



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

Coronavirus Information and Resources

Bulletin Distributed: June 1, 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.



Launch of FoodSourceUSA Offers New Tool in Dairy Product Sales to Food Banks and Pantries

WCMA is pleased to share the [launch of FoodSourceUSA](#), a new tool connecting food manufacturers and processors with food banks and pantries nationwide that are now tasked with massive aid purchases.

The online platform uses ReposiTrak software, allowing manufacturers and processors to showcase and offer goods at a set price, and non-profits to view their options and make a secure purchase. The marketplace then records a single, auditable transaction, available for all involved parties.

WCMA member Emmi Roth USA helped to test the program in May, making a sale of 14,000 pounds of cheese to Second Harvest Foodbank of Southern Wisconsin.

[FoodSourceUSA.com](https://www.foodsourceusa.com) offers complete details and access to the marketplace at no charge. Please also feel free to [contact FoodSourceUSA](#) directly with questions.

Hunger Task Force Doubling Impact of Dairy Recovery Program, Thanks to Major Donation

Hunger Task Force today announced [The Dairy Match](#), a program which will match [public donations to the Wisconsin Dairy Recovery Program](#), up to \$1 million. This new initiative is possible thanks to a major gift from Aqualia International Foundation.

Since April 15, the Wisconsin Dairy Recovery Program has moved 48,600 gallons of milk and 127,250 pounds of cheese to nearly 85 statewide emergency food sites to help feed hungry families.

Many WCMA members are involved in the Hunger Task Force efforts, including Associated Milk Producers, Inc., Baker Cheese Factory, Cascade Cheese, Cedar Valley Cheese, Chalet Cheese Cooperative, CROPP/Organic Valley, Dairyfood USA, Foremost Farms USA, Grande Cheese Company, Grassland Dairy Products, Klondike Cheese company, LaClare Farms, Maple Leaf Cheese, Marieke Gouda, Nasonville Dairy, Pagel's Ponderosa, Sartori Company, Shullsburg Creamery, Wakker Cheese, Westby Cooperative Creamery, Widmer's Cheese Cellars, Winona Foods, and Wisconsin Aging & Grading Cheese. Please [get in touch](#) for more information.

WCMA Salutes Essential, Critical Dairy Processing Employees for June Dairy Month

WCMA is saluting your critical, essential workers throughout June Dairy Month, with three new features on our social media pages: a profile frame, messages of thanks, and #EssentialWorker spotlights!

Facebook Profile Frame

Today, WCMA shared a Facebook frame, free for anyone to add to their profile. Want to show your support? Just click the image below to visit WCMA's page. Our top post includes a button so you can apply the frame to your own picture!



Messages of Thanks

All month long, WCMA will share special messages from familiar faces saluting your workforce on our social media accounts. Check out today's message from former Wisconsin Governor Tommy Thompson!



#EssentialWorker Spotlight

Help us applaud our industry's best by [sending a picture of your staff member or team](#), and noting why they should be in the spotlight.

Here's just a few examples of outstanding work that could be featured:

- Coming to work with a positive, productive attitude
- Helping to implement wellness checks
- Picking up extra hours to support fellow staff

- Increased attention to disinfection/sanitation practices

WCMA will design and share shout-outs to these special dairy processing staffers on Facebook, Twitter, and LinkedIn. [Let us know if you have questions!](#)

Register and Submit Questions for WCMA Webinar: What Happens When An Employee Tests Positive

WCMA members are invited to join in a free webinar on Wednesday, June 3 from 1-2 p.m. (CT), offering a practical look at what happens when an employee tests positive for COVID-19, and best practices both for prevention and for successful management of a confirmed case. [Submit your questions](#) for presenters by **12 noon on Tuesday, June 2, and WCMA will ask them without identifying you or your company.**

Dr. Jonathan Meiman, Wisconsin Chief Medical Officer and State Epidemiologist for Occupational and Environmental Health, and Green County Public Health Officer RoAnn Warden will present, alongside WCMA staff.

Webinar topics include:

- Prevalence of outbreaks in food processing facilities in Wisconsin
- Best practices for prevention
- What information is asked of an employer, in the event of a positive
- Investigations and the role of contact tracers
- How determinations regarding continued operations are made

Please RSVP to [WCMA Office and Member Services Manager Sara Schmidt](#). You'll receive access information for the webinar (or telephone call-in option) in reply.

Coronavirus Headline News

Dairy Industry:

- *VTDigger.com*: [Dairy relief plan prompts concerns of fairness for all agricultural producers](#)
- *San Antonio Express-News*: [San Antonio event planner makes debut with 235 food boxes out of 750,000](#)
- *Associated Press*: [U.S. food prices see historic jump and are likely to stay high](#)
- *USA Today*: [School lunch programs going broke](#)

Wisconsin:

- *USA Today*: [Officials ask to test all Amazon workers at Wisconsin facility](#)
- *Newsweek*: [Coronavirus cases rise 20 percent in one week in one Wisconsin county \(Kenosha\) after lockdown lifted](#)
- *Milwaukee Journal Sentinel*: ['A very serious increase': Surge of coronavirus cases hits predominantly Latino neighborhoods on Milwaukee's south side](#)
- *Milwaukee Journal Sentinel*: [200-plus test positive for coronavirus in Waupun prison](#)
- *BizTimes*: [Thompson calls for bipartisanship in fighting COVID-19](#)

National/International:

- *Associated Press*: [Mass gatherings, erosion of trust upend coronavirus control](#)
- *New York Times*: [Infections spike and wane unevenly across the U.S.](#)

- *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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