



# WCMA NEWS

Your source for the latest  
in dairy processing

May 21, 2024

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*SUBSCRIBER NOTE: WCMA's offices will be closed next Monday, May 27 in observance of Memorial Day. We wish you and your loved ones a safe and enjoyable weekend.*

## NEWS



# HPAI (H5N1) Response

## FDA Shares Additional Detail on Previous Retail Sample Survey

Following earlier findings that 297 retail dairy product samples all tested negative for viable HPAI/H5N1 virus, the Food and Drug Administration (FDA) yesterday provided additional information on this retail sample survey. The update, which includes a list of states where each milk sample was processed, sheds further light on the agency's sampling and analysis procedures. It does not provide any new test results or guidance. [READ MORE...](#)

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## House Agriculture Chair Releases Farm Bill Draft

On Friday, House Committee on Agriculture Chairman Glenn Thompson (R-PA15, pictured) unveiled the [House version of the Farm Bill](#), with a committee mark-up planned for this week.

According to a [line-by-line summary](#) from Chairman Thompson, the draft proposes cuts to food aid and climate change programs, authorizes but does not set a funding level for the Dairy Business Innovation Initiatives (DBII), and



restores “higher of” Class 1 milk pricing. It also includes several WCMA-supported priorities, such as a biennial cost survey to maintain milk pricing reform, makes the Dairy Forward Pricing Program permanent, and requires protection of common food names for cheese in trade agreements. [READ MORE...](#)

## Act Now to Push for Dairy Innovation Farm Bill Funding

As the House Committee on Agriculture debates potential amendments to its draft of the Farm Bill this week, now is your chance to advocate for key dairy priorities! [Add your name now](#) to our [letter to Congress](#) in support of DBII funding - already signed by 222 dairy business representatives.

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

[SIGN THE LETTER](#)

## USDA Awards Export Funding



Sixty-six organizations, including the U.S. Dairy Export Council, will receive funding totaling \$300 million to grow demand for American agricultural and dairy products in markets around the world, the U.S. Department of Agriculture announced today. [READ MORE...](#)

## Submit Nominations for WI Governor's Export Awards



The Wisconsin Economic Development Corporation is now accepting nominations for the Governor's Export Achievement Awards. Winners are selected based on measurable export growth, innovative approaches to exporting, and the overall significance of their contributions to the state economy and trade development in Wisconsin. [READ MORE...](#)

## Enter WI State Fair Dairy Products Contest by June 7

Entries are open now until 5:00 p.m. (CT) on June 7 for the Wisconsin State Fair Dairy Products Contest. Categories are available for cheese,

## Headlines

### Wisconsin

- Brownfield Ag News: [Dairy Innovation Hub research explores soil and water management](#)
- Wisconsin Public Radio: [Some immigrants can't get Wisconsin driver's licenses, but some want that to change](#)

### National & Global

- Dairy Processing: [Higher prices for dry whey exports slowed domestic demand](#)
- JustFood: [Why cheese is leading growth of U.S. dairy](#) (Featuring WCMA members Great Lakes Cheese, Hilmar Cheese, Leprino Foods)
- Supermarket Perimeter: [Henning's Cheese shares what makes its products stand out](#) (Featuring WCMA member Henning's Cheese)

## FEATURED

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's free, monthly members-only webinars.

### Watch Free WCMA Webinar Focused on HPAI/H5N1 Resources



A recording of WCMA's latest members-only webinar, focused on what dairy manufacturers and processors need to know about HPAI/H5N1, is [now available online](#). Logged-in members can also find a copy of the presentation used during the session, as well as a list of key contacts and resources, at [WisCheeseMakers.org/Webinars](https://www.wis cheesemakers.org/webinars).

Have questions about WCMA's free monthly webinars? Please contact [WCMA Communications Director Grace Atherton](#).



## WCMA Webinar

### Navigating the Future of Sustainable Packaging

[RSVP Now for WCMA June Webinar on Sustainable Packaging](#)

Join [WCMA's next free member webinar](#) on Tuesday, June 11 at 1:00 p.m. (CT), focused on the future of sustainable packaging. Join guest presenters from five WCMA supplier member businesses for this concise, informative program:

- CERMER Ceramic Food Packaging
- Circle Inc.
- Fredman Bag Company
- Fresh-Lock by Presto Products
- Procudan A/S

Presenters will reserve time for questions. To submit a question in advance, email it to [WCMA Communications Director Grace Atherton](#) no later than 12:00 p.m. (CT) on Monday, June 10.

[REGISTER NOW](#)

## Explore All WCMA Webinar Offerings & Shape Future Sessions

These offerings are the latest in WCMA's [monthly webinar series](#). Webinar topics are driven by member feedback and cover a range of themes such as business development, communication strategies, and industry resources.

Recordings and resources from previous WCMA webinars are [available online](#) to logged-in members anytime. Have a suggestion or idea for a webinar topic? Send it to [WCMA Communications Director Grace Atherton](#).

## EVENTS & CONNECTION

### Join, Sponsor Dairy Food Safety Alliance Meeting May 30



Register by Thursday, May 23 to [join the Dairy Food Safety Alliance on Thursday, May 30](#) for a tour of Henning's Cheese, networking, and informative presentations on HPAI (H5N1), artificial intelligence, and supply chain preventive controls. Limited in-person spaces are available, so sign up today!

[RSVP TODAY](#)

Connect with industry: [sponsor the upcoming Dairy Food Safety Alliance meeting!](#) Each sponsorship of \$300 includes two free meeting registrations, recognition of your organization in meeting promotions, and more.

[BECOME A SPONSOR](#)

### Save the Date for WCMA Health & Safety Group Meeting



Wisconsin Cheese Makers Association  
**Health & Safety Group**

Make plans now to join the next hybrid meeting of the WCMA Health & Safety Group on Thursday, June 13 from 11 a.m.-3 p.m. (CT). Meeting topics and speakers are still to be announced, but registration is open now. [READ MORE...](#)

## Upcoming WCMA Events

May 22	May 23	May 30	June 11	June 13
<a href="#"><u>Annual WCMA Member Meeting</u></a>	<a href="#"><u>Next Step Leadership Training (Virtual)</u></a>	<a href="#"><u>Dairy Food Safety Alliance Tour &amp; Meeting (Hybrid)</u></a>	<a href="#"><u>Free Webinar: Navigating the Future of Sustainable Packaging</u></a>	<a href="#"><u>Health &amp; Safety Group Meeting (Hybrid)</u></a>

[VIEW ALL & REGISTER NOW](#)

## EDUCATION

### Industry Training Spotlight: CDR Courses



Providing quality and effective dairy training courses is part of the core mission of the world-renowned Center for Dairy Research (CDR) at the University of Wisconsin-Madison.

Learn from CDR's scientists, researchers, and licensed cheese and butter makers through lectures as well as hands-on labs and experiences in the Center's state-of-the-art pilot plant. [READ MORE...](#)

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

[\*\*WisCheeseMakers.org/Events\*\*](https://www.wis cheesemakers.org/events)

## IN MEMORIAM

### Ronald J. Wiskerchen

WCMA mourns with the friends and family of Ron Wiskerchen, co-founder of Wiskerchen Cheese north of Auburndale, Wisconsin, who passed away May 15 at the age of 90. A funeral is planned for Wednesday, May 22, and more details are available in [Ron's obituary](#). Our condolences to the Wiskerchen family, who can be proud of the successful legacy Ron built for his



community, area dairy farmers and generations of the Wiskerchen family.

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