



WCMA NEWS

Your source for the latest
in dairy processing

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news@wischeesemakers.org



NEWS

New Federal Milk Marketing Orders Approved

Dairy farmers and cooperatives have voted to support proposed order changes in every federal milk marketing order, the U.S. Department of Agriculture (USDA) said Thursday.



In a [statement](#), WCMA Executive Director John Umhoefer noted Association members were pleased to see the changes adopted, including five to seven cent per pound make allowance increases. Umhoefer also [emphasized](#) that the dairy industry "will benefit from Congressional action to move forward a delayed Farm Bill, which offers language empowering USDA to execute regular cost of production surveys in the future."

The final amended orders [now appear online](#). Most changes contained in the final orders will take effect June 1, 2025, including the "Final Decision" make allowances noted below:

	Final Decision	Proposed Rule	Current
Cheese	\$0.2519	\$0.2504	\$0.2003
Butter	\$0.2272	\$0.2257	\$0.1715
Dry Whey	\$0.2668	\$0.2653	\$0.1991
Nonfat Dry Milk	\$0.2393	\$0.2268	\$0.1678

One change, related to the implementation of revised skim milk composition factors, will take effect December 1, 2025. [READ THE FINAL ORDER...](#)

Fair Milk Pricing for Farmers Act Introduced in Congress



A bipartisan group of federal lawmakers [has introduced legislation](#) mandating dairy processors biennially report their cost of production for the purpose of determining accurate make allowances and offering transparency to farmer partners. Reps. Derrick Van Orden (R-WI 03), Joe Morelle (D-NY 25), Claudia Tenney (R-NY 24), Brad Finstad (R-MN 01), and John Moolenaar (R-MI 02) are cosponsoring the bill in the House, while Sen. Kirsten Gillibrand (D-NY) is introducing companion legislation.

WCMA has advocated for this concept – both as a stand-alone bill and as part of a Farm Bill package. Questions may be directed to [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

H5N1 Response

USDA Announces Six New States in National Milk Testing Strategy



Last Friday, the [U.S. Department of Agriculture announced](#) an additional six states have enrolled in the [National Milk Testing Strategy](#) (NMTS), bringing the total number to 36. NMTS will account for bulk milk tank samples from two-thirds of the nation's dairy herds, or nearly three-quarters of the nation's milk production. The six new states enrolled are Arkansas, Louisiana, Nebraska, New Hampshire, North Carolina, and West Virginia.

Wisconsin has not yet enrolled in NMTS, as state leaders and industry advocates like WCMA continue to work to address privacy and execution details. For more information, contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

WCMA Seeks Industry Input Via Wage & Workforce Survey

Participate now through Tuesday, March 11 in [WCMA's 2025 Wage & Workforce Survey](#) to gain fresh insights to inform your



recruitment and retention efforts. This free, annual online survey helps WCMA compile critical data employers need to successfully attract and retain top talent in an increasingly competitive labor market. Thanks to member feedback, [this year's survey](#) includes questions related to Environmental, Social, and Governance (ESG) Personnel and Marketing Personnel.

TAKE SURVEY

FDA Seeking Information on High-Protein, Greek Yogurts for Possible Standard of Identity Action



Last week, the U.S. Food and Drug Administration (FDA) issued a [request for information \(RFI\)](#) on manufacturing processes and ingredients used to make high-protein yogurt, Greek yogurt, or Greek-style yogurt. Comments, which are due April 15, will be used to determine whether FDA takes action related to a formal standard of identity for these products.

FDA Accepting Comments on Proposed Nutrition Label Rule



Last Tuesday, the U.S. Food and Drug Administration (FDA) [proposed a new requirement](#) to include nutrition labels on the front of packaged foods and drinks. The proposed label, also referred to as the “Nutrition Info box,” provides information on saturated fat, sodium and added sugars content in a simple format showing whether the food has “Low,” “Med” or “High” levels of these nutrients. Comments on the proposed rule can be submitted [online](#) by May 16.

SUBMIT COMMENTS

The [proposed rule](#), if finalized, would require food manufacturers to add a Nutrition Info box to their products three years after the final rule’s effective date for businesses with \$10 million or more in annual food sales and four years after the final rule’s effective date for businesses with less than \$10 million in annual food sales.

USDA Issues Solicitations for Yogurt, Butter, Mozzarella

The U.S. Department of Agriculture (USDA) has issued a [solicitation for yogurt and butter](#) to be used in federal food distribution programs, with bids due Thursday, January 30 at 1:00 p.m. (CT). Questions may be directed to [USDA staff](#).

USDA is also seeking [mozzarella string cheese](#), with bids due Tuesday, February 4 at 1:00 p.m. (CT). Questions may be directed to USDA staff.

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

Headlines

Wisconsin

- Up North News: [2025 Bucket list: Take a tour of a cheese factory](#) (Featuring WCMA members Emmi Roth, Marieke Gouda, Mosaic Meadows - LaClare Family Creamery and Saxon Creamery, Silver Lewis Cheese, Union Star Cheese Factory, and Widmer's Cheese Cellars)
- Appleton Post Crescent: [Neenah's Galloway Co. completes \\$70M expansion to boost capacity for condensed milk](#)

National & Global

- Forbes: [As H5N1 is detected in San Francisco, a panel discusses next steps](#)
- MPR News: [Milk from Minnesota dairy farms to undergo mandatory testing for bird flu](#)
- Dairy Processing: [Trump orders review of certain U.S. trade relationships](#)
- Dairy Foods: [U.S. Championship Cheese Contest set to return](#) (Featuring WCMA)
- American Dairy Products Institute: [ADPI® announces succession plan for president & CEO](#)

FEATURED: WEBINARS

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's free, monthly members-only webinars.

Free WCMA Webinar on AI for Sales & Marketing Available Online



A recording of WCMA's latest free webinar, focused on the role of artificial intelligence (AI) tools in dairy processors' sales and marketing efforts, is [now available online](#).

In addition to an overview by WCMA staff, this session features special guest presentations from Emily Bialkowski of Westby Cooperative Creamery and Codi Regan Mustakas of Emmi Roth.

Information on all past WCMA webinars is available to logged-in members anytime at [WisCheeseMakers.org/Webinars](#). Our webinars are driven by member feedback, so please feel free to contact [WCMA Communications Director Grace Atherton](#) with questions or ideas.

WCMA Webinar

AI for Dairy Processing

RSVP Now for February 13 Webinar on AI for Dairy Processing

Join WCMA Thursday, February 13 for a [free, members-only webinar](#) to hear from leading suppliers in the automation space about ways dairy processors can put AI to work and bring their businesses into the future. We'll also reserve time for a live Q&A. Speakers are still to be announced, but registration is open now!

[REGISTER NOW](#)

EVENTS & CONNECTION

Deadline Approaching to Enter U.S. Championship Cheese Contest



Just days remain to [submit your best dairy products](#) for evaluation in the [2025 U.S. Championship Cheese Contest](#). The final entry deadline is Friday, January 31. All entries of cheese, butter, yogurt, sour cream, and dry dairy ingredients will be evaluated March 4-6 in Green Bay, Wisconsin. [Act now](#) to gain expert feedback on your products, boost brand recognition, and compete for the coveted title of U.S. Champion Cheese!

[ENTER TODAY](#)

Grow Your Network at CheeseCon 2025



[Register now](#) to connect with thousands of dairy industry professionals at [CheeseCon 2025](#), set for April 15-17 in Madison, Wisconsin. There's no better opportunity to grow your network and strengthen existing relationships as you explore CheeseCon's expansive tradeshow floor and attend bustling [special events](#). Plus, enjoy lively celebrations of industry excellence and engaging seminars featuring the brightest minds in dairy. [Act by January 28](#) to lock in our best available registration rates.

Click the "Play" button to hear more about the possibilities for connection with thousands of industry peers at CheeseCon!

REGISTER NOW

Upcoming WCMA Events

January 22	February 6	February 13	February 13	February 18
<u>Workshop: Meeting WET Test Challenges (Hybrid)</u>	<u>Health & Safety Group Meeting (Hybrid)</u>	<u>Front-Line Leadership Part B (Virtual)</u>	<u>Free Webinar: AI for Dairy Processing</u>	<u>Dairy Sustainability Group Meeting (Hybrid)</u>
February 20	February 21	February 25	February 26	March 4-6
<u>Train the Safety Trainer (Virtual)</u>	<u>Young Professionals Outing</u>	<u>Policy Committee Meeting & Advocacy Day (In-Person)</u>	<u>Front-Line Leadership Part B (Virtual)</u>	<u>U.S. Championship Cheese Contest</u>

VIEW ALL & REGISTER

EDUCATION

Join February 20 WCMA Train the Safety Trainer Class



Build your skills as a trainer and enhance your organization's safety culture with the [next virtual offering of WCMA's Train the Safety Trainer class](#), set for February 20 from 9 a.m.-5 p.m. (CT). Designed with input from WCMA's Health & Safety Group, this course aims to equip the dairy processing industry's safety trainers with the knowledge, skills, and strategies to effectively communicate safety expectations and protocols for maximum compliance. Just 24 spaces are available, so [act now](#).

SIGN UP NOW

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

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

news@wischeesemakers.org
(608) 286-1001



Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive Suite 402 | Madison, WI 53718 US

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