



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



ADVOCACY



Gov. Evers, State Agency Leaders Tour Henning's, Discuss Dairy Processor Grants

Governor Tony Evers joined WCMA Executive Director John Umhoefer; Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary-designee Randy Romanski; and Wisconsin Department of Financial Institutions (WDFI) Secretary Kathy Blumenfeld for a visit to WCMA member Henning's Wisconsin Cheese.

The group discussed the state's Dairy Processor Grant program and the ways it helps encourage growth in the industry. Our thanks go to the Henning's team for hosting an impactful visit!

WCMA, UW-River Falls, Ellsworth Cooperative Creamery Support Dairy Plant Renovation

WCMA Executive Director John Umhoefer traveled to University of Wisconsin-River Falls to meet with new Chancellor Maria

Gallo and Paul Bauer of WCMA member Ellsworth Cooperative Creamery to rally support for the dairy processing plant construction project.

Delayed by COVID-19, the project is now seeking bids to execute the plant's sanitary installation and electrical work, and the project is on track for completion by the end of this year.

WCMA will continue to track project progress and keep members informed of major developments.



WDATCP Secretary-designee Romanski, Tourism Secretary Sayers Visit Sartori Cheese

WCMA member Sartori Cheese welcomed Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary-designee Randy Romanski and Wisconsin Department of Tourism Acting Secretary Anne Sayers for a discussion of ways the state can support economic growth via promotion of Wisconsin cheese domestically and abroad.

Included in these efforts is the new Wisconsin Initiative for Agricultural Exports, recently signed into law as part of the 2021-2023 state budget. The initiative provides \$1 million in state funding for WDATCP programming designed to boost the export of dairy, meat, and other Wisconsin agricultural products.

WCMA is thankful for members who engage in industry advocacy and agency officials who lead with a spirit of partnership.



WI Public Service Commission Receives 240 Applications Totaling Over \$420M for ARPA Broadband Grants

The Public Service Commission of Wisconsin (PSCW) has **received 240 applications** requesting more than \$420 million for the first round of broadband funding from the American Rescue Plan Act (ARPA). In early fall, the PSCW is expected to award \$100 million of the funding for projects that will expand high-speed broadband internet to unserved and underserved locations in the state.

In addition to federal ARPA funds, Gov. Evers provided \$129 million for state broadband grants in the 2021-23 state budget, signed into law in early July. WCMA has advocated for

investments in broadband expansion and will continue to share future developments on this important issue.

U.S. House Approves FY22 Spending Package

The U.S. House of Representatives voted last week to pass a package of seven [fiscal 2022 spending bills](#) totaling \$600 billion, including one designed to increase funding for the U.S. Department of Agriculture (USDA) and the Food and Drug Administration (FDA). In the House package, USDA would see its budget for agricultural research boosted from \$321 million to \$3.4 billion, including \$1.64 billion earmarked for USDA's Agricultural Research Service. The package also includes up to \$907 million for expansion of rural broadband service, as well as provisions to expand eligibility for rural broadband assistance through USDA's ReConnect grant and loan programs.

The new fiscal year starts on October 1, though Congress has yet to reach bipartisan agreement on major elements of the budget. The Senate Agriculture Appropriations Subcommittee, chaired by Sen. Tammy Baldwin (D-Wisconsin) has begun its consideration of its version of the USDA and FDA spending package.

WCMA will continue to advocate for industry priorities in the spending bills, and will keep members informed of relevant updates.

IN THE NEWS

Wisconsin

- *Milwaukee Journal Sentinel*: [Republicans fail to override Evers' veto of bill that would end extra unemployment benefits](#)
- *Sheboygan Press*: [Sartori's Plymouth cheese factory to expand by 22,000 square feet to meet customer demand into the future](#) (Featuring WCMA member Sartori Cheese)

National/International

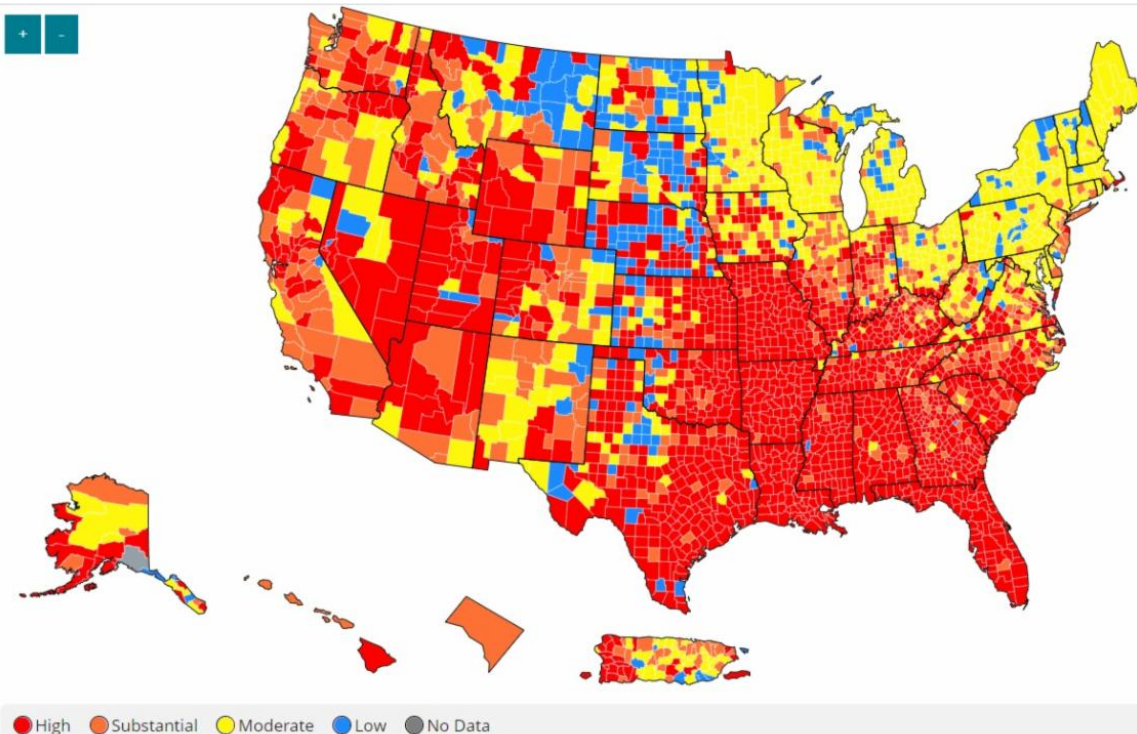
- *U.S. Dairy Exporter Blog*: [Idaho dairy farmer tells congressional committee that USCMA needs enforcement](#)
- *Blue Mountain Eagle*: [Tillamook County Creamery Association advances its long-time stewardship mission with new packaging goals](#)
- *Progressive Dairy*: [Dairy workers in Washington must receive overtime pay after working more than 40 hours under a new state law](#)
- *Farm Progress*: [USDA lowers dairy product and milk price forecasts for 2021 and 2022](#)
- *USDA*: [Estimates 1.2 billion food-insecure people globally this year](#)
- *Olean Times Herald*: [Cattaraugus IDA to hold public hearing on Great Lakes Cheese tax breaks](#) (Featuring WCMA member Great Lakes Cheese)
- *KTVB*: [Nampa cheese factory opens new employee facility and cheese shop](#) (Featuring WCMA member Lactalis American Group)

Ellsworth Continues Work on Menomonie Plant

WCMA member [Ellsworth Cooperative Creamery](#) is nearing completion of its new dairy plant in Menomonie, Wisconsin. The plant will produce natural cheddar and American styles as well as muenster cheese, with initial milk intake targeted at 600,000 pounds per day.



COVID-19 UPDATES



CDC Again Recommends Mask Wearing Indoors, Regardless of Vaccination Status

The U.S. Centers for Disease Control and Prevention (CDC) has recommended that people **resume wearing masks indoors** in certain areas of the country, regardless of vaccination status. The change comes as a rising number of immunized people report breakthrough infections and cases surge in regions with low vaccination rates. The CDC and medical professionals emphasize that vaccines are highly effective at preventing serious illness and death from coronavirus, including those caused by the Delta variant.

The **CDC data map** above notes the level of COVID-19 transmission by county. Yellow counties, for example, indicate moderate transmission of new cases (10-49 new cases per 100,000 people). WCMA will keep members informed of COVID-19 guidance changes, and how they may impact operations.

Coronavirus Headline News

Wisconsin

- U.S. News & World Report: **Wisconsin COVID-19 cases seven times higher than**

- [month ago](#)
- CBS 58: ['Get vaccinated' is the united message Wisconsin health officials say amidst COVID-19 spike](#)
- WISN: [Businesses follow new CDC guidelines, recommend customers mask up](#)
- WISC: ['If we were all getting vaccinated, we wouldn't even be here right now': frustration grows over mask recommendations](#)

National/International

- Associated Press: [Evictions expected to spike as pandemic moratorium ends](#)

RECOGNITION



Nominations Open For 2022 WCMA Recognition Awards

WCMA invites industry professionals to nominate their peers to be considered for formal recognition in 2022 for their outstanding contributions to the dairy processing industry. Please submit nominations online by close of business on Wednesday, August 25 for the following awards:

The [WCMA Cheese Industry Champion Award](#) is given to industry leaders who, through their everyday business decisions, have created tremendous opportunity for others and spurred industry growth. People to be considered are the CEOs, Directors, Presidents, and Vice Presidents of their companies who may not have cheesemaking obligations but lead and direct resources. In 2021, John Jeter of Hilmar Cheese Company and Don Menzner of Marathon Cheese Corporation were honored with this award.

The [WCMA Distinguished Service Award](#) recognizes supplier partner members who have played a significant role in building the success of the United States dairy industry, contributing innovations in dairy manufacturing. In 2021, this award went to Craig Linz of Tetra Pak Inc. and Jerry Lippert of Nelson-Jameson, Inc.

The [WCMA Vanguard Award](#) is reserved for cheesemakers or cheese manufacturing employees who are considered groundbreakers for their innovations in day-to-day dairy operations. In 2021, this award was presented to Steve Buholzer of Klondike Cheese Company and Ray Palubicki of Outagamie Producers Cooperative - Alto Dairy.

The [WCMA Babcock Award](#) recognizes the contributions of those in education or affiliate organizations to partner with cheesemakers in the pursuit of dairy industry innovation and excellence. In 2021, WCMA honored Dr. Bob Cropp of the University of Wisconsin – Madison and Marianne Smukowski of the Center for Dairy Research with this award.

All nominations will be considered by the members of the WCMA Recognition Committee in September with final awards determinations made by the WCMA Board of Directors in December. Awards will be presented at CheeseExpo 2022, set for April 12-14 in Milwaukee, Wisconsin.

Questions? Contact [WCMA Events Manager Caitlin Peirick](#).

UPCOMING EVENTS



Register for WCMA Workforce & Education Committee Virtual Meeting August 24

All WCMA members are invited to [register now](#) for a virtual meeting of the Workforce and Education Committee, set for Tuesday, August 24 from 1:00-2:30 p.m. (CT).

Our agenda will focus on:

- WCMA/CDR onboarding video training series for new dairy manufacturing and processing employees
- WCMA/CDR video series promoting industry career opportunities
- Training offerings and resources in Spanish
- A new monthly educational webinar series for WCMA members

The meeting will also offer a live polling feature for participants, and members are encouraged to [submit questions](#) they'd like posed to the group in advance. WCMA staff will wrap the meeting with a brief overview of other workforce and education resources available to WCMA members now.

Have questions? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

[REGISTER NOW](#)

Join WCMA Technology Committee Field Day at LaGrander's Hillside Dairy on August 26

You're invited to join the WCMA Technology Committee for an educational [Field Day](#) on Thursday, August 26. Register now for this unique opportunity to explore cutting-edge environmental technology - and connect with your peers and partners!

Our Field Day program begins with a lunch-and-learn session focused current environmental issues and regulations in Wisconsin, featuring industry and agency experts.

Later, the Technology Committee will tour a state-of-the-art wastewater processing system at LaGrander's Hillside Dairy near Stanley, Wisconsin. The LaGrander system features pretreatment of wastewater, aerobic digestion with enhanced bio P removal, and membrane filtration of the effluent for final discharge in the Eau Claire River.

Registration is \$25, which covers the cost of lunch and meeting expenses. Have questions? Contact [WCMA Executive Director John Umhoefer](#).

REGISTER NOW



Register Now for WCMA Young Professionals Networking Event August 26

All WCMA member employees are invited to [join the WCMA Young Professionals](#) at American Family Field in Milwaukee, Wisconsin for an afternoon of networking and fun on Thursday, August 26. Our group will gather at the Miller Lite Landing as the Milwaukee Brewers take on the Cincinnati Reds, at 1:10 p.m. (CT).

Registration for this special event is just \$30, and includes both the price of admission and \$10 to use at the Miller Lite Landing concessions booth. Members may purchase tickets for guests, but we encourage you to act quickly. Only 20 tickets remain available.

Have questions? Please contact [WCMA Events Manager Kirsten Strohmenger](#).

REGISTER NOW

DAIRY FOOD SAFETY ALLIANCE



Register Now to Join Dairy Food Safety Alliance Meeting on September 9

[Register now](#) to join the Dairy Food Safety Alliance on Thursday, September 9 from 11 a.m.-3 p.m. (CT) for practical presentations on the latest in food safety research and regulatory practices, and a chance to reconnect with your peers in dairy processing. The Alliance, a partnership between the Center for Dairy Research (CDR), Dairy Farmers of Wisconsin (DFW) and WCMA, will offer registrants two ways to participate: live, in-person at the Holiday Inn-Madison at the American Center in Madison, Wisconsin or via a video conferencing link.

The meeting will feature speakers from state and federal regulatory agencies, along with industry experts. A complete agenda will be offered in August, with presentations detailing ongoing food safety research projects, including a study on the use of hydrogen peroxide in brine, opportunities for timer-sealer certification in Wisconsin, the new federal Food Safety Blueprint, and updated Preventive Controls guidance and resources.

Participation in Dairy Food Safety Alliance meetings is open to all dairy manufacturers, processors, and related suppliers. Registrants are asked to pay a \$35 fee to attend, which includes the cost of a catered lunch. Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

REGISTER NOW

EDUCATION



Space Available in Fall 2021 WCMA Trainings

As the fall season draws closer, WCMA's upcoming leadership trainings are filling quickly. Don't miss this opportunity to invest in your employees' education and growth. [Register now](#) to join us!

The [WCMA Advanced Leadership Series](#) will be offered beginning in September in a hybrid format, allowing students to join in three sessions in-person in Madison, Wisconsin, or online. Those enrolling will participate in the entire series as a cohort to better facilitate relationship-building.

- **Session 1** is set for **September 16** and will encourage participants to take initiative in driving change and generating positive results for their company.

- **Session 2** will be held **November 15** and focuses on the application of a creative and collaborative problem-solving process.
- **Session 3** wraps the series on **January 18, 2022**, detailing the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

This series also features guest speakers from industry detailing their leadership successes and challenges, and requires participants to complete real-world projects that implement their new knowledge.

The cost for the Advanced Leadership Series, including materials, instruction, and meals, is **\$495 per participant**. Enrollment is limited to 20 individuals, and just 15 spaces remain available.

WCMA's **Front-Line Leadership Training** also returns in September with hybrid offerings. The courses in this training track can be taken à la carte and in any order.

- **Part A**, focused on exploring the essential skills to own your role as a supervisor, will be held **September 7**.
- **Part B** centers on positively impacting staff performance, and will be held on **October 4**.
- **Part C** breaks down the key ingredients for cultivating a team, and will be held on **November 8**.

Tuition for the Front-Line Leadership Training is **\$135 per participant** and includes materials and instruction, as well as lunch for those attending in person. Enrollment is limited to 22 individuals per class, and just five spaces remain available.

To see reviews and testimonials from past participants and to register for a training, visit WisCheeseMakers.org. WCMA members with questions may also contact [WCMA Senior Director of Programs and Policy Rebekah Sweeney](#).



CDR Leadership Course Spotlight: Certificate in Dairy Processing

Registration is open now through August 15 for the [Certificate in Dairy Processing course](#) hosted by the Center for Dairy Research (CDR).

This online course focuses on providing promising plant workers and operators with a clear understanding of dairy plant processes. Administered by CDR and led by some of the leading experts in the field, the program will use a practical applications approach to educate students on the basic aspects of dairy processing.

Other Industry Training Opportunities

WCMA is proud to share opportunities for industry-specific training and enrichment. Here's a look at some upcoming trainings hosted by our partners:

- August 18-19: [Dairy Plant Food Safety Workshop](#) | Innovation Center for U.S. Dairy
- August 24-26: [FSPCA Preventive Controls Qualified Individuals \(PCQI\) Training](#) | Dairy Farmers of Wisconsin
- September 14: [Cheesemaking 101: What a Licensed Cheesemaker Should Know](#) | Center for Dairy Research
- September 15: [Dairy Food Fraud Workshop](#) | Center for Dairy Research
- ~~September 16-17: [Pasteurization Short Course | UW-River Falls](#)~~ **SOLD OUT**
- September 27-28: [HACCP Training for Processors](#) | Dairy Farmers of Wisconsin
- September 27-October 1: [Cheesemaker's Short Course](#) | UW-River Falls
- September 28: [Buttermaking Fundamentals Online - On Demand](#) | Center for Dairy Research
- October 12: [Cheesemaking 101: What a Licensed Cheesemaker Should Know - On-Demand](#) | Center for Dairy Research
- October 12: [Food Safety Workshop \(HACCP\) Online - On Demand](#) | Center for Dairy Research
- October 19: [Process Cheese Course - On Demand](#) | Center for Dairy Research
- October 27-29: [Master Short Course Series: Understanding and Controlling Defects in Cheese](#) | Center for Dairy Research

INDUSTRY UPDATES

WDNR, UW-Madison Announce Nitrate Webinar Series

The Wisconsin Department of Natural Resources (WDNR), in partnership with the University of Wisconsin-Madison Division of Extension and College of Agriculture and Life Sciences, will host a [virtual webinar series](#) focused on nitrate in Wisconsin. The series will touch on the science and economics around a number of workable approaches for farmers shown to minimize nitrogen losses to groundwater.

The webinars will take place Aug. 6, Aug. 13, Aug. 20 and a fourth date to be determined. Each 60-minute webinar will take place over the lunch hour, with time provided for a Q&A session.

DBIA



Dairy Business Innovation Alliance

Sign Up for Free DBIA Webinars

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, is holding a [series of free webinars](#) designed to help dairy processors strengthen their businesses.

The first webinar, “So Your Business Is Up and Running – What’s Next?” will be held on August 10 at 1:30 p.m. (CT). This webinar will help participants learn how to set the right goals and objectives as well as how to develop “Key Business Indicators” that will help them monitor how they are managing and growing their business. The webinar will be presented by Anne Hlavacka, Director of the Small Business Development Center at the University of Wisconsin-La Crosse.

Here’s a complete listing of upcoming DBIA webinars:

- So Your Business Is Up & Running – What’s Next?: August 10, 1:30 p.m. (CT)
- Developing Business Strategies: August 24, 1:30 p.m. (CT)
- Keeping Your Business Safe – Understanding and Using Risk Management Principles: September 14, 1:30 p.m. (CT)
- Setting Up/Improving Manufacturing Processes: September 28, 1:30 p.m. (CT)
- Fine Tuning Your Marketing Strategy to Fit Consumer’s Buying Preferences: October 12, 1:30 p.m. (CT)
- Social Media Marketing: October 26, 1:30 pm. (CT)
- Developing E-Commerce Functionality for Your Small Business: November 9, 1:30 p.m. (CT)
- Developing an Export Program: November 23, 1:30 p.m. (CT)

To register, visit the [DBIA website](#). These webinars are open to all dairy processors, manufacturers, farmers and suppliers in industry.

Wisconsin State Fair to Host Blue Ribbon Dairy Products Auction

The Wisconsin State Fair [Blue Ribbon Dairy Products Auction](#) will be held on Thursday, August 12 in Saz’s Hospitality Village at Wisconsin State Fair Park. The event will begin with a 4 p.m. (CT) reception followed by the [auction](#) at 5 p.m. (CT).

WISCONSIN
STATE FAIR
AUGUST 5-15, 2021

Presented By  uscellular

View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is now featuring industry career opportunities from member companies Crave Brothers Farmstead Cheese, Sterilex, Baker Cheese, and more. All WCMA members are invited to [post openings](#). It's free and easy!

ADD JOB OPPORTUNITIES

MEMBERSHIP

Renew Your WCMA Membership Today

Since 1891, WCMA has served as the voice of cheese and dairy manufacturers, processors, marketers, and suppliers to the industry. Today, WCMA represents 110 dairy processing companies and cooperatives operating across the United States and around the world, and more than 575 supplier companies.

WCMA relies on active, engaged members like you to support our work to grow the dairy processing industry. We invite you to [renew your Association membership](#) today.

Watch the video below to learn what WCMA members from Agropur, Associated Milk Producers, Inc., Chr. Hansen, Crave Brothers Farmstead Cheese, Hilmar Cheese Company, Tetra Pak, and Uplands Cheese have to say about [The Value of WCMA Membership](#).



If you have any questions about the renewal process, please contact [WCMA Business and Membership Manager Sara Schmidt](#). Thank you for your continued support!

Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly e-newsletter! This benefit is available to all WCMA member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on our communications.

WisCheeseMakers.org

