



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Senate Advances Bill Boosting USDA, FDA Funding

The Senate Appropriations Committee on Wednesday **advanced a \$25.8 billion bill** to fund the U.S. Department of Agriculture and the Food and Drug Administration for Fiscal Year 2022. The amount is slightly less than the \$26.55 billion approved by the House in late July, but still \$2.5 billion more than previous funding levels. Differences between the bills are likely to be worked out in a full package of spending bills later this year. Additional aid is intended to support USDA's efforts to address climate change, additional research programs, and disaster aid.

Agriculture, Rural Development, and Food and Drug Administration Appropriations Subcommittee Chair Tammy **Baldwin (D-Wisconsin)** called the **Senate measure** a "responsible and thoughtful bill" and praised additional funding for the Dairy Business Innovation Initiatives, a policy priority for WCMA members. The bill also provides full funding for nutrition programs to serve the estimated need for FY22. The bill also includes \$6.278 billion in discretionary funding for the Special Supplemental Nutrition Program for Women, Infants, and Children; an increase of \$7 million for the Commodity Supplemental Food Program; and an increase of \$10 million for the Emergency Food Assistance Program. It provides \$700 million for the ReConnect Broadband Pilot, expanding rural access to high speed internet, and 1.5 billion in grants and loans for rural business and industry programs that promote small business growth in rural areas.



WCMA Member Organic Valley Welcomes U.S. Rep. Mike Gallagher

WCMA Executive Director John Umhoefer joined U.S. Representative Mike Gallagher for a tour of Andy's Acres in Green Bay last week, organized by WCMA member Organic Valley.

The farm showcases the innovative practices and technologies that contribute to the success of Wisconsin's organic dairy industry. The group discussed the use of grazing and technology such as robotic milkers, as well as the realities of organic production.

We appreciate our members' willingness to open their doors to productive conversations - and lawmakers' willingness to learn!



WCMA Notes: Specialty Growth Brings a Parmesan Partnership

The health and success of the dairy industry depends on producers and processors of all sizes. Recent news of expansions among large-scale cheese production companies should be celebrated, as should growth among small- and mid-sized cheesemakers.

In this month's [WCMA Notes](#), Executive Director John Umhoefer highlights one example of growth and change in the specialty cheese world: Eau Galle Cheese in Durand, Wisconsin, led by WCMA Board President Steve Bechel.



IN THE NEWS

Wisconsin

- *Wisconsin State Farmer*: [Noodles & Company loves Wisconsin cheese](#)
(Featuring WCMA member Sartori Cheese)

- WAOW: [Number of dairy farms continue to decrease](#)
- Wisconsin State Farmer: [LaClare earns “Wisconsin Creamery of the Year” honor at international show](#) (Featuring WCMA Member Mosaic Meadows/LaClare Family Creamery)

National/International

- Dairy Reporter: [Bel Brands USA to work with DFA on sustainable milk cooling program](#) (Featuring WCMA members Bel Brands USA and Dairy Farmers of America, Inc.)
- The Hagstrom Report: [Senate Appropriations approves fiscal year 2022 ag bill](#)
- The Fence Post: [Food Labeling Modernization Act introduced in House, Senate](#)
- Dairy Herd Management: [Mexico to remain big market for U.S. dairy](#)
- Politico: [U.S. Senate passes bipartisan infrastructure deal](#)

INDUSTRY UPDATES

USDA Solicits Bids for Butter, String Cheese, Cheddar, and Swiss; Awards Contracts to WCMA Members

The U.S. Department of Agriculture (USDA) has issued solicitations for butter and a variety of cheeses to be used in the federal school lunch program and other nutrition assistance programs:

- [Butter](#) bids are due August 12 by 9:00 a.m. (CT)
- [String cheese](#) bids are due August 18 by 2:00 p.m. (CT)
- [Cheddar and Swiss](#) bids are due August 19 by 1:00 p.m. (CT)

USDA also recently agreed to purchase [over 330,000 pounds of mozzarella](#) from WCMA member Saputo Dairy USA and [nearly 75,000 pounds of Cheddar](#) from WCMA member Great Lakes Cheese. We congratulate both companies and applaud our members' commitment to providing fresh, nutritious dairy products to consumers nationwide.

WDATCP Seeking Nominations for Organic Advisory Council

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) is [accepting nominations](#) for the Organic Advisory Council until September 17, 2021. Seats are available in each of the following categories: organic farmer, organic certification industry, and at-large. Members serve three-year terms, and the council meets quarterly. New members are expected to start their term at the October 2021 Organic Advisory Council meeting. Questions? Please contact [WDATCP staff](#).

WDATCP Clarifies Handling Process for Direct Milk Shipments Rejected for Drug Residue

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) has clarified when and where a clearing sample can be collected from a direct ship milk tanker after a confirmed positive drug residue test. For dairy plants, direct loads that are to be tested as a clearing sample must be shipped no more than 24 hours after the initial confirmed positive result. These samples may be offered for sale when the samples test negative. If a load is shipped after the 24-hour period and tests positive, it will be considered a second violation by WDATCP.



Sign Up for Free DBIA Webinars - First Session Begins Today

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, is holding 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 **today**, August 10 at 1:30 p.m. (CT). In this session, Anne Hlavacka 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 effectively monitor business growth. Hlavacka serves as 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.

Wisconsin State Fair to Host Blue Ribbon Dairy Products Auction

The Wisconsin State Fair [Blue Ribbon Dairy Products Auction](#) will be held this Thursday, August 12 in Saz's Hospitality Village at Wisconsin State Fair Park. The event will begin

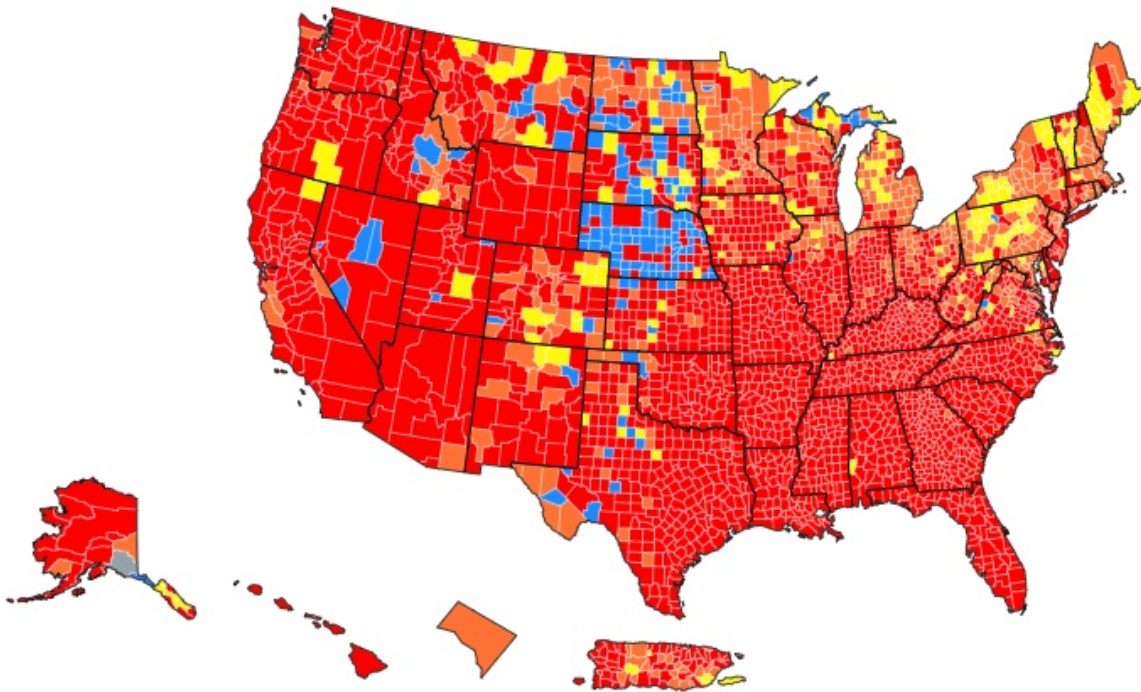
with a 4 p.m. (CT) reception followed by the [auction](#) at 5 p.m. (CT).

WISCONSIN STATE FAIR

AUGUST 5-15, 2021

Presented By  uscellular.

COVID-19 UPDATES



Most of the Country Now Advised to Mask

More than [90 percent of all U.S. counties](#) now have “high” (areas marked in red) or “substantial” (areas marked in orange) community transmission of COVID-19, meaning that individuals living and working in those areas are advised by the Centers for Disease Control and Prevention to wear face masks, regardless of their vaccination status. The CDC’s revised masking guidance was released last week, following new studies showing that vaccinated individuals who are infected can carry the same viral load as those who are unvaccinated.

More U.S. Employers Mandate Vaccination Amid COVID-19 Surge

With the daily average of new COVID-19 cases in the United States now topping 100,000, the highest level since February, more nationwide businesses have announced vaccine requirements for their employees. In the past week, United Airlines, Frontier Airlines, Google, Microsoft, Disney, Netflix, Facebook, and Tyson Foods announced they will require their staff to provide proof of COVID-19 vaccination. The 1.3 million active-duty members of the U.S. [military will also be required](#) to get the COVID-19 vaccine beginning next month under a plan laid out by the Pentagon yesterday. Other companies,

including Walmart and Walgreens, are requiring vaccinations for their office staff, but exempting front-line staff from mandates.

The U.S. Equal Employment Opportunity Commission has [stated that it is legal](#) under federal law for companies to require their workers to get the COVID-19 vaccine, with exceptions related to other health complications and religious beliefs.

According to the Centers for Disease Control and Prevention, [71.1 percent of American adults](#) or 58.8 percent of all Americans have received at least one dose of the COVID-19 vaccine.

Coronavirus Headline News

Wisconsin

- *WXOW*: [Gundersen reopens COVID-19 unit in La Crosse as Delta variant cases rise](#)
- *Hudson Star-Observer*: [St. Croix County updates mask advisory to include recommendations for vaccinated people](#)
- *WXPR*: [Masks recommended: most of Northwoods now experiencing 'substantial' or 'high' COVID spread](#)

National/International

- *The Daily Yonder*: [Pace of rural vaccinations increases in 19 states](#)
 - *Centers for Disease Control and Prevention (CDC)*: [Extends eviction moratorium for substantial, high transmission areas](#)
 - *Associated Press*: [Weary US businesses confront new mask mandates](#)
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MEMBERSHIP

WCMA Seeks Nominations for New Membership Committee

WCMA invites members to [submit nominations](#) for their fellow members to serve on the association's newly-created [Membership Committee](#).

WCMA's members are the driving force behind our organization. Regardless of size, type, or length of their membership, the input of all WCMA members is extremely valuable. Thanks to your active engagement, we're able to provide high-quality trainings, networking opportunities, business development resources, and strategic advocacy. The Membership Committee is an exciting new opportunity for members of all types to share their thoughts and ideas on how our organization can better serve them.

Nominations must be submitted via email directly to [WCMA Business & Membership Manager Sara Schmidt](#) by 12 p.m. (CT) Friday, August 20. Following the consideration of all nominations, committee members will be selected by the WCMA Board of Directors. The group will begin meeting in the fall of 2021.

Renew Your WCMA Membership Today

For 130 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, marketers, and suppliers to the industry. Today, WCMA represents 110 dairy processing companies and cooperatives operating across the United States and around the world, and more than 575 supplier companies.

WCMA relies on active, engaged members like you to support our work to grow the dairy processing industry. We invite you to [renew your Association membership](#) today.

Watch the video below 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 e-newsletter! This benefit is available to all WCMA 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.

UPCOMING EVENTS



Join WCMA Workforce & Education Committee Virtual Meeting on August 24

All WCMA members are invited to [register now](#) for a virtual meeting of the Workforce and Education Committee on 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

Register for 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!

The Field Day program begins with a lunch-and-learn session focused on current environmental issues and regulations in Wisconsin, featuring experts across industry and government.



Later, the 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



Join WCMA Young Professionals in Milwaukee 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 17 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 for 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 meeting 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

EDUCATION



Secure Your Space in WCMA Fall Advanced Leadership Series

As the fall season draws closer, WCMA's upcoming leadership trainings are filling quickly. [Don't miss this opportunity](#) to invest in your employees' education and growth!

The [WCMA Advanced Leadership Series](#) will be offered in a hybrid format, allowing students to join in three sessions in-person in Madison, Wisconsin or online. Participants will complete the entire series as a cohort to facilitate relationship-building.

- 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 Advanced Leadership Series, including materials, instruction, and meals, is \$495 per participant. Enrollment is limited to 20 individuals, and only nine spaces remain available.

All spaces for WCMA's [Front-Line Leadership Training](#) have been filled. To add your staff to the waiting list, please email [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

To see reviews and testimonials from past participants and to register for a training, visit [WisCheeseMakers.org](#).



DFW Named 2021 Training Partner of the Year

Dairy Farmers of Wisconsin (DFW), a WCMA member, has been recognized as the 2021 Training Partner of the Year by the Independent Procurement Alliance Program (IPAP). The award recognizes DFW's efforts to educate food industry professionals across the country about Wisconsin dairy. We are proud to partner with DFW to represent Wisconsin's dairy industry, and congratulate the entire DFW team on this recognition!

Register by Sunday for CDR Certificate in Dairy Processing Course

Registration is open now through Sunday, 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.



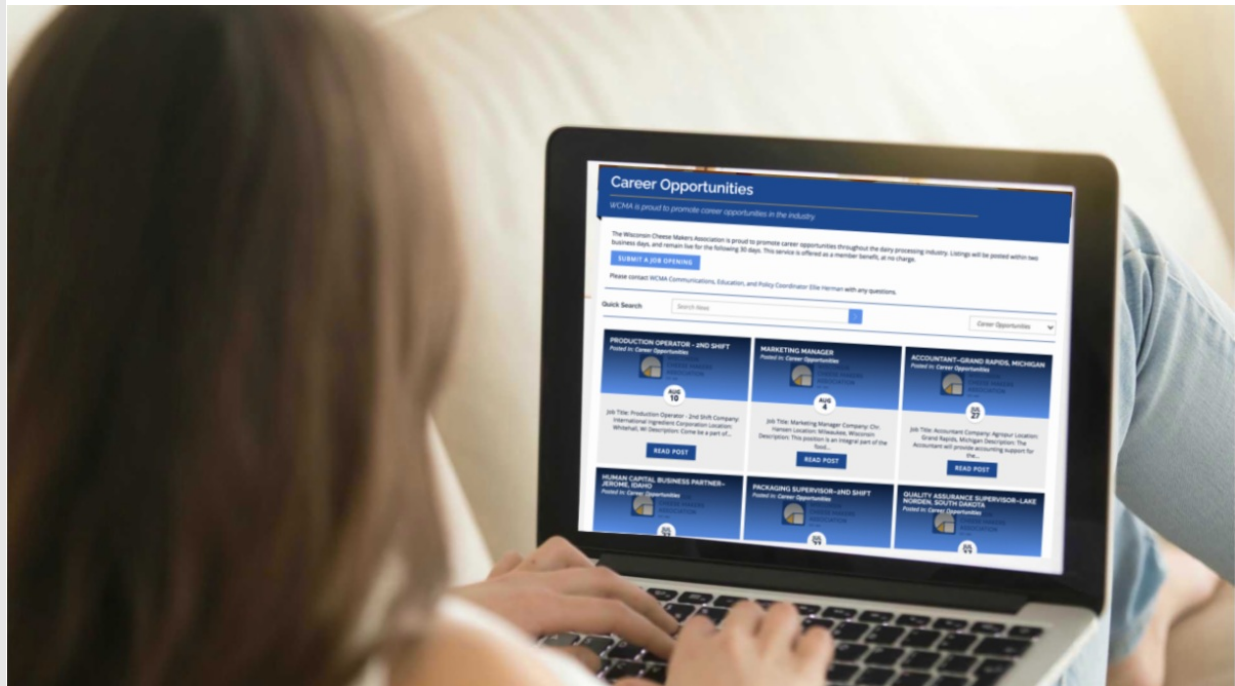
Additional Industry Training Opportunities

WCMA is proud to share opportunities for industry-specific training and enrichment. Here's

a look at some upcoming trainings hosted by our partners:

- 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
- **NEW** - September 22: [Unlocking Dairy Ingredients Webinar](#) | Center for Dairy Research
- 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
- October 12: [Cheesemaking 101: What a Licensed Cheesemaker Should Know - On-Demand](#) | Center for Dairy Research
- October 12: [Food Safety Workshop \(HACCP\) Online - On Demand](#) | Center for Dairy Research
- October 19: [Process Cheese Course - On Demand](#) | Center for Dairy Research
- **NEW** - October 20: [Dairy Ingredients Fundamentals](#) | Center for Dairy Research
- October 27-29: [Master Short Course Series: Understanding and Controlling Defects in Cheese](#) | Center for Dairy Research

WORKFORCE



Share Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring industry career opportunities from member companies such as Arena Cheese, Crave Brothers Farmstead Cheese, Sterilex, and more. All WCMA members are invited to [post openings](#). It's free and easy!

[ADD JOB OPPORTUNITIES](#)

