



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

SBA Ending EIDL Advance Program

Having expended the full \$20 billion authorized by Congress, the [U.S. Small Business Administration \(SBA\)](#) this week announced it will no longer grant advances to business owners via the Economic Injury Disaster Loan (EIDL) program. It had been offering a \$1,000 grant per employee, up to a maximum of \$10,000. EIDL loans remain available at an interest rate of 3.75 percent.

USDA Launches CFAP Dashboard, Reports Direct Payments Now Total \$5.8 Billion

The U.S. Department of Agriculture (USDA) this week launched a [Coronavirus Food Assistance Program \(CFAP\) dashboard](#), sharing greater detail on direct relief payments to farmers. USDA also reports, as of July 13, it has processed more than \$5.8 billion in payments to more than 409,000 farmers. More than \$1.1 billion has been directed to the dairy industry.

USDA Awards Butter, Yogurt Contracts

The [U.S. Department of Agriculture \(USDA\)](#) today announced it is awarding contracts for [butter and yogurt](#) to WCMA members Associated Milk Producers, Inc. and Prairie Farms Dairy, among others.

Coronavirus Headline News

Dairy Industry:

- *Herald Times Reporter:* [Manitowoc County's Pine River Pre-Pack giving back amid coronavirus pandemic](#) (Featuring WCMA member Pine River Pre-Pack)
- *Springfield News-Leader:* [Two Springfield Hiland Dairy employees test positive for coronavirus](#)
- *WBTS-TV:* [Vermont offers grant funds for agriculture, health care industries](#)
- *MarketWatch:* [Online food prices jump as food companies struggle to meet demand](#)

Wisconsin:

- *WTMJ-TV:* [Wisconsin added to New York, New Jersey quarantine travel advisory](#)
- *Wisconsin Public Radio:* [Milwaukee enacting mandatory face mask policy](#)
- *WAOW-TV:* [Wausau tables decision on mask requirement](#)
- *WGBA-TV:* [Green Bay committees does not pass mask mandate](#)

- WBAY-TV: [Mask ordinance takes effect Tuesday for Appleton owned buildings, Neenah residents discuss own mandate](#)
- WQOW-TV: [Chippewa Valley sees weekend spike in cases](#)

National/International:

- FOX News: [New coronavirus map shows more than half of all states are 'trending poorly' or have 'uncontrolled spread'](#)
- USA Today: [Almost half of all states are spiking at a faster rate than in the spring](#)
- Washington Post: [California, Oregon roll back reopenings as new coronavirus cases surge](#)
- CNN: [Miami is now the coronavirus epicenter](#)
- CNBC: [House Speaker Nancy Pelosi says she would delay August recess to pass coronavirus relief bill](#)

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

FDA Publishes "Blueprint " for New Era of Food Safety

The U.S. Food and Drug Administration this week released a blueprint document for its ["New Era of Smarter Food Safety"](#) campaign. The effort, which stalled as the agency shifted to address pandemic concerns this spring, is centered around four core elements:

- Tech-enabled Traceability
- Smarter Tools and Approaches for Prevention and Outbreak Response
- New Business Models and Retail Modernization
- Food Safety Culture

FDA officials note this document outlines their goals for the coming decade, not immediate industry demands, and is intended to build upon Food Safety Modernization Act principles.

Apply Now for DBIA Grants

WCMA members are encouraged to apply now for [Dairy Business Innovation Alliance \(DBIA\) direct-to-business grant opportunities](#). Applications are due August 14, and awards will be made in September.

Coordinated in partnership by the Center for Dairy Research (CDR) at the University of Wisconsin-Madison and 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](#).

USDA Seeks Comment on Swiss Cheese by Friday

The U.S. Department of Agriculture (USDA) is seeking industry comment on [a new specification for Swiss cheese](#) procurement. The commodity requirements include guidelines for quality assurance, packaging, and labeling of Swiss cheese purchased by USDA. WCMA is [compiling comments](#) from members for submittal. If you wish to file comments directly, the window for input is short: comments at due by Friday, July 17.

Register for Tomorrow's 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](#).

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](https://www.intentionaleaders.com) 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. **SOLD OUT**
- **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 6 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 8 spaces remain available in the November 5 offering.

Tuition for Madison-based courses is \$135 per person, including 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 15 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.

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](#)
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WORKFORCE

Submit Openings, Consider New Opportunities on WCMA Jobs Board

WCMA's [industry-specific online jobs board](#) is currently featuring career opportunities at WCMA member companies Agropur, Baker Cheese, Great Lakes Cheese, Lactalis American Group, and Saputo. [Check out what's posted right now!](#)

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

IN THE NEWS

Wisconsin:

- *WCLO*: [Evers appoints Janesville farmer to DATCP board](#)
- *Mid-West Farm Report*: [Kind keeping an eye on Japan and trade](#)

National/International:

- *KMA Radio*: [Vilsack says U.S. dairy "cautious" about USMCA](#)
 - *BBC*: [Liz Truss: U.S. trade deal 'won't mean lower food standards'](#)
 - *Politico*: [Trump discounts chances of new China trade deal](#)
 - *Milk Magazine*: [Butter imports fill gap in domestic supplies](#)
 - *Food Dive*: [Lawsuit accuses DFA leadership of 'extortion' and 'cartel' tactics after Dean Foods sale](#)
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MEMBERSHIP

Congrats to Baker Cheese, Named Dairy Foods' 2020

Dairy Plant of the Year

WCMA staff congratulates member Baker Cheese Factory, this month named [Dairy Plant of the Year](#) by [Dairy Foods magazine](#)!



Baker Cheese is a leading manufacturer of string cheese, rapidly expanding its operations in Saint Cloud, Wisconsin in recent years.

WCMA Welcomes Union Star Cheese, Reminds Members of Renewal Window

WCMA warmly welcomes a new dairy manufacturer to our organization this week: [Union Star Cheese](#). Thank you for your support of WCMA!

All WCMA manufacturing, processing, and marketing members, as well as affiliated associations representatives, are invited to renew their membership now. Renewal packets and annual reports were distributed via email last month. 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

