



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



WCMA Applauds Legislative Approval of Additional WIAE Funding

WCMA [applauds members of the legislature's Joint Finance Committee](#), who last week voted to approve more than \$500,000 in funding to support the continued work of the [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#). The program launched earlier this year at the Department of Agriculture, Trade and Consumer Protection with a bipartisan array of supporters, led by Governor Tony Evers, State Senator Joan Ballweg (R-Markesan), and State Representative Tony Kurtz (R-Wonewoc). WCMA members contributed impactful testimony a

In addition to educating dairy processors on the export process and supporting their participation in key trade shows and buyers' missions, the WIAE is also funding programs tailored to specific agricultural sectors, including [one run by WCMA](#) which offers free consultative services to dairy processors interested in starting or expanding their export endeavors. WCMA's effort also features an export workshop, planned for later this year, and an online library of export resources, including template forms, guidance documents, and a database of contacts.

Members who are interested in utilizing WCMA's free export services should contact [Senior Director of Programs & Policy Rebekah Sweeney](#).



POLICY COMMITTEE

Save the Date for First Meeting of WCMA Policy Committee's Immigration Workgroup

You're invited to join the [WCMA Policy Committee Immigration Workgroup](#) as it holds meetings to develop a federal immigration policy platform for our organization. The workgroup begins its discussions on Thursday, September 8 from 1:00-2:30 p.m. (CT), with a free virtual meeting open to all WCMA members. Here's a look at the agenda:

- 1:00 p.m.: Agenda Overview & Introductions
- 1:10 p.m.: Review Active Immigration Proposals & Allied Industry Platforms
- 1:30 p.m.: Open Form Discussion of Industry Values & Associated Goals
- 2:00 p.m.: Determine Strategies for Member Input/Feedback
- 2:15 p.m.: Determine Work Timetable
- 2:30 p.m.: Adjournment

SIGN UP NOW

Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) if you have questions or suggestions.

INDUSTRY UPDATES



Submit Dairy Industry Impact Grant Abstracts by Wednesday, August 31

The August 31 deadline is quickly approaching to submit project abstracts for a new round of Dairy Industry Impact grants through the [Dairy Business Innovation Alliance \(DBIA\)](#), a partnership between WCMA and the Center for Dairy Research. Eligibility information and evaluation criteria are [now available online](#).

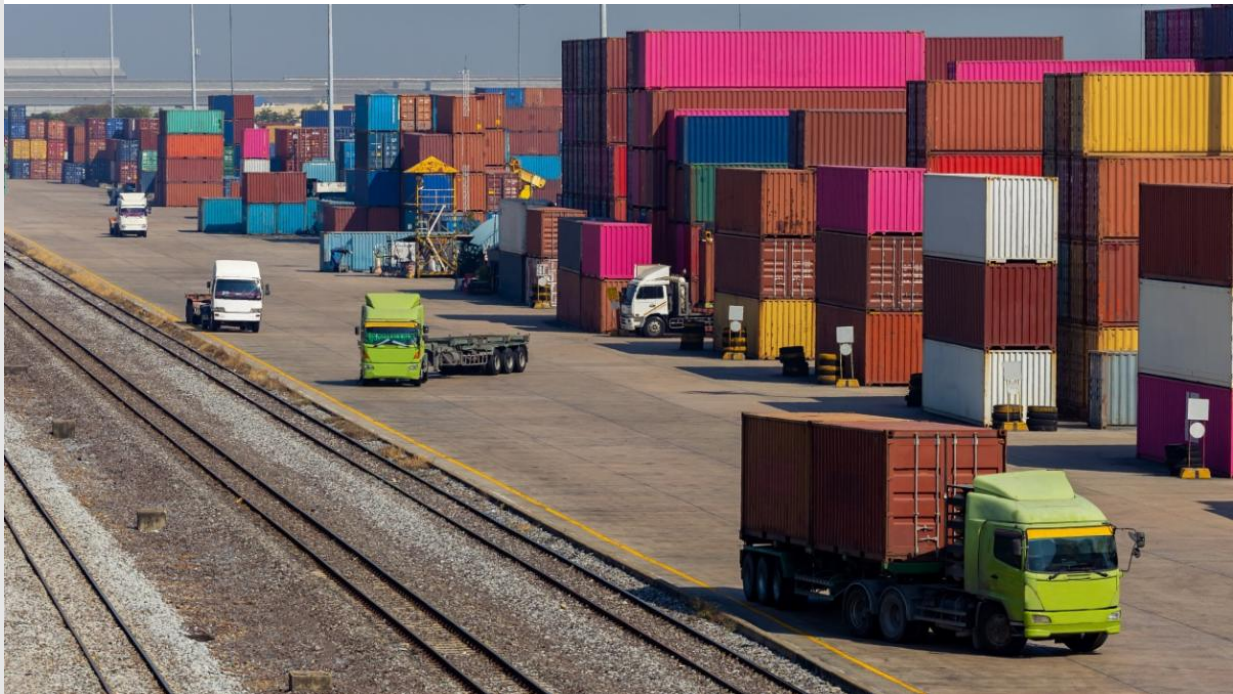
Reimbursable grants of up to \$250,000 each will be awarded to dairy businesses in Illinois, Iowa, Minnesota, South Dakota, or Wisconsin. Successful Industry Impact grant applicants will be required to share the results of their project. In September, selected applicants will be invited to submit full grant proposals, which will be due November 3.

SUBMIT ABSTRACTS



DBIA Hosts Business Builder Grant Webinar September 20

Register now to attend DBIA's **next free webinar** on September 20, offering tips on applying for the Dairy Business Builder grant program. Competition for these awards of up to \$100,000 each opens September 19, with completed applications due by 5:00 p.m. (CT) on Thursday, November 10.



FMC Seeks Feedback on Port Congestion

The Federal Maritime Commission (FMC) is **seeking public comment** on supply chain congestion at U.S. shipping ports. Responses will be used to help the FMC determine whether to issue an emergency order to address congestion issues. Comments are due September 14 and should be submitted via email to secretary@fmc.gov.

IN THE NEWS

Wisconsin

- *Wisconsin Public Radio*: **[Organic dairy farms offer methods to cut carbon emissions, study shows](#)** (Featuring WCMA member CROPP Cooperative/Organic Valley)
- *Wisconsin State Journal*: **[As two cheesemakers expand, a Wisconsin village loses its biggest employer](#)** (Featuring WCMA members Chalet Cheese)

Cooperative, Decatur Dairy, Emmi Roth, Lactalis USA, and Saputo Dairy USA)

- *Eau Claire Leader-Telegram*: ["Around the Farm Table" star, cheesemaker invites Wisconsin residents to makers market](#)

National/International

- *The Packer*: [Q&A: Agriculture Secretary Tom Vilsack on the USDA's \\$300M investment in organics](#)
- *Agri-Pulse*: [U.S. Trade Representative ag nominee McKalip to get panel vote Sept. 7](#)
- *POLITICO*: [Biden officials eye clock as baby formula shortages drag on ahead of midterms](#)
- *Vermont Business Journal*: [\\$1.1 million awarded to dairy processors for sustainable packaging innovation](#) (Featuring WCMA members Cabot Creamery Cooperative and Land O' Lakes Inc. - Vermont Creamery)
- *Brownfield Ag News*: [Incremental milk production gains for July](#)

MEMBERSHIP

Reserve Ad Space in WCMA Member Directory



Act today to [reserve your ad space](#) in the 2023 WCMA Member Directory! Advertising in the directory connects your business with over 600 WCMA member companies and cooperatives and their employees.

The deadline to reserve ad space is **Friday, October 7**. For complete specifications and other details, [download our pricing form](#).

Have questions about advertising in WCMA's Annual Member Directory? Please contact [WCMA Business & Membership Manager Sara Schmidt](#).

PLACE YOUR AD

Pictured: WCMA's 2022 Member Directory



**2023 WCMA Recognition Award
Nominations Due August 31**

Just one week remains to nominate dairy processing industry leaders for the [2023 WCMA Recognition Awards](#). Submit your nominations by next Wednesday, August 31 and join WCMA in honoring those who have helped advance and improve the dairy industry.

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 WCMA Recognition Committee in September, with final determinations to be 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](#).



WCMA Webinar

Making the Most of Your WCMA Membership

Save the Date for September WCMA Webinar

Mark your calendar now to join WCMA leadership and staff for our next [free, members-only webinar](#), set for Tuesday, September 13 at 1:00 p.m. (CT). An especially valuable session for new and returning WCMA members, this informative webinar will offer ways you can make the most of your membership. Stay tuned for more details, including a full agenda, in the coming weeks.

WORKFORCE



Pictured (L to R): Emmi Roth Production Supervisor Mike Ladwig, Maintenance Tech Michyl Wilde, Communications Manager Kayla Jentz, and WCMA Senior Director of Programs & Policy Rebekah Sweeney film production activities for WCMA's new video onboarding series.

WCMA Members Contribute to New Video Onboarding Series

WCMA sincerely thanks member employees at Emmi Roth, who last week welcomed WCMA staff to their Monroe facility to capture footage for WCMA's upcoming video onboarding series.

With direction from our Workforce & Education Committee, WCMA is producing a series of five videos – offered in English, Spanish, and Hmong – focused on key messages for all new dairy processing employees.

We'll overview the dairy processing industry and its essential mission, highlight opportunities for ongoing education and career growth, explain dairy processing from intake to product distribution, deliver key food safety and sanitation messages and highlight the culture of dairy processing and its commitment to excellence, inclusivity and growth. Financial

sponsors of the new series include:



Champion Sponsors:

Dairy Business Innovation Alliance
Dairy Farmers of Wisconsin

Partner Sponsors:

Ellsworth Cooperative Creamery
Emmi Roth
Great Lakes Cheese
Wapsie Valley Creamery

Contributor Sponsors:

Specialty Cheese Company
Westby Cooperative Creamery

WCMA sincerely appreciates your support and participation!

Request Your Custom Recruitment Poster Today

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!

As shown in [this downloadable template](#), these full-color, 8.5" x 11" 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. Upon approval of a final design, members will receive a PDF file for their use.

To request your custom recruitment poster,

**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.

please **fill out this form**. Have questions? Please contact **WCMA Communications Director Grace Atherton**.

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 \$###

EDUCATION & TRAINING

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

\$-\$
average
entry-level
hourly wage

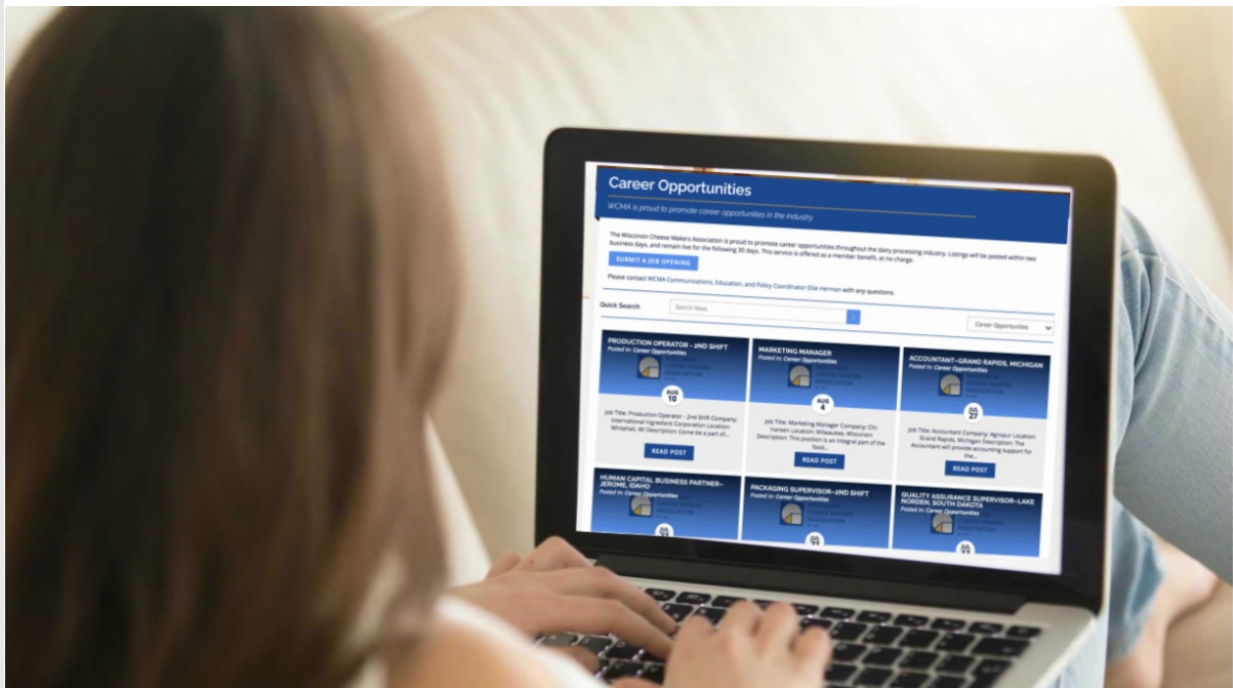
REQUEST POSTER



There's a bright future waiting for you at your local cheese manufacturer.
APPLY TODAY!
Visit COMPANYSITE.com or call (###) ###-####



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



Post Openings on Free WCMA Jobs Board

Visit WCMA's **online jobs board** to view job openings from WCMA members Associated Milk Producers, Inc.; Burnett Dairy Cooperative; Crystal Farms; Ellsworth Cooperative Creamery; 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!

SHARE OPPORTUNITIES



WCMA Technology Committee Tours Ellsworth Wastewater Treatment Facility

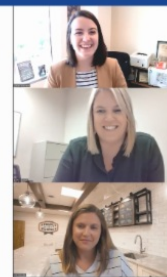


Members of [WCMA's Technology Committee](#) gathered last week in Menomonie, Wisconsin for networking and updates on current environmental issues, followed by a tour of Ellsworth Cooperative Creamery's anaerobic membrane bioreactor system for wastewater pre-treatment and its new cheesemaking facility.

Many thanks to our member attendees, the Ellsworth team, Complete Filtration Resources Inc., Midwest Food Products Association, and our expert speakers for their time and engagement.



WISCONSIN
CHEESE MAKERS
ASSOCIATION



Maximizing Your Impact Through Earned Media

August 16, 2022

View WCMA Earned Media Webinar On-Demand

WCMA extends its appreciation to Rachel Kerr of Dairy Farmers of Wisconsin, Abby Despins of Emmi Roth, and the WCMA members who joined our latest free, members-only webinar last week, focused on ways dairy processors can maximize their brand impact through earned media.

A recording of this webinar is [now available online](#). WCMA is pleased to share the following resources and contacts that were mentioned during the webinar:

- [Dairy Farmers of Wisconsin Training Videos](#)
- Wisconsin Cheese:
 - Website: WisconsinCheese.com
 - Facebook: Facebook.com/WisconsinCheese
 - Instagram: Instagram.com/WisconsinCheese
- DFW Public Relations:
 - Rachel Kerr, Sr. Dir. Brand & Experiential Marketing, rkerr@wisconsindairy.org
 - Abrielle Backhaus, PR Specialist, abackhaus@wisconsindairy.org
- DFW Dairy Company Communications:
 - Kirk Scott, SVP Dairy Company Communications, kscott@wisconsindairy.org
 - Rebecca Treleven, Manager Dairy Company Communications, rtreleven@wisconsindairy.org
 - Angie Edge, Manager Dairy Company Communications, aedge@wisconsindairy.org
 - Sue Mercx, Manager Dairy Company Communications, smercx@wisconsindairy.org
- Webinar Presenter: Rachel Kerr, Sr. Dir. Brand & Experiential Marketing, Dairy Farmers of Wisconsin, rkerr@wisconsindairy.org
- Webinar Presenter: Abby Despins, Director of Communications, Emmi Roth, abby.despins@emmiroth.com

Information on this and all of WCMA's monthly webinars is available to members anytime at WisCheeseMakers.org/Webinars. Thank you for your engagement!



Limited Space Available in WCMA Advanced Leadership Series

Don't miss the opportunity to 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

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 7-8: [Fall Conference 2022](#) - Wisconsin Lab Association
- 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

