



# WISCONSIN CHEESE MAKERS ASSOCIATION

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## Coronavirus Information and Resources

Bulletin Distributed: October 15, 2020

*WCMA distributes member bulletins focused on coronavirus information on Thursdays and as breaking news warrants. WCMA delivers electronic newsletters with broader content on Tuesdays. Please contact [WCMA staff](#) with any questions.*

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### SBA Clarifies Forgiveness Application Due Date

The U.S. Small Business Administration (SBA) Tuesday [clarified its guidance](#), confirming that Paycheck Protection Program loan forgiveness applications are not due on October 31.

SBA officials note that borrowers may submit an application any time before the maturity date of the loan (either two or five years from the loan origination, depending on the agreement). Loan payments will still only be deferred until ten months after the last day of the loan forgiveness coverage period.

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### Deadline Sunday to Apply for Wisconsin's "We're All Innovating" COVID-19 Relief Grants

Apply by Sunday, October 18 for an opportunity to claim up to \$68,000 in grant monies from [We're All Innovating Contest](#), hosted by the Wisconsin Economic Development Corporation (WEDC). A total of \$3 million in grants is available.

Awards will be made to companies that have employed new techniques or processes to fight COVID-19 or maintain safe operations during the pandemic. Examples of innovative projects could include (but are not limited to) efforts to monitor employees' health, provide additional breakroom space or reconfigure production layouts to aid social distancing efforts, offer a new drive-up or curbside sales service or online order system.

Financial awards should help offset costs incurred since March 1, 2020, and/or anticipated through Dec. 30, 2020. Complete details and an application form are [available online](#).

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# CFAP Round 2 Payments Now Total \$4.5 Billion

The U.S. Department of Agriculture this week reports it has [distributed \\$4.5 billion](#) in direct relief payments to farmers via the second round of its Coronavirus Food Assistance Program, including \$451 million to dairy farmers.

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## Judge Blocks Wisconsin Limits on Gatherings

A Sawyer County judge on Wednesday issued a [temporary restraining order](#), blocking Wisconsin limits on the size of indoor gatherings at certain businesses to no more than 25 percent of a room or building's occupancy.

A hearing is set for Monday, at which Tavern League of Wisconsin attorneys plan to argue that Governor Tony Evers' order on gatherings is "invalid and unenforceable" and that it will result in "catastrophic" business failures.

For more on the ruling and reaction, see these news articles.

- *WTMJ-TV*: [Restaurants try to figure out next steps after Wisconsin judge blocks governor's 25 percent cap on indoor gatherings](#)
  - *WKOW-TV*: [Restaurants, bars ease capacity restrictions after judge's ruling](#)
  - *WXOW-TV*: [Collaborative hopes people follow 25 percent capacity recommendation](#)
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## Coronavirus Headline News

### Dairy Industry

- *Wisconsin State Farmer*: [Dairy farmers and grocers associations say current consumer habits are new normal](#)

### Wisconsin

- *Milwaukee Journal Sentinel*: [Wisconsin reports more than 1,000 coronavirus patients hospitalized as state opens overflow facility at State Fair](#)
- *WISC-TV*: [Seven-day positivity rate for COVID-19 tops 20 percent in Wisconsin; 153 more hospitalized](#)
- *WISN-TV*: [Report blames 'low adherence to mitigation measures' for Wisconsin COVID caseload](#)
- *WDJT-TV*: [Despite growing coronavirus cases and deaths, state lawmakers remain stuck on response](#)

### National/International

- *New York Times*: [As virus hits rural U.S. numbers may be small, but the impact is not](#)
- *Newsweek*: [Ten U.S. states with the most COVID cases per 100,000 people in the past seven days](#)
- *The Hill*: [Pelosi, Mnuchin continue COVID-19 talks amid dwindling odds for deal](#)
- *Business Insider*: [Trump indicates he's willing to increase his stimulus offer to Democrats beyond \\$1.8 trillion, saying he wants to 'go big or go home'](#)
- *Associated Press*: [U.S. jobless claims rise to 898,000 with layoffs still high](#)
- *Politico*: [Millions of workers face jobless benefits cliff with lifeline set to expire](#)
- *Associated Press*: [Extra safety scrutiny planned as virus vaccine worries grow](#)

- *USA Today*: [Eli Lilly and Johnson & Johnson have paused COVID-19 vaccine trials. Why experts say that's reassuring, not frightening](#)
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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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