



WCMA NEWS

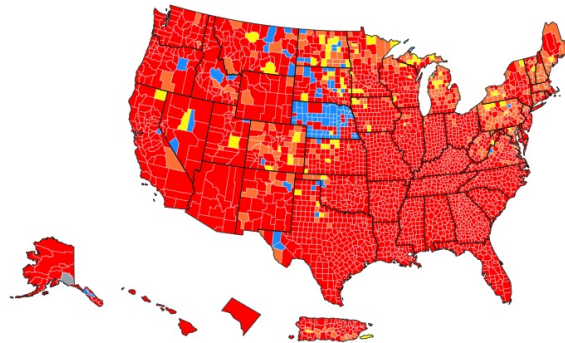
AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID-19 UPDATES

New OSHA Guidance Recommends Employers Require Masking

The U.S. Occupational Safety and Health Administration (OSHA) on Friday published [updated COVID-19 guidance to employers](#), which reflects the [U.S. Centers for Disease Control and Prevention \(CDC\) recommendation](#) that fully-vaccinated people mask in all “public indoor settings” in areas of high and substantial COVID-19 transmission, which includes [most of the country](#).



The CDC recommendation was issued in late July, in light of research showing that vaccinated people who are infected with the Delta variant carry a viral load similar to their unvaccinated peers, meaning that they could make others sick. CDC officials maintain that vaccination greatly reduces an individual’s risk of serious illness or death.

The OSHA executive summary now states, “Fully vaccinated people in areas of substantial or high transmission should be required to wear face coverings inside.” In the guidance appendix, it also notes that “Employers should take additional steps to mitigate the spread of COVID-19” in workplaces that pose “a heightened risk,” specifically noting “manufacturing; meat, seafood, and poultry processing; high-volume retail and grocery; and agricultural processing settings.”

OSHA’s guidance is a recommendation, not a requirement.

CDC Approves Third Vaccine Dose for Immunocompromised, Boosters Expected for All

The U.S. Centers for Disease Control and Prevention (CDC) gave final approval Friday for health care providers to begin administering [COVID-19 booster shots](#) to Pfizer and Moderna vaccine recipients who are moderately to severely immunocompromised. This group includes recipients of organ or stem cell transplants, people with advanced or untreated HIV infection, active recipients of treatment for cancer, people who are taking some medications that weaken the immune system, and [others](#).

The White House is [expected later this week](#) to recommend that the majority of Americans get a booster shot eight months after their second dose of a COVID-19

Coronavirus Headline News

Wisconsin

- *FOX-6*: [COVID Delta variant in Wisconsin: vaccines, masks encouraged](#)
- *WQOW*: [Northwestern Wisconsin sees August spike in COVID-19 hospitalizations](#)
- *TMJ-4*: [Molson Coors requiring COVID-19 vaccine for corporate staff, new hires](#)

National/International

- *USA Today*: [Deaths now on the rise in most states; hospitalizations hit highs for those under 50](#)
- *CNN*: [U.S. could soon hit more than 200,000 new coronavirus cases per day, NIH director warns](#)
- *NBC News*: [Companies mandating vaccines for all or some employees](#)
- *Reuters*: [Children hospitalized with COVID-19 in U.S. hits record number](#)
- *Agri-Pulse*: [USDA announces \\$500 million in ARPA grants for rural healthcare](#)

Dairy

- *Radio Iowa*: [Iowa dairy farmers seek federal aid to recover from COVID-related losses](#)

SIGNATURE EVENTS

CHEESE EXPO

Global Technology for Dairy Processors

Register and Book Hotels Today

Make plans now to attend [CheeseExpo 2022](#)! The Wisconsin Cheese Makers Association (WCMA), in partnership with the Center for Dairy Research (CDR) at the University of Wisconsin-Madison, will host thousands of cheese industry leaders, suppliers, and marketers in Milwaukee, Wisconsin April 12-14.

**REGISTER
NOW**

Registration is open to dairy processors, exhibitors, suppliers, and members of government and academia. Suppliers interested in attending must be members of WCMA. Advance registration will close on April 4. After that date, all registrations will take place on-site. Three registration levels are available:

- Two Day Seminars and Exhibits & Networking Events
- One Day Seminars and Exhibits & Networking Events (Wednesday, April 13 or Thursday, April 14)
- Exhibits & Networking Events

In addition to registration, CheeseExpo's lodging system is now open for bookings. To receive special 2022 CheeseExpo rates, attendees must book their hotel rooms exclusively through [CheeseExpo.org](#). Hotels will not accept bookings for CheeseExpo room blocks directly, and attendees will not be contacted separately to book hotel rooms.

Have questions? Contact the WCMA Events team at events@wischeesemakers.org or

INDUSTRY UPDATES



Emmi Roth Named Grand Master Cheesemaker at Wisconsin State Fair Auction

WCMA member Emmi Roth **won the coveted title** of Grand Master Cheesemaker at the 2021 Wisconsin State Fair Blue Ribbon Dairy Products Auction last Thursday. The company's Roth Grand Cru Reserve Wheel led the auction, with 18 pounds selling for \$1,800.

WCMA members were also among the **Grand Champion winners**, with CROPP Cooperative/Organic Valley winning Grand Champion Butter and Klondike Cheese Co. taking home the prize for Grand Champion Sour Cream. In total, the auction raised more than \$54,000 for student scholarships and dairy promotion at the State Fair.

Congratulations to the Emmi Roth team on their big win, and to **all who participated!** WCMA is proud to serve members who are committed to delivering high-quality products while supporting the Wisconsin dairy community.

Consumers Could See Lower Prices as U.S. Imports of European Cheeses Increase

With imports of European cheeses to the U.S. up 143 percent in June 2021, American consumers **could soon see lower prices** on favorites such as Brie and Parmigiano Reggiano. The price decrease is also attributed to increased domestic production of European-style cheeses, and an **easing of tariffs** between the U.S. and the European Union after a 17-year dispute.

WDATECP Seeks Input on Regulation of Bulk Milk Tankers

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATECP) is seeking industry input on [ATCP 82](#), regulation focused on the licensing of bulk milk tankers, weighers and samplers, milk collection and delivery, and milk testing prior to the next meeting of its Dairy Rules Advisory Committee in November 2021. Please contact [WCMA Executive Director John Umhoefer](#) or [Senior Director of Programs and Policy Rebekah Sweeney](#) with your ideas or questions.



DBIA Hosting Free Business Webinars

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, is hosting a [series of free webinars](#) titled "Let's Keep Your Business Going," designed to help dairy processors strengthen their businesses. The next session, "Developing Business Strategies," will cover the components of a growth strategy and teach participants a process for developing their own strategies.

Here's a complete listing of upcoming webinars in the series:

- 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 or request a recording of a prior webinar, visit the [DBIA website](#). These webinars are open to all dairy processors, manufacturers, farmers, and suppliers.

USDA Issues New Reporting Requirements for Certain Products in School Lunch Program

The U.S. Department of Agriculture (USDA) this week [issued a notice](#) of new reporting requirements for certain products used in the National School Lunch Program. USDA will be updating contract requirements in two phases to reflect the updated reporting

requirements. For more information and a full list of products that must be reported, [visit USDA's website](#).

IN THE NEWS

Wisconsin

- *VolumeOne*: [Meeting local cheese \(curd\) needs](#) (Featuring WCMA member Ellsworth Creamery)
- *TMJ-4*: [Hidden Gems: Get some squeaky-fresh cheese curds at Clock Shadow Creamery](#) (Featuring WCMA member Clock Shadow Creamery)

National/International

- *CNN*: [Ultra-processed foods now account for two-thirds of calories in the diets of children and teens](#)
- *Agri-Pulse*: [U.S. averts shutdown of dairy exports to Europe](#)
- *Dairy Foods*: [Publishes 2021 Dairy 100](#) (Featuring WCMA members Saputo Dairy USA, Dairy Farmers of America, Inc., and Agropur in Top 5)
- *Progressive Dairy*: [USDA cuts 2021-22 milk production outlook, reduces price projections](#)
- *Politico*: [Biden administration makes record increase to food stamp benefits](#)
- *Minneapolis StarTribune*: [Ag Secretary Vilsack visits drought-stricken Minnesota, pledges support for farmers](#)
- *Coshocton Tribune*: [Pearl Valley Cheese weathers pandemic, is poised for the future](#) (Featuring WCMA member Pearl Valley Cheese)

UPCOMING EVENTS



Sign Up for 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 next Tuesday, August 24 from 1:00-2:30 PM (CT). The meeting 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 currently available to WCMA members.

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

[REGISTER NOW](#)



Join WCMA Technology Committee for Field Day at LaGrander's Hillside Dairy on August 26

Join the WMCA Technology Committee for an educational [Field Day](#) next 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. The Wisconsin Department of Natural Resources (WDNR) will award two hours of ongoing education credits for wastewater operators who participate in this meeting.

Topics and speakers at lunch include:

- **Taylor Fritsch**, attorney at Michael Best, discussing the Wisconsin Supreme Court Decision regarding high capacity well permitting; PFAS and food manufacture; and the upcoming Wisconsin Water Quality Clearinghouse to trade phosphorus credits.
- **Dean Sommer**, cheese technologist, UW Center for Dairy Research, outlining a new CDR Wastewater Workshop proposed for this fall.
- **Emily James**, Permitting and Compliance Manager at The Probst Group, discussing WDNR Landspreading Site Approvals and Land Management Plans as well as fertilizer designation for waste treatment cake sludge.

Following lunch, 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



Register Now for WCMA Young Professionals Outing on 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 don't wait: 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



Sign Up to Attend 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, as well as 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: in-person at the Holiday Inn at the American Center in Madison, Wisconsin or via video conferencing (link to be provided).

The meeting will feature speakers from state and federal regulatory agencies, along with industry experts. Presentations will detail 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



Center for Dairy Research Short Course Spotlight: Food Fraud Workshop

Spaces are still available for the [Food Fraud Workshop](#) hosted by the Center for Dairy Research (CDR) on September 15. This course is designed to introduce manufacturers in (or adjacent to) the food and dairy industries to the concept of food fraud. Organizations of all sizes will learn the historical context of food fraud and see examples within and outside the dairy industry. The course will feature keynote presentations from:

- John Spink - PhD Director and Assistant Professor, Food Fraud Initiative - Michigan State University
- Douglas L. Marshall - PhD, CFS - Chief Scientific Officer - Eurofins Microbiology Laboratories

The workshop will cover examples of food fraud, risk evaluation techniques and detection strategies, and more. This is a hybrid course, with the option of attending in-person in



Reserve Your Space in WCMA's Advanced Leadership Series

As the fall season draws closer, WCMA's upcoming Advanced Leadership Series is filling quickly. **[Don't miss this opportunity](#)** to invest in your employees' education and growth.

The **[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.

To see reviews and testimonials from past participants and to register for a training, visit **[WisCheeseMakers.org](#)**. Have questions? please email **[WCMA Senior Director of Programs and Policy Rebekah Sweeney](#)**.

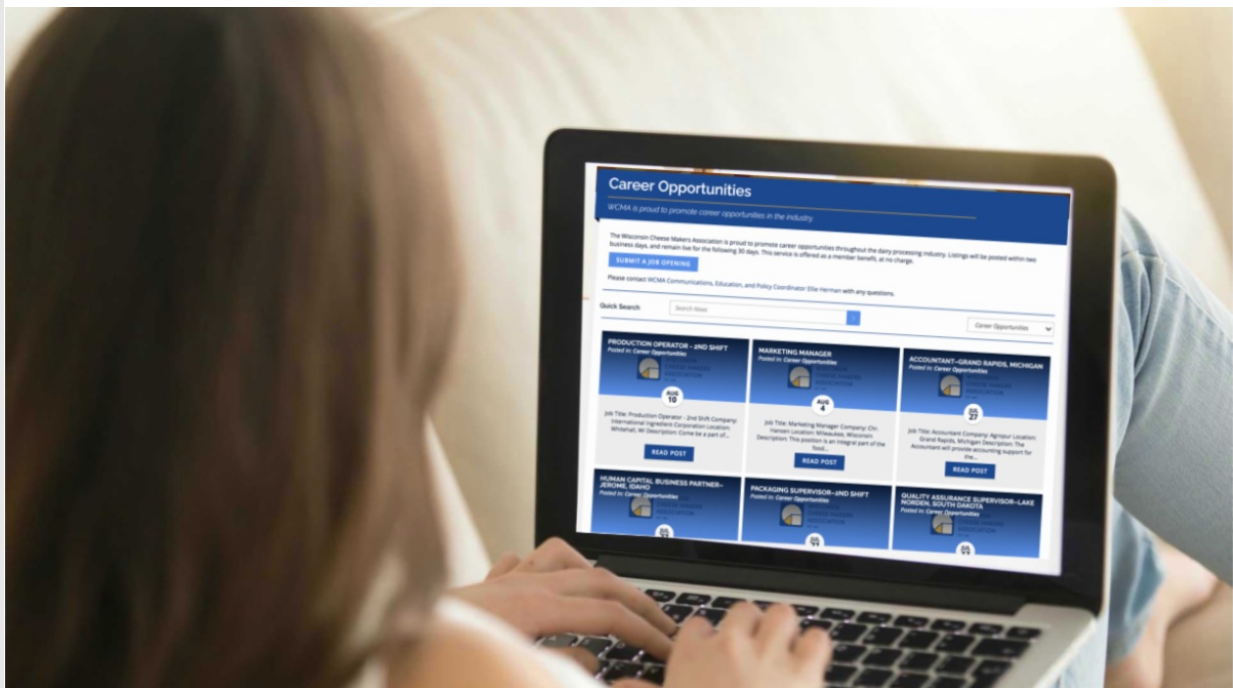
More Industry Training Opportunities

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: [Food Fraud Workshop](#) | Center for Dairy Research
- September 16-17: [Pasteurization Short Course](#) | UW-River Falls
- September 22: [Unlocking Dairy Ingredients Webinar](#) | Center for Dairy Research
- September 27-28: [HACCP for Processors Short Course](#) | Dairy Farmers of Wisconsin
- September 28: [Buttermaking Fundamentals Online - On Demand](#) | Center for Dairy Research
- September 27-October 1: [Cheesemaker's Short Course](#) | UW-River Falls
- September 29: [SQF Quality Systems for Manufacturing](#) | Dairy Farmers of Wisconsin
- 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
- 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 Winona Foods, Springside Cheese, Arena Cheese, and more. All WCMA members are invited to [post openings](#). It's free and easy!

[ADD JOB OPPORTUNITIES](#)

MEMBERSHIP

[Submit Nominations by Friday for New WCMA](#)

Membership Committee

WCMA encourages members to [submit nominations](#) by this Friday for their fellow members to serve on the association's newly-created [Membership Committee](#). Regardless of size, type, or length of their membership, the input of all WCMA members is extremely valuable. The Membership Committee is an exciting new opportunity for to share your thoughts and ideas on how your association can better serve you.

Nominations must be submitted via email directly to [WCMA Business & Membership Manager Sara Schmidt](#) by 12 p.m. (CT) this 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 WCMA 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.

