



WCMA NEWS

Your source for the latest
in dairy processing

September 24, 2024
news@wischeesemakers.org



NEWS

New Report Emphasizes Importance of Cybersecurity for Wisconsin Manufacturers



In a new report, "[Growth Opportunities in Manufacturing.](#)" the Wisconsin Center for Manufacturing & Productivity (WCMP) says cybersecurity may be the "Achilles' heel" for manufacturers as online threats become more sophisticated thanks to AI. Last year, 39 percent of manufacturing companies with 50 or more employees were hacked, marking a 129 percent increase from 2021, according to the report. Meanwhile, 17 percent of those with fewer than 50 employees were hacked last year - a 13 percent increase from 2021. [READ MORE...](#)

Wisconsin Youth Apprenticeship Program Open Now



Wisconsin dairy manufacturers, processors, and suppliers can act now to participate in the state's [Youth Apprenticeship Program](#). The program - which saw record student participation in the 2023-24 school year and will [add four new occupational pathways](#) to its offerings this year - connects employers with high school juniors and seniors for industry-driven, on-the-job training and mentorship. [LEARN MORE...](#)

USDA Issues Cheese Solicitations

The U.S. Department of Agriculture (USDA) has issued a solicitation for [mozzarella cheese](#), with bids due September 26 by 1:00 p.m. (CT). Questions can be directed to [USDA staff](#). USDA is also seeking bids for [kosher cheese](#), with a deadline of September 27 by 1:00 p.m. (CT). Questions about this solicitation can be directed to [USDA staff](#).

USDA is also seeking bids for [indefinite delivery, indefinite quantity \(IDIQ\) cheddar cheese](#), with bids due Tuesday, October 8 by 1:00 p.m. (CT). Questions can be directed to [USDA staff](#). The agency has also issued a solicitation for [IDIQ processed cheese](#), with a due date of October 9 by 1:00 p.m. (CT). Questions about this solicitation can be directed to [USDA staff](#).

Headlines

Wisconsin

- Washington Post: [In Wisconsin, a tangle of facts and fears over faraway refugees](#)
- WiscNews: [Cheese and polka: Does it get any more Wisconsin than that?](#)

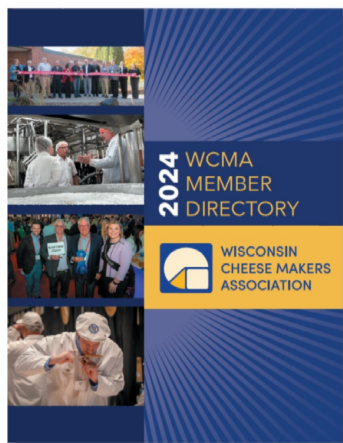
National & Global

- WIRED: [America's dairy farms have vanished - milk price rules are one reason why](#)
- Dairy Processing: [Kefir producer to acquire former Saputo facility](#) (Featuring WCMA member Saputo Cheese USA)
- Parade: [The Big Cheese: Seven best grocery store cheddars](#) (Featuring WCMA members Cabot Creamery Cooperative and Sartori Company)
- KQED Radio: [How music inspires the cheeses at this Petaluma dairy](#)

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.

Connect with the Global Dairy Industry in 2025 WCMA Directory



WISCONSIN CHEESE MAKERS ASSOCIATION
2025 MEMBER DIRECTORY

Advertising Opportunities

The 2025 WCMA Member Directory will be a spiral bound, letter-sized (8.5 x 11 inches), full color booklet. Content of the directory can be distributed to your members (for dairy processing, distributor, retailer, and supplier members) to get the most from their purchase and provide a valuable resource of information to the dairy industry. It is available for \$2,000 (2024 price) for purchase and printing costs included. Inquiries to the WCMA office for pricing and ordering.

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

- ~~Full Page~~ - \$8,500 (print)
- ~~Half Page~~ - \$4,250 (print)
- ~~Quarter Page~~ - \$2,125 (print)

Interior Placement

- Full Page (100% of ad) - \$1,800
- Half Page (50% of ad) - \$900
- Quarter Page (25% of ad) - \$450
- Ad Size: 3.5" x 5.5"
- Ad Size: 3.5" x 3.5"
- Ad Size: 3.5" x 2.5"

ARTWORK DUE DATE
October 3, 2024

SIGN UP TODAY!
Reserve your ad space on WCMA's website:
www.wisconsincheesemakers.org/membership-directory
or call 608-785-1100

For additional information, contact
WCMA Membership Director Sara Schmidt
sarah@wisconsincheesemakers.org

Unlock the power of WCMA's extensive member network by [updating your listing](#) information in our member directory. Your **Take action by October 3** to ensure your information is current for our next printed edition!

Looking to make a splash and connect with thousands of dairy processing employees? [Place your advertisement now](#) and promote your brand in this full-color, high-quality publication. Full- and half-page spaces are still available - act now!

Explore WCMA Member Services in Free Webinar

A recording of WCMA's latest webinar, focused on making the most of your membership, is [now available online](#),



September 19, 2024



along with a [copy of the presentation used](#) during the session. Current WCMA members can also find information on previous monthly webinars at [WisCheeseMakers.org/Webinars](https://www.wischeesemakers.org/webinars).

Have suggestions for a future webinar topic? Contact [WCMA Communications Director Grace Atherton](#).

WCMA Welcomes New Members



Join WCMA in welcoming new dairy processor member [DairyTrade USA](#) and supplier members [Velec Systems](#), [NEFF Automation](#), [SS Controls](#), [Curtiss-Wright Exlar](#), [DAPL \(Dairy Automation Pvt. Ltd.\)](#), [Motion Controls LLC](#), and [Headwall Photonics](#). View these and other WCMA members now in our searchable [online directory](#). Have questions about WCMA membership? Contact [WCMA Membership Director Sara Schmidt](#).

EVENTS & CONNECTION

Join Dairy Food Safety Alliance October 24



Make plans now to join the [next hybrid meeting of the Dairy Food Safety Alliance](#) on Thursday, October 24 from 10 a.m.-2:30 p.m. (CT). Topics and speakers will be announced soon, but advance registration is open now. The meeting costs just \$45 for in-person attendees, including a catered lunch, or \$30 for virtual attendees. The Dairy Food Safety Alliance is open to all dairy manufacturers, processors, and suppliers.

[REGISTER NOW](#)

Sponsor the Dairy Food Safety Alliance!

Interested in connecting with dairy food safety professionals? Sponsorships of the October 24th Dairy Food Safety Alliance Meeting are [available now through October 11!](#) Each sponsorship includes two free meeting registrations, recognition of your organization in advance meeting promotions, and more. Don't miss this opportunity to reach new audiences and show your support for the dairy processing industry!

Upcoming WCMA Events

October 10	October 15	October 15	October 17	October 24
<u>Front-Line Leadership Part B (In-Person)</u> (One space remaining)	<u>Basic Safety Training for Dairy Processors (In-Person)</u> (16 spaces remaining)	<u>Free Webinar: FMMO Reforms Explained</u> (All welcome)	<u>Health & Safety Group Meeting (Hybrid)</u> (All welcome)	<u>Dairy Food Safety Alliance Meeting (Hybrid)</u> (All welcome)

[VIEW ALL & REGISTER](#)

EDUCATION

Limited Space Remaining in October 15 Basic Safety Training



Just 16 seats remain available in WCMA's next in-person offering of [Basic Safety Training for Dairy Processors](#), set for Tuesday, October 15 from 9 a.m.-4 p.m. (CT) at WCMA's offices in Madison, Wisconsin. Ensure your valued team members have the knowledge and skills to stay safe on the job - register them now!

New to WCMA's safety offerings? [Watch our video](#) to learn more about this practical, hands-on one-day course.

Register Now for October 15 FMMO Webinar



John Umhoefer
WCMA



Dr. Chuck Nicholson
UW-Madison

Take a closer look at the U.S. Department of Agriculture's (USDA) proposed FMMO reforms in [WCMA's next 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!](#)

[REGISTER NOW](#)

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

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

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