



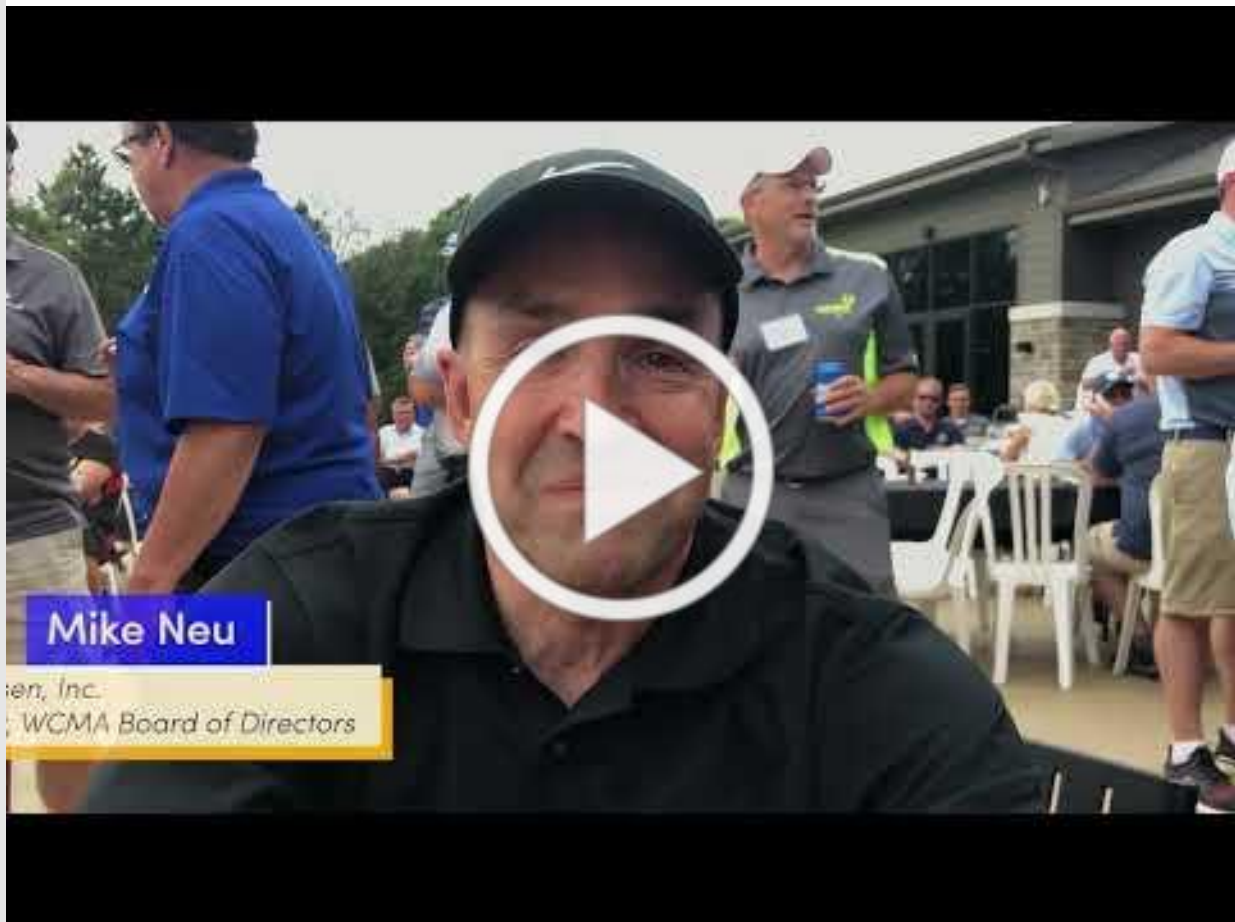
# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## SIGNATURE EVENTS

### WCMA Hosts 2021 Golf Outing & Trap Shoot



**Mike Neu**

en, Inc.  
WCMA Board of Directors

The 2021 WCMA Golf Outing & Trap Shoot was a great success! Congratulations to all of this year's winners:

#### Lakes Course

Tim Omer, Emmi Roth  
Eric Liebetrau, BelGioioso Cheese  
Scott Meister, Meister Cheese Company  
Ted Jacoby III, T.C. Jacoby & Co.

#### Pines Course

Dan Stubing, Great Northern Corporation  
Paul Jensen, Great Northern Corporation  
Mike Tuchscherer, Great Northern Corporation  
Dave Johnson, Great Northern Corporation

#### Bullseye Country Club

Kevin Duesterhaus, Weber, Inc.  
Bob Sarver, Great Lakes Cheese  
Michael Browne, Great Lakes Cheese  
Ryan Clemens, Great Lakes Cheese

#### **Northern Bay**

Dave Potter, Dairy Connection, Inc.  
Bob Wills, Cedar Grove Cheese  
Adam Phillips, Dairy Connection, Inc.  
Abe Meinke, Dairy Connection, Inc.

#### **Trap Shoot Grand Champion**

Harley Hendricks, Great Lakes Cheese

We extend our sincere appreciation to our sponsors for their generosity. Special thanks go to our exclusive and premier sponsors:

**BMO Harris Bank NA** - Exclusive Lunch  
**Tetra Pak Inc.** - Exclusive Hole in One  
**Amcor Flexibles North America** - Exclusive Social Hour  
**Harry Davis & Company** - Premier Dinner  
**Kuhlman Inc.** - Premier Dinner

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

Many thanks to all those who joined us for this year's event. WCMA is deeply grateful for your continued engagement and support. We are proud to offer you meaningful opportunities for networking and look forward to sharing more new services in the future.



## **WCMA STAFFING UPDATE**

### **WCMA Announces New Hire, Staff Advancements**

Last week, WCMA welcomed **Grace Atherton** as its **new communications director**. In this position, Atherton will guide WCMA's messaging, develop a variety of outreach materials and content, and communicate with consumer and industry media outlets. A lifelong Wisconsinite, she comes to WCMA from the Department of Agriculture, Trade and Consumer Protection (WDATCP), where she also served as communications director. She previously worked in the Wisconsin State Legislature.

Please feel free to reach out to Grace at [gatherton@wischeesemakers.org](mailto:gatherton@wischeesemakers.org) with your communications ideas, feedback, and questions. Be sure to add her email address to your "Safe Senders" list as well.



Additionally, WCMA's **Rebekah Sweeney** has been promoted to Senior Director of Programs & Policy. **Sara Schmidt** has also been elevated to the role of Business & Membership Manager.

Congratulations to our staff, and thanks to the WCMA Board for their support as we grow our team and expand our services!

## IN THE NEWS

### Wisconsin

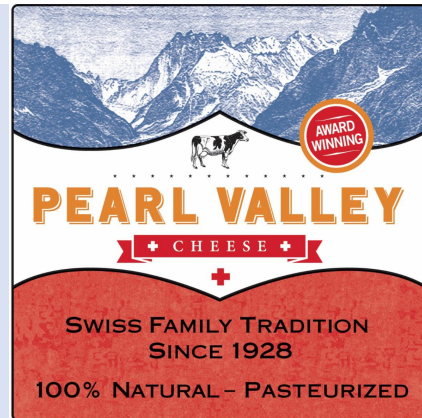
- *Appleton Post Crescent*: [Wisconsin employers are offering more perks, better pay and hefty signing bonuses to attract workers in a 'buyer's market'](#)
- *Shepherd Express*: [Cheesemaker opens her 'dreamery' crafting goat's milk cheese](#)
- *M3 Insurance*: [Ransomware: What to know to create an incident response plan](#)

### National/International

- *WisPolitics*: [PFAS legislation clears U.S. House with bipartisan support](#)
- *Reuters*: [Bipartisan U.S. bill aims to eliminate corn ethanol volume mandate](#)
- *Culture*: [Cheese IQ: powered by cheese](#) (Featuring WCMA member Saputo Dairy USA)
- *Agri-Pulse*: [House Ag OKs \\$8.5B disaster aid bill](#)

### Pearl Valley Cheese Wins Top Honors at Ohio State Fair

WCMA member Pearl Valley Cheese Company earned Grand Champion honors at the 2021 Ohio State Fair Cheese Competition last week. Their Urban Stead Cheese took home the Reserve Champion title for its Aged Cheddar entry. Kudos to the Pearl Valley team for this honor!



## 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, announced last week that 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.

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## USDA Amends Solicitation for String Cheese, Issues New Solicitation for Mozzarella

The U.S. Department of Agriculture (USDA) has [amended its solicitation](#) for string cheese, with bids due July 28 at 1 p.m. (CT).

USDA is also soliciting bids for [mozzarella cheese](#) for use in the federal school lunch program and other nutrition assistance programs. Bids are due July 30 by 1 p.m. (CT).

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## WDATCP Accepting Signups for Bulk Milk Weigher and Sampler Inspections

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) has [opened inspection signups](#) for licensed bulk milk weigher and samplers (BMWS). The inspections will take place at several county fairgrounds throughout August and September. To renew your BMWS license, you must have had an inspection within the past two years.

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## FDA Issues Guidance on Use of Recycled Plastics in Food Packaging

The U.S. Food and Drug Administration (FDA) has issued [guidance for industry](#) on the use of recycled plastics in food packaging. The document highlights chemistry issues that FDA recommends manufacturers of recycled plastic consider as they evaluate recycling processes for producing material for food-contact applications.

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# U.S. Senate Finance Committee Holds Hearing on USMCA

The U.S. Senate Finance Committee [held a hearing](#) today to review the implementation of the United States-Mexico-Canada Agreement (USMCA). Representing the dairy industry was Allan Huttema of Idaho, Chairman of Northwest Dairy Association/Darigold Board of Directors.

WCMA is tracking the implementation of USMCA and will continue to advocate for free, fair trade agreements that support the growth of the dairy industry.

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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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## Wisconsin State Fair to Host Blue Ribbon Dairy Products Auction

The Wisconsin State Fair Blue Ribbon Dairy Products Auction will be held on Thursday, August 12 in Saz's Hospitality Village at Wisconsin State Fair Park. The event will begin with a 4 p.m. (CT) reception followed by the auction at 5 p.m. (CT).

**WISCONSIN**  
**STATE FAIR**  
AUGUST 5-15, 2021

Presented By  uscellular.

Interested in bidding? [RSVP](#) and view the [auction lots](#) online.

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## COVID-19 UPDATES

### CDC Expected to Again Recommend Masking, Even for Vaccinated, In Parts of the Country

The U.S. Centers for Disease Control and Prevention is expected to recommend later today that people vaccinated for the coronavirus [resume wearing masks indoors](#) in certain areas of the country. The change comes amid a rising number of immunized people report [breakthrough infections](#), and case surges in regions with low vaccination rates. The CDC and medical professionals continue to note that vaccines remain effective at preventing serious illness and death from coronavirus, including those caused by the Delta variant.

WCMA will keep members informed of COVID-19 guidance changes, and how they may impact operations.

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# WCMA Salutes Critical and Essential Employees

WCMA continues to salute its members' essential and critical workforce. This week, we are shining a spotlight on **Jemi Varzaru** (left) and **Mike Clemmons** (right) of WCMA member Associated Milk Producers, Inc. Thank you for your leadership through the pandemic, and for your always-important work!

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*: [State health officials raise concern as Delta variant cases grow in Wisconsin](#)
- *Chippewa Herald*: [Vaccine losing steam? Fully vaccinated percentage under 50% statewide](#)
- *Wisconsin Public Radio*: [UW System will offer scholarship drawing for students who get vaccinated against COVID-19](#)

### National/International

- *U.S. News & World Report*: [Unvaccinated in Wisconsin are 'sitting duck' for COVID-19](#)
- *U.S. Department of Agriculture*: [USDA estimates that farmers received \\$57.7 billion in federal aid last year](#)

## UPCOMING EVENTS



## Register for WCMA Workforce & Education Committee Virtual Meeting 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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## 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**



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## 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. Only 20 tickets remain available.

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

**REGISTER NOW**

## 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**

## WORKFORCE

### Wisconsin Workers' Comp Rates to Decrease

According to the Wisconsin Office of the Commissioner of Insurance, workers' compensation insurance [rates will decrease](#) by 5.44 percent overall in October. This



marks the sixth year in a row that rates have decreased in the state.

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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., Bel Brands, Cedar Grove Cheese, and Moundview Dairy. All WCMA members are invited to [post openings](#). It's free and easy!

**ADD JOB OPPORTUNITIES**

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## EDUCATION



### CDR Leadership Course Spotlight: Certificate in Dairy Processing

Registration is open now through August 15 for the Certificate in Dairy Processing course hosted by the Center for Dairy Research (CDR).

This online course focuses on providing promising plant workers and operators with a clear understanding of dairy plant processes. Administered by CDR and led by some of the leading experts in the field, the program will use a practical applications approach to educate students on the basic aspects of dairy processing.

To learn more and register, [visit CDR's website](#).

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## 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](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:

- 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 | Center for Dairy Research](#)
- September 16-17: [Pasteurization Short Course | UW-River Falls](#)
- September 27-28: [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

### Renew Your WCMA Membership Today

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.

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](#) today.

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](#).



**JOIN OR RENEW TODAY**  
**WISCHEESEMAKERS.ORG**

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.

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[WisCheeseMakers.org](http://WisCheeseMakers.org)

