



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## CORONAVIRUS INFORMATION & RESOURCES

Since March 13, WCMA has been distributing special bulletins alerting members to information and resources related to industry operations and coronavirus (COVID-19). We will continue sharing these bulletins as often news and needs warrant.

Today's bulletin comes as part of WCMA's regular e-newsletter, so that we may also bring you other relevant industry information.

### Bipartisan Group of Senators Call for USMCA Delay

A bipartisan group of 19 U.S. Senators - members of the Senate Finance Committee - have [sent a letter](#) to the Trump Administration, urging a delay in the planned June 1 start date for the new U.S.-Mexico-Canada (USMCA) trade pact, saying the short lead time would add to pressures on U.S. companies due to the spread of the coronavirus. The letter comes one week after [automakers in both Mexico and the United States asked for a delay](#). President Trump has yet to issue a response.

### Kudos on Efforts to Salute Essential Workforce

Kudos to all those WCMA members finding inventive and meaningful ways to salute their essential, critical workers. Today, we're shining a spotlight on a couple of companies' public efforts, to provide a little inspiration for others considering campaigns to keep employees fired up for their important work.

- Westby Cooperative Creamery: [You Were Always Essential!](#)
- Masters Gallery Foods: [Shares of WCMA graphics and use of IDFA's #Essential campaign on Facebook](#)

WCMA also offers these printable posters for use in your breakrooms or on social media:

- [Critical & Essential: All-American Effort \[Ready to Print\]](#)
- [Critical & Essential: All-American Effort \[Customizable - Add an image of your employees and print\]](#)
- [Critical & Essential: Feeding Our Families \[Ready to Print\]](#)

Contact [WCMA staff](#) if you have questions - or a good idea to share.

### Wisconsin Voters: Request Absentee Ballot Now

Due to coronavirus concerns, Wisconsin elections officials are urging voters to cast an absentee ballot by mail for the April 7 election, which includes a Supreme Court race. You must request a ballot before 5 p.m. on April 2. For detailed instructions, [click here](#), and [contact WCMA staff](#) if you have

## Coronavirus Headline News

### Wisconsin:

WLUK-TV: [Milk prices plunge, farmers suffer amid COVID-19 pandemic](#)

Wisconsin Public Radio: [1,221 confirmed COVID-19 cases in Wisconsin, 19 deaths](#)

WISC-TV: [Wisconsin prepares field hospitals as virus cases increase](#)

ABC News: ['I don't think you really can' make the election safe: Wisconsin gears up for next primary amid coronavirus](#)

Milwaukee Journal Sentinel: [Evers asks state workers to staff polls](#)

### National/International:

Dairy Foods: [Dairy execs weigh in on coronavirus-related efforts and challenges \(Part 2 of 2\)](#)

Dairy Reporter: [U.S. dairy reacts to CARES Act, pushes government to purchase products](#)

The Washington Post: [Coronavirus pandemic could kill as many as 200,000 in U.S., White House warns](#)

Los Angeles Times: [Social distancing may have helped California slow the virus and avoid New York's fate](#)

RTE: [Coronavirus hitting dairy, cheese and meat industries \(Irish cheese sales down 75%\)](#)

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## Other Coronavirus Resources

WCMA will continue to provide links to both new and essential coronavirus resources for members in bulletins. We have also created a page on [WisCheeseMakers.org](#) with links to materials detailing employee safety best practices, operations guidance, federal and state support programs, and state orders impacting the dairy industry.

If you have questions or concerns, please contact WCMA staff. We are always here for you.

### Key Contacts:

- 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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## POLICY & REGULATION

### FDA Reopens Comment Period for UF Milk in Cheese

The U.S. Food and Drug Administration (FDA) is extending its public comment period on the use of ultrafiltered milk in cheese and cheese-related products. The comment period will now be open for an additional 120 days, until July 31.

While WCMA staff will be actively supporting members' interests on this matter, you are also encouraged to [submit comments to the FDA](#).

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## Dairy Innovation Hub Funds Six Fellowships

The UW-Madison College of Agricultural and Life Sciences (CALS) this week announced [awards for six, two-year postdoctoral fellowships](#) to help increase dairy-related research capacity through the Dairy Innovation Hub initiative. The research projects focus on stewarding land and water resources; enriching human health and nutrition; ensuring animal health and welfare; and growing farm business

and communities.

WCMA advocated for nearly \$9 million in funding for the Dairy Innovation Hub, money which will also go to UW-Platteville and UW-River Falls for industry research and education.

## MAKING HEADLINES

- *Dairy Herd*: [A cycle of sustainability](#) (Featuring Crave Brothers Farmstead Cheese)
- *Wisconsin State Farmer*: [Dupont Cheese Factory marks anniversary milestones](#) (Featuring Dupont Cheese)
- *Wisconsin State Farmer*: [Dean Foods, Dairy Farmers of America call off \\$425M deal](#) (Featuring Dairy Farmers of America)
- *Dairy Reporter*: [DFA is no longer confirmed to purchase Dean Foods](#) (Featuring Dairy Farmers of America)
- *MarketWatch*: [Impossible Foods CEO: We'll completely replace animals as food by 2035](#)
- *Times of Northwest Indiana*: [New lawsuit filed against Fair Oaks Farms](#)
- *The Takeout*: [“Be your own everyday judge”: Advice from a professional cheese taster](#)
- *Atlas Obscura*: [The Oregon creamery making vodka from milk](#)

## WELCOME NEW MEMBERS

WCMA warmly welcomes one new supplier member this week:

- [Morris Packaging](#)

Thank you for your support of WCMA! For membership information, please contact [WCMA Office and Member Services Manager Sara Schmidt](#).

## STAY CONNECTED

Thanks for subscribing to WCMA's weekly electronic communications, which focus in alternating weeks on industry news and industry events. WCMA extends this benefit to all member employees; let us know if we should [add your colleagues](#) to our mailing list.

To share feedback on WCMA newsletter content, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WisCheeseMakers.org

