

WCMA NEWS

Your source for the latest
in dairy processing

November 26, 2024

news@wischeesemakers.org



SUBSCRIBER NOTE: WCMA's offices will be closed Thursday, November 28 and Friday, November 29 in observance of Thanksgiving. We wish you and your loved ones a safe and enjoyable holiday.

NEWS

Trump Taps Brooke Rollins to Lead USDA



After it was widely reported that President-elect Trump was offering the role of U.S. Department of Agriculture (USDA) Secretary to Kelly Loeffler, on Saturday Trump publicly announced his intent to name [Brooke Rollins](#), president and CEO of the America First Policy Institute, as head of the agency. Rollins is a graduate of Texas A&M University, with an undergraduate degree in agricultural development. As a youth, she was involved in agricultural programs such as FFA. Rollins also served as [director of the Domestic Policy Council](#) during Trump's first term. [READ MORE...](#)

RSVP Now for Virtual WCMA Policy Committee Meeting

Join WCMA's active Policy Committee for its next [free, virtual meeting](#) on Monday, December 2 from 10:00-11:30 a.m. (CT). [Help shape WCMA's federal and state advocacy priorities](#) for the 2025-26 cycle on a broad range of issues, from the Farm Bill to immigration, and from export strategy to business aids. The committee's recommendations will be shared with the WCMA Board of Directors for final evaluation. [RSVP today!](#)

USDA Revises Yogurt CRD

Following industry comment, the U.S. Department of Agriculture (USDA) has issued a [revised Commodity Requirements Document \(CRD\) for yogurt products](#). The revisions reflect a regulatory cap placed on added sugars, new container and packaging color requirements, and new material code. Questions may be directed to [USDA staff](#).

Headlines

Wisconsin

- Appleton Post Crescent: [Why do cheese curds squeak? Wisconsin researchers have the answer](#)
- UW-CALS: [UW-Madison students support dairy innovation through class projects](#) (Featuring WCMA members Marieke Gouda and Meister Cheese)

National & Global

- Los Angeles Times: [Despite warnings from bird flu experts, it's business as usual in California dairy country](#)
- Food Safety News: [Raw Farm Dairy recalls raw milk because of contamination with bird flu](#)
- Dairy Foods: [State of the Industry: A sunny and bright outlook for cheese](#)
- Food Business News: [Lifeway Foods rejects Danone's offer...again](#)
- Dairy Processing: [Amcor acquiring Berry Global for \\$8.4B](#)

EVENTS & CONNECTION



New to CheeseCon? [Click the "Play" button](#) to hear why thousands of dairy processing professionals flock to this one-of-a-kind industry event.

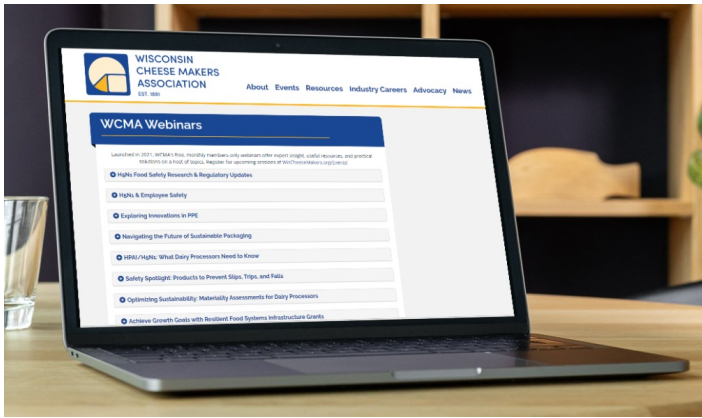
Register Now for CheeseCon 2025 and Save

Special early-bird pricing is active now for [CheeseCon](#), the dairy processing industry's can't-miss gathering set for April 15-17, 2025 in Madison, Wisconsin. Don't miss your opportunity to make connections and build your business. [Register now and save 20 percent!](#)

Join WCMA and the Center for Dairy Research for the only event that combines stimulating educational seminars, valuable networking opportunities, exciting celebrations honoring industry greats, and a sprawling tabletop exhibit floor - all with a dairy processing focus. [Visit CheeseCon.org today](#) to take advantage of our best available rates.

REGISTER NOW

Act Now to Sponsor WCMA's January Webinar



Show your support for industry education and growth: sponsor one of WCMA's free member webinars. Sponsorships are [available now for our January session](#), focused on the opportunities and challenges of using artificial intelligence to improve your marketing. Just two spaces are available, so [act now](#). Contact [WCMA Communications Director Grace Atherton](#) with questions.

SPONSOR TODAY

Upcoming WCMA Events

December 2	December 5	December 10	January 14	January 21
Policy Committee Meeting (Virtual)	Train the Safety Trainer Course (In-Person)	Free Webinar: 2025 Milk Pricing Forecast	Front-Line Leadership Part A (Virtual)	Front-Line Leadership Part A (Virtual)

VIEW ALL & REGISTER

EDUCATION

Share WCMA Scholarship Details with Students



Applications are open now for [WCMA's annual student scholarships](#), worth a total of \$19,000. Two of the programs, the [Myron P. "Mike" Dean Cheese Industry Student Scholarship](#) and the [Cheese Industry Supplier Student Scholarship](#), target WCMA member employees and their children. The third, known as the [Brian Eggebrecht Student Scholarship Supporting Skilled Trades in the Dairy Industry](#), is open to any student attending or registered to attend a Wisconsin technical school. [READ MORE...](#)

Final Week to Join WCMA Train the Safety Trainer Course

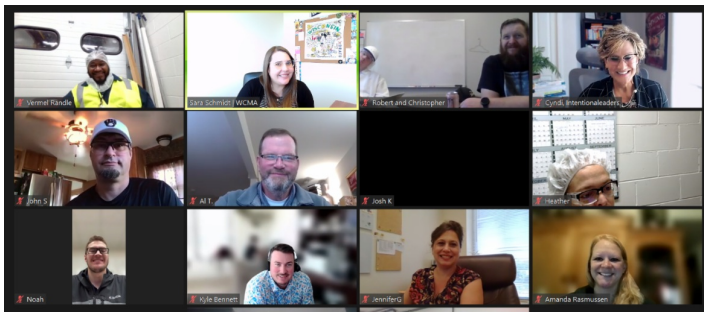
Registration closes December 2 for the next offering of [WCMA's Train the Safety Trainer class](#) on Thursday, December 5 from 9 a.m.-5 p.m. (CT), sponsored by



[Nelson-Jameson](#). Sign up now for [this interactive, in-person course](#) designed to equip the dairy processing industry's safety trainers with the knowledge and skills to effectively communicate safety expectations and protocols for maximum compliance.

JOIN THE TRAINING

Reserve Space in 2025 WCMA Front-Line Leadership Classes



Help your valued team leaders hone their skills this coming spring with WCMA's low-cost, highly-rated [Front-Line Leadership courses](#). New and seasoned supervisors alike will learn to strengthen essential leadership skills, boost staff performance, and cultivate a positive team mentality. Details and registration for two virtual tracks of these popular classes are [available now!](#)

REGISTER TODAY

For more educational opportunities from WCMA and our partners, visit: **[WisCheeseMakers.org/Events](https://www.wis cheesemakers.org/events)**

FEATURED: MEMBERSHIP

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

WCMA Welcomes New Members

Join WCMA in welcoming new supplier members [Ausfine Foods USA](#), [Spin Clear](#), [Interstate Energy Systems](#), [Endpoint Solutions Corp.](#), [Alpha Process and Installation](#), [KK Integrated Logistics](#), [MUNZING](#), [Pallet Service Corporation](#), [International Paper](#), [Chicago Glue &](#)



[Machine](#), [FAM STUMABO](#), [Huhnseal USA](#), [Coating Resources, Inc. / TNE MEC Company](#), [Con-Well Vietnam \(Metal\) Company Limited](#), [Flores Automation](#), and [Robotiq](#). View these and hundreds of other WCMA members now in our searchable [online directory](#).

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

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