



WCMA NEWS

Your source for the latest
in dairy processing

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NEWS

Trump Rolls Out New Tariffs Amid Flurry of Trade Announcements

On Friday, President Donald Trump announced [modified reciprocal tariffs](#) on 70 countries. The new rates, set to take effect on August 7, range from 10-41 percent, and are in addition to existing tariffs.



The announcement comes amid several recent developments:

- On Thursday, Trump [extended current tariffs on Mexico](#) for another 90 days.
- The European Union said it would [suspend its planned retaliatory tariffs](#) against the U.S.
- More recently, Trump [threatened higher tariffs on India](#).
- The Trump Administration recently announced new trade agreements with South Korea, Cambodia, and Thailand.

WCMA will continue to keep members informed of relevant global trade updates. [READ MORE...](#)

Apply Now for DBIA Grants

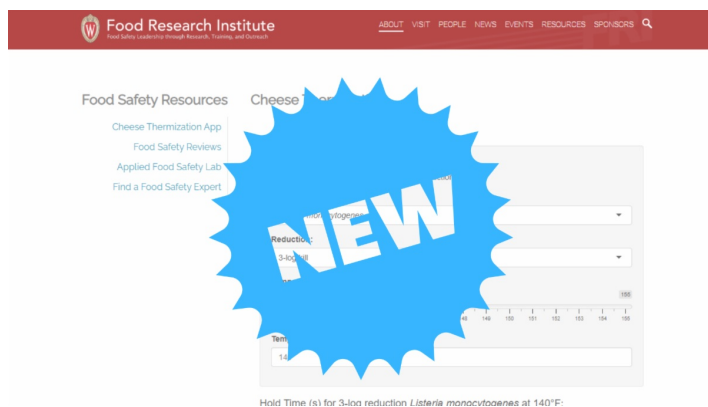


The [Dairy Business Innovation Alliance \(DBIA\) direct-to-business grant programs](#) are now accepting applications! Through this partnership between WCMA and the Center for Dairy Research, [\\$3 million in funding is available](#) to support small- to medium-sized dairy producers and processors in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin. [READ MORE...](#)

Get Application Tips in Free DBIA Webinar

Interested in applying for a DBIA grant? Make sure to [register now](#) to receive a link later this week to a recording of the latest ["Helpful Hints" webinar](#), hosted by DBIA staff. This informative one-hour session covers everything prospective applicants need to know: the kinds of information to include in your application, key deadlines and contacts, and much more.

Food Research Institute Updates Cheese Thermization App



The Food Research Institute (FRI) at the University of Wisconsin - Madison has updated its [Cheese Thermization app](#) to include the latest strain of highly pathogenic avian influenza (H5N1). This [free, online tool](#) allows users to customize parameters and quickly calculate milk hold times and temperatures for reduction of *Listeria monocytogenes*, Shiga-toxin producing *E. coli*, and now, H5N1. Questions may be directed to [FRI staff](#).

USDA Awards Cheddar Contracts



The U.S. Department of Agriculture [awarded contracts](#) to WCMA members Associated Milk Producers Inc., Dairy Farmers of America, and Masters Gallery Foods to provide more than 938,000 pounds of cheddar cheese for use in federal food distribution programs.

A list of [open USDA solicitations](#) and information on how to [become an approved vendor](#) is available [online](#).

Submit Comments by Aug. 22 on Ultra-Processed Food Definition

Members interested in contributing to WCMA's formal comment on a proposed federal definition of "ultra-processed foods," or UPF, may send input to [Senior Director of Programs & Policy Rebekah Sweeney](#) by August 22.

The U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA), and Department of Health and Human Services (HHS) issued a [Request for Information](#) last week as part of an effort to establish a uniform federal definition of UPF. The [agencies say](#) a uniform definition of UPF will provide greater consistency in food research and policy, and is key to the "Make America Healthy Again" movement touted by the Trump Administration.

Wisconsin

- Dairy Foods: [Dairy Farmers of America makes major Hispanic cheese acquisition](#)
(Featuring WCMA member Dairy Farmers of America)
- WITI-TV: [Check out Dairy Lane at the Wisconsin State Fair](#)

National & Global

- CBS News: [Florida officials warn about dangers of drinking raw milk after 21 people sickened](#)
- New York Times: [Bird flu may be airborne on dairy farms, scientists report](#)
- Hoosier Ag Today: [Luke Lindberg confirmed as USDA's Under Secretary for Trade and Foreign Agricultural Affairs](#)
- WWNY-TV: [Adams hosts Cheddar Cheese Festival](#) (Featuring WCMA member Great Lakes Cheese)
- Dairy Foods: [Tropical Cheese names new CEO](#)

EVENTS & CONNECTION

Nominate by August 15 for WCMA Member Impact Awards



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

Just days remain to [nominate your business](#) or another organization for WCMA's [Member Impact Awards](#)! Awards in four categories will be presented at WCMA's Annual Member Meeting in October:

- 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.

Limited Space Available in WCMA Young Professionals Outing



[Join WCMA Young Professionals on Wednesday, August 28](#) for an afternoon of baseball, networking, and fun! Enjoy a catered tailgate before cheering on the Milwaukee Brewers as they take on the Arizona Diamondbacks, all while connecting with industry peers. Don't delay: **more than half of tickets are already sold.**

RSVP NOW

Upcoming WCMA Events

August 14	August 28	September 9	September 11

[Free Webinar: Focus on Food Safety](#)

[Young Professionals Brewer Game Outing](#)

[WCMA Train the Safety Trainer \(In-Person\)](#)

[Free Webinar: Making the Most of Your WCMA Membership](#)

[VIEW ALL & REGISTER](#)

EDUCATION

Boost Training Practices with WCMA Train the Safety Trainer



[Register for WCMA's Train the Safety Trainer course](#), held in Madison on Tuesday, September 9. This in-depth, hands-on training is designed to give industry safety professionals the tools and knowledge they need to drive strong safety compliance. Space is limited—[secure your spot 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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