

WCMA NEWS

Your source for the latest
in dairy processing

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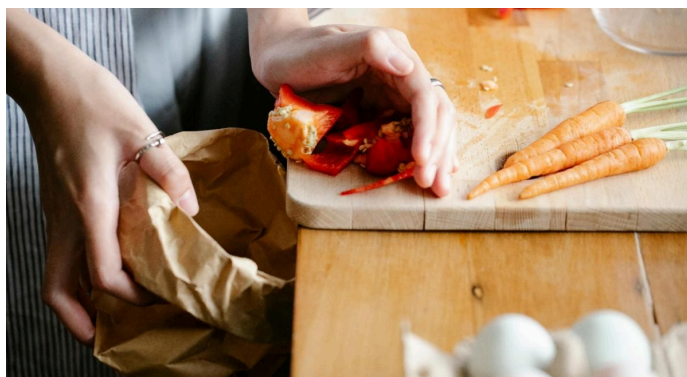
NEWS

WCMA Launches New 2026 Marketing Opportunities



WCMA is now offering more options than ever for members to promote their businesses and support industry growth. Affordable, high-visibility sponsorships are available now for WCMA's [educational trainings](#), [member committees & groups](#), and [member webinars](#). Priced at under \$500 per sponsorship, these can't-miss opportunities offer unmatched value for broad reach and exposure. [READ MORE...](#)

WDNR Publishes Wisconsin Food Waste Evaluation Report



Eighty-eight percent of the food waste going to Wisconsin landfills is from residential and food service sources, according to a new [Wisconsin Food Waste Evaluation Report](#) published by the state's Department of Natural Resources last Thursday. As part of a statewide goal to reduce per-capita food waste, the study includes waste reduction recommendations for individuals, businesses, and government agencies. [READ MORE...](#)

USDA Issues Yogurt, Butter Solicitation



The U.S. Department of Agriculture (USDA) has issued [solicitations for yogurt products and butter](#) to be used in domestic food distribution programs. The due date for all items is January 30, 2026 1:00pm (C.T.).

A list of [open USDA solicitations](#) and information on how to become an [approved vendor](#) is available [online](#).

Join WCMA in Calling for FoodShare Fix



WCMA members operating in Wisconsin: [your voice is needed now](#) to fix FoodShare, Wisconsin's Supplemental Nutrition Assistance Program (SNAP). Join WCMA's call for a strategic state investment in the program, which supports steady demand for dairy products and a stable dairy supply chain. [Contact your lawmakers today](#) with just a few clicks to urge action before the legislative session adjourns in February. [READ MORE...](#)

Headlines

Wisconsin

- Wisconsin Public Radio: [Cow cuddles and farm-churned ice cream are helping Midwest dairies thrive despite low milk prices](#)
- Sheboygan Press: [Sartori Cheese facility expansion could be done by spring 2027](#) (Featuring WCMA member Sartori Company)

National & Global

- RFD-TV: [Storage stocks shift across meat and dairy categories](#)
- CNN: [Trump says he's raising tariffs on South Korea because it's "not living up" to trade agreement](#)
- New York Times: [Minnesota's biggest companies call for "de-escalation" of tensions](#) (Featuring WCMA members Ecolab, Land O'Lakes, and Pentair)
- New York Post: [Babybel cheese is changing its iconic red packaging](#) (Featuring WCMA member Bel Brands USA)

EVENTS & CONNECTION

CheeseExpo's Best Rates End Today



It's the **final day** to secure the best available registration rates for [CheeseExpo 2026](#)! Act now to [save 20 percent](#) on your all-access pass to engaging education, unbeatable networking, energizing celebrations, and a look at the latest in dairy technology. [Register now](#) to join over 4,000 colleagues, peers, and friends in dairy processing at the industry's must-attend event of the year.

COUNT ME IN

Final Week to Enter World Championship Cheese Contest



Just **one week remains** to enter the [2026 World Championship Cheese Contest](#). [Submit your products by January 30](#) for the opportunity to take your business and your craft to the next level, thanks to specialized technical feedback from some of the world's leading dairy experts.

ENTER TODAY

Hear From WDNR Secretary at WCMA Advocacy Day



WDNR Secretary Karen Hyun

Connect directly with the decision-makers shaping our industry's future at WCMA's [Policy Committee Meeting and State Advocacy Day](#) on Wednesday, February 11 in Madison, Wisconsin. Hear timely remarks from [newly announced guest speaker Secretary Karen Hyun](#) of the Wisconsin Department of Natural Resources. The day also features a high-powered legislative panel, an overview of WCMA advocacy priorities, and an afternoon of Capitol visits with Governor Tony Evers and state legislative offices.

REGISTER NOW

Thanks go to [Christensen Group Insurance](#), [CROPP Cooperative/Organic Valley](#), and [Sargento Foods](#) for sponsoring this meeting. Additional sponsorships are [available now](#) for a limited time.

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.

2026 WCMA Member Directory Now Available



Watch your company's mailbox or [log into WisCheeseMakers.org](https://www.wischeesemakers.org) now to view the [2026 WCMA Member Directory](#)! A full-color print version will be mailed in the coming weeks to each member company or cooperative at no charge. To order additional copies at just \$25 each, please contact [WCMA Membership Director Sara Schmidt](#).

Need help logging in or creating an account on WCMA's website? [Watch our brief video tutorial](#).

WCMA Welcomes New Members



Join WCMA in welcoming new dairy manufacturer member [Scray Cheese Co.](#), and new supplier members [Process Wastewater Technologies LLC](#), [rheonics](#), [Tvarit GmbH](#), [Forbes Marshall](#), [LJ Star Incorporated](#), [ASI Doors](#), [Labels & Specialty Products](#), [ACO Inc.](#), and [Blue Marlin Logistics](#). 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](#).

Show Your WCMA Pride with "Proud Member" Logos

Proud Member



WISCONSIN
CHEESE MAKERS
ASSOCIATION

Show your support for the dairy processing industry and display your status as an active, engaged part of WCMA with an exclusive member benefit: [a "Proud Member" logo](#). Available in three variations to suit your desired use, this new logo is free to all current members in accordance with WCMA's Logo Terms of Use. All assets are available for download now at [WisCheeseMakers.org](https://www.wischeesemakers.org)

EDUCATION

Learn Best Practices for Engaging Partners at WCMA Sustainability Group Meeting



Learn better ways to engage partners in your sustainability efforts at the [next hybrid meeting of WCMA's Dairy Sustainability Group](#) on Wednesday, February 4. Get ideas on attainable sustainability goals for small to medium-sized companies, along with insights from fellow WCMA members and ample discussion time.

RSVP TODAY

Thanks go to [BIOIONIX](#) for sponsoring this meeting. Additional sponsorships are [available online](#) for a limited time.



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