

Hispanic Cheese demand drives DFA's Acquisition of W&W Dairy

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Dairy Farmers of America (DFA), a leading U.S. dairy cooperative owned by more than 11,500 family farmers, today announced the acquisition of W&W Dairy, a Wisconsin-based manufacturer of Hispanic cheese products. The transaction includes W&W Dairy's business operations, licensed brands, and its Monroe manufacturing facility.



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The Monroe plant produces a portfolio of authentic Hispanic cheeses, including queso fresco, cotija, queso blanco, and quesadilla. The acquisition significantly strengthens DFA's position in the high-growth Hispanic cheese segment – a category expanding more than three times faster than the broader cheese market.

“This strategic acquisition adds a second facility in our network solely dedicated to Hispanic cheese production,” said Ken Orf, President of DFA's Cheese, Taste & Flavors division. “By pairing the Monroe facility with our existing La Vaquita plant in Houston, we are creating operational synergies, boosting capacity, and expanding market reach for both our owned and customer brands.”

La Vaquita, DFA's flagship Hispanic dairy brand known for its cheeses, cremas, and drinkable yogurts, will receive direct production support from the Monroe site. This enhanced manufacturing footprint is expected to drive brand growth and meet increasing consumer demand for Hispanic dairy products nationwide.

Earlier this year, DFA also acquired Winona Foods's Lineville facility in Green Bay, Wisconsin, further expanding its processed cheese, cheese sauce, and specialty dairy capabilities.

The Monroe facility will continue uninterrupted operations under its current management team, with all 97 employees offered positions at DFA. Both the Monroe and Green Bay plants will be integrated into DFA's Cheese, Taste & Flavors division.

DFA's latest move follows a wave of consolidation in the U.S. Hispanic food and beverage space, including recent acquisitions by Vilore Foods, Apex Capital, and PepsiCo's \$1.2 billion purchase of Siete Foods.

“Strategic investments like W&W Dairy help us deliver long-term value to our farmer-owners and strengthen DFA's leadership across growing consumer segments,” Orf added.