



WCMA NEWS

Your source for the latest
in dairy processing

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news@wischeesemakers.org



NEWS

Senate Committee Passes Food Warning Label Bill; Baldwin, Collins Oppose



The U.S. Senate Committee on Health, Education, Labor, and Pensions (HELP) voted 12-10 last week to advance the [Childhood Diabetes Reduction Act \(S. 5026\)](#). The legislation, sponsored by Senator Bernie Sanders (I-VT), aims to address childhood diabetes and nutrition concerns through new food labeling, research, and education initiatives.

WCMA has urged lawmakers to oppose the legislation due to concerns about the bill's broad definition of ultra-processed foods and its potential unintended impacts on dairy products.

Among other provisions, the bill includes a statutory definition for "ultra-processed foods" (UPFs) and directs the U.S. Food and Drug Administration (FDA) to establish warning labels for these products. This means that as drafted, the legislation could require front-of-package warning labels on products on milk, cheese, yogurt, butter, and other dairy foods - suggesting that these foods are unhealthy, despite longstanding federal dietary guidance encouraging dairy consumption as part of a balanced diet.

During the committee markup, Senator Tammy Baldwin (D-WI) was the lone Democrat to vote against advancing the bill and gave voice to our industry's concerns. Senator Susan Collins (R-ME) also expressed strong concern over the potential for damaging labels on dairy products. We thank both Senators for their support. A recording of their remarks during the committee discussion is now [available online](#). Sen. Collins speaks at 1:30:50, and Sen. Baldwin's remarks begin at 1:53:46.

The legislation's path forward remains uncertain, as Senate leadership has not indicated whether it will receive consideration on the floor. WCMA will continue advocating strongly for science-based nutrition policies that recognize the important role dairy foods play in healthy diets.



Take Action Now!

[Contact your U.S. Senator today](#) and share your concerns about the Childhood Diabetes Reduction Act and its potential impact on dairy products.

It only takes a minute: just [click this link](#), add your name and address, and a message will be sent directly to your Senators urging them to support science-based nutrition policies and oppose warning labels that could unfairly target nutritious dairy foods like milk, cheese, and yogurt.

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

Trump Announces New Tariffs on 60 Countries



A [new round of tariffs](#) set by President Donald Trump took effect last Friday, imposing duties of 10 or 12.5 percent on [60 countries](#) based on their enforcement of Section 301 of the Trade Act of 1974, which prohibits the use of forced labor in the production of imported goods. The list of affected nations encompasses [99.4 percent of U.S. imports](#), and includes the U.S.'s largest trading partners: Mexico, Canada, China and the European Union. [READ MORE...](#)

The new rates aim to replace the now-expired temporary global 10 percent tariffs that were enacted after the administration's original unilateral tariffs were [struck down](#) by the Supreme Court in February. Trump also [implemented a 50 percent tariff](#) last week on select Canadian dairy imports, including milk powders, whey products, milk protein concentrates and isolates, lactose, casein, and certain dairy-containing ingredients.

Federal Lawmakers Renew Push for Dairy Labeling Enforcement



A bipartisan group of Congressional lawmakers, led by U.S. Senator Tammy Baldwin (D-WI), [last week](#) urged the U.S. Food and Drug Administration (FDA) to enforce existing dairy standards of identity and prevent plant-based and synthetic products from using traditional dairy terms such as "milk," "cheese," "yogurt," and "butter." [READ MORE...](#)

In a [letter to FDA Acting Commissioner Kyle Diamantas](#), the lawmakers called on the agency to rescind its 2023 guidance on plant-based dairy labeling and voiced support for the bipartisan DAIRY PRIDE Act, which would require FDA to enforce longstanding dairy standards of identity.

WCMA has long been an unwavering advocate for strong enforcement of dairy standards of identity and a leading supporter of the DAIRY PRIDE Act. WCMA will continue to press FDA and Congress to ensure consumers receive accurate labeling and that dairy processors compete on a level playing field.

Apply Now for Wisconsin Dairy Processor Grants



Dairy processors operating in Wisconsin can apply now until 12:00 p.m. noon (CT) on September 1 for the state's [Dairy Processor Grants](#). Applicants may receive grants of up to \$50,000 per project, and 20 percent match is required. Thanks in part to WCMA advocacy, a total of \$600,000 is available through the program, administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP). [READ MORE...](#)

Shape WCMA's Advocacy with Wisconsin Wastewater Survey



WCMA is working on early plans for the 2027-28 Wisconsin State Budget, including a potential push for funding to support wastewater infrastructure improvements. Wisconsin-based members are encouraged to complete a [short survey](#) by close of business on Wednesday, August 5 to inform our advocacy plans. Thank you for your participation!

COMPLETE SURVEY

Headlines

Wisconsin

- Milwaukee Magazine: [Meet the Wisconsin cheesemakers striving to make the best cheese in the world](#) (Featuring the World Championship Cheese Contest and WCMA members Alpinage Cheese Co., Carr Valley Cheese, Emmi Roth, and Hill Valley Dairy)
- WWQM-FM: [Rural investment fuels growth at Wisconsin's only cottage cheese producer](#) (Featuring WCMA member Westby Cooperative Creamery)
- Business Focus: [The Cheese Masters: Interview with Meister Cheese President, Scott Meister](#) (Featuring WCMA member Meister Cheese Company)
- Yahoo! Entertainment: [Hannah Harper brings Wisconsin favorite Sargento on her String Cheese tour](#) (Featuring WCMA member Sargento Foods)

National & Global

- Reuters: [Swiss cheesemakers try to fill hole in sales from U.S. tariffs](#)
- Dairy Reporter: [Fairlife resumes operations after ransomware attack](#)
- NBC News: [America's obsession with whey protein has a delicious consequence: More cheese](#) (Featuring WCMA member Ever.Ag)
- Seattle Times: [Beecher's Handmade Cheese to buy Wisconsin manufacturing plant](#) (Featuring WCMA member Beecher's Handmade Cheese)
- FDA: [FDA advises food facilities to protect their Food Facility Registration information](#)

EVENTS & CONNECTION

Explore Value-Added Strategies at WCMA Annual Member Meeting



REGISTER NOW

Join WCMA and your fellow members for valuable networking, a thought-provoking keynote panel, and a celebration of the winners of WCMA's Member Impact Awards at the [WCMA Annual Member Meeting and Awards Ceremony](#).

The gathering kicks off on Wednesday, September 23 in Madison, Wisconsin with networking at 11:30 a.m. After a catered lunch, enjoy an engaging session featuring growth-minded leaders in dairy processing. In **"Value-Added Ventures: How Dairy Leaders Are Investing in Dairy's Strengths,"** a panel of industry executives will divulge the strategies behind their businesses' recent investments in higher-margin processing opportunities.

[Marketing opportunities](#) for the Annual Member Meeting are also available online now, with benefits including free registration and recognition before and during the event. Questions can be directed to [WCMA Senior Director of Events Judy Keller](#).

FEATURED: SIGNATURE EVENTS

Learn more about WCMA's programs & services in this special rotating section! This week, we spotlight WCMA's annual Signature Events, where members connect, learn, and spark business growth.

WCMA Welcomes 800+ Members to Golf Outing & Trap Shoot



Congratulations to all of this year's [WCMA Golf Outing & Trap Shoot winners](#)! Our thanks go to the participants and sponsors who made the event a successful, productive day of fun and networking. We're grateful for your continued engagement and generous support.

A complete list of winners is available at [WisCheeseMakers.org](#). Check out photos from the day on [WCMA's Facebook page](#) and feel free to like, download, and share. Don't forget to mark your calendars for next year's outing on Wednesday, July 21, 2027!

EDUCATION

Reserve Space Now in NCCIA Membrane Filtration Short Course



Registration is open now until August 12 for an upcoming [Membrane Filtration Short Course](#), hosted by North Central Cheese Industries Association (NCCIA) on Wednesday, August 19 at South Dakota State University (SDSU). The course includes hands-on exercises, a tour of the SDSU Davis Dairy Plant, and time for open discussion. Just 24 spaces are available for this interactive one-day training. Contact [NCCIA staff](#) to learn more and register.



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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