



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



INDUSTRY UPDATES

DBIA



Dairy Business Innovation Alliance

Grant Applications Due April 30

WCMA invites members in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin to [apply by Friday, April 30](#) for \$1 million in grants worth up to \$50,000 through the Dairy Business Innovation Alliance (DBIA), a partnership between our organization and the Center for Dairy Research supported by the U.S. Department of Agriculture.

Eligible projects must focus on dairy farm diversification, the development of value-added dairy products, or dairy product exporting. No matching dollars are required of applicants.

DBIA Success Stories

During the first round of DBIA grant awards, made in 2020, [13 companies and cooperatives received grants](#) totaling \$230,000. Recipients include:

- Bennett Valley Cheese of Gilmanton, Wisconsin
- Carr Valley Cheese Company of La Valle, Wisconsin
- Country View Dairy of Hawkeye, Iowa
- Crave Brothers Farmstead Cheese of Waterloo, Wisconsin
- Ellsworth Cooperative Creamery, Ellsworth, Wisconsin
- Farm Life Creamery of Ethan, South Dakota
- Marcoat Jersey Creamery of Greenville, Illinois
- McCluskey Brothers of Hillpoint, Wisconsin

- Metz's Hart-Land Creamery of Rushford, Minnesota
- Redhead Creamery of Brooten, Minnesota
- Royal Guernsey Creamery of Columbus, Wisconsin
- Taste and See Creamery of Boyceville, Wisconsin
- Yodelay Yogurt of Madison, Wisconsin



McCluskey Brothers of Hillpoint, Wisconsin used grant monies to automate their cheese-conversion process. The McCluskeys, who now produce four types of cheddar, mozzarella, butterkaese, pepper jack, monterey jack and moinear, will now add shredded cheese to their product line.

Casey Sutliff of **Taste and See Creamery** used DBIA support to make a down payment on a vat pasteurizer to start her small processing business, which she will open this summer on her family farm.

Taste and See Creamery will sell cheddar, colby, pepper jack and gouda to area retailers and at farmers' markets in nearby Menomonie and Baldwin, Wisconsin.



Complete details on the DBIA grant program and an **informational webinar** are available now. Questions? Contact **WCMA Communications, Education, and Policy Director Rebekah Sweeney**.

DOWNLOAD APPLICATION

USDA Solicits Cheese, Butter, Yogurt Bids

The U.S. Department of Agriculture (USDA) is **accepting bids** for two purchases:

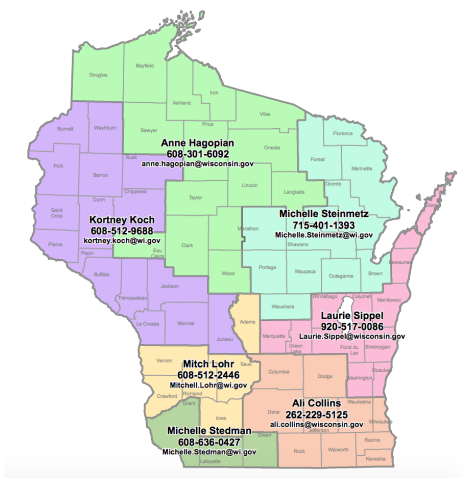
- **Shredded pepper jack cheese shreds and cheddar cheese slices**
- **Salted butter and yogurt**

Questions may be directed to **USDA staff**. A complete listing of open USDA dairy product solicitations is **available online**.

WDATCP Shares Updated Dairy Specialist Map

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) announced Monday that following a period of staff transitions and training within the Dairy Technical Specialist workgroup, staffing is now back to normal capacity. WDATCP will resume providing semi-annual pasteurization testing in Grade B dairy plants, as recommended by USDA Dairy Grading Services. WCMA members can find their specialist's contact information **using this map**, and are encouraged to reach out to

them for assistance as necessary.



DFW Announces Wonders of Wisconsin Campaign to Celebrate Cheesemaking Milestone

To celebrate 180 years of cheesemaking in Wisconsin, Dairy Farmers of Wisconsin is kicking off its **Wonders of Wisconsin** (WOW) campaign in May. The effort is designed to engage cheese lovers through retail and foodservice promotions, virtual cheese events, social and digital campaigns, and national earned media, to drive sales of Wisconsin-made cheeses. Wonders of Wisconsin displays will soon be found at grocery stores, specialty cheese shops, and restaurants including nearly 6,000 locations nationwide.



IN THE NEWS

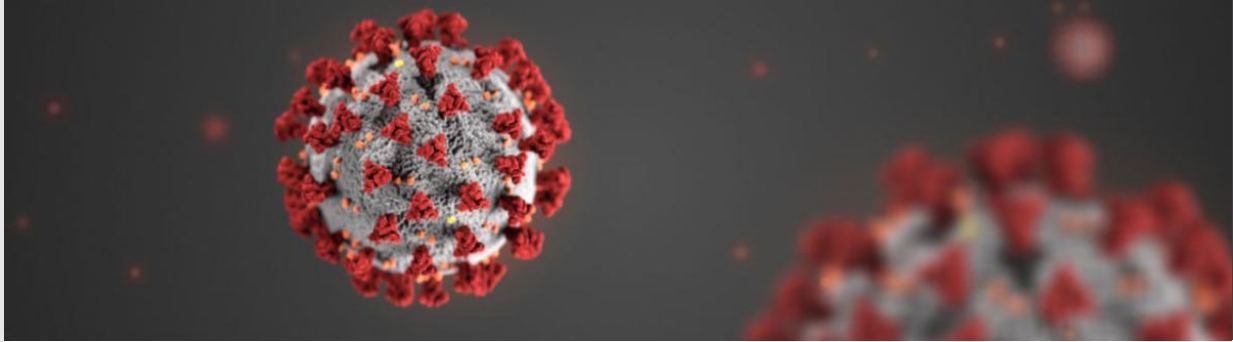
Wisconsin

- *WXPR Radio:* [Wisconsin unemployment held at 3.8 percent in March](#)
- *WXOW-TV:* [Proposed "PFAS Action Act" could give EPA more jurisdiction](#)

National/International

- *Dairy Reporter:* [Great Lakes Cheese expanding with new Texas facility](#) (Featuring WCMA member Great Lakes Cheese Company)
- *WPIX-TV:* [Changemakers: Turning a passion for cheese into a thriving snack business](#) (Featuring WCMA member Schuman Cheese)
- *FOX Business:* [Amazon launches Aplenty, a private-label food line](#)
- *Food Dive:* [Food is Gen Z's top spending priority, survey finds](#)
- *Progressive Dairy:* [March negative PPDs continue to climb out of 2020 depths](#)

COVID-19 UPDATES



Adults Eligible for Vaccination in All 50 States

As of Monday, April 19, all adults in the United States are [eligible for a COVID-19 vaccine](#), meeting the access deadline that President Joe Biden set two weeks ago.

The U.S. is administering an average of 3.2 million doses a day. More than 131 million people, or half of all American adults, received at least one shot as of Sunday, the [Centers for Disease Control and Prevention](#) shared. About 84.3 million people have been fully vaccinated.

Dairy Processor Members Invited to Participate in WCMA Vaccination Rate Survey

To provide information to our members and to policymakers, WCMA is compiling data on the administration of COVID-19 vaccinations to dairy processing member employees. We invite you to participate in this [one-minute survey](#), asking for your best estimate of the percentage of your workforce that is or will soon be vaccinated.

Information collected in this survey will be blinded and aggregated for release. Data from each participating member will be held in strictest confidence.

Please know that WCMA is [available to help](#) with questions you may have regarding vaccine access, and to connect you with vaccinators as desired.

WCMA Salutes Critical and Essential Employees



Throughout 2021, WCMA is saluting its members' essential and critical workforce, people who daily demonstrate their dedication to the mission of feeding the world delicious, nutritious dairy products.

WCMA is highlighting assistant cheesemakers Kim Graper, Maddie Delaney and Matthew Lajeunesse of Uplands Cheese. The team members are committed to safety and quality as they produce award-winning cheeses. Thank you, Kim, Maddie and Matthew!

Watch for WCMA salutes in Tuesday e-newsletters, our printed [membership directory](#), and on our Facebook, Twitter, and LinkedIn pages. Have an employee or team you'd like us to celebrate? Just contact [WCMA staff](#).

Coronavirus Headline News

Dairy Industry

- *Capital Press*: [Secretary of Agriculture Tom Vilsack talks about issues facing farmers and his plans for the USDA](#)
- *Wall Street Journal*: [Grocery owners may struggle to match last year's success](#)

Wisconsin

- *WTMJ-TV*: [Wisconsin leads U.S. in using allocated vaccines, falls behind in percent of residents vaccinated](#)
- *WKOW-TV*: [Wisconsin approaching plateau for COVID-19 vaccine demand](#)
- *WMTV*: [WDHS: 40 percent of state residents have received at least one dose of COVID-19 vaccine](#)
- *Wisconsin State Journal*: [Geographic gaps in COVID-19 vaccination taking shape in Wisconsin](#)

National/International

- *The Atlantic*: [The rural pandemic isn't ending](#)
- *Associated Press*: [U.S. aligns with CDC guidelines for international travel; warns against visiting 80 percent of the world due to COVID-19](#)
- *USA Today*: [No-prescription, rapid COVID-19 home tests to be sold at CVS, Walgreens and Walmart beginning this week](#)

Other Coronavirus Resources

WCMA will continue to provide links to both new and essential coronavirus resources for members in bulletins. We have also created a page on [WisCheeseMakers.org](#) with links to materials detailing employee safety best practices, operations guidance, federal and state support programs, and state orders impacting the dairy industry.

If you have questions or concerns, please contact WCMA staff. We are here for you.

Key Contacts

- WCMA Executive Director John Umhoefer: jumhoefer@wischeesemakers.org or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012

SIGNATURE EVENTS

CHEESE EXPO

GLOBAL ONLINE

WCMA Shares Industry Salutes from CheeseExpo Global Online

WCMA is pleased to share with all members two special programs from CheeseExpo Global Online: the WCMA Recognition Awards and Awards Banquet Highlights, events which saluted our industry's best and brightest.

WCMA Recognition Awards

This uplifting program pays tribute to Cheese Industry Champions Max Gonzenbach and Rudy Nef of Valley Queen Cheese, Wilbur Nielsen of Wapsie Valley Creamery, John Jeter of Hilmar Cheese Company, and Don Menzner of Marathon Cheese Corporation; WCMA Distinguished Service Award recipients David Carpenter of Chr. Hansen; Dick Groves of *Cheese Reporter*, Craig Linz of Tetra Pak, and Jerry Lippert of Nelson-Jameson; WCMA Vanguard Award recipients Carl Buell of Leprino Foods, Dr. Tom Everson of Grande Cheese Company, Steve Buholzer of Klondike Cheese, and Ray Palubicki of Alto Dairy; as well as WCMA Babcock Award recipients Dr. Floyd Bodyfelt of Oregon State University, and Dr. Norm Olson, Dr. Bob Cropp and Marianne Smukowski, all of the University of Wisconsin-Madison.



Awards Banquet Highlights

Shorter and sweeter, with fewer calories, this virtual banquet brought to you by WCMA and the Center for Dairy Research celebrates 2020 World Championship Cheese Contest winners, new WCMA Life Members Roger Krohn of Agropur and Mark Schleitwiler, formerly of BelGioioso Cheese, as well as new Wisconsin Master Cheesemakers®.



Spotlight Event: Awards Banquet Highlights

CheeseExpo Global Online Content Available to View On Demand Through October 8

All CheeseExpo Global Online educational seminars, Ideas Showcase presentations, and Virtual Exhibits are [available on demand](#) through October 8. [Register](#) to access all content on demand.

**Watch CheeseExpo
Global Online**

WORKFORCE



Join in WCMA Workforce and Education

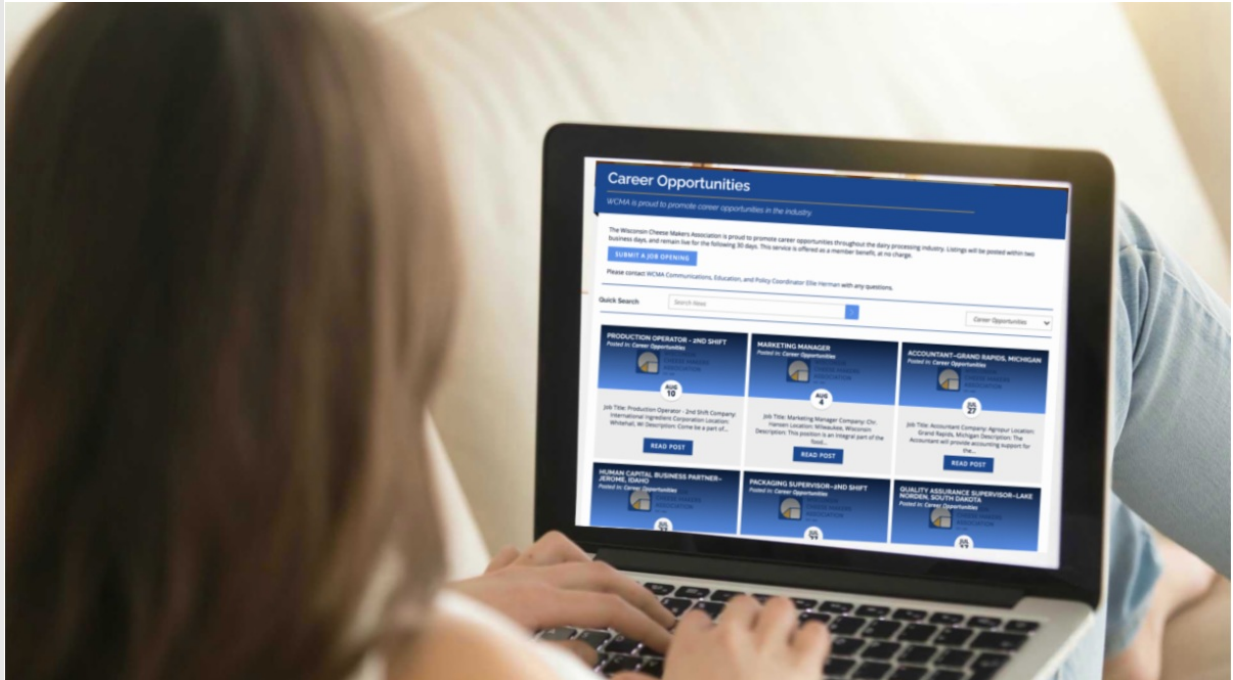
Committee Meeting May 4

What's missing from your employee training lineup? WCMA wants to know - and we're to help! Bring your industry educational wish list with you to the next [WCMA Workforce and Education Committee meeting](#), set for Thursday, May 4 from 1:00-2:30 p.m. (CT).

This free, virtual committee meeting will also feature discussion of COVID-19 challenges for industry employers and workforce resources.

[Registration](#) is open now, and all WCMA members - dairy processors and suppliers alike - are welcome to join.

Questions? Please contact [WCMA Communications, Education and Policy Director Rebekah Sweeney](#).



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 17 industry career opportunities from member companies Agropur, Baker Cheese, Ellsworth Cooperative Creamery - Wohlt Cheese, Inc., Emmi Roth USA, Lactalis American Group, Masters Gallery Foods, Saputo Cheese USA Inc. and Springside Cheese. Check out listings for cheesemakers, maintenance mechanics, IT summer interns, production associates and more!

All WCMA members are invited to [post openings](#). It's free and easy! Questions may be directed to [WCMA Communications, Education and Policy Coordinator Ellie Herman](#).

[ADD JOB OPPORTUNITIES](#)

EDUCATION



Kudos to Leadership Training Participants

WCMA hosted a virtual offering of WCMA Front-Line Leadership, Part C on Thursday for member employees from Alpine Slicing & Cheese, Associated Milk Producers, Inc., Baker Cheese, Grande Cheese, Great Lakes Cheese Company, Schuman Cheese, Springside Cheese and Wapsie Valley Creamery explored methods to successfully cultivate a team. Thanks go to all of the participants for their engagement and effort – and kudos go to their employers for investing in leadership development!

Register Now for Industry Trainings

WCMA is proud to host and promote opportunities for industry-specific training and enrichment. Here's a look at some of those upcoming events:

- April 29: [Butter Science 101 Livestream \(Free, Virtual\) | Center for Dairy Research](#)
- May 5-6: [Food Safety Workshop \(HACCP\) Online | Center for Dairy Research](#)
- May 10-13: [HACCP for Food Processors \(Virtual\) | Dairy Farmers of Wisconsin](#)
- May 10-14: [Advanced Cheese Technology Short Course Online | Center for Dairy Research](#)
- May 25: [Cheesemaking 101 What a Licensed Cheesemaker Should Know \(Virtual, On Demand\) | Center for Dairy Research](#)

MEMBERSHIP

Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly electronic newsletter! Please note, WCMA extends this benefit to all member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications products.