

WCMA NEWS

Your source for the latest
in dairy processing

April 1, 2025

news@wischeesemakers.org



NEWS

WCMA Announces \$100,000 Gift to Center for Dairy Research



Pictured (L to R): Tom Guerin, CDR; Dr. John Lucey, CDR; Tim Omer, Emmi Roth and WCMA President; John Umhoefer, WCMA; and Scott Fletcher, UW Foundation

WCMA last week [announced a direct, \\$100,000 investment in the Center for Dairy Research \(CDR\)](#), establishing the Wisconsin Cheese Makers Association CDR Fund at the University of Wisconsin - Foundation to support the Center's teaching, research and outreach roles.

The WCMA Board of Directors directed funds generated by WCMA's annual Championship Cheese Auction to establish this fund.

WCMA encourages the dairy industry to join the Association in supporting the Center's critical work by [giving a matching gift](#).

[READ MORE...](#)

[WCMA Notes: Investing in Dairy's Future](#)

In the April edition of WCMA Notes, Executive Director John Umhoefer details the effective, uniting power of associations, via both contributions to educational programs, including the new WCMA CDR Fund and advocacy wins. [READ MORE...](#)



Trump to Announce New Tariffs Tomorrow, as Ag Leaders Express Concern over Plans to Limit Chinese Shipping

President Donald Trump is preparing to



announce a [sweeping round of new tariffs](#) on imports set to take immediate effect Wednesday, April 2 which he has dubbed "Liberation Day." The White House says it will announce tariff details at 4 p.m. (ET) tomorrow. Insiders expect the 30-day reprieve of 25 percent tariffs on certain Mexican and Canadian goods to expire, but on Sunday, Trump signaled openness to new levies on all U.S. trading partners.

Officials from Canada and the European Union say they are ready to retaliate, while leaders from China, Japan, and South Korea plan to coordinate their nations' counter. UK Prime Minister Keir Starmer has said he wants to avoid "a knee-jerk response."

Meantime, agricultural leaders this week also decried [plans from the U.S. Trade Representative's Office](#) to charge China-operated shipping vessels \$1 million to enter U.S. ports and China-built vessels \$1.5 million for entry, a move they say could stifle trade and exacerbate consumer costs. The Trump Administration is also considering a requirement that a certain percentage of all U.S. agricultural goods be exported in U.S.-flagged ships, starting at 1 percent this year and rising to 15 percent by 2032.

Federal Layoffs Gut FDA Staffing, Among Other Agencies



A [new wave of job cuts](#) began at the U.S. Department of Health and Human Services (HHS) early today, with 10,000 employees fired, including 3,500 from the U.S. Food and Drug Administration. HHS leadership say the cuts are not impacting food inspectors, but include many administrative staff, laboratory technicians, and those working in the Office of Regulatory Programs, Office of Policy & International Engagement, and Center for Veterinary Medicine.

States Mull, Advance Food Additives Bans, Including Wisconsin

Last week, West Virginia became the latest state to [approve food additive restrictions](#), calling butylate hydroxyanisole (BHA), propylparaben, and FD&C certified colors Blue No. 1, Blue No. 2, Green No. 3, Red No. 3, Red No. 40, Yellow No. 5 and Yellow No. 6 adulterations, with a compliance date of January 1, 2028. West Virginia is also banning the color additives from school nutrition programs by August 1, 2025.

Virginia and California have already banned certain color additives in schools, and at least 20 other states, driven by the "Make American Healthy Again" movement, now have some food additive restriction proposed for legislative consideration.

Wisconsin lawmakers this week began [circulation of a related bill](#), that proposes banning brominated vegetable oil, potassium bromate, propylparaben, azodicarbonamide, red dye 3, or titanium dioxide from food products offered via school nutrition programs. **WCMA encourages any Wisconsin-based business uses any of these additives as an ingredient or as part of their processing to contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) by close of business on Thursday, April 3, so that our Association might advocate on your behalf.**

Whole Milk for Healthy Kids Bill Hearing Today



The [Senate Committee on Agriculture, Nutrition and Forestry](#) this morning held a hearing on the [Whole Milk for Healthy Kids Act](#), a proposal WCMA supports which would allow whole and 2 percent milk to be served in schools, in addition to the skim and 1 percent mandated since 2012. U.S. Department of Health and Human Services Secretary Robert F. Kennedy Jr. recently called the federal dietary guidelines requiring [low-fat milk](#) “[antiquated](#)” and last month encouraged “full fat/whole milk” to be used in Head Start programs.

Dairy Nutrition Incentive Bill Introduced



On Monday, March 31, U.S. Senators Amy Klobuchar (D-MN) and Roger Marshall (R-KS) and U.S. Representatives Jim Costa (D-CA 21) and Nick Langworthy (R-NY 23) introduced the [Dairy Nutrition Incentive Program Act of 2025](#). This proposal, supported by WCMA, would enable SNAP participants to purchase more milk, cheese, and yogurt with their benefits through the expansion of the Healthy Fluid Milk Incentive program. The bill would also increase funding for this initiative to a mandatory \$10 million per year.

Lawmakers Push for USDA Reversal of \$1B in Cancelled Purchases for Schools & Food Banks



A group of U.S. senators is [calling on the U.S. Department of Agriculture](#) to reverse its cancellation of \$1 billion in Local Food Purchase Assistance Program and Local Food for Schools Program contracts. As of December 2024, 8,000 farmers and processors nationwide benefitted from these initiatives, which supported more fresh dairy, meat, and produce provisions at food banks and schools.

Marty Makary Confirmed as FDA Commissioner

The U.S. Senate [voted 56-44 last week to confirm Dr. Marty Makary](#) as the next commissioner of the U.S. Food and Drug Administration (FDA). During his confirmation hearings, Makary, a Johns



Hopkins surgeon, [pledged to examine](#) seed oils and food dyes in school lunches and has indicated support for the Trump Administration's positions on vaccines and the reduction of the federal workforce.

Headlines

Wisconsin

- Watertown Daily Times: [Kraemer Wisconsin Cheese wins Chamber's EPIC Medium Business award](#)
- WFRV-TV: [Meet the Wisconsin maker: Henning Cheese](#) (Featuring WCMA member Henning Cheese)
- Green Bay Press-Gazette: [Wisconsin cheese company to open retail store off Lombardi Avenue, near Titledown District](#)
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National & Global

- Farms.com: [Minnesota milk surveillance flags H5N1 in dairy herd](#)
- Wisconsin Examiner: [Baldwin joins legislation demanding frozen grants for farmers resume](#)
- Yahoo Finance: [Lactalis ploughs more investment into Brazil to boost cheese, butter output](#) (Featuring WCMA member Lactalis)

EVENTS & CONNECTION

CHEESECON

April 15-17, 2025 | Alliant Energy Center | Madison, Wisconsin

CheeseCon Advance Online Registration Ends Monday

Just days remain to register online for [CheeseCon 2025](#), set for April 15-17 in Madison, Wisconsin. Advance online registration ends Monday, April 7, so [act now](#) to save yourself valuable time. After April 7, all registration must happen on-site at the Alliant Energy Center.

Visit [CheeseCon.org](#) for a complete [schedule of events](#) - including lively networking events and an array of educational seminars, a map of [tabletop exhibits](#), and [FAQs](#).

REGISTER NOW

Join WCMA Health & Safety Group Meeting May 1

Employee health and safety professionals in



dairy processing know the importance of staying connected and informed to keeping their valued team members safe on the job. Join the [next meeting of WCMA's Health & Safety Group](#) on Thursday, May 1 from 11 a.m.-3 p.m. (CT) to connect with peers and hear from special featured speakers on a range of timely topics. [READ MORE...](#)

RSVP NOW

Thanks to meeting sponsor [Nelson-Jameson](#) for their generous support! Limited sponsorships of this meeting are [available now](#).

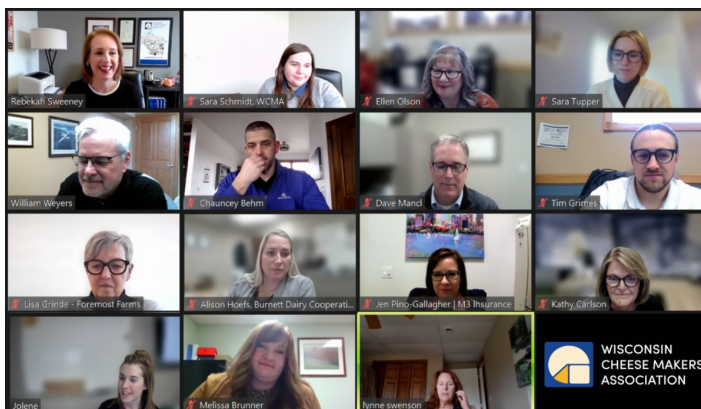
Upcoming WCMA Events

April 15-17	April 24	May 1	May 13	May 15
CheeseCon 2025 (Advance registration closes April 7)	Free Webinar: Dairy Exporting - Navigating Economic Cycles in a Changing World	Health & Safety Group Meeting (Hybrid)	Basic Safety Training for Dairy Processors (In-Person)	Workforce & Education Committee Meeting (Hybrid)

VIEW ALL & REGISTER

EDUCATION

RSVP for May 15 WCMA Workforce & Education Committee



Register now to join the [next hybrid meeting of WCMA's Workforce & Education Committee](#) on Thursday, May 15, at 11:00 a.m. (CT). Connect with your peers in human resources, and learn from guest experts on timely topics in dairy processing and personnel management.

Looking to connect with WCMA members? [Limited sponsorships are also available](#) for this meeting.

Register Now for WCMA Basic Safety Training

Ensure your valued team members have the knowledge and skills needed to stay safe on the job. [Register them now](#) for the May 13 in-person offering of WCMA's Basic Safety



Training for Dairy Processors class, exclusively sponsored by [Nelson-Jameson](#). Just 24 spaces are available, so reserve yours now!

SIGN UP TODAY



FEATURED: WEBINARS

Watch Free GHG Webinar On-Demand



A recording of WCMA's latest free webinar, focused on setting, measuring, and reporting on greenhouse gas (GHG) goals, is [now available online](#). This session features presentations from Eric Hassel of Innovation Center for U.S. Dairy and Liz Harder of Harbor Environmental.

WATCH WEBINAR

RSVP Now for Free WCMA Dairy Export Webinar April 24



History shows that the global economy moves in cycles, shifting between openness and protectionism. Join WCMA's [next free member webinar](#) on Thursday, April 24 at 1:00 p.m. (CT) to explore past economic transitions, how businesses have adapted, and what today's exporters can do to thrive amid tariff wars and shifting trade policies.

REGISTER NOW

Featured speakers Dr. Chuck Nicholson of the University of Wisconsin - Madison and Jacqueline Cook of Ausfine Foods and Cook Alpine Ltd. will offer insights on navigating uncertainty, finding opportunities, and accessing reliable resources to stay ahead in a rapidly evolving economic landscape.

Thanks go to webinar sponsor [Global Dairy Trade](#) for their generous support! Interested in connecting with WCMA members? Limited sponsorships are [still available](#).

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