



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



USDA Schedules FMMO Hearing for August 23

WCMA applauds U.S. Department of Agriculture (USDA) officials, who on **Friday announced** an August 23, 2023 start date for a national hearing to take evidence on proposals to amend milk pricing formulas in Federal Milk Marketing Orders.

WCMA first called for this hearing in March, detailing in June a **plan to adjust make allowances** for cheddar cheese, dry whey, butter, and nonfat dry milk for the long-term strength and stability of the dairy industry.

WCMA's proposal is in the hearing scope along with 20 other proposals, including:

- Milk Composition proposals from National Milk Producers Federation (NMPF) and National All-Jersey,
- Surveyed Commodity Products proposals from NMPF, American Farm Bureau (AFB) and California Dairy Campaign,
- Class 3 and 4 Formula Factors proposals from NMPF, WCMA, International Dairy Food Association (IDFA) and Select Milk Producers,
- Base Class 1 Skim Milk Price [the "Mover"] proposals from NMPF, IDFA, AFB, Milk Innovation Group (MIG) and Edge Dairy Farm Cooperative,
- Class 1 and 2 Differentials proposals from NMPF, AFB and MIG, and
- A proposal from USDA Agricultural Marketing Service staff.

Brief summaries of each proposal are included in the **hearing notice**. At the hearing, set to take place at the 502 Event Centre in Carmel, Indiana, witnesses will each be given one hour to present their testimony. Witnesses can be cross examined without a time limit.

Dairy farmers who pre-register can offer live, online testimony to the hearing on Friday afternoons, beginning on September 1. The hearing does not have a specified end date but is expected to run through September.

WCMA members with questions may contact [WCMA Executive Director John Umhoefer](#) or [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Join Farm Bill Listening Session August 16

WCMA members are invited to make their voices heard on the 2023 Farm Bill, alongside WCMA staff, at a Congressional listening session set for Wednesday, August 16 at 1:00 p.m. (CT) at the La Crosse Center in La Crosse, Wisconsin. Congressman Derrick Van Orden (R-WI 03) will host House Agriculture Committee Chairman Glenn “G.T.” Thompson (R-PA 15) for this special event. WCMA will speak in favor of Dairy Business Innovation Initiative funding and our federal policy priorities.



**Congressman
Derrick Van Orden**



**Congressman
G.T. Thompson**

To join in this advocacy effort, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by close of business Friday, August 11. All members are welcome, and those with operations in [Wisconsin’s third Congressional](#) district are especially encouraged to attend.



WCMA Applauds Baldwin Effort to Boost Dairy Business Innovation Initiatives

As part of an advocacy effort to boost support for dairy innovation and modernization funding in the 2023 Farm Bill, WCMA welcomed U.S. Senator Tammy Baldwin (D-Wisconsin) to a Columbus, Wisconsin farm on Friday.



There, Baldwin detailed her recently-introduced [Dairy Business Innovation Act](#), which would authorize \$36 million per year for Dairy Business Innovation Initiatives (DBII), a significant boost from the \$20 million annual authorization provided by the 2018 Farm Bill.

WCMA called for the increase in annual DBII funding late last year, and has been working closely with the Baldwin office on this proposal.

DBII centers – including the [Dairy Business Innovation Alliance](#), run by WCMA and the Center for Dairy Research – provide technical assistance and direct-to-business grants supporting the production of value-added dairy, industry modernization, and dairy export endeavors.

For more on Friday's event, see [this news release](#) from Baldwin's office and local media coverage:

- *WISC-TV*: [Sen. Baldwin highlights success of Dairy Business Innovation Initiative at Columbus farm](#)
- *WMTV-TV*: [Wisconsin dairy farmers receive funding through dairy business program](#)
- *WKOW-TV*: ['Taking their destiny into their own hands': Dairy farmers and cheese makers show Sen. Baldwin how they put grant funds to good use](#)

WCMA thanks representatives from Alpinage Cheese, Hill Valley Dairy, Specialty Cheese Company, our hosts from Royal Guernsey Creamery, and Dr. John



Lucey of the Center for Dairy Research for joining in this special event.

To engage in WCMA advocacy efforts, contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#). For more information about DBIA grants, contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

SIGNATURE EVENTS



Congratulations to WCMA Golf Outing & Trap Shoot Winners!



Many thanks to all those who joined WCMA in central Wisconsin last week for another successful Golf Outing & Trap Shoot! We're grateful for your engagement and support, and we look forward to continuing to support your growth with valuable networking opportunities, informative resources, and personalized services.

Photos from the event are now available on WCMA's [Facebook page](#). Please feel free to like, tag, download, and share your favorites!

Congratulations also go to this year's winners:

Bullseye Country Club

Chad Bathke, Doral
Scott Doro, Doral
Tony Lashay, Doral
Sean McBride, Doral

Lake Arrowhead - Lakes Course

Frank Crivello, Fredman Bag
Kevin Rasmussen, KEI Steam
Joe Smits, KEI Steam
Mark Yates, Superior Boiler

Lake Arrowhead - Pines Course

Jesse Busch, Charter Next Generation
Rick Conwell, Charter Next Generation
Scott DuRoche, American Packaging
Bruce Watson, American Packaging

Northern Bay Resort

Nick Caruso, Sartori Company
Charles DeShong, Sartori Company
Aidan Fitchko, Sartori Company
Phil Rombach, Sartori Company

The Sandbox at Sand Valley

Scott Spinney, BMO Harris
George Short, BMO Harris
Tyler Etcheberry, BMO Harris

Trap Shoot Grand Champion

Matt Toepfer, Kuhlman Incorporated

WCMA also extends our thanks to our sponsors for their generous support. Special thanks go to our exclusive and premier sponsors:

Exclusive Lunch: **BMO Harris Bank**

Exclusive Social Hour: **Amcor**

Premier Dinner: **Kuhlman Inc.**

Premier Dinner: **Miron Construction**

Social Hour Cheese Display: **Pine River Pre-Pack**

Social Hour Cheese Display: **Wisconsin Dairy State Cheese Company**

Your contributions help make WCMA's signature events among the best in the industry for making connections and building businesses. Thank you!

EDUCATION



WCMA Webinar

*Cutting-Edge Innovations
in Dairy Automation*

Register for Free WCMA Webinar Focused on

Dairy Automation

Join leaders in dairy plant automation technology at [WCMA's next free member webinar](#) on Tuesday, August 1, 2023 at 1:00 p.m. (CT). Three industry presentations will explore new solutions in processing automation. Our featured guest speakers are:

- Todd Stertz, Cheese & Powder Services Sales Support Manager, Tetra Pak
- Greg Alberts, President, Kelley Supply
- Brady Hoes, Vice President, Loos Machine & Automation



Todd Stertz
Tetra Pak



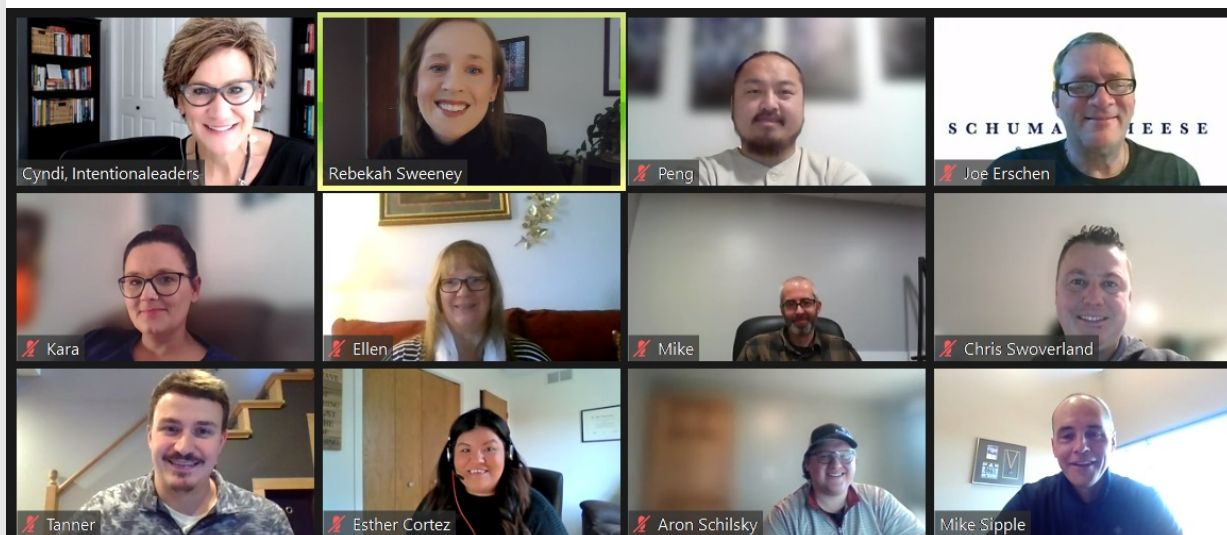
Greg Alberts
Kelley Supply



Brady Hoes
Loos Machine &
Automation

This one-hour webinar includes three, 15-minute talks from these leaders in dairy automation and time for your questions. If you'd like to pose a question in advance, please email [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by Monday, July 31 at 12:00 p.m.

REGISTER NOW



Reserve Space in Advanced Leadership Series

Looking for an opportunity to help your dairy processing employees build their management skills and broaden their professional networks? Register now for the next installment of [WCMA's Advanced Leadership Series](#), beginning in September!

This highly-rated training is designed for mid-level managers in dairy processing and employees transitioning into these roles. A cohort of just 22 individuals participate in the series together to facilitate better networking.

The series requires participants to complete an implementation project showcasing their new knowledge, and features special guest speakers from industry. Here's a look at what's in store for this year's three-part series:

- **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. Guest speaker **Mike Sipple of Agropur** will share insights from his successful career as a leader in the dairy processing industry.
- **Part 3 on Wednesday, January 10, 2024** details the tools and strategies leaders can use to foster collaboration and resolve workplace conflict. **Tim Omer of Emmi Roth** will join students to share his leadership story and lessons learned over decades of management experience.



Mike Sipple
Agropur



Tim Omer
Emmi Roth

The virtual format of Advanced Leadership allows your employees to join from anywhere in the world and fosters robust small group and partner discussions. Registration is \$549 per person, and a computer with webcam capabilities is required.

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

REGISTER NOW

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 19-21: [FSPCA Preventive Controls for Human Food \(PCQI\) \(In-Person\)](#) - Dairy Farmers of Wisconsin
- 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

MEMBERSHIP



Nominate Industry Leaders by August 18 for WCMA Recognition Awards

Join WCMA in honoring leaders in the dairy processing industry! Visit [WisCheeseMakers.org/Recognition](https://www.wischeesemakers.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.



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](#).



Join WCMA Young Professionals in Milwaukee



WCMA member employees, friends, and significant others 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.

The deadline to sign up is Friday, August 11, so don't wait! Contact [WCMA Contest Director Kirsten Strohmenger](#) with questions.

[REGISTER NOW](#)

Renew Your WCMA Membership Today

WCMA is proud to be your resource, advocate, information hub, and connector. Your membership keeps you connected with the dairy industry 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, members with terms expiring June 30, 2023 are now eligible for renewal. **If your membership expired June 30, 2023, please check your inbox for a message from WCMA with details on how to renew your WCMA membership to ensure your benefits do not lapse.**

Simply follow the instructions in the email by July 31 to ensure your continued access to our ever-growing array of member benefits! You'll be in good company, as you'll hear from WCMA members in this video:



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

WELCOME



NEW WCMA MEMBERS!

Dairy Manufacturers, Processors, & Marketers

.BONGARDS.
Premium CHEESE
Est. ★ 1908

New WCMA dairy manufacturer member [Bongards Creameries](#) is a global cheese supplier producing millions of pounds of natural cheese, process cheese, cream cheese, imitation cheese and whey annually.

Visit WCMA's [online member directory](#) for more information.

IN THE NEWS

Wisconsin

- *Milwaukee Magazine*: [Sweetgreen's first Wisconsin location is coming to the Third Ward](#) (Featuring WCMA members CROPP Cooperative/Organic Valley, Mosaic Meadows - LaClare Creamery, and Schuman Cheese)
- *Dairy Management Inc.*: [University of Wisconsin-River Falls students win checkoff's new product competition](#)
- *Wisconsin Public Radio*: [How do Wisconsin and Italian parmesan differ?](#)
- *WFRV-TV*: [Mastering your cheese skills with a job at Emmi Roth in Seymour](#)

National/International

- *Yicai Global*: [Chinese dairy farmers face dark times as supply glut shows no sign of abating](#)
- *Cincinnati Enquirer*: [Pearl Valley Cheese wins Grand Champion at Ohio State Fair](#) (Featuring WCMA member Pearl Valley Cheese)
- *WCMY Radio*: [Cheese producers recognized at South Dakota Gov. Ag Summit](#) (Featuring WCMA member Valley Queen Cheese)
- *KDFA-TV*: [Hilmar Cheese contributes to Dalhart economy, community development](#) (Featuring WCMA member Hilmar Cheese)

WORKFORCE



Join WCMA Workforce & Education Committee for Networking, Engaging Presentations

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
 - Panelists include Tammy Flora, Vice President-Human Resources, Masters Gallery Foods; and Shawn Neri, Director-IT Sourcing, Land O'Lakes
- Methods to Measure HR Effectiveness
 - Speaker: Marla Rybowski, Director of Operations, The Employer Group



Alex O'Connor
M3 Insurance

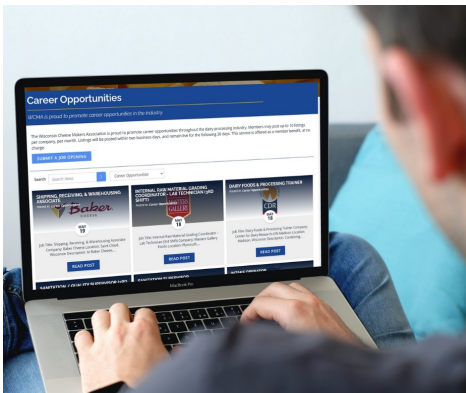


Marla Rybowskiak
The Employer Group

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

Post Job Openings 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.

POST OPENINGS

This week, the **Jobs Board** features opportunities from members Associated Milk Producers Inc., Basset Mechanical, BelGioioso Cheese, Ellsworth Cooperative Creamery, Foremost Farms USA, Grassland Dairy Products, Great Lakes Cheese, KDI Cheese Co., Klondike Cheese Co., Lactalis American Group, Leprino Foods, Masters Gallery Foods, Saputo Cheese USA, Wapsie Valley Creamery, and Westby Cooperative Creamery.

Have questions about the Jobs Board? Please contact **WCMA Manager of Business Operations Ryan Dunn**.



Apply Now for Trade Show Funding Through WCMA Collaborative Market Access Grants

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



Millerville Cooperative Creamery Association

Brandon, MN

DBIA Grant Recipient
2021

DBIA Delivers: Millerville Cooperative Creamery

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.

Today, we're pleased to highlight [Millerville Cooperative Creamery Association](#). The cooperative produces handcrafted, small batch butter. A Dairy Business Builder grant from the Dairy Business Innovation Alliance helped Millerville explore opportunities for expansion and new product development.

Follow along on WCMA's [Facebook](#) and [LinkedIn](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!

WisCheeseMakers.org
(608) 286-1001



Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive, Suite 402, Madison, WI 53718

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