

# WCMA NEWS

Your source for the latest  
in dairy processing

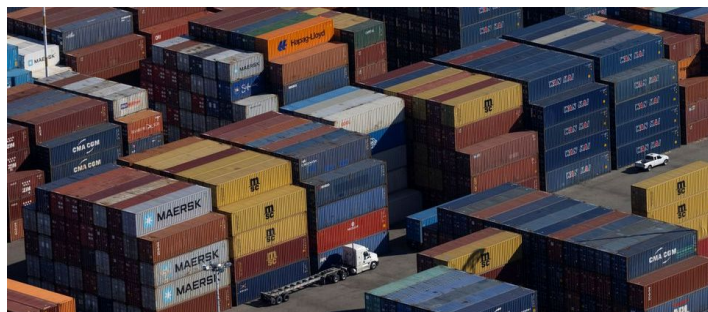
February 25, 2025

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## NEWS

### Trump Says Tariffs on Canada, Mexico to Take Effect Next Week



President Donald Trump said Monday his administration plans to [move forward with boosted tariffs](#) on neighbors Canada and Mexico next week. Implementation had been delayed late in January by a month, but Trump noted the tariffs of 25 percent on all products from both countries will now move forward "on time, on schedule."

Canada and Mexico make up \$900 billion in U.S. imports, and are two of the nation's top three markets for agricultural products. Both Canadian and Mexican leaders are vowing retaliatory tariffs, though specific plans have not been made public. Mexico is the top export market for U.S. cheese, taking in 424 million pounds of U.S. cheese in 2024.

WCMA has advocated and will continue to push for members' interests, supporting greater opportunity for international trade.

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### Legislation Introduced to Mandate Production Cost Surveys



U.S. Senators Kirsten Gillibrand (D-NY) and Susan Collins (R-ME) this week introduced the [Fair Milk Pricing for Farmers Act](#), a bipartisan effort aimed at increasing transparency in the dairy industry. The legislation would require manufacturers to report dairy processing costs every two years, ensuring that milk prices more accurately reflect production expenses. In the House, Representatives Nick Langworthy (R-NY 23) and Joe Morelle (D-NY 25) have introduced companion legislation. WCMA supports this proposal.

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## Trump Administration Firings to Impact Agriculture



Elon Musk's Department of Government Efficiency has directed a wave of terminations across the federal government, which are expected to impact the agricultural community. Below are summaries of reported impacts at the Food and Drug Administration (FDA), the U.S. Department of Agriculture (USDA), and the Environmental Protection Agency (EPA).

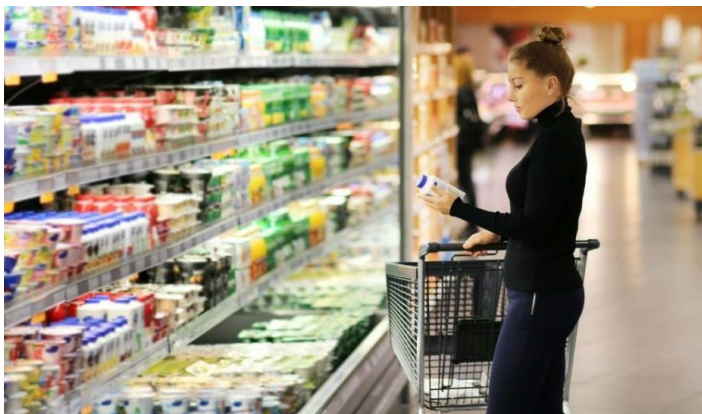
Jim Jones, head of FDA's food division, resigned last week, following the Trump Administration's decision to [fire 89 people in his department](#), effectively dismantling the group. The division oversees food safety inspections and recalls. Late last week, some [FDA employees were notified](#) their recent terminations had been "rescinded effective immediately," according to messages viewed by The Associated Press.

As of this past weekend, the Trump Administration had directed the dismissal of 3,400 USDA employees, with the largest percentage of those workers serving in the U.S. Forest Service. The group also includes loan officers at Farm Service Agency, researchers, and administrators across all divisions. Among the firings were leaders in the Animal and Plant Health Inspection Service, working in key roles to address bird flu outbreaks nationwide; the Trump Administration now says it is [working to rehire](#) these individuals.

At the EPA, [388 workers were fired](#) last Friday. These dismissals come on top of the 168 people fired earlier this month from the agency's environmental justice office, which closed down following an executive order from the White House to end programs related to diversity, equality and inclusion.

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## Health & Human Services Delays "Healthy" Food Labeling Rule



The U.S. Department of Health and Human Services [announced today](#) it will delay by more than two months the implementation of a new rule regarding the definition of the nutrient content claim "healthy" that manufacturers can voluntarily use on food packages. The final rule is delayed until April 28 from February 25, a move designed to give Trump Administration officials the opportunity for further consideration of the new regulation.

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## RSVP Now for March 18 WCMA Policy Committee Meeting & State Advocacy Day

You're invited to the [next in-person meeting of WCMA's open Policy Committee](#) at the Concourse Hotel and State Capitol in Madison, Wisconsin on Tuesday, March 18 from 10:00 a.m.-3:00 p.m. [RSVP now](#) to hear from federal and state lawmakers about the session ahead - and to advocate for industry priorities.





**REGISTER TODAY**

Thanks go to meeting sponsors [Nasonville Dairy](#), [Compeer Financial](#), and [Sargento Foods](#) for their generous support! Limited sponsorships for this meeting are available now through March 16.

## Headlines

### Wisconsin

- CBS News: [Wisconsin dairy farms face uncertainty amid immigration crackdown](#)
- Wisconsin State Farmer: [Wisconsin dairy groups sue state Attorney General Josh Kaul over private funding of environmental attorney](#)
- Green Bay Press Gazette: [Here's a chance to sample award-winning cheese as U.S. championship returns to Resch Expo](#) (Featuring WCMA)
- Isthmus: [The Wisconsin Whey profiles 12 southwestern state cheesemakers](#) (Featuring WCMA members Carr Valley Cheese, Nordic Creamery, Landmark Creamery, and Roelli Cheese Co.)

### National & Global

- Politico: [Consumer confidence buckles as Trump's policies revive inflation concerns](#)
- Forbes: [First lab-grown whole cow's milk to debut in U.S.](#)
- Sierra Sun Times: [CDC urged to release bird flu data as Trump slashes key staff](#)
- Minnesota Star Tribune: [Bloomington's Old Home Foods struggling to find a new manufacturer for its cottage cheese](#)

## EVENTS & CONNECTION

### Final Day to Save on CheeseCon Registration



There's no better time to register for [CheeseCon 2025](#): **special early-bird rates expire today**, Tuesday, February 25! [Register now](#) to lock in your 10 percent savings, and join the global dairy processing industry April 15-17 in Madison, Wisconsin.

**SAVE 10 PERCENT**

### One Week to U.S. Championship Cheese Contest

Make your plans now to join in the



excitement of the 22nd biennial [U.S. Championship Cheese Contest](#), proudly hosted by WCMA! Explore the action in person at Resch Expo in Green Bay, Wisconsin from 10:00 a.m.-3:00 p.m. (CT) on Tuesday, March 4 and Wednesday, March 5. Can't make it to Wisconsin? Follow along on [Facebook](#), [LinkedIn](#), [Instagram](#), and [TikTok](#) and use #CheeseContest to join the conversation. Watch the announcement of the next U.S. Champion Cheese live online at [USChampionCheese.org](#) at 2:00 p.m. (CT) on Thursday, March 6!

## Join WCMA Technology Committee, MWFPA March 20 for Annual Joint Industry Meeting with WDNR



Mark your calendar and join WCMA and Midwest Food Products Association (MWFPA) Thursday, March 20 for the [12th annual joint meeting](#) with the Wisconsin Department of Natural Resources (WDNR). Discuss environmental issues of the day with state regulators and network with peers and colleagues. Speakers and agenda items will be announced soon. [RSVP now!](#)

**REGISTER NOW**

Thanks go to sponsor [Applied Science Inc.](#) for their generous support of this meeting! Limited sponsorships are [available through March 18.](#)

## Upcoming WCMA Events

March 4-6	March 13	March 18	March 18	March 20
<a href="#">U.S. Championship Cheese Contest</a>	<a href="#">Front-Line Leadership Part C (Virtual)</a>	<a href="#">Front-Line Leadership Part C (Virtual)</a>	<a href="#">Policy Committee Meeting &amp; State Advocacy Day</a>	<a href="#">Technology Committee Joint Industry Meeting</a>

**VIEW ALL & REGISTER**

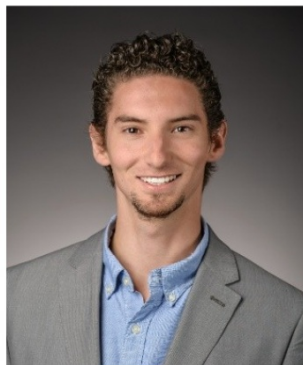
## EDUCATION



# WCMA Webinar

## Setting and Reporting GHG Goals

Learn GHG Reporting Tools, Resources in Free WCMA Webinar



**Eric Hassel**  
Innovation Center  
for U.S. Dairy



**Liz Harder**  
Harbor  
Environmental

Understanding and addressing greenhouse gas (GHG) emissions are important steps in dairy processors' efforts to meet demands for a more sustainable supply chain. Join WCMA's [next free webinar on Thursday, March 20](#), focused on setting and reporting GHG goals, for guidance from Eric Hassel from the Innovation Center for U.S. Dairy and Liz Harder of Harbor Environmental.

This webinar will also include time for Q&A. To submit a question in advance, email [WCMA Communications Director Grace Atherton](#) by 12:00 p.m. (CT) on Wednesday, March 19.

Our thanks go to WCMA member [Nelson-Jameson](#) for their generous sponsorship of this webinar! [Limited sponsorships](#) remain available until March 18.



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

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

### 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.

**Download New WCMA Member Directory Today**

Watch your company's mailbox or [log into WisCheeseMakers.org](#) now to view the 2025 WCMA Member Directory -

# 2025 WCMA MEMBER DIRECTORY



available in print and digital formats!

This edition is filled with contact details for WCMA members operating coast-to-coast. You'll also find a concise overview of our services, highlights of WCMA's upcoming events, and a list of the [free member committees and groups](#) you can join to engage with WCMA and your colleagues.

A full-color print version will be mailed in the coming weeks to each member company or cooperative at no charge. To order additional copies at just \$25 each, please contact [WCMA Membership Director Sara Schmidt](#).

Need help logging in or creating an account on WCMA's website? [Watch our brief video tutorial](#) to learn how to access the [searchable online member directory](#), update your email preferences, pay invoices, and more.



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## Share Career Opportunities on Free WCMA Jobs Board



Share your career openings on [WCMA's online jobs board](#), available to members only - for free! Members can post up to 10 job openings per month. Each posting is published within two business days and remains live on our website for 30 days after submission. Currently, the Jobs Board features openings from members Bassett Mechanical, Foremost Farms USA, and Masters Gallery Foods.

Have questions or need assistance? Please contact [WCMA Communications Director Grace Atherton](#).

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## WCMA Welcomes New Members

Join WCMA in welcoming new dairy manufacturer member [Beecher's Handmade Cheese](#) and supplier members [Scientific Chemical Solutions Inc.](#), [Strand Associates](#), [Hyperion Water Technologies](#), [Scientemp Corp.](#), [Separator Technology Solutions](#), [Magnattack](#), [Moss Adams LLP](#), [Wiman Corporation](#), [Central Storage & Warehouse LLC](#), [Tive, Inc.](#), [Viking Communications Inc.](#), and [J.D. Neuhaus](#)



[L.P.](#) View these and hundreds of other WCMA members now in our searchable [online directory](#).

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

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