



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS



WCMA Opens Registration for CheeseExpo 2024

Visit CheeseExpo.org now and make your plans to attend the world's premier cheese, butter, and whey processing event, set for April 16-18, 2024 in Milwaukee, Wisconsin. Registration is open now!



WCMA, together with co-host the Center for Dairy Research, will welcome over 4,000 dairy processing industry leaders to CheeseExpo 2024. This must-attend event kicks off on Tuesday, April 16 with a lively welcome reception, and continues Wednesday, April 17 and Thursday, April 18 with full slates of educational seminars and networking events – including the popular Auction of Championship Cheeses, WCMA Recognition Breakfast, and World Champions Awards Banquet.

CheeseExpo 2024 features an expansive trade show floor, with over 300 exhibitors showcasing their newest technology, equipment, and services. 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.



ADVOCACY

Van Orden Introduces House Version of Dairy Business Innovation Act of 2023

Congressman Derrick Van Orden (R-WI 03) last week [introduced the House version](#) of the Dairy Business Innovation Act of 2023, legislation that would boost funding authorization for Dairy Business Innovation Initiatives (DBII) program to \$36 million from \$20 million per year. DBII programs, including a center run by WCMA and the Center for Dairy Research, offer technical assistance and direct to business grants to support industry stability and growth.

[WCMA applauded](#) Van Orden's action, as it did when Sens. Tammy Baldwin (D-WI) and Marsha Blackburn (R-TN) [introduced the Senate version](#) several weeks ago.

Join Farm Bill Listening Session August 16



*Congressman
Derrick Van Orden*



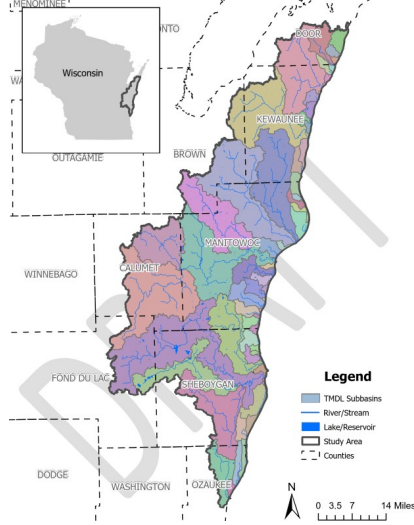
*Congressman
G.T. Thompson*

WCMA members are invited to make their voices heard on the 2023 Farm Bill, alongside WCMA staff, at a Congressional listening session set for 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](#) by close of business Friday, August 11. All members are welcome, and those with operations in [Wisconsin's third Congressional](#) district are especially encouraged to attend.

New Draft TMDL for Northeast Wisconsin Includes Fast-Track Hearing

The Wisconsin Department of Natural Resources (WDNR) released on July 28 [a draft Total Maximum Daily Loads \(TMDL\) for Total Phosphorus and Total Suspended Solids](#) in regional streams and rivers in Northeast Wisconsin. This regulatory document will directly impact dairy manufacturers, food plants, municipalities and farms with wastewater permits in this portion of the state.



[Register online today for a public hearing tomorrow](#), August 2 from 11 a.m.-12 p.m. (CT). Pre-registration is required for this Zoom hearing. Written comments on the TMDL will be accepted through September 1, 2023. More information on the report, the public hearing and comment period can be found on the [WDNR website](#).

INDUSTRY UPDATES

USDEC, Italian Dairy Association to Collaborate



Representatives from U.S. Dairy Export Council and the Italian Dairy Association (Assolatte) have signed [an agreement](#) increasing collaboration between the groups through 2025. The memorandum of understanding includes objectives to ensure the accurate and exclusive labeling of dairy terms for milk and dairy products and to advocate for international standards and guidelines that recognize the contributions of the global dairy industry to sustainable food systems.

USDA Seeks Yogurt & Butter Bids, Awards Cheddar, String Cheese Contracts

The U.S. Department of Agriculture (USDA) is currently [seeking vendors](#) for yogurt and butter for domestic feeding programs. Bids are due by 1 p.m. (CT) on August 7.

Also this week, USDA announced it had awarded contracts for [string cheese](#) to WCMA member Sargento Foods and for [cheddar](#) to WCMA member Winona Foods.

Resources on [how to become a USDA vendor](#) are available online.

Sign Up Now to Participate in International Chef & Food Influencer Tour of Wisconsin

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), the Wisconsin Department of Tourism, and University of Wisconsin-River Falls are seeking dairy processors to host a group of international chefs and food influencers August 12-19. Visitors hail from Algeria, El Salvador, India, Kuwait, Mexico, Paraguay, the Philippines, South Africa, Thailand, Turkey, and the United Arab Emirates. The group will visit culinary

stops in Madison, Milwaukee, the Sheboygan area, Green Bay, Viroqua, and La Crosse. If your company has interest in engaging in this event, please contact [W DATCP staff](#).



WCMA Hosts Technology Committee for Learning, Networking at Meister Cheese

More than 70 dairy industry personnel joined the education session and field tours at the July 26 WCMA Technology Committee Field Dairy at Meister Cheese in Muscoda, Wisconsin.



Presenters from Center for Dairy Research, The Probst Group, Strand Associates, Meister Cheese and Moleaer offered industry updates and a deep dive into new nanobubble technology that has enhanced the performance and capacity of anaerobic treatment, clarifier and seepage cell systems for wastewater at Meister Cheese. This technology will be extended to enhance soils in the ridge and furrow and spray field treatment areas as well.

Special thanks to these leaders from Meister Cheese for an extraordinary day: Scott and Alex Meister, Larry Harris, Joe Stadler, Michelle Winkers, Cory Hernan, Matt Koch and Vicki Thingvold.

IN THE NEWS

Wisconsin

- *Milwaukee Journal Sentinel*: [There's a gap between what you pay for dairy and what farmers get for their milk](#)
- *Milwaukee Journal Sentinel*: [Habitat for Humanity continues to build in Midtown, with help from Sargento and Bucks' Connaughton](#) (Featuring WCMA member Sargento Foods)
- *Amery Free Press*: [Foremost Farms: Cheesemaking and so much more for the community](#) (Featuring WCMA member Foremost Farms USA)

National/International

- *Politico*: [Inside the fall farm bill sprint](#)
- *The Hill*: [House GOP leaders to start recess early after being forced to punt funding bill](#)
- *NBC News*: [The raw milk debate is pitting TikTokers and farmers against doctors](#)
- *Farm Journal*: [Broadband bill would push internet to every “last acre” in rural America](#)
- *The Guardian*: [Not orange and plastic-wrapped: U.S. artisanal cheese boosts dairy and goes green](#) (Featuring WCMA member Uplands Cheese)
- *WLS-TV*: [Fair Oaks Farms, no ordinary farm, in NW Indiana on one tank of gas](#) (Featuring WCMA member Fair Oaks Farm)
- *AgClips*: [USDA extends deadline for organic dairy marketing assistance to August 11](#)

WORKFORCE



Join WCMA Workforce & Education Committee for Networking, Engaging Presentations

Register now to network and learn at the [next meeting of 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. The meeting will feature engaging presentations on:

- Proper Use (and Preventing Abuse) of FMLA
 - Speaker: Alex O'Connor, Compliance Attorney, M3 Insurance
- Peer Perspectives: Strategies for Successful Hybrid Workforce Management
 - Panelists include Tammy Flora, Vice President-Human Resources, Masters Gallery Foods; and Shawn Neri, Director-IT Sourcing, Land O'Lakes
- Methods to Measure HR Effectiveness
 - Speaker: Marla Rybowski, Director of Operations, The Employer Group



Alex O'Connor
M3 Insurance



Marla Rybowskiak
The Employer Group

REGISTER NOW

RSVP today to join this opportunity to grow your network and your knowledge base!
Please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney** with questions or suggestions.



Join WCMA Young Professionals in Milwaukee

WCMA member employees, friends, and significant others 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!

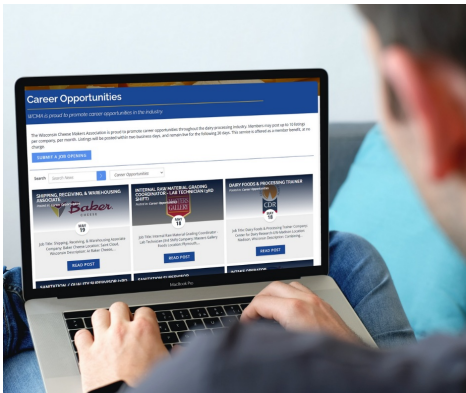


Our group will gather at the Miller Lite Landing as the Milwaukee Brewers take on the Minnesota Twins, at 1:10 p.m. Registration is just \$35 and includes an admission ticket. Members may also purchase tickets for guests.

The deadline to sign up is Friday, August 11, so don't wait! Contact [WCMA Contest Director Kirsten Strohmeier](#) with questions.

REGISTER NOW

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, and Westby Cooperative Creamery.

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

EDUCATION



Reserve Space Now in WCMA Advanced Leadership Series

Looking for an opportunity to help your dairy processing employees build their management skills and broaden their professional networks? Register now for the next installment of [WCMA's Advanced Leadership Series](#), beginning in September!

This highly-rated training is designed for mid-level managers in dairy processing and employees transitioning into these roles. A cohort of just 22 individuals participate in the series together to facilitate better networking.

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 year's 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 your employees to join from anywhere in the world and fosters robust small group and partner discussions. Registration is \$549 per person, and a computer with webcam capabilities is required.

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

REGISTER NOW

Register Now for NCCIA Pasteurization & Sanitation Workshop

Registration is open now for North Central Cheese Industries Association's [Basic Milk Pasteurization and Dairy Plant Sanitation Workshop](#), set for August 15-16 at the University of Minnesota. This course is limited to 30 participants, and registration closes August 8. Contact [NCCIA staff](#) to register.

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 19-21: [Advanced Cheesemaking: Italian Varieties \(In-Person\)](#) - Center for Dairy Research

- September 19-21: [FSPCA Preventive Controls for Human Food \(PCQH\) \(In-Person\)](#) - Dairy Farmers of Wisconsin
- 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

GRANTS

Collaborative Market Access Grants (CMAG) **APPLY TODAY!**
WisCheeseMakers.org/Grants

Apply Now for Trade Show Funding Through WCMA Collaborative Market Access Grants

Showcase your products in Germany and Vietnam this fall with a [Collaborative Market Access Grant](#) through WCMA! These reimbursement grants of up to \$15,000 each may be applied to certain trade show expenses at:

- Anuga in Cologne, Germany on October 7-11
- Food&HotelVietnam in Ho Chi Minh City, Vietnam on November 21-23

Grant funds 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

DBIA Delivers

Success Stories from the Dairy Business Innovation Alliance



Hansen's Sugar Shack

Marshfield, WI

DBIA Grant Recipient
2022

DBIA Delivers: Hansen's Sugar Shack

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, we're pleased to highlight [Hansen's Sugar Shack](#). With support from a DBIA grant, this central Wisconsin company is developing collaborative relationships between two sectors of Wisconsin agriculture industries – dairy and maple syrup – resulting in unique, value-added products.

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!

MEMBERSHIP

**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.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.

[SUBMIT NOMINATIONS](#)

IN MEMORIAM

In Memoriam: Larry Seyferth

WCMA joins with the family and friends of Larry Seyferth, who passed away on July 24, 2023. Larry was a trusted supplier partner to many in the dairy processing industry, working with Stoelting Inc., Kelley Supply, Johnson Industries International, and Tetra Pak through a distinguished career. A celebration of his life will be held on Friday, August 11 at Pilgrim Lutheran Church in Green Bay, Wisconsin, with visitation beginning at 10 a.m. and a service set for 11 a.m. More information is [available online](#).

[WisCheeseMakers.org](https://www.wischeesemakers.org)
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