



July 21, 2026

news@wischeesemakers.org



NEWS

White House Proposes Tariffs on Certain Canadian Dairy Imports



The White House announced yesterday it is [establishing 50 percent tariffs](#) on selected Canadian dairy imports, citing Canada's failure to fully meet dairy market access commitments under the U.S.-Mexico-Canada Agreement (USMCA). The action invokes Section 338 of U.S. law for the first time and, by statute, cannot take effect before August 19, 2026, allowing a 30-day window for negotiations between the United States and Canada.

The [planned tariffs](#) would apply to products including milk powders, whey products, milk protein concentrates and isolates, lactose, casein, and certain dairy-containing ingredients. The proclamation does not include tariffs on fluid milk, cream, yogurt, butter, cheese, or ice cream.

WCMA continues to support full implementation of USMCA's dairy commitments while emphasizing the importance of maintaining strong North American dairy trade. We will continue to monitor developments and keep members informed as negotiations continue. Members with questions may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

FDA Signals Increased Oversight of Ultra-Processed, GRAS Foods



Speaking at a conference last week, Acting U.S. Food & Drug Administration (FDA) Deputy Commissioner for Human Foods [Donald Prater said](#) the agency is increasing its focus on both ultra-processed foods (UPFs) and food ingredient oversight.

Prater noted the agency is [continuing work on a federal definition for UPFs](#). He echoed comments from U.S. Health & Human Services Secretary Robert F. Kennedy Jr., stating, "FDA's role is not to ban ultra-processed food. Our role is to ensure that the food supply is safe, that labeling is truthful and not misleading, and that consumers have the information they need to make informed choices." FDA

officials have stressed that no product-specific regulations are currently planned, but a federal definition could influence future nutrition guidance, labeling, school meal policies, and consumer perception of processed foods.

Prater also [outlined FDA's plans](#) to strengthen oversight of ingredients classified as Generally Recognized as Safe (GRAS). Earlier this month, FDA's updated regulatory agenda delayed until December publication of a proposed rule that would require manufacturers to submit GRAS notices to the agency for certain uses of food substances, a move intended to increase transparency and FDA oversight of ingredients entering the food supply.

Together, the UPF and GRAS initiatives signal continued federal scrutiny of food ingredients and processing practices that could have significant implications for dairy processors. WCMA continues to serve as a voice for members on these matters in Washington, D.C. To learn more and engage in WCMA's impactful Policy Committee, contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

Act Now for New Export Opportunities

WCMA members operating in Wisconsin are encouraged to take advantage of new opportunities to broaden their presence in international markets, offered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), the Wisconsin Economic Development Corporation (WEDC), and Food Export-Midwest.

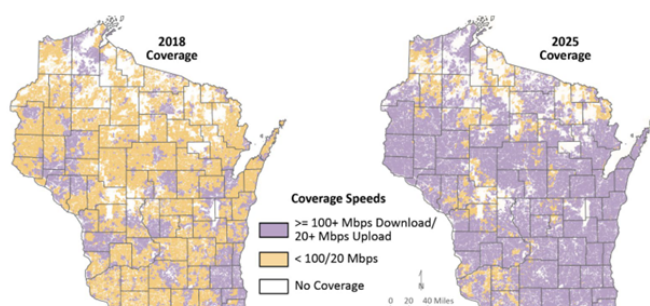


Applications are now open for WEDC's [International Market Access Grant \(IMAG\)](#) program, funded in part by the Wisconsin Initiative for Agricultural Exports (WIAE). [IMAG](#) reimburses companies for specific expenses associated with a short-term export project. Support of up to \$10,000 per application is available, or up to \$30,000 per application for companies that complete WEDC's ExporTech program. Questions may be directed to [WEDC staff](#).

Food Export-Midwest is now accepting applications for its [Branded Program](#), which provides 50 percent cost reimbursement for a variety of international marketing activities. Examples of reimbursable expenses include foreign market-compliant packaging and labels, advertising and marketing materials, overseas exhibiting fees, product demonstrations, freight costs, and more. Please contact [Food Export-Midwest staff](#) with questions.

[Register today](#) for a new Export Readiness Seminar, hosted by WDATCP and Food Export-Midwest and funded by the WIAE. On Tuesday, August 11 in Milwaukee, Wisconsin, this session is designed to help new or established small- to medium-sized exporters develop their export readiness skills, understand exporting systems, and prepare to take advantage of global opportunities for their products. Questions can be directed to [WDATCP staff](#).

WI Governor's Task Force on Broadband Releases Final Report



Over 410,000 Wisconsin households and businesses will have access to new or improved high-speed internet as a result of over \$345 million in state investments since Governor Tony Evers took office in 2019, according to a [new report](#) by the Governor's Task Force on Broadband Access.

The [report](#) also includes recommendations for policymakers to further improve access, such as increasing infrastructure funding, addressing workforce needs, and establishing a broadband affordability program. WCMA has long supported efforts to boost high-speed internet access in underserved areas, and will continue to advocate on members' behalf in the upcoming Wisconsin legislative session. [READ MORE...](#)

USDA Seeks Cheddar, String Cheese, Yogurt, and Butter



The U.S. Department of Agriculture (USDA) has issued solicitations to purchase over 1.7 million pounds of [cheddar and string cheese](#), and over 1.5 million pounds of [yogurt and butter](#). All bids for all products are due July 29 by 1:00 p.m. (CT).



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

Headlines

Wisconsin

- Spectrum News 1: [Wisconsin dairy plants adjust to cottage cheese demand](#) (Featuring WCMA member Westby Cooperative Creamery)
- WISC-TV: [Prairie Farms closing Shullsburg Creamery, White Hill Cheese](#)

National & Global

- CBS News: [Coca-Cola halts U.S. Fairlife milk production after cyberattack hits systems, company says](#)
 - Fortune: [Fortune 500 Land O'Lakes is letting workers choose what days and times they work—and getting 25 percent more applicants](#) (Featuring WCMA member Land O'Lakes)
 - Dairy Processing: [Agropur selling fine cheese assets to Lactalis](#) (Featuring WCMA members Agropur and Lactalis)
 - Minnesota Star Tribune: [Protein bagels and new cheese flavors lead Crystal Farms' growth strategy](#) (Featuring WCMA member Crystal Farms Dairy Co.)
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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.

Renew Your WCMA Membership Now!



Click the ["Play" button](#) to hear firsthand from fellow WCMA members about the value they find in their membership!

With WCMA's new fiscal year underway as of July 1, now is the time for members with benefits expiring soon to [take action to renew](#)! Check your email inbox for a message with renewal instructions. If you've already taken action, thank you! If you have questions about renewal, contact [WCMA Membership Director Sara Schmidt](#).

**CHECK YOUR STATUS
& RENEW NOW**

WCMA Welcomes New Members



Join WCMA in welcoming new dairy processing member [Yancey's Fancy](#) and new supplier members [All About Packaging LLC](#), [Ayres Associates](#), [First American Equipment Finance](#), [FV Group Corp](#), [The Giorgi Companies](#), [Heat and Power Products](#), [IVEK CORP](#), [Lake Country Corporation](#), [Midway Staffing](#), [PurposeEnergy](#), [Tecma Aries](#), and [Tira](#).

View these and hundreds of other WCMA members now in our [searchable online directory](#). Have questions about WCMA membership? Contact [Sara Schmidt](#).

EVENTS & CONNECTION

Get Ready for WCMA Golf Outing with Participant & Course List



[Make plans now](#) to maximize your day at tomorrow's WCMA Golf Outing & Trap Shoot in central Wisconsin! [Course assignments and an updated list of participants](#) are now available online. Registration is now closed, and all name changes must be made on-site. We look forward to seeing those registered tomorrow, July 22!

VIEW THE LIST

Upcoming WCMA Events

July 22	August 6	September 10	September 17
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EDUCATION

Industry Training Spotlight: Register for New CDR Courses

Registration is now open for upcoming [short courses](#) offered by the Center for Dairy Research (CDR), including two new offerings.



[Dairy Processing Comprehensive](#), set for October 7-8, 2026, offers a deep dive into dairy processing, including proper selection, operation, and cleaning of equipment commonly found in dairy plants. [Dairy Quality Comprehensive](#), set for February 9-11, 2027, covers topics all quality assurance and production leaders should know, focused on each stage of the dairy manufacturing process from farm to fork. Questions can be directed to the CDR staff listed on each short course. [READ MORE...](#)



news@wischeesemakers.org
(608) 286-1001



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Wisconsin Cheese Makers Assn. | 5117 West Terrace Drive Suite 402 | Madison, WI 53718 US

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