

WCMA NEWS

Your source for the latest
in dairy processing

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news@wischeesemakers.org



SUBSCRIBER NOTE: WCMA's offices will be closed Monday, September 2 in observance of Labor Day. We wish you and your loved ones a safe and enjoyable day.

NEWS

Sen. Baldwin Advocates for Common Food Names



Senator Tammy Baldwin (D-WI) this week [called on the Biden Administration](#) to continue protecting Wisconsin cheesemakers' use of common food names like parmesan, asiago, and fontina in international markets. Baldwin's [letter to U.S. Trade Representative Katherine Tai](#) follows a recent trade agreement that allows U.S. cheese producers to sell their products in Chile using common food names.

WCMA Senior Director of Programs & Policy Rebekah Sweeney praised Baldwin's effort, noting that the use of these terms "provides clarity for international consumers and greater economic opportunity for farmers and processors." [READ MORE...](#)

Join WCMA, Dairy Industry Partners for FMMO Workshop

Register today to attend a [new workshop on Federal Milk Marketing Order \(FMMO\) reforms](#), set for September 18. In this one-day, hybrid session, national dairy economists and industry stakeholders including WCMA Executive Director John Umhoefer, will discuss the U.S. Department of Agriculture's (USDA) proposed FMMO milk pricing reforms and their implications for the industry. [READ MORE...](#)



Explore FMMO Impacts, Ask Questions in Free WCMA Webinar

Take a closer look at USDA's proposed FMMO reforms in [WCMA's free member webinar on Tuesday, October 15](#). This one-hour session features dairy economist Dr. Chuck Nicholson offering a deep dive into the impacts of FMMO milk pricing changes, including industry reaction to USDA's recommended decision. Hosted by WCMA Executive Director John Umhoefer, this is your chance to ask questions about how USDA's proposed changes will impact your business. Reserve your space today!

[SIGN UP NOW](#)

DBIA Grant Webinar Available Online Now



[Sign up now for free, on-demand access](#) to the Dairy Business Innovation Alliance's (DBIA) "Helpful Hints" webinar, recorded last week. The session features staff from WCMA and the Center for Dairy Research (CDR) and offers tips to apply for DBIA's \$100,000 [Dairy Business Builder](#) and [Dairy Industry Impact](#) grants - open for applications now through October 23.

[REQUEST LINK](#)

Headlines

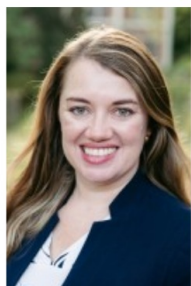
Wisconsin

- Wisconsin Public Radio: [Knowlton House Distillery is making a name for itself using byproducts from cheese production](#)
- Country Living: [This dairy farm bachelorette is the most wholesome thing you'll see all day](#) (Featuring Dairy Farmers of Wisconsin and WCMA member Sartori Company)

National & Global

- Dairy Herd Management: [Cheese markets are up after a bullish cold storage report](#)
- Dairy Foods: [The importance of succession planning](#) (Featuring WCMA member Nelson-Jameson)
- Food Processing: [What do Americans want on their cheeseburgers? Sargento shares its findings](#) (Featuring WCMA member Sargento Foods)

Top Leaders Share Insights in WCMA Advanced Leadership Series



Sarah Schmidt
AMPI



Jim Natzke
Natzke Consulting



Mike Sipple
Agropur

Empower your dairy processing employees to learn from an impressive lineup of talented industry leaders while growing their connections – and your business – with [WCMA's Advanced Leadership Series](#) this fall!

In addition to engaging discussions and hands-on projects, this year's [virtual series](#) features guest speakers **Sarah Schmidt**, Vice President of Marketing for Associated Milk Producers Inc.; **Jim Natzke**, owner of Natzke Consulting; and **Mike Sipple**, Vice President of U.S. Manufacturing for Agropur.

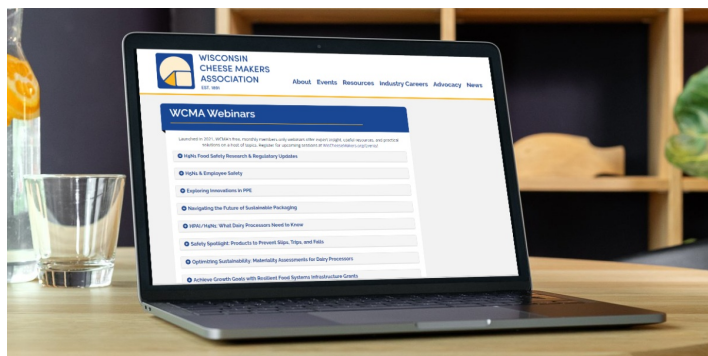
[REGISTER NOW](#)



FEATURED: WEBINARS

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's free, monthly members-only webinars.

Free WCMA Webinar Series Covers Exports, Sustainability, Employee Safety, and Beyond



Launched in 2021, WCMA's free monthly webinar series covers a wide variety of topics important to members. This year alone, our series has offered insights and resources on everything from [sustainable packaging](#) to [personal protective equipment](#), and from [research on dairy exporting challenges](#) to the recent outbreak of [highly pathogenic avian influenza \(H5N1\)](#).

Recordings of these and all previous WCMA webinars are [available online](#) to logged-in members anytime. Have a suggestion or idea for a future webinar? [Let us know!](#)

Next Webinar: Making the Most of Your WCMA Membership

Join WCMA staff for a

**FREE
WEBINAR**

September 19



Register today to join WCMA's [next free webinar](#), set for September 19 at 1:00 p.m. (CT)! Meet our experienced team and learn how to make the most of your membership. Together, we'll explore WCMA's extensive offerings to build your network, grow your workforce, effect real regulatory change, and strengthen your business. This session is open to all current and prospective WCMA members at no cost.

RSVP TODAY

EVENTS & CONNECTION

Save the Date for Dairy Food Safety Alliance Meeting



Mark your calendar and reserve your space now for the [next Dairy Food Safety Alliance meeting](#) on Thursday, October 24 from 10 a.m.-3 p.m. (CT). Meeting topics and speakers will be announced soon, but advance registration is open now.

RESERVE SPACE

Upcoming WCMA Events

August 29	September 10	September 11	September 12	September 17
Young Professionals Brewer Game Outing (SOLD OUT)	Front-Line Leadership Part A (Virtual) (Six spaces remaining)	Front-Line Leadership Part A (In-Person) (SOLD OUT)	Workforce & Education Committee Meeting (Hybrid) (All welcome)	Front-Line Leadership Part A (Virtual) (19 spaces remaining)

VIEW ALL & REGISTER

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