

WCMA NEWS

Your source for the latest
in dairy processing

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NEWS

House Committee Advances Transportation Modernization Bill



Last week, the U.S. House of Representatives Transportation and Infrastructure Committee approved the [BUILD America 250 Act](#), a new five-year surface transportation reauthorization bill. Included in the legislation is an amendment creating a voluntary state pilot program allowing six-axle trucks weighing up to 91,000 pounds to operate on interstate highways.

The proposal is designed to evaluate whether modern truck configurations can safely and efficiently reduce supply chain costs, decrease the number of trips needed to move goods, and ease pressure on the nation's transportation network. For dairy manufacturers, transportation remains one of the industry's largest operational expenses, and outdated federal truck weight limits have long created inefficiencies in moving products across the country.

WCMA has advocated for this federal policy change for years and successfully [won similar truck weight flexibility](#) measures on state roads in Wisconsin, where 98,000 pound weight allowances have already improved transportation efficiency while maintaining strong safety standards. For more information, or to engage in WCMA advocacy, contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

U.S., Mexico Set to Discuss USMCA This Week



Just ahead of an official review of the U.S.-Mexico-Canada Agreement (USMCA), set to begin July 1, U.S. Trade Representative (USTR) Jamieson Greer will [meet with Mexican leadership this week](#) to discuss the agreement, according to Mexican President Claudia Sheinbaum and Secretary of Economy Marcelo Ebrard. The two countries first announced plans to meet in February, as WCMA reported in [this newsletter](#). On Friday, Greer [indicated](#) that these initial talks will focus on economic security and stronger rules-of-origin requirements, which determine how much of a good must be made in North America in order to qualify for special exemptions under USMCA. Trump Administration officials [have previously said](#) agricultural priorities will remain at the forefront as negotiations progress. [READ MORE...](#)

DBIA Awards Grants to Goat, Sheep Dairy Processors



The Dairy Business Innovation Alliance (DBIA) last week selected 10 small and medium dairy businesses across the Midwest to receive [over \\$46,000 in grants](#) through the Dairy Business Innovation Alliance (DBIA). Recipients include WCMA members Blakesville Creamery, Carr Valley Cheese Company, Hidden Springs Creamery, Kingston Cheese Cooperative, and Nordic Creamery. [READ MORE...](#)

Headlines

Wisconsin

- Wausau Pilot: [Celebrate June Dairy Month at a breakfast on the farm](#)
- RFD-TV: [Wisconsin dairy farm turns manure into renewable energy](#) (Featuring WCMA member Crave Brothers Farmstead Cheese)
- Wisconsin Public Radio: [Organic Valley sues to leave federal milk marketing system](#) (Featuring WCMA member Organic Valley)
- WISC-TV: [Wisconsin celebrates cheesemaking tradition ahead of America's 250th birthday](#) (Featuring WCMA member Decatur Dairy)

National & Global

- Global Data: [FDA leadership in flux, but core operations remain stable, former FDA staff say](#)
 - Bloomberg: [The race for U.S. tariff refunds gets off to a quiet start](#)
 - CNBC: [Democrats make demands of U.S. trade representative ahead of U.S.-Mexico-Canada Agreement review](#)
 - Undeniably Dairy: [Survey finds Americans turning to cheese for taste, versatility and protein](#)
 - Paterson Times: [Paterson cheese company admits selling adulterated queso fresco linked to deadly Listeria outbreak](#)
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FEATURED: MEMBERSHIP

Learn more about WCMA's programs & services in this special rotating section! This week, we spotlight WCMA's membership services and new Association members.

Nominate Now for WCMA Member Impact Awards



Celebrate the organizations driving the dairy processing industry forward. [Nominate your business](#) or another deserving Wisconsin Cheese Makers Association (WCMA) member organization for WCMA's [Member Impact Awards](#)! Nominations are open now through July 17, and self-nominations are accepted.



WISCONSIN
CHEESE MAKERS
ASSOCIATION

Advocate of
the Year



WISCONSIN
CHEESE MAKERS
ASSOCIATION

Employer of
the Year

WCMA Advocate of the Year: Honoring organizations that have advanced the industry through legislative advocacy, education, or public influence.

2025 Winner: Organic Valley

WCMA Employer of the Year: Recognizing organizations that excel in human resources and workplace safety, fostering inclusive and supportive work environments.

2025 Winner: Masters Gallery Foods



WISCONSIN
CHEESE MAKERS
ASSOCIATION

Sustainable
Stewardship Award



WISCONSIN
CHEESE MAKERS
ASSOCIATION

Culture of
Excellence Award

WCMA Sustainable Stewardship Award: Celebrating outstanding efforts in environmental stewardship and sustainability.

2025 Winner: Agropur

WCMA Culture of Excellence Award: Acknowledging organizations dedicated to social responsibility and community engagement.

2025 Winner: Nasonville Dairy

Winners will be celebrated at WCMA's Annual Member Meeting & Awards Ceremony on September 23 in Madison, Wisconsin. Questions may be directed to [WCMA Membership Director Sara Schmidt](#).

WCMA Welcomes New Members



Join WCMA in welcoming new dairy processor member [Lifeway Foods](#) and new supplier members [Advanced Food Diagnostics](#), [Badger Laboratories, Inc.](#), [CRB Water](#), [Hennes Services, Inc.](#), [Phenix Corporation](#), [Power Construction - Cold+Food Group](#), [Provision Analytics](#), [Quick Clamp Solutions](#), and [Wieser Brothers General Contractor, Inc.](#)

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

Complete WCMA Member Satisfaction Survey by June 5



WCMA member engagement is the driving force that empowers us to better serve dairy manufacturers, processors, and their supplier partners across the country. Take just [three minutes to share your thoughts](#) on WCMA's programs and services today! All responses are due Friday, June 5.

[TAKE THE SURVEY](#)

EVENTS & CONNECTION

Reserve Sponsorships Now for WCMA Golf Outing & Trap Shoot



Put your company front-and-center and show your support for dairy processing with an [impactful, cost-effective sponsorship](#) at the WCMA Golf Outing & Trap Shoot. Choose from a variety of [available marketing opportunities](#), from a Tee Box & Skill Prize to Pickleball Refreshments and more. Sponsorships are only available until June 11, so [act now](#) to reserve yours.

[SPONSOR NOW](#)

Upcoming WCMA Events

May 27	June 11	July 9	July 22	August 6
Dairy Food Safety Alliance Meeting	Free Webinar: Trends in Cheese Sales	Free Webinar: Supplier Roundtable	2026 Golf Outing & Trap Shoot	Young Professionals Brewer Game Outing

EDUCATION

Brush Up on Industry Trends in Free WCMA Webinar



Consumer preferences, economic pressures, and retail strategies are constantly shifting - and those shifts can have a direct impact on dairy processors' bottom line. [Register now](#) to join WCMA on Thursday, June 11 at 1:00 p.m. (CT) for a free, members-only webinar focused on current trends in cheese production and sales, offering the latest data and insights.

[RSVP TODAY](#)

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