



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



Emmi Roth Celebrates Groundbreaking of New Stoughton Location

Congratulations to WCMA member Emmi Roth on the [groundbreaking](#) of its new corporate headquarters and conversion facility in Stoughton, Wisconsin!

WCMA joined leaders from Emmi Roth, Emmi Group, members of the cheese



community, and local officials Thursday for a ceremony kicking off construction of the 158,000-square-foot building, which is expected to create 100 new local jobs upon its completion in fall 2023.

“This is an exciting chapter in Emmi Roth’s history,” said Tim Omer, president and managing director of Emmi Roth and a member of WCMA’s Board of Directors. “Thanks to the tireless efforts of our team, we’re proud to be breaking ground in Stoughton, a vibrant farming community which fits with our steadfast commitment to Wisconsin’s dairy industry.”

Emmi Roth President and Managing Director Tim Omer, second from left, stands with Emmi Group leaders and WCMA Executive Director John Umhoefer, second from right, at the company’s groundbreaking ceremony Thursday, August 4 in Stoughton, Wis.

WCMA Notes: Dreams Like Idaho

Imagine a place where the only concern is managing dairy growth, and milk pricing and procurement is no longer a complex, rigid labyrinth. Instead, formulas provide structure for open, transparent negotiations between dairy farmers and processors.

It’s not a dream - it’s Idaho, says WCMA Executive Director John Umhoefer. Read more in this month’s [WCMA Notes](#) column.



Dairy Industry Impact Grant Abstracts Due 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, a select group of applicants will be invited to submit full grant proposals, which will be due November 3.

SUBMIT ABSTRACTS

USDA Awards Cheddar Contracts

The U.S. Department of Agriculture (USDA) last week awarded over [\\$2.2 million in cheddar cheese contracts](#) to WCMA members Dairy Farmers of America and Masters Gallery Foods. All open USDA dairy product solicitations are [available online](#), along with information about how to [become an approved vendor](#).

Join EWCBA Summer Outing August 25

Tickets and sponsorships are now available for the Eastern Wisconsin Cheesemakers & Buttermakers Association's (EWCBA) Summer Outing, scheduled for Thursday, August 25 in Appleton, Wisconsin. Attendees will enjoy a cocktail party beginning at 4:00 p.m. before the Timber Rattlers take on the Lansing Lugnuts. To sponsor the event or purchase tickets, please contact EWCBA's [Barb Henning](#).

Renew Bulk Milk Weigher & Sampler Licenses



Appointments are now available to [renew bulk milk weigher and sampler licenses](#) through the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). To renew, an inspection is required within the past two years. Inspections are conducted each year at county fairgrounds around the state throughout August and September. A full schedule of inspection dates is now [available online](#). Please contact [WDATCP staff](#) with questions.

IN THE NEWS

Wisconsin

- *FoodBev Media*: [Saputo to invest CAD \\$45M to convert Wisconsin cheese facility](#) (Featuring WCMA member Saputo Dairy USA)
- *OnMilwaukee*: [Fourteen new Wisconsin State Fair foods, reviewed and ranked](#) (Featuring WCMA member Ellsworth Cooperative Creamery)

National/International

- *U.S. Dairy Exporter Blog*: [U.S. dairy exports soar in June, climbing 9 percent](#)
- *Yahoo! News*: [Senate Democrats pass budget package](#)
- *Dairy Foods*: [Hispanic cheeses make their mark](#)

- *VT Digger*: [After Horizon's departure, local dairy farmers officially switch to Organic Valley](#) (Featuring WCMA member CROPP Cooperative/Organic Valley)
- *Dairy Processing*: [DFA appoints new senior VP of sustainability](#) (Featuring WCMA member Dairy Farmers of America)
- *Brownfield Ag News*: [American Farm Bureau Federation to host dairy pricing forum](#)
- *Highland County Press*: [Bunker Hill Cheese Company announces expansion in Holmes County](#) (Featuring WCMA member Bunker Hill Cheese)
- *Vermont Business Journal*: [Vermont Creamery joins national movement to turn food waste into renewable energy](#) (Featuring WCMA member Vermont Creamery)
- *WSFA-TV*: [Borden Dairy to close Dothan milk plant](#)
- *KRON-TV*: [Cowgirl Creamery closes last retail location](#)



Nelson-Jameson Marks 75 Years

Congratulations to WCMA member Nelson-Jameson on an impressive 75 years in business! The company celebrated last Thursday with a time capsule ceremony, now available for viewing [on LinkedIn](#).

EDUCATION



WCMA Webinar

Maximize Your Impact Through Earned Media

WCMA August Webinar Offers Media Strategies

Join WCMA's next [free, member-only webinar](#) 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
 - Presenter: Abby Despina, Emmi Roth



Grace Atherton
Wisconsin Cheese
Makers Association



Rachel Kerr
Dairy Farmers of
Wisconsin



Abby Despina
Emmi Roth

This webinar will conclude with a live Q&A session with presenters. To submit questions to be asked anonymously during the webinar, please contact [WCMA Communications Director Grace Atherton](#) by close of business next Monday, August 15.

SIGN UP TODAY



Register Now for WCMA Technology Committee Field Day August 17

Act quickly to reserve your space at the [WCMA Technology Committee's upcoming Field Day](#) on 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 Huetli, 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](#).



Level Up Your Leadership Skills with WCMA Trainings This Fall

Forge lasting relationships with industry peers and explore new leadership skills 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 Thursday, January 12, 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 on Zoom, Advanced Leadership students will benefit from small group and partner discussions, class polls, guest speakers from industry, and a final project that implements their newfound knowledge.

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

REGISTER NOW

DAIRY FOOD SAFETY ALLIANCE



Save the Date for Dairy Food Safety Alliance October Meeting

Mark your calendar 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 months. Please contact [WCMA Events Manager Kirsten Strohmenger](#) with any questions.

SIGN UP TODAY

Additional Industry Education

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 15-17: [Introduction to Food Microbiology \(Virtual\)](#) - Mérieux NutriSciences
- August 16: [Cyber Security Webinar \(Online, Live\)](#) - Center for Dairy Research
- August 16-17: [Preventive Controls for Human Food](#) - Safe Food Resources
- 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

WORKFORCE



WCMA Health & Safety Group Shares Best Practices, OSHA Resources in First Meeting



Many thanks to the over 50 WCMA member companies represented at last week's inaugural meeting of the WCMA Health & Safety Group. WCMA also extends our sincere appreciation to the meeting's guest speakers from the Occupational Safety & Health Administration (OSHA), BelGioioso Cheese, Schreiber Foods, M3 Insurance, and Emmi Roth for their thoughtful insights on OSHA's Local Emphasis Program in Wisconsin.

Resources shared during Wednesday's meeting include:

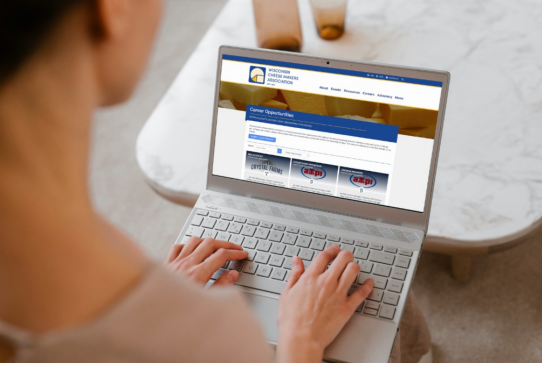
- [OSHA LEP](#)
- OSHA Contact: [David Schott, Assistant Area Director](#)
- [OSHA's Recommended Practices for Safety & Health Programs](#)
- [OSHA Alliance Program Developed Products \(including Spanish resources\)](#)
- [WisCon's Free, Confidential Consultations, On-Site Trainings, and Weekly Webinars](#)

All are welcome to join the WCMA Health & Safety Group. WCMA invites current and prospective group members to complete a [brief survey](#) by Friday, August 12 to help shape the group's focus and future activities.

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

Find Fresh Talent Using WCMA Jobs Board

Visit WCMA's [online jobs board](#) to view job openings from WCMA members Alpine Slicing &



Cheese Conversion; Associated Milk Producers, Inc.; Crystal Farms; Ellsworth Cooperative Creamery, Hilmar Cheese Company, IFF; and Maple Leaf Cheese.

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

MEMBERSHIP



Submit Nominations Today for 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.

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](#)**.



Join WCMA Young Professionals in Milwaukee August 31



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 [Ornua Ingredients North America](#) custom formulates and manufactures a complete line of pasteurized process cheese products.

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

