



CORONAVIRUS INFORMATION & RESOURCES

WCMA has been distributing regular bulletins alerting members to information and resources related to industry operations and coronavirus (COVID-19). We will continue sharing these messages as often news and needs warrant. Today's bulletin comes as part of WCMA's regularly scheduled Tuesday e-newsletter, so that we may also bring you other relevant industry information.

SBA, Treasury Set to Release Updated PPP Guidance

In a [joint news release](#) late yesterday, the U.S. Small Business Administration and the Treasury Department said they will "promptly" issue new Paycheck Protection Program rules and guidance, a modified application form, and a modified loan forgiveness application. Changes are necessary, following the recent [signing of the Paycheck Paycheck Protection Program Flexibility Act](#).

WDOR Publishes FAQ on Farm Support Program

The Wisconsin Department of Revenue (WDOR) has published a [list of frequently asked questions](#) - and corresponding answers - about the new \$50 million Wisconsin Farm Support Program. WDOR estimates 26,500 farms will be eligible for aid payments of between \$1,000-\$3,500. Applications may be submitted online beginning June 15, and must be received by 11:59 p.m. on June 29. Payments will be distributed beginning July 15.

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
- #EssentialWorker spotlight

WCMA is proud to serve your team members, and to recognize for their outstanding efforts, amid the coronavirus pandemic.



Today on WCMA's social media channels, we're shining a spotlight on Jen Ten Haken, the Manufacturing Resource Planner at Masters Gallery Foods, where she has been working diligently to ensure customers' needs are met during the pandemic. Thank you, Jen!

JUNE DAIRY MONTH



Join us in saluting
#EssentialWorkers.

Today, our thanks go to **Jen Ten Haken, the Manufacturing Resource Planner 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](#), noting their impactful 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!](#)

Coronavirus Headline News

Dairy Industry:

- *Wisconsin Public Radio:* [Some Wisconsin dairy groups find ways to celebrate amid COVID-19 pandemic](#)
- *The Fence Post:* [U.S. specialty cheese community launches Victory Cheese to save troubled industry](#)
- *FarmJournal's MILK:* [Dean Foods begins paying farmers for April milk](#)
- *South China Morning Post:* [China Mengniu Dairy shares soar as it reports sales recovery](#)

Wisconsin:

- *Telegraph-Herald:* [Maps of confirmed cases in Wisconsin, Iowa, Illinois](#)
- *WDJT-TV:* [Baldwin: Coronavirus relief bill came up short](#)
- *DWD Press Release:* [Nearly 18,000 Wisconsin workers participating in a work-share plan](#)
- *WLUK-TV:* [Unemployment claims decline for tenth straight week](#)
- *WGBA-TV:* [Winnebago County reports jump in coronavirus cases](#)

National/International:

- *CBS News:* [GOP Senate leader says next coronavirus relief package expected in July](#)
- *The Hill:* [U.S. coronavirus deaths could top 145,000 by early August](#)
- *CNN:* [More than half of states may be undercounting coronavirus cases by not following CDC guidelines](#)
- *FOX Business:* [Nearly 70 percent of U.S. restaurants have reopened dining rooms](#)
- *Associated Press:* [U.S. employers laid off 7.7 million workers in April](#)
- *CNBC:* [The meat industry faces losses of \\$20 billion in 2020](#)

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 or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012

INDUSTRY UPDATES



DBIA Grant Application Period Begins Monday

Midwest dairy producers and processors looking to diversify, modernize, or develop new products can [submit grant applications to the Dairy Business Innovation Alliance](#) (DBIA) starting Monday, June 15. A grant review committee established by DBIA and including WCMA will make awards for projects in increments up to \$20,000. Applications are due August 14 and selected applicants will be notified in September.

Coordinated as a partnership between the Center for Dairy Research and WCMA, DBIA is available to help dairy-related businesses in Wisconsin, Illinois, Minnesota, Iowa and South Dakota.

DBIA will be distributing direct-to-business grants totaling \$220,000. Grants can be used for a wide variety of projects, including:

- Dairy farm diversification through value-added initiatives, such as development of dairy products or on-farm business ventures
- Modernization, specialization or expansion of farmstead or dairy facilities to support product development or improvement
- Increasing sales of current products through improvement of product quality, packaging and marketing
- Value chain and commodity innovation to develop specialty dairy products
- Ensuring regulatory compliance and quality control to give businesses greater access to the food industry, e.g. to supply local stores and processors

DBIA is funded by the U.S. Department of Agriculture's Dairy Business Innovation Initiatives, a 2018 Farm Bill program championed by U.S. Senator Tammy Baldwin (D-WI) and WCMA. DBIA will also use USDA funding to offer industry training and consultative services. Complete details are available on the [DBIA website](#) or by contacting your [WCMA staff](#).

WDATCP Announces Processor Grant Recipients

The Wisconsin Department of Agriculture, Trade and Consumer Protection has announced the [2020 recipients of the state's dairy processor grants](#), worth a total of \$200,000. Congrats to WCMA members Agropur, Arena Cheese, Cedar Grove Cheese, Henning Cheese, Moundview Dairy, Nasonville Dairy, and Zimmerman Cheese Company on their successful applications!

WCMA actively advocates for this grant program, and in 2020, we gained the support of Governor Tony Evers and many legislative leaders for increased investments in the program in future years.

WCMA Urges Swift Confirmation of Romanski

In a [letter issued to members of the Wisconsin State Senate](#) this week, WCMA is urging swift confirmation of Randy Romanski to serve as Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection. In the message, Executive Director John Umhoefer noted Romanski's "steady approach to leadership" and acknowledged the Secretary-designee's "development of the Wisconsin Farm Support Program and Food Security Initiative, as well as his work to address pressing industry needs, including access to personal protective equipment."

SIGNATURE EVENTS

2021 CHEESE EXPO

Global Technology for Dairy Processors

More Than 90 Percent of Past Exhibitors Set for 2021

More than 90 percent of all the companies who planned to exhibit at the 2020 CheeseExpo have now confirmed their plans to join us for this [signature event in Milwaukee set for April 14-16, 2021](#).

WCMA's events staff is now finalizing exhibit space locations. Beginning this week, exhibitors that chose to review and possibly upgrade exhibit space will be able to review newly-available real estate on the exhibit floor. An email has been sent to all companies in this category.

By July, upgrades will be complete and WCMA will reveal an updated CheeseExpo floor plan. Should booths remain open after July 1, WCMA will offer a new exhibitor sign-up beginning in September. For more information, contact [WCMA Events Manager Caitlin Peirick](#).

MEMBERSHIP

WCMA Invites You to Renew Your Membership

This week, WCMA manufacturing, processing, and marketing members, as well as affiliated associations, will receive membership renewal packets via email. These messages are sent to a member's designated primary contact only. Please keep an eye on your inbox for this important communication, and feel encouraged to contact [WCMA Office and Member Services Manager Sara Schmidt](#) with any questions.

[View WCMA's 2019-2020 Annual Report, Video Online](#)



WISCONSIN
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ANNUAL REPORT 2019-2020

TRAIN + MAINTAIN

WCMA
Enhances
Your
Workforce

COVID-19 RESOURCES

Information
Supports Our
Members

A YEAR IN IMAGES

Click and Enjoy

MAJOR IMPACT

WCMA
Advocacy
Boosts
Business



2020
CONTEST
BREAKS
RECORDS



WCMA's 2019-2020 [annual report to members is now available online.](#)

Review your Association's endeavors over the past year, and find out what's coming soon. Learn about WCMA's advocacy efforts at both the state and federal level, COVID-19 resources, workforce initiatives, our signature events, and more!

WCMA staff hopes that members may also enjoy a new feature: [Our Year In Images](#), a retrospective video showcasing the ways your Association has advocated for, educated, connected, and celebrated the dairy processing community.

Thank you for your active membership and engagement. Please [let us know](#) how we can best serve you!



IN THE NEWS

- *Politico*: [Critics ask USDA to delay dietary guidelines report](#)
- *DairyReporter.com*: [Arla reducing plastic through lid change](#) (Featuring WCMA member Arla Foods)
- *WGBA-TV*: [Wisconsin looks 'sharp' for National Cheese Day!](#) (Featuring WCMA Member Ron's Wisconsin Cheese)
- *Deli Market News*: [Crave Brothers Farmstead highlights Wisconsin's June Dairy Month](#) (Featuring WCMA member Crave Brothers Farmstead Cheese)

WisCheeseMakers.org

