

WCMA NEWS

Your source for the latest
in dairy processing

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news@wischeesemakers.org



NEWS

Join WCMA, Dairy Industry Colleagues in Calling for DBII Funding



With the release of the U.S. Senate draft of a new Farm Bill in November, a [new opportunity](#) is available to advocate for dairy processing industry priorities.

Take a moment today to [join WCMA and your industry colleagues](#) in calling for funding for programs like the Dairy Business Innovation Initiatives that are critical to the continued success of dairy businesses - and to food security in our country and abroad.

**CONTACT YOUR
LAWMAKERS**

Have questions? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Trump Names Jamieson Greer for U.S. Trade Representative

President-elect Donald Trump has [announced Jamieson Greer](#) as his pick to serve as the next U.S. Trade Representative. Greer served as chief of staff to Robert Lighthizer, the trade representative during Trump's first term, when the administration implemented across-the-board tariffs on China and other countries, as well as signed onto the US-Mexico-Canada Agreement (USMCA).

The announcement came days after Trump [announced plans to impose 25 percent tariffs](#) on all imports from Mexico and



Canada and an additional 10 percent tariffs on all imports from China as soon as he is inaugurated in January.

Headlines

Wisconsin

- Yahoo! News: [A literal castle full of cheese? Only in Wisconsin.](#)

National & Global

- Agriculture Dive: [Record agriculture trade deficit expected to keep growing](#)
- Dairy Reporter: [Five takeaways from the latest USDA dairy consumption data](#)
- Progressive Grocer: [Whole Foods Market kicking off 12 Days of Cheese promo](#) (Featuring WCMA members Cowgirl Creamery, Land O'Lakes - Vermont Creamery, and Uplands Cheese)

FEATURED: SUSTAINABILITY

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's sustainability offerings and related news.

WCMA Previews 2025 Sustainability Programming



This year, WCMA offered members several opportunities to engage in new sustainability programming: a popular webinar, a top-rated workshop, and a standing-room-only CheeseExpo seminar.

Looking ahead to 2025, we're excited to preview a series of dynamic sustainability programs designed to help dairy processors enhance their sustainability practices, utilize practical tools, and navigate the evolving landscape of sustainability in the industry. Read on or visit WisCheeseMakers.org for more details.

RSVP Now for February WCMA Dairy Sustainability Group Meeting

All WCMA members are welcome to join the [inaugural hybrid meeting of the WCMA Dairy Sustainability Group](#) on February 18, 2025. Join us in-person at our offices in Madison, Wisconsin or online to network, share ideas, and hear from industry experts on the most pressing issues facing dairy



processors. Stay tuned for full agenda details and speaker information in the coming weeks. [READ MORE...](#)

Join Free Member Webinar March 20 Focused on GHG Goals



Join WCMA's [free, members-only webinar](#) on March 20, 2025 focused on greenhouse gas (GHG) emissions goals. Presenters will cover what's needed to set and report on GHG goals, the landscape of GHG reporting, and the protocols and available resources from the Innovation Center for U.S. Dairy. [READ MORE...](#)

Save the Date for June WCMA Carbon Workshop



Mark your calendars and RSVP now to attend [WCMA's next sustainability workshop](#) June 4-5, 2025, focused on how to measure, benchmark, and improve your company's GHG impact. This workshop will guide participants through the process of determining GHG inventory, establishing emission benchmarks, and how to track and report progress in alignment with frameworks such as the GHG Protocol. [READ MORE...](#)

Reserve Space in WCMA Materiality Workshop September 10-11



Dairy manufacturers and processors are invited to join WCMA's [second Materiality Assessment Workshop](#), set for September 10-11, 2025. Build connections and embark on a comprehensive, guided exploration of key sustainability topics, materiality assessment development steps, stakeholder engagement, data collection and analysis, and more. New this year, we'll also provide an overview of double materiality. [READ MORE...](#)

Enter U.S. Championship Cheese Contest for Expert Feedback



Dairy processing is about more than just passion; it's about achieving excellent product quality. Enter the [2025 U.S. Championship Cheese Contest](#) today to perfect your craft with technical feedback from industry experts. [Submit your entries](#) of cheese, butter, yogurt, sour cream, and dry dairy ingredients now for just **\$80 per entry**. After December 13, entry fees are \$95 per submission, so don't wait!

[ENTER TODAY](#)

[Learn more](#) about the opportunities for technical feedback at the U.S. Championship Cheese Contest!

Join WCMA Webinar Dec. 10 for Milk Pricing Insights

WCMA Webinar
2025 Milk Pricing Forecast

FEATURED SPEAKER:
Kathleen Noble Wolfley
Ever.Ag

Milk price forecasts are crucial for managing risk and planning business moves. Learn what to expect in 2025 in [WCMA's next free member webinar](#) on Tuesday, December 10 at 1:00 p.m. (CT). Featuring dairy market analyst Kathleen Noble Wolfley of [Ever.Ag](#), this one-hour session offers a look ahead at milk prices, plus time for Q&A. [Submit your questions](#) by Monday, December 9 at 12:00 p.m. (CT).

[REGISTER NOW](#)

Upcoming WCMA Events

| December 5 | December 10 | January 14 | January 16 | January 21 |
|-------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------|
| Train the Safety Trainer Course (In-Person) | Free Webinar: 2025 Milk Pricing Forecast | Front-Line Leadership Part A (Virtual) | Free Webinar: Marketing with AI | Front-Line Leadership Part A (Virtual) |

[VIEW ALL & REGISTER](#)

EDUCATION

Invest in Front-Line Leaders with Top-Rated WCMA Trainings

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 two virtual tracks of these popular classes are [available now!](#)

REGISTER TODAY

CWCBA Offers Scholarships Worth \$3,000 Each



The Central Wisconsin Cheesemakers and Buttermakers Association (CWCBA) is [accepting scholarship applications now](#) through February 4 for awards of \$3,000 each. Two scholarships will be awarded in 2025 to applicants enrolled full-time in a program of study toward any degree, with an emphasis given to students pursuing degrees in dairy science, food safety, or a related field. Applications may be submitted [online](#) or [by mail](#). Questions may be directed to [CWCBA's Peggy Noeldner](#).

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

WisCheeseMakers.org/Events

IN MEMORIAM

Donald "Don" Menzner

WCMA mourns with the family and friends of Donald "Don" Menzner, who [passed away](#) November 26 at the age of 89. Following his service in the Army Medical Corps, Don began his career at Marathon Cheese Corporation in 1960. He held various roles at the company, retiring in 2001 as CEO. He was proud of his time with Marathon Cheese, during which he created numerous business relationships, many of which turned into lifelong friendships. He also won several dairy industry awards, including [WCMA's Cheese Industry Champion Award in 2021](#).



A funeral mass and visitation is planned for Thursday, December 5. Complete details are available in [Don's obituary](#).

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