



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA Applauds Wisconsin Budget Investments in Dairy Industry, Rural Communities



WCMA today [applauded Wisconsin Governor Tony Evers' action](#) to sign the 2023-2025 biennial state budget into law. The enactment is a result of successful, compelling advocacy by WCMA members and staff, and bipartisan support from lawmakers.

In a [statement](#), WCMA Executive Director John Umhoefer, Treasurer Kim Heiman of Nasonville Dairy, and Senior Director of Programs & Policy Rebekah Sweeney thanked Gov. Evers and state legislators for reaching across the aisle to invest in programs that help dairy processors attract and retain top talent and grow their operations.

The bill makes significant investments in Wisconsin's dairy industry and rural communities, including:

- \$2 million over the biennium for the Wisconsin Initiative for Agricultural Exports (WIAE), an effort launched in December 2021 to increase sales of Wisconsin dairy, crop, and meat products overseas. WCMA administers one WIAE grant program which provides [export education](#) and practical support.
- \$1 million over the biennium for the Dairy Processor Grant program at the

Wisconsin Department of Agriculture, Trade and Consumer Protection. These targeted, competitive grants are awarded to dairy businesses each year to fund innovation and plant modernization projects.

- \$7.8 million per year to support the Dairy Innovation Hub, harnessing cutting-edge research and development at three University of Wisconsin campuses.
- \$150 million to repair aging roads and bridges in rural communities, where many dairy processors live and operate.

Thanks also go to WCMA's Policy Committee for their engagement in driving the Association's advocacy efforts. To join this open, active committee, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



WCMA Advocates for DBIA Funding in Farm Bill Listening Session

WCMA's Rebekah Sweeney last week joined Congressman Mark Pocan and Wisconsin Senators Kelda Roys and Dianne Hesselbein in Verona, Wisconsin for a listening session focused on the 2023 federal Farm Bill, advocating for increased Dairy Business Innovation Initiative funding. Thanks go to Rep. Pocan for his consistent and impactful support of the Wisconsin dairy industry!

INDUSTRY UPDATES



Bongards Creameries to Expand Perham Plant

Bongards Creameries last week announced a **\$125 million expansion** planned for its Perham, Minnesota facility. The project includes milk intake bays, cheese and whey packaging equipment, warehousing, and wastewater treatment. It's expected to boost the plant's milk intake capacity by 30 percent, to a total of 5.5 million pounds per day.

WCMA Unveils New Export Resource Hub

WISCONSIN CHEESE MAKERS ASSOCIATION
EST. 1891

About Events

NEW

Dairy Exporting Resources

Exporting is essential to the growth of the dairy industry. Start here with our helpful library of export contacts, data, and resources.

In the News

U.S. Dairy Exports Post Third Straight Record Year
2022 Was Another Record Year for U.S. Farm Exports

Top 10 Dairy Products Export Markets 2013 - 2022

Interested in launching or expanding your efforts to sell your dairy products internationally? Visit WCMA's new free online export resource library, available now at [WisCheeseMakers.org/dairy-exporting](https://www.wis cheesemakers.org/dairy-exporting). This collection of recent export news, data, and resources offers a practical starting point for any dairy exporter.

Have questions about how WCMA can assist with your export endeavors? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](mailto:Danica.Nilsestuen@wischeesemakers.org).



Save the Date for WCMA Export Workgroup Meeting

Save the date for WCMA's next Export Workgroup meeting on Thursday, October 26, focused on building an effective presence at trade shows. All dairy manufacturers and processors are welcome, regardless of their membership status with WCMA.

Attendees will gain insights on dairy export projections and learn more about all the elements involved in a successful trade show visit. This opportunity is supported in part by the Wisconsin Economic Development Corporation. Please contact [WCMA's Danica Nilsestuen](#) with questions.



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

Free FoodExport Advisor Program Now Open

Registration is now open for Food Export's [2023 Export Advisor Program](#) is now open and accepting registrations. The no-cost, year-long program provides custom assistance to help food companies kick-start or improve their strategy for export growth. This program is especially recommended for businesses that are both interested in exporting and could use support from an export consultant for market research and strategy development.

Participation is limited to 8-10 companies per FoodExport region, and registrations are due October 31. To learn more and register, please visit FoodExport.org.

Share Your Products with International Chefs and Food Influencers



WCMA members operating in Wisconsin are invited to participate in a weeklong tour showcasing the best of the state's food processing industry for a group of international chefs and food influencers.

The tour will take place August 12-19 with stops in Madison, Milwaukee, Sheboygan/Kohler, Green Bay, and Viroqua/La Crosse. Invited chefs and food influencers hail from Algeria, El Salvador, India, Kuwait, Mexico, Paraguay, the Philippines, South Africa, Thailand, Turkey, and the United Arab Emirates.

This opportunity is hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) and the Wisconsin Department of Tourism. WCMA members interested in participating may contact [WDATCP staff](#).

MEMBERSHIP



Watch Your Inbox for WCMA Membership Renewal Information

With WCMA's new fiscal year underway as of July 1, **please check your inbox for a message from [WCMA Executive Director John Umhoefer](#) with details on how to renew your WCMA membership.** Once you receive this information, simply follow the instructions in the email to ensure your continued access to our ever-growing array of member benefits.

As you'll hear from fellow members in the [video above](#), WCMA is your resource, advocate, information hub, and connector. Your membership keeps you connected with peers and trusted suppliers and supports WCMA's work to help dairy manufacturers and processors nationwide grow their businesses.

If you've already received your renewal message and taken action, thank you! We're proud to serve you, and we value your engagement. If you have not yet received your renewal message or have any questions about WCMA membership, please contact [WCMA Membership Director Sara Schmidt](#).



Nominate Industry Leaders for 2024 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.

NOMINATE TODAY

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.



RSVP Now for WCMA Young Professionals August 23 Outing

All WCMA member employees 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 (significant others and friends are welcome).

The deadline to sign up is Friday, August 11. Please contact [WCMA's Kirsten Strohmenger](#) with questions.

REGISTER TODAY

IN THE NEWS

Wisconsin

- *Lake Geneva News*: [Evers celebrates June Dairy Month, highlights Wisconsin dairy industry](#) (Featuring WCMA members Arena Cheese, Chalet Cheese Cooperative, and CROPP Cooperative/Organic Valley)
- *Dairy Foods*: [WCMA applauds signature of Wisconsin budget](#) (Featuring WCMA and member Nasonville Dairy)
- *Fromagination*: [Widmer's Cheese: 100 years of continuity still tastes good](#) (Featuring WCMA member Widmer's Cheese Cellars)

- [Milwaukee Journal Sentinel: Truckloads of fresh farm milk are dumped into Milwaukee's sewerage system](#)

National/International

- *Dairy Herd Management*: [Cheese inventory sees improvement, cottage cheese making a comeback](#)
- *Dairy Processing*: [FDA provides update on formation of Human Foods Program](#)
- *Agri-Pulse*: [Senators reintroduce rail service bill](#) (Starts at 1:49)
- *Spectrum News 1*: [Lawmakers take third swing at reforming migrant worker visa law](#)

EDUCATION



WCMA Webinar

The Business Case for Sustainability

Join Free WCMA Webinar for Sustainability Insights, Practical Tips

Curious about what sustainability could mean for your dairy processing business, and how to get started? [Register now for WCMA's next free, members-only webinar](#) on Tuesday, July 11 at 1:00 p.m. (CT), focused on the potential business benefits of dairy sustainability efforts.

This concise, practical session will dive into the reasons to consider pursuing sustainability measures at your company or cooperative - and the resources available to help WCMA members do so. Our featured expert speakers include:

- Eric Hassel; Director, Sustainability Measurement & Reporting; Innovation Center for U.S. Dairy
- Holly Jones, Director of Global Sustainability, Agropur
- Danica Nilsestuen, Grants & Business Programs Director, WCMA



Eric Hassel
Innovation Center
for U.S. Dairy



Holly Jones
Agropur



Danica Nilsestuen
Wisconsin Cheese
Makers Association

This webinar will include time for audience Q&A. If you'd like to share a question in

advance, please email [WCMA Communications Director Grace Atherton](#) by **Monday, July 10 at 12:00 p.m. (CT)**.

RESERVE YOUR SEAT



Only Four Spaces Remaining for WCMA Technology Committee Field Day



Act now to secure one of **just four remaining spots** at the WCMA Technology Committee's next **field day on Wednesday, July 26** visiting the wastewater treatment system at WCMA member company Meister Cheese, the award-winning, family-owned and operated cheese factory in Muscoda, Wisconsin.

REGISTER NOW

The day will begin with check-in and networking at 11:30 a.m. Members will enjoy lunch and an environmental issues update meeting, followed by a facility tour from 2:00-3:30 p.m. Meister's land treatment system includes an anaerobic digester producing gas for electrical generation, an aerobic digester, clarifier and seepage cells.

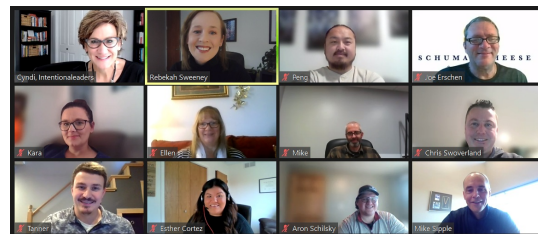
This informative, engaging opportunity costs just \$45 per person. Space is limited to just 40 attendees and registration closes July 14, so **sign up today!**

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



Act Now for Space in Impactful, Affordable WCMA Leadership Trainings

Visit [WisCheeseMakers.org/Trainings](https://www.wischeesemakers.org/Trainings) now to reserve seats in the fall lineup of WCMA's Front-Line and Advanced Leadership courses! Join more than 600 individual WCMA member employees that have graduated from these practical, engaging trainings, strengthening their leadership skills and driving positive results for their employers.



Front-Line Leadership is designed for new and seasoned supervisors in the dairy processing industry. This fall, the course will be offered in both virtual and in-person formats.

Front-Line Leadership classes are offered a la carte and may be taken in any order. Each session costs just \$135 per person for virtual participants or \$159 per person when completed in-person.

Don't wait - **one Front-Line Leadership virtual track is already sold out!**

The three-part **Advanced Leadership Series** is designed for mid-level managers and employees transitioning to such positions.

This virtual course features guest speakers from industry, group and partner discussions, and a project to demonstrate attendees' new knowledge. The series costs \$549 per person.

Enrollment in the Advanced Leadership Series is **limited to a small cohort of just 22 participants**. Act quickly!

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:

- July 11: [Membrane Filtration Short Course](#) - North Central Cheese Industries Association
- Available 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

WORKFORCE



Network, Learn at WCMA Workforce & Education Committee Meeting August 15

Save the date and [register now for 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.

Our meeting will include presentations on:

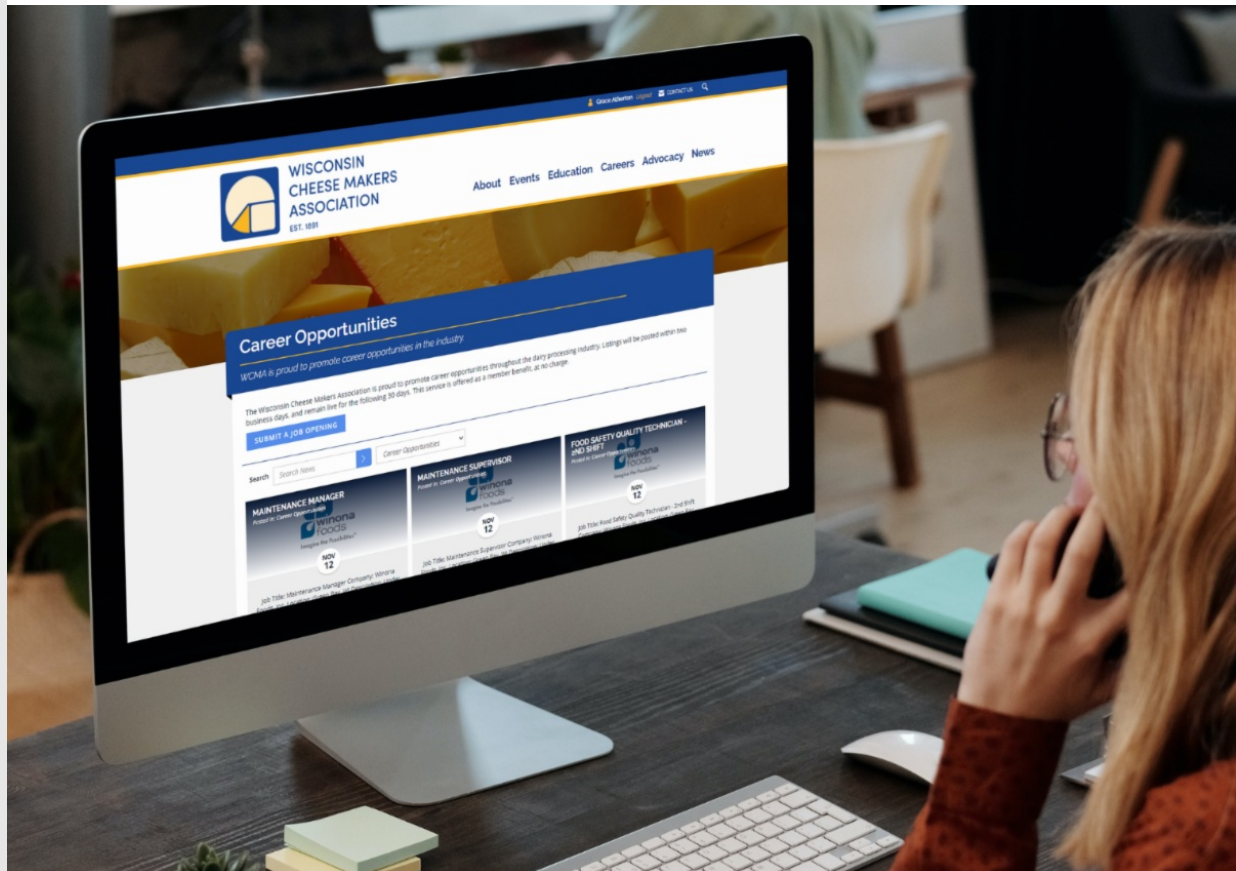
- Proper Use (and Preventing Abuse) of FMLA
- Peer Perspectives: Strategies for Successful Hybrid Workforce Management
- Methods to Measure HR Effectiveness

Additional details and speakers will be announced soon. RSVP now to take advantage of

this opportunity to network with your human resources peers in dairy processing!

Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with questions or suggestions.

REGISTER NOW



WCMA Online Jobs Board Showcases Member Career Opportunities

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.

This week, the [Jobs Board](#) features opportunities from members Associated Milk Producers Inc., Bassett Mechanical, Crave Brothers Farmstead Cheese, CROPP Cooperative/Organic Valley, Crystal Farms, Ellsworth Cooperative Creamery, Emmi Roth, Grande Cheese Company, Grassland Dairy Products, Great Lakes Cheese, KDI Cheese Co., Klondike Cheese Co., Masters Gallery Foods, Milk Specialties Global, Proactive Solutions USA, Revela Foods, Saputo Cheese USA, Specialty Cheese Company, Viking Masek, Wapsie Valley Creamery, Westby Cooperative Creamery.

Have questions about the Jobs Board? Please contact [WCMA Manager of Business Operations Ryan Dunn](#).

POST OPENINGS



Collaborative Market Access Grants (CMAG)

APPLY TODAY!
WisCheeseMakers.org/Grants

Apply for Limited Remaining Trade Show Grants

Dairy manufacturers and processors looking to boost their international presence can apply now for a limited number of [Collaborative Market Access Grants](#) still available through WCMA.

The reimbursement grants of up to \$15,000 each may be applied to trade show expenses at Anuga in Cologne, Germany on October 7-11 and Food&HotelVietnam in Ho Chi Minh City, Vietnam on November 21-23. Awards 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

Moore Family Farms/ Moore Local

Makoqueta, IA

DBIA Grant Recipient
2021



DBIA Delivers: Moore Family Farms/Moore Local

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 in DBIA Delivers, meet [Moore Family Farms/Moore Local](#). This farmstead business produces cheddar cheese from their herd of Holstein cows, and sells in two retail locations in Eastern Iowa. With financial support from a Dairy Business Innovation Alliance grant, the Moore family purchased cheesemaking equipment with the aim of utilizing all the milk they produce on the farm - and becoming a local food hub in their community.

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

WisCheeseMakers.org
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