



# WCMA NEWS

Your source for the latest  
in dairy processing

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## NEWS

### Contact Lawmakers to Urge Action on Farm Bill



In a sign of forward progress, the U.S. House and Senate Ag Committees last week released their framework proposals for the new Farm Bill. The House released [limited details](#) on its proposal, and is expected to share more by the end of the week. The Senate's [proposal](#) offered more specifics, including \$36 million in annual funding for Dairy Business Innovation Initiatives, mandatory dairy plant cost studies to support milk pricing reform, and added funding for dairy exports. Join WCMA now in advocating for key dairy industry priorities at the federal level. It's quick and easy: use [WCMA's simple online form](#) to reach your lawmakers in just a few clicks!

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


[CONTACT YOUR LAWMAKERS](#)

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### Complete Confidential WCMA Survey by May 10 for HPAI Insights

Complete WCMA's latest [Instant Data survey](#) by Friday, May 10 to help your Association gather information on how members are responding to the threat of highly pathogenic avian influenza (HPAI) - and what resources they may need. The brief survey takes just three minutes to complete.

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





Information collected in this survey will be blinded and aggregated for dissemination in [WCMA's next members-only webinar on Tuesday, May 14 at 1 p.m. \(CT\)](#). All participants will also receive a summary report via email. Data from each individual participant will be held in confidence.

## Research Reaffirms Pasteurization Effectiveness Against HPAI



U.S. federal agencies last week announced additional results from its latest research, reaffirming the effectiveness of pasteurization in inactivating the HPAI virus in fluid milk, cottage cheese, and sour cream. The study also found no detection of the HPAI virus or viral fragments in powdered infant formula. [READ MORE...](#)

WCMA members are encouraged to visit our [HPAI Response & Resource Center](#) for the latest information and updates. Questions may be directed to [WCMA Executive Director John Umhoefer](#) or [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

## Headlines

### Wisconsin

- Morning Ag Clips: [Wisconsin specialty cheese production up one percent](#)
- The Record-Review: [Towns prepped for broadband grants](#)

### National & Global

- Swissinfo: [Swiss cheesemaker becomes four-time world champion](#) (Featuring the World Championship Cheese Contest)
- Dairy Processing: [The cheese category is fueling investments](#) (Featuring WCMA members BelGioioso Cheese, Emmi Roth, Great Lakes Cheese, Hilmar, Lactalis USA, Leprino Foods, Saputo Cheese USA, and Sargento Foods)
- Dairy Foods: [Land O'Lakes reports strength in branded butter and foodservice businesses](#) (Featuring WCMA member Land O'Lakes)
- Dairy Processing: [Nelson-Jameson showcases new facility with grand opening](#) (Featuring WCMA member Nelson-Jameson)

## FEATURED

**WCMA Notes: Monitoring and Messaging the Avian Flu Issue**



In this month's edition of WCMA Notes, [WCMA Executive Director John Umhoefer](#) outlines three key action items for dairy processors as they respond to the developing outbreak of highly pathogenic avian influenza:

1. Understand the current state of research, requirements, and recommendations from federal agencies;
2. Monitor key information outlets for updates; and
3. Be ready to communicate with your supply chain.

[Read the column](#) in its entirety for more, including the four websites dairy processors should bookmark for trusted, accessible updates.

[READ THE FULL COLUMN](#)

## EVENTS & CONNECTION

### Network, Learn Cybersecurity Strategies, Applaud Lawmakers at WCMA Annual Member Meeting



Join M3 Insurance's Alex Friedl for cybersecurity strategies to safeguard your dairy processing business at [WCMA's Annual Member Meeting](#), set for Wednesday, May 22 in Madison, Wisconsin. Our program also includes recognition of legislative leaders and a look at what's ahead for your Association. [READ MORE...](#)

Have questions? Contact [WCMA Business Coordinator Carah Maier](#).



### Secure Annual Meeting Sponsorships by May 14

Many thanks to our Annual Meeting sponsors, [Grande Cheese Company](#), [ISG](#), and [M3 Insurance](#). Show your support for the dairy processing industry and promote your company with a sponsorship today! Sponsorships of just \$500 are [available until May 14](#) and include a free meeting registration, recognition in all pre-meeting promotions, and more.

### Upcoming WCMA Events

May 7-8	May 14	May 14	May 14	May 22

<a href="#">Optimizing Sustainability: Materiality Assessment Workshop</a>	<a href="#">Basic Safety Training for Dairy Processors (Virtual)</a>	<a href="#">Free Webinar: HPAI: What Dairy Processors Need to Know</a>	10:00 a.m. (CT): <a href="#">Golf Outing &amp; Trap Shoot</a> Registration Opens	<a href="#">Annual WCMA Member Meeting</a>
May 23	May 30	June 4	June 11	June 13
<a href="#">Next Step Leadership Training (Virtual)</a>	<a href="#">Dairy Food Safety Alliance Tour &amp; Meeting (Hybrid)</a>	<a href="#">Basic Safety Training for Dairy Processors (In-Person)</a>	<a href="#">Free Webinar: Navigating the Future of Sustainable Packaging</a>	<a href="#">WCMA Health &amp; Safety Group Meeting (Hybrid)</a>

[VIEW ALL & REGISTER NOW](#)

## EDUCATION

### Register for Virtual, In-Person WCMA Basic Safety Trainings



Ensure your valued team members have the knowledge and skills they need to stay safe on the job! Register them now for the next offering of WCMA's new [Basic Safety Training for Dairy Processors](#). Join this one-day course virtually on Tuesday, May 14, or in-person in Madison, Wisconsin on Tuesday, June 4. [READ MORE...](#)

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

[JOIN VIRTUALLY](#)

[JOIN IN-PERSON](#)

### Learn Adaptive Leadership Skills in WCMA Next Step Leadership



Sign up today to join the latest installment of WCMA's annual [Next Step Leadership](#) training! Each year, this engaging one-day course reviews basic leadership skills and focuses on a key strategy for employee attraction and retention. On Thursday, May 23, this year's class will focus on situational leadership. [READ MORE...](#)

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

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

**WisCheeseMakers.org/Events**

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