



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

Coronavirus Information and Resources

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As often news and needs warrant, Wisconsin Cheese Makers Association will distribute special bulletins alerting you to information and resources related to industry operations and coronavirus (COVID-19). Your WCMA staff is here to support you, and we thank you for your important work.

Midwest Governors Announce Bipartisan Partnership to Reopen Regional Economy

Together with the governors of Illinois, Indiana, Kentucky, Michigan, Minnesota, and Ohio, Wisconsin Governor Tony Evers last night announced [a regional partnership to reopen the economies of Midwestern states](#).

Together, the bipartisan group of leaders noted their top priority is the health and safety of citizens, saying "We will make decisions based on facts, science, and recommendations from experts in health care, business, labor, and education."

They listed four factors which will determine when to reopen the Midwest's economy:

- Sustained control of the rate of new infections and hospitalizations
- Enhanced ability to test and trace
- Sufficient health care capacity to handle resurgence
- Best practices for social distancing in the workplace

The state leaders also noted that their new partnership "doesn't mean our economy will reopen all at once, or that every state will take the same steps at the same time. But close coordination will ensure we get this right."

Earlier in the day, Evers had [extended Wisconsin's safer at home order](#) to 8 a.m. on Tuesday, May 26. Here's a look at reactions via recent news coverage:

- *Business Journal*: [Medical College CEO calls Evers' Safer At Home extension flexible. Waukesha County exec says it goes too far](#)
- *WISC-TV*: [Republicans plan to 'act with legal and legislative' options following Safer at Home extension](#)
- *The Hill*: [Protestors plan 'Freedom Rally' in Wisconsin after governor extends stay-at-home order](#)
- *Milwaukee Journal Sentinel*: [Milwaukee County leaders support 'stay-at-home'](#)

Perdue: USDA Will Not Reopen DMC, Expects to Make Up to \$3 Billion in Purchases

Promising to release details of an agricultural aid package soon, USDA Secretary Sonny Perdue yesterday stated the [agency would not reopen the Dairy Margin Coverage](#) program, despite urging from farm groups and some lawmakers.

Perdue noted that the first draft of USDA's package totals \$16-\$18 billion in funding, with direct payments to farmers accounting for the bulk of programming. He said, "We're also going to have about a \$2 to \$3 billion dollar purchasing program trying to take this dislocated food out of our supply chain that had been going into food service institutions and move it back into our food banks and other non-profits to rake in again to help provide the needed food for people who are staying at home."

WCMA continues to lobby lawmakers and agency officials on this issue, and will keep members informed of developments.



New Member Offering: Focus Fridays

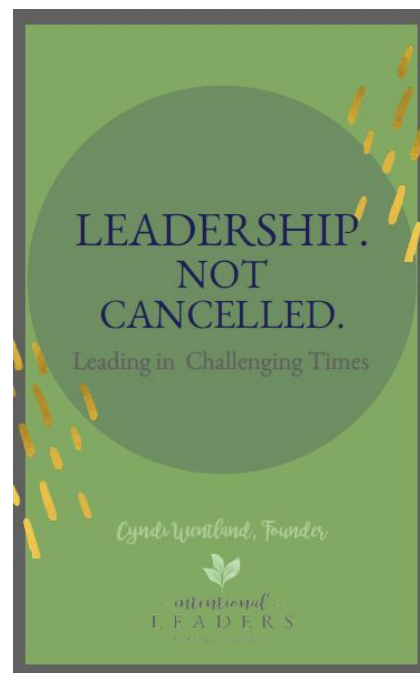
Leaders set the tone and determine outcomes - and that's especially true, in times of crisis. To support your critical efforts at this challenging time, WCMA is honored to bring you a new weekly feature in member bulletins: Focus Fridays.

Each Focus Friday, Cyndi Wentland of [Intentionaleaders](#) - and WCMA's popular series of leadership training courses - will offer strategies to help you motivate your team and move your business forward.

This week, we're starting with general food for thought, sharing Cyndi's new e-book, [Leadership. Not Cancelled. Leading in Challenging Times](#). It's an easy read, chock full of links.

Next week, we'll dive deeper, sharing a few strategies to handle your stress and the stress of the people working for and alongside you.

Have questions? Feel encouraged to get in touch with [Cyndi](#) - or your [WCMA staff](#), anytime. We're here to help.



Dairy Gives Back With Big Donations

One bright spot this week has been stories of the dairy manufacturing and processing industry giving back, in a big way, to help their neighbors in need. Earlier

this week, WCMA shared the news that Hunger Task Force, Dairy Farmers of Wisconsin, and the Wisconsin Department of Agriculture, Trade and Consumer Protection were forming the million-dollar [Wisconsin Dairy Recovery Program](#). Yesterday, WCMA applauded [Sargento's \\$2 million donation](#) to Hunger Task Force and Feeding America.

Here's a look at some of the other generous gifts making headlines this week:

- *Facebook*: [Foremost Farms donates 122,000 pounds of cheese](#)
- *Forbes*: [Freight service convoy to pay costs of trucking donations to food banks](#)
- *KARE-TV*: [Milk truck driver starts fund to give cheese curds to food pantries](#)
- *Crookston Times*: [Land O'Lakes donates 40,000 pounds of mac and cheese](#)
- *Wisconsin State Farmer*: [Burnett Dairy Coop to donate cheese to pantries, schools](#)
- *Lancaster Farming*: [Dairy industry seeks ways to donate excess milk](#)

Have good news to share? Alert [WCMA staff](#), so we can help shine a light on your efforts to help!

New Tool to Salute, Celebrate Essential Workers



Join WCMA in acknowledging our critical and essential workers providing a safe and reliable food supply.

Add WCMA's new Facebook frame to your profile picture to highlight the contributions of employees in dairy processing.

Simply click on your profile picture. The click "update profile picture" and "add frame." Search "critical and essential dairy" or "WCMA" to find our frame.

Coronavirus Headline News

Wisconsin:

- *WQOW-TV*: [Kind introduces Family Farm Rescue Plan](#)
- *Milwaukee Journal Sentinel*: [Wisconsin officials say labs can process 7,500 coronavirus tests in a day. So why are far fewer people being tested?](#)

National/International:

- *Bloomberg*: [Food makers get a shot of reality now that panic buying has waned](#)
- *USA Today*: ['Work conquers all': Protests erupt in state capitals nationwide over coronavirus restrictions](#)
- *The Hill*: [Trump appears to back social distancing protests](#)
- *CNN*: [Heartland hotspots: A sudden rise in coronavirus cases hitting rural communities without stay-at-home orders](#)
- *CNBC*: [Stocks rise on hopes of an effective coronavirus treatment](#)
- *CNN*: [Five reasons you may have not gotten your stimulus check yet](#)

- MSN: [State-by-state coronavirus news](#)
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Visit [WisCheeseMakers.org](https://www.wischeesemakers.org) for More Resources

WCMA will provide links to new and timely coronavirus resources for members in these bulletins, but we want to alert you that we update our coronavirus resources page on [WisCheeseMakers.org](https://www.wischeesemakers.org) daily. Please visit the page for additional information on employee safety, regulatory flexibility, operations guidance, federal and state support, and ways to salute your critical, essential staff.

WCMA Key Contacts

WCMA staff is continuously reaching out to dairy manufacturer and processor members throughout this crisis to identify ways we can be of service. If you have any questions or concerns, please contact us at any time. Here are ways to get in touch.

- WCMA Executive Director John Umhoefer: jumhoefer@wischeesemakers.org or 608-225-7130
 - WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012
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