



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

WCMA to Host World Championship Cheese Contest February 17-19, 2021

WCMA **announced today** it will host the **World Championship Cheese Contest** February 17-19, 2021.

The competition will be held at the Wisconsin Center in Milwaukee, Wisconsin, and its crowning reception, Cheese Champion, will be held the evening of Friday, February 19 at the Italian Community Center, also in Milwaukee.

The break with tradition - two world competitions in a row - allows the World Championship Cheese Contest to continue to be paired with CheeseExpo, an international gathering of industry professionals, rescheduled from 2020 to April 6-8, 2021.

Complete Contest entry details will be available August 18 at WorldChampionCheese.org, and online entry will begin October 14.



Reminder: 2020 Golf Outing & Trap Shoot Rescheduled

The 2020 WCMA Golf Outing and Trap Shoot scheduled for July 22 has been rescheduled to September 16.

Sanitation and social distancing procedures have been verified with the golf courses and trap shoot facility. **WCMA staff** will survey members in the days leading up to a Go/No-Go decision on Wednesday, July 29.

If the September 16 outing remains scheduled as planned, **online registration will begin August 5 at 9:00 a.m. (CDT).**



CORONAVIRUS INFORMATION & RESOURCES

CDC, FDA Leaders Address Questions Regarding

Vaccine Development, Treatments, Reopening

At a hearing of the U.S. Senate Committee on Health earlier today, government experts provided key updates in the ongoing pandemic and plans to reopen workplaces and schools.

Here's a summary of key takeaways:

- Dr. Anthony Fauci, Director of the National Institute for Allergy and Infectious Disease, noted that there's "no guarantee" the U.S. will develop a "safe and effective" vaccine for the coronavirus. Fauci said he remains "cautiously optimistic, looking at animal data and the early preliminary data, that we will at least know the extent of efficacy sometime in the winter and early part of next year," and said he hopes "there will be doses available by the beginning of next year."
- Dr. Stephan Hahn, FDA Commissioner, said his agency will require any approved vaccine to be at least 50 percent more effective than a placebo.
- Hahn noted optimism over possible treatments for coronavirus for adults by the fall, noting specifically remdesivir, an antiviral medication, and the use of convalescent plasma.
- Fauci said school districts should make reopening decisions based on the prevalence of COVID-19 in their immediate area, saying, "'I feel very strongly we need to do whatever we can to get the children back to school.'"
- Those testifying, as well as Republicans and Democrats on the committee, reaffirmed the importance of mask-wearing to prevent transmission of COVID-19, with CDC Director Robert Redfield calling it "the most important thing we can do."

Here's a look at early new coverage of the hearing:

- *Reuters*: [Fauci says no guarantee U.S. will have effective COVID-19 vaccine, warns spread 'could get very bad'](#)
- *National Public Radio*: ['Going to be very disturbing': Fauci warns coronavirus cases could reach 100K a day](#)
- *Wall Street Journal*: [FDA outlines its conditions for vaccine approval](#)
- *Washington Post*: [FDA will require COVID-19 vaccine to be 50 percent more effective than placebo](#)
- *FOX News*: [Fauci warns we need to "keep our eye on" new swine flu strain in China](#)

PPP Guidance Updated to Address Loan Maturity

The U.S. Small Business Administration and Treasury Department have issued [updated guidance for the Paycheck Protection Program](#) (PPP) to address questions related to loan maturity dates. If a PPP loan received an SBA loan number before June 5, the loan has a two-year maturity unless the borrower and lender mutually agree to extend the term of the loan to five years. The FAQ states that the promissory note for the PPP loan will state the term of the loan.

USDA CFAP Payments Now Total \$4.86 Billion

The U.S. Department of Agriculture (USDA) reports it has processed nearly [\\$4.86 billion in payments](#) to more than 319,000 farmers nationwide who applied for the Coronavirus Food Assistance Program (CFAP). More than \$1 billion has been directed, thus far, to dairy farmers.

Program progress updates are released weekly, with the [CFAP report](#) breaking down payments by state and agricultural industry.

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

WCMA has proudly saluted your critical, essential workers throughout June Dairy Month, via a [Facebook profile frame](#), #EssentialWorker spotlights, and more.

We end this campaign today with a special message from Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy Romanski.



Coronavirus Headline News

Wisconsin:

- *WITI-TV*: [Lieutenant Governor says Wisconsin mask mandate would require legislative action; GOP senate leader doesn't support it](#)
- *WISN-TV*: [Wisconsin unlikely to issue statewide face mask mandate](#)
- *WISC-TV*: [Legislative leaders signal Wisconsin will maintain county response as coronavirus cases climb](#)
- *WGBA-TV*: [Wisconsin DWD sees increases in unemployment applications, claims](#)
- *WISC-TV*: [30% of Wisconsin counties are experiencing high coronavirus activity](#)
- *Wisconsin Public Radio*: [Percentage of positive COVID-19 tests decreases to 5.3 percent after days of upticks](#)
- *Eau Claire Leader-Telegram*: [In Eau Claire County, new virus cases swell over weekend; not distancing at gatherings a likely culprit, official says](#)
- *WKBT-TV*: [La Crosse County sees start of downward trend in COVID cases, health officials caution about upcoming holiday weekend](#)

National/International:

- *MarketWatch*: [After months of 'heartbreaking' demand, food banks say they're bracing for August when unemployed Americans stop getting the extra \\$600](#)
- *CNN*: [The EU opens its borders, but not to Americans](#)

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

WCMA Advocates for Safeguard of Common Food Names in Trade Negotiations

WCMA is calling on members of the U.S. Senate to sign a letter in support of a trade policy to safeguard common food names, as the United States moves forward in negotiations with multiple nations.

The letter, authored by Sens. Debbie Stabenow (D-MI), John Thune (R-SD), and Tammy Baldwin (D-WI) calls on Ambassador Robert Lighthizer and U.S. Department of Agriculture Secretary Sonny Perdue to denounce illegitimate geographical indications (GIs). In recent years, the European Union has aggressively attempted to confiscate common food names, including “parmesan,” “mozzarella,” and “asiago” via the misuse of GIs, to the detriment of American cheesemakers.

Contact [WCMA staff](#) to learn more about our policy work and to get involved.

U.S., UK Clash over Food Standards in Trade Talks

The United States will not sign a free trade deal with the United Kingdom if American farmers cannot sell agricultural products without barriers, according to the Trump administration's most senior trade representative, Robert Lighthizer. Friction over food standards and animal welfare are points of contention that could delay a trade deal to 2021.

Read more on the topic:

- *Business Insider*: [The U.S. will 'push off' a post-Brexit trade deal with the UK until its food standards demands are met](#)
- *BBC News*: [UK-U.S. trade: New body to advise on welfare and competition in farming](#)

Apply Now for Dairy Business Innovation Alliance Grants of Up to \$20,000



WCMA members are encouraged to [apply now for grants](#) via the [Dairy Business Innovation Alliance \(DBIA\)](#).

A grant review committee established by DBIA and including WCMA will make a total of \$220,000 in awards for projects in increments up to \$20,000. Applications are due August 14 and selected applicants will be notified in September.

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

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 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. Details are now [available online](#). Questions? Please contact your [WCMA staff](#).

EDUCATION



Register Now for WCMA Leadership Trainings

WCMA today announced adjusted plans for its Fall 2020 educational offerings, including the popular WCMA Front-Line Leadership Training courses and WCMA Advanced Leadership Series for mid-level managers, and a brand-new class, WCMA Next Step Leadership, designed for established leaders who want to expand their skills. Registration is open now at [WisCheeseMakers.org](https://www.wischeesemakers.org).

In Fall 2020, WCMA leadership courses are scheduled for in-person delivery but may be moved online at WCMA's discretion. WCMA's training partner [Intentionaleaders](#) has successfully delivered training in person and via live online courses. Announcements regarding delivery will be made no less than three weeks prior to the date of training, and registrants will be given the opportunity for a full refund, if desired.

WCMA Front-Line Leadership Training returns with offerings in Eau Claire and Madison. The courses in this training track can be taken à la carte and in any order.

- **Part A**, focused on exploring the essential skills to own your role as a supervisor, will be held

Thursday, September 24 at Staybridge Suites Eau Claire-Altoona. Space is now very limited in this class, and only three spots remain available.

- **Part B** centers on positively impacting staff performance, and will be held on Thursday, October 15 and at Herzing University in Madison. This class has 16 available spaces.
- **Part C** breaks down the key ingredients for cultivating a team, and will be held on Wednesday, November 4 and Thursday, November 5 at Herzing University in Madison. The November 4 class is completely full, but nine spaces remain available in the November 5 offering.

Tuition for Madison-based courses is \$135 per person while Eau Claire-based offerings run \$159. Both include materials, instruction, and meals. Sign up at WisCheeseMakers.org.

The highly rated **WCMA Advanced Leadership Series**, designed for mid-level managers and employees transitioning to such positions, is set to be held at the Wisconsin Department of Agriculture, Trade and Consumer Protection facilities in Madison, WI, via three sessions. Those enrolling participate in all sessions as a cohort to better facilitate relationships.

- **Session 1** is set for Tuesday, September 22, and will push participants to take initiative in driving change and generating positive results for their company.
- **Session 2** will be held Wednesday, November 11, and focuses on the application of a creative and collaborative problem-solving process.
- **Session 3** wraps the series on Wednesday, January 6, 2021, and will explain the tools and strategies leaders can use to foster collaboration and resolve workplace conflict.

The series also features guest speakers from industry detailing their leadership successes and challenges, and requires participants to complete projects that implement their new knowledge. The cost for the entire series, including materials, instruction, and meals, is \$495 per participant.

Enrollment is limited to 20 individuals, and 16 spaces are available now. Sign up at WisCheeseMakers.org.

WCMA Next Step Leadership, set for Tuesday, October 6 at Herzing University in Madison, Wisconsin, is open to established leaders and encouraged for those member employees who have completed any of WCMA's previous leadership course offerings. **In 2020, this course will offer a deep dive into strategies for inclusion and diversity in your workplace.** Tuition costs just \$135 per person with materials, instruction, and meals included, and 16 spaces are available. Sign up at WisCheeseMakers.org.

CDR Offers New, Online Cheesemaking 101 Course

[Register now for Cheesemaking 101](#), the brand new, one-day online workshop Wednesday, July 15 hosted by the Center for Dairy Research. The course will cover basic cheese manufacturing science, principles of moisture and pH, basic mathematical calculations commonly used by cheesemakers, and common government regulations. This course is a prerequisite for CDR's new Advanced Cheese Technology Course.

Sign Up for Other Industry Training Opportunities

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Consider registering to participate in these upcoming events:

- September 2: [Certificate in Dairy Processing | Center for Dairy Research](#)
- September 3: [Food Safety Workshop \(HACCP\) | Center for Dairy Research](#)
- September 9-10: [Buttermakers Short Course Online | Center for Dairy Research](#)
- September 10-11: [Pasteurization Short Course | UW-River Falls](#)
- September 28-October 2: [Cheesemaker's Short Course | UW-River Falls](#)
- October 27-29: [Dairy Protein Beverage Applications Online Course | Center for Dairy Research](#)

Sign Up to Join in Wisconsin's "Drive Thru Job Fairs"

While the majority of Wisconsin's Job Centers remain closed as a result of the COVID-19 pandemic, job seekers and employers can attend drive thru job fairs from 12-4 p.m. on Wednesday, July 15, hosted by the Wisconsin Workforce Development Association. [Learn additional details and register as an employer online.](#)

Submit Career Openings to the WCMA Jobs Board

WCMA launched an [industry-specific online jobs board](#) last month, and already, we've featured career opportunities from WCMA members Agropur, Cedar Grove Cheese, Meister Cheese Company, Saputo, and Westby Cooperative Creamery. [Check out what's posted right now!](#)

All WCMA members, including manufacturers, processors, marketers, and suppliers, are invited to [submit job openings](#) for listing at any time. It's free and easy! Have questions? Your [WCMA staff](#) is here to help.

Virtual Q&A Shares Retention, WorkShare Tips

In coordination with the Wisconsin Department of Workforce Development, the Workforce Development Board of South Central Wisconsin recently recorded a [virtual Q&A session](#) detailing the [WorkShare program](#) and its potential as both a layoff aversion and employee retention tool. This free resource is [available now online.](#)

IN MEMORIAM

In Memoriam: Imbordino, van Zwanenberg

WCMA mourns with the family and friends of two leaders in the dairy processing industry, Tom Imbordino and Nico van Zwanenberg.

[Tom Imbordino](#) passed away unexpectedly at the age of 59 on June 20. Since 2002, Tom served as head publisher for *Dairy Foods*, working to greatly expand its online presence.

[Nico van Zwanenberg](#) passed away on June 7 after a brief illness, at the age of 92. Nico lead Cuba Cheese of New York for 50 years, and was a proud, active member of many industry associations.

IN THE NEWS

- *MILK Magazine*: [Borden Dairy approved for sale, will remain intact](#)
 - *WTMJ-TV*: [A sustainable dairy farm with award-winning cheese](#) (Featuring WCMA Member Crave Brothers Farmstead Cheese)
 - *USDA News Release*: [USDA gives out \\$12.1 million in largest-ever Farm to School grant awards](#)
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MEMBERSHIP

WCMA Invites You to Renew Your Membership

All WCMA manufacturing, processing, and marketing members, as well as affiliated associations representatives, should have received membership renewal packets via email earlier this month. Please check your inbox for these messages.

If you have questions, please feel encouraged to contact [WCMA Office and Member Services Manager Sara Schmidt](#). Thank you for your support.

Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly electronic communications! Please note, WCMA extends this benefit to all member employees. Let us know if we should [add your colleagues](#) to our mailing list, or if you'd like to share feedback on this or other communications products.

WisCheeseMakers.org

