



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY

### Baldwin Calls on FDA to Enforce Dairy Standards of Identity on Cell-Based Products



U.S. Senator Tammy Baldwin (D-Wisconsin), together with Senator Jim Risch (R-Idaho) and other sponsors of the [DAIRY PRIDE Act](#), today [called on the U.S. Food and Drug Administration](#) (FDA) to enforce dairy standards of identity (SOI) on emerging cell-based imitation products. These are synthetically created options posing as natural foods, nutritionally inferior to the dairy products they imitate, and their use of dairy terms is a violation of FDA SOI, which require the food product labeled as dairy to be made from milk from an animal.

WCMA applauds Sen. Baldwin's work to defend dairy's hard-earned reputation in the marketplace for delivering safe, delicious, and nutritious food products, and to provide clarity for consumers.

### Wisconsin Lawmakers Introduce Bill to Boost Dairy Hauling Capacity

WCMA thanks Wisconsin State Senator Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc), who this week [introduced legislation](#) to increase dairy hauling capacity on state roadways.



Drafted at WCMA members' request, [Senate Bill 431](#) stands to extend an existing permit for overweight hauling (98,000 pounds over six axles) of raw milk to the hauling of all liquid dairy products, including liquid whey. This proposal holds myriad benefits for our industry, including alleviation of the truck driver shortage, increased sustainability through fuel efficiency, increased over-the-road safety, and fair competition with processors in other states that already allow heavier

hauls.

SB 431 enjoys the bipartisan support of 26 legislative co-authors, and WCMA has formed a [coalition of interested agricultural groups](#) to lobby for the bill's advancement.

Wisconsin-based WCMA members are encouraged to take action by contacting their lawmakers to ask them for support. Making your voice heard takes less than a minute, when you use WCMA's [easy online contact form!](#)

**TAKE ACTION**

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## Federal Order Hearing Now Considering Make Allowance Adjustments

The national hearing on milk pricing in federal milk marketing orders in Carmel, Indiana, is continuing this week, with a focus on updates to make allowances for cheddar, butter, nonfat dry milk and dry whey. WCMA staff and members expect to testify later this week, with special thanks to [Glanbia Nutritionals](#), [Leprino Foods](#), [AMPI](#), [Hilmar](#), and [Saputo USA](#), [Nasonville Dairy](#), and [Cedar Grove Cheese](#) for their industry advocacy.

Members can click on this [Zoom link](#) to watch the hearing. Look for hearing updates here in each week's WCMA member newsletter.

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## GRANTS

### WDATCP Offers \$75,000 Dairy Processor Grants

Wisconsin-based dairy processors are invited to apply by October 13 for [Dairy Processor Grants](#) of up to \$75,000, available via the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP).

Through our advocacy efforts, WCMA has secured \$500,000 per year in state support for this program, an amount more than double the previous base funding.

#### Eligibility

Eligible applicants must operate a licensed dairy processing plant in Wisconsin that is engaged in pasteurizing, processing, or manufacturing milk or dairy products. Awards can be used to address a wide range of dairy business needs, such as food safety, staff training, plant expansion or modernization, and professional consulting services. Grant projects may last up to two years in duration.

Processors are required to provide a match of 20 percent of the grant amount, and applications will go through a competitive review process. Successful candidates will be announced in early 2024.

#### Application Deadline

Applications must be received by [WDATCP staff](#) by 5 p.m. (CT) on Friday, October 13.

#### Resources

In 2023, 16 of the 21 WDATCP [Dairy Processor Grant recipients](#) were WCMA members, and we want to support your best application. For assistance, please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

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## Check Out DBIA Grant Webinars & Apply Now for \$100,000 Awards

The Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research (CDR) has reopened the application period for two grant opportunities: the Dairy Business Builder Grant Program and the Dairy Industry Impact Grant Program. Both offerings feature awards of up to \$100,000, following a competitive review process.

The [Dairy Business Builder Grant Program](#) aims to encourage small- to medium-sized dairy farmers, entrepreneurs, and processors in the Midwest to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and efforts to market dairy products for export. An informational webinar on this opportunity is [available now online](#).

[VIEW THE WEBINAR](#)

The [Dairy Industry Impact Grant Program](#) welcomes applications in targeted topic areas that have the potential to positively impact the dairy industry. In the upcoming grant cycle, applications will be accepted for projects related to new or expanded dairy export endeavors. An informational webinar on this opportunity is [available now online](#).

[VIEW THE WEBINAR](#)

Applicants may apply for both the Dairy Business Builder Grant and the Dairy Industry Impact Grant, if they have two separate projects related to DBIA goals. Companies are eligible to receive awards from both offerings in the same grant cycle. Online application forms are posted to [www.cdr.wisc.edu/dbia](http://www.cdr.wisc.edu/dbia). The deadline for submissions is October 18 at 5 p.m. (CT), and applicants will be notified of results in early December.

Members with questions may contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

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## Klemish Farm & Klemish Creamery

New Auburn, WI

DBIA Grant Recipient  
2021

### DBIA Delivers: Klemish Creamery

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.

This week in #DBIADelivers, we're pleased to highlight Klemish Farm, a fifth-generation dairy farm in New Auburn, Wisconsin. Thanks in part to a Dairy Business Builder grant through the Dairy Business Innovation Alliance, the farm successfully established [Klemish Creamery, LLC](#) offering value-added frozen dairy products to local consumers. Visit [Facebook.com/Klemish-Creamery-LLC](https://www.facebook.com/Klemish-Creamery-LLC) to learn more.

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!

### EDUCATION



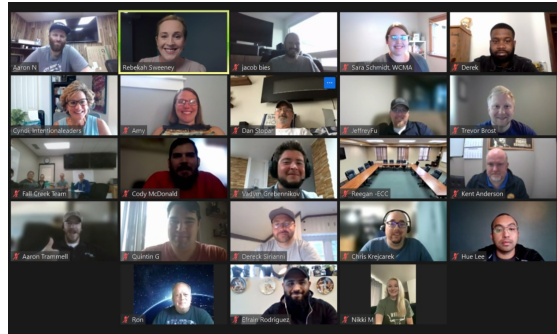
Kudos to WCMA Front-Line Leadership Trainees

WCMA member employees headed "back to school" this past week, joining in two separate offerings of Front-Line Leadership training, focused on essential leadership skills.

An in-person offering, held yesterday, included participants from Custom Fabricating & Repair, Grande Cheese Company, Meister Cheese, Prairie Farms Dairy, Schuman Cheese-Lake Country Dairy, and Wisconsin Cheese Group-Sabrosura Foods.

A virtual offering, held September 6, included participants from Associated Milk Producers, Inc., Ellsworth Cooperative Creamery, Great Lakes Cheese Company, Schuman Cheese, V&V Supremo Foods, Winona Foods, and WOW Logistics.

Both groups demonstrated their commitment to ongoing education, to fostering positive work environments, and to their employers. Kudos to all!



Learn more about WCMA training offerings at [WisCheeseMakers.org](https://www.wischeesemakers.org).

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## 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:

- September 19: [HACCP Training \(In-Person\)](#) - M3 Insurance & WMEP Manufacturing Solutions
- September 19-21: [FSPCA Preventive Controls for Human Food PCQI Training \(In-Person\)](#), Dairy Farmers of Wisconsin
- September 19-21: [Advanced Cheesemaking: Italian Varieties \(In-Person\)](#) - Center for Dairy Research
- September 19-21: [FSPCA Preventive Controls for Human Food \(PCQI\) \(In-Person\)](#) - Dairy Farmers of Wisconsin
- September 25-29: [Cheesemaker's Short Course](#) - UW-River Falls
- 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



Wisconsin Cheese Makers Association

## Health & Safety Group

### Register Now for September 27 Meeting Focused on OSHA LEP, Emergency Preparedness

**Register now** for WCMA's Health & Safety Group meeting on Wednesday, September 27 from 11 a.m.-3 p.m. (CT).

This meeting will focus on workplace emergency preparedness and product solutions to the most common employee safety challenges, and provide the latest updates on OSHA's Local Emphasis Program for Food Processors.



Here's a look at our agenda:

10:30 a.m.: Registration Begins for In-Person Attendees

11:00 a.m.: Meeting Call to Order

- Agenda & Introductions
- Emergency Preparedness Practices for Dairy Processors, presented by Kelli Humber of WisCon

12:15 p.m.: Networking Lunch for In-Person Attendees

1:00 p.m.: Meeting Resumes

- OSHA Local Emphasis for Food Processors Update, presented by David Schott, OSHA Region 5
- Product Solutions to Employee Safety Challenges in Dairy Processing Plants
  - Combustible Dust Solutions, presented by Nelson-Jameson
  - Advancements in Equipment Guarding, presented by Kelley Supply
  - Chemical Program Solutions, presented by Kelley Supply
  - Live Q & A to Follow
- Group Business, including updates on upcoming WCMA employee safety trainings and upcoming meetings

3:00 p.m.: Adjournment

WCMA is offering two ways to participate: in-person at WCMA's offices in Madison, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch.

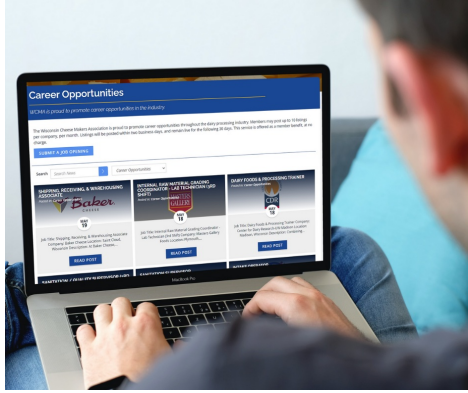
**REGISTER NOW**

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

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### Post Job Openings on Free WCMA Jobs Board

Visit [WisCheeseMakers.org](http://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, Chr. Hansen, Foremost Farms, Lactalis USA, Masters Gallery Foods, Organic Valley, and Saputo Cheese USA.

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

## INDUSTRY UPDATES

# DAIRY FOOD SAFETY ALLIANCE



## Save the Date: Dairy Food Safety Alliance to Meet October 25

Save the date to join the [Dairy Food Safety Alliance](#) on Wednesday, October 25 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. More information on the Alliance is available at [WisCheeseMakers.org](#), with complete details coming soon! Questions may be directed to [WCMA Contest Director Kirsten Strohmenger](#).

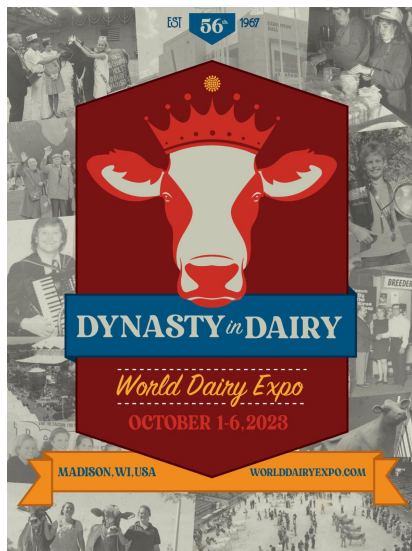
## DFW Hosts New Art of Cheese Festival

Tickets are now on sale for the [Art of Cheese Festival](#), hosted by Dairy Farmers

of Wisconsin September 29-October 1 in and around the Madison, Wisconsin area. A host of guided tours and tastings, classes, themed restaurant experiences, and very special events - including the Wisconsin Cheese Ball and Cheese Fair Off the Square await cheese lovers!



## Registration Now Open for World Dairy Expo Symposium, Supported by WCMA



Registration is [now open online](#) for the Dairy Symposium at World Dairy Expo, set for Tuesday, October 3 from 8:00 a.m.- 11:30 a.m. at the Alliant Energy Center in Madison, Wisconsin. The Symposium will focus this year on Dairy Business Initiatives, and their support for dairy farms and processors. WCMA is proud to support this program, which will feature [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

[REGISTER NOW](#)

## IN THE NEWS

### Wisconsin

- *Packers.com*: [Packers, Sargento Foods team up to tackle hunger in Wisconsin](#) (Featuring WCMA member Sargento Foods)
- *Supermarket Perimeter*: [Emmi Roth keeps up with top charcuterie trends](#) (Featuring WCMA member Emmi Roth)

### National/International

- *Feedstuffs*: [Kroger, Albertsons announce divestitures for proposed merger](#)
- *MPR*: [Minnesotans can now schedule appointments to get driver's license, regardless of immigration status](#)
- *KXLG-AM*: [Valley Queen donates \\$250,000 to Milbank School District](#) (Featuring WCMA member Valley Queen Cheese)
- *New Zealand Herald*: [NZ wins CPTPP trade dispute with Canada over unfair dairy access](#)

## SIGNATURE EVENTS





## Register Now for CheeseExpo 2024

**Register now** and enjoy best-value rates for CheeseExpo 2024, the industry's premier cheese, butter, and whey processing event, set for April 16-18, 2024 in Milwaukee, Wisconsin.

WCMA, together with co-host the Center for Dairy Research, will welcome over 4,000 dairy processing industry leaders to enjoy CheeseExpo's educational seminars, networking events, and expansion trade show.



Companies interested in exhibiting will find useful information at [CheeseExpo.org](https://www.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.

**LEARN MORE & REGISTER NOW**

## MEMBERSHIP

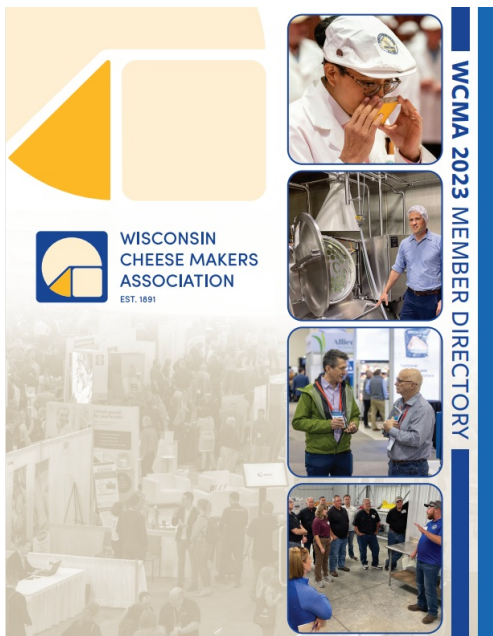
**WELCOME**  
 **NEW WCMA MEMBERS!**

## Dairy Industry Supplier

SHIPPING  
UNLIMITED

New WCMA supplier member **Shipping Unlimited**, operating out of Madison and Appleton, Wisconsin, offers distribution services for dairy processors, along with shipping supplies and related insurance.

# Secure Ad Space & Update Member Listing in 2024 WCMA Member Directory



As work begins on the next WCMA Member Directory, we're pleased to offer members an opportunity to [reserve ad space](#) now through October 5.

Advertising in WCMA's Member Directory connects your business with over 120 dairy manufacturers, processors, and marketers and over 600 of their trusted supplier partners, all representing hundreds of thousands of employees across 36 states and 11 countries.

New this year is an opportunity to lock in [exclusive rights to the inside back cover](#). Secure a [full-page ad](#) for \$1,700 or a [half-page space](#) priced at \$900. Advertising spots will be allocated on a first-come, first-serve basis. Find complete details via this [downloadable form](#).

WCMA also encourages all members to [update their member listing](#) by October 5. Editing your company profile and contact information takes just minutes at [WisCheeseMakers.org](http://WisCheeseMakers.org). Watch our [short video](#) for step-by-step directions.

Questions about advertising or listings in the 2024 WCMA Member Directory? Contact [WCMA Membership Director Sara Schmidt](#) today.

WisCheeseMakers.org  
(608) 286-1001



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