



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

Vermont Dairy Producers and Processors Can Apply Now For \$25M in Aid

The \$25 million Vermont COVID-19 Agriculture Assistance Program Dairy Assistance Program is [now accepting online applications](#) from producers and processors. The deadline to apply for aid payments is October 1.

USDA Reports \$6.2B in CFAP Relief Distributed

The U.S. Department of Agriculture (USDA) this week reported via its new [Coronavirus Food Assistance Program \(CFAP\) dashboard](#) that it has processed more than \$6.2 billion in payments to more than 442,000 farmers, directing \$1.2 billion to the dairy industry.

Wisconsin to Reopen Enrollment for Farm Aid

The Wisconsin Department of Agriculture, Trade and Consumer Protection has announced it will hold a [second enrollment period](#) for farmers seeking financial aid during the coronavirus pandemic through the [Wisconsin Farm Support Program](#).

Approximately \$50 million in direct financial aid was available at the start of the program, and up to \$10 million remains available for qualifying farmers during the second aid enrollment period, which will run August 10-24.

Farmers who submitted online financial aid applications during the first enrollment period should receive the maximum [payments of \\$3,500 this week](#).

Coronavirus Headline News

Dairy Industry:

- *WWNY-TV*: [Festival to drive-thru: Adams' Cheddar Cheese Festival adapts this year \(Featuring WCMA member Great Lakes Cheese Company\)](#)
- *Hub City Times*: [Welcome Dairy employees test positive for COVID-19](#)

Wisconsin:

- *Appleton Post Crescent*: [Wisconsin adds 703 COVID-19 cases, setting another Monday record](#)
- *WISC-TV*: [Wisconsin has the second-fewest COVID-19 restrictions in the U.S., study](#)

- [says](#)
- WKOW-TV: ['We don't have the authority,' state officials won't order schools to start virtually](#)
- WISC-TV: [DPI: Wisconsin law gives school districts, state and local health agencies authority to close school buildings](#)

National/International:

- Associated Press: [U.S. virus aid far off as EU digs deep to aid ailing economies](#)
- NBC News: [CDC: Antibody tests show virus infection rates ten times higher than reported](#)
- FOX News: [Trump administration to 'spend what we need to spend' on coronavirus package, Mnuchin says](#)
- Politico: [Trump and Republicans divided on key pieces of coronavirus relief](#)
- CBS News: [Bankruptcies surging as coronavirus levels U.S. economy](#)
- ABC News: [Administration seeks to zero out funding for CDC, NIH in coronavirus relief bill](#)
- FOX News: [CDC updates coronavirus guidelines on isolation](#)
- Politico: ['It's insane': Millions of kids could lose access to free meals](#)
- CNN: [California went from bending the curve to a major coronavirus surge. What happened?](#)
- Telegraph Herald: [Where is COVID-19? Maps of confirmed cases in Illinois, Iowa, Wisconsin \(as of Monday\)](#)
- Cleveland.com: [Mapping Ohio's 76,168 coronavirus cases, updates, flattening trends](#)
- WFXT-TV: [Vermont becomes first state to report no new COVID-19 deaths for 30 days](#)

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 Launches Grade "A" Milk Search System

The U.S. Food and Drug Administration (FDA) this week launched the [Grade "A" Milk Search \(GAMS\) System](#), searchable database of the FDA's online Grade "A" Milk Memoranda. It is designed to serve as a resource to state and local milk regulatory and rating agencies, the dairy industry, and other interested parties in the safe production of milk and milk products through the application of science-based food safety principles on the farm and through the processing chain.

Grant Webinar Available Online; Apply By August 14 for Up to \$20,000 in Business Support

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.

DBIA leaders hosted a webinar on July 14, detailing the grant application process and project eligibility. Please view the [recorded version](#) or contact your [WCMA staff](#) with your questions.

Introduction to the Dairy Business Innovation Alliance (DBIA) and our 2020 Grant Program Application Process

Karen Nielsen, Rebekah Sweeney, Vic Grassman



Register Now for Dairy Innovation Hub Webinar

Register now for the [WiSys SPARK Symposium Virtual Series: Innovation in Dairy](#) on Wednesday, July 29 at 10 a.m. (CDT). The webinar will detail the work of the [Dairy Innovation Hub](#), harnessing dairy research and development at the University of Wisconsin-Madison, University of Wisconsin-Platteville, and University of Wisconsin-River Falls.

FAQ: Rural Affordable Workforce Housing Initiative

The Wisconsin Housing and Economic Development Authority (WHEDA) this week shared a [presentation](#) and a document with answers to [frequently asked questions](#) about its new \$10 million Rural Affordable Workforce Housing Initiative. This program is a partnership-driven effort to address a shortage of affordable housing in rural Wisconsin.

WDATCP to Host Free Virtual Trainings on Mental Health Crisis Aid for Agricultural Industry

The Wisconsin Department of Agriculture, Trade, and Consumer Protection invites dairy industry leaders to [register now for a series of free virtual training sessions](#) designed to help people identify and interrupt mental health crisis situations and understand proper care resources available.

2020 SWCMA Golf Outing Canceled

Organizers of the Southwestern Wisconsin Cheese Makers Association (SWCMA) have canceled the group's annual golf outing for this year due to concerns over COVID-19. SWCMA is now planning an outing for August 19, 2021 at Edelweiss Country Club in New Glarus, Wisconsin.

EDUCATION



Register Now for WCMA Advanced Leadership Series

Spurred by industry requests and refreshed for 2020, WCMA is hosting a fall session of its popular [Advanced Leadership Series](#) for mid-level managers via three workshops, focused on the following topics:

- Taking Initiative and Driving Positive Change | September 22, 2020
- Creative and Collaborative Problem Solving | November 11, 2020
- Resolving Work Place Conflict | January 6, 2021

WCMA's Advanced Leadership Series emphasizes organizational performance and how to holistically strengthen workplace performance. Participants will learn crucial skills from guest speakers in the industry, who share their impactful leadership successes and challenges. Those enrolling in the program participate in all three sessions as a cohort, and will be asked to complete application projects between each workshop offering.

[REGISTER NOW](#)

Additionally, WCMA is excited to host the following leadership courses in Fall 2020:

- **September 24:** Front-Line Leadership Training Part A | Eau Claire, WI **SOLD OUT**
- **October 6:** [*NEW* Next Step Leadership](#) | Madison, WI
- **October 15:** [Front-Line Leadership Training Part B](#) | Madison, WI
- **November 4:** Front-Line Leadership Training Part C | Madison, WI **SOLD OUT**
- **November 5:** [Front-Line Leadership Training Part C](#) | Madison, WI

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.

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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IN THE NEWS

Wisconsin:

- WCCO-TV: [Crews continue to battle flames at Burnett Dairy Cooperative](#)
- KARE-TV: [Crews battle overnight fire at Burnett Dairy](#)
- WIZM-AM: [Pence praises USMCA at Onalaska dairy farm](#)
- USA Today: [Pence touts USMCA to Wisconsin dairy farmers](#)
- WEAU-TV: [Clark County native hired to join researchers in new Wisconsin Dairy Innovation Hub](#)
- Wisconsin Public Radio: [Governor creates task force on broadband access](#)

National/International:

- Associated Press: [Owner of shuttered dairy sentenced to 10 years in \\$60 million fraud](#)
 - Syracuse.com: [Byrne plans \\$28M expansion to dairy plant in DeWitt, to create 64 jobs](#)
 - Bloomberg: [Battle over Elsie the Cow is settled, clearing KKR's Borden path](#)
 - UC-Davis News: [Raw milk may do more harm than good](#)
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MEMBERSHIP

Renew Your WCMA Membership

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 in June. 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.
