

WCMA NEWS

Your source for the latest
in dairy processing

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NEWS

WCMA Applauds New Dairy Innovation Funding



WCMA last week [applauded U.S. Department of Agriculture Secretary Tom Vilsack's announcement](#) of approximately \$11 million in federal funding for four Dairy Business Innovation Initiatives, including the [Dairy Business Innovation Alliance \(DBIA\)](#) run by WCMA and the Center for Dairy Research. [READ MORE...](#)

The DBIA offers research and development, technical assistance, education, and grants to dairy businesses in Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin. The current DBIA grant period is [open now through October 23](#), offering grants of up to \$100,000 each.

Farm Bill Extension Expires



Absent Congressional action last week, a one-year extension of Farm Bill funding [expired September 30](#). U.S. Department of Agriculture (USDA) officials say that with a few exceptions, the bulk of their operations have funding to last through the end of 2024. Republicans and Democrats from the agricultural committees have expressed a desire to move quickly on a Farm Bill funding package following Election Day.

WCMA continues to advocate for key priorities for dairy processors, including \$36 million in annual funding for the Dairy Business Innovation Initiative, an expansion of the Healthy Fluid Milk Incentives Projects, an extension of the Dairy Forward Pricing Program, and additional support for export endeavors. To get involved in WCMA's impactful Policy Committee, please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

FDA to Begin Dairy Plant Silo Testing for H5N1; States May Opt Out



The U.S. Food and Drug Administration (FDA) [announced October 3](#) that it will proceed with a raw milk silo sampling survey for the H5N1 virus, with sampling at dairy processing facilities beginning October 28. The survey is voluntary: individual states can choose to participate in or decline the study. In its October 3 announcement, FDA described this “silo study” as double blind with no information on the origin of each sample vial collected. Samples will be collected only from silos with raw milk intended for pasteurization.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) is currently weighing USDA’s request to participate. WCMA has expressed concern to WDATCP leadership about the lack of useful information, and resulting consumer confusion, that a blinded survey with unknown participation will yield.

Members can contact [WCMA’s Rebekah Sweeney](#) or [John Umhoefer](#) for additional information on this FDA survey or H5N1 issues. Visit [WCMA’s website](#) for information and resources related to the H5N1 outbreak in cattle and how processors can protect their workers.

Headlines

Wisconsin

- Wisconsin State Journal: [The number of Spanish-speaking cheesemakers is growing. UW-Madison is educating them.](#) (Featuring WCMA and member Decatur Dairy)
- Wisconsin Examiner: [Wisconsin dairy farmers know they need immigrant workers](#)
- 715 Newsroom: [Baldwin announces \\$3.45 Million for Wisconsin dairy businesses](#) (Featuring WCMA members Alpinage Artisan Cheese, Burnett Dairy Cooperative, Hidden Springs Creamery, Marieke Gouda, and Renard's Cheese/Rosewood Dairy)

National & Global

- CNBC: [U.S. ports start 100-day countdown clock to new strike](#)
- KSDK-TV: [Dairy company expands footprint with acquisition](#) (Featuring WCMA member Prairie Farms Dairy)
- Dairy Processing: [Hilmar CEO plans to step down](#) (Featuring WCMA member Hilmar)
- Fortune: [Beth Ford named one of 2024's most powerful women](#) (Featuring WCMA member Land O'Lakes)

FEATURED: WCMA NOTES

Despite Disruptions, Export Engagement Still Offers Opportunity

International trade is inherently dynamic, and often volatile, due to a host of domestic challenges and geopolitical risks - but these risks can also come with significant rewards.

As [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) writes in this month's WCMA Notes column, a consistent



combination of sustainability efforts, strategic messaging, partnerships, strong advocacy, and calm in the face of temporary trade disruptions can pay off big for dairy exporters. [READ MORE...](#)

EVENTS & CONNECTION

Act Now for WCMA, USDA Free FMMO Webinars

WCMA Webinar

FMMO Reforms Explained

What Dairy Processors Need to Know

REGISTER NOW

Interested in learning more about the ongoing Federal Milk Marketing Order (FMMO) reform process? Act now to take advantage of two new, free resources. [Join WCMA's next free member webinar](#) on Tuesday, October 15, featuring dairy economist Dr. Chuck Nicholson and WCMA's John Umhoefer. This live, one-hour session will offer a deep dive into the U.S. Department of Agriculture's (USDA) Recommended Decision on milk pricing changes in FMMOs, including industry reaction to the proposal and audience Q&A.

Then, watch USDA's newest [free webinar](#) to better understand the producer referendum process. This brief, informational video explains this crucial next step in the rulemaking process, in the event of a final decision from USDA Secretary Tom Vilsack on milk pricing reforms.

Join WCMA Health & Safety Group for OSHA Alliance Launch



Register now to join WCMA, the Occupational Safety & Health Administration, and fellow dairy professionals at the [next meeting of WCMA's Health & Safety Group!](#) Join in-person or online as we launch WCMA's formal alliance with OSHA, build connections, and learn about the latest updates in employee health and safety for dairy processors.

REGISTER NOW

Save the Date for WCMA Export Workgroup Meeting



Make plans now to join WCMA for our [2024 Dairy Export Workgroup meeting](#) on Thursday, November 7! All dairy processors and industry suppliers, regardless of their WCMA membership status, are invited to join in-person at WCMA's offices in Madison, or online via Zoom.

RESERVE SPACE

Market Your Business at CheeseCon 2025



Promote your business and show your support for the dairy processing industry with an array of [impactful CheeseCon marketing opportunities](#), available now! You can also connect with the global dairy processing community with a [full-, half-, or quarter-page ad](#) in the full-color print edition of the CheeseCon Official Program, offered to all attendees.

BECOME A SPONSOR

Upcoming WCMA Events

October 15	October 15	October 17	October 24	November 5
Basic Safety Training for Dairy Processors (In-Person) <i>(16 spaces remaining)</i>	Free Webinar: FMMO Reforms Explained <i>(All welcome)</i>	Health & Safety Group Meeting (Hybrid) <i>(All welcome)</i>	Dairy Food Safety Alliance Meeting (Hybrid) <i>(All welcome)</i>	Free Webinar: 2025 U.S. Championship Cheese Contest <i>(All welcome)</i>

VIEW ALL & REGISTER

EDUCATION

New Dates Unveiled for Virtual WCMA Front-Line Leadership

Invest in your valued employees' education and development. Register now for new virtual offerings of WCMA's popular [Front-Line Leadership](#) classes, just released for winter and spring 2025! View the full lineup,



reserve space, and sponsor these top-rated courses now at [WisCheeseMakers.org](https://www.wischeesemakers.org).

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