



WISCONSIN CHEESE MAKERS ASSOCIATION

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Coronavirus Information and Resources

Bulletin Distributed: April 2, 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). Please be assured your WCMA staff is working to support you, and thank you for your important work.

WCMA Publicly Pushes for USDA Commodity Purchase, Direct Aid to Farmers

As noted in yesterday's bulletin, some farmers in Wisconsin have been asked to dispose of their milk. WCMA has joined with leading dairy organizations to [call on the U.S. Department of Agriculture](#) for direct farmer aid and a massive purchase of dairy commodities, as enabled by the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Today, WCMA joined with Dairy Business Association and Edge Dairy Farmer Cooperative in broad outreach to media, including a call with more than 30 reporters from national and regional outlets. Here's a look at the first stories published covering our push for USDA action.

- *Wisconsin State Journal*: [Wisconsin dairy industry calls for help as farmers forced to dump milk](#)
- *KSMP-TV*: [Wisconsin dairy groups call for relief amid dumping](#)
- *WLUK-TV*: [Dairy groups call on federal government to buy milk, dairy products](#)
- *Milwaukee Journal Sentinel*: [Farm groups are asking USDA to purchase dairy products](#)
- *KTOE-AM*: [Dairy groups call for USDA food purchases, relief for farmers](#)

WCMA will bring you much more coverage in tomorrow's member bulletin.

NY, PA Farmers Now Disposing Milk

There are media reports of milk disposal not only in Wisconsin but also in New York, California, and Pennsylvania. Here's a look at some of those headlines:

- *New York Post*: [Upstate NY dairy farmers may be forced to dump milk due to coronavirus](#)

- *Reading Eagle*: [Berks County farmers dumping milk: 'We've never been asked to do this'](#)
 - *Times Herald-Record*: [Local farmers may have to dump milk on fields](#)
 - *Associated Press*: [Dairy plants dump thousands of gallons of unused milk as demand plummets](#)
 - *Bloomberg*: [Farmers are dumping milk in latest blow to battered U.S. dairy](#)
 - *WISC-TV*: [Why farmers are being told to dump milk, even with some store shelves empty](#)
 - *WISN-TV*: [Surplus forces dairy farmers to dump hundreds of thousands of gallons of milk](#)
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Pocan Advocates for Dairy with USDA

Congressman Mark Pocan (D-WI) today [sent a letter](#) to USDA, urging dairy product purchases and a reopening of the Dairy Margin Coverage program. WCMA thanks Rep. Pocan for his quick response and advocacy, and is working with other members of Congress to urge USDA action.

Payroll Protection Program Loan Application Available Tomorrow

Many WCMA members will want to participate in the Paycheck Protection Program, authorized by the CARES Act, which provides SBA loans of up to \$10 million through June 2020. SBA will **forgive loans** if all employees are kept on the payroll and money is used for payroll, rent, mortgage interest, or utilities. [Complete details are available here.](#)

You are urged to contact your lender immediately about this program, and note that the loan application will go live tomorrow (Friday, April 3).

Apply Now for Economic Injury Disaster Loans

[Streamlined application forms](#) for Economic Injury Disaster Loans (EIDL) & Grants are [available now](#).

Please note, all qualifying businesses may receive a \$10,000 cash advance within three days of applying for up to \$2 million of an EIDL. The advance does not need to be repaid, and may be used for payroll, to pay for sick leave, meet increased production costs due to supply chain disruptions, or pay debts, rent, or mortgage payments.

Note that businesses may participate in both the Paycheck Protection Program and EIDLs. [Complete details are available here.](#)

Saluting Our Critical, Essential Workforce

Critical and essential workers deserve our thanks, as they balance their job

responsibilities with the concerns we all share. As part of WCMA's ongoing work to salute your staff, we're offering [printable posters](#) for use in your breakrooms or in social media promotions.

We're also highlighting good ideas from our members. Here's a [look at what supplier member CFR is doing](#) to thank its critical, essential workers on social media.

Please let [WCMA staff](#) know if you have questions or need assistance.

Coronavirus Headline News

Wisconsin:

- *Spectrum News*: [Wisconsin cheesemaker's shelf-stable cheese spikes in sales](#)
- *WITI-TV*: [1,730 positive for COVID-19 in Wisconsin, 20K+ negative, 36 deaths](#)
- *Wisconsin State Journal*: [Republican leaders back eliminating unemployment waiting period as Tony Evers calls for more action](#)
- *Cap Times*: [Wisconsin Republicans: COVID-19 package in progress, unclear when action will come](#)
- *Appleton Post-Crescent*: [Wisconsin schools will be shut down at least another month, maybe longer](#)
- *WTMJ-TV*: [Gov. Tony Evers responds to calls to delay Wisconsin spring election](#)
- *WISN-TV*: [Federal judge won't delay Wisconsin election but extends absentee deadline](#)

National/International:

- *New York Times*: [Will the coronavirus threaten our food?](#)
- *BBC News*: [Dairy farmers 'could go under' despite milk demand rise](#)
- *CNBC*: [Worldwide coronavirus cases reach 1 million, doubling in a week as death toll tops 50,000](#)
- *The Washington Post*: [The grim death-toll projections the White House offered Monday have already been revised upward](#)
- *NBC News*: [Many Americans may have to wait months for coronavirus relief checks](#)
- *USA Today*: [Coronavirus live updates: Democrats delay convention; unemployment claims soar; Dr. Fauci gets security](#)
- *MSN*: [State-by-state coronavirus news](#)

Visit [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](#) 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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