



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



GRANTS



DBIA
Dairy Business
Innovation Alliance

Next application period opens August 21!

Learn more: cdr.wisc.edu/dbia

DBIA Announces Two New Grant Offerings

The Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research (CDR) will reopen the application period on August 21 for two upcoming grant opportunities: the Dairy Business Builder Grant Program and the Dairy Industry Impact Grant Program. Both offerings feature awards of up to \$100,000, following a competitive review process.

The **Dairy Business Builder Grant Program** aims to encourage small- to medium-sized dairy farmers, entrepreneurs, and processors in the Midwest to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and efforts to market dairy products for export.

The **Dairy Industry Impact Grant Program** welcomes applications in targeted topic areas that have the potential to positively impact the dairy industry. In the upcoming grant cycle, applications will be accepted for projects related to new or expanded dairy export endeavors.

Applicants may apply for both the Dairy Business Builder Grant and the Dairy Industry Impact Grant, if they have two separate projects related to DBIA goals. Companies are eligible to receive awards from both offerings in the same grant cycle. Online application forms will be posted to www.cdr.wisc.edu/dbia on August 21 and the deadline for submissions is October 18 at 5 p.m. Central Time. Applicants will be notified of results in early December.

The DBIA is supported by the U.S. Department of Agriculture. Including the awards listed above, since its inception as part of the 2018 Farm Bill, the DBIA has administered over \$9.4 million in grants to 103 dairy businesses in Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin. The program also offers technical assistance and education to dairy farmers and processors in the region.

Sign Up Now for Grant Webinars



Interested in applying for a DBIA grant? Please sign up now to attend one of the Alliance's free informational webinars. These concise programs review application components, FAQs, and offer advice for successful applications.

- [Dairy Business Builder Grant "Helpful Hints" Webinar](#): August 22, 1 p.m. (CT)
- [Dairy Industry Impact Grant FAQ Webinar](#): August 29, 11 a.m. (CT)

Members with questions may contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance

Hightail Delivery

Plainfield, IA

DBIA Grant Recipient
2022



DBIA Delivers: Hightail Delivery

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.

Next in our weekly [#DBIADelivers](#) series is [Hightail Delivery](#), a Plainfield, Iowa-based business producing and delivering premium ice cream and other local products. With financial support from a Dairy Business Innovation Alliance grant, the company plans to explore the production of farmstead specialty cheeses, custard, and frozen yogurt. Visit [HightailDelivery.com](#) to learn more.

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!



WCMA Members Advocate Against Raw Milk Sales in Wisconsin

Thanks go to WCMA members from Great Lakes Cheese Company, Foremost Farms USA, Sargento Foods, Westby Cooperative Creamery, Specialty Cheese Company, and Chr. Hansen (pictured above) who joined WCMA staff last week in Madison, Wisconsin to advocate against pending legislation legalizing the advertisement and retail sale of raw milk in the state. Discussions were successful in slowing forward progress of the concept, but WCMA will keep members informed of future opportunities to make their voices heard on this issue.

WCMA has long opposed retail raw milk sales, given the risk raw milk consumption poses to public health and the potential negative industry impact of a raw milk-related illness outbreak or death. See [WCMA's position paper](#) on this topic online.



House Bill Expands Dairy Access for SNAP

Last week, WCMA applauded House introduction of the [Dairy Nutrition Incentives Program Act of 2023](#) by U.S. Representatives Jim Costa (D-CA 21) and Nick Langworthy (R-NY 23). This proposal would provide SNAP participants with a dollar-for-dollar match for the purchase of milk, cheese, and yogurt, expanding access to affordable and nutritious dairy foods options. It represents an expansion of the Health Flued Milk Incentive project, a 2018 Farm Bill program testing best practices for incentivizing milk purchases through SNAP benefits. The Senate companion was introduced in May by U.S. Senators Amy Klobuchar (D-MN) and Roger Marshall (R-KS).

USDA to Begin Hearing Make Allowance Testimony August 30 or Later

As WCMA reported to you last month, the U.S. Department of Agriculture (USDA) will begin a national hearing on milk pricing formulas in Federal Milk Marketing Orders on August 23 in Carmel, Indiana. 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.

USDA recently announced that testimony on make allowance adjustments is due August 30, helping us to narrow the window of when WCMA members may speak on this topic. (Exact dates aren't known yet as the list of testifiers and the length of cross examination is not limited.) **WCMA is actively seeking members to testify regarding their increased make costs – including but not limited to labor, utilities, packaging, raw materials, and transportation.** If you have any interest, please let [WCMA Executive Director John Umhoefer](#) know as soon as possible. Note that WCMA has secured experienced attorneys who will fully prepare members to testify.

Final Reminder: Farm Bill Listening Session with House Ag Chair Tomorrow



*Congressman
Derrick Van Orden*



*Congressman
G.T. Thompson*

WCMA members are invited to make their voices heard on the 2023 Farm Bill, alongside WCMA staff, at a Congressional listening session set for tomorrow - Wednesday, August 16 - at 1:00 p.m. (CT) at the Radisson 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.

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

IN THE NEWS

Wisconsin

- ProPublica: [Why some Wisconsint makers are changing their minds about letting undocumented immigrants drive](#)
- Spectrum News: [Now Hiring: Emmi Roth building a specialized plant](#) (Featuring WCMA member Emmi Roth)

National/International

- Hoard's Dairyman: [Six states make one-quarter of the milk](#)
- Delish: [The 20 best cheeses you can buy at Costco](#)
- USA Today: [Is cottage cheese good for you? Should you eat it every day?](#)
- Salon.com: [Stop underestimating the culinary potential of cottage cheese \(and its lumps\)](#)



Congrats to Crave Brothers Farmstead Cheese on Wisconsin State Fair Win with Chocolate Mascarpone

WCMA congratulates the team at WCMA member Crave Brothers Farmstead Cheese for their [big win at the Wisconsin State Fair](#) this past week. Brian Crave was named Grand Master Cheesemaker with his Chocolate Mascarpone. This is the second straight year the team - and that product - has won the fair's top prize!

WCMA is pleased to support the Blue Ribbon Dairy Products Contest at the Wisconsin State Fair. WCMA Executive Director John Umhoefer and Contest Director Kirsten Strohmenger volunteer their time at the competition, and Strohmenger again led Thursday night's successful auction of blue ribbon products, raising over \$50,000 for dairy industry student scholarships and dairy promotions at the Fair.





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.wis cheesemakers.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.

[SUBMIT NOMINATIONS](#)

WELCOME



NEW WCMA MEMBERS!

Dairy Processor: Cinnamon Ridge Farms



New WCMA dairy manufacturer member [Cinnamon Ridge Farms](#) is family-run farm in Donahue, Iowa. Owners John and Joan Maxwell make awarding-winning cheese with the milk from their Jersey herd.



Wisconsin Cheese Makers Association Health & Safety Group

Save the Date: Next Meeting September 27

Save the date and register now for [WCMA's Health & Safety Group meeting](#) on Wednesday, September 27 from 11 a.m.-3 p.m. (CT). This meeting will focus on workplace emergency preparedness and dairy plant ergonomics, and provide the latest updates on OSHA's Local Emphasis Program for Food Processors. Additional presentations and speakers will be announced soon!

WCMA is offering two ways to participate: in-person at WCMA's offices in Madison, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch.

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

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., Bassett Mechanical, BelGioioso Cheese, Ellsworth Cooperative Creamery, Foremost Farms USA, Grassland Dairy Products, Great Lakes Cheese, KDI Cheese Co., Kelley Supply, Klondike Cheese Co., Lactalis American Group, Leprino Foods, Masters Gallery Foods, Saputo Cheese USA, Wapsie Valley Creamery, Westby Cooperative Creamery, and Widmer's Cheese Cellars.

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



Register Now for WCMA Advanced Leadership Series, Beginning in September

Help your team leaders build management skills and broaden their network via [WCMA's Advanced Leadership Series](#), beginning September 19!

Space is now limited in this [highly-rated series](#) designed for mid-level managers and those transitioning into such roles with dairy processors or industry suppliers.

REGISTER NOW

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 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 participants to join from anywhere in the world and fosters robust small group and partner discussions. A cohort of just 22 individuals also encourages meaningful connection. Registration is \$549 per person for the entire series, and a computer with webcam capabilities is required.



BONUS: Successful completion of Advanced Leadership earns participants **complimentary full registration to CheeseExpo** in April 2024, a savings of at least \$480, where they will be recognized, along with your organization, for their commitment to lifelong learning and career excellence.

Have questions? Please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney** for assistance.

Additional Industry Training 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 14-15: **Pasteurization Short Course (In-Person)** - UW-River Falls
- September 19: **HACCP Training (In-Person)** - M3 Insurance & WMEP Manufacturing Solutions
- September 19-21: **FSPCA Preventive Controls for Human Food PCQI Training (In-Person)**, Dairy Farmers of Wisconsin
- 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 25-29: [Cheesemaker's Short Course](#) - UW-River Falls
- 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

SIGNATURE EVENTS



Register Now for CheeseExpo 2024

[Register now](#) and enjoy best-value rates for CheeseExpo 2024, the industry's premier cheese, butter, and whey processing event, set for April 16-18, 2024 in Milwaukee, Wisconsin.

WCMA, together with co-host the Center for Dairy Research, will welcome over 4,000 dairy processing industry leaders to enjoy CheeseExpo's educational seminars, networking events, and expansion trade show.



Companies interested in exhibiting will find useful information at [CheeseExpo.org](#) on WCMA's ranked order Priority Points reservation system and the sign-up process, which begins September 20. The site also offers lodging details, as hotel bookings at exclusive CheeseExpo prices are available now.

[LEARN MORE & REGISTER NOW](#)

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