



# WISCONSIN CHEESE MAKERS ASSOCIATION

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## Coronavirus Information and Resources

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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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### CDC Offers Brief Reopening Guide

The Centers for Disease Control and Prevention today released a brief guide to reopening the United States, with one-page 'decision trees' designed to help [workplaces](#), [schools](#), [youth programs and camps](#), [child care programs](#), and [mass transit systems](#).

As a reminder, the Wisconsin Economic Development Corporation has published [14 industry-specific guidance documents](#) for reopening on its Focus Forward page.

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### Wisconsin Businesses Navigate Reopening Under Patchwork of Local Policies

Following the Wisconsin Supreme Court action this week to strike down an extension of the Safer at Home order issued by Governor Tony Evers, the state's [business owners are now navigating a dynamic patchwork](#) of local policies to reopen. [Republican leaders are now signaling their preference for local control](#) while Gov. Evers continues work on emergency rules.

Sixteen of Wisconsin's 72 [counties now have stay-at-home](#) or other public health orders. Leaders from Brown and Kenosha Counties today rescinded their earlier orders, due to potential legal challenges.

Here's a look at recent news coverage:

- *WISN-TV*: [Patchwork of policies creates unfair business advantage based on location](#)
- *Wisconsin State Journal*: [Communities, businesses scramble after order scrapped](#)
- *Eau Claire Leader-Telegram*: [Eau Claire County issues new 'control and](#)

- [prevent' order](#)
  - *Green Bay Press-Gazette*: [Brown County rescinds safer-at-home order because of legal issues](#)
  - *Press Release*: [Kenosha County rescinds order](#)
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## WEDC Adds PPE Providers to Supplier Network Site

The Wisconsin Economic Development Corporation officials today announced the [addition of personal protective equipment providers as a category on its Wisconsin Supplier Network site](#). Suppliers can be searched and sorted by those making masks, gloves, sanitizers or face shields. Suppliers not yet on the site are encouraged to create a free listing.

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## DATCP, DFW Lift Assessment on Disposed Milk

The Wisconsin Department of Agriculture, Trade and Consumer Protection, in partnership with Dairy Farmers of Wisconsin (DFW) has announced [the state's milk assessment will be lifted for all disposed milk](#), effective now and through the end of the federal major disaster declaration.

In Wisconsin, farmers are assessed ten cents per hundredweight on the sale of their milk, with monies directed to DFW for promotion, research and development.

Dairy farmers in Wisconsin and across the country are also assessed five cents per hundredweight for national promotions. The U.S. Department of Agriculture noted in [recent guidance that when milk is disposed, there is no requirement to pay the federal checkoff assessment](#), even in cases where the producer is paid for the disposed milk.

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## Focus Fridays: Self-Confident Leadership

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 new, free e-book, [Leadership. Not Cancelled. Leading in Challenging Times](#), from our leadership training instructor [Cyndi Wentland](#) of [Intentionaleaders](#).

This week, [Cyndi explains why self-confidence is essential](#) right now, and shares some encouraging thoughts, to boost your own!



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## Coronavirus Headline News

### Dairy Industry:

- *Politico*: [Multimillion-dollar food bank delivery contracts go to firms with little to no experience](#)
- *USA Today*: [Daughter-in-chief: Ivanka Trump pushes food distribution program](#)
- *WPA-TV*: [Farm teams up with Center for Dairy Excellence to donate 6,000 gallons of milk](#)
- *New York Times*: [Movie theaters are on the brink. Can wine and cheese save them?](#)

### Wisconsin:

- *WISC-TV*: [SNAP applications up 129 percent](#)
- *Wisconsin Public Radio*: [82K Wisconsin children lack internet access, locking them out of online learning](#)

### National/International:

- *The Hill*: [Less than 40 percent of small businesses have received emergency loans](#)
- *Reuters*: [Parts of New York, other eastern states reopen in a patchwork of policies](#)
- *FOX News*: [Trump announces public-private partnership to find a coronavirus vaccine 'by the end of the year, if we can'](#)
- *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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