



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



INDUSTRY UPDATES

Register Now for DBIA Grants Application Webinar



WCMA members are [invited to register now for a free webinar](#) on Tuesday, July 14 from 2:00-3:00 p.m. (CT) detailing [Dairy Business Innovation Alliance \(DBIA\) direct-to-business grant opportunities](#) and the process to apply.

Coordinated in partnership by the Center for Dairy Research (CDR) at the University of Wisconsin-Madison and the Wisconsin Cheese Makers Association (WCMA), DBIA has \$220,000 to distribute via a competitive grants process in 2020. Dairy farmers and processors in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin may apply for awards of up to \$20,000.

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 USDA'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](#).

USMCA Secures Common Cheese Names in Mexico

Activation of the U.S.-Mexico-Canada Trade Agreement (USMCA) on July 1 was socked with serious concerns in recent weeks over Canada's handling of its [import license quota](#). But as the North American trade deal takes effect, there is also good news for cheese manufacturers in the U.S.

Consortium for Common Food Names (CCFN), based in Washington DC, led the effort to [insert two key letters](#) into USMCA. One letter creates a list of common cheeses that Mexico will not restrict the use of, including the cheese names mozzarella, cheddar, provolone, havarti, Swiss and more. The

second letter of agreement clarifies that “prior users” granted grandfathering rights under the 2018 EU-Mexico trade agreement includes all elements of the supply chain, namely producers, distributors, marketers, importers and exporters.

Back in 2018, when these letters were first accepted into the draft deal, CCFN noted that the USMCA marked the first time the U.S. had specifically included reference to the rights of generic name users within a trade agreement. In addition, Canada and Mexico adopted Geographic Indicator (GI) parameters that make it more difficult for any nation to register new GIs that are common food names, and common name users would be able to oppose GI applications that would monopolize use of generic terms.

Sign Up for WDATCP Grants Webinar

[Register now](#) to learn about several grant opportunities available through the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) during a free grant-writing webinar set for Wednesday, July 15 at 1 p.m. WDATCP staff will present information on multiple grant opportunities, including the state's [dairy processor grants](#) and [Buy Local, Buy Wisconsin grants](#).

CORONAVIRUS INFORMATION & RESOURCES

Wisconsin DHS Backs Off Proactive Release of Businesses Facing COVID-19 Cases

The Wisconsin Department of Health Services clarified its position today on releasing the names of Wisconsin businesses with workers who have tested positive for COVID-19. Wisconsin Cheese Makers Association and some WCMA members joined fellow state trade associations expressing concern for a listing of businesses, especially a list with no context explaining the immense work industry has done to protect its workforce.

Today, Associated Press reports the state agency has decided it will not proactively release a list on its website. However, as WCMA reported here yesterday, the agency can still be compelled to release names to media outlets under state Open Records laws.

WCMA's [letter to Governor Evers](#) Monday stressed the need for a wealth of information to accompany any list in order to avoid tarnishing the reputation of state businesses that may have seen a tiny fraction of their workforce navigate this illness.

Yelp, OpenTable Offer Restaurant, Seated Dining Data

OpenTable (the reservation app) [offers data](#) on overall seated diners in its network of restaurants, and the number of restaurants open in various nations (including the U.S.), and the percentage of diners in restaurants that have reopened. Most recently in this data set, seated diners is down about 60% (-63.43% on July 6), 65 percent of OpenTable restaurants are open, and within the open restaurants, 58.97% of seats are taken.

Yelp (the business review app) released a new quarterly [Economic Impact Report](#) June 25. The app reports that 139,339 U.S. businesses that were open on March 1, 2020, remained closed on June 15, 2020. This was better news than their previous look on April 19 when 176,822 businesses across the nation remain closed. Yelp adds that 41% of these closures are permanent.

Looking at restaurants in particular, Yelp reported 23,981 remained closed on June 15 and 53% of those closures were indicated as permanent closures. On the bright side, Yelp reports seated diners are returning, down 57% compared to one year ago. Yelp records consumer interest in takeout and delivery up 148% compared to pre-pandemic levels.

USDA CFAP Payments Now Total \$5.3 Billion

The U.S. Department of Agriculture (USDA) reports July 6 it has processed more than \$5.3 billion in payments to more than 365,000 farmers nationwide who applied for the Coronavirus Food Assistance Program (CFAP). More than \$1.1 billion has been directed, thus far, to dairy farmers.

Coronavirus Headline News

Dairy Industry:

- *Wisconsin State Farmer*: [Over one-third of CFAP payments now out the door](#)
- *Reuters*: [U.S. government's boxed food aid promise falls short](#)

Wisconsin:

- *WKOW*: [Dane County to enforce mandatory mask policy next week](#)
- *Wisconsin Rapids Tribune*: [Marathon County up 39 cases, Portage County up 34 over weekend](#)
- *WTMJ-TV*: [Average age of COVID-19 cases drops from 52 to 36 in Wisconsin, health officials say](#)
- *WPR*: [Central Wisconsin lab will be CDC hub for COVID-19 testing](#)

National/International:

- *Vox*: [Covid-19 cases are rising, but deaths are falling. What's going on?](#)
 - *USA Today*: [Trump has officially withdrawn the US from the World Health Organization as pandemic spikes](#)
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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 or 608-225-7130
 - WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012
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WCMA SIGNATURE EVENTS

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. \(CDT\)](#).



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 [Intentional Leaders](#) 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](https://www.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](https://www.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](https://www.wischeesemakers.org).

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:

- July 15: [Cheesemaking 101 | Center for Dairy Research](#)
- 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](#)

WORKFORCE

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.](#)

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

