



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



Decatur Dairy Celebrates Groundbreaking



Wisconsin Master Cheesemaker and Decatur Dairy co-owner Steve Stettler (left), with WCMA Executive Director John Umhoefer.

WCMA congratulates Decatur Dairy on its upcoming expansion, [announced at a groundbreaking today](#) at the company's historic plant in Brodhead, Wisconsin.

Wisconsin Master Cheesemaker and Decatur Dairy co-owner Steve Stettler and members of the Decatur Swiss Cheese Company Cooperative board were joined by WCMA Executive Director John Umhoefer; Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Randy Romanski; and local business leaders in announcing the 24,000-square-foot project. The new, \$6 million facility will be used for packaging, curing, and warehousing.



WCMA Members Win Big, Support Dairy Education at Wisconsin State Fair

Congratulations to WCMA member **Crave Brothers Farmstead Cheese** on winning the title of 2022 Grand Master Cheesemaker with their Chocolate Mascarpone at the Wisconsin State Fair Dairy Products Auction! WCMA member **CROPP Cooperative/Organic Valley** captured the award for Grand Champion Butter for its Organic Salted Butter, while **Westby Cooperative Creamery** earned the title of Grand Champion Sour Cream for its French Onion Dip.

In total, Thursday's auction raised \$45,565 to support student scholarships and continued dairy promotion at the Wisconsin State Fair. WCMA congratulates all the winning bidders and members whose hard work and skill earned them a top placement in their class. We are proud to support your commitment to excellence and the future of the dairy industry!

V&V Supremo Acquires Mill Creek Cheese



WCMA congratulates V&V Supremo Foods on its acquisition of Mill Creek Cheese in Arena, Wisconsin. "This acquisition is a very important step in our growth strategy," said Gilberto Villaseñor II, chief visionary officer for V&V Supremo.

The company's purchase of the 131-year-old plant, operated by the Pitman family since 1984, will help V&V Supremo meet the growing demand for their Mexican specialty dairy products and expand their presence in key markets.

WCMA Offers Insights on State of the Industry

The U.S. dairy industry is in for a volatile year, but it's not



without its opportunities. In the latest issue of [Dairy Processing](#), WCMA Executive Director John Umhoefer shares insights on the upsides of a challenging market and key strategies to offset the unpredictable year ahead.

Read the full article in *Dairy Processing's* State of the Industry issue, [available online now](#).

EDUCATION



Join WCMA Technology Committee in Menomonie, Wisconsin Tomorrow

Space remains available in the [WCMA Technology Committee's upcoming Field Day](#) tomorrow, Wednesday, August 17 in Menomonie, Wisconsin. Sign up today to join an engaging, timely discussion of current topics in wastewater regulation, followed by a tour of the anaerobic membrane bioreactor system for wastewater pre-treatment at Ellsworth Cooperative Creamery's new cheese manufacturing facility.

Here's a detailed look at the meeting agenda:

- **11:30 a.m. - Registration and Networking** (Bill's Distributing, 5900 Packer Drive, Menomonie, WI)
- **12:00 p.m. - Working Lunch & Environmental Issues Update** (Bill's Distributing, 5900 Packer Drive, Menomonie, WI)
 - Hosts' Welcome
 - John Umhoefer, Wisconsin Cheese Makers Association
 - Jason Culotta, Midwest Food Products Association
 - Updates Regarding Land Application Sites in Wisconsin
 - Nicholas Huettl, PE, Principal Engineer, Applied Science Inc.
 - Update on Wisconsin DNR PFAS Regulation and the Food Industry
 - Taylor Fritsch, Associate Attorney, Michael Best
 - The Promise of Fertilizer Designation: Changing the Narrative on "Sludge"
 - Bryan Gatzke, Compliance Project Manager, The Probst Group
 - Remarks on the Future of Total N Regulation in Wisconsin
 - Jon Butt, PE, Project Manager, Symbiont, a Mead & Hunt Company
 - Comments and questions from attendees

- Information for onsite tour at the Menomonie plant
 - Ethan Hofland, Health, Safety & Environmental Manager, Ellsworth Cooperative Creamery
- **1:30 p.m. - Tour Ellsworth Cooperative Creamery Wastewater Treatment System** (Ellsworth Cooperative Creamery, 3001 County Road B, Menomonie, WI)
 - Tour the anaerobic membrane bioreactor system for wastewater pre-treatment and take a "windows" tour of the cheesemaking facility.
 - Leaders: Ellsworth staff and CFR Wastewater Solutions staff
- **3:30 - 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](#).



Register Now for Fall Offering of WCMA's Advanced Leadership Series

Build your professional network and strengthen key leadership skills in this fall's [WCMA Advanced Leadership Series](#)! This highly-rated training is designed for mid-level managers and employees transitioning into such roles in the dairy processing industry. 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 Thursday, January 12, 2023** will detail the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

WCMA will offer this training in a hybrid format, allowing Advanced Leadership students to

join in-person in Madison, Wisconsin or on Zoom from anywhere in the world. All participants will benefit from small group and partner discussions, class polls, guest speakers from industry, and a final project that implements their new knowledge.

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

REGISTER NOW



WCMA Webinar

Maximize Your Impact Through Earned Media

Attend Today's Free WCMA Member Webinar for Earned Media Insights

Join WCMA's [free, member-only webinar](#) today, Tuesday, August 16 at 1:00 p.m. (CT) for strategies designed to help you boost your business through earned media. This one-hour session will feature a review of the differences between earned and other types of media, a summary of the resources available to support dairy processors in their publicity efforts, and unique perspectives from WCMA members.

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 Efforts to Promote Wisconsin Cheese and Resources Available to Dairy Processors
 - Presenter: Rachel Kerr, Dairy Farmers of Wisconsin
- Industry Perspective: Creating Your Own News
 - Presenter: Abby Despina, Emmi Roth



Grace Atherton
*Wisconsin Cheese
Makers Association*



Rachel Kerr
*Dairy Farmers of
Wisconsin*



Abby Despina
Emmi Roth

JOIN WEBINAR

Previous WCMA member webinars, resources, and helpful contacts are available at [WisCheeseMakers.org/Webinars](https://www.wischeesemakers.org/webinars). Please contact [WCMA Communications Director](#)



Mark Your Calendar for Dairy Food Safety Alliance October 18 Meeting

Make plans now to [join the Dairy Food Safety Alliance](#) on Tuesday, October 18 from 10 a.m.- 2 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 Wisconsin Cheese Makers Association (WCMA), will offer registrants two ways to participate: live, in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or via a video conferencing link.

Participation in Dairy Food Safety Alliance meetings is open to all dairy manufacturers, processors, and related suppliers. The registration fee to participate in-person or virtually is \$45. In-person attendees will enjoy a networking lunch at 11:45 a.m. (CT), with the meeting resuming at 12:30 p.m. (CT) for all participants. Virtual attendees will receive an individual Zoom link to join the programming.

Additional details and a full agenda will be shared in the coming weeks. Please contact [WCMA Events Manager Kirsten Strohmenger](#) with any questions.

RESERVE YOUR SPACE

Additional 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 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

- September 6-7: [Cheesemaking Fundamentals \(In-Person\)](#) - Center for Dairy Research
- September 7-8: [Implementing SQF Systems - Manufacturing \(Virtual\)](#) - Mérieux NutriSciences
- September 8: [Certificate in Dairy Processing \(Online, Live\)](#) - Center for Dairy Research
- September 13: [Dairy Ingredients Fundamentals \(In-Person\)](#) - Center for Dairy Research
- September 13: [HACCP Certification](#) - Safe Food Resources
- September 13-15: [FSPCA Preventative Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
- September 21: [Internal Auditing Principles](#) - Dairy Farmers of Wisconsin
- September 22: [Supplier Auditing Principles](#) - Dairy Farmers of Wisconsin
- September 23: [Dairy Food Fraud Workshop \(In-Person\)](#) - Center for Dairy Research
- September 28: [Buttermaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- September 28: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- Rolling Admission:
 - [Online HACCP Training](#) - 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

IN THE NEWS

Wisconsin

- *Spectrum News 1*: ["It's been a lifetime passion": Small Wisconsin cheesemaker wins big award](#) (Featuring WCMA member Ron's Wisconsin Cheese)
- *Wisconsin Public Radio*: [The business of making cheese](#) (Featuring WCMA member Marieke Gouda)
- *715Newsroom*: [Company moves the big cheese](#) (Featuring WCMA member Emmi Roth)
- *Milwaukee Journal Sentinel*: [Wisconsin NASCAR driver Josh Bilicki lands Sargento sponsorship from sign](#) (Featuring WCMA member Sargento Foods)

National/International

- *Bloomberg*: [What Europe's drought means for the price of meat and milk](#)
- *Wall Street Journal*: [U.K. supermarkets move to simplify date labels to cut food waste](#)
- *Agri-Pulse Daybreak*: [Biden announces \\$1.1 billion in rural infrastructure funding](#) (Starts at 5:41)
- *Wall Street Journal*: [Pandemic-era free school meals expire, leaving some districts seeking solutions](#)
- *Idaho Capital Sun*: [Farm bill season arrives: What's the outlook for 2023?](#)
- *Chicago Tribune*: [A rugged pocket of Iowa is a cheese-lover's paradise](#)
- *Feedstuffs*: [Consumers hitting their limits with higher food prices](#)
- *Vermont Business Journal*: [Announcing \\$1.7 million in dairy funding](#)

IN MEMORIAM

Brian Eggebrecht



WCMA mourns with the family and friends of Brian Eggebrecht, who **passed away** Monday, August 15 at the age of 66. Brian was a lifelong member of the Wisconsin Cheese Makers Association, and unparalleled in his devotion to improving the dairy industry.

He was instrumental in the growth of the world's largest dairy product competitions as chairman of the World Championship Cheese Contest and United States Championship Cheese Contest for more than 30 years. The large corps of dairy industry volunteers at these annual competitions have taken on the name "The B Team" in honor of Brian. The Eggebrecht Award, inspired by Brian's example, honors long-serving B-Team members each year.

In 2021, Brian worked with WCMA and made a generous donation to initiate the Brian Eggebrecht Student Scholarship supporting Skilled Trades in the Dairy Industry. Students at state technical colleges earn Brian's scholarships toward their studies leading to careers in dairy. In 2012, the Wisconsin Cheese Makers Association recognized Brian's dedication to industry service and brilliant leadership with its highest honor: The WCMA Life Member Award.

MEMBERSHIP



Agropur Welcomes WCMA Leaders to Idaho

WCMA President Steve Bechel (President and CEO of Eau Galle Cheese, at left) and WCMA's John Umhoefer flank Agropur Plant Manager Eric Gracida following an informative tour of the company's Jerome Cheese facility in Jerome, Idaho last Thursday. Many thanks to Eric and team member James Roe for an amazing look at this mega plant!



Nominate Industry Leaders by August 31 for 2023 WCMA Recognition Awards

Join WCMA in honoring dairy processing industry leaders by submitting nominations for [2023 WCMA Recognition Awards](#) now through August 31.

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. Individuals 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 2022, Jeff Giffin of Masters Gallery Foods and Bob and Richard Wagner of Weyauwega Food Products were recognized with this award.

The [WCMA Distinguished Service Award](#) recognizes supplier partner members who have played a significant role in building the success of the United States dairy industry, contributing innovations in dairy manufacturing. In 2022, WCMA presented this award to James Manning of EDCO Food Products and Art Zimmer of Caloris Engineering.

Our newest honor, 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 2022 recipients of the Luminary Award were Van Salmans of Salmans & Associates and Cathy Strange of Whole Foods Market.

The [WCMA Vanguard Award](#) is reserved for cheesemakers or cheese manufacturing employees who are considered groundbreakers for their innovations in day-to-day dairy operations. In 2022, Steve Ottiger of Alpine Alpa/Guggisberg Cheese and Steve Yeager of Hilmar Cheese Company were presented with this award.

The [WCMA Babcock Award](#) recognizes the contributions of those in education or affiliate organizations to partner with cheesemakers in the pursuit of dairy industry innovation and excellence. In 2022, this award went to Dr. Mark Johnson of the Center for Dairy Research at the University of Wisconsin-Madison and Dr. Paul Kindstedt of the University of Vermont.

SUBMIT NOMINATIONS

All nominations will be considered by the members of the WCMA Recognition Committee in September with final awards determinations made by the WCMA Board of Directors in December. Awards will be presented at CheeseCon 2023, set for April 5-6 in Madison, Wisconsin.

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



Space Available in WCMA Young Professionals Summer Outing

Get your tickets now for the [WCMA Young Professionals](#) summer outing, set for Wednesday, August 31 in Milwaukee, Wisconsin. Additional spots are now available for this fun, casual networking experience. Join us as the Milwaukee Brewers take on the Pittsburgh Pirates!

Our group will gather at 1:10 p.m. at the Miller Lite Landing at American Family Field. 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 NOW

WELCOME



NEW WCMA MEMBERS!

Dairy Manufacturers, Processors, & Marketers



New WCMA dairy processor member **First District Association** is an independent dairy cooperative manufacturing dairy products using milk supplied from Minnesota family farms.

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

WORKFORCE



WCMA Workforce & Education Committee Explores New Training Tools

WCMA thanks members of our Workforce & Education Committee for their participation and feedback during last week's meeting. The group received an overview of new training tools as well as updates on workforce resources available to members, including WCMA's new video onboarding series.

Thanks to support from our generous project sponsors, production on this new series is currently underway at WCMA member plants in Wisconsin and Iowa. The final videos covering the basics of working in dairy processing in multiple languages are planned for distribution to WCMA members by the end of September.

Custom Recruitment Posters Now Available

Attracting top talent calls for fresh new recruitment tools. WCMA is here to help members build their best teams with new, customizable posters advertising your company or cooperative's career opportunities - available at no cost!

**YOUR
COMPANY
LOGO HERE**

Join [COMPANY NAME] and find your place in Wisconsin's dynamic, fulfilling cheesemaking industry! This diverse field has endless opportunity for advancement and great benefits.

SKILLS & ENVIRONMENT



- Attention to detail
- Physical strength and stamina
- Comfortable in a team
- Strong work ethic



- Indoor environment
- Temperatures between 30-100 degrees
- Chemicals in use
- Personal protective equipment sometimes required

GROWTH POTENTIAL



- Cheesemaker
- Lab Technician
- Leadership
- Production Operator
- Maintenance Technician
- ...and more!

COMPENSATION & BENEFITS



- Annual wage increases
- Health insurance
- \$#### sign-on bonus
- Sunday & evening pay

EARNINGS SNAPSHOT

\$###

\$###

Entry Level Hourly Skilled Operators

\$###

Supervisory

\$-\$

average
entry-level
hourly wage

EDUCATION & TRAINING



- High school diploma or GED required
- Math, science, and shop/technical education recommended



There's a bright future waiting for you at your local cheese manufacturer.

APPLY TODAY!

Visit COMPANYSITE.com or call (###) ###-####



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1991

To learn more about careers in dairy processing, visit WisCheeseMakers.org

As shown in the template pictured here, posters will feature your business logo and information about available positions, including compensation, benefits, and potential advancement opportunities. Alongside your website and phone number, job seekers will see high-quality images showcasing various dairy processing positions. Members may choose to use provided stock images or send in their own photos for use in their poster.

To request your custom recruitment poster, please contact [WCMA Communications Director Grace Atherton](#).



Workforce Strategies Spotlight: Building a Personal Connection

This week in WCMA's Workforce Strategies Spotlight, we're highlighting a creative way to make your workforce feel valued and boost retention: supporting employees' passions outside of work.

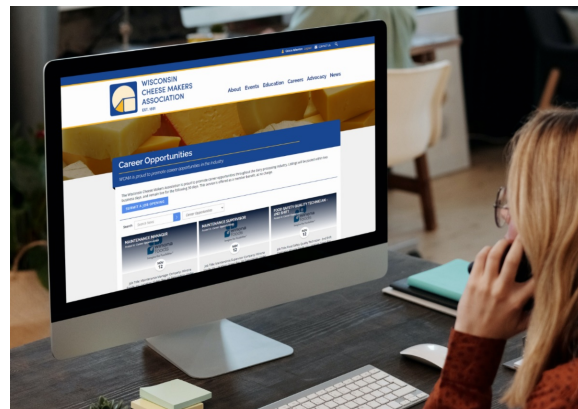
In a [recent social media post](#), WCMA member Great Lakes Cheese highlighted employee-owner Johnny Nielsen's love of music as an extension of the company's encouragement to "pack every moment with passion and potential." Workplace culture consulting firm [Thrive Global notes](#) that encouraging employees to pursue their passions outside of work can build trust, reduce worker stress, and increase productivity.

Have a workforce strategy you'd like to share with your industry colleagues? Contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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; Associated Milk Producers, Inc.; Burnett Dairy Cooperative; Crystal Farms; Ellsworth Cooperative Creamery, Hilmar Cheese Company; Maple Leaf Cheese; and Wapsie Valley Creamery.

Have an opportunity at your company or cooperative? WCMA members may [post up to 10 openings](#) per company, per month on the Jobs Board for free!



POST OPENINGS

