



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY

Wisconsin Dairy Export Expansion Workshop

November 3
10:00 a.m.-2:30 p.m. (CT)

Join online or in-person



REGISTER NOW:
WisCheeseMakers.org

Register Now for WCMA Export Workshop

Make plans now to join WCMA for a [Wisconsin Dairy Export Expansion Workshop](#) on Tuesday, November 3 from 10:00 a.m.-2:30 p.m. (CT). Participants can register to attend in-person in Sun Prairie, Wisconsin or online via Zoom. Whether you're an experienced exporter or you're just considering launching an international sales program, this educational opportunity will offer you valuable insights and resources.

Here's a look at our agenda:

- 10:00 a.m.: Welcome & Agenda Overview
- 10:15 a.m.: Great Opportunities for Dairy Product Export
- 10:45 a.m.: What A Dairy Products Exporter Needs to Know
 - Presentations from:
 - Food Export Midwest
 - Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP)
 - MCT Dairies
- 11:45 a.m.: Panel Discussion of Audience Q&A
 - Food Export Midwest
 - Lisa Stout, WDATCP
 - Ryan Wucherer, MCT Dairies
 - Kathy Parins, Hancock International
- 12:15 p.m.: Lunch Break
- 12:45 p.m.: Overview of Export Resources

- Presenters/Topics:
 - Grant Monies
 - International Market Access Grants: Wisconsin Economic Development Corporation
 - Branded Program: Food Export Midwest
 - Marketing Support: Dairy Farmers of Wisconsin
 - Research & Development Support
 - Free Consulting Services
- 2:00 p.m.: Open Q&A
- 2:30 p.m.: Adjourn

REGISTER NOW

This new workshop is funded by the [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#), a WDATCP program launched earlier this year following impactful advocacy by WCMA and its members. WIAE monies are also supporting additional export resources through WCMA, including free export consultations to dairy processors and an online library of export forms, guidance documents, and contacts.

Members with questions about the WIAE should contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).



WCMA Members Join Wisconsin Agricultural Export Advisory Council Meeting

Many thanks to WCMA members Ryan Wucherer of MCT Dairies (pictured here with Wisconsin Agriculture Secretary Randy Romanski) and Jeff Schwager of Sartori Company for their work as members of Wisconsin's Agricultural Export Advisory Council.

The Council met last week to continue its work guiding the efforts of the state-funded



Wisconsin Initiative for Agricultural Exports, launched earlier this year at the Wisconsin Department of Agriculture, Trade and Consumer Protection.

The dairy industry is well-represented in the group: in addition to WCMA members MCT Dairies and Sartori, CEO Chad Vincent of Dairy Farmers of Wisconsin serves as Vice Chair.

USDA Awards \$502M in Broadband Grants

The U.S. Department of Agriculture (USDA) last week announced that it will provide **\$502 million in loans and grants** to bring affordable high-speed internet to rural residents and businesses in 20 states - including states where dairy processors live and operate.

WCMA members have identified broadband expansion as a policy priority, and WCMA continues to advocate at the federal and state level for investments in high-speed internet access for all.

INDUSTRY UPDATES



Wisconsin Dairy Exports Increase in Q2

According to new data from the Wisconsin Department of Agriculture, Trade and

Consumer Protection (WDATCP), the state [exported \\$295 million in dairy products](#) in the second quarter of 2022 - an increase of over 37 percent from the same period in 2021. Canada remains the leader in importing Wisconsin dairy products, followed by China, Korea, Japan, and Mexico. More export statistics are available on [WDATCP's website](#).



Explore DBIA at World Dairy Expo

Headed to Madison, Wisconsin for World Dairy Expo next week? Visit WCMA and our partners at the Center for Dairy Research (CDR) at [booth 4423](#) in the Exhibition Hall to explore the grant opportunities and technical assistance offered by the [Dairy Business Innovation Alliance \(DBIA\)](#).

WCMA and CDR staff will be available from 9:00 a.m. – 5:00 p.m. Tuesday through Friday. Each day, a different DBIA grant recipient will join us in the booth, ready to answer questions and share their experiences. For a look at the full booth schedule, [visit WCMA's website](#).

GLOBAL DAIRY SYMPOSIUM

October 6, 2022 | 8:30 a.m. - 12 p.m. | During World Dairy Expo 2022
Alliant Energy Center | 1919 Alliant Energy Center Way, Madison, WI 53713

Hosted by:
Wisconsin Department of Agriculture, Trade and Consumer Protection



Register by Friday for World Dairy Expo Global Dairy Symposium

WCMA members attending World Dairy Expo are invited to register by Friday, September 30 for the **Global Dairy Symposium** hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), WCMA, and Dairy Farmers of Wisconsin on Thursday, October 6 from 8:30 a.m.-12:00 p.m.

This informative event will feature world-renowned speakers in the dairy industry sharing the latest market trends and innovative ways of viewing business in today's marketplace. Each speaker will provide a 30-minute presentation and participate in a panel discussion moderated by Corey Geiger, managing editor of *Hoard's Dairyman*. Presenters include:

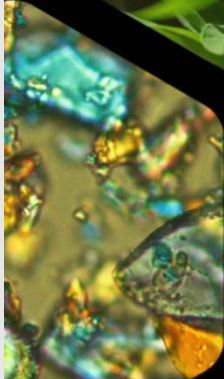
- Krysta Harden – CEO, U.S. Dairy Export Council
- Torsten Hemme – President, International Farm Comparison Network, Germany
- Sheryl Meshke – Co-President and CEO, Associated Milk Producers Inc.
- Ad van Velde – President, Global Dairy Farmers, the Netherlands

Though this event is free, paid admission to World Dairy Expo is required in order to attend. Space for the symposium is limited and advance registration is required. To view additional details and to register, visit [WDATCP's website](#).

RSVP TODAY



**DAIRY
SUMMIT**



NOVEMBER 16

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

Sign Up for Annual Dairy Innovation Hub Summit

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

GRANTS



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

Reimbursements Available Through Food Export Branded Program

Dairy businesses headquartered in the Midwest or Northeast U.S. that are engaged in exporting their products can still [apply for 50 percent reimbursement](#) of certain expenses through [Food Export's Branded program](#). Funds are still available for the 2022 program year.

Administered by the U.S. Department of Agriculture (USDA), the program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 5 percent of approved international marketing and promotional activities, such as website development, packaging and labels, advertising and public relations, in-store promotions and product demonstrations, fees for exhibiting at select trade shows, marketing and point-

of-sale materials, and freight costs for product samples.

For more information on the Branded program, please contact [W DATCP staff](#).

Boost International Presence with WEDC Grants



The Wisconsin Economic Development Corporation (WEDC) is now accepting applications for [International Market Access Grants](#) of up to \$25,000 to support export expansion projects. Funding for these grants was increased this year, following an advocacy push from WCMA and other agricultural groups for the [Wisconsin Initiative on Agricultural Exports](#).

Application information is [available online](#), with projects approved on a rolling basis. Questions may be directed to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

APPLY NOW

Apply for New DBIA Grants by November 10



The Dairy Business Innovation Alliance 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](#).

Carr Valley Cheese



Dairy Business Builder Grant Recipient
2020 & 2021

La Valle, Fennimore, &
Mauston, Wisconsin

#DBIADelivers Highlights Grant Recipients

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.

Today in #DBIADelivers, we're introducing you to Carr Valley Cheese, a fourth-generation artisan cheese plant in southern Wisconsin led by Wisconsin Master Cheesemaker Sid Cook (pictured). With support from Dairy Business Builder grants in 2020 and 2021, Carr Valley created a new product line of flavored, pasteurized cheese using local sheep's milk and pursued a modernization and expansion of its Mauston facility. Visit CarrValleyCheese.com to learn more about the company.

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!

IN THE NEWS

Wisconsin

- *University of Wisconsin-Madison:* [Chancellor Mnookin tours dairy farm, highlights research efforts](#)
- *Dairy Foods:* [Sartori Cheese operations expand to keep up with demand](#) (Featuring WCMA member Sartori Company)
- *Farmers for Sustainable Food:* [2021 Progress Report released](#) (Featuring WCMA members Agropur, Compeer Financial, Crave Brothers Farmstead Cheese, Dairy Farmers of America, Grande Cheese Company, Schreiber Foods, and Valley Queen Cheese)
- *WiscNews:* [Meet the 2022 South Central Wisconsin Best of the Best](#) (Featuring WCMA member Carr Valley Cheese)
- *WFRV-TV:* [Local farmers take pride in new products from Land O' Lakes](#) (Featuring WCMA member Land O' Lakes)

National/International

- *Agri-Pulse Daybreak:* [Hunger conference plans unveiled](#) (Starts at 0:21)
- *National Milk Producers Federation:* [Butter and cheese keep dairy's rise constant](#)

- Food Safety News: [U.S. slips down rankings in food security index](#)
- U.S. Department of Agriculture: [Supermarket prices predicted to increase 10.5-11.5 percent in 2022](#)
- Dairy Processing: [Rural Pennsylvania dairy farmers join Organic Valley](#) (Featuring WCMA member CROPP Cooperative/Organic Valley)
- Merced Sun-Star: [Hilmar Cheese Company donates large silo to Merced County Fire](#) (Featuring WCMA member Hilmar Cheese Company)
- BBC: [How King Charles helped save British farmhouse cheese](#)



Crave Brothers Celebrates 20th Anniversary

WCMA salutes the team at Crave Brothers Farmstead Cheese on 20 years in business! Our thanks go to the Crave family for their continued efforts to help move the dairy industry forward, and for hosting a fun and educational celebration.



Clock Shadow Creamery Celebrates 10th Anniversary

Congratulations to WCMA member Clock Shadow Creamery on its 10th anniversary!

The company celebrated this weekend by hosting Squeak Fest, a community event honoring its decade of cheesemaking in Milwaukee.

MEMBERSHIP



Limited Ad Space Remaining in WCMA Annual Member Directory

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"



— Hairline
— Minimum
— Safe Area

Please note the spiral bound may be on either side.

Don't place any sensitive content outside of safe area to avoid loss.

All ads require will be added around at least 0.125 inch full bleed ads.



THREE WAYS TO SIGN UP

- Contact Sara Schmidt at:
sschmidt@wischeesemakers.org
- Purchase via WCMA's Website:
wischeesemakersasn.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

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.

Just **four full-page** and **six half-page ad spaces** remain in this full-color, spiral-bound publication, so don't wait. The deadline to reserve ad space is **Friday, October 7**. For complete specifications and other details, **download our pricing form**.

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

PLACE YOUR AD

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 next 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](#)

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member [Digested Organics](#) manufactures and operates filtration and organic waste treatment systems designed to convert manure, digestate, food & beverage manufacturing wastes, and other high strength wastewaters into clean water, concentrated co-products, and renewable energy.

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



Pictured (L to R): Steve Stettler, Decatur Dairy; Phil Lindemann, Pine River Pre-Pack; Richard Guggisberg, Guggisberg Cheese; Kirsten Strohmenger, WCMA; Jake Huffman, Zimmerman Cheese; John Umhoefer, WCMA.

WCMA Members Judge Swiss Cheese Awards

Kudos to WCMA member companies Decatur Dairy, Guggisberg Cheese, Pine River Pre-Pack, and Zimmerman Cheese, who shared their expert skills and knowledge last week as judges at the Swiss Cheese Awards, alongside WCMA's Executive Director John Umhoefer and Events Manager Kirsten Strohmenger. WCMA is proud to support the ongoing pursuit of excellence in the global cheese industry.

EDUCATION



WCMA Front-Line Leaders Connect In-Person

WCMA was pleased to welcome a new group of



dairy processing professionals to Madison today for Part A of the in-person track of our popular Front-Line Leadership Series! We appreciate their engagement, and their employers' support for their continued learning: **Arena Cheese, Grassland Dairy Products, Meister Cheese Company, and Schuman Cheese.**

For more on WCMA's educational offerings, visit [WisCheeseMakers.org/Trainings](https://www.wischeesemakers.org/trainings) or contact [WCMA Programs & Office Coordinator Lindsey Hess](#).



Register Today for October Dairy Food Safety Alliance 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. Here's a look at the October meeting agenda:

- 10:00 a.m.: Call to Order
 - 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.
- 11:45 a.m.: Networking Lunch
- 12:30 p.m.: Meeting Resumes
 - Small Group Discussion

- Large Group Discussion
- 2:00 p.m.: Adjourn

Attendees may choose to participate in-person at the Hilton Garden Inn in Sun Prairie, Wisconsin or online via Zoom. 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

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:

- 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 1: [Dairy Basics: Fundamentals of Quality and Safety](#) - Penn State
- 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



View, Share Career Opportunities on Free 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)

[Constant Contact Data Notice](#)

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