



WCMA NEWS

Your source for the latest
in dairy processing

August 6, 2024
news@wischeesemakers.org



NEWS



H5N1 *Response*

Join Free WCMA H5N1 Food Safety Webinar Today



Dr. Steven Grube
FDA

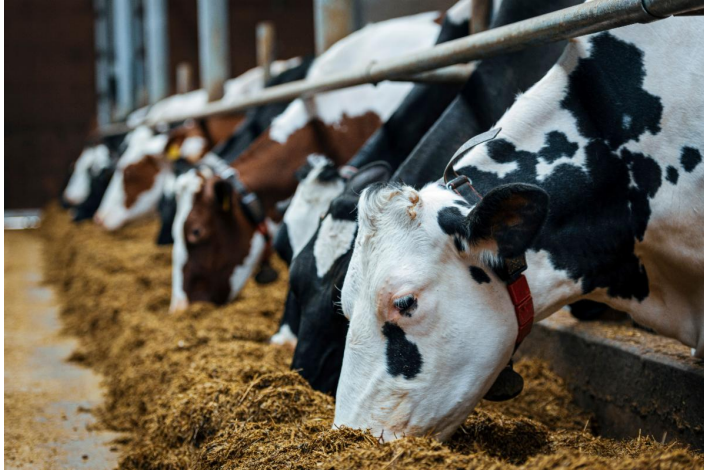
Registration remains open for WCMA's free webinar today, August 6, at 1:00 p.m. (CT) covering [food safety research findings and regulatory updates](#) related to the current outbreak of highly pathogenic avian influenza (HPAI/H5N1) among U.S. dairy cows.

Our program features a special presentation from Dr. Steven Grube, Chief Medical Officer in the U.S. Food & Drug Administration's Center for Food Safety and Applied Nutrition, and will include a situation report from federal regulatory partners, a review of new research findings and studies currently underway, and a live Q&A session.

RSVP NOW

RSVP for WCMA Biosecurity Workshop Online or In-Person

With [research suggesting bird flu cases may be underreported](#) among dairy farmworkers, it's critical for dairy processing operations personnel, milk managers, and field representatives to strengthen their



biosecurity safeguards. Learn how in WCMA's new workshop: [Enhancing On-Farm Biosecurity Practices Amid H5N1](#).

Set for next Tuesday, August 13, from 10:30 a.m.-3:00 p.m. (CT), this [hybrid event](#) is free to join online or just \$25 in-person and features practical, hands-on exercises in biosecurity planning and implementation.

REGISTER TODAY

Watch Free H5N1 Employee Safety Webinar Now



A recording of WCMA's latest free webinar, focused on protecting your valued dairy processing employees from H5N1 exposure, is [now available online](#). This session features guest experts Dr. Carrie Reed and Dr. John Gibbins of the Centers for Disease Control and Prevention.

A copy of the presentation used during the webinar and a list of key contacts and resources are also available now at WisCheeseMakers.org/H5N1.

Additional H5N1 Resources

WCMA's H5N1 programs are made possible in part by support from the [Dairy Business Innovation Alliance](#), a partnership between WCMA and the Center for Dairy Research. For current H5N1 information and additional resources, visit WisCheeseMakers.org/H5N1. WCMA members with questions may contact [WCMA Executive Director John Umhoefer](#) or [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

WCMA Cheers \$33M Dairy Impact of Wisconsin ARIP Grants



WCMA last week [applauded investments of \\$33.6 million](#) in rural road improvement projects benefiting Wisconsin dairy businesses. The funding is part of the first \$50 million awarded through the new Agricultural Roads Improvement Program (ARIP), a state budget initiative championed by WCMA and a coalition of Wisconsin agricultural partner organizations and enacted in 2023. [READ MORE...](#)

Act Now to Help Secure Local Road Funds

The next round of ARIP grants, worth \$100 million, is [open for applications now](#) until September 30. While local governments must apply for the funds, dairy processors can take action now to support their efforts by filling out [WCMA's simple, two-page form](#) and sharing it with their local leaders. These questions mirror the ones your municipality will answer on their ARIP application, and your answers are essential for a strong submission. WCMA members with questions may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Headlines

Wisconsin

- Dairy Herd Management: [Grande Cheese breaks ground on acquired Foremost facility, plans renovation](#) (Featuring WCMA members Foremost Farms USA and Grande Cheese)
- WLUK-TV: [Fresh cheese curds to boost Resch Center and Expo events](#)

National & Global

- New York Times: [Can Gouda's cheesemakers stall a sinking future?](#)
- WWNY-TV: [A dairy lovers' paradise: Adams' Cheddar Cheese Festival 2024](#) (Featuring WCMA member Great Lakes Cheese)
- NBC News: [Italian Olympic gymnast Giorgia Villa goes viral for cheese partnership](#)

FEATURED: WCMA NOTES

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's monthly column sharing insights and ideas for the dairy processing industry.

Relative Calm Surrounds Class 3, 4 Reforms



More than a year after WCMA and the International Dairy Foods Association called on the U.S. Department of Agriculture (USDA) to hold a hearing to amend make allowances in federal milk marketing orders (FMMOs), the agency's recommended decision on FMMO reforms is public - and the industry response is mixed.

While USDA's Class 1 reforms have stoked some acrimony, the dairy industry appears to have accepted its recommendations for Class 3 and 4 milk with minimal fanfare, writes [WCMA Executive Director John Umhoefer](#) (pictured here speaking at USDA's FMMO hearing in 2023).

Read this month's edition of Umhoefer's [WCMA Notes column](#) for a more detailed look at USDA's recommendations.

EVENTS & CONNECTION

One Week Left! RSVP for WCMA Technology Committee Field Day

Build your network and learn with [WCMA's](#)



Technology Committee on August 20 at Nasonville Dairy in Marshfield, Wisconsin! This informative field day features lunch, an environmental issues update, and tours of Nasonville's cheesemaking and wastewater treatment facilities. Don't wait - registration ends August 12.

REGISTER NOW

Join, Sponsor WCMA Young Professionals Summer Outing



Limited spaces remain available at WCMA's Young Professionals Brewer Game and Tailgate. [Reserve yours today](#) and join peers, colleagues, and friends in Milwaukee August 29. Don't miss this chance for fun and networking with your peers, colleagues, and friends in dairy! [Registration ends August 15, so act now.](#)

Many thanks to our event sponsors [Pump Solutions, Inc.](#) and [Vivolac Cultures Corporation](#) for their generous support! Interested in connecting with the dairy processing industry's next generation? [Sponsorships for this event](#) are still available for a limited time.

Upcoming WCMA Events

August 13	August 20	August 29	September 10	September 11
Workshop: Enhancing On-Farm Biosecurity Practices Amid H5N1	Technology Committee Field Day at Nasonville Dairy	Young Professionals Brewer Game Outing	WCMA Front-Line Leadership Part A (Virtual)	WCMA Front-Line Leadership Part A (In-Person)

VIEW ALL & REGISTER

EDUCATION

Join the Next WCMA Advanced Leadership Cohort

Take your dairy processing team to the next level. Register today to join the next cohort



of [WCMA's Advanced Leadership Series](#), starting this fall! This highly-rated three-part course brings together mid-level managers and employees transitioning to management positions for connection and growth. Find full details and sign up now at [WisCheeseMakers.org](https://www.wischeesemakers.org).

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

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

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