

WCMA NEWS

Your source for the latest
in dairy processing

April 28, 2026

news@wischeesemakers.org



NEWS

Farm Bill Timing Uncertain in House

After years of delays and repeated extensions of the 2018 Farm Bill, leaders in the U.S. House of Representatives had planned a floor vote this week on the [Farm, Food, and National Security Act of 2026](#) - the first serious push toward a full five-year reauthorization. However, the [bill now appears in limbo](#) as House Republicans work through disputes over pesticide restrictions.



During a visit to a western Wisconsin dairy farm Monday, U.S. Department of Agriculture Secretary Brooke Rollins (pictured with U.S. Representative Derrick Van Orden, R-WI 03) [urged lawmakers to act](#) to act, saying farmers need updated policy tools now, including stronger crop insurance, improved reference prices, and greater certainty as they navigate rising costs and market volatility.

For dairy processors, the House proposal includes several important wins, including expansion of dairy nutrition incentive projects to encourage purchases of milk, cheese, yogurt, and cultured products while increasing funding from \$20 million to \$50 million; permanent authorization of Mandatory Cost Surveys used in the Federal Milk Marketing Orders system; extension of the Dairy Forward Pricing Program; and support for serving whole and 2% milk in school breakfasts following enactment of the Whole Milk for Healthy Kids Act. WCMA continues to encourage both the House and Senate to advance a Farm Bill that reflects these priorities and delivers long-term certainty for dairy processors, farmers, and rural communities.

House Appropriations Subcommittee Advances USDA, FDA Spending Proposal



Last Thursday, the U.S. House Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration [advanced its proposal](#) to provide \$26.3 billion in funding for the U.S. Department of Agriculture (USDA) and Food and Drug Administration (FDA) in Fiscal Year (FY) 2027. [READ MORE...](#)

The plan includes approximately \$22 billion for USDA, an overall 4 percent funding reduction for the department. The bill also includes a \$200 million reduction in funding for the Women, Infants & Children (WIC) program, most of which comes in the form of a 10 percent cut to fruit and vegetable benefits.

For dairy, the bill holds \$13.75 million in funding for Dairy Business Innovation Initiatives (DBII), preserving investments in processor innovation, farm viability, and new market development - this is WCMA's top policy priority within the bill. The proposal also includes \$4 million for Healthy Fluid Milk Incentive Projects, supporting continued expansion of efforts to increase milk purchases among SNAP participants.

In addition, the bill includes language preventing reductions to dairy allotments in WIC that were finalized in 2024, and clarifies congressional intent to ensure whole and 2% milk are available in both school breakfast and lunch programs.

WCMA will continue working closely with both House and Senate members to advance member priorities and support strong federal investment in dairy processing, nutrition, and market development.

FINAL CHANCE: Join WCMA Federal Advocacy Fly-In

With a challenging federal budget cycle ahead and the possibility of a new Farm Bill on the horizon, it's critically important that federal leaders hear directly from WCMA members now. **Just two days remain to reserve your space in [WCMA's Federal Advocacy Fly-In](#).**

Don't miss your opportunity to share your perspectives and make impactful change in national policies that influence the entire dairy supply chain. No special experience is needed - WCMA will provide everything you need. [RSVP now!](#)

**REGISTER BY
APRIL 30**

DAIRY PRIDE Act Reintroduced



The bipartisan [DAIRY PRIDE Act](#) was reintroduced last week in Congress. Led by Reps. John Joyce (R-PA 13) and Josh Riley (D-NY 19) with House Agriculture Committee Chair Glenn Thompson (R-PA 15) also joining as a co-sponsor, the legislation would classify imitation dairy products labeled as "milk," "cheese," or "yogurt" as "misbranded" and require the FDA to issue draft guidance for nationwide enforcement within 90 days of enactment. The DAIRY PRIDE Act is championed in the Senate by Sen. Tammy Baldwin (D-WI). [READ MORE...](#)

WCMA has long advocated for this legislation, arguing that stronger enforcement is needed to protect consumers from confusion in the marketplace about products that vary significantly in nutritional content.

USDA Lifts Required H5N1 Cattle Testing for Unaffected States



Effective immediately, lactating dairy cattle moving interstate from States with Unaffected State Status under the National Milk Testing Strategy (NMTS) are [no longer required to be tested for H5N1 prior to movement](#). According to the U.S. Department of Agriculture (USDA), which issued the guidance, most states have already reached Unaffected Status due to their participation in the NMTS, and current data shows that statewide silo and bulk milk tank surveillance are more sensitive than individual animal pre-movement testing. The agency reiterated in its announcement that pasteurization effectively inactivates the HPAI virus, and that the detection of HPAI H5N1 in dairy cattle does not pose a risk to consumer health or the commercial milk supply. [READ MORE...](#)

RSVP for May 12 Dairy Symposium



Registration is open now for the Dairy Innovation Hub's annual [Dairy Symposium](#), set for May 12 in Madison, Wisconsin. Reconnect with industry peers and colleagues and learn about the latest Hub-funded research in four key priority areas across three University of Wisconsin campuses. Select presentations will be available on-demand after the event via the Hub's YouTube channel. [READ MORE...](#)

USDA Releases Updated Master Invitation for Domestic Bids



The U.S. Department of Agriculture has issued an [updated Master Invitation for Bids for Domestic Commodity Procurement](#), effective April 24. In addition to a date update, the invitation includes a new clause related to Executive Order 14398, Addressing DEI Discrimination by Federal Contractors. A list of [open USDA solicitations](#) and information on how to become an [approved vendor](#) is available [online](#). Questions about the updated invitation may be directed to [USDA staff](#).

Headlines

Wisconsin

- Wisconsin Public Radio: [USDA Secretary pushes for farm bill passage during visit to Wisconsin dairy](#)
- WAOW-TV: [Fifth woman in Wisconsin named "Master Cheesemaker"](#) (Featuring WCMA member Sartori Company)
- WFRV-TV: [Award-winning beer cheese shines at the World Championship Cheese Contest](#) (Featuring WCMA member Pine River Pre-Pack, Inc.)

National & Global

- McKinsey: [The dairy industry's 2026 playbook: Protect margins, pursue growth](#)
- The Hill: [House in limbo as GOP struggles to find path for spy powers, farm bill, ICE funding](#)
- Bloomberg: [How Chobani turned Greek yogurt into an American refrigerator staple](#) (Featuring WCMA member CoBank)
- eDairyNews: [Breakthrough H5N1 vaccine shows promise in dairy cattle](#)
- Dairy Foods: [Buffalo Bills name Treasure Cave its official cheese](#) (Featuring WCMA member Saputo Cheese USA)

FEATURED: EXPORT

Learn more about WCMA's programs & services in this special rotating section! This week, we spotlight WCMA's dairy export resources and programming.

WCMA Notes: Turning Export Potential into Performance: Lessons from Wisconsin



Hear how the WIAE takes businesses from export-curious to export-capable in [WCMA's new video!](#)

The U.S. dairy industry has long understood that its future depends not only on domestic demand, but on sustained, strategic growth in global markets. Yet for many processors, particularly small and mid-sized companies, the path from interest to execution remains steep. However, the forward-thinking Wisconsin Initiative for Agricultural Exports (WIAE) offers a blueprint for turning targeted investments into significant returns in the global marketplace that could amplify already-impactful national efforts. Read more from [WCMA's Rebekah Sweeney](#) in this month's [WCMA Notes column](#).

Get Export-Ready with Wisconsin World Trade Day Event



Join the Madison International Trade Association May 19 in Pewaukee, Wisconsin for [Export Ready: Opportunity, Reality, Action](#) - an event celebrating Wisconsin World Trade Day. This one-day event features a keynote address on emerging trade opportunities, plenary sessions focused on fast-tracking export success, and breakout sessions with practical insights and tools. [Registration is open now](#), with a special early-bird rate available until May 8.

WCMA Sponsors Successful Wisconsin Cheese Export Seminar



Thanks to all who joined Madison International Trade Association's [recent sold-out event](#), Growing Wisconsin Cheese Exports Globally! WCMA was pleased to sponsor this successful event, bringing together key export partners including Wisconsin Department of Agriculture, Trade and Consumer Protection, Dairy Farmers of Wisconsin, and the Center for Dairy Research. See more photos on [LinkedIn](#).

Learn more and get involved:
WisCheeseMakers.org



EVENTS & CONNECTION

Join May 27 Dairy Food Safety Alliance Meeting

Neil Bogart
Post Consumer Brands

Alex O'Brien
Center for Dairy Research



Register Now! WisCheeseMakers.org/Events

RSVP now to discuss microbiological testing, sanitation validation, and more at the next [Dairy Food Safety Alliance meeting](#) on May 27 from 10:00 a.m.-2:30 p.m. (CT). This hybrid meeting includes a small-group tour of Kerry in Beloit, Wisconsin, followed by an afternoon of updates and presentations from state regulators and food safety experts, including Neil Bogart of Post Consumer Brands and Alex O'Brien of the Center for Dairy Research.

[REGISTER NOW](#)

Upcoming WCMA Events

May 12-13	May 27	June 3	June 11	July 7
Federal Advocacy Fly-In	Dairy Food Safety Alliance	Basic Safety Training for Dairy	Free Webinar: Trends in Cheese Sales	Free Webinar: Supplier Roundtable

[Meeting \(Hybrid\)](#)

[Processors \(In-Person\)](#)

EDUCATION

Industry Training Spotlight: Register for June 30 Innovation Center Food Safety Course



Registration is now open for the Innovation Center for U.S. Dairy's next [Dairy Plant Food Safety Workshop](#), set for June 30-July 1 in Madison, Wisconsin and hosted by WCMA members Sargento Foods and Foremost Farms USA. This two-day course is designed to help dairy processing facilities improve pathogen control practices including PEM, sanitation, and sanitary design. [READ MORE...](#)

A group of people are seated at tables in a classroom or workshop setting, engaged in a discussion. The background shows a banner for the Wisconsin Cheese Makers Association. Overlaid on the image is the text: "For more educational opportunities from WCMA and our partners, visit: [WisCheeseMakers.org/Events](https://www.wischeesemakers.org/Events)".

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news@wischeesemakers.org
(608) 286-1001



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

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