



WCMA NEWS

Your source for the latest
in dairy processing

September 9, 2025

news@wischeesemakers.org



NEWS

WCMA, Dairy Leaders Meet with USDA Trade Chief



Leaders from WCMA, Dairy Farmers of Wisconsin, and eight WCMA member organizations [enjoyed a productive meeting](#) last week with Luke Lindberg, Under Secretary for Trade and Foreign Agricultural Affairs for the U.S. Department of Agriculture (USDA). The group discussed the impact of tariffs on industry growth, along with enthusiasm for new trade negotiations and a fully-realized U.S.-Mexico-Canada Agreement (USMCA). Special thanks go to WCMA members Associated Milk Producers Inc., Ausfine Foods, Ellsworth Cooperative Creamery, Klondike Cheese Company, Land O'Lakes, Organic Valley, Nasonville Dairy, and Schreiber Foods for sharing their insights on current trade impacts and for their continued advocacy. [READ MORE...](#)



CheeseExpo.org Launches for 2026

Explore CheeseExpo.org now for a first look at North America's premier cheese, butter, and whey processing event, set for April 14-16, 2026 in Milwaukee, Wisconsin! The new site, launched today by WCMA and co-hosts Center for Dairy Research, offers all the early details you need to start making your plans for the upcoming event: [exhibitor information](#), [a schedule at-a-glance](#), [lodging details](#),

H5N1 *Response*

No H5N1 Detections in Nation's Livestock in Last 30 Days



The U.S. Department of Agriculture last week [confirmed zero detections](#) of highly pathogenic avian influenza (H5N1) in zero states in the last 30 days. The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) added that [H5N1 has not been detected in any of the milk samples collected](#) as part of the National Milk Testing Program since the program's launch in May of this year. To receive updates on H5N1 detections in Wisconsin and nationwide, sign up for email updates at datcp.wi.gov.

Headlines

Wisconsin

- Green Bay Press-Gazette: [Saputo Cheese to close Suamico manufacturing plant by end of December, laying off 240](#)

National & Global

- POLITICO: [Brits cheesed off as Trump gives EU a better dairy deal](#)
 - NPR: [What kind of dairy does a body good? Science is updating the answer](#)
 - Forbes: [Parmigiano Reggiano the new big cheese in stadium sponsorships](#)
-

FEATURED: EXPORT

U.S. Signs Trade Deal with Japan

On Sunday, the White House released an [executive order signed by President Trump to implement an agreement](#) in which Japan is expected to increase purchases of U.S. agricultural products by a total of \$8 billion annually. Japanese officials, however, said the deal was ["not settled,"](#) pending further details from the U.S. on tariffs for semiconductors and



pharmaceutical products. [READ MORE...](#)

WCMA Dairy Export Group to Meet November 13



Build your network, get updates on the latest dairy export trends, and gain insights on strategies to start or grow your exporting business at the next hybrid meeting of [WCMA's Dairy Export Group](#) on Thursday, November 13. Attendees will hear the latest updates on dairy exporting and federal trade policy, and discuss risk management in global markets, tools for protecting your business, and extending product shelf life.

RSVP NOW

Thanks to meeting sponsor [Locke Transportation, Inc.](#) for their generous support! Additional sponsorships of this meeting are [available now](#) through November 10. Questions may be directed to [WCMA Director of Sustainability & Grants Danica Nilsestuen](#).

Act Now to Claim Free WCMA Export Consultation Hours

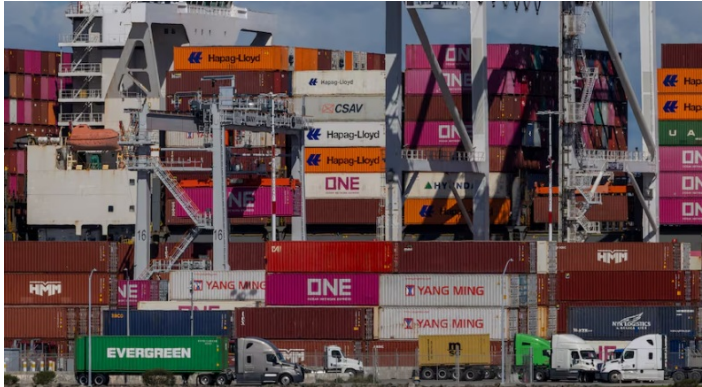


Wisconsin dairy processors interested in exporting can sign up today for WCMA's no-cost [Dairy Export Consultation Program](#). Thanks to funding from the Wisconsin Initiative for Agricultural Exports through the state's Department of Agriculture, Trade and Consumer Protection, WCMA is offering [free, one-on-one consultation services](#) with international trade experts at Cook Alpine LLC. Participants will receive personalized guidance on topics including identifying target markets, navigating documentation, and more.

In addition, participating companies are eligible to take part in product sampling, demonstrations, and marketing programs in high-potential overseas markets, coordinated by Cook Alpine LLC. Past events have connected Wisconsin dairy with buyers in Dubai, the Philippines, Saudi Arabia, and Australia. Upcoming opportunities in Dubai and Japan (2025) and several additional markets in 2026 will further expand international exposure.

Contact [WCMA Director of Sustainability & Grants Danica Nilsestuen](#) for more information.

Apply by October 31 for Wisconsin IMAG Grants



WCMA members operating in Wisconsin can apply now through October 31 for a new round of [International Market Access Grants \(IMAGs\)](#) through the Wisconsin Economic Development Corporation (WEDC). Companies can use funds to cover export growth expenses including trade show attendance, marketing and promotion, export education, and consulting services. For complete details, visit [WEDC's website](#).

Frydman Joins WDATCP Export Team



The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) has hired [Ira Frydman](#) as the new Director of the Bureau of Export Business and Development, effective July 14. Frydman has held senior leadership roles at the United States Agency for International Development (USAID), leading 20 USAID bilateral missions in Asia, Europe, and the Middle East. He will oversee WDATCP's International Agribusiness Center.

EDUCATION

Limited Space Left in WCMA Front-Line Leadership Series



Less than 10 spots remain available in the in-person sessions of WCMA's highly-rated [Front-Line Leadership Series](#) this fall! Register your team members (or yourself) now to build skills in leadership, team management, and staff performance:

- September 17: [Part A: Essential Leadership Skills](#) (**Two spaces left!**)
- October 22: [Part B: Staff Performance](#)
- November 20: [Part C: Cultivating a Team](#)

Each class is offered a la carte and may be taken in any order. Thanks go to [Nelson-Jameson](#) for their exclusive sponsorship of these in-person offerings.

REGISTER NOW

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

WisCheeseMakers.org/Events

EVENTS & CONNECTION

Carbon Clarity: Register Today for WCMA Workshop Oct. 29



Registration is open now for a [new WCMA workshop](#) on October 29-30 focused on [Carbon Clarity: How to Measure, Benchmark, and Improve your Company's Greenhouse Gas \(GHG\) Impact](#). Led by experts from Harbor Environmental, a Terracon company; the Innovation Center for U.S. Dairy; and dairy processing industry leaders, this [in-person, hands-on workshop](#) is ideal for sustainability professionals or anyone involved in GHG management and reporting for dairy businesses. Limited space is available, so [reserve your seat now](#).

New Speaker Added to WCMA Annual Meeting Panel



Join us in Green Bay on October 21 for [WCMA's Annual Member Meeting & Awards Ceremony!](#) This special event offers valuable networking opportunities and an engaging seminar featuring a panel of respected dairy processing leaders:

- Brenda Dehart, President & CEO, Foremost Farms USA
- Shawna Nelson, CEO, Organic Valley/CROPP Cooperative
- **NEW:** Tim Omer, President, Emmi Roth
- Kevin Pieh, CEO, Ellsworth Cooperative Creamery

Our program will also include the first-ever WCMA Member Impact Awards Ceremony. [Register today](#) to be part of this dynamic gathering of fellow WCMA members!

Thanks go to meeting sponsors [ProAction International](#), [Tweet Garot](#), [Grande Cheese Company](#), [BIOIONIX](#), and [Fromagex](#) for their generous support. Additional sponsorships are [available now](#) through October 14.

Improve Non-English Safety Communication with Oct. 8 Meeting



Register today for WCMA's next hybrid [Health & Safety Group meeting](#) on Wednesday, October 8, from 11 a.m.–3 p.m. (CT). Gain strategies for communicating safety standards to non-English speaking workers, discuss confined space standards, and participate in the annual WCMA-OSHA-WisCon meeting. Thanks go to [Nelson-Jameson](#) for sponsoring this gathering. Additional sponsorships are available through October 6. [READ MORE...](#)

Upcoming WCMA Events

September 11	September 17	October 8	October 9	October 22
Free Webinar: Discover the Power of WCMA Membership	Front-Line Leadership Part A: Essential Leadership (In-Person)	Health & Safety Group Meeting (Hybrid)	Free Webinar: Emerging Trends in Packaging	WCMA Annual Member Meeting and Awards Ceremony

news@wischeesemakers.org
(608) 286-1001



All materials contained on this site are protected by United States copyright law and may not be forwarded, reproduced, distributed, transmitted, displayed, published, or broadcast without the prior written permission of Wisconsin Cheese Makers Association.

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

[Unsubscribe](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!