



# WCMA NEWS

Your source for the latest  
in dairy processing

August 20, 2024

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## NEWS



# H5N1 *Response*

## Feds Encourage Voluntary Milk Sampling at Processing Plants



In a [letter sent last week](#), the U.S. Food and Drug Administration (FDA), National Conference on Interstate Milk Shipments (NCIMS), and U.S. Department of Agriculture (USDA) asked State Departments of Agriculture to engage in a voluntary six-week silo sampling study to determine the prevalence of H5N1 in raw milk at dairy processing facilities.

[READ THE LETTER](#)

WCMA staff are engaged with federal and state officials to better understand how samples might be collected and tested, and what would be done with resulting information. We are also communicating with state departments of agriculture to determine which of them might participate in this voluntary effort. WCMA members with questions may reach out to [WCMA Executive Director John Umhoefer](#) or [Senior Director of Programs & Policy Rebekah Sweeney](#).

## Free H5N1 On-Farm Biosecurity Resources Available Now

Helpful links, presentations, contact



information, and a recording from WCMA's free August 13 workshop, Enhancing On-Farm Biosecurity Amid H5N1, are [available online now](#).

In addition to these free informational resources, grants of up to \$10,000 are available on a first-come, first-served basis to support on-farm biosecurity efforts. A total of up to \$100,000 in pilot program funding is being provided by the Dairy Business Innovation Alliance (DBIA). [READ MORE...](#)

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## Apply Now for \$100,000 DBIA Grants, Join Free Webinar August 21



Dairy farmers and processors in the Midwest can apply today for [Dairy Business Builder](#) and [Dairy Industry Impact](#) grants of up to \$100,000 each, offered by the Dairy Business Innovation Alliance (DBIA), administered by WCMA and the Center for Dairy Research (CDR). Details - and registration for a free informational webinar Thursday, August 21 - are available on [DBIA's website](#).

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## WDATCP Opens Dairy Processor Grant Application Window



Dairy processors operating in Wisconsin can apply now through October 7 for [Dairy Processor Grants](#) of up to \$50,000 each. A total of \$500,000 is available through the program, which is administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). [READ MORE...](#)

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## WDOJ Seeks Information on Fraud Against Cheesemakers

The Wisconsin Department of Justice (WDOJ) seeks information about a scam targeting dairy processors involving fraudulent shipments. The scammers use publicly available information to have truckloads of cheese shipped to New York. There, the loads are intercepted and stored at another location, while the manufacturer never receives payment. WCMA members who have experienced this scam or have any relevant information should [contact WDOJ Special Agent Denny Carroll](#).

WDOJ advises WCMA members to independently check email addresses and phone numbers using open-source searching, rather than relying on the information provided. Manufacturers should also inform recipients that trucks will not be re-routed to any location without verification, and that last-minute changes will therefore result in delivery delays.

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## Headlines



## Wisconsin

- Wisconsin State Farmer: [Bird flu precautions ramped up to protect valuable dairy cattle at World Dairy Expo](#)
- Transport Topics: [New overweight hauling law helps Wisconsin cheesemakers](#) (Featuring WCMA)

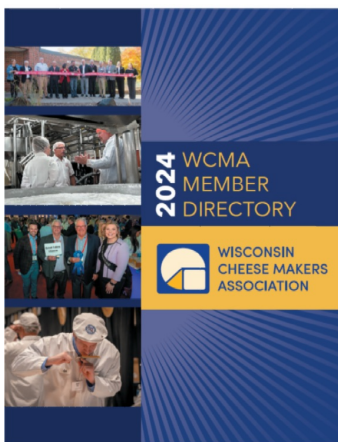
## National & Global

- Australian Broadcasting Company: [How DIY cheesemaking turned into a thriving dairy business for these farmers](#)
- RFD-TV: [Colombia is threatening tariffs on U.S. powered milk exports](#)
- Wisconsin Agriculturist: [U.S. dairy back in driver's seat](#) (Featuring WCMA members CoBank and Grande Cheese Company)

# FEATURED: MEMBERSHIP

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's membership services and new Association members.

## Advertise in 2025 WCMA Member Directory



**WISCONSIN CHEESE MAKERS ASSOCIATION**  
2025 MEMBER DIRECTORY

**Advertising Opportunities**

The 2025 WCMA Member Directory will be a spiral-bound, letter-sized (8 1/2 x 11 inches, full color) booklet. Copies of the directory will be distributed to our more than 700 dairy manufacturers, processors, marketers, and supplier members. It is WCMA's most important communication and a resource of critical information for the industry. A PDF of the final publication will also be made available to active members on WCMA's website for viewing and download.

**Don't miss the chance to tout your products and services!**

**AD PRICING & SPECIFICATIONS**  
Ads must be submitted as PDF documents at 300 dpi.

**Premium Placement**

- ~~Member~~ - \$3,500 (paid)
- ~~Non-Member~~ - \$5,000 (paid)
- ~~Advertiser~~ - \$2,500 (paid)

Some spots as a full bleed interior ad. New placements available upon the approval of WCMA.

**Interior Placement**

Interior placements are selected randomly for placement within the member directory.

- Full Bleed - \$1,800 (100% of ad)
- Bleed - 100% of ad (100% of ad)
- Full Page (Interior) - \$1,800 (100% of ad)
- Half Page (Horizontal) - \$950 (100% of ad)

**SIGN UP TODAY!**  
Reserve your ad space on WCMA's website: [wiscascheesemakers.org/member-directory/advertising](http://wiscascheesemakers.org/member-directory/advertising)

**ARTWORK DUE DATE**  
Electronic files and payment requested by: **October 3, 2024**  
E-mail files and fees to: [membership@wiscascheesemakers.org](mailto:membership@wiscascheesemakers.org)

For additional information, contact WCMA Membership Director, Sara Schmitt at: [saschmitt@wiscascheesemakers.org](mailto:saschmitt@wiscascheesemakers.org)

Act now to [secure advertising space](#) in the next edition of WCMA's annual Member Directory! Connect your business with over 100 dairy manufacturers, processors, and marketers and over 650 of their trusted supplier partners, all representing hundreds of thousands of employees across the U.S. and around the world. [Full- and half-page options](#) in this full-color publication are available on a first-come, first-served basis.

**PLACE YOUR AD**

## FINAL OPPORTUNITY: Nominate Industry Leaders for 2025 WCMA Recognition Awards



Just days remain to submit nominations for the [2025 WCMA Recognition Awards](#)! All nominations are due by close of business Friday, August 23. Each year, WCMA presents five prestigious awards honoring the industry's best and brightest. The 2025 recipients will be announced in December and formally recognized at [CheeseCon](#), April 15-17 in Madison, Wisconsin.

**SUBMIT NOMINATIONS**

**WCMA Welcomes New Members**

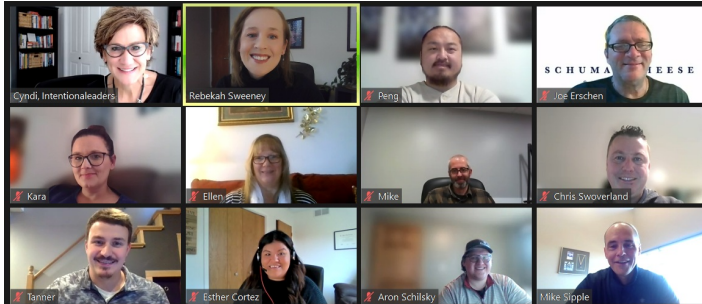


Join WCMA in welcoming new dairy industry supplier members [Process Control Automation](#), [Triton International Enterprises](#), and [Blome International Polymers](#).

View these and other WCMA members now in our searchable [online directory](#). Have questions about WCMA membership? Contact [WCMA Membership Director Sara Schmidt](#).

## EDUCATION

### Grow Your Network and Skills in WCMA Advanced Leadership



Join the next cohort of [WCMA's Advanced Leadership Series](#) and grow your network and skills this fall! This highly-rated three-part course brings together mid-level managers and employees transitioning to management positions for informative presentations, engaging discussions, impactful guest speakers, and valuable implementation projects.

**REGISTER NOW**

### Industry Training Spotlight: Center for Dairy Research



Registration is now open for the Center for Dairy Research's (CDR) high-quality dairy processing courses this fall, including [Advanced Sanitation](#) and [Environmental Monitoring](#). CDR also offers [Cheesemaking Fundamentals in Spanish](#), set for September 24-25. [READ MORE...](#)

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

**WisCheeseMakers.org/Events**

## EVENTS & CONNECTION

# RSVP for WCMA Workforce & Education Committee Meeting



Share your thoughts on labor challenges in dairy processing, help shape actionable solutions, and connect with peers at the next [WCMA Workforce & Education Committee meeting](#) on September 12. Join this hybrid meeting in person at Novonesis in Milwaukee, Wisconsin, or online from anywhere in the world.

[REGISTER NOW](#)

## Upcoming WCMA Events

August 29	September 10	September 11	September 12	September 17
<a href="#">Young Professionals Brewer Game Outing</a> (SOLD OUT)	<a href="#">Front-Line Leadership Part A (Virtual)</a> (Limited space remaining!)	<a href="#">Front-Line Leadership Part A (In-Person)</a> (Limited space remaining!)	<a href="#">Workforce &amp; Education Committee Meeting</a>	<a href="#">Front-Line Leadership Part A (Virtual)</a>

[VIEW ALL & REGISTER](#)

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