



WCMA NEWS

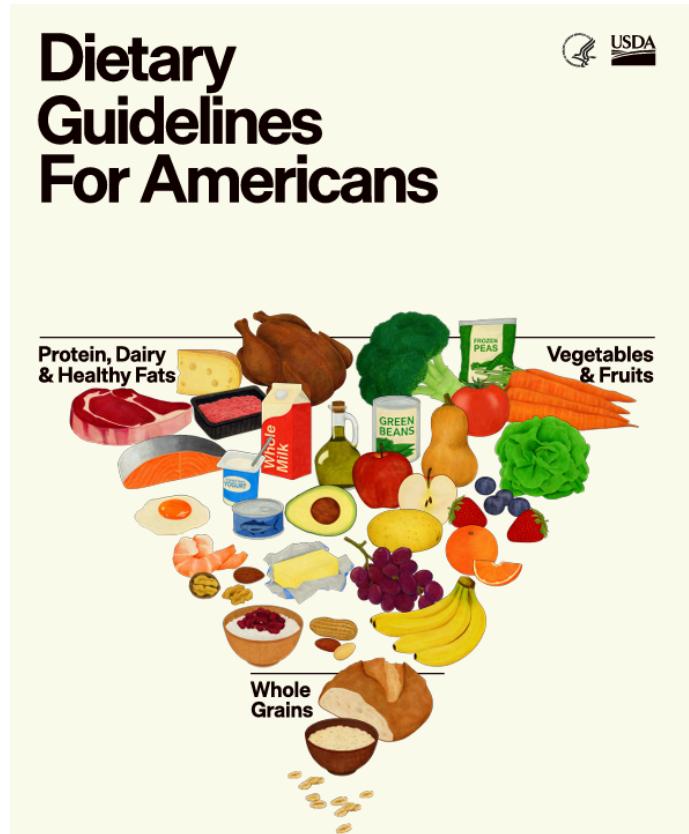
Your source for the latest
in dairy processing

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NEWS

New Dietary Guidelines for Americans Push Proteins & Fats



The U.S. Health and Human Services Department (HHS) and the U.S. Department of Agriculture (USDA) last week released [the new Dietary Guidelines for Americans](#) (DGA) for 2025-2030. The guidance, accompanied by a new food pyramid pictured here, directs consumers to "eat real food" and prioritizes protein and healthy fats. HHS and USDA specifically encourage consumers to include full-fat dairy in their three recommended servings each day. Sodium recommendations remain the same as in the previous DGA, at less than 2,300 mg per day.

The new guidance also contains references to "highly processed" foods, an as-yet-undefined term. Agricultural and dairy groups praised the new guidance overall, but noted that this terminology could present confusion for consumers and regulators. The new guidelines take effect immediately and influence offerings in school meals, federal food aid programs, and more. [READ MORE...](#)

ICE Enforcement Ramps Up in Minnesota



Tensions remain high in Minnesota's Twin Cities and nearby western Wisconsin as U.S. Immigration and Customs Enforcement (ICE) ramps up its enforcement activity. This week, the Department of Homeland Security announced [plans to send "hundreds more" officers](#) to Minnesota. Wisconsin Governor Tony Evers said Monday that he is [concerned about the possibility of ICE action in Wisconsin](#), noting the significant potential economic impact of large-scale deportation in the state. [READ MORE...](#)

WCMA reminds members that in collaboration with member law firm Michael Best & Friedrich, we offer free, practical resources designed to help dairy processing industry employers prepare for interactions with ICE:

- Our [comprehensive checklist](#) includes detailed steps to take before, during, and after a workplace raid or site visit, as well as clear guidance on how to distinguish between public and private areas within a facility.
- WCMA also hosted an [informational webinar](#) on this topic, available on-demand at no cost to members.

Members with questions – or those who experience a visit from ICE – may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Gov. Evers Announces \$5 Million for Wisconsin Food Security



Wisconsin will direct [another \\$5 million in funding](#) to statewide hunger relief efforts, Governor Tony Evers and the Department of Agriculture, Trade and Consumer Protection (WDATCP) [said last week](#). The Food Security and Wisconsin Products Grant Program connects local nonprofit organizations with Wisconsin food producers - including many WCMA members - to stock shelves with nutritious, locally made foods, including dairy products. WCMA was proud to [advocate for this funding](#) in the Governor's 2025–2027 state budget. [READ MORE...](#)

Apply by February 18 for Wisconsin Worker Training Grants



The Wisconsin Department of Workforce Development has announced a new round of [Wisconsin Fast Forward Industry Sector Training Grants](#), and WCMA members are encouraged to apply. These grants support innovative, customized worker training programs in all industry sectors, with awards ranging from \$5,000 to \$400,000. Applications are due February 18. [READ MORE...](#)

Headlines

Wisconsin

- WFRV-TV: [Packers, Sargento Foods to continue "Touchdowns for Hunger" during the playoffs](#) (Featuring WCMA member Sargento Foods)
- Universities of Wisconsin: [Cool solution: UW-Stout faculty-student research will help Madison company ship cheese boards coast to coast](#)

National & Global

- Yahoo! News: [Cheese product recall upgraded to FDA's most serious risk level due to listeria concerns](#)
- Dairy Processing: [Private equity firm agrees to majority investment in Good Culture](#)
- CT Public: [The cheese stands alone: Exploring the world of CT cheese](#)
- The Lima News: [Reminisce: Fisher Cheese Company made products for the world](#)

EVENTS & CONNECTION

Join WCMA in Advocating for Industry Priorities February 11



Register now for [WCMA's Policy Committee Meeting and State Advocacy Day](#) in Madison, taking place from 10:45 a.m. to 3:30 p.m. This in-person event offers WCMA members a powerful opportunity to hear directly from state lawmakers on emerging policy issues affecting Wisconsin's dairy processing industry - and to advocate firsthand for key legislative priorities.

[REGISTER NOW](#)

Final Days for Expo & Contest Marketing Opportunities



Promote your brand to the global dairy processing community at two of the industry's biggest events: [CheeseExpo](#) and the [World Championship Cheese Contest](#). Choose from a wide variety of innovative marketing opportunities designed to help your business make an unforgettable impact. **The deadline to secure your sponsorship or advertisement is Thursday, January 15**, so act now!

[VIEW CHEESEEXPO OPPORTUNITIES](#)

[VIEW CONTEST OPPORTUNITIES](#)

EDUCATION

Apply by February 20 for WCMA Student Scholarships



The February 20 application deadline is quickly approaching for [WCMA's seven student scholarships](#). These awards, totaling \$29,000, support students affiliated with WCMA member organizations and those pursuing education and careers connected to the dairy industry. Winners will be announced in March and formally recognized at CheeseExpo 2026, April 14-16 in Milwaukee, Wisconsin. Complete eligibility rules and award information are [available online](#). [READ MORE...](#)



FEATURED: MEMBERSHIP

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

WCMA Welcomes New Members

Welcome New Members! 

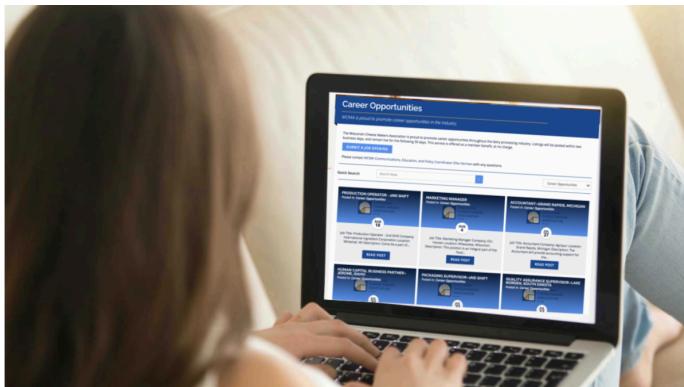


Join WCMA in welcoming new supplier members [European Stone](#), [Blue Edge Energy](#), [Terrazzo & Marble Supply Companies](#), [Vestfrost – Denmark](#), [HECHT Technology Inc.](#), [INDEAVOR](#), [Sun Valley Foods LLC](#), [Formic](#), [Comprex North America](#), and [TriVision A/S](#).

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](#).

Boost Recruitment Efforts with Free WCMA Jobs Board



Looking to grow your team? Take advantage of [**WCMA's Jobs Board**](#), a free resource available exclusively to WCMA members. WCMA member businesses can post up to 10 job openings per month at no cost. Each listing is published within two business days, and remains active on our website for 30 days. [**WCMA's Jobs Board**](#) makes it easy to reach a targeted audience of job seekers interested in careers in dairy processing. List your opportunities [online today!](#)

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