



# WCMA NEWS

Your source for the latest  
in dairy processing

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## NEWS



# H5N1 Response

## Save the Date for Free WCMA H5N1 Webinars, Workshop

As the outbreak of highly pathogenic avian influenza (HPAI or H5N1) among U.S. dairy herds continues, it's critical for dairy manufacturers and processors to stay informed and be proactive in their efforts to protect their businesses and valued employees.



### SAVE THE DATE: New WCMA H5N1 Offerings

#### WEBINARS:

- **Tuesday, July 30, 1:00 p.m. (CT)**
  - Topic: Employee safety
- **Tuesday, August 6, 1:00 p.m. (CT)**
  - Topic: Food safety

#### WORKSHOP:

- **Tuesday, August 13, 11:00 a.m.-3:00 p.m. (CT)**
  - Topic: On-farm biosecurity
  - In-person or online

WCMA is here to help. Mark your calendars now for three upcoming opportunities to stay up-to-date:

- **Tuesday, July 30, 1:00 p.m. (CT):** WCMA Webinar: H5N1 Employee Safety
- **Tuesday, August 6, 1:00 p.m. (CT):** WCMA Webinar: H5N1 Food Safety Research & Regulatory Updates
- **Tuesday, August 13, 11:00 a.m.-3:00 p.m. (CT):** WCMA Workshop: Enhancing Biosecurity Practices On-Farm (in-person or online)

Members with questions about WCMA's H5N1 resources may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

## Colorado Dairy Farmworker Tests Positive for HPAI

An employee on a Colorado dairy farm is the fourth person nationwide and the first in that state to test

positive for HPAI in connection with the H5N1 outbreak among dairy herds, [health officials said Wednesday](#). The employee, who had regular exposure to dairy cows infected with the virus, reported eye symptoms and has since recovered with antiviral treatment.

The Centers for Disease Control and Prevention (CDC) recommend [personal protective equipment](#) for anyone handling unpasteurized milk, including hauling and processing workers. Additional H5N1 resources for dairy processors are available at [WisCheeseMakers.org](#).

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## WCMA, CDR Launch DBIA Mentor Program



Dairy Business Innovation Alliance (DBIA) grant recipients interested in learning from industry experts can sign up now to learn more about [DBIA's new, free mentorship program](#). As part of DBIA's technical assistance offerings, the Center for Dairy Research has hired [five highly experienced dairy industry veterans](#) (pictured) who are now available to offer advice and support to DBIA grant recipients.

Interested participants can register for a free informational webinar set for August 1, when DBIA staff will introduce the program and the mentors. [LEARN MORE...](#)

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## Headlines

### Wisconsin

- Shepherd Express: [Sharing cheese and beer with Tammy Baldwin](#) (Featuring WCMA member Marieke Gouda)
- Daily Meal: [A look at Wisconsin's deep history with cheese](#)

### National & Global

- Brownfield Ag News: [Weak Southeast Asia dairy demand weighs on exports](#)
- POLITICO: [Organic Valley: Proposed milk pricing regs present "grave" problems for organic farmers](#)
- FoodDive: [An inside look at how Michigan is dealing with bird flu in dairy cows and humans](#)
- Dairy Foods: [Sustainable relationships with farmers, accurate record-keeping key to ingredient traceability](#) (Featuring WCMA member Ingredion)
- WPVI-TV: [Philly's first cheese dispensary opens in Kensington](#)
- Minneapolis Star Tribune: [Minnesota's Redhead Creamery is now in the liquor business](#)

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## EVENTS & CONNECTION

### Market Your Company at WCMA Trainings, Meetings

Show your support for industry education and connection - and put your company in the spotlight - as a sponsor of [WCMA trainings](#) and [meetings](#). Offerings include:

- [Advanced Leadership Series](#)
- [Front-Line Leadership Series](#)
- [Young Professionals Brewer Game Outing](#)



These and more impactful sponsorship opportunities are available now at [WisCheeseMakers.org](https://www.wischeesemakers.org)!

**BECOME A SPONSOR**

## SWCMA Hosts Golf Outing August 15

Registration is open now for the Southwestern Wisconsin Cheesemakers Association's (SWCMA) Annual Golf Outing on Thursday, August 15 in New Glarus, Wisconsin. Sign-ups are due July 27. Questions may be directed to [SWCMA's Linda Lee](#).

## Upcoming WCMA Events

July 17	August 20	August 29
<a href="#">2024 Golf Outing &amp; Trap Shoot</a>	<a href="#">Technology Committee Field Day at Nasonville Dairy</a>	<a href="#">Young Professionals Brewer Game Outing</a>

**VIEW ALL & REGISTER**

## FEATURED

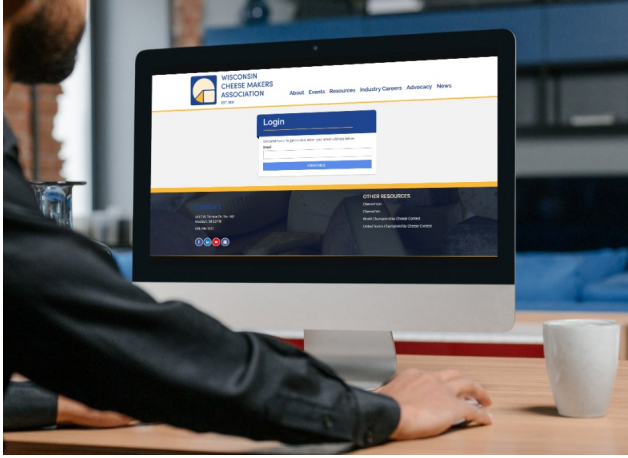
*Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's member communications.*

## Customize Your WCMA Communications

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 member employees at no extra cost.

Members can select which WCMA subscriptions they'd like to receive anytime [at WisCheeseMakers.org](https://www.wischeesemakers.org). Simply log in to your Member Compass profile and select the communications you'd like to receive. Have questions? Check out our [short video tutorial](#).





## EDUCATION

### Network, Learn from the Best in WCMA Advanced Leadership



Registration is open now for WCMA's highly-rated [Advanced Leadership Series](#), set for September 18, 2024, November 20, 2024, and January 15, 2025. This virtual course brings together a cohort of mid-level managers and employees transitioning to management positions for all-star guest speakers from industry, implementation projects, valuable networking, and more. Participants who complete the series will receive a **free full registration for [CheeseCon 2025](#)**, valued at over \$600!

[RESERVE SPACE NOW](#)

For more educational opportunities from WCMA and our partners, visit:

[WisCheeseMakers.org/Events](https://www.wischeesemakers.org/Events)

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