



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



UW-River Falls Shares Dairy Pilot Plant Updates



Naming opportunities are still available to support the highly-anticipated University of Wisconsin - River Falls Dairy Plant renovation, set to be completed by the end of January 2023. A grand re-opening is planned in the spring.

During a visit to the plant last week, WCMA Directors and staff received a firsthand look at the project and updates on its progress from university leaders.

Since its inception, WCMA and many of its members have supported this project through generous donations. Those interested in giving for the first time or expanding their support can now take advantage of additional naming opportunities at the \$150,000 level, including the Dairy Plant Manager Office, Dairy Plant Van, Dairy Plant Lab, and Dairy Plant Donor Alcove.

Current donors' total giving will be counted toward their total. Members with interest in donating should contact [UW-River Falls staff](#) for more information.



Apply Now for New DBIA Grants

The Dairy Business Innovation Alliance, a partnership between WCMA and the Center for Dairy Research, is accepting applications now through November 10 for a new round of [Dairy Business Builder grants](#). Thanks to additional federal funding, this Dairy Business Builder cycle will offer reimbursement grants of up to \$100,000 each, doubling the previous limit of \$50,000 each.

Competition is open to small- to medium-sized dairy farmers, manufacturers, and processors in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota, Kansas, and Wisconsin. The awards aim to support recipients in diversifying on-farm activity, creating value-added products, enhancing dairy byproducts, and creating or enhancing dairy export programs.

Application materials, including a free webinar with tips for a strong proposal, are now [available online](#). All applications are due by 5:00 p.m. (CT) on November 10. Successful applicants will be notified by December 15, 2022.

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

[SUBMIT YOUR PROPOSAL](#)

Cedar Grove Cheese



Dairy Industry Impact Grant Recipient
2021

Plain,
Wisconsin

#DBIADelivers Spotlights Grant Projects

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

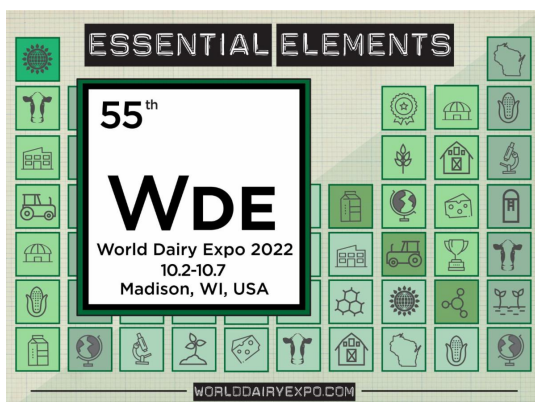
WCMA's newest social media series, DBIA Delivers, highlights the successes of dairy entrepreneurs that have taken their businesses to the next level thanks to DBIA grants.

This week in our DBIA Delivers series, we're pleased to introduce [Cedar Grove Cheese](#). Using funding from the Dairy Business Innovation Alliance's larger-scale Industry Impact grants, Cedar Grove plans to scale up a model liquid waste-to-fertilizer system. Results from the project will be shared in an effort to help other small- to medium-sized dairy processors pursue affordable solutions to recover and market the biosolids that remain after treating wastewater.

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!

INDUSTRY UPDATES

Join Global Symposium at World Dairy Expo



WCMA members attending World Dairy Expo October 2-7 are invited to join the [Global Dairy Symposium](#) hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), WCMA, and Dairy Farmers of Wisconsin on October 6 from 8:30 a.m.-12 p.m.

Join world-renowned speakers in the dairy industry to learn about the latest market trends and innovative new ways of viewing business in today's marketplace.

Though this event is free, admission to World Dairy Expo and Symposium registration are

required to attend. To view additional details and to register, visit [WDATCP's website](#).

This event is funded in part by the [Wisconsin Initiative for Agricultural Exports](#), a WDATCP program launched earlier this year following impactful advocacy by WCMA and its members. The initiative will also fund an upcoming export assistance program run by WCMA for dairy processors.

RSVP TODAY




DAIRY
INNOVATION HUB

**DAIRY
SUMMIT**

NOVEMBER 16

hosted by:
**UW-River Falls
& live streamed**

Attend Annual Dairy Summit November 16

Registration is now open for the third annual [Dairy Summit](#) hosted by the Dairy Innovation Hub on November 16. This free, public event features the newest research and outreach funded by the Dairy Innovation Hub. The 2022 Summit will also include a farmer conservation panel and a regional economic development discussion. Participants may join in-person at UW-River Falls or online from anywhere in the world.

REGISTER NOW



Register for USDA Commodity Vendor Trainings

Dairy manufacturers and processors participating as vendors in the U.S. Department of Agriculture's (USDA) Commodity Procurement programs can sign up now for [free online trainings](#) offered by USDA in October. The sessions will cover the basics of using USDA's Web Based Supply Chain Management System. WCMA members interested in attending should contact [USDA staff](#) with questions.

[MORE DETAILS](#)

USDA Seeks Cheddar Barrels and Shreds

The U.S. Department of Agriculture (USDA) has issued a [solicitation for cheddar barrels and shreds](#) to be used in federal food assistance programs. Bids are due Monday, September 26 at 1:00 p.m. (CT). Please contact [USDA staff](#) with questions.

USDA Awards Mozzarella Contracts

The U.S. Department of Agriculture (USDA) last week awarded over [\\$5.8 million in mozzarella cheese contracts](#) to WCMA member Saputo Dairy USA. All open USDA dairy product solicitations are [available online](#), along with information about how to [become an approved vendor](#).

IN THE NEWS

Wisconsin

- *WBAY-TV*: [Which one of these is the “Coolest Thing Made in Wisconsin”?](#) (Featuring WCMA member Ellsworth Cooperative Creamery and

- Klondike Cheese Company)
- *Dairy Processing*: [Freshpack retiree spent 40-plus years in dairy](#) (Featuring WCMA member Freshpack)
- *Spectrum News 1*: [Seven Acre Dairy Company to preserve dairy history](#) (Featuring WCMA member Landmark Creamery)
- *Kansas City Star*: [Japanese tourist's TikTok has people swooning](#)
- *Wisconsin State Farmer*: [Milk production, cow numbers slowly creeping back up](#)
- *WKOW-TV*: [Green County Cheese Days festival begins](#)

National/International

- *Just-Food*: [China's appetite for cheese shows little sign of slowing](#)
- *Feedstuffs*: [USDA makes \\$2B boost for food banks, school meals](#)
- *Feedstuffs*: [USDA commits to team effort on expanding rural broadband](#)
- *Just-Food*: [Saputo chief alludes to further dairy plant closures under optimization drive](#) (Featuring WCMA member Saputo)
- *Food Safety News*: [Senate committee sets nomination hearing for top food safety official](#)
- *New York Times*: [I Can't Believe It's Butter!](#)

WCMA Members Awarded USDA Sustainability Funding

Congratulations to WCMA members Agropur, Dairy Farmers of America, Organic Valley, and Land O' Lakes, which have been [awarded funding](#) from the U.S. Department of Agriculture (USDA) to pursue projects designed to increase the use of climate-smart practices in the dairy industry and strengthen rural communities. USDA Secretary Tom Vilsack (pictured) announced the awards at an Organic Valley member farm in Wisconsin last Thursday.



MEMBERSHIP

Make an Impression: Advertise in WCMA's Annual Member Directory

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](#).

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: 1/25" 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
- Purchase via WCMA's Website: 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

Update Contact Information for 2023 WCMA Member Directory

As WCMA prepares to launch our [Annual Member Directory](#) in print and online this coming January, we encourage supplier members to take advantage of this opportunity to build industry connections by updating their information on WisCheeseMakers.org.

Member employees who are Primary Contacts or have Management Access for their organization should [log in by Friday, October 7](#) to ensure their company or cooperative's information is up-to-date. Watch our [short video](#) for a step-by-step guide:



Please contact [WCMA Business & Membership Manager Sara Schmidt](#) with questions.

LOG IN NOW



WISCONSIN
CHEESE MAKERS
ASSOCIATION

EST. 1891



Making the Most of Your WCMA Membership

September 13, 2022

Watch WCMA September Webinar for Membership Tips, Resources

WCMA's latest free, members-only webinar is [now available for viewing](#) on our YouTube channel. This session focused on ways dairy manufacturers, processors, and suppliers can engage with their trade association and maximize their WCMA membership. Many thanks to WCMA President Steve Bechel of Eau Galle Cheese for delivering a warm welcome in this month's webinar.

WCMA is pleased to share the following helpful resources and contacts that were mentioned during the webinar:

- [WCMA Board of Directors](#)
- [WCMA Staff](#)
- [WCMA Committees & Groups](#)
- [Upcoming WCMA Events](#), including:
 - [U.S. Championship Cheese Contest](#) - February 21-23, 2023
 - [CheeseCon](#) (formerly Cheese Industry Conference) - April 4-6, 2023
- WCMA Programs & Services, including:
 - [Advocacy](#)
 - [Trainings](#)
 - [Free Jobs Board](#)
- [WCMA E-Newsletter](#)

Information on this and all of WCMA's monthly webinars is available to members anytime at [WisCheeseMakers.org/Webinars](https://www.wis cheesemakers.org/webinars). Thank you for your engagement!

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member **GF Piping Systems** offers fittings, valves, pipes, automation and jointing technologies for a variety of markets.



New WCMA supplier member **Novasina AG** provides humidity & temperature sensors for any air conditioning/control system or monitoring solution, including those typically used in cheese cellars.

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

IN MEMORIAM

Rudy Nef



WCMA mourns with the family and friends of Rudy Nef, who **passed away** on September 18 at the age of 89.

The son of Swiss immigrants Alfred and Hedy Nef, Rudy started working at Valley Queen Cheese Factory at nine years of age. He earned a Dairy Science degree from Iowa State University before joining the military in 1955. Rudy returned to Valley Queen in 1957, taking the reins of the company in 1970 alongside his partner Max Gonzenbach.

Rudy was well known for his passion for learning and growth, his humility, and his care for others. He was honored with WCMA's Cheese Industry Champion Award in 2020.

EDUCATION

DAIRY FOOD SAFETY ALLIANCE



Dairy Food Safety Alliance Promises Inspector Insights, GMP Updates in October

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.

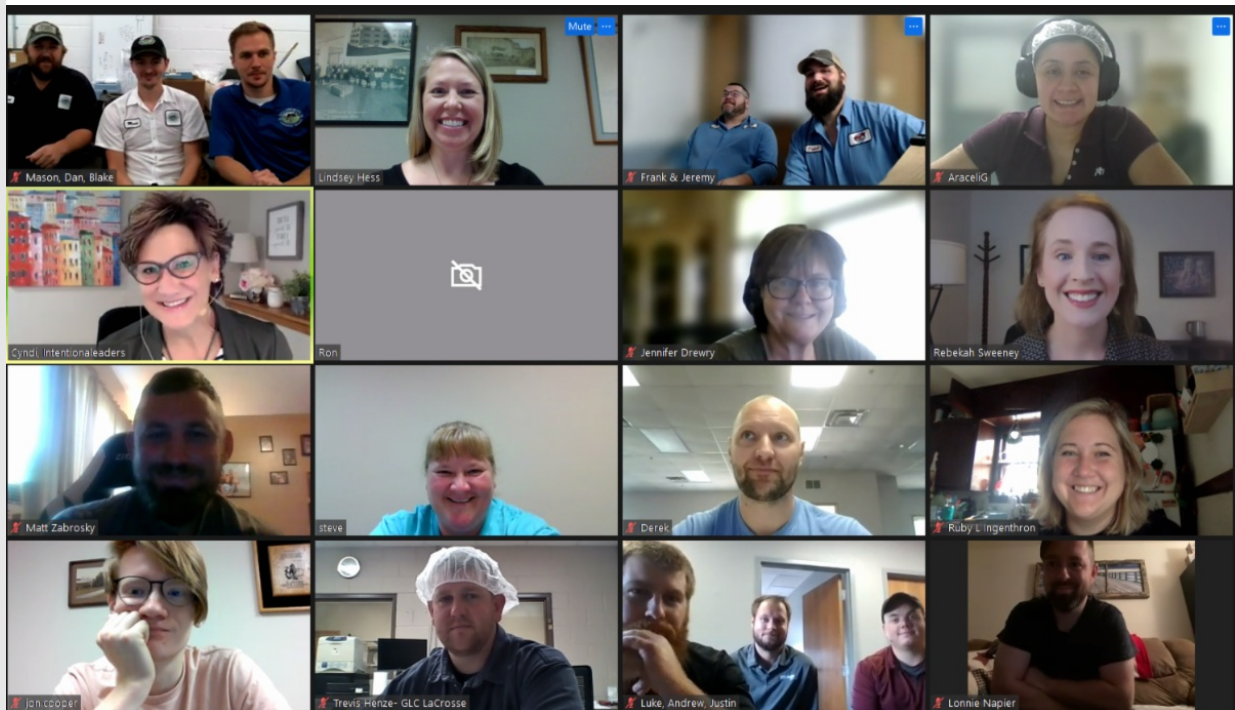
Here's a look at the October meeting agenda:

- Call to Order, Agenda Overview, & Introductions
- Inspector Insights Presentation
 - Dairy plant inspectors from eleven Midwestern states have been invited to share key takeaways for plant employees, the most common violations they see, and frequent misunderstandings food safety managers can address.
- Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Updates
 - WDATCP Dairy Services staff provide current updates on department activities and regulatory issues important to food safety personnel.
- GMP Updates & Resources
 - Leading dairy processing consultants Jim Mueller and Larry Bell will share GMP updates and helpful resources, including refreshed FSMA compliance templates and new support documents.

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.

REGISTER TODAY



Front-Line Leaders Cover Essential Skills

Kudos to the participants in this week's installment of WCMA's popular [Front-Line Leadership](#) training, hailing from [Ellsworth Cooperative Creamery](#), [Great Lakes Cheese](#), [Integrity Cheese Packaging of Wisconsin](#), [Klondike Cheese Company](#), [V&V Supremo Foods](#), [Westby Cooperative Creamery](#), and [WOW Logistics](#). We thank them for their enthusiasm - and their employers for investing in their growth!

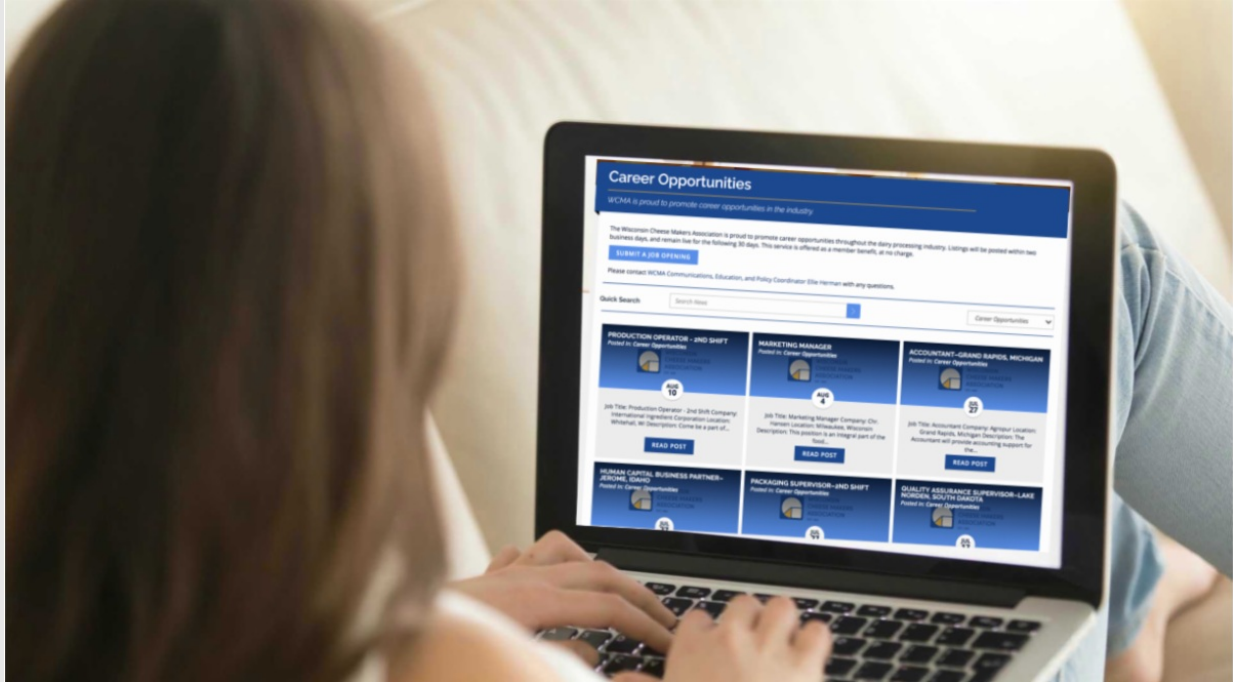
To learn more about WCMA's educational programs or to join the wait list for a future training, please contact [WCMA Programs & Office Coordinator Lindsey Hess](#).

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
- November 8-9: [Preventive Controls for Human Food](#) - Safe Food Resources
- November 9: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- November 16: [Dairy Ingredients 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



Share Career Openings on WCMA Jobs Board

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

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

WisCheeseMakers.org



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

[Unsubscribe kstrohmenger@wischeesemakers.org](mailto:kstrohmenger@wischeesemakers.org)

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