (OSHA) new [Local Emphasis Program](#) for food processors in Wisconsin. The intent of this campaign is to encourage employers to take steps to identify, reduce, and eliminate hazards associated with exposure to machine hazards during production activities, through both education and enforcement.

Our featured speaker, OSHA Compliance Officer Kristopher Schleis, will detail the reason for this effort, steps manufacturers should take to safeguard employees, and what they can expect if they are inspected.

Following the presentation, WCMA staff will facilitate a question-and-answer session. Members who wish to submit questions in advance may send them to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by noon on Monday, June 13.



***Kristopher Schleis***  
*Occupational Safety and  
Health Administration*

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. Ideas for future webinar topics can be submitted to [Rebekah Sweeney](#).

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## Register for WCMA Fall Leadership Trainings

Sign up today for a fresh lineup of WCMA's popular [Front-Line and Advanced Leadership trainings](#), set to take place this fall. 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](#)
- [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](#)
- [October 10: Part B - Boosting Staff Performance](#)
- [November 14: Part C - Cultivating a Team](#)

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.

Have questions about WCMA's educational offerings? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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## USDA Offers Free WBSCM System Training

The U.S. Department of Agriculture (USDA) invites current Domestic Commodity Vendors to [join two free trainings](#) on its Web Based Supply Chain Management (WBSCM) system. Sessions will be held live on Zoom June 28 and 29 from 12:00-2:00 p.m. (CT). For more information, please contact [USDA staff](#).

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## More Industry Training Opportunities

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

- June 14: [Labeling Regulations for Dairy Products](#) - Dairy Farmers of Wisconsin
  - June 14-16: [Advanced Buttermaking \(In-Person\)](#) - Center for Dairy Research
  - June 14-15: [Environmental Monitoring Hands-On Training Workshop \(In Person\)](#) - Mérieux NutriSciences
  - June 15: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
  - June 20-24: [Buttermakers License Apprenticeship \(In-Person\)](#) - Center for Dairy Research
  - June 21-23: [FSPCA Preventive Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
  - August 17-18: [HACCP Training \(In-Person\)](#) - Center for Dairy Research
  - 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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## IN THE NEWS

### Wisconsin

- *Fansided:* [Fall in love with blue cheese thanks to Wisconsin Cheddar Blue](#) (Featuring WCMA member Roelli Cheese)
- *WCPO-TV:* [Celebrate National Dairy Month with Wisconsin Cheese](#) (Featuring WCMA members Carr Valley Cheese and Crave Brothers Farmstead Cheese)
- *Wisconsin Public Radio:* [Wisconsin farmers are experiencing record high milk prices, but for how long?](#)

### National/International

- *Agri-Pulse Daybreak:* [Taiwan moves up, ranks as major U.S. ag market](#) (Begins at 5:21)
  - *Dairy Herd Management:* [A reality check: Can dairy demand dodge a recession?](#)
  - *Feedstuffs:* [Ag hopes Indo-Pacific talks offer way back in after failed TPP](#)
  - *New Food:* [Arla's biggest dairy investment opens](#)
  - *Dairy Herd Management:* [Green Deal makes EU dairy growth flash yellow](#)
  - *The Center Square:* [As food prices soar with no end in sight, Americans change habits](#)
  - *Dairy Foods:* [Vermont Creamery is artisan but agile](#) (Featuring WCMA member Land O' Lakes - Vermont Creamery)
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## MEMBERSHIP





## Join WCMA Young Professionals in Milwaukee August 31

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 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.

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#JuneDairyMonth

## WCMA Celebrates June Dairy Month with New Social Media Campaign

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 past week featured WCMA member Saputo, highlighting their diversity, equity, and inclusion efforts.

Throughout the month, WCMA will share inspiring member outreach ranging from volunteer efforts to fundraising drives and more. Be sure to follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) and use the hashtag #DairyMakesADifference to join the celebration!

Have a story you'd like WCMA to share on our social media channels? Please send an image and brief description of your company or cooperative's efforts 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 helps build a foundation for long-term success.

# Together

WE GROW



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

This week, we're pleased to feature **Eric Vorpahl of Masters Gallery Foods** (pictured here). Eric shares that his WCMA membership "has fostered personal and professional growth for me on so many levels. Participating in CheeseExpo, Cheese Industry Conference, the annual contests, and Young Professionals events has led to countless networking opportunities, business opportunities, and lasting friendships."

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

# WELCOME



## NEW WCMA MEMBERS!

### Dairy Industry Suppliers



New WCMA supplier member **PBBS Equipment Corporation** is a boiler room solutions provider offering equipment, operator training, emergency service, routine maintenance, and replacement parts.

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

WORKFORCE



# WCMA Workforce Strategies Spotlight: Building a Strong Company Culture



Organic Valley  
26,765 followers  
2w • 🌱

There are five fascinating things you may not know about Organic Valley unless you are a CROPPie – a what? CROPPie. It's what we fondly call our cooperative's team members. Whether it's the organic meals we have access to, or simply the sense of pride we feel while working for the greater good, we are happy to call Organic Valley home. Click below to read more about why our cooperative is a great place to work, and the five fascinating things we do not take for granted! [#LifeAtOrganicValley](#) [#employeeperks](#) [#team](#)

<https://lnkd.in/g/cTi7Cm2>



5 Fascinating Things About CROPPies | Organic Valley

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... This week's WCMA Workforce Strategies Spotlight takes a closer look at CROPP Cooperative/Organic Valley's recent blog post showcasing its company culture:

["Five Fascinating Things About CROPPies"](#).

Building a culture among your team and highlighting your shared values is an effective way to attract and retain employees. In fact, [a 2019 study](#) conducted by Glassdoor found that 56 percent of workers surveyed felt a strong workplace culture was more important than salary. Among millennials in the U.S., that number jumped to 65 percent.

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



**View, Share Job Openings on WCMA Jobs Board**



Visit WCMA's [online jobs board](#) to view job openings from WCMA members Alpine Slicing & Cheese Conversion, Baker Cheese, Crystal Farms, Hilmar Cheese Company, and Masters Gallery Foods.

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!

**POST OPPORTUNITIES**

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WisCheeseMakers.org

