



# WCMA NEWS

Your source for the latest  
in dairy processing

September 3, 2024  
[news@wischeesemakers.org](mailto:news@wischeesemakers.org)



## EVENTS & CONNECTION

# CHEESECON

April 15-17, 2025 | Alliant Energy Center | Madison, Wisconsin

### WCMA Launches CheeseCon.org



Explore [CheeseCon.org](https://cheesecon.org) now for a first look at North America's premier cheese, butter, and whey processing event! Make plans today to join WCMA, the Center for Dairy Research, and over 2,500 peers and colleagues at CheeseCon, April 15-17, 2025 in Madison, Wisconsin. [CheeseCon.org](https://cheesecon.org) offers all the early details dairy professionals need to start planning for the upcoming event: exhibitor information, networking opportunities, lodging details, and more.

**PLAN AHEAD TODAY**

### Upcoming WCMA Events

September 10	September 11	September 12	September 17	September 18
<a href="#"><u>Front-Line Leadership Part A (Virtual)</u></a> (SOLD OUT)	<a href="#"><u>Front-Line Leadership Part A (In-Person)</u></a> (SOLD OUT)	<a href="#"><u>Workforce &amp; Education Committee Meeting (Hybrid)</u></a> (All welcome)	<a href="#"><u>Front-Line Leadership Part A (Virtual)</u></a> (11 spaces remaining)	<a href="#"><u>Advanced Leadership Series Begins (Virtual)</u></a> (16 spaces remaining)

## NEWS



### H5N1 Confirmed in California Dairy Cows

Cows at three dairy farms in California's Central Valley have tested positive for highly pathogenic avian influenza (H5N1), the California Department of Food and Agriculture [said late last week](#). The three farms have been quarantined, and no human cases of H5N1 have been detected in connection with these new positives. Officials reiterated that there remains no threat to the commercial milk supply.

[READ MORE...](#)

### USDA Authorizes Field Trial for H5N1 Cattle Vaccine



U.S. Department of Agriculture (USDA) Secretary Tom Vilsack has [authorized the first field safety trials](#) of an H5N1 vaccine for dairy cattle. Vilsack said USDA's Center for Veterinary Biologics is overseeing the effort, which is the next step in the process of developing a vaccine that may eventually be widely available to dairy producers.

[READ MORE...](#)

### More H5N1 Resources for Dairy Processors

For free, current H5N1 information and additional resources, visit [WisCheeseMakers.org/H5N1](http://WisCheeseMakers.org/H5N1). WCMA members with questions may contact [WCMA Executive Director John Umhoefer](#) or [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

## Headlines

### Wisconsin

- The Cap Times: [Internet expansion in Wisconsin needs state money, report says](#)
- Fond du Lac Reporter: [Fondue Fest returns to Fond du Lac Sept. 7](#)

### National & Global

- KSOM Radio: [Class III milk and cheese prices see fireworks](#)
- Reuters: [Fake cows ready for milking at state fairs as bird flu looms](#)
- JustFood: [U.S.-based Tropical Cheese "exploring sale"](#)

## FEATURED: EXPORTS

Learn more about WCMA's programs and member services in this special rotating section! This week, we spotlight WCMA's dairy export resources and programming.

### U.S. Cheese, Whey Exports Show Growth



In 2024, U.S. dairy exports have faced challenges, but cheese and whey sales overseas [continue to show growth](#), according to the U.S. Dairy Export Council (USDEC). Demand for high-quality dairy products, favorable trade agreements, and strategic market diversification have allowed the industry to grow its global footprint.

Mexico continues to be a key growth market for U.S. dairy, with a significant increase in demand for cheese, while Southeast Asia has seen a surge in demand for whey products and lactose.

Butter and cheese are in high demand among consumers in South Korea, supported by the Korea-U.S. Free Trade Agreement, and in the Middle East and North Africa (MENA) region, making these markets top targets for WCMA members looking to expand their reach.

For more updates and data from key resources like [USDEC](#) and the U.S. Department of Agriculture's [Foreign Agricultural Service](#), visit [WCMA's website](#).

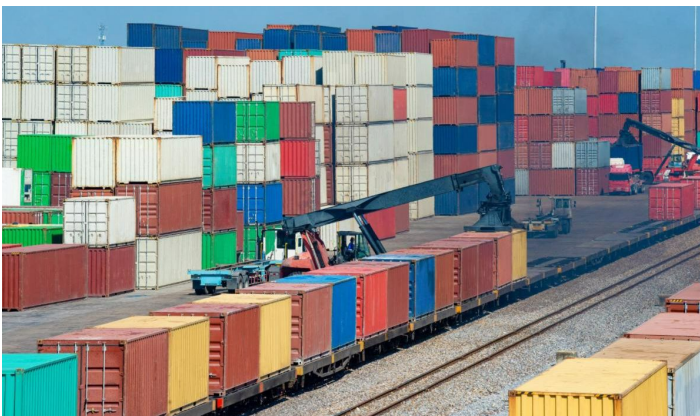
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### Wisconsin Gains in U.S. Ag Export Rankings

Through the WCMA-championed [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#), Wisconsin now ranks 11th in the U.S. for agricultural exports, rising from 13th in previous years. Signed into law by Governor Tony Evers in 2021, the WIAE invests \$5 million to help boost Wisconsin agricultural exports by 25 percent by June 2026. [LEARN MORE...](#)

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### Apply Now for Free Export Consulting Hours Through WCMA



Applications are open now for WCMA's [Dairy Export Consultation Program](#), offering free consultative services to help Wisconsin dairy exporters master the technicalities of international exporting, introduce their products to new markets, and grow their sales abroad.

Consulting hours will be provided by experienced global dairy professional Jacqueline Cook of Cook Alpine Ltd. Details and a simple, one-page application are available online now. [READ MORE...](#)

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## Save the Date for WCMA Export Workgroup Meeting



Mark your calendars now for the [next hybrid meeting of WCMA's Export Workgroup](#) on Thursday, November 7. Planned topics include the implementation of the U.S.-Mexico-Canada Agreement. Agenda details and will be available soon. Have questions or suggestions? Please contact [WCMA Grants & Business Programs Director Danica Nilsestuen](#).

## EDUCATION

### Network, Shape Workforce Solutions at WCMA Workforce & Education Committee Meeting



Share your thoughts on labor challenges in dairy processing, help shape actionable solutions, and strengthen your network at the next [WCMA Workforce & Education Committee meeting](#) on September 12. Join us in person at the offices of WCMA member [Novonosis](#) in Milwaukee, Wisconsin - or online from anywhere in the world. All are welcome!

[VIEW DETAILS & REGISTER](#)

### Connect with Industry Pros in WCMA Advanced Leadership Series



**Sarah Schmidt**  
AMPI



**Jim Natzke**  
Natzke Consulting



**Mike Sipple**  
Agropur

Empower your dairy processing employees to learn from an impressive lineup of talented industry leaders while growing their connections – and your business – with [WCMA's Advanced Leadership Series](#) this fall!

In addition to engaging discussions and hands-on projects, this year's [virtual series](#) features guest speakers **Sarah Schmidt**, Vice President of Marketing for Associated Milk Producers Inc.; **Jim Natzke**, owner of Natzke Consulting; and **Mike Sipple**, Vice President of U.S. Manufacturing for Agropur.

[RESERVE SPACE NOW](#)

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

[WisCheeseMakers.org/Events](https://www.wischeesemakers.org/Events)

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