



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS

CHEESE EXPO

Global Technology for Dairy Processors

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

Special Events: April 16, 2024 | Exhibits & Seminars: April 17-18, 2024

Record Attendance Expected at CheeseExpo

CheeseExpo 2024 is underway in Milwaukee, Wisconsin, welcoming dairy processing professionals from all over the world! The excitement begins today with special networking events. Plan your visit now with the free CheeseExpo mobile app, available for Android and iPhone. Sponsored by WCMA supplier member Cybertrol Engineering, the app provides access to complete exhibitor information, a map of the exhibit floor, a list of educational seminars, and schedule alerts.

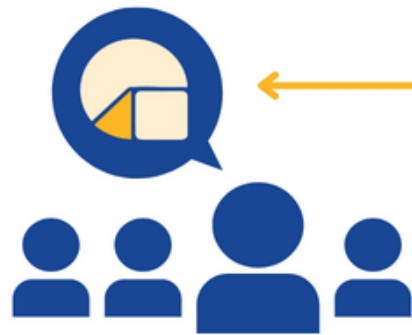
APPLE

GOOGLE PLAY

All CheeseExpo registrations must now take place on-site. CheeseExpo's registration desks will be open at the Baird Center throughout the event:

- Tuesday, April 16 until 7:00 p.m.
- Wednesday, April 17 from 7:00 a.m. – 6:00 p.m.
- Thursday, April 18 from 7:00 a.m. – 6:30 p.m.

Hard copies of the 2024 CheeseExpo Official Program are available at registration. A full schedule and additional information is [available online](#).



WCMA ANNUAL MEMBER MEETING

Network, Stay Informed at WCMA Annual Member Meeting

Mark your calendar and make plans now to gather with your peers in dairy processing on Wednesday, May 22 in Madison, Wisconsin for WCMA's Annual Member Meeting.

We'll recognize legislative champions for the dairy industry and preview what's next for WCMA, in addition to our featured presentation: Cybersecurity Strategies for Dairy Processors. Gain essential knowledge from industry leaders and issue experts as they share case studies and – more importantly – steps to guard against costly data breaches and operations disruptions.



REGISTER NOW

Have questions about the 2024 Annual Member Meeting? Please contact [WCMA Business Coordinator Carah Maier](#).

Showcase Your Company: Sponsor the WCMA Annual Member Meeting

Act by May 14 to connect with WCMA members and showcase your company as a **[sponsor of the Annual Member Meeting](#)**. Sponsorships of \$500 include the following benefits:

- One free meeting registration
- Recognition during the WCMA Annual Meeting and in all advance meeting promotions
- Your organization's full-color logo on the event webpage
- Signage with your organization's full-color logo displayed at the meeting

Visit [WisCheeseMakers.org](https://www.wischeesemakers.org) to secure your sponsorship. Thanks for your support!

BECOME A SPONSOR

INDUSTRY UPDATES

New HPAI Outbreaks Reported in Dairy Herds, CDC Issues Public Health Advisory

South Dakota on Thursday became the [eighth state to find highly pathogenic avian influenza](#) (HPAI) in a dairy herd, after the U.S. Department of Agriculture (USDA) reported infections in North Carolina, Texas, Kansas, Ohio, Michigan, Idaho and New Mexico over the past three weeks.

The Centers for Disease Control and Prevention (CDC) has issued a [public health advisory](#) related to the HPAI outbreaks, following a confirmed human infection in Texas.

All government authorities note the safety of pasteurized milk and dairy products, but USDA is warning against the use of milk from sick cows and against consumption of raw milk in general.

WCMA has compiled - and continues to update - an [HPAI fact sheet for dairy processors](#) with information from USDA, CDC, and the Food and Drug Administration. WCMA members with questions may contact [WCMA Executive Director John Umhoefer](#) or [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

USDA Reduces Support for WIC Dairy Purchases

The U.S. Department of Agriculture released a [final rule](#) last week updating the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). The rule cuts funding for dairy in WIC food packages, though milk, cheese, and yogurt are in the “top five” of most popular grocery items redeemed and paid for with WIC support.

USDA Seeking Cheddar for Nutrition Programs

The U.S. Department of Agriculture has [issued a solicitation](#) for the purchase of cheddar cheese for domestic food distribution programs. Bids are due by April 29 at 1 p.m. (CT). Deliveries are to be made between July 1-September 30, 2024.

Export Opportunities for Dairy Processors

WCMA members operating in Wisconsin can act now to take advantage of new export opportunities through the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP).

Chile Trade Mission

Dairy companies are encouraged to join the WDATCP on its May 6-10 trade mission to Santiago, Chile. The Multi-sector mission will include buyer meetings, store visits, farm visits, market briefings and meetings with regulatory and government officials, as well as industry and economic development organizations. Interested in participating? Contact [WDATCP's Shirley Acedo](#).

China Dairy Expo

WDATCP is facilitating a Wisconsin Pavilion at the 2024 China Dairy Expo, and dairy farming and processing companies, dairy service companies, and water treatment technology companies are all encouraged to attend. Interested in participating? Contact [WDATCP's Jennifer Lu](#).

Supported by funding from the Wisconsin Initiative for Agricultural Exports, WCMA also offers free consultative services to dairy processors interested in launching or expanding their export endeavors. For more information, please visit the [WisCheeseMakers.org](https://www.wischeesemakers.org) or contact [WCMA Grants and Business Programs Director Danica Nilsestuen](#).

EDUCATION



WCMA Hosts First-Ever Basic Safety Training for Dairy Processors

Our thanks go to the WCMA member employees who joined in last week's inaugural offering of Basic Safety Training for Dairy Processors in Madison, Wisconsin, generously sponsored by Nelson-Jameson, Inc. Participants hailed from Cedar Grove Cheese, Chalet Cheese Cooperative, Ellsworth Cooperative Creamery, Klondike Cheese Company, Schuman Cheese - Lake Country Dairy, Meister Cheese Company/Muscoda Protein, Nelson-Jameson, Prairie Farms Dairy, and Westby Cooperative Creamery.

WCMA's [Basic Safety Training for Dairy Processors](https://www.wischeesemakers.org/trainings) will be offered throughout this year, both virtually and in person. See all dates and register now at [WisCheeseMakers.org/Trainings!](https://www.wischeesemakers.org/trainings)



WISCONSIN
CHEESE MAKERS
ASSOCIATION



Safety Spotlight: Products to Prevent Slips, Trips, and Falls

April 9, 2024

Check Out Webinar Recording Focused on Prevention of Slips, Trips, and Falls

A recording of WCMA's latest member webinar, focused on solutions to prevent slips, trips, and falls, is **now available online**. Many thanks to our guest presenters Tony Lee of Key Resin Company/FlowResin, Courtney Boeger of Nelson-Jameson, and Jim Miller of Saldesia. Resources and contacts shared during this webinar include:

- **[Full PowerPoint \(click to download\)](#)**
- **[Key Resin Company/FlowResin](#)**
- **[Nelson-Jameson](#)**
- **[Saldesia](#)**
- **[WCMA Employee Health & Safety Resources](#):**
 - Includes regulatory references, consultative services, and industry guidance on combustible dust, emergency preparedness, warehouse safety, and more
 - Upcoming WCMA Employee Health & Safety Trainings:
 - Basic Safety Training for Dairy Processors
 - Virtual: **[May 14](#)**, **[September 24](#)**
 - In-Person (Madison, Wisconsin): **[June 4](#)**, **[October 15](#)**
 - Train the Safety Trainer
 - In-Person (Madison, Wisconsin): **[December 11](#)**

Presenters:

- Tony Lee, Key Resin Company/FlowResin, **tlee@keyresin.com**
- Courtney Boeger, Nelson-Jameson, **c.boeger@nelsonjameson.com**
- Jim Miller, Saldesia, **j.miller@saldesia.com**
- Rebekah Sweeney, WCMA, **rsweeney@wischeesemakers.org**

You can also **[register now for next month's free WCMA webinar](#)** on Tuesday, May 14, focused on **biosecurity strategies for dairy processors**. Featured speakers will be announced soon! Presenters will reserve time for Q&A, so bring your questions or submit them in advance to **gatherton@wischeesemakers.org**.

Information on all WCMA's past monthly webinars is available to logged-in Association members anytime at **WisCheeseMakers.org/Webinars**. Our webinars are driven by member feedback, so please feel free to reach out anytime with questions or ideas for future sessions.



WCMA Announces May 23 Next Step Leadership Session Focused on Situational Leadership

Register now for the next installment of WCMA's engaging **Next Step Leadership Training**. Each year, this concise, virtual program offers established industry leaders an opportunity to reconnect with their peers, to refresh their basic leadership skills, and to take a closer look at a key strategy for employee attraction and retention.

Set for Thursday, May 23, this year's **Next Step Leadership Training** will focus on situational leadership. This timeless, relevant, and practically applicable theory will help participants to be more focused and intentional in how they lead. Attendees will receive practical ideas for engaging and influencing even the most seasoned staff and come away from the class with a tool for assessing employees' commitment and competency, and a completed delegation action plan.

At just \$145 per person, **Next Step Leadership** is a low-cost, but highly effective way to engage your brain in intentional leadership learning and planning. View complete training details and register now at [WisCheeseMakers.org](https://www.wischeesemakers.org).

Please contact **WCMA Senior Director of Programs & Policy Rebekah Sweeney**.

REGISTER NOW



Reserve Seats Now for May 7-8 WCMA Materiality Assessment Workshop

Sign up now at [WisCheeseMakers.org](https://www.wischeesemakers.org) for an exciting new opportunity from WCMA: **[Optimizing Sustainability: Materiality Assessment Workshop for Dairy Processors](#)**. Space remains for **just four more companies or cooperatives**, so don't delay!

**SECURE
YOUR
SPACE NOW**

As a first step in mapping out a sustainability strategy, a well-conducted materiality assessment can help businesses identify key sustainability priorities, answer customer-driven questions, and meet the growing demands of measuring and reporting their sustainability goals and practices.

Participants in this workshop will experience a comprehensive exploration of key sustainability topics, materiality assessment development steps, stakeholder engagement, data collection and analysis, and more. Supported by the Global Reporting Initiative (GRI) Standards and other relevant industry standards, workshop content will be delivered by WCMA partners and sustainability leaders [Harbor Environmental](#) and [Innovation Center for U.S. Dairy](#).

In addition to this in-person offering, attendees will have access to two virtual group follow-up sessions and up to three hours of one-on-one consulting time with Harbor Environmental. Participants should expect to complete their materiality assessment within six months of the initial workshop.

Questions about this workshop or WCMA's sustainability programming can be directed to [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

Additional Industry Educational Opportunities

WCMA is pleased to share opportunities for industry training and enrichment. Here's a look at upcoming offerings from WCMA partners:

- May 8: [Comprehensive HACCP Training for Wisconsin Food Processors and Manufacturers](#) - M3 Insurance
- On-demand: [Introduction to Food Safety Principles \(English and Spanish\)](#) -

- Cornell University
- On-demand: [Online Dairy Science and Sanitation \(English and Spanish\)](#) - Cornell University
- On-demand: [Artisan Dairy Food Safety Coaching](#) - Cornell University
- On-demand: [Online HACCP Training](#) - North Carolina State University
- On-demand: [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- On-demand: [Preventive Controls for Dairy Processors](#) - North Carolina State University
- On-demand: [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University

IN THE NEWS

Wisconsin

- *Wisconsin State Farmer*: [When he came to Wisconsin, Widmer built his name on aged brick cheese. 102 years later, that name lives on.](#) (Featuring WCMA member Widmer's Cheese Cellars)

National/International

- *Food Industry Executive*: [Starting to think sustainably: Addressing big issues is best accomplished with small steps](#) (Featuring WCMA member Nelson-Jameson)
- *The Dairy Record*: [No jobs lost in sale of two dairy processing plants](#) (Featuring WCMA member Dairy Farmers of America)
- *KTBS-TV*: [We eat enough grilled cheese to fill up 900 Olympic-size swimming pools](#)

MEMBERSHIP



Dairy Manufacturers, Processors, and Marketers



New WCMA dairy manufacturer member [Cowgirl Creamery](#), based in Petaluma, California, is an award-winning specialty cheese manufacturer. Its product line includes Mt. Tam, Red Hawk, Devil's Gulch, Pierce Point, Wagon Wheel, and Hop Along.

Dairy Industry Suppliers

New WCMA supplier member [KFI Engineers](#) is a recognized industry leader in process and facility infrastructure design and performance, serving serve clients in the United States,



Serendipity Supplies

New WCMA supplier member [Serendipity Supplies](#) distributes ingredients, including annatto colors and rennet.



New WCMA supplier member [SMC Corporation of America](#) is a leader in pneumatic technology, providing technology and products to support automation.



New WCMA supplier member [Vessey](#) offers an alternative to traditional ERP systems, allowing cheese artisans to track and record critical events in their production process.



New WCMA supplier member [Zutat Feed Solutions](#) provides pre-consumer food waste removal and recycling services to food manufacturing and distribution center throughout the Midwest.

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

Update Your WCMA Subscriptions

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit - as well as communications about WCMA's programs, services, and signature events - is available to all WCMA member employees at no extra cost.

You can customize your subscriptions anytime by [logging in at WisCheeseMakers.org](#) and selecting the communications you'd like to receive. If you haven't created a login yet, simply click "Join," then "Create an Account" in the top right corner of our homepage. Need help? Check out our [short video tutorial](#).

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