



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Joe Widmer (left) of WCMA member Widmer's Cheese Cellars explains the process of making the company's signature Aged Brick cheese to U.S. Senate staff members.

WCMA Members Advocate for DBIA

Thanks to Widmer's Cheese Cellars, Crave Brothers Farmstead Cheese, and Landmark Creamery, staff members of the U.S. Senate Subcommittee on Agricultural Appropriations and the office of Senator Tammy Baldwin got a firsthand look last week at the impact of Dairy Business Innovation Alliance (DBIA) grants.

The bipartisan group, whose work helps determine funding allocations for the U.S. Department of Agriculture and the Food and Drug Administration, also visited the

Center for Dairy Research at the University of Wisconsin - Madison later in the week.



George Crave (center) of WCMA member Crave Brothers Farmstead Cheese details the company's DBIA grant project.



Anna Landmark and Anna Thomas Bates (second and third from left) of Landmark Creamery welcome the group to their facility in Paoli, Wisconsin.

WCMA SIGNATURE EVENTS

WCMA Golf Outing & Trap Shoot Assignments and 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 next Wednesday, July 20 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 in central Wisconsin near Nekoosa. The day kicks off with a shotgun start at 10:00 a.m. at Northern Bay and Bullseye and 11:00 a.m. at Lake Arrowhead. 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's Homegrounds facility, where they will begin with instruction, followed by the BMO Harris Bank lunch, and individual shooting and group challenges.

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

Have questions? Please contact [WCMA Events Manager Kirsten Strohmenger](#).

INDUSTRY UPDATES



DBIA Now Accepting Grant Abstracts

WCMA and the Center for Dairy Research (CDR) invite dairy farmers, processors, and manufacturers in Illinois, Iowa, Minnesota, South Dakota, or Wisconsin to [submit project abstracts now](#) through August 31 for a new round of Dairy Industry Impact grants to be administered by the [Dairy Business Innovation Alliance \(DBIA\)](#).

The [Dairy Industry Impact](#) grant program aims to help dairy businesses pursue ideas and solutions with the potential to advance the dairy industry. Reimbursable grants of up to \$250,000 each will be awarded through a competitive review process. Grant recipients will be required to share results of their project. Abstracts are due August 31 at 5:00 p.m. (CT). A select group of applicants will be invited in September to submit full grant proposals by November 3.

[SUBMIT PROPOSALS](#)

USDA Seeks Cheddar, Pepper Jack, Yogurt

The U.S. Department of Agriculture (USDA) has issued a solicitation for [cheddar cheese, pepper jack cheese, and yogurt](#) to be used in federal food assistance programs. Bids are due July 20 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

Register Today for Southwestern Wisconsin Cheese Makers Association Golf Outing

Registration is now open for the [Southwestern Wisconsin Cheese Makers Association's \(SWMCA\) Golf Outing](#), scheduled for Thursday, August 18 at the Edelweiss Chalet Country Club in New Glarus. Following a 12:00 p.m. shotgun start, attendees will enjoy an afternoon on the course, concluding with dinner at 6:00 p.m. Please contact [SWMCA Administrator Linda Lee](#) with questions.

[DOWNLOAD FULL DETAILS](#)

Join WEDC, USDA Global Trade Missions

Make plans now to join the Wisconsin Economic Development Corporation (WEDC), the U.S. Department of Agriculture (USDA), and the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) on international trade missions this fall. WEDC will lead food and beverage companies to [South Korea](#) September 24-30. USDA will host a trade venture to [Kenya](#) October 31-November 3, followed by [Spain and Portugal](#) November 29-December 2.

A full list of upcoming trade missions is [available on WDATCP's website](#). Please contact [WDATCP staff](#) with questions.

WORKFORCE



Wisconsin Cheese Makers Association

Health & Safety Group

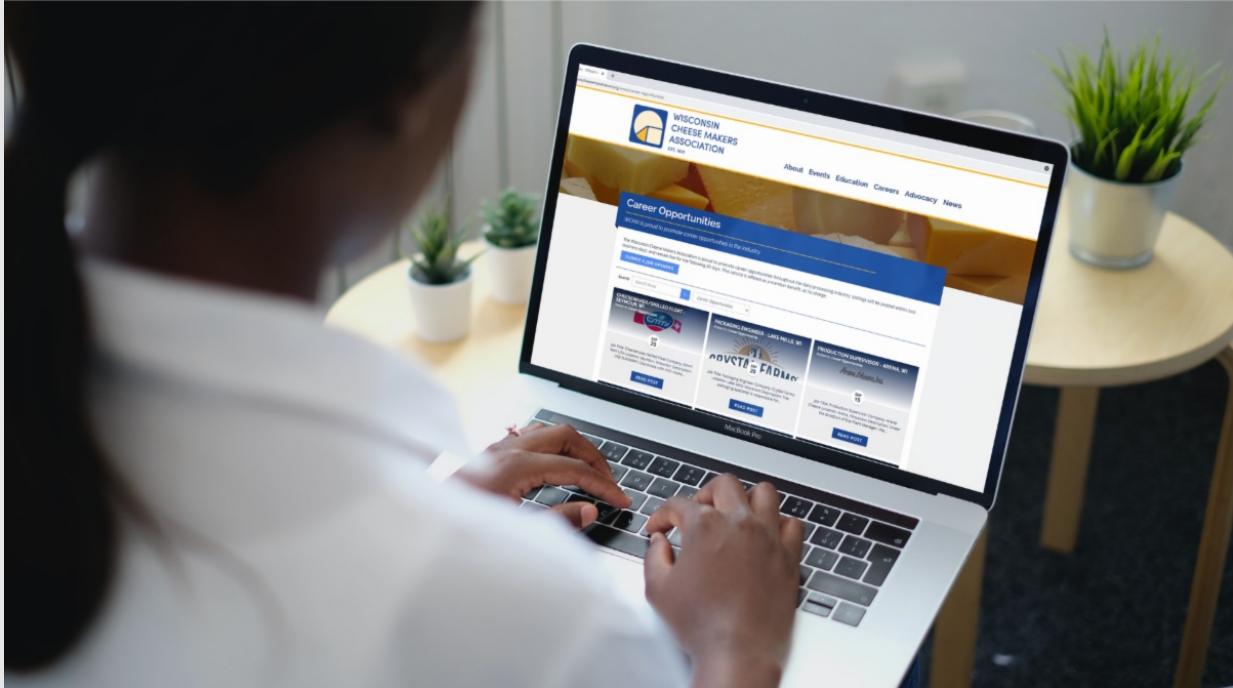
Register to Attend First Meeting of New WCMA Health & Safety Group

Sign up today to [join the first meeting](#) of the newly formed [WCMA Health & Safety Group](#), set for Wednesday, August 3. This diverse group of members dedicated to developing resources to help members assess and improve their health and safety policies, prepare for future inspections, and connect with their peers in industry.

WCMA will offer two ways to participate in the group's inaugural meeting: in-person in Sun Prairie, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch at 12:00 p.m., with the full meeting beginning at 1:00 p.m. (CT) for all participants. The meeting will focus on the recently announced U.S. Occupational Safety & Health Administration's [Local Emphasis Program \(LEP\)](#), and will include a panel on best practices from industry health and safety experts.

[REGISTER NOW](#)

Have questions or ideas for future meeting topics? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



View, Share Career Opportunities on WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from WCMA members Emmi Roth, Hilmar Cheese Company, Masters Gallery Foods, and Valley Queen Cheese.

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!

[SUBMIT OPENINGS](#)

IN THE NEWS

Wisconsin

- *Spectrum News 1*: [A look at how a Master Cheesemaker makes cheese curds](#) (Featuring WCMA member Henning's Cheese)
- *Watertown Daily News*: [Wisconsin Cheese brings home over 20 international awards](#) (Featuring WCMA members Carr Valley Cheese, Hoard's Dairyman Farm Creamery, Pine River Pre-Pack, Sartori Company, Schuman Cheese, and Widmer's Cheese Cellars)

National/International

- *Reuters*: [Food prices fall in June, U.N. agency says](#)
- *Dairy Foods*: [Dairy Farmers of America names Dennis Rodenbaugh president and CEO, effective July 1](#)
- *Brownfield Ag News*: [Organic Valley gives 58 northeastern dairies a new home for milk](#) (Featuring WCMA member CROPP Cooperative/Organic Valley)
- *Dairy Herd Management*: [How to balance dairy sustainability investments for greater ROI](#)
- *Dairy Herd Management*: [Dairy product price inflation a mixed bag](#)
- *EDairyNews*: [Pressure on milk production spans the globe](#)
- *Dairy Reporter*: [Milk Moovement talks dairy digital disruption](#) (Featuring WCMA member Milk Moovement)
- *The Takeout*: [Bread cheese is a strange name, but a great breakfast](#) (Featuring WCMA member Carr Valley Cheese)



Build Key Management Skills in WCMA Advanced Leadership Series

Connect with your colleagues in the dairy industry and explore your leadership capabilities in this fall's [WCMA Advanced Leadership Series](#), now open for registration. This unique program is tailored for mid-level managers and employees transitioning into such roles. Together as a cohort, participants will complete the series in three parts:

- **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.

Whether joining in-person in Madison, Wisconsin or online via Zoom, Advanced Leadership students will benefit from small group and partner discussions, class polls, guest speakers from industry, and a project that implements their newfound knowledge.

Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions or specific training requests.

REGISTER NOW



WCMA Webinar
**Maximize Your Impact Through
Earned Media**

Save the Date for WCMA Media Webinar

Make plans now to join WCMA's next free, member-only webinar on Tuesday, August 16 at 1:00 p.m. (CT). This engaging session will focus on ways dairy manufacturers and processors can boost their business through earned media, and the resources available to help them effectively utilize this no-cost marketing strategy.

The program will feature firsthand insights from guest speakers in industry, an overview of resources available to support WCMA members, and a Q&A session with presenters. Full details and a list of speakers will be shared in the coming weeks.

To submit questions to be asked anonymously during the webinar, please contact [WCMA Communications Director Grace Atherton](#) by close of business on Monday, August 15.

More Industry Training Opportunities

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

- August 10-11: [Basic Milk Pasteurization and Dairy Plant Sanitation Workshop](#) - North Central Cheese Industries Association
 - August 15-17: [Introduction to Food Microbiology \(Virtual\)](#) - Mérieux NutriSciences
 - August 16-17: [Preventive Controls for Human Food](#) - Safe Food Resources
 - August 17-18: [HACCP Certification \(In-Person\)](#) - Center for Dairy Research
 - August 30-31: [Practical HACCP for Food Processors \(In-Person\)](#) - Mérieux NutriSciences
 - August 31-September 2: [FSPCA Preventive Controls for Human Food \(PCQI\) Training](#) - Dairy Farmers of Wisconsin
 - 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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MEMBERSHIP

Maintain Your WCMA Benefits - Renew Today!

Your WCMA membership offers connections to key dairy industry suppliers, tailored resources, on-call services, and purposeful advocacy to help you grow your business. Renew your membership today to maintain all the valuable WCMA benefits you rely on! Dairy manufacturer and processor members - and supplier members eligible for renewal - should check their email inboxes for important renewal details from [WCMA Executive Director John Umhoefer](#).

Hear firsthand from WCMA members CROPP Cooperative/Organic Valley, Dairy Connection, Eau Galle Cheese, Foremost Farms USA, and M3 Insurance about the value of WCMA membership:



Steve Bechel, WCMA President

Eau Galle Cheese

Final Week to Take WCMA Membership Satisfaction Survey

As a WCMA member, your engagement and ideas are vital in helping us better serve dairy processors and their supplier partners across the country. We invite you to share your feedback and help shape the Association's future by taking our **2022 WCMA Membership Satisfaction Survey** now through this **Friday, July 15**. With only 12 questions, this brief survey should take no more than ten minutes to complete. All individual responses will remain confidential.

We look forward to your feedback, and we value your partnership. Thank you!

COMPLETE SURVEY

Have questions about WCMA membership? Please contact **WCMA Business & Membership Manager Sara Schmidt**. Thank you for your continued support of WCMA!



Sign Up for WCMA Young Professionals Summer Outing in Milwaukee

Looking for a fun, casual way to connect with peers in the dairy industry? [Join the WCMA Young Professionals](#) Wednesday, August 31 at American Family Field in Milwaukee, Wisconsin as the Milwaukee Brewers take on the Pittsburgh Pirates.

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.

[REGISTER TODAY](#)

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 - from valued front-line personnel to seasoned professionals - helps build a foundation for long-term success.

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

Together

WE GROW



This week, we're pleased to feature **Managing Partner Ricardo Gutierrez** (right) and **Quality Assurance Manager Pamela Ramirez Zamorano** of WCMA member **Door Artisan Cheese Company**. "Our WCMA membership gives us access to leadership classes, networking events, and industry connections that help us support the growth of our entire team," Ricardo shares.

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

Share WCMA's E-Newsletter with Colleagues

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA 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

