



# WISCONSIN CHEESE MAKERS ASSOCIATION

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## Coronavirus Information and Resources

Bulletin Distributed: April 20, 2020

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.

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### Register Now for Tomorrow's USDA Webinar Outlining Relief Program, Purchasing Power

U.S. Department of Agriculture officials will host [a webinar](#) tomorrow (Tuesday, April 21) at 1 p.m. (CT) to detail the purchasing portion of its [Coronavirus Food Assistance Program \(CFAP\)](#), announced late last Friday. You must [register now to participate](#).

Along with \$16 billion in direct aid to farmers and ranchers, CFAP provides:

- \$3 billion in food purchases destined for food banks, community and faith-based organizations, and other non-profits serving Americans in need, including \$100 million per month in dairy product purchases;
- \$873.3 million in Section 32 funding for purchases of agricultural products for food banks; and
- \$850 million in funding for food banks, \$600 million of which is designated for food purchases.

USDA officials plan to begin accepting proposals for product purchases in the next two weeks. If you are not already an approved Agricultural Marketing Services (AMS) vendor, and wish to be considered, [please apply today](#); the process itself can take two to three weeks.

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### Alert State Officials Now to CFAP Interest

USDA Secretary Sonny Perdue has invited state officials to share lists of businesses interested in participating in CFAP's purchasing program.

Wisconsin-based businesses with an interest in USDA consideration should email [Wisconsin Department of Agriculture, Trade, and Consumer Protection staff](#) by

tomorrow (Tuesday, April 21) at 12 noon sharing your:

- facility location(s),
- type(s) of product,
- primary contact and associated contact information.

WCMA members operating outside of Wisconsin are also advised to contact their state's department of agriculture. If you need assistance or have questions, please contact [WCMA staff](#).

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## USDA Solicits Process Cheese for FFCRA

USDA officials today issued a [solicitation for process cheese](#) bids as fulfillment of part of the Families First Coronavirus Response Act (FFCRA). Bids are due on next Monday, with determinations announced on April 30. Deliveries of product will be expected in June 2020. Questions may be directed to [USDA procurement staff](#).

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## Evers Announces Plan to Reopen Wisconsin

Wisconsin Governor Tony Evers today announced [Emergency Order 31: Badger Bounce Back](#), a plan to evaluate Wisconsin's readiness and, ultimately, to reopen the state's economy. The Badger Bounce Back [plan-in-brief is available here](#); a more [detailed version is available here](#).

The plan notes Wisconsin officials must continue to increase lab capacity and testing, track the spread of COVID-19, increase health care capacity, and procure more personal protective equipment. The state will also continue to track gating criteria, a downward trajectory of influenza-like and COVID-like illnesses reported, as well as positive cases in a 14-day period.

The plan also calls on employers to implement physical distancing and protective equipment, as possible, temperature checks and symptom screening, sanitation and disinfection practices, limited travel, and other best practices as advised by federal, state, and local regulators.

Evers outlined three phases of reopening, beyond the Safer at Home order. In Phase One, restaurants and retail shops will reopen, with the implementation of safety protocols. In Phase Two, Wisconsin would see bars, non-essential businesses, and some post-secondary educational institutions reopen. Finally, Phase Three would eliminate online and distance education directives for K-12 schools and daycares.

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## WCMA Advocates for Industry PPE Access

WCMA today sent a letter to Wisconsin Governor Tony Evers, asking that he grant the dairy processing industry priority access to personal protective equipment, once the needs of the medical community have been met. Many members have expressed interest, in particular, in disposable face masks for their staff, noting great challenges in obtaining them through traditional venues.

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# Dairy Donations Continue to Help the Food-Insecure

Dairy manufacturing and processors, together with their farmer partners, are finding impactful ways to help those facing food insecurity during the coronavirus pandemic.

Here's a look at some of the generous gifts making headlines today:

- *News Release:* [Lake Country Dairy donates 15,000 pounds of dairy products to stock food pantries](#)
- *WISC-TV:* [Zimmerman Cheese receives \\$10,000 donation, ships products to Second Harvest Food Bank](#)
- *WICZ-TV:* [Dairy Farmers of America members donate dairy products](#)
- *CNN:* [A Wisconsin creamery is providing free milk using a 'kindness cooler' \(Featuring Sassy Cow Creamery\)](#)
- *La Crosse Tribune:* [De Soto ag students selling 'Support Dairy' signs; proceeds used to buy dairy products for pantries](#)
- *The Country Today:* [Milk hauler's efforts put cheese in school lunches, pantries](#)
- *Journal Inquirer:* [Dairy farmers donate to food banks](#)

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

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## Coronavirus Headline News

### Wisconsin:

- *Milwaukee Journal Sentinel:* [Death toll and coronavirus cases continue to rise in Wisconsin as more push back against stay-at-home order](#)
- *WDJT-TV:* [Hundreds line streets in Brookfield to protest Gov. Evers' Safer at Home order](#)
- *WAOW-TV:* [Wisconsinites protest "safer-at-home" order in Mosinee](#)
- *Milwaukee BizTimes:* [Four weeks of Wisconsin unemployment claims worse than any previous 12-week stretch](#)
- *WISC-TV:* [DWD making progress on unemployment claims](#)
- *The Daily Reporter:* [OSHA not cracking down on businesses that fail to follow COVID-19 orders](#)
- *WBAY-TV:* [Tavern League of Wisconsin calls for bars and restaurants to open May 1](#)

### National/International:

- *Associated Press:* [Trump, Congress near deal on small business, hospital aid](#)
  - *Reuters:* [U.S. coronavirus death toll rises as cases hit 750,000](#)
  - *FOX Business:* [World Bank President says world in 'deep' coronavirus recession](#)
  - *ABC News:* [Treasury says economic impact checks are being sent out](#)
  - *Reuters:* [More U.S. protests call for lifting coronavirus restrictions as governors push back](#)
  - *FOX News:* [Governors face tough decisions as May 1 approaches](#)
  - *Yahoo! News:* [Most Americans reject anti-lockdown protests](#)
  - *MSN:* [State-by-state coronavirus news](#)
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**Visit [WisCheeseMakers.org](http://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.

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## 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](mailto:jumhoefer@wischeesemakers.org) or 608-225-7130
  - WCMA Communications, Education, and Policy Director Rebekah Sweeney: [rsweeney@wischeesemakers.org](mailto:rsweeney@wischeesemakers.org) or 608-386-3012
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