



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



WCMA Golf Outing & Trap Shoot Participant List Now Available



Course assignments and an updated list of participants are now available for the sold-out WCMA Golf Outing and Trap Shoot, set for Wednesday, July 19 in central Wisconsin.

WCMA will host golfers for a scramble tournament at four courses: Lake Arrowhead's Lakes and Pines Courses, Bullseye Golf Club Course and the Northern Bay Resort Course, all near Nekoosa, Wisconsin.

The tournament will begin at 10:00 a.m. at Northern Bay and Bullseye Courses and 11:00 a.m. at the Lake Arrowhead courses. Golfers will enjoy the BMO Harris Bank lunch at their assigned course starting at 9:30 a.m. or at the turn.

Trapshooters will start their day at 11:00 a.m. at the Wisconsin Trapshoot Association (WTA) Homegrounds facility. The BMO Harris Bank lunch will be served at 11:00 a.m. at the WTA facility.

After golf and trap shooting, all attendees will meet at the Lake Arrowhead Clubhouse to enjoy the Amcor Social Hour and a buffet dinner.

Please send any name changes to [WCMA Membership Director Sara Schmidt](#) no later than this Friday, July 14. After July 14, all name changes must be made on-site.

GRANTS



Collaborative Market Access Grants (CMAG) **APPLY TODAY!**
WisCheeseMakers.org/Grants

WCMA Offers International Trade Show Grants for Anuga, Food&HotelVietnam 2023

Showcase your products in Germany and Vietnam this fall with a [Collaborative Market Access Grant](#) through WCMA! These reimbursement grants of up to \$15,000 each may be applied to certain trade show expenses at:

- Anuga in Cologne, Germany on October 7-11
- Food&HotelVietnam in Ho Chi Minh City, Vietnam on November 21-23

Grant funds may be used for the following expenses:

- Registration and booth expenses for an international trade show/exhibit
- Registration for international conferences/meetings where the company is presenting and having business meetings to increase its international exports
- Shipping charges to and from the show for booth, display, samples, literature and/or equipment
- In-country interpreter services during an approved trip
- Costs associated with foreign-language translation of brochures and supporting materials at a trade show
- Design services, printing, marketing and advertising associated with trade show participation

These awards are made possible through funding from the Wisconsin Economic Development Corporation. Applicants are not required to be members of WCMA. A 30 percent grant match is required. Costs incurred prior to a company or cooperative's application for funds are not eligible for reimbursement. Questions may be directed to [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

DOWNLOAD APPLICATION

Apply by August 18 for Buy Local, Buy Wisconsin Grants



WCMA members operating in Wisconsin are invited to apply now through Friday, August 18 for the Wisconsin Department of Agriculture Trade and Consumer Protection's (WDATCP) 2023 **Buy Local, Buy Wisconsin (BLBW) grants**. The program aims to help businesses process, distribute and market their products locally, while also providing easier access to Wisconsin-grown food products for consumers. Previous grant recipients have generated nearly \$10 million in new local food sales.

Grants of up to \$50,000 will be awarded through a competitive application process, a 50% match is required. Eligible expenses could include compensation for personnel, consultant services, materials, and supplies. For more information on the BLBW program, please contact [WDATCP staff](#).

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Fromage Spa

Green Bay, WI

DBIA Grant Recipient
2022



DBIA Delivers: Fromage Spa

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.

Next in the weekly series, we're highlighting [Fromage Spa](#). This business reclaims dairy by-products - specifically cheese and butter - which have been mislabeled, damaged, deemed defective, and misshapen product subject to landfills or animal feed operations. Last year, Fromage Spa received a DBIA grant to help support an expansion of its dairy product cleaning, relabeling, and repackaging services.

INDUSTRY UPDATES



USDA Announces \$2.3B for Local Foods in School Meals, Emergency Programs

The U.S. Department of Agriculture (USDA) [recently announced](#) it will provide a total of nearly \$2.3 billion to states to purchase local foods for distribution through school meals and emergency food programs. The funding comes amid elevated food and labor costs, continued food insecurity for many American families, and the expiration of temporary federal aid for these programs. A full list of state allocations for [school meals](#) and [emergency food providers](#) are available [online](#).

MEMBERSHIP



Renew Your WCMA Membership Today

WCMA is proud to be your resource, advocate, information hub, and connector. Your membership keeps you connected with peers and trusted suppliers and supports WCMA's work to help dairy manufacturers and processors nationwide grow their businesses.

With WCMA's new fiscal year underway as of July 1, **please check your inbox for a message from [WCMA Executive Director John Umhoefer](#) with details on how to renew your WCMA membership.** Once you receive this information, simply follow the instructions in the email to ensure your continued access to our ever-growing array of member benefits.

If you've already received your renewal message and taken action, thank you! If you have not yet received your renewal message or have any questions about WCMA membership, please contact [Membership Director Sara Schmidt](#).



RSVP Now for WCMA Young Professionals August 23 Outing



**REGISTER
NOW**

All WCMA member employees are invited to [join the WCMA Young Professionals on Wednesday, August 23](#) at American Family Field in Milwaukee, Wisconsin for an afternoon of fun and networking!

Our group will gather at the Miller Lite Landing as the Milwaukee Brewers take on the Minnesota Twins, at 1:10 p.m. Registration is just \$35 and includes an admission ticket. Members may also purchase tickets for guests (significant others and friends are welcome).

The deadline to sign up is Friday, August 11. Please contact [WCMA's Kirsten Strohmenger](#) with questions.



Submit Nominations by August 18 for 2024 WCMA Recognition Awards



Join WCMA in honoring leaders in the dairy processing industry! Visit [WisCheeseMakers.org/Recognition](https://www.wis cheesemakers.org/recognition) today to submit your nominations now for the 2024 WCMA Recognition Awards. All nominations must be submitted by close of business on Friday, August 18.

NOMINATE TODAY

Created in 2021, the [WCMA Luminary Award](#) recognizes the contributions of leaders in dairy product sales and marketing; individuals who introduced new concepts, products, or innovative ideas to drive sales in the U.S. or around the world. The 2023 recipients of the Luminary Award were Dennis Kasuboski of Alto Dairy and Masters Gallery Foods and Stan Woodworth of Klondike Cheese Co.

The [WCMA Cheese Industry Champion Award](#) is given to industry leaders who, through their everyday business decisions, have created tremendous opportunity for others and spurred industry growth. People to be considered are the CEOs, Directors, Presidents,

and Vice Presidents of their companies who may not have cheesemaking obligations but lead and direct resources. In 2023, Jim Sartori of Sartori Cheese and Bill and Don Mullins of Mullins Cheese were recognized with this award.

The [WCMA Distinguished Service Award](#), reserved for respected and highly valued supplier partners to the cheese manufacturing industry, is the only award that allows WCMA members to vote on prospective honorees. Debra Cherney of Cherney Microbiological Services and Bob Fassbender of T.C. Jacoby & Co. were selected for the honor in 2023.

[WCMA's Vanguard Award](#) recognizes cheesemakers or cheese manufacturing employees whose work helped to blaze new trails in dairy operations. In 2023, this award was given to Tom Jenny of Carr Valley Cheese and Dan Stearns of Agropur.

The [WCMA Babcock Award](#), named for Stephen Babcock, the famed agricultural chemist and University of Wisconsin professor, recognizes the contributions of those in education or affiliate organizations partnering with processors in the pursuit of dairy industry innovation and excellence. In 2023, WCMA honored Dr. Ed Jesse of the University of Wisconsin-Madison and Dr. Charles White of the University of Tennessee and Mississippi State University with this award.

All nominations will be considered by the WCMA Recognition Committee in September, with final awards determinations made by the WCMA Board of Directors in December. Awards will be presented at CheeseExpo, set for April 16-18, 2024 in Milwaukee, Wisconsin. Questions about the awards can be directed to [WCMA's John Umhoefer](#).

WCMA Promotes Association Staff

With the endorsement of the WCMA Board of Directors, WCMA is pleased to congratulate four Association staff on well-deserved promotions. The following team members have been elevated to new titles:

- [Judy Keller](#) advances from Events Director to **Senior Director, Events**.
- [Caitlin Peirick](#), previously Events Manager, is promoted to **Events Director**.
- [Sara Schmidt](#) advances from Member Engagement Manager to **Membership Director**.
- [Kirsten Strohmenger](#) rises from Contest Manager to **Contest Director**.



Judy Keller
Senior Director, Events



Caitlin Peirick
Events Director



Sara Schmidt
Membership Director



Kirsten Strohmenger
Contest Director

Complete contact information for all WCMA staff is available at WisCheeseMakers.org.

Join EWCBA Summer Outing August 25

Registration is open now through August 10 for the Eastern Wisconsin Cheesemakers and Buttermakers Association (EWCBA) Summer Outing, set for Friday, August 25 at the Wisconsin Timber Rattlers baseball game at Fox Cities Stadium in Appleton, Wisconsin. Tickets are \$50 per person and include a tailgate party from 4:00-7:00 p.m. and buffet

ADVOCACY

Complete Wisconsin Broadband Access Survey



WCMA members operating or living in Wisconsin are [invited to complete the Wisconsin Internet Self-Report \(WISER\) survey](#) by Friday, July 14.

The state's Public Service Commission (PSCW) will use the survey results to help determine the allocation of more than \$1 billion in federal broadband expansion funding. Questions may be directed to [PSCW staff](#).

WCMA has made broadband expansion one of its key policy priorities at the state and federal levels. To get involved in WCMA's active Policy Committee, please contact [Senior Director of Programs & Policy Rebekah Sweeney](#).

IN THE NEWS

Wisconsin

- *WITI-TV*: [Wisconsin's milk dumped in sewage system; dairy industry concerned](#) (Featuring WCMA)
- *Hoard's Dairyman*: [The backstory on dumped tankers of milk](#)
- *Dairy Processing*: [Workers at Wisconsin milk plant strike](#)
- *FoodSided*: [Wisconsin Cheese to host the first annual Art of Cheese event](#)

National/International

- *Associated Press*: [Switzerland to become a net importer of cheese this year for the first time](#)
- *Forbes*: [A third of U.K. vegan products found to contain milk or egg](#)
- *Brownfield Ag News*: [USMCA now in its third year](#)
- *U.S. Dairy Exporter Blog*: [U.S. dairy exports lagged in May as global headwinds persist](#)
- *Food Safety News*: [Public health is losing out in annual state battles with raw milk](#)
- *Bakersfield Now*: [Proposed bill would help undocumented farm workers become citizens and allow them to work in U.S. legally](#)
- *New York Times*: [Cottage cheese makes a comeback](#)

EDUCATION



Invest in Valued Team Members This Fall with WCMA Leadership Trainings

Visit [WisCheeseMakers.org/Trainings](https://www.wis cheesemakers.org/trainings) now to reserve seats in the fall lineup of WCMA's Front-Line and Advanced Leadership courses! Join more than 600 individual WCMA member employees that have graduated from these practical, engaging trainings, strengthening their leadership skills and driving positive results for their employers.

Front-Line Leadership 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 Tracks:

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

- September 26: **Part A - Essential Leadership Skills** - *Less than 10 seats left!*
- October 24: **Part B - Boosting Staff Performance** - *Less than 10 seats left!*
- November 29: **Part C - Cultivating a Team** - *Less than 10 seats left!*

In-Person Track:

- September 11: **Part A - Essential Leadership Skills** - *Less than 5 seats left!*
- October 17: **Part B - Boosting Staff Performance** - *Less than 5 seats left!*
- November 28: **Part C - Cultivating a Team** - *Less than 5 seats left!*

Front-Line Leadership classes are offered a la carte and may be taken in any order. Each session costs just \$135 per person for virtual participants or \$159 per person when completed in-person.

The three-part **Advanced Leadership Series** is designed for mid-level managers and employees transitioning to such positions. This virtual course features guest speakers from industry, group and partner discussions, and a project to demonstrate attendees' new knowledge. The series costs \$549 per person.

- Part 1 on Tuesday, September 19 pushes participants to take initiative in driving change and generating positive results for their company.
- Part 2 on Wednesday, November 1 focuses on the development and application of a creative and collaborative problem-solving process.
- Part 3 on Wednesday, January 10, 2024 details the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

Enrollment in the Advanced Leadership Series is limited to a small cohort of just 22 participants, and seats are already filling. Act now!

Members with questions or who would like to join the waitlist for a training may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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:

- August 22-23: [Cheesemaking Fundamentals \(In-Person\)](#) - Center for Dairy Research
- September 6: [Cheesemaking Fundamentals \(Online Self-Study\)](#) - Center for Dairy Research
- September 7: [Dairy Ingredient Fundamentals \(In-Person\)](#) - Center for Dairy Research
- September 12-13: [Cheesemaking Fundamentals \(In-Person\)](#) - Center for Dairy Research
- September 14: [Cultured Dairy Products \(In-Person\)](#) - Center for Dairy Research
- September 19-21: [Advanced Cheesemaking: Italian Varieties \(In-Person\)](#) - Center for Dairy Research
- September 26-27: [Cheesemaking Fundamentals \(Spanish, In-Person\)](#) - Center for Dairy Research
- 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
 - [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

WORKFORCE



Build Connections with WCMA Workforce & Education Committee at August 15 Meeting

Register now to network and learn at the [next meeting of WCMA's Workforce & Education Committee meeting](#) on Tuesday, August 15 from 11:30 a.m.-3:00 p.m. (CT).

Network and engage with industry peers in-person at the offices of WCMA member M3 Insurance in Madison, Wisconsin, or online via Zoom. In-person attendees will enjoy a networking lunch. The meeting will feature engaging presentations on:

- Proper Use (and Preventing Abuse) of FMLA
 - *Speaker: Alex O'Connor, Compliance Attorney, M3 Insurance*
- Peer Perspectives: Strategies for Successful Hybrid Workforce Management
- Methods to Measure HR Effectiveness
 - *Speaker: Marla Rybowskiak, Director of Operations, The Employer Group*

[RSVP today](#) to join this opportunity to grow your network and your knowledge base! Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions or suggestions.

[REGISTER NOW](#)



View, Share Open Positions on Free WCMA Jobs Board

Visit WisCheeseMakers.org today to share your career openings on WCMA's online jobs board, available to members only - for free! Members can post up to 10 job openings per month. Each posting is published within two business days and remains live on our website for 30 days after submission.

This week, the [Jobs Board](#) features opportunities from members Associated Milk Producers Inc., Bassett Mechanical, BelGioioso Cheese, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Crystal Farms, Ellsworth Cooperative Creamery, Emmi Roth, Foremost Farms USA, Grande Cheese Company, Grassland Dairy Products, Great Lakes Cheese, KDI Cheese Co., Klondike Cheese Co., Masters Gallery Foods, Milk Specialties Global, Proactive Solutions USA, Revela Foods, Saputo Cheese USA, Specialty Cheese Company, Viking Masek, Wapsie Valley Creamery, and Westby Cooperative Creamery.

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

POST OPENINGS

WisCheeseMakers.org
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