



# WCMA NEWS

Your source for the latest  
in dairy processing

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## NEWS

### Share Insights on WCMA Trade Policy in Virtual Meeting May 7



Help shape WCMA's advocacy amid dynamic changes in global trade policy and international market pressures: join our new, limited-term Dairy Trade Workgroup. All members are welcome on this taskforce charged with developing a strong, unified trade policy platform to guide the Association's advocacy.

The workgroup will assess current challenges, identify opportunities, and craft a clear, actionable position that protects and promotes the interest of U.S. dairy processors worldwide. The first of three virtual meetings is Wednesday, May 7 from 1:00-2:30 p.m. (CT).

To RSVP or learn more, contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

**JOIN WORKGROUP**

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### FDA Reinstates Food Safety Lab Workers, Resumes Proficiency Testing Following WCMA Advocacy



Following a [letter from WCMA](#) last week urging action to resume Grade "A" milk proficiency testing, U.S. Food & Drug Administration (FDA) officials have reinstated employees who oversaw the testing program. FDA Senior Science Advisor for Milk Safety Beth Briczinski also noted the agency is working to ensure proficiency testing will remain available, even as it executes a longer-term plan to transfer the program from FDA's Moffett Center to a different laboratory.

The milk proficiency testing program is a periodic review of the testing capacities of approximately 170 laboratories in FDA's network. As part of the program, analysts at all milk testing laboratories must

demonstrate satisfactory performance in the analysis of annual proficiency test samples as a regulatory requirement of the Pasteurized Milk Ordinance.

WCMA will continue to advocate for the prioritization of food safety resources and the continuation of all critical services, even as FDA undergoes restructuring and budgetary cuts. Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#) with any questions.

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## USTR Report Highlights Importance of Common Food Names



U.S. Trade Representative Jamieson Greer today released a [special report](#) on the protection and enforcement of intellectual property rights in international trade agreements, highlighting the critical importance of geographical indicators (GI). Notably, Greer said the European Union's GI agenda "remains highly concerning because it significantly undermines protection of trademarks held by U.S. producers and imposes barriers on market access for U.S.-made goods that rely on the use of common names, such as parmesan or feta." [READ MORE...](#)

Greer also shared that the United States is engaging with more than 20 countries worldwide to ensure that any current or future agreements between these countries and the EU would not violate U.S. rights related to food labeling.

WCMA supports the Consortium for Common Food Names, and efforts to defend U.S. cheesemakers' opportunity to compete fairly in the international marketplace.

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## USDA Reauthorizes Dairy Forward Pricing Program



On Thursday, April 24, the U.S. Department of Agriculture issued a [final rule reauthorizing the Dairy Forward Pricing Program](#) (DFPP), following its expiration on September 30, 2024. DFPP allows milk buyers and dairy farmers or cooperative associations to enter into voluntary agreements to sell a set quantity of milk, for specific period, noting a set price, price formula, minimum price, maximum price, or combination of a minimum and maximum price. Parties may now enter into new contracts until September 30, 2025, with deadlines subject to a September 30, 2028 expiration date.

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## Wisconsin Engages in National Milk Testing Strategy

Late last week, Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP) officials said the agency has begun to test milk samples for signs of H5N1, as part of its participation





in the National Milk Testing Strategy program. Through a cooperative agreement with the U.S. Department of Agriculture, which directs the program, the state is using milk samples already sent in for lab testing to monitor for H5N1.

Farms will be notified only if a positive result is found. Processors would not automatically receive a notification of a positive, though producers may be encouraged to communicate findings.

H5N1 has not been detected in Wisconsin herds, though WDATCP staff has shared a [protocol for action](#) if an outbreak is confirmed in the future. Nationwide, more than 1,000 herds have been infected in 17 states. Pasteurization continues to be emphasized as an effective method for deactivating the H5N1 virus.

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## Take Action to Support Dairy Priorities in Wisconsin State Budget



As Wisconsin state lawmakers conclude their budget listening sessions this week and finalize their budget bill draft, now is the time to make your voice heard in support of dairy processors' priorities. With just a few clicks, you can [send an impactful message](#) to legislative leaders about what our industry needs for stability and growth amid today's challenges. [WCMA's requests](#) include support for export endeavors, dairy processor grants, investments in agricultural road improvements, child care accessibility, and more. Have questions? Please contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

## Headlines

### Wisconsin

- WLUK-TV: [NFL Draft visitors introduced to Wisconsin cuisine, beer: 'Never had cheese curds before'](#)
- Deli Market News: [Marieke Gouda earns certification as a Woman-Owned Business](#) (Featuring WCMA member Marieke Gouda)

### National & Global

- eDairyNews: [Trump deportations have dairy farmers on edge](#)
- Dairy Processing: [Tariffs roundup: Hefty taxes on US dairy exports to China](#)
- Reuters: [Greek-yogurt maker Chobani to invest \\$1.2 billion in New York plant](#)
- Supermarket Perimeter: [Hilmar receives its first award for a cheese product](#) (Featuring WCMA member Hilmar Cheese Company)

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## EVENTS & CONNECTION

**Save the Date for WCMA Golf Outing & Trap Shoot Registration**



Mark your calendar now: registration opens at 10:00 a.m. (CT) on Tuesday, May 13 for the [2025 WCMA Golf Outing & Trap Shoot](#)! Get ready to join WCMA on July 16 for a day of friendly competition, outdoor fun, and valuable networking opportunities in central Wisconsin. New this year, we're adding a fifth 18-hole golf course and a pickleball tournament! Complete details on registration, participation, and sponsorship are [available online now](#).

[VIEW DETAILS](#)

## Connect with 850+ Dairy Professionals: Sponsor the Golf Outing & Trap Shoot

[Become a sponsor](#) of the WCMA Golf Outing & Trap Shoot to reach hundreds of WCMA members, all in one place! Sponsorships are [available now](#) at a variety of levels to suit your marketing goals and budget. Plus, secure a Premier Level sponsorship before May 9, and WCMA will hold up to 12 golfer spots for purchase by your company.

Have questions? Contact [WCMA Events Director Caitlin Peirick](#).



[SPONSOR TODAY](#)

## RSVP Now for WCMA Workforce & Education Committee Meeting



**Kelly Fortier**  
Michael Best & Friedrich



**Pete Dewar**  
M3 Insurance



**Grant Argall**  
M3 Insurance



**Beth Ridley**  
Ridley Consulting Group

Act now to join the [next hybrid meeting of WCMA's Workforce & Education Committee](#) on Thursday, May 15, at 11:00 a.m. (CT). Join online or in-person to network and learn from leading experts on immigration policy, compensation trends, and tackling incivility in the workplace.

Thanks go to meeting sponsor [M3 Insurance](#) for its generous support! Looking to connect with WCMA members? [Limited sponsorships](#) are available now until May 13 for this meeting.

## Register Now for Dairy Food Safety Alliance Tour and Meeting

Reserve your space now at the [next Dairy Food Safety Alliance meeting](#) on Thursday, May 29, from 10 a.m.-3 p.m.





(CT). In-person attendees will enjoy a tour of the world-class Center for Dairy Research facility, followed by a networking lunch. Virtual attendees can join from anywhere in the world for informative presentations on a variety of food safety topics. Tour capacity is limited to 30 registrants, and registration closes for in-person attendees on May 22, so [act now!](#) Limited [sponsorships](#) of this meeting are also available until May 27.

## Upcoming WCMA Events

May 1	May 13	May 13	May 15	May 22
<a href="#">Health &amp; Safety Group Meeting</a> (Hybrid)	<a href="#">Golf Outing &amp; Trap Shoot Registration Opens</a> 10:00 a.m. (CT)	<a href="#">Basic Safety Training for Dairy Processors</a> (In-Person)	<a href="#">Workforce &amp; Education Committee Meeting</a> (Hybrid)	<a href="#">Free Webinar: Mental Health Resources for Dairy Processing Employees</a>

[VIEW ALL & REGISTER](#)

## FEATURED: WCMA NOTES

### Cheddar Boom Hits in a Volatile Year



"Cheddapalooza is here," says WCMA Executive Director John Umhoefer in this month's [WCMA Notes column](#). As Umhoefer notes, the recent sharp increase in production of cheddar and American style cheeses at new and renovated facilities joins a host of converging factors that make 2025 a challenging year for processors.

[READ COLUMN](#)

## EDUCATION

### Final Chance to Join May 13 WCMA Basic Safety Training

Limited time remains to [register your valued team members](#) for the May 13 in-



person offering of WCMA's Basic Safety Training for Dairy Processors class, exclusively sponsored by [Nelson-Jameson](#). Don't wait - act now to ensure your valued team members have the knowledge and skills needed to stay safe on the job.

**REGISTER NOW**



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