



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



## WCMA Members Talk Trade with House Ag Leader Thompson at LaClare Family Creamery

WCMA members and staff met with Congressman Glenn "GT" Thompson (R-Pennsylvania), newly-appointed Ranking Member of the House Committee on Agriculture, earlier today at an event facilitated by Dairy Business Association and the Wisconsin Farm Bureau Federation at LaClare Family Creamery in Malone, Wisconsin. Discussions focused on the importance of full implementation of the U.S.-Mexico-Canada trade agreements and additional trade opportunities for value-added dairy products.

We thank WCMA members who engage in advocacy efforts on behalf of the dairy processing industry at both the federal and state level. Pictured above left to right are: WCMA Executive Director John Umhoefer, Jeff Schwager of Sartori Company, Kerry Henning of Henning's Cheese, U.S. Rep. Thompson, Jim Ostrom of Mosaic Meadows, and Larry and Clara Hedrich of LaClare Family Creamery.

# Evers Signs Republican State Budget Plan, Vetoes Personal Property Tax Change

On Thursday, July 8, Wisconsin Governor Tony Evers signed an \$87 billion state budget plan largely written by Republican state legislators, with only limited use of his line-item veto authority.

## Tax Cuts

Evers approved a more than \$2 billion tax cut package, which will result in savings for approximately half of all Wisconsinites. However, he vetoed the proposed elimination of the personal property tax, which businesses pay on equipment and machinery, over concerns of [unintended consequences](#) on railroad and utility taxes as well as the manufacturing and agriculture credit. Evers urged lawmakers to send him a "clean" version of the personal property tax repeal for consideration this session.

## WCMA Priorities

In a [news release](#), WCMA cheered approval of many of its budget priorities, including:

- A boost of \$200,000 per year for dairy processor grants, bringing total annual funding for the proposal to \$400,000;
- \$129 million to expand rural broadband access;
- Sustained funding for the Dairy Innovation Hub; and
- Sustained funding for the Department of Agriculture, Trade and Consumer Protection.

Governor Evers also approved funding of more than \$1 million over the biennium for a new agricultural exports program, with half of all allocated funds earmarked to support increased dairy sales abroad. Wisconsin's Joint Finance Committee has the authority to boost total funding for the program to \$5 million over the next five years, and WCMA will continue to advocate for additional state support.

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

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## WCMA Submits Comment on Livestock Rule in Support of Organic Dairy Manufacturers

WCMA submitted [formal comments](#) last week to the U.S. Department of Agriculture (USDA) on its origin of livestock rule, in support of members making organic dairy products. USDA's inconsistent interpretation and enforcement of its rule has created an unlevel playing field across the organic dairy industry.

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## Wisconsin Lawmakers Push to Make Colby Official State Cheese

On July 7, the Wisconsin State Assembly Committee on Local Government held a public hearing on [Assembly Bill 311](#), which would designate Colby as the official state cheese. WCMA has not registered a position on this bill and has not lobbied lawmakers.

Here's a look at related news coverage:

- *Milwaukee Journal Sentinel*: [A bill to make Colby the official state cheese is getting another chance at becoming a law](#)
  - *Wisconsin Public Radio*: [Colby angles to be Wisconsin's big cheese](#)
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## Take WCMA *Instant Data Survey* on Signing Bonuses, Shift Differentials Amid Shortage

Take part in WCMA's latest [\*Instant Data survey\*](#), as your Association works to gather information on the strategies members are employing to attract and retain staff amid the current workforce shortage. This three-minute, multiple choice survey asks about your company or cooperative's practices regarding **signing bonuses and shift-based wage differentials**.

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 12 noon (CT) on Thursday, July 15, with a summary report to be shared later that day.

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

[TAKE SURVEY NOW](#)

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## Save the Date: WCMA Workforce & Education Committee to Meet Virtually August 24

All WCMA members are invited to [register now](#) for a virtual meeting of the Workforce and Education Committee, set for Tuesday, August 24 from 1:00-2:30 p.m. (CT).

Our agenda will focus on:

- WCMA/CDR onboarding video training series for new dairy manufacturing and processing employees
- WCMA/CDR video series promoting industry career opportunities
- Training offerings and resources in Spanish
- A new monthly educational webinar series for WCMA members

The meeting will also offer a live polling feature for participants, and members are encouraged to [submit questions](#) they'd like posed to the group in advance. WCMA staff will wrap the meeting with a brief overview of other workforce and education resources available to WCMA members now.

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

[REGISTER NOW](#)

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[View Career Opportunities on WCMA Jobs](#)

# Board

WCMA's [online jobs board](#) is now featuring 25 industry career opportunities from member companies Agropur, Inc., Cedar Grove Cheese, Fromagex, Winona Foods and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

All WCMA members are invited to [post openings](#). It's free and easy!

**ADD JOB OPPORTUNITIES**

## UPCOMING EVENTS

# DAIRY FOOD SAFETY ALLIANCE



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION  
EST. 1891



## Register Now to Join Dairy Food Safety Alliance Meeting on September 9

[Register now](#) to join the Dairy Food Safety Alliance on Thursday, September 9 from 11 a.m.-3 p.m. (CT) for practical presentations on the latest in food safety research and regulatory practices, and a chance to reconnect with your peers in dairy processing. The Alliance, a partnership between the Center for Dairy Research (CDR), Dairy Farmers of Wisconsin (DFW) and WCMA, will offer registrants two ways to participate: live, in-person at the Holiday Inn-Madison at the American Center in Madison, Wisconsin or via a video conferencing link.

The Dairy Food Safety Alliance meeting on September 9 will feature speakers from state and federal regulatory agencies, along with industry experts. A complete agenda will be offered in August, with presentations detailing ongoing food safety research projects, including a study on the use of hydrogen peroxide in brine, opportunities for timer-sealer certification in Wisconsin, the new federal Food Safety Blueprint, and updated Preventive Controls guidance and resources.

Participation in Dairy Food Safety Alliance meetings is open to all dairy manufacturers, processors, and related suppliers. Registrants are asked to pay a \$35 fee to attend, which includes the cost of a catered lunch. Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

**REGISTER NOW**

**Join WCMA Technology Committee Field Day at LaGrander's Hillside Dairy on August 26**

The WCMA Technology Committee will hold a [field day](#) on Thursday, August 26 to view the state-of-the-art wastewater processing system at LaGrander's Hillside Dairy near Stanley, Wisconsin. This WCMA committee, open to all members, focuses on environmental and processing issues on behalf of the WCMA Board of Directors and industry.

The field day will begin with sign-in at 11:30 a.m. and host a noon lunch and discussion of current environmental issues in Wisconsin. At 1:30 p.m., attendees will travel a short distance (one minute by car) to the wastewater system with tours led by the LaGrander team. The LaGrander system features pretreatment of wastewater, aerobic digestion with enhanced bio P removal, and membrane filtration of the effluent for final discharge in the North Fork of the Eau Claire River.

[Register now](#) to join in this member event. The registration fee of \$25 offsets meeting costs for the host. Members with questions may contact [WCMA Executive Director John Umhoefer](#).

[REGISTER NOW](#)



## Register Now for WCMA Young Professionals Networking Event August 26

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 on Thursday, August 26. Our group will gather at the Miller Lite Landing as the Milwaukee Brewers take on the Cincinnati Reds, at 1:10 p.m. (CT)

Registration is \$30, and includes both admission and \$10 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 any questions.

[REGISTER NOW](#)

# Course Assignments Reminder for WCMA Golf Outing & Trap Shoot on July 21

WCMA has shared [course assignments and a full list of participants](#) for its sold-out Golf Outing and Trap Shoot, set for Wednesday, July 21 in Central Wisconsin.

WCMA will host golfers for a scramble tournament at four courses: Lake Arrowhead's Lakes and Pines Courses, Bull's Eye Country Club and the Castle Course at Northern Bay Resort, all in Central Wisconsin near Nekoosa. This scramble 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.



New this year, trapshooters will start their day at 11:00 a.m. at the Wisconsin Trapshoot Association Homegrounds facility for the BMO Harris Bank lunch and will then begin shooting at 12 noon.

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](#).

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## EWCBBA Invites Members to Join in Upcoming Summer Outing & Fall Convention

The Eastern Wisconsin Cheesemakers & Buttermakers Association invites WCMA member to join in its [Summer Outing](#) on August 12 to a Timber Rattlers game in Appleton, Wisconsin and in its [Fall Convention](#) on November 3 at Waverly Beach in Menasha. For information on sponsorship opportunities and to register for the events, contact [EWCBBA's Barb Henning](#).

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## INDUSTRY UPDATES

### Deadline Extended: DBIA Industry Impact Grant Abstracts Now Due Friday, July 23

The Dairy Business Innovation Alliance, a partnership between the Center for Dairy Research and Wisconsin Cheese Makers Association, has extended the deadline to submit abstracts for [Industry Impact grants](#) by one week to Friday, July 23. DBIA plans to distribute a total of \$1 million in this grant cycle, which individual award values for between \$50,000 and \$250,000.



Successful applications will focus on projects designed to create new revenue streams,

development uses for dairy ingredients/products, or solve broad challenges for the dairy industry. Project examples are provided in a ["Helpful Hints" document](#) available online.

Matching funds are not required but welcome. Applicants do not have to be dairy processors but must collaborate with a dairy business on the project in order to demonstrate industry interest and resource capabilities. Dairy processor applicants must be located or have plants/locations within the DBIA five-state region of Illinois, Iowa, Minnesota, South Dakota and Wisconsin. DBIA is requesting applicants' project abstracts by July 15, with full proposals due in September.

WCMA members with questions may contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

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## Join WDATCP for Saudi Arabia Mission, Middle East Trade Show in November

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) invites WCMA members to register now to join in a trade mission to Riyadh, Saudi Arabia and an exhibition at the VIV Middle East agriculture trade show in Abu Dhabi, United Arab Emirates in November. Reservations must be made by July 31. For additional information, contact [WDATCP staff](#).

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## IN THE NEWS

### Wisconsin

- *WisBusiness*: [Masters Gallery Foods launches expansion at Oostburg facility](#) (Featuring WCMA member Masters Gallery Foods)

### National/International

- *Hoard's Dairyman*: [Opportunities abound for U.S. dairy exports](#)
  - *Dairy Herd Management*: [U.S. dairy exports to Colombia face growing opposition](#)
  - *Capital Press*: [California dairy quote referendum fails by slim margin](#)
  - *Food & Wine*: [Indiana now has an official cheese trail](#)
  - *People*: [Kraft macaroni and cheese ice cream now exists](#)
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## COVID-19 UPDATES

### WCMA Salutes Critical and Essential Employees



WCMA continues to salute its members' essential and critical workforce. This week, WCMA is recognizing Machine Operator Walter Tulenkun, who works for WCMA member Westby Cooperative Creamery. Thank you Walter, for your 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 social media pages. Have an employee or team you'd like us to celebrate? Please contact [WCMA staff](#).

# Coronavirus Headline News

## Wisconsin

- *Wisconsin State Journal*: [COVID-19 uptick in Wisconsin likely linked to Delta variant](#)
- *WTMJ-TV*: [Wisconsin DHS releases map showing COVID-19 vaccination rates](#)

## National/International

- *The Hill*: [New Johns Hopkins map shows COVID-19 cases rising across America](#)
- *CBS News*: [Almost all new COVID cases in U.S. are among unvaccinated](#)
- *New York Times*: [Fauci says boosters are not recommended "right now"](#)

## EDUCATION

### Register Now for DFW Food Safety Courses

Dairy Farmers of Wisconsin (DFW) this week announced a full slate of food safety courses set for late summer and fall 2021, opening registration at [WisconsinDairy.org](https://www.wisconsinmilk.com/education). Here's a look at upcoming offerings:

#### **Preventive Controls Qualified Individuals (PCQI) Training**

When: August 24-26

Where: Fort Atkinson, Wisconsin

#### **SQF Systems Series: HACCP for Processors, SQF Quality Systems for Manufacturing, and Internal Auditor: SQF**

When: September 27-30

Where: Green Bay, Wisconsin

#### **Food Defense & IAVA**

When: October 19-20

Where: Eau Claire, Wisconsin

#### **NEW Internal Auditing Principles**

When: October 27

Where: Madison, Wisconsin

#### **Food Safety Principles Series: Prerequisite Programs, HACCP for Processors, Advanced HACCP**

When: November 11-14

Where: Fond du Lac, Wisconsin

#### **NEW Supplier Auditing Principles**

When: November 30

Where: Wausau/Stevens Point, Wisconsin

#### **Dairy Product Labeling & Regulations**

When: December 8

Where: Milwaukee, Wisconsin

#### **Preventive Controls Qualified Individual (PCQI) Training**

When: December 14-16

Where: Appleton, Wisconsin

For additional information, contact [DFW Vice President of Food Safety, Quality and Regulatory Compliance Adam Brock](#).





## Register Now for WCMA Leadership Courses

WCMA's upcoming leadership trainings are filling quickly, and we encourage you to [register now](#) to join us!

WCMA [Front-Line Leadership Training](#) returns in September 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](http://WisCheeseMakers.org). WCMA members with questions may also contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

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## Other Industry Training Opportunities

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

- July 19: [UW Milk Pasteurization and Process Control School | Center for Dairy Research](#)
- August 18-19: [Dairy Plant Food Safety Workshop | Innovation Center for U.S. Dairy](#)
- September 14: [Cheesemaking 101: What a Licensed Cheesemaker Should Know | Center for Dairy Research](#)
- September 15: [Dairy Food Fraud Workshop](#)
- September 16-17: [Pasteurization Short Course | UW-River Falls](#)
- September 27-October 1: [Cheesemaker's Short Course | UW-River Falls](#)
- September 28: [Buttermaking Fundamentals \(Online, On Demand\) | Center for Dairy Research](#)

## MEMBERSHIP

### Renew Your WCMA Membership Today

WCMA relies on active, engaged members like you to support our work to grow the dairy processing industry and we invite you to [renew your Association membership](#) in July.

Check your email inbox for a message from WCMA Executive Director John Umhoefer offering complete details on renewal action - and the benefits of WCMA membership. We also invite you to learn what WCMA members from Agropur, Associated Milk Producers, Inc., Chr. Hansen, Crave Brothers Farmstead Cheese, Hilmar Cheese Company, Tetra Pak, and Uplands Cheese have to say about [The Value of WCMA Membership](#).



If you have any questions about the renewal process, please contact [WCMA Business and Membership Manager Sara Schmidt](#). Thank you for your continued support!

## COMMUNICATIONS

### 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.

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WisCheeseMakers.org

