



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



Watch for a new look for *WCMA News*, debuting Tuesday, April 30!
It's all the industry news, events, and connection opportunities you value
- in a fresh, concise format.

SIGNATURE EVENTS



Record-Breaking Crowds Enjoy Networking, Education, Celebration, at CheeseExpo

A record-setting 4,026 cheese industry professionals explored over 300 exhibits featuring cutting-edge dairy technology, learned from the industry's brightest minds, and celebrated excellence in dairy processing last week at [CheeseExpo 2024](#) in Milwaukee, Wisconsin. **"Like" the [official CheeseExpo Facebook page](#) to be notified when a full photo library is available.** Thanks to all who joined this signature WCMA event, and to [our sponsors](#) for their generous support!

Mark your calendar now for [CheeseCon](#), April 15-17, 2025 at the Alliant Energy Center in Madison, Wisconsin. Then, CheeseExpo returns to Milwaukee April 14-16, 2026. Don't miss these opportunities to reconnect with the dairy processing community!



Championship Cheese Auction Raises \$423,480 for Industry Growth

An exuberant crowd of dairy processors, marketers, and suppliers last week **raised an unprecedented \$423,480** at the Novonesis Reception & Championship Cheese Auction at CheeseExpo in Milwaukee, Wisconsin - shattering the previous record by over \$80,000. The funds support industry scholarships and trainings offered by WCMA, as well as the World and U.S. Championship Cheese Contests and university dairy training centers. WCMA thanks all of the winning bidders for their generous support!

Winning Bidders

[Custom Fabricating & Repair](#)
[D.R. Tech, Inc.](#)

[Ivarson](#)

[Milk Specialties Global](#)

[Masters Gallery Foods](#)

[Mohawk Technology](#)

[Nelson-Jameson](#)

[T.C. Jacoby & Co.](#)

[dsm-firmenich](#)

[Hydrite](#)

[Emmi Roth](#)

[TC Transcontinental Packaging](#)

[Novonesis](#)

[Loos Machine & Automation](#)

[Advanced Process Technologies, Inc.](#)
[ALPMA USA](#)

[Dahmes Stainless Inc.](#)

[Great Lakes Cheese](#)

[Pine River Pre-Pack](#)

[ProActive Solutions USA](#)

[G & R Foods, Inc.](#)

[Complete Filtration Resources](#)

[Dairy Connection Inc.](#)

[Wabash](#)

[FSNS](#)

[Darlington Dairy Supply](#)

[Wisconsin Aging & Grading Cheese, Inc.](#)

[Cybertrol Engineering.](#)



WCMA ANNUAL MEMBER MEETING

Connect with Colleagues, Look to the Future 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

Many thanks to [ISG](#) for their generous sponsorship.

BECOME A SPONSOR

THANK YOU!

ISG

ADVOCACY



Thompson Pledges Farm Bill Release by Memorial Day

House Agriculture Committee Chair Glenn “GT” Thompson (R-PA 15) last week reiterated his goal to unveil a draft of the now-overdue 2023 Farm Bill legislation and finalize committee review by Memorial Day. Democrats and Republicans have been at an impasse over key hunger aid, climate standards, and farm safety net funding in the expected \$1.5 trillion bill for more than a year.

While a complete draft is still forthcoming, House Republicans shared a [one-pager](#) with Democrats last week, detailing the proposal’s investment in certain priorities. As noted, the GOP proposal is likely to include budget-neutral funding for SNAP and roll \$1 billion in Inflation Reduction Act into current conservation programs.

WCMA is advocating for member priorities in the Farm Bill. This week, we invite you to join WCMA in support of Dairy Business Innovation Initiatives, a program that has directed more than \$150 million over the past five years to dairy businesses and industry research and education. Just [click on this link](#), add your name and address to our easy online form, and submit our message to reach your members of Congress. Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with any questions.

CONTACT YOUR LAWMAKERS

INDUSTRY UPDATES

CDC Asks States to Prep for Bird Flu Testing; WHO Expresses Concern

The Centers for Disease Control and Prevention is asking states to prepare to test at-risk people for bird flu, reminding the public that the risk of infection remains low. Just one person was sickened with the virus following an outbreak at a Texas farm last month, and the individual's symptoms were mild. No human-to-human transmissions of the disease have been reported. [Eight states](#) currently note outbreaks in cattle.

Meanwhile, the World Health Organization last week [expressed "great concern"](#) over bird flu cases in humans, and on Friday announced that the virus has been found in raw milk. In a series of [Questions and Answers Regarding Milk Safety](#) on its website, the U.S. Food & Drug Administration states: "Only milk from healthy animals is authorized for distribution into interstate commerce for human consumption. Additionally, pasteurization is required for any milk entering interstate commerce. Pasteurization has continually proven to inactivate bacteria and viruses, like influenza, in milk."

WCMA has created a [fact sheet](#) for members' reference. Please contact [WCMA Executive Director John Umhoefer](#) or [Senior Director of Programs & Policy Rebekah Sweeney](#) with any questions.

USDA Issues Solicitations for Yogurt, Butter

The U.S. Department of Agriculture (USDA) has [issued a solicitation](#) for the purchase of yogurt and butter. Offers are due by 1:00 p.m. (CT) on May 3, with deliveries to be made between July 1-September 30, 2024. Questions should be directed to [USDA staff](#).

IN THE NEWS

Wisconsin

- *Wisconsin State Journal*: [Top Chef boost sales of Wisconsin cheese](#) (Featuring WCMA member Uplands Cheese)

National/International

- *FOX Business*: [Individually wrapped cheese could be targeted under New York legislation](#)
 - *Dairy Foods*: [Prairie Farms puts farm-to-table values at its forefront](#) (Featuring WCMA member Prairie Farms Dairy)
 - *Dairy Processing*: [Dairy manufacturer files for bankruptcy](#)
 - *Dairy Foods*: [SNL alumna Bayer featured in dairy sustainability videos](#)
 - *Tasting Table*: [Do you really need to wash your shredded cheese? We tested the trend](#)
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EDUCATION



Limited Space Remaining in WCMA Materiality Assessment Workshop - Act Now!

Sign up now at [WisCheeseMakers.org](https://www.wischeesemakers.org) to claim one of **four remaining spaces** in WCMA's upcoming **Materiality Assessment Workshop for Dairy Processors**, set for May 7-8 in Madison, Wisconsin.

**REGISTER
NOW**

A well-conducted materiality assessment is a key first step in mapping out your sustainability efforts. This workshop brings together WCMA partners and sustainability leaders **Harbor Environmental** and **Innovation Center for U.S. Dairy** for a comprehensive exploration of key sustainability topics, materiality assessment development steps, stakeholder engagement, data collection and analysis, and more.

Participants will come away with all the knowledge and tools needed to complete their own materiality assessment, including two virtual group follow-up sessions and up to three hours of one-on-one consulting time with Harbor Environmental.

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



WCMA Webinar

***Preparing for the Worst:
Biosecurity Strategies for Dairy Processors***

**Register Now for Free WCMA Webinar Focused
on Biosecurity and Emergency Preparedness**

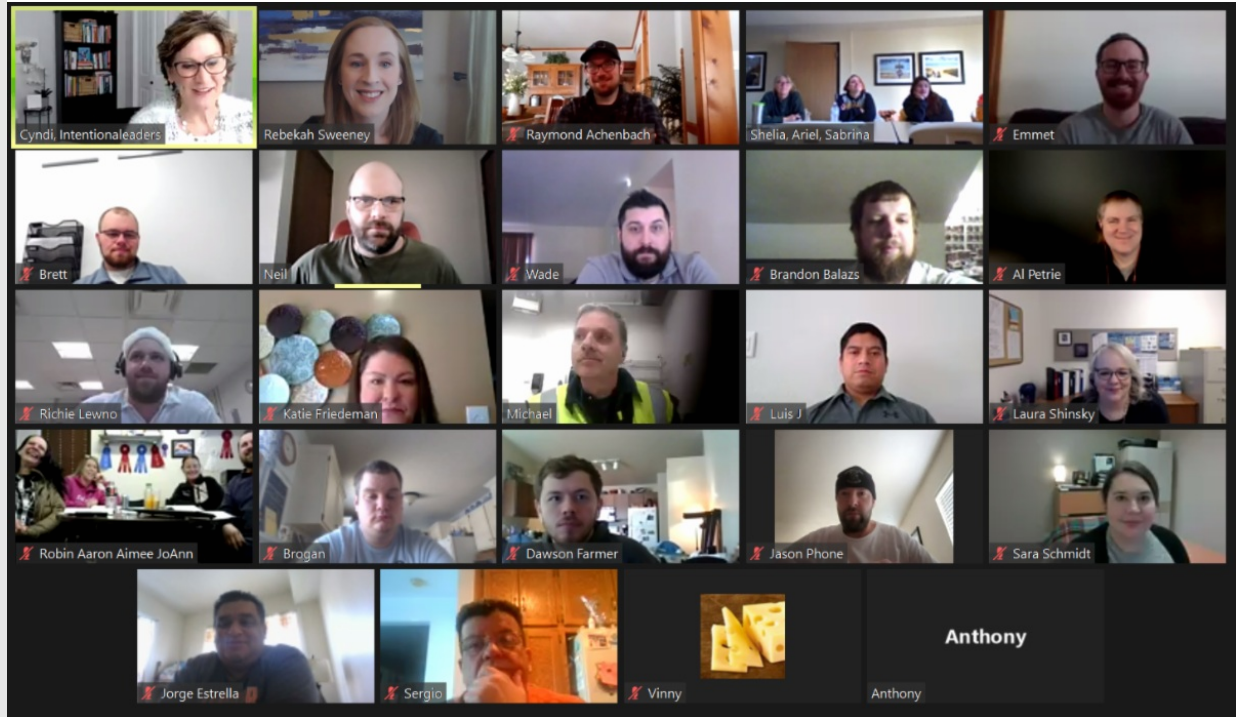
Register now for [WCMA's next free, members-only webinar](#) on Tuesday, May 14 at

1:00 p.m. (CT), focused on biosecurity strategies for dairy processors. Featured speakers will be announced soon.

Presenters will reserve time to field audience questions during the webinar. If you'd like to share a question in advance, please email WCMA Communications Director Grace Atherton by Monday, May 13 at 12:00 p.m. (CT).

This offering is the latest in [WCMA's monthly webinar series](#). Webinar topics are driven by WCMA member feedback and cover a range of themes such as business development, communication strategies, and industry resources. Suggestions for future webinars are welcome anytime.

RSVP TODAY



Join Virtual WCMA Basic Safety Training for Dairy Processors Tuesday, May 14

Ensure your valued team members have the knowledge and skills needed to stay safe on the job! Register them now for the next offering of WCMA's new [Basic Safety Training for Dairy Processors](#), set for Tuesday, May 14 from 9 a.m.-4 p.m. (CT) online.

Designed with input from WCMA's Health & Safety Group, this new course teaches participants about their rights, employer responsibilities, and - most importantly - how to identify, abate, and avoid job-related hazards they may encounter. The curriculum concentrates on safety strategies related to machine guarding, lockout/tag out, prevention of slips, trips, and falls, chemical controls, and control of hazardous energy - the key focus areas of the Occupational Safety & Health Administration's ongoing Local Emphasis Program for food processors.

This interactive course features images, videos and illustrative examples pulled from dairy processing plants or dairy industry suppliers. Participants will come away not only with new knowledge, but also with a packet of training materials and a certificate of completion from Chippewa Valley Technical College and WCMA that they and their employer can retain as a record of quality instruction.

WCMA is offering this training opportunity for just \$149 per person, and only 10 seats are left. Act now to reserve yours!

REGISTER TODAY



Learn Situational Leadership Principles in WCMA Next Step Leadership Training May 23

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

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 MEMORIAM

Raymond Palubicki



WCMA mourns with the family and friends of Raymond Palubicki, who passed away on March 22 at the age of 90.

Ray served for 40 years as a Wisconsin Master Cheesemaker and Plant Manager at Outagamie Producers/ALTO Dairy in Black Creek, Wisconsin. He was a 2021 recipient of the WCMA Vanguard Award, honoring innovation in dairy processing.

More information is available in Ray's [obituary](#). Memorial services celebrating his life were held in early April.

WELCOME



NEW WCMA MEMBERS!

Dairy Industry Suppliers



New WCMA supplier member [Aqua Innovations Plus, LLC](#) builds and designs equipment for processing cow manure and waste products for cheese manufacturing.



New WCMA supplier member [Capital Ingredients Corp.](#) produces and distributes raw materials, ingredients, mixes, semi-finished, and finished products for the food industry.



New WCMA supplier member [Dorner Company](#) is a provider of process equipment, valves, and automation solutions.



New WCMA supplier member [Great Plains Industries](#) is a flow meter and pump manufacturer for the fuel, chemical, food & beverage and agriculture industries.



New WCMA supplier member [MetLife Investment Management](#) finances food & agribusiness companies through loans secured by processing plants, distribution facilities and agricultural land.



New WCMA supplier member [Robopac USA](#) develops, sells, distributes, and services stretch wrapping machines for customers worldwide.

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

Share WCMA News with Colleagues

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA member employees at no extra cost. [Let us know](#) if we should add your colleagues to our list, or if you'd like to share feedback on our communications.

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