



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

Coronavirus Information and Resources

Bulletin Distributed: June 5, 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.

WDATCP Details \$50M Farm Aid Program

The Wisconsin Department of Agriculture, Trade and Consumer Protection today announced the [timeline and eligibility requirements of the Wisconsin Farm Support Program](#), which will provide \$50 million in direct aid payments to Wisconsin farmers who have experienced coronavirus losses.

Applications for this funding will be accepted starting June 15 on the Wisconsin [Department of Revenue website](#). Wisconsin farmers with gross income between \$35,000 and \$5,000,000 in 2019 may be eligible to receive a payment. Individual payments will range from \$1,000-\$3,500 and will be issued after the application period closes on June 29. Farmers are encouraged to apply as soon as possible.

In late May, Wisconsin Governor Tony Evers announced this direct aid program, as well as a program directing \$15 million in support for food banks, pantries, and other food businesses. Details on that program are forthcoming, and WCMA will keep members informed.

Trump Signs PPP Flexibility Act Into Law

As expected, President Donald Trump yesterday signed [legislation extending the Paycheck Protection Program \(PPP\) and adding flexibility](#) in the use of the aid monies for small business owners.

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

USDA Awards Mozzarella Contract

The U.S. Department of Agriculture today announced it was [awarding contracts for mozzarella cheese](#) to WCMA members Dairy Farmers of America, Great Lakes Cheese Company, Masters Gallery Foods, as well as Miceli Dairy Products. These purchases were funded via the Coronavirus Aid, Relief, and Economic Security Act.



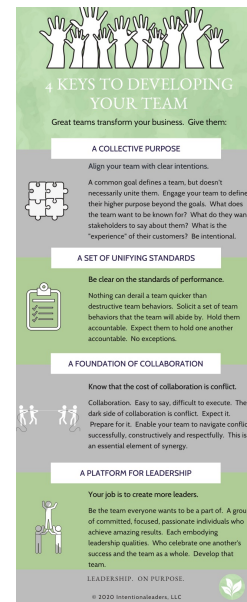
Focus Friday: Team Development

WCMA is proud to bring you *Focus Friday*, highlighting leadership strategies to help you motivate your team and move your business forward.

Be sure to check out a free e-book, [Leadership. Not Cancelled. Leading in Challenging Times](#), from WCMA's leadership training instructor [Cyndi Wentland](#) of [IntentionalLeaders](#).

This week, Cyndi offers advice on [how to ensure your team has a foundation for synergy and high performance](#).

Have questions? Get in touch with [Cyndi](#), or your [WCMA staff](#). We're here to help.



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

WCMA is saluting your critical, essential workers throughout June Dairy Month, with three features on our social media pages:

- A [Facebook profile frame](#)
- Messages of thanks, and
- #EssentialWorker spotlights



Today's #EssentialWorker Spotlight

WCMA is proud to salute your team members for their outstanding efforts amid the coronavirus pandemic.

Today on our social media channels, we're shining our spotlight on the dairy food box team at Masters Gallery Foods, men and women who have been working around the clock to ensure the needs of food insecure families are met. Bravo to all of you for your excellent, essential work!

JUNE DAIRY MONTH



Join us in saluting
#EssentialWorkers.

Today, our thanks go to members
of the **Dairy Box Team at Masters
Gallery Foods.**

You make a difference!



Help us applaud our industry's best by [sending a picture of your staff member or team](#), and noting their work. 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!](#)

Join Alice in Dairyland for Virtual Dairy Breakfast

With June Dairy Month breakfasts on the farm canceled due to coronavirus, Alice in Dairyland will host a [virtual dairy breakfast](#) tomorrow, June 6 from 7-10 a.m. via [Facebook Live](#). The event will feature a tour of her family's farm, a course in assembling a cheese board, and many messages of thanks for dairy farmers.

Coronavirus Headline News

Dairy Industry:

- *KATC-TV*: [Borden Dairy plant reopens after temporarily closing due to COVID-19](#)
- *The Guardian*: [Vitamin K found in some cheeses could help fight coronavirus](#)
- *Wisconsin State Farmer*: [World Dairy Expo cancelled for first time in 53-year history](#)
- *OnFocus*: [Colby Cheese Days canceled due to coronavirus](#)

Wisconsin:

- *Appleton Post Crescent*: [Wisconsin's coronavirus case total nears 20,000, but percent positive continues to trend downward overall](#)
- *WITI-TV*: [Mayor: Milwaukee restaurants/bars can reopen at 25 percent capacity Friday](#)
- *Racine Journal Times*: [Racine County has highest per capita COVID-19 infection rate \(12 percent\) in the state](#)
- *WSAW-TV*: [Eight more COVID-19 cases in Portage County stem from graduation party](#)
- *WBAY-TV*: [People put pressure on lawmakers to fix failed DWD unemployment system](#)

National/International:

- *FOX News*: [Trump touts surprise job gains, calls on states to end lockdowns](#)
 - *CNBC*: [CDC is worried Americans aren't following its advice amid continued rise in coronavirus cases](#)
 - *New York Times*: [Many business owners and landlords face off amid economic crisis](#)
 - *MSN*: [State-by-state coronavirus news](#)
-

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
-