

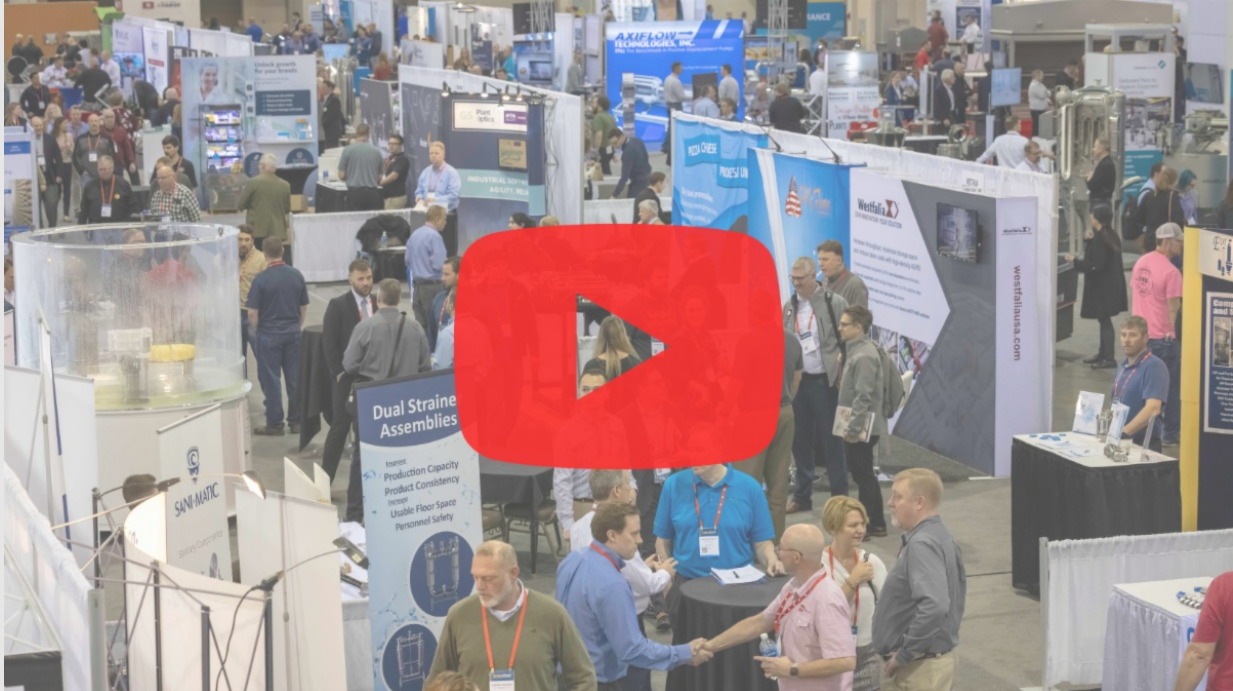


# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## SIGNATURE EVENTS



## Connect, Learn, and Grow at CheeseExpo!

Join over 4,000 colleagues, peers, and friends next week in Milwaukee, Wisconsin for the dairy processing industry's premier gathering: [CheeseExpo 2024!](#)

On-site registration is fast and easy on April 16, 17 and 18 at the CheeseExpo Registration Area. Online pre-registration is now closed and is up **12 percent** from 2022!

Network with CEOs, sales and marketing staff, quality assurance and food safety personnel, plant managers, and more. Learn from the industry's brightest minds in a full slate of engaging educational seminars. Grow your business with the latest advancements in dairy technology from hundreds of the industry's most trusted supplier businesses. Celebrate excellence in dairy processing and meet the next generation of leaders. You'll find it all at [CheeseExpo!](#)

Have questions? Please contact [WCMA's Events Team](#).

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## 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. The risk of cyberattacks on dairy processors, large and small, is higher than ever. 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** to secure your sponsorship. Thanks for your support!

**BECOME A SPONSOR**





## Register by April 15 for WCMA Technology Tour

Act now to join WCMA's [Cheese Technology Tour in Portugal](#), September 27 to October 6, 2024 – an opportunity for members to visit cheese factories, markets and enjoy the culture of this great nation.

WCMA can welcome up to 33 travelers for this special event, which includes four days in and around Lisbon, three days in the Douro Valley region and three days in Porto, with four cheese factory visits in all.

Registration and deposits are due April 15, 2024. Per person pricing includes airfare, hotel accommodations for eight nights, ground transportation, daily buffet breakfast, group dinners, and more. [View the tour brochure](#) for complete information and a link to register for the trip.

[DOWNLOAD BROCHURE](#)

WCMA reserves the right to apportion availability to assure that active dairy processors and young professionals have opportunities to register, as well as legacy (retired) professionals.

For any questions related to the tour or payments, please contact both [jaumetours@gmail.com](mailto:jaumetours@gmail.com) and [teresa@rift-valley.com](mailto:teresa@rift-valley.com). For other questions, please contact [WCMA Executive Director John Umhoefer](#).

## INDUSTRY UPDATES

### WCMA Shares HPAI Fact Sheet

Amid the ongoing outbreak of highly pathogenic avian influenza (HPAI) in U.S. dairy cattle, WCMA has compiled an [HPAI fact sheet for dairy processors](#) with information from the U.S. Department of Agriculture, the Centers for Disease Control, 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](#).

## WI Manufacturing Employment Down in 2023

Wisconsin's manufacturing workforce is expected to shrink in line with national trends, according to the latest [Department of Revenue economic forecast](#). Based on the latest revisions to statewide employment data, Wisconsin manufacturing employment fell by 0.5 percent in 2023. The agency expects manufacturing to this year fall behind the health and education services employment sector this year, to become the third-largest category. The report also outlines an expectation that the sector will continue declining through 2027. Across all sectors, state employment grew 1.4 percent last year and is on track to increase by another 0.7 percent in 2024.

### ADVOCACY



### WCMA, CDR Host U.S. Senator Tammy Baldwin



WCMA thanks U.S. Senator Tammy Baldwin (D-Wisconsin) for joining WCMA staff for a visit to the world-class Center for Dairy Research in Madison, Wisconsin.

A longtime champion of the dairy industry, Senator Baldwin has secured millions in federal dollars to fund the [Dairy Business Innovation Alliance](#), administered by WCMA and CDR; ensuring meaningful investments in our rural communities' infrastructure; leading the charge to require truth in food labeling through the DAIRY PRIDE Act; and more.



## IN THE NEWS

### Wisconsin

- *Milwaukee Journal Sentinel*: [I was at the 'Top Chef: Wisconsin' cheese festival. Here's a peek behind the scenes](#) (Featuring WCMA members Door Artisan Cheese, Roelli Cheese, Sartori Cheese, and Uplands Cheese)
- *The Daily Dish*: [Top Chef Hosted Its First-Ever Cheese Festival: "It's Everything You Want It to Be"](#) (Featuring WCMA members Sartori Cheese and Uplands Cheese)

### National/International

- *Newsweek*: [These are the nine most trustworthy food and beverage companies in America](#) (Featuring WCMA members Dairy Farmers of America and Land O'Lakes)
- *Fortune*: [\\$19 billion Land O'Lakes is halting churn by giving workers flexibility over their schedules—'it's the one thing all the people can rally around'](#) (Featuring WCMA member Land O'Lakes)

## EDUCATION



## 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](http://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](#) for an exciting new opportunity from WCMA: [Optimizing Sustainability: Materiality Assessment Workshop for Dairy Processors](#). Space remains for **just five 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

## MEMBERSHIP



## Dairy Manufacturers, Processors, and Marketers



New WCMA dairy manufacturer member [Buckeye Milk House LLC](#) is transitioning to new brand Modern Milkhouse and building a new facility where it will bottle milk and manufacture cheese, ice cream, and butter.

## Dairy Industry Suppliers



New WCMA supplier member [Hazen and Sawyer](#) is an environmental consulting firm specializing in water and wastewater treatment.

New WCMA supplier member [Jedson Engineering](#) is a privately owned, integrated engineering, procurement, and construction management company.



New WCMA supplier member [Kubix International Inc.](#) sells liquid rennet, powder rennet, liquid chymosin, and powder chymosin, under their brand "BIXA".



New WCMA supplier member [Midwest Engineered Systems](#) is a provider of automation systems and custom manufacturing machines.



New WCMA supplier member [M&R Label](#) manufactures and prints custom product labels.

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

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## 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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