



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA Member Carr Valley Cheese Hosts Lawmakers, Advocates for Industry Priorities

WCMA member Carr Valley Cheese welcomed Wisconsin State Representatives Tony Kurtz (R-Wonewoc) and LaKeshia Myers (D-Milwaukee) to its processing plant in La Valle on Friday, July 16 for a tour, tasting, and a talk about the ways state government and industry can partner for economic growth. WCMA recognizes Rep. Kurtz for guiding a [new ag exports initiative](#) through the state budget process and Rep. Myers for her work on the Assembly Committee on Agriculture.



WCMA also thanks the team at Carr Valley Cheese for their advocacy and hospitality.



WCMA Member Uplands Cheese Hosts WDATCP Officials to Talk About Dairy Processor Grants

WCMA member Uplands Cheese **welcomed Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee** Randy Romanski and Deputy Secretary Angela James to its Dodgeville plant on Friday, July 16 to talk about the ways state grants are supporting dairy processing innovation. The recently-signed Wisconsin state budget approved a WCMA-backed measure to double available grant funds to \$800,000 over the biennium.



WCMA thanks the team at Uplands Cheese for their advocacy and hospitality.



USTR Tai Visits WCMA Member Organic Valley Farm, Talks Ag Trade Opportunities



U.S. Trade Representative Katherine Tai visited Western Wisconsin on Friday, July 16 to tour an Organic Valley dairy farm with Congressman Ron Kind (D-Wisconsin), and to talk about trade priorities. Discussion focused on the impact of ongoing trade conflicts between the European Union and the U.S. and the importance of stable access to Chinese consumers for the growth of American dairy operations.

Here's a look at related news coverage:

- *WXOW-TV*: [U.S. Trade Representative Ambassador Katherine Tai visits Stoddard farm for round-table with local farmers](#)
- *Wisconsin Public Radio*: [Wisconsin farm groups call for more trade opportunities during Ambassador's visit](#)
- *La Crosse Tribune*: [U.S. Trade Representative Tai visits region](#)

Kudos go to the team at WCMA member Organic Valley for their impactful advocacy!

House Agriculture Committee Approves \$43B in Rural Broadband Investments

Last week, the U.S. House of Representatives' Agriculture Committee unanimously approved HR 4374, also known as the [Broadband Internet Connections for Rural America Act](#). The bill provides \$43 billion over eight years to bring broadband service to businesses and families in rural areas and support pilot projects to test new technologies. The proposal now moves to the U.S. Senate for approval.

WCMA members have identified broadband expansion as a policy priorities, and WCMA continues to advocate at the federal and state level for investments in high-speed internet access for all.

Evers Directs \$130M to Workforce Initiatives

Wisconsin Governor Tony Evers announced last week he is [directing \\$130 million](#) of Wisconsin's federal COVID-19 relief funds to help address workforce challenges in the state. The funding will go toward a variety of initiatives, including a \$100 million Workforce Innovation grant program to help regions and communities develop solutions to their local workforce issues. The investment will also support worker advancement efforts such as skills training with local employers, as well as career coaching for people who are attempting to return to the workforce.

WCMA will keep members informed of opportunities to make use of these new funds to support their own efforts to attract, retain and train their workforce.

WORKFORCE



WCMA *Instant Data* Survey Offers Insights on Signing Bonuses, Shift Differentials

Thanks go to the 40 WCMA dairy manufacturing members who participated in our latest *Instant Data Survey*, conducted last week, which gathered information on industry practices related to signing bonuses and shift-based wage differentials. Their responses represent policies in place for more than 19,000 employees nationwide.

While participants received a complete report of data collected via email, WCMA is pleased to share with all members that 38 percent of respondent members report they are currently offering a signing bonus for new employees. We can also share broadly that 70 percent of respondent members offer different wages, based on the shifts worked by employees.

Interested in more information? Have an idea for a future survey? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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

View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring 26 industry career opportunities from member companies Agropur, Inc., Bel Brands, Cedar Grove Cheese, Fromagex, and Winona Foods.

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

ADD JOB OPPORTUNITIES

IN THE NEWS

Wisconsin

- *WFRV-TV*: [Dairy processor grants spur industry innovation](#) (Featuring WCMA)
- *Dairy Reporter*: [Welcome Dairy Holdings acquires dairy spray drying company North Star Processing](#) (Featuring WCMA member Welcome Dairy)
- *WBAY-TV*: [Subway updates its menu, adding a cheese made in Northeast Wisconsin](#) (Featuring WCMA member BelGioioso Cheese)

National/International

- *Olean Times Herald*: [Great Lakes Cheese officials tour possible plant site](#) (Featuring WCMA member Great Lakes Cheese Company)
- *Kansas Farmer*: [Kansas dairy industry looks at future expansion opportunities](#) (Featuring WCMA member Hilmar Cheese Company)
- *Ag Daily*: [Booker-led anti-CAFO legislation introduced in Congress](#)

UPCOMING EVENTS

DAIRY FOOD SAFETY ALLIANCE



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

You're invited to join the WCMA Technology Committee for an educational **[Field Day](#)** on Thursday, August 26. Register now for this unique opportunity to explore cutting-edge environmental technology - and connect with your peers and partners!

Our Field Day program begins with a lunch-and-learn session focused current environmental issues and regulations in Wisconsin, featuring industry and agency experts. Later, the Technology Committee will tour a state-of-the-art wastewater processing system at LaGrander's Hillside Dairy near Stanley, Wisconsin. 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 Eau Claire River.

Registration is \$25, which covers the cost of lunch and meeting expenses. Have questions? 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 networking and fun 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 for this special event is just \$30, and includes both the price of admission and \$10 to use at the Miller Lite Landing concessions booth. Members may purchase tickets for guests, but we encourage you to act quickly as our space is limited to 50 total participants, and half of the tickets have already been claimed.

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

REGISTER NOW

WCMA Golf Outing & Trap Shoot Tomorrow

WCMA has shared [course assignments and updated its complete list of participants](#) for its sold-out Golf Outing and Trap Shoot, set for tomorrow, 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](#).

INDUSTRY UPDATES



Registration Open Now for Free DBIA Webinars

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, this week announced it will hold a [series of free webinars](#) designed to help dairy processors strengthen their businesses.

The first webinar, "So Your Business Is Up and Running – What's Next?" will be held on August 10 at 1:30 p.m. (CT). This webinar will help participants learn how to set the right goals and objectives as well as how to develop "Key Business Indicators" that will help them monitor how they are managing and growing their business. The webinar will be presented by Anne Hlavacka, Director of the Small Business Development Center at the University of Wisconsin-La Crosse.

Here's a complete listing of upcoming DBIA webinars:

- So Your Business Is Up & Running – What's Next?: August 10, 1:30 p.m. (CT)
- Developing Business Strategies: August 24, 1:30 p.m. (CT)
- Keeping Your Business Safe – Understanding and Using Risk Management Principles: September 14, 1:30 p.m. (CT)
- Setting Up/Improving Manufacturing Processes: September 28, 1:30 p.m. (CT)
- Fine Tuning Your Marketing Strategy to Fit Consumer's Buying Preferences: October 12, 1:30 p.m. (CT)
- Social Media Marketing: October 26, 1:30 pm. (CT)
- Developing E-Commerce Functionality for Your Small Business: November 9, 1:30 p.m. (CT)
- Developing an Export Program: November 23, 1:30 p.m. (CT)

To register, visit the [DBIA website](#). These webinars are open to all dairy processors, manufacturers, farmers and suppliers in industry.

DBIA Grant Abstracts Due Friday

The Dairy Business Innovation Alliance has extended the deadline to submit abstracts for [Industry Impact grants](#) by one week to this coming 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, develop uses for dairy ingredients/products, or solve broad challenges for the dairy industry. 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.

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

USDA Soliciting Bids for Yogurt, Cheddar, Pepper Jack & String Cheese

The U.S. Department of Agriculture (USDA) is currently [soliciting bids](#) for yogurt, cheddar cheese and pepper jack cheese for use in the federal school lunch program and other nutrition assistance programs. Bids are due July 29 at 1 p.m. (CT).

USDA has also issued a separate [solicitation for string cheese](#), with bids due July 28 at 1 p.m. (CT).

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](#).

COVID-19 UPDATES

WCMA Salutes Critical and Essential Employees

WCMA continues to salute its members' essential and critical workforce. This week, WCMA is recognizing Mascarpone Cheesemaker & CIP Operator Brian Crave of WCMA member Crave Brothers Farmstead Cheese. Thank you, Brian, for your dedication to 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

Dairy

- *Hoard's Dairyman*: [How much milk was dumped during the pandemic?](#)

Wisconsin

- *WGBA-TV*: [COVID cases up slightly in Wisconsin](#)
- *WBAY-TV*: [Counties with the highest COVID vaccination rates in Wisconsin](#)
- *WTMJ-TV*: ['Greatest threat': A warning on the dangers of COVID-19's Delta variant and children](#)

National/International

- *Daily Yonder*: [Rural vaccination rate inches up to 34.8 percent of population](#)
- *Reuters*: [U.S. coronavirus cases rise, fueling fears of resurgence](#)
- *Washington Post*: [Delta variant takes hold in U.S. as coronavirus cases rise nearly 70 percent](#)
- *The Week*: [The U.S. COVID-19 recession was the shortest on record](#)

EDUCATION



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, and just 5 spaces remain available.

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, and just 15 spaces remain available.

For more information – including reviews and testimonials from past participants – and to register now, visit WisCheeseMakers.org. WCMA members with questions may also contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

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:

- August 18-19: [Dairy Plant Food Safety Workshop | Innovation Center for U.S. Dairy](#)
- August 24-26: [FSPCA Preventive Controls Qualified Individuals \(PCQI\) Training | Dairy Farmers of Wisconsin](#)
- 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 27-30: [HACCP Training for Processors | Dairy Farmers of Wisconsin](#)
- September 27-October 1: [Cheesemaker's Short Course | UW-River Falls](#)
- September 28: [Buttermaking Fundamentals \(Online, On Demand\) | Center for Dairy Research](#)

MEMBERSHIP

Welcome New Members

WCMA warmly welcomes two new supplier members this week: [Maya Natural S.A.](#) and [Bell-Mark](#). You may access primary contacts for both companies via [WCMA's online member directory](#).

Since 1891, the WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, WCMA represents 110 dairy processing companies and cooperatives operating across the United States and around the world, and more than 575 companies that supply equipment and services to the industry. We thank you for your engagement and support.

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!

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.