



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SPECIAL NOTE FOR SUBSCRIBERS

As of **August 23**, this e-newsletter will be sent from news@wischeesemakers.org. To ensure you continue receiving all the latest updates, please [add this address to your Safe Senders list](#).

Have questions? Please contact [WCMA Communications Director Grace Atherton](#). Thank you for your ongoing interest and support!

INDUSTRY UPDATES



Emmi Roth Announces Expansion

Congratulations to WCMA member Emmi Roth on its [recently announced expansion](#) in Stoughton, Wisconsin! A groundbreaking is scheduled for August 4, with Governor Tony Evers among the invited special guests. Set to be completed in fall 2023, the 134,000-square-foot facility is expected to create 100 jobs and will serve as the company's corporate headquarters and offer conversion and storage capabilities to support its recent acquisition of the Athenos feta brand. "With the addition of this business, we are investing in our company's long-term future, our business, people and resources," said Emmi Roth President and Managing Director Tim Omer of the company's recent growth.



Apply Today for New Round of WEDC International Market Access Grants

Wisconsin dairy manufacturers and processors engaged in exporting can apply now for [International Market Access Grants](#) from the Wisconsin Economic Development Corporation (WEDC). Awards of up to \$10,000 each, or \$25,000 for graduates of WEDC's ExporTech program, are available to new and experienced exporting companies. Wisconsin cost inputs must make up at least 35 percent of the product or service being exported, and grant recipients must agree to match 30 percent of the funds received. Members with questions may contact [WEDC staff](#).



WCMA members and staff join Governor Tony Evers (center right) at the enactment of the Wisconsin Initiative for Agricultural Exports in 2021.

WDATCP Requests FY23 Funding for Wisconsin Initiative for Agricultural Exports

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) has requested the release of \$558,400 from the legislature's Joint Finance Committee to continue the [Wisconsin Initiative for Agricultural Exports](#) (WIAE) in Fiscal Year 2022-2023. Since its enactment by Governor Tony Evers in December 2021, funds from the WIAE have supported the creation of a new Export Expansion grant program, through which WCMA received \$50,000 to offer a new slate of [consultative services and resources](#) tailored to members' unique exporting needs. The WIAE has also helped launch new trade promotion activities and boosted existing grant programs designed to support Wisconsin agribusinesses in their export endeavors.

USDA Awards Cheddar, Pepper Jack Contracts

WCMA members Dairy Farmers of America, Masters Gallery Foods, and Winona Foods have been [awarded contracts to supply cheddar and pepper jack cheese](#) for federal food assistance programs, the U.S. Department of Agriculture said today.

WCMA 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 are deeply 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. Congratulations also go to this year's winners:

Lake Arrowhead - Lakes Course

Jordan Cook, Central States Industrial
Matthew McColgin, Central States Industrial
Josh Vander Velden, Proliant Dairy Ingredients
Penny Vander Velden, AGC Heat Transfer

Lake Arrowhead - Pines Course

Patrick Geoghegan, Dairy Farmers of Wisconsin
Chad Vincent, Dairy Farmers of Wisconsin
Greg Westrich, Johnson Financial Group

Bullseye Country Club

Brad Dahlk, Dairyland Packaging USA

Brock Gnadt, Dairyland Packaging USA
Jeremy Johnson, Center for Dairy Research
Juan Romero, Center for Dairy Research

Northern Bay Resort

Chad Elliot, Agropur
Lance Johnson, Valley Queen Cheese
Mark Nordstrom, APT
Aaron Shaver, APT

Trap Shoot Grand Champion

Dave Hiles, Custom Fabricating & Repair



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

BMO Harris Bank - Exclusive Lunch

Tetra Pak - Exclusive Hole in One

Amcor - Exclusive Social Hour

Kuhlman Inc. - Premier Dinner

Wisconsin Dairy State Cheese Company -
Social Hour Cheese Display

Photos from the event are now available on WCMA's [Facebook page](#) (no Facebook account needed). Please feel free to like, tag, download and share!

EDUCATION



WCMA Webinar

Maximize Your Impact Through Earned Media

Gain Useful Media Tips in Free WCMA Webinar

Don't miss 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.

Here's a look at our webinar agenda and featured speakers:

- Earned Media 101 & WCMA Media Resources
 - Presenter: Grace Atherton, Wisconsin Cheese Makers Association
- DFW's Earned Media Approach & Support Available to Dairy Processors
 - Presenter: Rachel Kerr, Dairy Farmers of Wisconsin
- Industry Perspective
 - Presenter: Abby Despina, Emmi Roth



Grace Atherton
Wisconsin Cheese
Makers Association



Rachel Kerr
Dairy Farmers of
Wisconsin



Abby Despins
Emmi Roth

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

REGISTER NOW



Sign Up to Join WCMA Technology Committee Field Day in Menomonie August 17

Registration is now open for the [WCMA Technology Committee's upcoming Field Day](#), set for August 17 in Menomonie, Wisconsin. Sign up today for an engaging discussion of current topics in wastewater regulation and a tour of the anaerobic membrane bioreactor system for wastewater pre-treatment at Ellsworth Cooperative Creamery's new cheese manufacturing facility.

The day's agenda includes:

- 11:30 a.m.: Registration and networking
- Noon: Lunch and wastewater issues discussion
- 1:30 p.m.: Tour of Ellsworth's wastewater facility and a "windows" tour of the cheese manufacturing facility
- 3:30 p.m.: Adjourn

Registration for this informative meeting costs just \$35 per person. WCMA thanks Ethan Hofland and the team at Ellsworth Cooperative Creamery for arranging this visit, and CFR Wastewater Solutions for their staff support of this tour.

REGISTER NOW

Have questions? Please contact [WCMA Executive Director John Umhoefer](#).



Sign Up for WCMA Advanced Leadership Series

Build connections with industry peers and explore new leadership capabilities in this fall's [WCMA Advanced Leadership Series](#). This unique program is designed for mid-level managers in the dairy processing industry 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

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

IN THE NEWS

Wisconsin

- *PBS Wisconsin*: [Growing demand, higher costs challenge Wisconsin's booming dairy goat industry](#) (Featuring WCMA members Mosaic Meadows LLC - LaClare Family Creamery and Saputo Dairy USA)
- *Herald Times Reporter*: [Manitowoc County cheesemaker Pine River scores another clean sweep at Wisconsin State Fair](#) (Featuring WCMA member Pine River Pre-Pack)
- *Fansided*: [Delightful cheese fruit and wine pairings that will elevate the flavors on the plate](#) (Featuring WCMA members Carr Valley Cheese, Marieke Gouda, Roelli Cheese, and Sartori Company)

National/International

- *Dairy Processing*: [Emmi sells stake in Ambrosi to Lactalis](#)
- *Agri-Pulse Daybreak*: [U.S. trade leaders to negotiate at ministerial summit](#) (Starts at 2:48)
- *Reuters*: [Terminals at California's third-busiest port resume regular hours on Monday](#)
- *AgNet West*: [Seasonal workers failing to meet labor need in meat and dairy sectors](#)
- *The Scoop*: [Could food prices ease in 2023? USDA's new consumer food price forecast has a bit of good news](#)
- *Hoard's Dairyman*: [Ohio's top cheesemakers recognized at 2022 Ohio State Fair Cheese Contest](#) (Featuring WCMA members Guggisberg Cheese and Pearl Valley Cheese)

WORKFORCE



Wisconsin Cheese Makers Association

Health & Safety Group

Join WCMA Health & Safety Group Next Week

Sign up today to [join the first meeting](#) of the [WCMA Health & Safety Group](#) next

Wednesday, August 3. This open group is designed to help WCMA members assess and improve their health and safety policies, prepare for future inspections, and connect with their peers in industry. The first meeting will focus on the Occupational Safety and Health Administration's (OSHA) recently announced [Local Emphasis Program](#) (LEP).

Join us for this hybrid meeting in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch at 12:00 p.m. (CT), with the full meeting beginning at 1:00 p.m. (CT) for all participants. Here's a look at the meeting agenda:

12:00 noon: Networking Lunch

1:00 p.m.: Meeting Call to Order

- Agenda & Introductions
 - OSHA LEP
 - Featured Speaker: David Schott, MS, CSP, Assistant Area Director, OSHA
- LEP Best Practices Panel
 - Panelists include:
 - Mark Bonovetz, ASP, Corporate Safety Manager, BelGioioso Cheese
 - George Jerome, Corporate Safety & Regulatory Manager, Schreiber Foods
 - Paul F. Klein, CIH, CSP, Senior Risk Manager, M3 Insurance
 - Zach Thayer, Environment, Health and Safety Manager, Emmi Roth
 - Topics: Documentation, LOTO, Chemical Management, Internal Audits
- Group Business
 - Scope & Focus, Desired Presentations & Trainings
 - Frequency & Type of Meeting
 - Frequency & Type of Communication

RSVP TODAY

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



RSVP for WCMA Workforce & Education Committee Meeting

Register now to join the [upcoming virtual meeting](#) of the WCMA Workforce & Education Committee on Tuesday, August 9 from 1:00-2:30 p.m. (CT). Committee members will receive timely updates on WCMA workforce initiatives and resources, followed by a Q&A session facilitated by WCMA staff. For full details, please see the agenda below:

1:00 p.m.: Meeting Call to Order

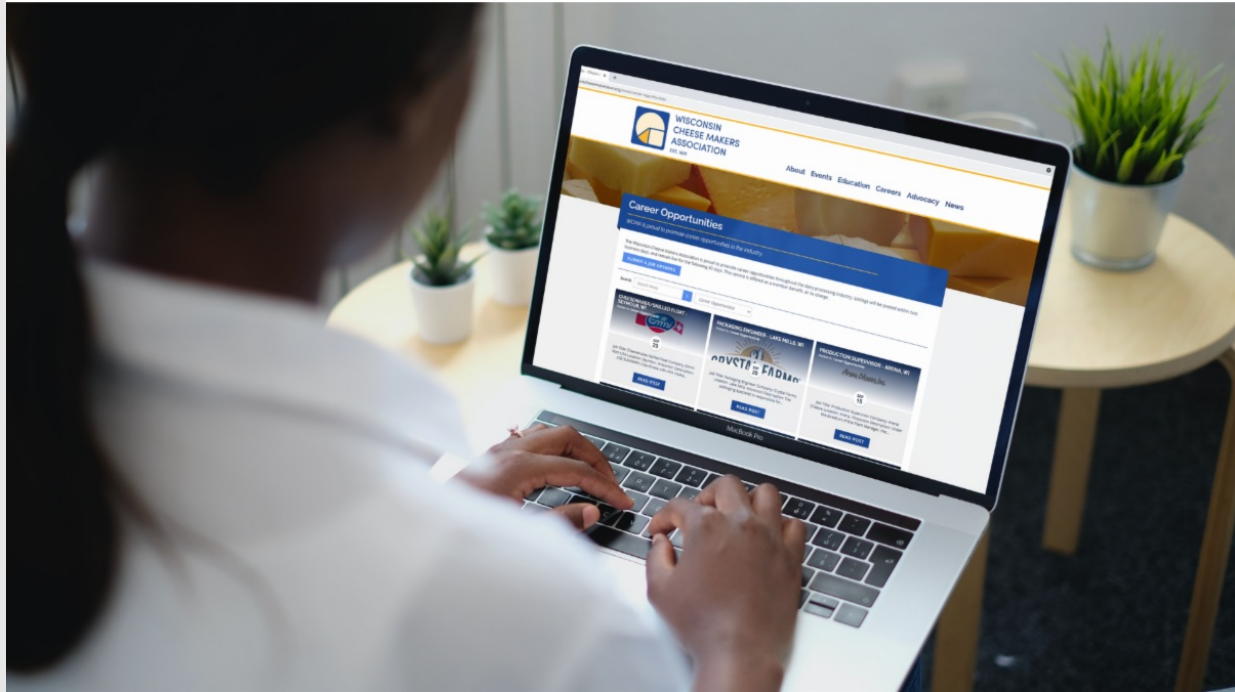
- Workforce Solutions Spotlight: Workforce Training Grants
- Training Concept: New Leadership Cohort
- Project Update: WCMA Video Onboarding Series
- Other WCMA Workforce Tools & Discussion
 - WCMA Young Professionals Outing
 - WCMA Health & Safety Group
 - Coming Soon: Comprehensive Industry Training Menu (Online Resource)
 - Fall/Winter WCMA Leadership Trainings

- WCMA Jobs Board
- WCMA Webinars
- New Needs and Ideas

2:20 p.m. Parking Lot Q&A with Live Polling (Note: Committee members may direct any questions they'd like posed anonymously to their colleagues during this meeting to [**WCMA Senior Director of Programs & Policy Rebekah Sweeney.**](#))

2:30 p.m. Adjournment

SIGN UP NOW



View, Share Career Opportunities on WCMA Jobs Board

Visit WCMA's [**online jobs board**](#) to view job openings from WCMA members Alpine Slicing & Cheese Conversion, Ellsworth Cooperative Creamery, Hilmar Cheese Company, IFF, Maple Leaf Cheesemakers, and Masters Gallery Foods.

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!

SEE ALL OPENINGS

MEMBERSHIP



Steve Bechel, WCMA President

Eau Galle Cheese

Renew Your WCMA Membership Today

Take action today to renew your WCMA membership! Maintain all the valuable WCMA member benefits you rely on: connections to key dairy industry suppliers, tailored resources, personalized on-call assistance, and targeted advocacy to help you grow your business. 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](#).

Have questions about WCMA membership? Please contact [WCMA Business & Membership Manager Sara Schmidt](#). Thank you for your continued support of WCMA!



Register Now for Newly Expanded WCMA Young Professionals Outing

Thanks to member interest, additional tickets are now available for [the WCMA Young Professionals](#) summer



outing, Wednesday, August 31 at American Family Field in Milwaukee, Wisconsin. Act now to reserve your spot and join us for a fun, casual networking experience. 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 **Brian Nguyen, Sales Engineer** for WCMA member **Dixon Valve** (pictured at right), who says WCMA offers "opportunities not just to build my knowledge of the industry, but to make meaningful professional connections, too. WCMA's Young Professionals outings help me get to know my peers in the industry, while having a great time."

Stay tuned on WCMA's [Facebook](#), [Twitter](#), and [LinkedIn](#) next week as we wrap up our campaign sharing inspiring stories of growth from member employees!

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member **Alliant Energy** serves approximately 985,000 electric and 425,000 natural gas customers throughout the Midwest.



New WCMA supplier member **Chubb** offers commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance, and life insurance.

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

Share WCMA's E-Newsletter

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 list, or if you'd like to share feedback on our communications.

WisCheeseMakers.org

