



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## WCMA SIGNATURE EVENTS



## WCMA Launches CheeseCon.org for 2023

Visit [CheeseCon.org](https://CheeseCon.org) now for early details on CheeseCon, the premier cheese, butter, and whey processing event, set for April 4-6, 2023 in Madison, Wisconsin! The new site, launched this week by conference hosts WCMA and the Center for Dairy Research (CDR), offers a first look at registration options, exhibitor information, networking opportunities, and lodging details.

Hotel bookings at exclusive CheeseCon rates are available now, and attendee registration and exhibitor sign-ups will begin October 12. Companies interested in exhibiting will find useful information at [CheeseCon.org](https://CheeseCon.org) on WCMA's ranked order Priority Points reservation system, including a list of assigned sign-up dates and times.

Previously known as Cheese Industry Conference, CheeseCon draws over 3,000 dairy processing industry leaders, suppliers, and marketers to Madison. "WCMA is thrilled to partner with the Center for Dairy Research to host the cheese industry's must-see event of the year, offering fresh ideas for the global dairy processing community," said WCMA Executive Director John Umhoefer. "Whether you're focused on building your network, learning from the brightest minds in the industry, reconnecting with your peers, or honoring the achievements of industry greats, you'll find it all at CheeseCon."

## ADVOCACY



## New WCMA Workgroup Discusses Immigration Issues, Recommendations

Thanks go to members of WCMA's new Immigration Workgroup who last week met to develop our Association's policy platform on this issue at the federal and state level. Focused on immigration as a solution to the nation's labor shortage, members evaluated industry priorities, as well as current legislative proposals and allied organizations' positions in this meeting.

For meeting minutes or to join in our next discussion, please contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

## Alpinage Cheese



Dairy Business Builder Grant Recipient  
2021, 2022

Oak Creek,  
Wisconsin

### #DBIADelivers Spotlights Grant Projects

Since the creation of the [Dairy Business Innovation Alliance \(DBIA\)](#) in the 2018 Farm Bill, WCMA and the Center for Dairy Research (CDR) have partnered to administer over \$3.7 million in 79 grants across two programs to dairy farmers and processors in participating states.

WCMA's newest social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

Next in the series is [Alpinage Cheese](#) of Oak Creek, Wisconsin. Led by cheesemaker Orphee Paillotin, Alpinage has used funding from the Dairy Business Innovation Alliance's Business Builder grants to purchase equipment, invest in training, and expand production of its handcrafted open air-aged Raclette cheeses. The Alpinage team just captured first place in its first-ever cheese contest, a win that Paillotin says "shows [DBIA] grant money really pays off eventually and has a direct impact on the dairy industry."

Follow along on WCMA's [Facebook](#), [LinkedIn](#), and [Twitter](#) for more inspiring stories, and use the hashtag #DBIADelivers to share how DBIA has helped support your business!

### New DBIA Grants Coming Soon



A new round of competition for [Dairy Business Builder grants](#) begins next Monday, September 19. Reimbursement grants of up to \$100,000 each will be awarded to dairy businesses in an 11-state region.

Complete details will be offered in a [free webinar](#) hosted by DBIA staff next Tuesday, September 20 at 1:00 p.m. (CT). Questions about DBIA or the Dairy Business Builder grants can be directed to [DBIA staff](#).

[LEARN MORE](#)



# DAIRY INNOVATION HUB

## Dairy Innovation Hub Announces Faculty Hires

Eight new faculty members have been hired to support the work of the Dairy Innovation Hub, [the organization announced yesterday](#). The new scientists will focus on the Hub's four priority areas for boosting Wisconsin's dairy industry: stewarding land and water resources, enriching human health and nutrition, ensuring animal health and welfare, and growing farm business and communities.

Located at three University of Wisconsin campuses, the Dairy Innovation Hub harnesses research and development to support and advance Wisconsin's dairy industry. It was created in 2019 after WCMA and other dairy advocates successfully lobbied for nearly \$9 million in state support.

## INDUSTRY UPDATES



## USDA Announces \$400M for Regional Food Business Centers

The U.S. Department of Agriculture (USDA) will provide \$400 million to create at least six new Regional Food Business Centers, [Secretary Tom Vilsack said last week](#). The centers will provide coordination, technical assistance, and capacity building to farmers and food businesses with the goal of creating a more resilient, diverse, and competitive food system. WCMA will share further information on this new program with members as it becomes available.

# USDA Seeks Mozzarella, Process Cheese Bids

The U.S. Department of Agriculture (USDA) has issued a [solicitation for mozzarella cheese](#) to be used in federal food assistance programs. Bids are due Wednesday, September 21 at 1:00 p.m. (CT). USDA is also [soliciting process cheese](#), with bids due Friday, September 23 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

## IN THE NEWS

### Wisconsin

- *Milwaukee Journal Sentinel*: [Biking from New Glarus to Monroe, all for the glory of Limburger cheese](#) (Featuring Chalet Cheese Cooperative)
- *Travel Awaits*: [Nine amazing small-town cheese shops to visit in Wisconsin](#) (Featuring WCMA members Decatur Dairy, Ellsworth Cooperative Creamery, Hook's Cheese Company, LaGrandier's Hillside Dairy, Marieke Gouda, Nasonville Dairy, Union Star Cheese Factory, Widmer's Cheese Cellars, and Wisconsin Dairy State Cheese Company)
- *Dairy Foods*: [Wisconsin cheesemakers take home 84 awards](#) (Featuring WCMA members Crave Brothers Farmstead Cheese, Foremost Farms, LaClare Family Creamery, Land O' Lakes, Masters Gallery Foods, Pine River Pre-Pack, Prairie Farms Dairy - White Hill Cheese, Ron's Wisconsin Cheese, Saxon Creamery, and Schuman Cheese - Lake Country Dairy)
- *Spectrum News 1*: [Clock Shadow Creamery celebrates a decade in Milwaukee](#) (Featuring WCMA member Clock Shadow Creamery)

### National/International

- *Reuters*: [Rents, food drive U.S. consumer prices higher](#)
- *Bloomberg*: [Holiday baking could get pricier as butter climbs to record](#)
- *The Hill*: [How a railroad strike could send food prices soaring](#)
- *Food Business News*: [Darigold breaks ground on milk and butter facility](#)
- *Yahoo! News*: [Rumiano Cheese announces plans to be carbon neutral by 2030](#)
- *Dairy Defined*: [California water crisis challenges dairy, Vanden Heuvel says](#)
- *KAMR-TV*: [Hilmar Cheese Company hosts Dalhart job fair](#) (Featuring WCMA member Hilmar Cheese Company)
- *Columbus Navigator*: [The best things to do in Ohio's Amish country](#) (Featuring WCMA members Guggisberg Cheese and Heini's Cheese Chalet)



## WCMA Members Make International Connections

Kudos to WCMA member employees from Associated Milk Producers, Inc.

and Sartori Cheese, who [forged international connections and shared their award-winning products](#) at Fine Food Australia last week. The trip was sponsored by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) with funding from the Small Business Administration. More international trade opportunities can be found on [WDATCP's website](#).

## MEMBERSHIP



### WCMA Recognition Committee Discusses Nominations for 2023 Awards

Planning for the [2023 WCMA Recognition Awards](#) is underway thanks to the members of our Recognition Committee and its new chair, Andy Dederich, who met last week to discuss the nominations submitted by WCMA members for the upcoming honors. WCMA extends its gratitude to the committee for its thoughtful efforts, and to all members who submitted nominations.

### Update Contact Information for 2023 WCMA Member Directory



As WCMA prepares to launch our [2023 Annual Member Directory](#) in print and online this coming January, we encourage all members to take advantage of this opportunity to build connections with connect with over 600 WCMA member businesses and thousands of their employees.

Log in to [WisCheeseMakers.org](#) today to ensure your company or cooperative's information is up-to-date. Have questions? Please contact [WCMA Business & Membership Manager Sara Schmidt](#).

**LOG IN**

## Reserve Directory Ad Space to Connect with 600+ WCMA Members

### WISCONSIN CHEESE MAKERS ASSOCIATION 2023 MEMBER DIRECTORY

#### Advertising Opportunities

The 2023 WCMA Member Directory will be a spiral-bound, letter-sized (8.5 x 11 inches), full color booklet. Copies of the directory will be distributed to our more than 600 dairy manufacturer, processor, marketer, and supplier members. In all, WCMA membership encompasses tens of thousands of individuals working in the global dairy industry. A PDF of the final publication will also be made available to active members on WCMA's website for viewing and download.

**Don't miss the chance to tout your products and services!**

#### AD PRICING & SPECIFICATIONS

Ads must be submitted as PDF documents at 300 dpi  
See diagrams →

##### Premium Placement

- Inside Front Cover - **\$2,750**
- Back Cover - **\$3,250**
- Inside Back Cover - **\$2,450**

Same specs as a full bleed interior ad  
Please note: previous cover advertisers have first right of refusal

##### Interior Placement

- Full Bleed - **\$1,600**  
Trim size: 8.5" x 11"  
Bleed: .125" all around  
Safe area: 8" x 10.5"
- Full Page Island - **\$1,600**  
Ad size: 8" x 10.5"
- Half Page (horizontal) - **\$850**  
Ad size: 7.125" x 5"



#### THREE WAYS TO SIGN UP

- Contact Sara Schmidt at: [sschmidt@wischeesemakers.org](mailto:sschmidt@wischeesemakers.org)
- Purchase via WCMA's Website: [wischeesemakersassn.org/marketing/member-directory-advertising](http://wischeesemakersassn.org/marketing/member-directory-advertising)
- Complete & Return the Advertising Sign Up Form

#### ARTWORK DUE DATE

Electronic files and payment requested by: **October 7, 2022**

E-mail your ad file to: [sschmidt@wischeesemakers.org](mailto:sschmidt@wischeesemakers.org)

Take action now to **reserve your ad space** in the 2023 WCMA Member Directory! Don't miss this chance to showcase your business to WCMA members operating coast-to-coast and around the world.

Half- and full-page options are available in this full-color, spiral-bound publication. For complete specifications and other details, **download our pricing form**. The deadline to reserve ad space is **Friday, October 7**.

Questions about advertising in WCMA's Annual Member Directory may be directed to **WCMA Business & Membership Manager Sara Schmidt**.

**PLACE YOUR AD**

# WELCOME



## NEW WCMA MEMBERS!

### Dairy Industry Suppliers



New WCMA supplier member **Pump Solutions #1 Corporation** sells and services pumps, motors and replacement parts.

Visit WCMA's **online member directory** for more information.

**EDUCATION**



## Join Dairy Food Safety Alliance for October 18 Meeting

### DAIRY FOOD SAFETY ALLIANCE



Make plans now to join WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin for the **next meeting of the Dairy Food Safety Alliance** on Tuesday, October 18 from 10 a.m.- 2 p.m. (CT).

The Alliance offers practical presentations on the latest in food safety research and regulatory practices, and a chance for participants to reconnect with their peers and colleagues in dairy processing.

October's meeting topics will include insights on top inspector concerns in plants, GMP updates, an update on the Pasteurizer Resealing Certification, and an ideation session to discuss hot topics and future food safety research. A detailed agenda will be shared in the coming weeks.

Attendees may choose to participate in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or online via Zoom. In-person attendees will enjoy a networking lunch starting at 11:45 a.m. (CT), with the meeting continuing at 12:30 p.m. (CT) for all participants. Participation is open to all dairy manufacturers, processors, and related suppliers, and registration costs just \$45.

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

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WISCONSIN  
CHEESE MAKERS  
ASSOCIATION

EST. 1891

# Advanced Leadership Series

## Impactful | Engaging | Industry-Focused

### Register for WCMA Advanced Leadership Series

Just six spaces remain in [WCMA's Advanced Leadership Series](#), beginning later this month. Sign up today for this highly-rated training, designed for mid-level managers and employees transitioning into such roles in the dairy processing industry. The small class size facilitates quality relationship building.

Together as a cohort, participants complete the series in three parts:

- The series kicks off on **Thursday, September 29**, when attendees will learn to take initiative in driving change and generating positive results for their company or cooperative.
- On **Wednesday, November 2**, participants will focus on developing and applying 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.
- On **Thursday, January 12, 2023**, attendees will learn practical tools and strategies to foster collaboration and resolve workplace conflict. **Jim Natzke of Natzke Consulting** will join students to share his leadership story and lessons learned over decades of management and consulting experience.



**Mike Sipple**  
**Agropur**



**Jim Natzke**  
**Natzke Consulting**

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, 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**

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## 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:

- 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
- October 3-7: [Advanced Cheese Technology \(In-Person\)](#) - Center for Dairy Research
- October 11-14: [Dairy Products, Processing, & Packaging Innovation Conference](#) - CalPoly
- October 18-20: [Cheese Grading \(In-Person\)](#) - Center for Dairy Research
- October 25-26: [Dairy Protein Beverage Applications \(In-Person\)](#) - 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

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**WORKFORCE**

**Alex Einbeck**  
5 Years | September 5

**Ben Hendrick**  
5 Years | September 11

**Austin Marvin**  
5 Years | September 25

**Rachel Bezier**  
5 Years | September 5

**Kaylyn Steinbarth**  
10 Years | September 24

**Kayla Bladi**  
10 Years | September 16

**Devin Marlowe**  
10 Years | September 26

**Jessica Erdman**  
10 Years | September 13



**Ken Sedevic**  
15 Years | September 4

**James Weiss**  
15 Years | September 9

**Charlie Rubio**  
15 Years | September 19

**Clinton Brown**  
20 Years | September 23

**Michael Strothman**  
20 Years | September 3

**Kim Welsh**  
25 Years | September 15

**Juanita Bednarek**  
30 Years | September 14

**David Bethke**  
30 Years | September 1

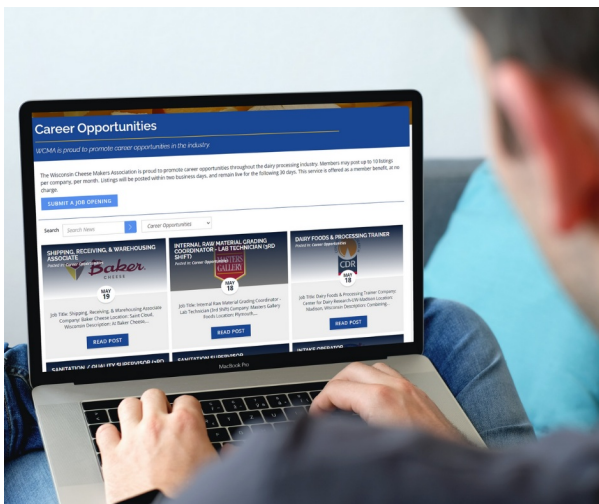
## WCMA Workforce Strategies Spotlight: Grande Recognizes Employee Service

This week in WCMA's Workforce Strategies Spotlight, we're highlighting a simple, effective way to boost employee morale, workplace productivity and talent retention rates: engage in employee recognition.

In a recent [social media post](#), WCMA member Grande Cheese Company saluted employees' celebrating service milestones, from five to 30 years of employment. While Grande – and other dairy processing employers – may pair recognition with rewards, even this simple, low-cost effort has been shown to have a significant impact with Generation Z and Millennial workers. In a [recent survey](#), 79 percent of workers aged 18-40 said that an increase in recognition rewards make them more loyal to their employer. In another [recent survey](#), human resources leaders agreed that employee recognition has a positive impact on retention and 56 percent said such programs also help with recruitment.

For more information on how to launch employee recognition programs, check out [this resource](#) from the Society for Human Resource Management or contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).

## Share Career Openings on WCMA Jobs Board



Visit WCMA's [online jobs board](#) to view job openings from WCMA members ALPMA USA, Burnett Dairy Cooperative, Crystal Farms, Emmi Roth, Lactalis American Group, 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!

**POST OPENINGS**

Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive, Suite 402, Madison, WI 53718

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