



# WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

## Coronavirus Information and Resources

Bulletin Distributed: April 3, 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.

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### WCMA Pushes for USDA Commodity Purchase

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.

As noted in yesterday's member bulletin, WCMA joined with Dairy Business Association and Edge Dairy Farmer Cooperative on Thursday in broad outreach to media. Here's a look at some of the news coverage of our call on USDA to act:

- *Ag Week*: [Farmers dumping milk, food service channel disruptions have dairy leaders calling for help](#)
- *AgNewsWire*: [Dairy industry calls on USDA for aid](#)
- *Brownfield Ag News*: [Dairy leaders discuss milk dumping, ask USDA to buy products](#)
- *Capital Press*: [Wisconsin dairy industry urges swift cheese, butter purchases](#)
- *WTMJ-TV*: [Down the drain: Wisconsin farmers told to dump milk because of an oversupply in the market](#)
- *WISN-TV*: [Dairy farmers continue dumping milk as they wait for USDA response](#)
- *Milwaukee Journal Sentinel*: [Milk dumping could hurt environment](#)
- *Appleton Post-Crescent*: [Wisconsin farm groups are asking the USDA to purchase dairy products because some farms have no buyers for milk](#)
- *WisBusiness*: [Ag leaders calling for purchase program for excess dairy products](#)
- *WSAW-TV*: [Dairy farmers face tough market](#)
- *WMTV-TV*: [Dairy groups seek assistance from USDA to avoid milk disposal](#)
- *WBAY-TV*: [Struggling dairy farmers told to dump milk, amid coronavirus outbreak](#)
- *WKOW-TV*: [Some farmers forced to dump milk](#)
- *WGBA-TV*: [Some dairy farmers dumping milk due to coronavirus](#)

- *KMSP-TV*: [Dairy groups call for relief](#)
- *Wisconsin State Journal*: [Wisconsin dairy industry calls for help as farmers forced to dump milk amid COVID-19 pandemic](#)

WCMA Executive Director John Umhoefer also joined host Mike Austin for a special edition of the Dairy Business Association's podcast, Dairy Stream, focused on the impact of coronavirus on the dairy supply chain. Listen in by clicking on the video link below.



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## Wisconsin Congressional Delegation Calls on Secretary Perdue to Act Now

Members of Wisconsin's Congressional delegation, led by U.S. Senator Tammy Baldwin, today sent a [letter to USDA Secretary Sonny Perdue](#) calling for his immediate attention and aid to Wisconsin's dairy industry. This detailed call to action was signed by all of the state's federal lawmakers, save for U.S. Rep. Jim Sensenbrenner.

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## Reports of Milk Disposal Across U.S.

There are reports of milk disposal not only in Wisconsin, but also in New York, Pennsylvania, Florida, Nebraska, and Vermont. Here are a look at a few of the latest headlines:

- *Reuters*: [U.S. dairy farmers dump milk as pandemic upends food markets](#)
- *Citrus County Chronicle*: [Florida farmer forced to dump](#)
- *WHTM-TV*: [Pennsylvania farmers asked to dump](#)
- *KRVN-AM*: [Milk dumping across the U.S.](#)
- *Seven Days VT*: [As markets dry up, some Vermont dairies are dumping milk](#)

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## DFW Launches "Here For You" Campaign, eCommerce Webpage for Cheese Sales

Our partners at Dairy Farmers of Wisconsin have launched the "[Here For You](#)" [campaign](#) highlighting the hard work and determination of Wisconsin dairy farmers and processors, as well as an [eCommerce webpage](#) for Wisconsin cheese sales. We encourage you to check out these resources and share them broadly.

Please direct questions about the "Here For You" campaign to DFW's [Katie Hepler](#). Questions about DFW's eCommerce webpage can be directed to [LuAnn Lodi](#) and [Ben Kroeplin](#).

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## Apply Now for Payroll Protection Program Loan

The [application form for the Paycheck Protection Program \(PPP\) is available now](#) and we encourage all WCMA members to speak with their lenders about this financial support. Authorized by the CARES Act, PPP provides loans of up to \$10 million through June 2020. The federal government will forgive loans if your employees are kept on the payroll and money is used for payroll, rent, mortgage interest, or utilities. [Complete details are available here.](#)

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## Evers Calls for Special Session to Stop In-Person Voting; Request Your Absentee Ballot by 5 p.m.

Wisconsin Governor Tony Evers has called for state lawmakers to come into session this weekend, to [halt next Tuesday's election](#) and protect people from being exposed to coronavirus. Evers wants the election run by mail. Republican lawmakers in charge of the Senate and Assembly have not yet commented on Evers' call to action.

Wisconsin voters have until 5 p.m. today (Friday, April 3) to request their absentee ballots, so that they might vote by mail. [Here's how to request your ballot and make your voice heard.](#)

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## Coronavirus Headline News

### Wisconsin:

- *WITI-TV*: [1,853 confirmed cases of COVID-19 in Wisconsin, 44 deaths](#)
- *Wisconsin State Journal*: [Health officials ask for patience as COVID-19 cases climb, note that efforts appear to be working](#)

### National/International:

- *Milwaukee Journal Sentinel*: [Researchers in Pittsburgh have developed a potential coronavirus vaccine](#)
  - *Business Insider*: [Bill Gates funding factories for seven potential coronavirus vaccines, even though it will waste billions of dollars](#)
  - *USA Today*: [Mnuchin promises stimulus checks for many in 2 weeks after Democrats warn it could be months](#)
  - *Washington Post*: [Pelosi presses case for more direct payments, other measures in new stimulus bill](#)
  - *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.

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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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