



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



DBIA to Offer \$100K Business Builder Grants in Expanded 11-State Region in September

Prepare now to apply this September for a new round of [Dairy Business Innovation Alliance \(DBIA\) grants](#) worth up to \$100,000.

This fall, DBIA is expanding Business Builder grant eligibility to small- to mid-sized dairy farmers, manufacturers, and processors in 11 states: Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota, Kansas, and Wisconsin.

This grant program is designed to support the diversification of on-farm activity, creation of value-added products, enhancement of dairy byproducts, and the creation or expansion of dairy export programs.

[Application materials](#) for the Dairy Business Builder grants will be made available online on September 19, and prospective applicants will benefit from an informational webinar hosted by DBIA staff, to be held in September. Applications will be due November 10. Questions may be directed to [WCMA Senior Director of Programs & Policy Rebekah](#)

Reminder: DBIA Industry Impact Grant Abstracts Due August 31



DBIA is also offering Industry Impact grants of up to \$250,000 this fall, with initial abstracts due August 31.

[Eligibility information and evaluation criteria](#) is available online now.

Questions may be directed to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

USDA Forecasts Dairy Product Prices Increasing Up to 13 Percent in 2022

The U.S. Department of Agriculture (USDA) last week raised its [forecast on food price increases](#) for 2022. The agency now estimates that all food prices will increase between 8.5 and 9.5 percent in 2022. Prices for food-away-from-home are expected to increase up to 7.5 percent, while prices for food-at-home are predicted to grow up to 11 percent.

USDA also cited rapid increases in the consumption of dairy products driving expected price increases of up to 13 percent in this category in 2022.

FDA Announces Updates to Importer Fee Rates

The U.S. Food and Drug Administration has announced new [user fee rates for importers](#) in fiscal year 2023, and rates took effect August 1. The formula is detailed for participants in the [Voluntary Qualified Importer Program online](#).

Apply Now for WEDC Export Grants

The Wisconsin Economic Development Corporation (WEDC) is now accepting applications for [International Market Access Grants](#) (IMAG) of up to \$25,000 to support export expansion projects. The IMAG program funding was boosted in 2022, following an advocacy push from WCMA and other agricultural groups for the Wisconsin Initiative on Agricultural Exports. Application information is available now online, with projects approved on a rolling basis. Questions may be directed to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



Sign Up to Join WCMA Technology Committee Field Day in Menomonie August 17

Registration is now open for the [WCMA Technology Committee's upcoming Field Day](#), set for August 17 in Menomonie, Wisconsin. Sign up today for an engaging discussion of current topics in wastewater regulation and a tour of the anaerobic membrane bioreactor system for wastewater pre-treatment at Ellsworth Cooperative Creamery's new cheese manufacturing facility.

The day's agenda includes:

- 11:30 a.m.: Registration and networking
- 12:00 p.m.: Lunch and wastewater issues discussion
- 1:30 p.m.: Tour of Ellsworth's wastewater facility and a "windows" tour of the cheese manufacturing facility
- 3:30 p.m.: Adjournment

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](#).

USDA Awards Mozzarella Contract

The U.S. Department of Agriculture last week awarded nearly [\\$1 million in mozzarella cheese contracts](#) to WCMA member Lactalis USA. All [open solicitations for bids](#) may be found online, along with information about how to [become an approved vendor](#).

ADVOCACY

Child Nutrition Reauthorization Bill Advances

The U.S. House of Representatives' Committee on Education and Labor last week advanced the much-anticipated child nutrition reauthorization bill, the [Healthy Meals, Healthy Kids Act](#). If approved by Congress, H.R. 8450 would expand access to school meals - and fresh dairy products, increase reimbursement rates for school meals, modernize the Womens, Infants, and Children (WIC) program by expanding eligibility to children aged six, authorize \$75 per month, per child for the Summer EBT program, and expand access to the Supplemental Nutrition Assistance (SNAP) program.

Latest Round of USDA ReConnect Invests \$400M in Rural Broadband Expansion Projects

A new round of funding for the U.S. Department of Agriculture's [ReConnect](#) program, announced last week, will invest [more than \\$400 million](#) to expand internet access to rural communities in predominantly western states, including Alaska, Arizona, Arkansas, California, Colorado, Idaho, Montana, New Mexico, Nevada, North Dakota and Texas.

USDA plans to announce this fall the availability of ReConnect's fourth round of funding, which will make use of a portion of the \$65 billion allocated for rural broadband access in the 2021 infrastructure bill.

WCMA is proud to advocate for broadband expansion, and other infrastructure improvements, to rural communities.

EDUCATION



WCMA Webinar

*Maximize Your Impact
Through Earned Media*

Gain Useful Media Tips in Free WCMA Webinar

Don't miss WCMA's next [free, member-only webinar](#) on Tuesday, August 16 at 1:00 p.m. (CT). This engaging session will focus on ways dairy manufacturers and processors can boost their business through earned media, and the resources available to help them effectively utilize this no-cost marketing strategy.

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 Earned Media Approach & Support Available to Dairy Processors
 - Presenter: Rachel Kerr, Dairy Farmers of Wisconsin
- Industry Perspective
 - Presenter: Abby Despina, Emmi Roth



Grace Atherton
Wisconsin Cheese
Makers Association



Rachel Kerr
Dairy Farmers of
Wisconsin



Abby Despina
Emmi Roth

Members may submit questions to be asked anonymously during the webinar by contacting [WCMA Communications Director Grace Atherton](#) by close of business on Monday, August 15.

REGISTER NOW



Limited Space Remains Available for WCMA Advanced Leadership Series

Build connections with industry peers and explore new leadership capabilities in this fall's [WCMA Advanced Leadership Series](#). This unique program is designed for mid-level managers in the dairy processing industry and employees transitioning into such roles. 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 Tuesday, January 10, 2023** will detail the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

Whether joining in-person in Madison, Wisconsin or online via Zoom, Advanced Leadership students will benefit from small group and partner discussions, class polls, guest speakers from industry, and a project that implements their newfound knowledge.

REGISTER NOW

More 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 10-11: [Basic Milk Pasteurization and Dairy Plant Sanitation Workshop](#) - North Central Cheese Industries Association
- August 15-17: [Introduction to Food Microbiology \(Virtual\)](#) - Mérieux NutriSciences
- August 16-17: [Preventive Controls for Human Food](#) - Safe Food Resources
- August 17-18: [HACCP Certification \(In-Person\)](#) - Center for Dairy Research
- 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
- Rolling Admission: [Online HACCP Training](#) - North Carolina State University
- Rolling Admission: [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- Rolling Admission: [Preventive Controls for Dairy Processors](#) - North Carolina State University
- Rolling Admission: [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

IN THE NEWS

Wisconsin

- *Milwaukee Journal Sentinel*: [A natural born cheesehead, Manitowoc native Sarah Kaufmann carves out a record-setting career as a cheese sculptor](#) (Featuring WCMA member Henning's Cheese)
- *Only In Your State*: [You're guaranteed to love a trip to this epic cheese factory in Wisconsin](#) (Featuring WCMA member Burnett Dairy Cooperative)

National/International

- *CNBC*: [The baby formula shortage isn't over and ending it may 'take a while' — here's a timeline](#)
- *Yahoo Finance*: [Bel acquires majority stake in Chinese company Shandong Junjun Cheese Co., Ltd to accelerate its growth in China and strengthen its international footprint](#) (Featuring WCMA member Bel Brands USA)
- *Dairy Herd Management*: [Dairy Farmers of America acquires two processing facilities from Smithfoods](#) (Featuring WCMA member Dairy Farmers of America)
- *KSL-TV*: [Logan company breaks world record for biggest bowl of macaroni and cheese](#)
- *News Release*: [Sheryl Meshke becomes sole CEO of Midwest dairy co-op effective January 2023](#) (Featuring WCMA member AMPI)
- *News Release*: [Steve K. Snyder Appointed Chief Executive Officer of Schuman Cheese](#) (Featuring WCMA member Schuman Cheese)

Social Media Spotlight: WCMA Members Burnett Dairy and Ellsworth Cooperative Creamery Engage in #CurdCatchChallenge

Kudos to the marketing teams at WCMA members Burnett Dairy and Ellsworth Cooperative Creamery for their creative



and engaging social media posts for the [#curdcatchchallenge](#). Ellsworth's video features a catch from three stories, while [Burnett Dairy](#)'s crew managed a catch from 15 feet in its cheese store!

WORKFORCE



Wisconsin Cheese Makers Association

Health & Safety Group

Final Reminder: Inaugural Meeting Tomorrow

Sign up today to [join the first meeting](#) of the [WCMA Health & Safety Group](#) tomorrow, August 3. This open group is designed to help WCMA members assess and improve their health and safety policies, prepare for future inspections, and connect with their peers in industry. The first meeting will focus on the Occupational Safety and Health Administration's (OSHA) recently announced [Local Emphasis Program](#) (LEP).

Join us for this hybrid meeting in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch at 12:00 p.m. (CT), with the full meeting beginning at 1:00 p.m. (CT) for all participants. Here's a look at the meeting agenda:

12:00 noon: Networking Lunch

1:00 p.m.: Meeting Call to Order

- Agenda & Introductions
 - OSHA LEP
 - Featured Speaker: David Schott, MS, CSP, Assistant Area Director, OSHA
- LEP Best Practices Panel
 - Panelists include:
 - Mark Bonovetz, ASP, Corporate Safety Manager, BelGioioso Cheese
 - George Jerome, Corporate Safety & Regulatory Manager, Schreiber Foods
 - Paul F. Klein, CIH, CSP, Senior Risk Manager, M3 Insurance
 - Zach Thayer, Environment, Health and Safety Manager, Emmi Roth
 - Topics: Documentation, LOTO, Chemical Management, Internal Audits
- Group Business
 - Scope & Focus, Desired Presentations & Trainings
 - Frequency & Type of Meeting
 - Frequency & Type of Communication

3:30 p.m.: Adjournment

[RSVP TODAY](#)

Have questions or ideas for future meeting topics? Please contact [WCMA Senior](#)



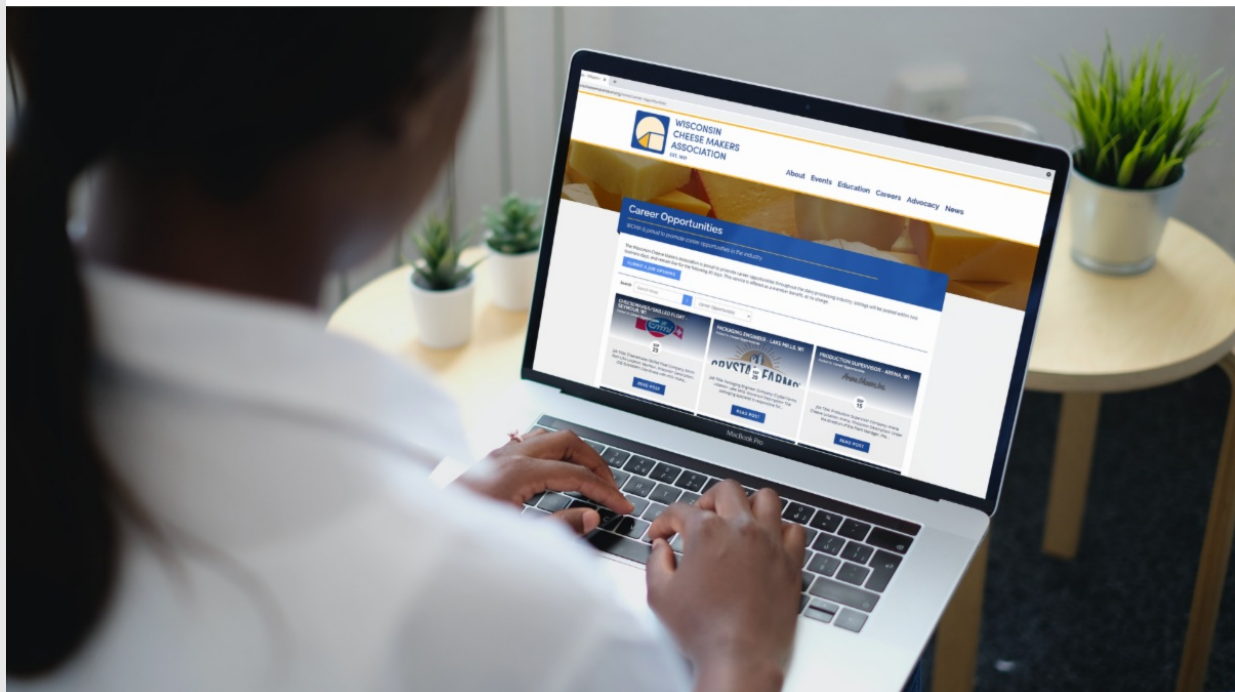
Join WCMA Workforce & Education Committee Meeting Next Week

Register now to join the [upcoming virtual meeting](#) of the WCMA Workforce & Education Committee on Tuesday, August 9 from 1:00-2:30 p.m. (CT). This networking and learning opportunity is free and open to all WCMA members.

Our meeting agenda includes a report on available workforce training grants, and discussion of a new leadership training concept, as well as details on active workforce tools available through WCMA.

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

[SIGN UP NOW](#)



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., Ellsworth Cooperative Creamery, Hilmar Cheese Company, Maple Leaf Cheese, and Masters Gallery Foods.

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

SEE ALL OPENINGS

MEMBERSHIP



Nominate Industry Leaders for 2023 WCMA Recognition Awards

Join Wisconsin Cheese Makers Association in honoring dairy processing industry leaders by submitting nominations for 2023 WCMA Recognition Awards. Submit your ideas by August 31 at [WisCheeseMakers.org/Recognition](https://www.wischeesemakers.org/recognition), or via the links below.

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.

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](#).



Register Now for Newly Expanded WCMA Young Professionals Outing



Thanks to member interest, additional tickets are now available for [the WCMA Young Professionals](#) summer outing, Wednesday, August 31 at American Family Field in Milwaukee, Wisconsin. Act now to reserve your spot and join us for a fun, casual networking experience. as the Milwaukee Brewers take on the Pittsburgh Pirates.

Our group will gather at 1:10 p.m. at the Miller Lite Landing. 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 TODAY](#)

Together We Grow: WCMA Celebrates Member Employee Growth and Advancement

WCMA members know that growth involves more than product sales. A focus on the potential, satisfaction, and development of team members - from valued front-line

personnel to seasoned professionals - helps build a foundation for long-term success. That's why WCMA is celebrating the many opportunities for collaborative employee advancement in dairy processing through our social media campaign: Together We Grow.



This week, we're pleased to feature **Shawn Sadler, Cheese Plant Superintendent for WCMA members Associated Milk Producers, Inc.** in Jim Falls, Wisconsin. Shawn has been in the dairy processing industry since 1997, growing in his career to his current position of Cheese Plant Superintendent. He recently achieved his Master Cheesemaker Certification and is excited about this next step in his professional development. Shawn has utilized the weekly communications from WMCA to keep him updated on changes throughout the industry. In addition, the assortment of training options that are available through WMCA have greatly benefited the lead staff that Shawn supervises.

Check out WCMA's [Facebook](#), [Twitter](#), and [LinkedIn](#) for more inspiring stories of growth from member employees!



Dairy Industry Suppliers



New WCMA supplier member [A-Z Process Solutions](#) offers process automation solutions for the food and beverage, pharmaceutical, paper/ pulp industry, and water/wastewater industries.

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

Share WCMA's E-Newsletter

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 list, or if you'd like to share feedback on our communications.

WisCheeseMakers.org

