

# WCMA NEWS

Your source for the latest  
in dairy processing

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## NEWS

### House Committee Continues DBI Funding at Reduced Level



The House Appropriations Committee last week released its [Fiscal Year \(FY\) 2026 proposal](#) for U.S. Department of Agriculture funding. The bill includes just \$8 million for Dairy Business Innovation (DBI) Initiatives - a 37 percent decrease from the House proposal of \$11 million in FY25. This means each of the four DBI centers nationwide, including the one run by Center for Dairy Research and WCMA, would receive approximately \$2 million. WCMA is working with Senators to try to increase final appropriations from the [House proposal](#).



### Take Action Now for Increased DBI Funding!

[Join WCMA's e-advocacy campaign now](#) and make your voice heard in support of increased DBI funding. With [just a few clicks](#), you can make an impact in Washington. Tell members of Congress that DBI dollars are a smart investment in America's dairy businesses and rural communities - [click below to contact your lawmakers today](#).

**ENGAGE NOW**

### Wisconsin Legislators Support WCMA Budget Priorities

As Wisconsin's budget-writing Joint Finance Committee prepares to vote on state funding



*Pictured in center: Sen. Jesse James (left photo), Rep. Todd Novak (top photo), and Sen. Eric Wimberger (right photo)*

for agriculture programs, Senators Eric Wimberger (R-Oconto) and Jesse James (R-Thorp), and Representative Todd Novak (R-Dodgeville) are championing two key WCMA priorities:

- An annual funding increase for WIAE from \$1 million to \$2 million, with the program and funding level made permanent in the base budget.
- An annual funding increase from \$200,000 to \$1.2 million for Wisconsin Dairy Processor Grants.

Our thanks go to these lawmakers for their support! WCMA will continue to update members as the budget progresses.

## Senate Committee Passes Whole Milk for Healthy Kids Act



The Senate Agriculture Committee last week [passed the Whole Milk for Healthy Kids Act](#), a bipartisan proposal to allow schools to offer both whole and 2 percent milk to students through nutrition programs. The bill was approved by the House in December 2023, but failed to receive consideration on the Senate floor. The current effort is led by Sens. Roger Marshall (R-KS) and Peter Welch (D-VT) [in the Senate](#), and by Reps. Glenn "GT" Thompson (R-PA) and Angie Craig (D-MN) [in the House](#). [READ MORE...](#)

## Headlines

### Wisconsin

- WXOW-TV: [Gov. Evers tours Hidden Springs Creamery as part of June Dairy Month](#) (Featuring WCMA member Hidden Springs Creamery)
- WSAW-TV: [New bird flu testing has little change on how Wisconsin dairies operate](#) (Featuring WCMA member Nasonville Dairy)
- PBS Wisconsin: [PBS Wisconsin is moo-ooo-ved by National Dairy Month](#)

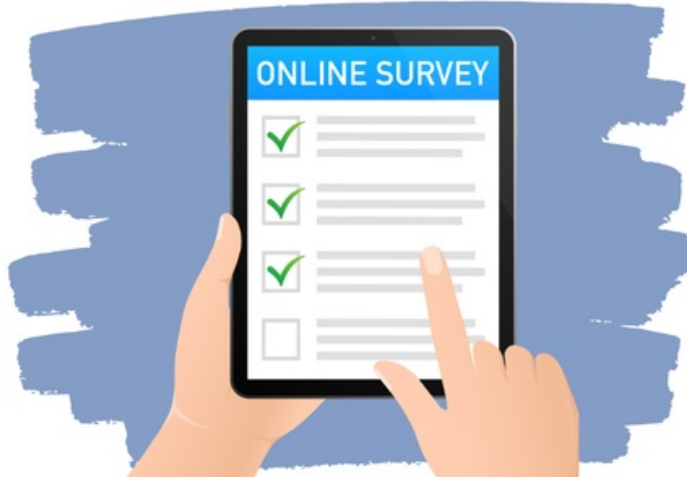
### National & Global

- CNN: [Whole Foods' primary distributor forced to shut down its systems after a major cyberattack](#)
- Dairy Processing: [Daisy Brand breaks ground on Iowa processing facility](#)
- Dairy Reporter: [Going ahead: General Mills' billion-dollar yogurt deal with Lactalis](#) (Featuring WCMA member Lactalis USA)
- The Seattle Times: [How paneer became one of Northwest WA's best-selling cheeses](#)

## FEATURED: MEMBERSHIP

**Complete WCMA Membership Satisfaction Survey Now**





As a WCMA member, your engagement empowers us to better serve dairy manufacturers, processors, and their supplier partners across the country.

[Share your thoughts](#) on WCMA's programs and services today in just three minutes! Responses are due **Wednesday, June 18** for the [2025 WCMA Member Satisfaction Survey](#). We appreciate and value your feedback.

**TAKE SURVEY**

## Nominate Outstanding WCMA Member Leaders for New Awards



Click ["Watch Now"](#) to learn more about the all-new WCMA Member Impact Awards!

Celebrate the businesses driving the dairy industry forward. [Nominate your business](#) or another organization for WCMA's first-ever [Member Impact Awards](#), featuring:

- WCMA Advocate of the Year
- WCMA Employer of the Year
- WCMA Sustainable Stewardship Award
- WCMA Culture of Excellence Award

Nominations are open now through August 15, and self-nominations are accepted.

**NOMINATE NOW**

## WCMA Welcomes New Members



Join WCMA in welcoming new supplier members [Plastilene Inc.](#), [Fortune Logistics](#), [Petit Trucking LLC](#), [Associated Computer Systems Ltd.](#), and [Tri Tech Automation](#).

View these and hundreds of other WCMA members operating coast-to-coast and around the world in our dynamic, searchable [online directory](#).

Have questions about WCMA membership? Please contact [WCMA Membership Director Sara Schmidt](#).

## EVENTS & CONNECTION

# Dive Into Cheese Sales Insights in Thursday Webinar

## WCMA Webinar *Trends in Cheese Sales*



**Madlyn Daley**  
Dairy Management Inc.



**Mike Brown**  
T.C. Jacoby & Co.



**Denise Greer**  
Pizza Today

Learn the latest trends in cheese sales, spot new growth opportunities, and get answers to your questions at [WCMA's next free, members-only webinar](#) on Thursday, June 12 at 1:00 p.m. (CT).

This [engaging session](#) will focus on current trends in cheese sales, and features an all-star line-up of speakers from Dairy Management Inc., T.C. Jacoby & Co., and Pizza Today. Speakers will also reserve time for Q&A with attendees.

**GET THE LINK**

## Upcoming WCMA Events

June 12	July 10	July 16	August 14	September 9
<a href="#">Free Webinar: Trends in Cheese Sales</a>	<a href="#">Free Webinar: Water Quality Management</a>	<a href="#">Golf Outing &amp; Trap Shoot</a>	<a href="#">Free Webinar: Dairy Food Safety</a>	<a href="#">Train the Safety Trainer</a>

**VIEW ALL & REGISTER**

## EDUCATION

### Build Connections, Skills in WCMA Train the Safety Trainer



Enhance your organization's safety culture, develop your skills as a trainer, and build new industry connections as a participant in [WCMA's Train the Safety Trainer class](#), set for Tuesday, September 9 from 9 a.m.-5 p.m. (CT) in-person at WCMA's offices in Madison, Wisconsin. This [interactive, industry-specific course](#) is designed to equip the industry's safety trainers with the knowledge, skills, and strategies to effectively communicate safety expectations and protocols for maximum compliance.

**SIGN UP NOW**

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

**WisCheeseMakers.org/Events**

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