



WCMA NEWS

Your source for the latest
in dairy processing

November 25, 2025

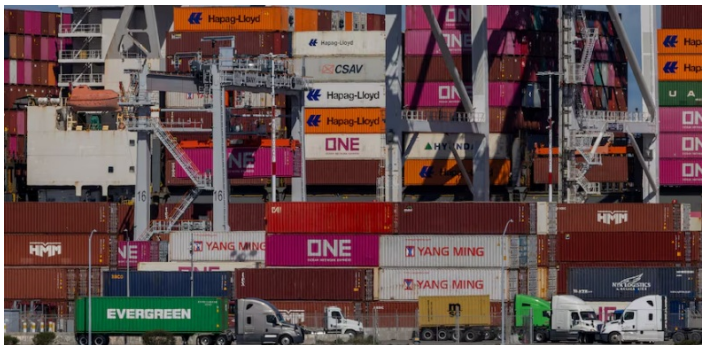
news@wischeesemakers.org



SUBSCRIBER NOTE: WCMA's offices will be closed Thursday, November 27 and Friday, November 28 for Thanksgiving. We wish you and your loved ones a safe and enjoyable holiday.

NEWS

USDA Announces \$285M in Export Grant Funding



The U.S. Department of Agriculture (USDA) announced Thursday [\\$285 million in grant funding](#) for trade promotion activities by state departments of agriculture, as well as non-profit trade groups. WCMA called for such an expansion of federal dairy trade promotion programs in our 2025 [Dairy Trade Policy Platform](#), and will continue to share future developments with members. [READ MORE...](#)

U.S. Senate Passes Whole Milk for Healthy Kids Act



The U.S. Senate has passed the [Whole Milk for Healthy Kids Act of 2025](#), a bill that restores the option for schools participating in the National School Lunch Program to once again serve whole milk and 2% milk. The bill also clarifies that fluid milk no longer needs to be included in the overall saturated fat calculation for school meals. WCMA has advocated in support of this legislation, and will continue to monitor its progress as it moves to the House.

USDA Seeks Cheese Products; Updates Master Solicitation

The U.S. Department of Agriculture (USDA) has issued solicitations for a variety of cheese products to be used in domestic food distribution programs:

- [Cheddar Products](#)
- [Mozzarella String Cheese](#)
- [Yogurt and Butter](#)
- [Processed Cheese Products](#)

The deadline for all four solicitations is December 2 at 1:00 p.m. (CT). USDA also released an updated [Master Solicitation for Domestic Commodity Procurements](#), effective September 18, 2025, which provides general guidance for potential bidders. [READ MORE...](#)

Headlines

Wisconsin

- Barron News-Shield: [Turtle Lake Schools honors Lake Country Dairy](#) (Featuring WCMA member Schuman Cheese - Lake Country Dairy)
- Mid-West Farm Report: [Research & student impact featured at Dairy Innovation Hub Summit](#)

National & Global

- Brownfield Ag News: [Global demand drives 28 percent surge in U.S. cheese exports](#)
 - Reuters: [Trump touts "extremely strong" China relations after call with Xi](#)
 - CBS Sunday Morning: [Powering our appetite for protein](#) (Featuring WCMA member Nasonville Dairy)
 - Packaging Dive: [Say cheese: How Babybel is commercializing its plastic-to-paper makeover](#) (Featuring WCMA member Bel Brands USA)
 - USA TODAY: [Boar's Head-branded cheese items recalled over listeria risk](#)
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FEATURED: MEMBERSHIP

Attract Top Talent with Free WCMA Jobs Board



Find high-quality candidates for your open positions with WCMA's [online Jobs Board](#). This free tool is designed to help members reach new audiences and attract skilled talent. WCMA member businesses can post up to 10 job openings per month at no cost. Each listing is published within two business days, and remains active on our website for 30 days. [Post your opportunities today!](#)

POST JOBS NOW

WCMA Welcomes New Members

Join WCMA in welcoming new supplier members [MontBlancAI](#), [Apex Industrial Solutions](#), [BluePrint Automation BPA](#), [Caine Warehousing](#), [Atlas Molded Products](#), [Holland Cold Storage](#), and [Stonhard](#).

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



EVENTS & CONNECTION

Boost Your ROI with CheeseExpo, Contest Sponsorships



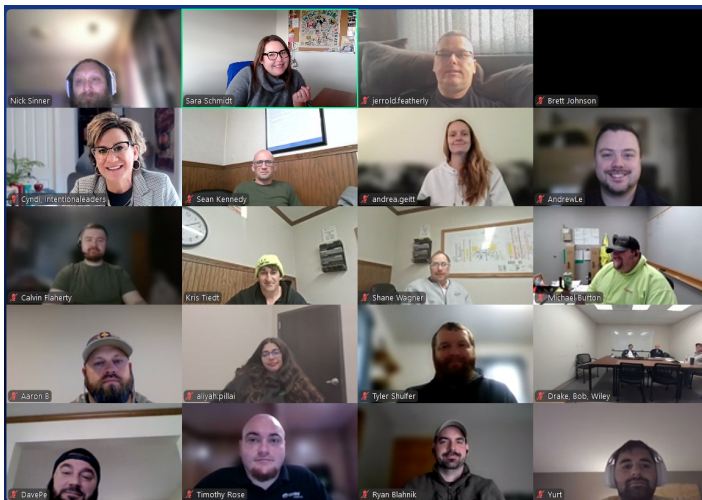
In today's environment, new and creative marketing strategies are a must-have to make a lasting impression on potential customers. Cut through the noise and connect with new audiences as a sponsor of [CheeseExpo](#) and the [World Championship Cheese Contest](#). Choose from a variety of exciting opportunities, including high-visibility signage and brand-new digital options - available now through December 12. Secure yours now!

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SPONSOR THE CONTEST

EDUCATION

Build Critical Leadership Skills This Spring



Register yourself or your team members now for the next edition of WCMA's [Front-Line Leadership Trainings](#), beginning in January. With [six virtual offerings](#) available, these courses offer flexible instruction tailored to new and seasoned supervisors located anywhere in the world. Participants will strengthen key skills in conflict resolution, communication, stress and time management, and cultivating a strong team mindset. The three parts of the series can be taken a la carte and in any order. Don't miss out on these [impactful professional development opportunities!](#)



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