



# WCMA NEWS

Your source for the latest  
in dairy processing

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## NEWS

### Senate Farm Bill Draft Advances Key Dairy Priorities



Senate Agriculture Committee Chairman John Boozman (R-AR) last week released the Senate Republicans' discussion [draft of the 2026 Farm Bill](#), setting the stage for Senate Agriculture Committee consideration this summer. Boozman has indicated he intends to hold a committee markup before Congress begins its recess on August 10, with the goal of advancing the legislation to the Senate floor this fall, ahead of the October 2027 expiration of the most recent 2018 Farm Bill extension.

For dairy processors, the Senate draft includes several important priorities. The proposal:

- Increases authorized funding for the Dairy Business Innovation Initiatives from \$20 million to \$36 million annually, mirroring WCMA's past requests.
- Permanently authorizes Mandatory Cost Surveys to help ensure Federal Milk Marketing Order make allowances accurately reflect current manufacturing costs.
- Directs USDA and the Office of the U.S. Trade Representative to develop and defend a list of common food names, including cheeses, for use in international trade negotiations, helping protect U.S. dairy exports.
- Expands Healthy Fluid Milk Incentives into broader Dairy Nutrition Incentive Projects, increasing authorized funding from \$20 million to \$80 million and encouraging purchases of milk, cheese, and qualifying yogurt and cultured dairy products.
- Permanently authorizes the Dairy Forward Pricing Program for Class II, III, and IV proprietary plants and their producers.
- Reinforces implementation of the Whole Milk for Healthy Kids Act by affirming that whole and 2% milk may be served in the School Breakfast Program.

While the proposal includes several significant wins for dairy, its path forward remains uncertain. Senate Republicans did not include Democrats' request to delay implementation of a federal law requiring some states to begin paying a portion of Supplemental Nutrition Assistance Program (SNAP) benefit costs. Senate Democrats have said they will oppose a Farm Bill that does not address those SNAP funding changes, meaning bipartisan negotiations will be necessary for legislation to secure the 60 votes required for Senate passage.

WCMA will continue advocating for enactment of key dairy provisions and will keep members informed as the Senate Agriculture Committee advances the bill and bipartisan negotiations continue. To engage

## Wied, Riley Introduce REAL Butter Act

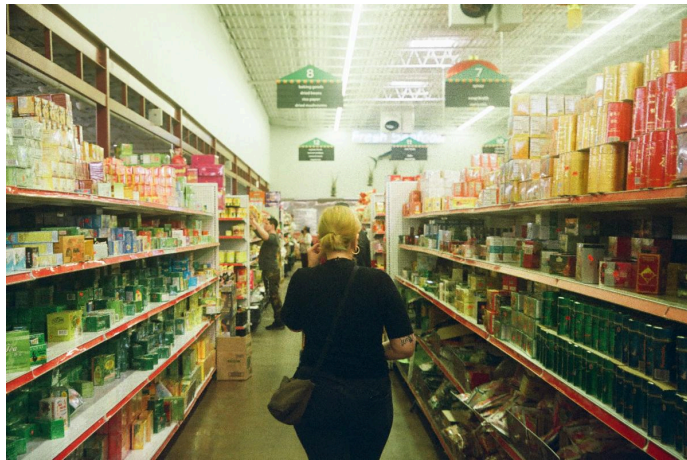


Congressman Tony Wied (R-WI 08), together with Congressman Josh Riley (D-NY 19), recently introduced the [REAL Butter Act](#) (Recognizing Engineered Alternatives as Lab-Created Butter Act). The bill would require butter alternatives produced through laboratory or industrial processes to be clearly labeled as "lab-created," helping consumers distinguish traditional dairy butter from emerging alternative products.

WCMA has long advocated for truth in food labeling policies that provide consumers with clear, accurate information and ensure transparency in the marketplace. During WCMA's Federal Advocacy Fly-In in May (pictured here), WCMA members discussed the importance of truth in labeling with Rep. Wied, encouraging continued action to protect consumers from misleading product labels.

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## Federal Judge Blocks SNAP Restrictions



The U.S. Department of Agriculture (USDA)'s exceeded its authority in allowing states to restrict certain foods covered by the Supplemental Nutrition Assistance Program (SNAP), a federal judge [ruled last Monday](#). In the ruling, Judge Amy Berman Jackson directed USDA to go "back to the drawing board" on state-specific SNAP waivers. The decision directly impacts the waivers in Colorado, Iowa, Nebraska, Tennessee and West Virginia, but could affect other states that received waiver approval from USDA under the same provisions of federal law. [READ MORE...](#)

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## Headlines

### Wisconsin

- Madison Magazine: [Willi Lehner, Wisconsin's cheesemaking "rock star," dies at 70](#)
- Monroe Times: [Cheese contests still matter](#) (Featuring WCMA members Crave Brothers Farmstead Cheese, Emmi Roth, Klondike Cheese Co., Lactalis USA, Maple Leaf Cheesemakers, Mosaic Meadows - Saxon Creamery, Roelli Cheese Co., and Saputo Cheese USA)

### National & Global

- Washington Post: [Trump allows dairy farms a path for migrant labor, upsetting anti-immigration camp](#) (Featuring WCMA members Dairy Farmers of America and Land O'Lakes)
- The Hill: [Senators brace for another government shutdown after spending talks stall](#)
- KIVI-TV: [Made In Idaho: Inside the Nampa dairy plant turning Idaho milk into protein powder](#) (Featuring WCMA member Lactalis USA)
- Morning Ag Clips: [Dairy Business Innovation Alliance awards \\$250,000 in grants to two Michigan companies](#) (Featuring WCMA)

- Dairy Processing: [Actus Nutrition taking ownership of Darigold facility](#) (Featuring WCMA member Actus Nutrition)
- eDairyNews: [Wisconsin cheese company unveils \\$150M plant upgrade](#) (Featuring WCMA members Cheese Merchants of America and Dairy State Cheese)

## 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.*

### Renew Now! Watch Your Inbox for Details



Click the ["Play" button](#) to hear firsthand from fellow WCMA members about the value they find in their membership!

WCMA's new fiscal year begins tomorrow, Wednesday July 1. That means now is the time for members with benefits expiring soon to take action to renew! **Watch your email inbox for a message with renewal instructions**, and join the 97 percent of WCMA Membership Survey respondents who are satisfied or highly satisfied with their membership.

If you've already received your renewal instructions and taken action, thank you! If you haven't yet received a message about renewal, please contact [WCMA Membership Director Sara Schmidt](#).

### Nominations Due July 17 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

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

*2025 Winner: Organic Valley*



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION

Employer of  
the Year

**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 [Backyard Buffalo](#) and new supplier members [Autodop SRL](#), [Bel-Ray Lubricants](#), [D. Meyer & Associates Inc.](#), [Duperon Corporation](#), [FV Group Corp](#), [IVEK CORP](#), [Jokey North America Inc.](#), [Nijhuis Saur Industries](#), [SCA Srl](#), and [Toast](#).

View these and hundreds of other WCMA members now in our [searchable online directory](#). Have questions about WCMA membership? Contact [Sara Schmidt](#).

## EVENTS & CONNECTION

### RSVP Now for Free WCMA Webinar July 9

## WCMA Webinar

***Supplier Roundtable:  
Robotics & Automation  
in Cheesemaking***

**RSVP TODAY**

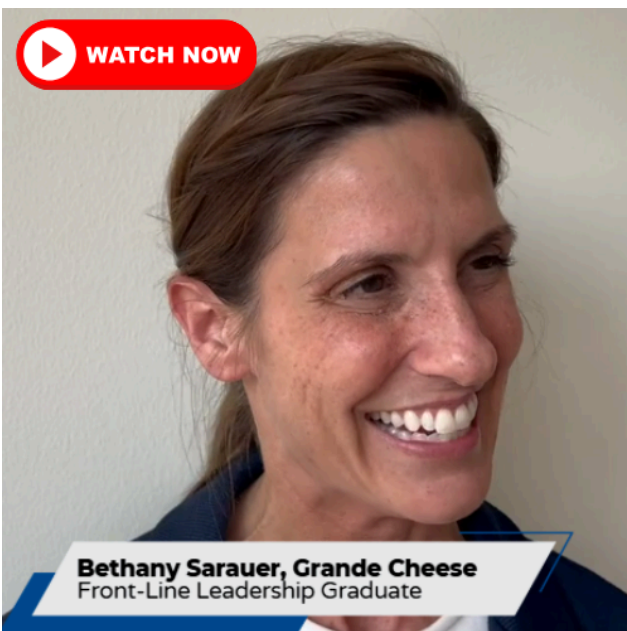
With new advances in automation every day, the dairy plant floor is changing, and fast. [Register now](#) to join WCMA's next free, members-only webinar on July 9 at 1:00 p.m. (CT), featuring an informational roundtable of trusted industry suppliers. Join [BluePrint Automation](#), [Harpak-Ulma Packaging](#), [Kelley Supply, Inc.](#), and [Premier Tech](#) in discussing how robotics and automation are changing the game in dairy processing, and how manufacturers can stay ahead of the curve.

## Upcoming WCMA Events

| July 9                                            | July 22                                           | August 6                                               | September 10                                           | September 17                                             |
|---------------------------------------------------|---------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|
| <a href="#">Free Webinar: Supplier Roundtable</a> | <a href="#">2026 Golf Outing &amp; Trap Shoot</a> | <a href="#">Young Professionals Brewer Game Outing</a> | <a href="#">Front-Line Leadership Part A (Virtual)</a> | <a href="#">Front-Line Leadership Part A (In-Person)</a> |

## EDUCATION

## Get a Head Start on Leadership Skills with WCMA Fall Trainings



Don't wait until summer ends to [secure effective, engaging training opportunities](#) for your valued team members this fall. Register now for WCMA's popular [Front-Line Leadership](#) series!

Offered both virtually and in-person, this [highly-rated course](#) guides new and seasoned dairy processing leaders through strategies to sharpen essential leadership skills, maximize staff performance, and cultivate a successful team.

Sessions begin September 10, and are available as a three-part series or a la carte. Plus, [complete all three parts](#) and receive a free, full registration to CheeseCon 2027 - a value of approximately \$600!

Click ["Watch Now"](#) to hear from WCMA training graduates about why they love Front-Line Leadership!

**REGISTER NOW**

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