



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY

### WCMA Testifies on Make Allowances & Protein Price Formula at FMMO Hearing



This week, Wisconsin Cheese Makers Association **Executive Director John Umhoefer** is set to testify at the U.S. Department of Agriculture's (USDA) ongoing national hearing on Federal Milk Marketing Orders, happening in Indiana.

WCMA members weighed in last week on their support for adjusted make allowances. Umhoefer will **speak on that topic**, but further testify in **opposition to proposals** to add 640-pound Cheddar blocks and mozzarella to the protein price formula.

Live testimony is available to view online via this **Zoom link**. Look for hearing updates in each week's WCMA member newsletter.

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### Ag Appropriations Talks Continue As Government Shutdown Approaches

U.S. government funding is set to lapse this week and, with no overarching budget agreements in place, a government shutdown appears likely to begin October 1.

House Republicans leaders have **scheduled votes** on four full-year appropriations bills for this week, including an **agricultural appropriations package**, though all feature deep spending cuts unlikely to be accepted by the Senate.

For their part, Senate Democrats are planning to **vote on a continuing resolution** to provide stopgap money at current levels as budget talks continue. However, a small but powerful group of Republican members of the House call that path forward a non-starter, demanding \$120 billion in spending cuts and pushing to keep the government shut down until Congress negotiates all 12 pending bills, a process that could take until December, if not longer.

If a full government shutdown occurs, federal agencies will stop all "nonessential" work. The U.S. Department of Agriculture (USDA) would likely be allowed to continue food inspections, nutrition assistance programs, and the monitoring of imports for pests and diseases, but Farm Service Agency and Natural Resources Conservation Service offices

would be shuttered, impacting farmers. A shutdown would also further stall progress on the 2023 Farm Bill, and stop USDA's Federal Milk Marketing Order hearing.

WCMA staff is communicating with Congressional members to urge continued funding for key dairy programs. Watch for analysis of a final ag appropriations bill, should it be approved, in next week's newsletter, along with impacts and opportunities for advocacy related to a government shutdown.

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## WCMA Supports CME Reform

WCMA's Board of Directors has voted to support a package of CME spot dairy market [rule modification proposals](#) designed to strengthen and stabilize the dairy industry. The set of ten proposals addresses GFSI/SQF plant certifications, pathogen testing protocols, color specifications, and grading procedure alignments, with a comprehensive list [available here](#). Representatives from CME Group have informed WCMA they intend to take some action on reform proposals before the end of this year.

WCMA thanks the members of its CME Reform Workgroup for their input and direction. Members with questions may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

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## SIGNATURE EVENTS



# CHEESEEXPO

Global Technology for Dairy Processors

April 16-18, 2024 | Baird Center  
Milwaukee, Wisconsin

Special Events: April 16, 2024

Exhibits & Seminars: April 17-18, 2024

## Secure Your CheeseExpo Spotlight

Now is the time to claim your [CheeseExpo 2024 sponsorships](#) - and make an impact at North America's premier event for cheese, butter, and whey processors.

Set for April 16-18 in Milwaukee, Wisconsin, [CheeseExpo](#) will welcome more than 4,000 attendees, including representatives from hundreds of global dairy manufacturing and processing companies and cooperatives.

Learn about our available sponsorships in this [online brochure](#), or click on the links below to find the CheeseExpo sponsorship level and benefits right for your organization.



**SECURE YOUR  
SPONSORSHIP**

Diamond Level Sponsorship Marketing Opportunity:

- [Championship Auction Reception\\*](#)

Platinum Level Sponsorship Marketing Opportunities:

- [Welcome Reception\\*](#)
- [Champions Reception\\*](#)

Gold Level Sponsorship Marketing Opportunities:

- [Wednesday Continental Breakfast\\*](#)

CheeseExpo Silver Level Sponsorship Marketing Opportunities:

- [Wednesday Coffee & Water on Exhibit Floor\\*](#)
- [Thursday Coffee & Water on Exhibit Floor](#)
- [Young Professionals Event\\*](#)
- [World Championship Cheese Contest Sponsor\\*](#)

CheeseExpo Partner Marketing Opportunities:

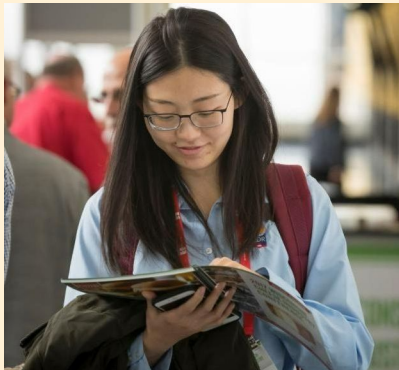
- [Wednesday & Thursday Lunches](#)
- [Registration](#)
- [Floorplan](#)

CheeseExpo Contributor Marketing Opportunities:

- [CheeseExpo Contributor](#)
- [World Championship Cheese Contest Contributor](#)

*\*Note that these sponsorships are subject to a previous sponsor's first right of refusal.*

## Advertise in CheeseExpo's Official Program



The 2024 CheeseExpo program is a who's who of the dairy processing industry - and it's distributed to attendees. Act quickly to [claim your space](#) in this highly-read, full-color publication.

Consider the following opportunities:

- [Inside back cover](#)
- [Full page advertisement](#)
- [Half page advertisement](#)
- [Quarter page advertisement](#)

Please contact [WCMA Events Director Caitlin Peirick](#) with questions.

## INDUSTRY UPDATES



# WCMA Export Workgroup Meeting

October 26  
10:00 a.m.-2:00 p.m. (CT)  
Madison, Wisconsin

Join online or in-person!



REGISTER NOW:  
[WisCheeseMakers.org](http://WisCheeseMakers.org)

## Join in WCMA Export Workgroup Meeting Focused on Maximizing Trade Show ROI

Effective trade show engagement is crucial for dairy processors' growing their international sales. Learn how to maximize your trade show return on investment at the [next hybrid meeting of WCMA's Export Workgroup](#) on Thursday, October 26 from 10:00 a.m.-2:00 p.m. (CT). All dairy processors and industry suppliers are invited to join in-person at WCMA's offices in Madison or online via Zoom.

Attendees will gain insights on current dairy export projections and learn more about all the elements involved in a successful trade show visit, including how to select a show, the financial investment involved in attending, what to expect when you arrive, pre- and post-show marketing, effective follow-up, and more.

Here's a look at the meeting agenda:

- Agenda Overview & Introductions
- Trends and Forecasts in Dairy Exporting, presented by Stephen Cain of U.S. Dairy Export Council
- Trade Show Homework: How to Determine Target Markets and the Best Shows to Attend, presented by Dan Durand of Hidalgo Global
- Trade Show Resources, presented by Paul Sorenson of Food Export Midwest and Katie Ujdak of Wisconsin Economic Development Corporation
- Panel Discussion of Trade Show Homework and Resources, featuring Hidalgo Global, Food Export Midwest and WEDC
- Strategies for an Effective Trade Show, presented by Sartori Cheese
- Panel Discussion of Effective Trade Show Strategies, featuring Sartori Cheese, MCT Dairies, Dairy Farmers of Wisconsin, and the Wisconsin Department of Agriculture, Trade and Consumer Protection

Presenters will reserve time to field attendees' questions during the meeting.

**REGISTER NOW**

Have questions about WCMA's Export Workgroup? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

# DAIRY FOOD SAFETY ALLIANCE



## Register Now to Join Dairy Food Safety Alliance Hybrid Meeting October 25

**Register now** to join food safety and quality professionals at the next meeting of the Dairy Food Safety Alliance, set for Wednesday, October 25 from 10:00 a.m.-2:00 p.m. (CT).

All dairy manufacturers, processors, and industry suppliers are welcome to join this hybrid meeting in-person in Sun Prairie, Wisconsin, or online via Zoom.



Here's a look at the meeting agenda:

- Agenda Overview & Introductions
- Inspector Insights Presentation & Panel Discussion: Dairy plant inspectors from 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 Updates
- Root Cause Analysis & Quality Tools, presented by Adam Brock, Dairy Farmers of Wisconsin
- Dairy Recall Tracker & Sanitation Preventive Controls, presented by Alex O'Brien, Center for Dairy Research
- Spanish Language Training Tools, offered by Innovation Center for U.S. Dairy

In-person attendees will enjoy a networking lunch at 11:45 a.m. Please register for in-person attendance by October 17.

The **Dairy Food Safety Alliance**, a partnership between WCMA, the Center for Dairy Research, and Dairy Farmers of Wisconsin, delivers the latest in food safety news to the dairy processing industry. Participation in Alliance meetings is open to all dairy manufacturers, processors, and related suppliers.

**REGISTER NOW**

Have questions about the Dairy Food Safety Alliance? Please contact [WCMA Contest Director Kirsten Strohmenger](#).



## Member Needs Survey **Sustainability Interests**



## Sustainability Survey Responses Due Friday

As the U.S. dairy industry works to set and achieve sustainability goals, Wisconsin Cheese Makers Association is pleased to announce it will launch a new workgroup focused on this issue area in early 2024. To guide Association efforts, we invite you to participate in a [brief online survey](#). Please complete the survey by this coming **Friday, September 29 at 5 p.m.** (CT). Be assured that your responses will be blinded, aggregated, and held in confidence.

Questions may be directed to [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

**TAKE THE SURVEY**

## USDA Seeks Bids for Mozzarella Contract

The U.S. Department of Agriculture has [issued a solicitation](#) for the purchase of nearly 75 million pounds of mozzarella cheese. Bids are due October 4 at 1 p.m. (CT).

## USDA Offers New Vendor Webinar in Spanish



The U.S. Department of Agriculture (USDA) is now offering its New Vendor Process webinar in Spanish. The recorded webinar is available on the Commodity Procurement Program webpage: [Cómo Ser un Proveedor Certificado del Departamento de Agricultura de los Estados Unidos - YouTube](#).

This is the first Spanish language content on the webpage, and USDA officials call it an "initial step forward" in making information more accessible to diverse audiences.



### Wisconsin

- *The Cap Times*: [Pam Hodgson aims to make the 'best cheese in the world' at Sartori](#) (Featuring WCMA member Sartori Cheese)
- WMTV-TV: [New Madison event celebrates the people behind the cheese](#)

### National/International

- *Forbes*: [Kraft Heinz recalls approximately 83,800 cases of American cheese slices](#)
- *Good Morning America*: [Are there any risks or benefits to drinking raw milk?](#)
- *New York Times*: [For many big food companies, emissions heading in the wrong direction](#)
- *CNBC*: [California Governor Newsom will sign bill requiring large companies to report emissions](#)
- *Farm and Dairy*: [Pennsylvania dairy grant application period opens](#)
- *Food Manufacturing*: [USDA invests nearly a half billion dollars in food security programs](#)
- *Hoard's Dairyman*: [Prairie Farms partners on berry smoothie project for hunger action month](#) (Featuring WCMA member Prairie Farms)
- *EatingWell*: [The four cheeses you should always buy at Costco](#) (Featuring WCMA members BelGioioso Cheese and Cabot Cheese)

## WORKFORCE



### Wisconsin Cheese Makers Association

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## Health & Safety Group

## Join Hybrid Meeting Tomorrow Focused on Emergency Prep, OSHA LEP, & Safety Products

**Register now** for WCMA's Health & Safety Group meeting tomorrow, 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:

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

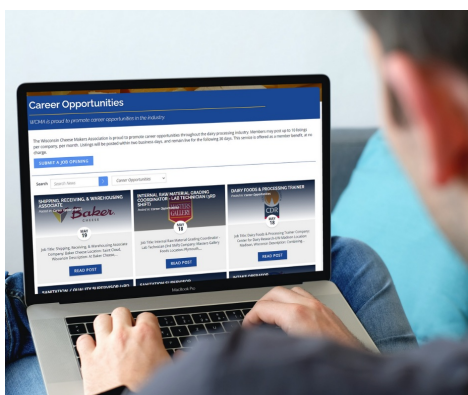
- Advancements in Equipment Guarding, presented by Kelley Supply
- Chemical Program Solutions, presented by Kelley Supply
- Live Q & A to Follow
- Group Business, including updates on upcoming WCMA employee safety trainings and upcoming meetings

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](#).

## 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 Business Operations Manager Ryan Dunn](#).

## EDUCATION



**WCMA Webinar**

*Innovations in  
Cheese Cultures*

## Register Now for Free Member Webinar Focused on Cheese Culture Innovations

You're invited to register now to take part in WCMA's next [free member webinar](#), set for Tuesday, October 10 at 1:00 p.m. (CT). Our focus this month is cheese culture



innovations, and WCMA is proud to bring you experts from leading suppliers to the dairy processing industry, including:

### Chr. Hansen Inc.

- Casey Baumler, Regional Sales Director for Midwest U.S. and Canada, will discuss innovations in the cultures and enzymes that boost productivity for cheesemakers.

### IFF Nutrition & Biosciences

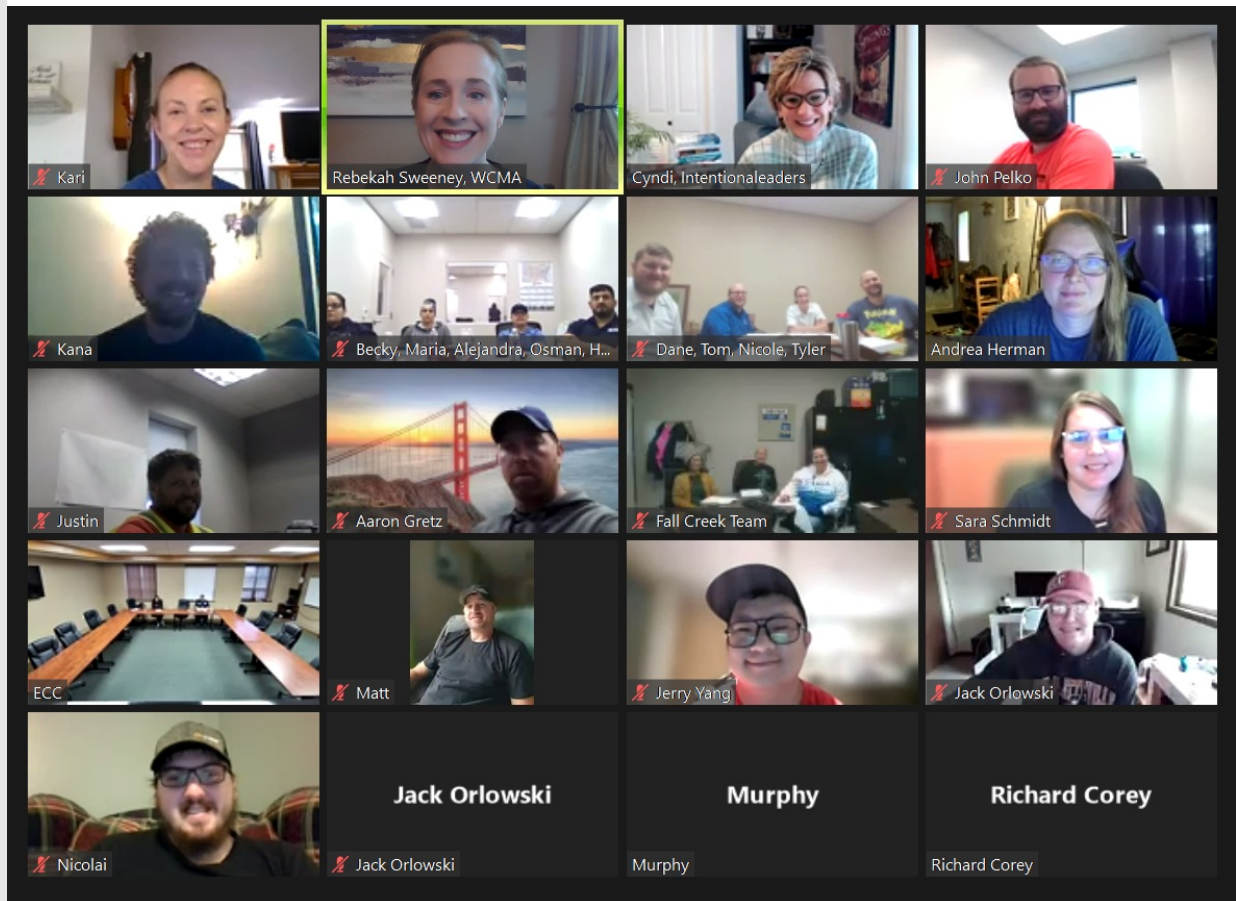
- Baidya Nath Sah, Ph.D., Application Specialist, Cheese, will talk on “Improving cheddar cheese for every eating occasion with Chymostar™ and Choozit® Vintage.” Chymostar, fermentation-produced chymosin, is formulated for higher activity and simultaneously reduction of coagulant cost in use by 15-20%. Choozit Vintage achieves consistently delicious cheddar flavor and smooth, clean-cut texture – combined with stable product quality over the entire shelf life.

### Lallemand Specialty Cultures

- Julien Gadin-Dherbecourt, Ph.D., Dairy Culture and Technology Expert, will describe LALCULT® Protect MC1 which has been designed to control the growth of molds and yeasts and LALCULT® Protect LC1, a patented culture to control the growth of *Listeria monocytogenes*. In addition, FLAV-ANTAGE® BL B1 is a new natural rind solution based on a carefully selected *Brevibacterium* that allows cheesemakers to create hard and semi soft cheeses with a darker (beige to brown) natural rind without coloring agents.

**REGISTER NOW**

This one-hour webinar will include time for our presenters to field your questions. If you'd like to pose a question in advance, please email [WCMA Senior Director of Programs & Policy Rebekah Sweeney](mailto:Rebekah.Sweeney@wcma.com) by Monday, October 9 at 12:00 p.m. (CT).



**WCMA Front-Line Leaders Learning New Skills**

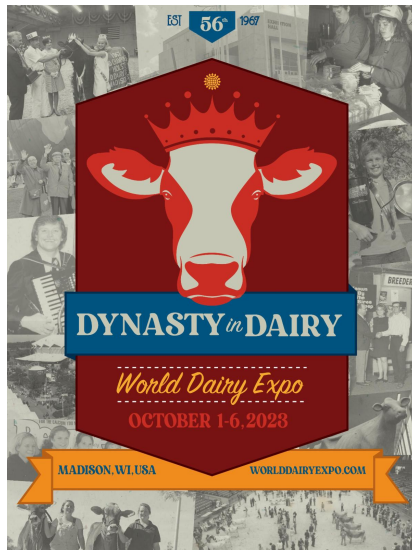
# to Foster Positive, Productive Workplaces

A new group of WCMA Front-Line Leadership participants are spending today exploring what it means to be a leader, considering their own strengths and growth areas, and learning how to level up their management skills. Kudos to this engaged group, including member employees from Ellsworth Cooperative Creamery, KDI Cheese, Mosaic Meadows-La Clare Creamery, Schuman Cheese, Winona Foods, and WOW Logistics, and to their employers for investing in their ongoing education.

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

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## Register Now 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**

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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:

- October 10-11: [Food Defense and FSPCA Vulnerability Assessment](#) - Dairy Farmers of Wisconsin
- October 10-12: [Advanced Cheesemaking, Artisan Varieties](#) - Center for Dairy Research
- October 17-19: [Cheese Grading & Evaluation](#) - 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 Fast Forward Workforce Training Grants Available Through November 7

The Wisconsin Department of Workforce Development is now accepting grant applications for the [Wisconsin Fast Forward program](#), which aims to support the development of innovative and collaborative customized worker training programs. Grant awards range from \$5,000 to \$400,000, and are available to all industry sectors and companies or any size. A cash or in-kind match of 50 percent is required, and grantees must complete training of at least 85 percent of contracted trainees, with at least 75 percent of trainees receiving increased wages. The deadline to apply is November 7 at 3 p.m. (CT). For more information and to apply, please see the [grant program announcement](#) summarizing program requirements.



## Apply by October 13 for WDATCP's \$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).

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.

In 2023, 16 of the 21 WDATCP [Dairy Processor Grant recipients](#) were WCMA members, and WCMA staff are here 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 by October 18 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. **The deadline for submissions is October 18 at 5 p.m. (CT).** Both grant 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).

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

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## WCMA Board Meets at Sargento



WCMA thanks member company Sargento Foods for its generosity in hosting the Board of Directors for a productive meeting at its Plymouth, Wisconsin headquarters last week.

Prior to board business, CEO Louie Gentine addressed the group, sharing Sargento's history and goals. Innovation is one of the keys to Sargento's success in the marketplace - and it's key to WCMA serving its members, too.

# WELCOME



*NEW WCMA MEMBERS!*

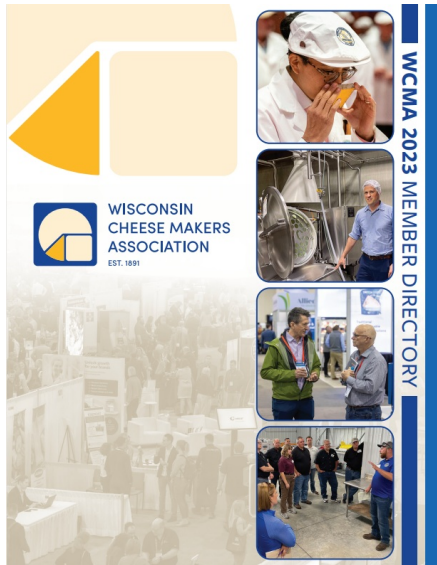
## Dairy Industry Suppliers



New WCMA supplier member **One Motion** offers products that use energy efficient magnetic, direct drive technology to power belt conveyors for food manufacturers.

New WCMA supplier member **Weiland Inc.**

## Secure Ad Space by October 5 & Update 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.

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](#). 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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