



WCMA NEWS

Your source for the latest
in dairy processing

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news@wischeesemakers.org



SUBSCRIBER NOTE: WCMA's offices will be closed Wednesday, December 24 and Thursday, December 25 in observance of Christmas. We wish you and your loved ones a happy holiday!

NEWS



HPAI Response

USDA Confirms HPAI Strain; WDATCP to Return to 100 Percent Milk Testing Frequency



The U.S. Department of Agriculture (USDA) [confirmed Friday](#) that the highly pathogenic avian influenza (HPAI) recently detected in a Wisconsin dairy herd is strain D1.1, the same strain detected in Arizona and New Mexico earlier this year. USDA noted that the Wisconsin detection is a new spillover event from wildlife into dairy cattle, and that no additional herds have been linked to this event. The Wisconsin Department of Agriculture, Trade and Consumer Protection said it [will resume testing at 100 percent frequency](#) under the National Milk Testing Strategy, collecting one sample per farm, per month through routine sampling processes. Both agencies reiterated that there is no risk to consumer health or the safety of the commercial milk supply. [READ MORE...](#)

Dairy cattle in a total of 18 states have been infected since the start of the HPAI outbreak in March 2024, but USDA has noted [very limited cases in a small number of states this year](#). A

U.S., Canada to Launch Formal Trade Talks in January



The U.S. and Canada will meet in mid-January to formally discuss the U.S.-Mexico-Canada Agreement (USMCA), [trade officials said last week](#). U.S. Trade Representative Jamieson Greer [told a Congressional committee last Wednesday](#) that his office plans to push for expanded U.S. access to Canadian dairy markets, and for limits on Canada's export of dairy proteins. Greer noted he wants to secure changes to the trade agreement before signing off on any extension of the deal, which is up for joint review in 2026. [READ MORE...](#)

WCMA Board Presents Donation to CDR, Invites Members to Give



WCMA's Board of Directors was pleased to present a \$100,000 donation at its December meeting to the Center for Dairy Research (CDR). Earlier this year, [the Board voted](#) to invest funds raised at WCMA's annual Championship Cheese Auction into a [new, permanent fund at the University of Wisconsin Foundation](#), directly supporting CDR's research, training, equipment, and education needs. Many thanks to the generous Auction bidders, WCMA Directors, and members of industry who made this gift possible!

WCMA members interested in contributing to the new CDR fund can do so online at [SupportUW.org](#).

[DONATE NOW](#)

RSVP for WCMA State Advocacy Day



Register now to take part in the [WCMA Policy Committee Meeting and State Advocacy Day](#) on February 11, in Madison, Wisconsin. This in-person event will feature presentations from state regulators and lawmakers, followed by an afternoon of lobbying visits at the State Capitol. [Make your voice heard](#) on key issues impacting dairy processors, including food labeling and ingredient restrictions, wastewater regulation, export expansion efforts, and more. Impactful, affordable sponsorships of this event are also [available now at WisCheeseMakers.org](#).

FDA Extends Compliance Date for Food Traceability Final Rule



The FDA has extended the compliance date for the [Food Traceability Rule](#) from January 20, 2026, to July 20, 2028. This final rule, Requirements for Additional Traceability Records for Certain Foods, establishes enhanced recordkeeping requirements for businesses that manufacture, process, pack, or hold foods on the [Food Traceability List](#) (FTL), including cheese. [READ MORE...](#)

Headlines

Wisconsin

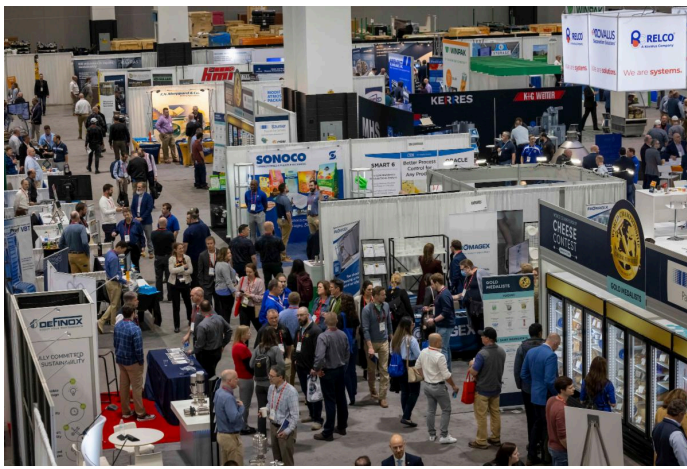
- Dairy Foods: [V&V Supremo Foods to open new Wisconsin facility](#) (Featuring WCMA member V&V Supremo Foods)
- WISC-TV: [Teamsters and Foremost Farms reach deals at Richland Center, Lancaster facilities](#) (Featuring WCMA member Foremost Farms USA)

National & Global

- CNBC: [China slaps tariffs of up to 42.7 percent on EU dairy products](#)
- USA TODAY: [High-fat cheeses, heavy cream linked to lower dementia risk, Swedish study says](#)
- Dairy Processing: [Center for Dairy Research a trusted industry partner](#)
- Spectrum News 1: [Say cheese: Americans ate more dairy in 2024](#)

EVENTS & CONNECTION

Register Now for CheeseExpo and Save



Act by January 27 to secure the best available registration rates for [CheeseExpo 2026](#)! Join more than 4,000 leaders, suppliers, and professionals from across the cheese, butter, whey, and cultured dairy processing industry. Hear from [leading experts on thought-provoking topics](#), celebrate with peers and friends in industry, and explore the largest-ever exhibit floor in CheeseExpo history - featuring the latest technology from trusted suppliers and all-new interactive experiences. [Register today at CheeseExpo.org!](#)

EDUCATION

2026 WCMA Training Preview: Front-Line Leadership



Plan ahead now to help your staff boost their skills in the new year with [six new offerings](#) of WCMA's Front-Line Leadership series. Offered both virtually and in-person next fall, these courses offer flexible instruction tailored to new and seasoned supervisors. Participants will strengthen their skills in conflict resolution, communication, stress and time management, and cultivating a team mindset. [READ MORE...](#)

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

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

news@wischeesemakers.org
(608) 286-1001



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Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive Suite 402 | Madison, WI 53718 US

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