



# WCMA NEWS

Your source for the latest  
in dairy processing

December 10, 2024

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## NEWS



# H5N1 Response

## USDA Issues New Order Requiring H5N1 Milk Testing



On Friday, the U.S. Department of Agriculture (USDA) released a [new federal order](#) requiring that raw (unpasteurized) milk samples nationwide be collected and shared with USDA for testing for highly pathogenic avian influenza (H5N1).

The order will be executed in five stages, beginning with milk silo testing at dairy processing facilities in California, Colorado, Michigan, Mississippi, Oregon, and Pennsylvania. [READ MORE...](#)

## Join Free USDA, NCIMS Webinars on New H5N1 Order

Dairy manufacturers and processors are welcome to [join one of two free informational webinars](#) hosted by USDA and the National Conference on Interstate Milk Shipments (NCIMS), set for **today, Tuesday, December 10**, and **tomorrow, Wednesday, December 11 at 3:00 p.m. (CT)**. Both sessions will offer information on Stage 1 (Milk Silo Testing) of USDA's five-stage plan. Pre-registration is not required. Webinar questions may be directed to [NCIMS staff](#).

## WDATCP Awards Dairy Processor Grants; Now Accepting Applications for Second Round



The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) [today announced](#) the seven recipients of the latest round of Dairy Processor Grants - all of which are WCMA members. Congratulations to all!

The agency is also [accepting applications now through January 17](#) for the next round of funding, totaling \$200,000. Complete details are [available online](#).

[APPLY NOW](#)

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## USDA FMMO Voluntary Marketing Agreement Not Required

USDA has sent a letter to all handlers regulated under one or more Federal Milk Marketing Orders, outlining the pending federal order voting process. As required by law, the letter also includes a voluntary marketing agreement that handlers may choose to sign. In discussions with the International Dairy Foods Association and USDA, WCMA has learned that signing and returning the included marketing agreement is not required. Unless a processor wants to commit to a voluntary pooled marketing agreement that follows FMMO rules in the event an order is terminated due to a failed referendum vote, they should not sign and return this letter.

WCMA members with questions may contact [Executive Director John Umhoefer](#) or [Senior Director of Programs & Policy Rebekah Sweeney](#).

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## Federal Agencies Seek Input on Food Date Labeling



The U.S. Department of Agriculture (USDA) and the Food and Drug Administration (FDA) are seeking public input on food labeling practices, including the terms "sell by," "use by," and "best by".

The agencies' [Request for Information](#), open until February 3, 2025, seeks industry practices and preferences for date labeling, research results on consumer perceptions of date labeling, and any impact date labeling may have on food waste and grocery costs. [READ MORE...](#)

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## Headlines

### Wisconsin

- Milwaukee Journal Sentinel: [Trump's tariffs could be costly for Wisconsin manufacturers](#)

- BizTimes: [Wisconsin's 275 Most Influential Business Leaders: Bert Sartori](#) (Featuring WCMA member Sartori Company)
- WISN-TV: ['Show Me Milwaukee' spotlight: Hill Valley Dairy MKE](#) (Featuring WCMA member Hill Valley Dairy)
- FOX Weather: [Cheese byproduct used to treat icy roads this winter in southern Wisconsin county](#) (Featuring WCMA member Grande Cheese)

#### National & Global

- Dairy Processing: [Oterra builds new US headquarters in Wisconsin](#)
- Durham Post: [Lactalis Canada opens its world's largest distribution center in Oshawa](#)
- Food & Wine: [Five surprising facts you should know about cheese, according to an expert](#)

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## FEATURED: WCMA NOTES

*Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's monthly column sharing insights and ideas for the dairy processing industry.*

### Tariff War Learnings from 2018-2019



With the approach of a new Trump Administration, dairy leaders and analysts are intently watching issues and opportunities – and cabinet secretary picks. As WCMA Executive Director John Umhoefer writes in [this month's WCMA Notes column](#), the global trade and tariff battles of 2018 and 2019 offer tangible data that can, to a degree, reduce uncertainty. Read more now at [WisCheeseMakers.org](http://WisCheeseMakers.org).

[READ THE COLUMN](#)

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## EVENTS & CONNECTION

### U.S. Championship Cheese Contest Early Entry Discount Ends Friday

For just a few more days, dairy manufacturers and processors can enter the [2025 U.S. Championship Cheese Contest](#) at special early entry rates!

Submit entries of cheese, butter, yogurt, sour cream, and dry dairy ingredients now for **just \$80 per entry**. After Friday, December 13, entry fees increase to \$95 per submission, so don't delay.

Complete Contest details, including all deadlines, rules, and entry information, are available in the [official Entry Kit](#).

ENTER NOW



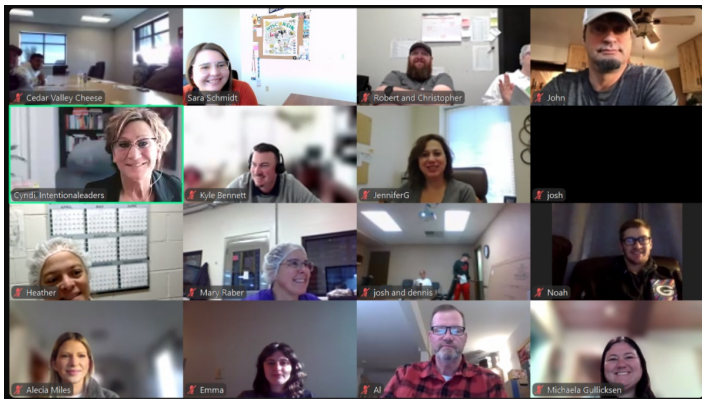
## Upcoming WCMA Events

January 14	January 16	January 21	February 6	February 13
<a href="#">Front-Line Leadership Part A (Virtual)</a>	<a href="#">Free Webinar: Marketing with AI</a>	<a href="#">Front-Line Leadership Part A (Virtual)</a>	<a href="#">Health &amp; Safety Group Meeting</a>	<a href="#">Front-Line Leadership Part B (Virtual)</a>

VIEW ALL & REGISTER

## EDUCATION

### Act Now to Reserve January WCMA Front-Line Leadership Spaces



Help your valued team leaders hone their skills and build new connections in 2025 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 our newest offerings beginning in January are [available now](#). These popular courses are already filling, so don't wait to [reserve space](#) for yourself or your staff!

REGISTER TODAY

Industry Training Spotlight: CDR Certificate in Dairy Processing Virtual Course



Registration is now open for the [Certificate in Dairy Processing live virtual course](#), offered by the Center for Dairy Research (CDR). This interactive program, scheduled for Mondays from 1:00-3:00 p.m. (CT) from January 27 through April 7, 2025, features a variety of CDR instructors educating on a wide range of topics related to dairy products and processing. Complete details and registration are [available online](#). [READ MORE...](#)

**For more educational opportunities from WCMA and our partners, visit:**

**[WisCheeseMakers.org/Events](https://www.wischeesemakers.org/Events)**

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