

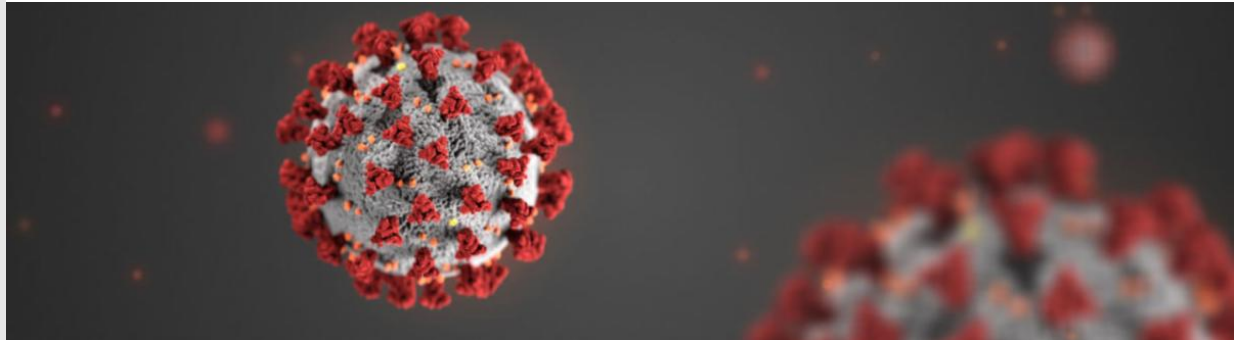


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID-19 UPDATES



USDA Investing \$4B in Build Back Better Effort to Strengthen Food Supply Chain

The U.S. Department of Agriculture (USDA) today **announced plans** to invest more than \$4 billion to strengthen food supply chains through the Build Back Better initiative. USDA officials say the new effort will "create new market opportunities, tackle the climate crisis, help communities that have been left behind, and support good-paying jobs." Funding is provided by the American Rescue Plan Act and earlier pandemic assistance.



Build Back Better funding announcements, expected in the coming months, will offer a mix of grants, loans, and financing to support food production, food processing, food distribution and aggregation, and increased market access for all.

USDA Pledges \$1B for Food Banks

In addition to the \$4 billion pledged today for its new Build Back Better initiatives, the U.S. Department of Agriculture (USDA) on Friday **pledged \$1 billion** for the nation's network of food banks, to - among other things - support the increased purchase of locally produced foods. Additional details are expected in the weeks ahead, and WCMA will keep members informed via this communication.

Feeding America, which operates 200 food banks across the country, said the need for food assistance increased 55 percent in 2020, and it estimates that 42 million Americans will continue to experience food insecurity in 2021.

Wisconsin Now Accepting Applications for \$100M in Broadband Grants Program

The Public Service Commission of Wisconsin (PSC) is [now accepting applications](#) for \$100 million in broadband expansion grants, funded through the American Rescue Plan Act. Internet service providers, telecommunications utilities, co-operatives, local governments, and profit and non-profit organizations are eligible to apply, and Wisconsin-based WCMA members with interest in the program are encouraged to contact a broadband provider or municipal official to share interest in accessing enhanced services.

WCMA has advocated for this program, and members with questions may contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).

USDA Grant Applications Due June 21 & July 6

The U.S. Department of Agriculture (USDA) is preparing to distribute [\\$92.2 million in competitive grants](#) under the 2018 Farm Bill's Local Agriculture Market Program (LAMP), with support coming from the USDA's Pandemic Assistance for Producers Initiative.

Awards of between \$25,000 and \$750,000 are available for [Local Food Promotion Programs](#), with applications due June 21. Awards of between \$100,000 and \$1 million are available for projects that develop or enhance [Regional Food System Partnerships](#), with applications due July 6.

These grants support the development, coordination and expansion of direct producer-to-consumer marketing, local and regional food markets and value-added agriculture. USDA is encouraging applications focused on projects to assist underserved local and regional agricultural businesses, producer networks and associations responding to COVID-19 disruptions and impacts.

WCMA Salutes Critical and Essential Employees



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

WCMA continues to salute its members' essential and critical workforce.

This week, WCMA is shining a light on the hardworking team at Door Artisan Cheese Company, including (pictured left to right) President Donna Ziarkowski, Wisconsin Master Cheesemaker Mike Brennenstuhl, Head Cheesemaker Ricardo Gutierrez and Cheesemaker Danny McCrary-Reed. Thank you for 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](#).

Coronavirus Headline News

Wisconsin

- WISC-TV: [2.5 million Wisconsinites fully vaccinated against COVID](#)

National/International

- *Associated Press*: [U.S. businesses struggle to fill jobs even as hiring picks up](#)
- *NPR*: [Millions of women haven't rejoined the workforce - and may not anytime soon](#)
- *Washington Post*: [Vaccination rates fall off, imperiling Biden's July 4th goal](#)
- *CNN*: [Disparities in COVID-19 vaccination rates among US counties fall along digital and economic divide](#)
- *KCRA-TV*: [Most California workers to stay masked under revised rules](#)
- *KARE-TV*: [New Minnesota COVID cases below 200](#)

Other Coronavirus Resources

WCMA will continue to provide links to both new and essential coronavirus resources for members in bulletins. We have also created a page on [WisCheeseMakers.org](#) with links to materials detailing employee safety best practices, operations guidance, federal and state support programs, and state orders impacting the dairy industry.

If you have questions or concerns, please contact WCMA staff. We are here for you.

Key Contacts

- WCMA Executive Director John Umhoefer: jumhoefer@wischeesemakers.org or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012

WCMA NOTES

Help Wanted!

An encouraging, yet stressful, sign of a recovering economy is the difficulty dairy manufacturers and suppliers face in trying to hire new workers. Several trends have converged to create unprecedented tightness in the labor market.

In the [June edition of WCMA Notes](#), Executive Director John Umhoefer offers a dive into the data, and a look at some of the strategies that are helping members attract new talent.



ADVOCACY

WCMA-Backed Agricultural Exports Bill Up for Wisconsin Senate Vote

The Wisconsin State Senate is expected to approve a [WCMA-backed proposal](#) to boost the state's agricultural export initiatives tomorrow. Senate Bill 325, which was unanimously approved in the Senate Committee on Agriculture and Tourism, directs \$5 million over five years to boost the export of Wisconsin dairy, meat, and other agricultural products. Half of the funds - \$2.5 million - would be earmarked for dairy-specific endeavors. The bill also authorizes the hiring of one full-time staff person at the Wisconsin Department of Agriculture, Trade and Consumer Protection, which would run the program in partnership with the Wisconsin Economic Development Corporation.

SB 325 has been championed by State Senator Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc). Governor Tony Evers ignited the conversation over investments in dairy exporting endeavors, first proposing additional funding as part of a 2020 special session to aid farmers and processors and again including this priority in his 2021 budget proposal.

WCMA will continue its advocacy work on this bill to see it through the legislative process, including a vote in the State Assembly and consideration by the Governor.

Wisconsin's Budget Committee Approves Double Funding for Dairy Processor Grants

Wisconsin's budget-writing Joint Committee on Finance last week approved a plan to double the state's investments in the Dairy Processor Grant Program at the Wisconsin Department of Agriculture, Trade and Consumer Protection, offering \$800,000 over the biennium to support industry innovation and continued modernization.

WCMA recognizes and appreciates the work of Rep. Loren Oldenburg (R-Viroqua) on this proposal, and the leadership of JFC Co-chairs Sen. Howard Marklein (R-Spring Green) and Rep. Mark Born (R-Beaver Dam) in ushering it through the committee process. WCMA also thanks Governor Tony Evers, who first proposed a boost in dairy processor grants as part of a 2020 special session focused on agricultural aid, and again in his 2021 budget plan.

WCMA will continue its advocacy work on this budget provision to see it through the legislative process, including full votes in the State Assembly and State Senate and consideration by the Governor.

WCMA Compiling Industry Workforce Shortage Data for Wisconsin Policymakers, Members

WCMA is compiling data on the workforce shortage in Wisconsin's dairy processing industry, to inform members and policymakers. We invite you to participate in this [one-minute survey](#), asking how many job vacancies you currently have.

Information collected in this survey will be blinded and aggregated. Data from each participating member will be held in strictest confidence.

Responses are requested by 5 p.m. (CT) on Thursday, June 10. Thank you!

IN THE NEWS

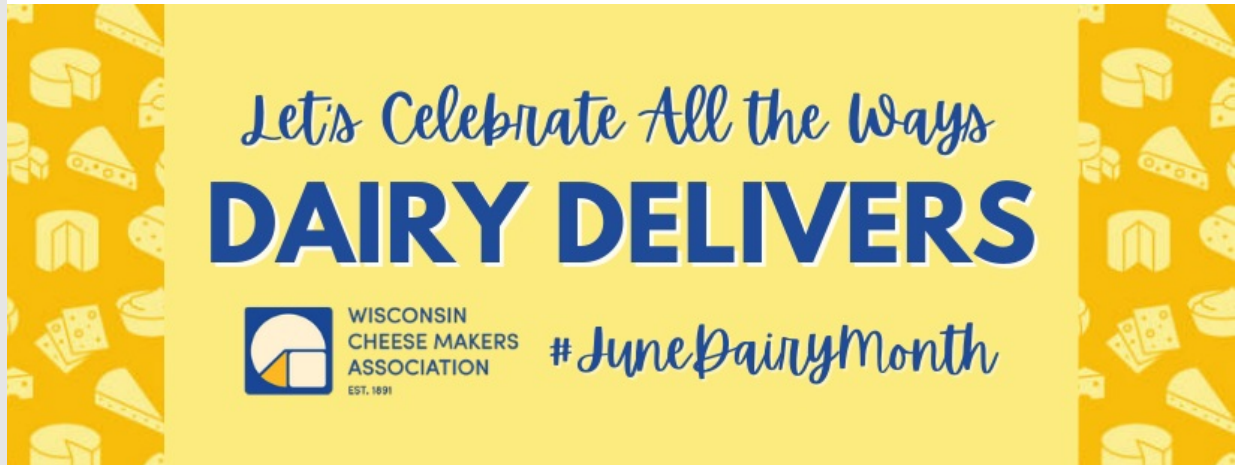
Wisconsin

- *Wisconsin State Farmer*: [Wisconsin's master cheesemaker program shows quality and commitment](#) (Featuring WCMA members Renard's Cheese and Sartori Company)
- *WGBA-TV*: [Plymouth is now officially the Cheese Capital of the World](#) (Featuring WCMA members Great Lakes Cheese Company, Masters Gallery Foods, Sargento Foods)
- *WPRI-TV*: [LeRoy Butler shares fun signature dishes from Wisconsin Cheese for National Cheese Day](#)
- *Spectrum News 1*: [Great Wisconsin Cheese Festival bounces back after year off](#)

National/International

- *Daily Reporter*: ['It becomes too much': Why Great Lakes Cheese pulled plug on \\$505M Allegany County plant](#)
- *Business Insider*: [The rise and fall of Kraft, the pioneer of processed cheese](#)
- *CBS News*: ["Shrinkflation" is hitting the grocery aisles as companies charge the same amount for less](#)
- *Politico*: [Cyberattack on food supply followed years of warnings](#)
- *Associated Press*: [Biden to launch task force on bottlenecks in supply chain](#)
- *Reuters*: [U.S. trade deficit narrows in April as imports fall](#)
- *Burlington Free Press*: [Creemees, farm stands and cheese, oh my! Plan your New England road trip with this new map](#) (Featuring WCMA member Cabot Creamery Cooperative)

INDUSTRY UPDATES



Take Part in WCMA's "Dairy Delivers" Social Media Campaign for June Dairy Month

WCMA will celebrate June Dairy Month with a social media campaign highlighting how "Dairy Delivers" - community support, economic opportunity, and delicious, nutritious dairy foods.

Already this month, WCMA has saluted Dairy Farmers of America, Organic Valley and Westby Cooperative Creamery for their donations to health care workers, Hilmar Cheese and Specialty Cheese Company for their development projects, and Cabot Creamery Cooperative for a new, value-added yogurt product.



Members are invited to participate by sending [WCMA staff](#) images or brief videos, highlighting the ways your company or cooperative is making a positive impact. Consider highlighting your business expansion, new dairy product or charitable project.

WCMA will share a new "Dairy Delivers" post daily throughout the month of June on Facebook, LinkedIn and Twitter, and we're offering a [Facebook frame](#) for your profile pics, too.

Have questions about WCMA's "Dairy Delivers" campaign? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).



Register Now for WCMA Leadership Courses

Register now for WCMA's Fall/Winter 2021 leadership trainings, including the popular WCMA Front-Line Leadership Training courses designed for those supervising small teams and the highly rated WCMA Advanced Leadership Series for mid-level managers.

WCMA **Front-Line Leadership Training** returns 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.

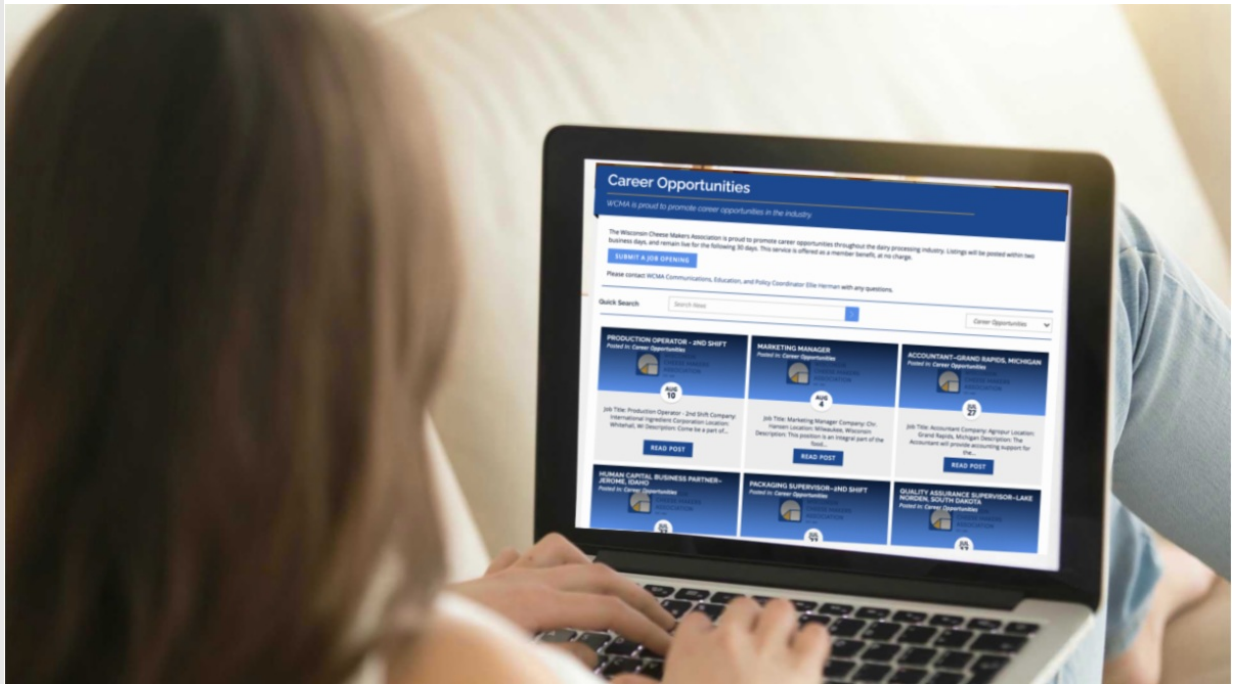
For more information – including reviews and testimonials from past participants – and to register now, visit [WisCheeseMakers.org](https://www.wis cheesemakers.org).

Register Now for Other Industry Training Events

WCMA is proud to host and promote opportunities for industry-specific training and enrichment. Here's a look at some of those upcoming events:

- June 22: [Cheesemaking 101: What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)
- June 29-30: [Cheese Grading Fundamentals Course Online | Center for Dairy Research](#)

WORKFORCE



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring 14 industry career opportunities from member companies Agropur, Inc., Associated Milk Producers, Inc., V&V Supremo Foods, and Wisconsin Whey Protein. Check out openings for intake operators, QA supervisors, dryer operators, cheesemakers, human resources professionals, and more!

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

[ADD JOB OPPORTUNITIES](#)

SIGNATURE EVENTS

Last Chance to Reserve Impactful Sponsorships at Sold-Out WCMA Golf Outing & Trap Shoot

The WCMA Golf Outing & Trap Shoot is

officially sold out - and today is the final day for supplier members to [reserve impactful sponsorship opportunities!](#)

WCMA is offering creative ways for you to connect with dairy manufacturers and processors, no matter your budget. Take a look at these remaining options.



- **NEW! [Golf Cart Sponsorship](#):** Every golfer is sure to see your company logo with this high visibility sponsorship! Display your company logo on each golf cart on one of our four courses. Your logo will also be included on in-cart flyers distributed to all participants. *Price: \$5,000*
- **NEW! [Tee Box Sponsorship](#):** Super-size your skill prize sponsorship by trying the New Tee Box + Golf Skill Prize Sponsorship and bring your team members to the hole for a fun afternoon visiting with the golfers. Play a game, provide a fun beverage or just say hello - the options are endless! *Price: \$1,150-\$1,250*
- **[On-Course Refreshments Sponsorship](#):** You know what golfers really want on a hot, sunny July day? A cool beverage! Your team members can deliver just that, with this popular sponsorship opportunity. *Price: \$500+Cost of Beverages*
- **[Golf Skill Cash Prize Sponsorship](#):** Sponsor a Skill Prize! WCMA makes it simple, assigning your skill and course. Signage with company logo will be provided at the hole, and your company name will be featured on in-cart flyers. *Price: \$250*
- **[Trap Shoot Cash Class Prize Sponsorship](#):** Sponsor a Class Winner Prize! WCMA will assign your class. *Price: \$250*
- **[Cart Gift Sponsorship](#):** Provide a cart gift to all participating golfers and trapshooters, at only the cost of the gift you give, plus shipping!

[Complete details](#) on sponsorship opportunities are available online. Contact [WCMA Events Manager Caitlin Peirick](#) to secure your sponsorship.

MEMBERSHIP

Register Now for Live, Online Annual Meeting for WCMA Members on June 17

Wisconsin Cheese Makers Association will present a live, online Annual Meeting on Thursday, June 17 from 1:00-2:00 p.m. (CDT), offering members a chance to talk with our staff and Board of Directors, learn about the Association's programs and strategies in the year ahead, and hear from one of the dairy industry's most influential leaders in Washington: U.S Senator Tammy Baldwin. [Register today](#) for this free member gathering and be prepared to offer your ideas on how your Association can serve you better!

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.