



# WISCONSIN CHEESE MAKERS ASSOCIATION

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## Coronavirus Information and Resources

Bulletin Distributed: June 4, 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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### Trump Expected to Sign PPP Flexibility Bill Into Law

Late yesterday, via voice vote, the U.S. [Senate approved legislation extending the Paycheck Protection Program \(PPP\) and adding flexibility](#) in the use of the aid monies for small business owners. The bill had been approved by the House last week, and President Donald Trump is expected to quickly sign the measure into law.

The bill will extend the eight-week period for loan forgiveness to 24 weeks, or the end of the year, whichever comes first. It will also lower to 60 percent the current requirement that 75 percent of a loan be used on payroll expenses, and give participants the option to defer payroll taxes.

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### USDA Announces 6.4M Food Boxes Delivered

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service today announced 6.4 million food boxes have now been delivered to Americans facing hunger. Yesterday, USDA had released a [statement touting the delivery of 5 million](#) boxes, and promising 40 million by the end of this month.

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### USDA Invites Stakeholders to CFAP Webinars

The U.S. Department of Agriculture's (USDA) Farm Service Agency today announced a series of webinars designed to deliver Coronavirus Food Assistance Program basics and resources.

The first webinar is set for tomorrow (Friday), June 5 at 2 p.m. (CT), and is intended for stakeholder organizations that serve farmers. Preregistration is [open now](#).

Another webinar, geared specifically for dairy industry leaders, is set for Thursday, June 11 at 2 p.m. (CT), and USDA is recommending [preregistration](#).

USDA plans to share recordings of these webinars, and WCMA will alert members to their availability.

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## World Dairy Expo 2020 Canceled

World Dairy Expo organizers announced today they are [canceling the event](#) for 2020, based on Centers for Disease Control and Prevention guidance and county restrictions on large gatherings. World Dairy Expo 2021 is set for September 28-October 2.

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## 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

WCMA has 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!



### #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!](#)

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## Coronavirus Headline News

### Dairy Industry:

- *Wisconsin State Farmer*: [Exchange program helps connect farmers to food banks, pantries](#)
- *WKBT-TV*: [Kind, Baldwin request more aid for dairy farmers](#)

### Wisconsin:

- *Dane County Press Release*: [Dane County doubling Second Harvest Foodbank funding to \\$6 million in coronavirus pandemic](#)
- *Milwaukee BizTimes*: [Survey shows some recovery in manufacturing, but it is in larger firms](#)
- *Milwaukee BizTimes*: [Wisconsin exports in April hit lowest level since January 2010](#)
- *Wisconsin Public Radio*: [Racine as emerges of one of the nation's coronavirus hot spots](#)
- *WXPR-AM*: [Some jobless numbers in this area close to Depression-era levels](#)
- *WTMJ-TV*: [Summerfest rescheduled for September, now canceled for first time in history](#)

### National/International:

- *FOX Business*: [Trump considers \\$1 trillion in funding for next round of coronavirus relief](#)
- *CNBC*: [Weekly jobless claims, unemployment levels worse than expected](#)
- *FOX News*: [Coronavirus vaccine developers expect a two-dose regime](#)
- *MSN*: [State-by-state coronavirus news](#)

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## 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.

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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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