

# Wisconsin Cheese Makers Association: Launches dairy export resources

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MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) today announced the launch of customized resources to provide direct consultations to Wisconsin dairy manufacturers and processors looking to expand their sales abroad. WCMA's programming is supported by a \$50,000 grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection through the Wisconsin Initiative for Agricultural Exports (WIAE).

"Wisconsin cheesemakers are known for the quality and safety of their products, and are well-positioned to grow those sales worldwide. We're excited to offer new, tailored services to help them kick-start their exporting endeavors," said WCMA Executive Director John Umhoefer. "We know that as dairy processors connect with customers overseas, they'll help to ensure the long-term stability of the dairy supply chain here at home."

WCMA's program will offer personalized consultative services to support Wisconsin dairy businesses as they identify global customers, create an export plan, navigate the logistics of exporting, and refine their business model. The effort begins with an export workshop, planned for later this year, providing an educational grounding for Wisconsin dairy processors interested in exporting their products. WCMA will also create an online library of export resources, including template forms, guidance documents, and a database of contacts.

The WIAE allocated \$5 million to boost the export of dairy, meat, and other agricultural products by 25 percent in the next five years. The initiative was created when Wisconsin Governor Tony Evers signed legislation authored by State Senator

Joan Ballweg (R-Markesan) and State Representative Tony Kurtz (R-Wonewoc).