



WCMA NEWS

Your source for the latest
in dairy processing

November 4, 2025

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NEWS

SNAP Benefits Partially Restored; WCMA Member Action Needed



Following a court order, the Trump administration [committed to partially funding](#) the Supplemental Nutrition Assistance Program (SNAP) with a \$4.65 billion payment in November. However, [officials note](#) issuance of this payment this could take anywhere from a few weeks to up to several months. In addition to the delay, contingency funds are nearly \$4 billion short of the expected \$8.3 billion cost to fund SNAP for the month.

Your voice and action are still needed. With just a few clicks, you can [join WCMA today](#) in calling on federal policymakers to come together on a bipartisan solution to fully restore SNAP funding and protect families and the food system that sustains them.

SEND YOUR MESSAGE

Trump Announces Tariff Cuts for China



President Donald Trump has [announced plans to reduce U.S. tariffs on Chinese goods](#) following a meeting with Chinese President Xi Jinping. Under the [proposed deal](#), tariff rates would decrease from about 57 percent to roughly 47 percent. In exchange, China will suspend all retaliatory tariffs on U.S. agricultural products, including dairy products. The agreement has not yet been signed, but President Trump said he expects to do so soon. [READ MORE...](#)

Dairy Innovation Hub Releases Report



The Dairy Innovation Hub has released its [sixth annual report](#), reflecting progress and activities at UW-Madison, UW-Platteville, and UW-River Falls from July 2024-June 2025. Highlights include more than 260 projects funded across the three campuses. The Dairy Innovation Hub is supported by \$7.8 million in state funding, championed by WCMA and other Wisconsin dairy organizations, to drive dairy research and development. [READ MORE...](#)

Headlines

Wisconsin

- Daily Dodge: [Widmer's Cheese Cellars placed on National Register of Historic Places](#) (Featuring WCMA member Widmer's Cheese Cellars)
- Dairy Processing: [Ellsworth aims to build off cooperative's foundation, history](#) (Featuring WCMA member Ellsworth Cooperative Creamery)
- Milk Street Radio: [Live at the Wisconsin Art of Cheese Festival: Fortune tellers, the ultimate grilled cheese, and cheddar blue](#) (Featuring WCMA members Marieke Gouda and Roelli Cheese Co.)

National & Global

- Food Engineering: [FDA could soon reveal final rule on using ultrafiltered milk in cheese products](#)
- InForum: [Bongards hits peak production to match strong demand for dairy](#) (Featuring WCMA member Bongards Creameries)
- Upworthy: [Dairy is highly requested, but under-donated at food banks. An unexpected partnership is stepping in to fill the gap in the name of comfort](#) (Featuring WCMA member Land O'Lakes)
- Ingstad Media: [AMPI to sell New Ulm butter plant](#) (Featuring WCMA member Associated Milk Producers Inc.)
- Dairy Foods: [Vandenheuvel officially takes over as California Dairies Inc. CEO](#)
- Lawndale News: [V&V Supremo receives top honor](#)

EVENTS & CONNECTION

WORLD CHAMPIONSHIP

C H E E S E



C O N T E S T

World Championship Cheese Contest Opens for Entries



Enter now to secure valuable technical feedback and compete for the dairy processing industry's most prestigious title – World Champion Cheese! Beginning today, Tuesday, November 4, cheese, butter, cultured products, and dry dairy ingredients can be entered in the [2026 World Championship Cheese Contest](#).

Take advantage of special early-bird entry rates of just \$80 per entry, available only through December 12. After that date, entries cost \$95 each. Complete Contest information, including deadlines and entry requirements, is available in the [2026 Contest Entry Kit](#).

ENTER NOW

Have questions? Contact [WCMA Contest Director Kirsten Strohmenger](#).

Join Free Contest Webinar and Drop-In Q&A Session Nov. 6

Learn more about the Contest and get your entry questions answered in [WCMA's free webinar and drop-in Q&A session](#) this Thursday, November 6! Dive into the Contest rules and judging criteria with Contest Director Kirsten Strohmenger and Contest Judge Jill Allen, beginning at 1:00 p.m. (CT). Then, from 1:30-2:00 p.m. (CT), join the call at your convenience to ask your Contest questions. A full recording of this session, including the Q&A, will be sent to all registrants afterward. All prospective entrants are welcome, regardless of WCMA membership status.

GET THE LINK

Upcoming WCMA Events

November 6	November 13	November 14	November 20
Free Webinar: World Championship Cheese Contest 101	Dairy Export Group Meeting (Hybrid)	Young Professionals Event	Front-Line Leadership Part C: Cultivating a Team (In-Person)

FEATURED: WCMA NOTES

The New Landscape for Barrels

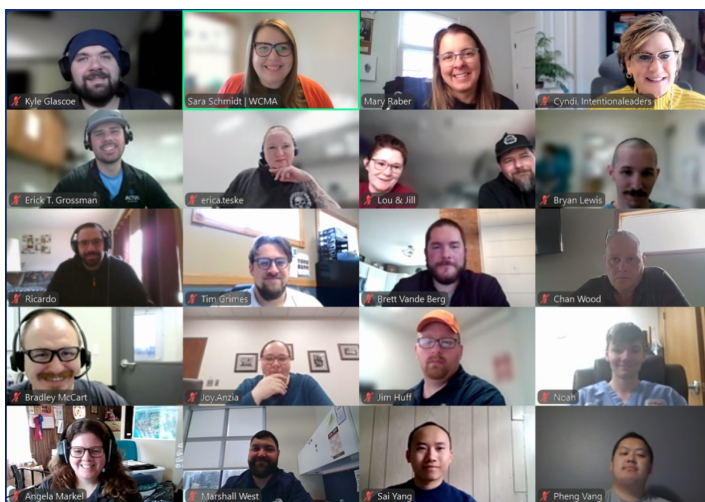
Prior to June 2025, the value of barrel cheddar, alongside the value of 40-pound block cheddar, was used to set the price of protein in the U.S. Department of Agriculture's Class 3 cheesemilk price. But in June, that changed with the reform of classified milk pricing formulas - and so did the previously volatile nature of barrel and block cheese prices.



So what's the future for barrel cheese? Read WCMA Executive Director John Umhoefer's take in this month's [WCMA Notes](#) column.

EDUCATION

Strengthen Your Skills with WCMA Front-Line Leadership



Save the date for WCMA's [spring offerings of Front-Line Leadership trainings](#). This unique, engaging series is designed for supervisors seeking to strengthen their skills in communication, conflict resolution, and team morale. These interactive sessions offer valuable insights for both new and experienced supervisors, helping participants build confidence and leadership effectiveness. [Register yourself or your team members today!](#)

REGISTER NOW



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