



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

2020 WCMA Golf Outing & Trap Shoot Canceled



With the goal of protecting the health and well-being of our friends and partners in the dairy industry and with understanding of heightened workforce demands, WCMA today announced the [cancellation of its 2020 Golf Outing and Trap Shoot](#).

The decision to cancel the September 16 networking event, which had previously been postponed, was not made lightly. WCMA sought input from dairy processing companies that regularly participate in the event as well as evolving official health and safety recommendations.

The WCMA Golf Outing and Trap Shoot will return July 21, 2021, based at Lake Arrowhead Resort near Nekoosa, Wisconsin.

EWCSBA Cancels Summer Outing

The Eastern Wisconsin Cheesemakers and Buttermakers Association announced this week the cancellation of its summer outing, due to concerns over the coronavirus pandemic.

Organizers ask members to mark their calendars for the group's fall convention on November 4 at Waverly Beach in Menasha. The event will feature guest speaker Dr. Mark Stephenson of the Center for Dairy Profitability at the University of Wisconsin-Madison, and serves as a fundraising opportunity for the University of Wisconsin-Madison, University of Wisconsin-River Falls, and the group's scholarships. For convention sponsorship information, contact [EWCSBA Member Services Manager Barb Henning](#).

CORONAVIRUS INFORMATION & RESOURCES

Senate Republican Stimulus Bill Offers \$20 Billion in Ag Aid, Second Round of PPP, & Stimulus Checks

As expected, U.S. Senate Republicans unveiled their proposed \$1 trillion Health, Economic Assistance Liability Protection and Schools (HEALS) Act late Monday.

Included in the proposal is an allocation of more than [\\$20 billion to the U.S. Department of Agriculture](#) to support "agricultural producers, growers, and processors impacted by coronavirus."

The proposal includes a [second round of Paycheck Protection Program \(PPP\) loans](#), with a provision of \$190 billion in funding. The program would have more restrictions, with eligibility limited to firms with 300 employees or fewer that could prove a 50 percent revenue decline from last year. The GOP plan also would make [separate loans available to businesses](#) for working capital and debt refinancing, with an interest rate of one percent and repayments to be made over 20 years.

The GOP bill would [shield businesses and schools from coronavirus-related lawsuits](#) for five years, except in cases of "gross negligence" or "willful misconduct."

The plan offers an [unemployment enhancer of \\$200 per week](#), on top of what recipients would normally receive, for the immediate future. In October, the benefit would shift again to \$500 per week, or 70 percent replacement of a worker's wage, whichever is less. The current enhancer of \$600 per week expires on July 31.

Americans would receive [direct stimulus payments of \\$1,200 per adult](#) - or \$2,400 per couple, with an additional \$500 per dependent. Just as in the CARES Act, payments would begin to phase out at an average of \$75,000 in income per person.

For more on these and other elements of the HEALS Act, see these news articles:

- *Agri-Pulse*: [Senate GOP unveils coronavirus agricultural aid of \\$20B](#)
- *Washington Post*: [Here's what's in Senate Republican coronavirus bill](#)
- *CNBC*: [GOP stimulus bill includes \\$1,200 direct payments, more PPP](#)
- *FOX Business*: [When Americans can expect to see another stimulus check](#)

Differences between the Senate Republicans' HEALS Act and the House Democrats' HEROES Act must still be negotiated, and WCMA will keep members informed of pertinent developments.

USDA Reports \$6.6 Billion in CFAP Payments

The U.S. Department of Agriculture (USDA) this week reported via its [Coronavirus Food Assistance Program \(CFAP\) dashboard](#) that it has processed nearly \$6.6 billion in payments to more than 473,000 farmers, directing \$1.3 billion to the dairy industry. Industry experts this week noted [USDA is not on track](#) to expend the full \$16 billion allocated by Congress.

WDHS Details Contact Tracing Process

The Wisconsin Department of Health Services (WDHS) on Monday launched a [webpage detailing the practice of contact tracing](#). Nearly 200 people are working as tracers across the state, partnering with county public health officials to identify potential COVID-19 exposures. The page lists all questions contacts may be asked, and reminds Wisconsinites that tracers will never ask for a credit card number, bank account number, or social security number.

Coronavirus Headline News

Dairy Industry:

- *FOX Business*: [Coronavirus prompts packaged food brands to prepare for second wave](#)
- *Wisconsin State Farmer*: [Cow antibodies could be newest weapon against COVID-19](#)
- *WEAU-TV*: [Gov. Evers announces \\$41.6 million distributed through Wisconsin Farm Support Program](#)

Wisconsin:

- *Wisconsin Public Radio*: [As other states mandate masks, Wisconsin's path remains unclear](#)
- *WISC-TV*: [Wisconsin nears 50K cases of COVID-19 as positive percentage of new tests](#)

[drops to 8.5 percent](#)

- [WTVO-TV: Wisconsin officially added to Chicago COVID-19 travel ban](#)

National/International:

- [Wall Street Journal: After reopening, coronavirus-hit states chart their own paths to close up again](#)
- [Associated Press: Consumer confidence tumbles in July as COVID-19 spreads](#)
- [Washington Post: Fauci 'cautiously optimistic' as coronavirus vaccination marks milestone](#)
- [NBC News: 'This outbreak is not over': Europe faces down a second coronavirus wave](#)

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



New Center for Dairy Research Slated for Completion in Spring 2021

Industry project leaders including Wisconsin Cheese Makers Association joined University of Wisconsin staff and state construction leaders Monday for a look at the new Center for Dairy Research under construction alongside Babcock Hall on the University of Wisconsin campus. Building construction and installation of HVAC is proceeding well and installation of piping and dairy equipment is expected to begin in late fall with the new facility operational by spring 2021. Renovation of the ice cream plant at Babcock Hall is scheduled to follow completion of the new research facility, with all construction and refitting finished in the spring of 2022.

In February, the Governor Tony Evers-led State Building Commission in Wisconsin paved the way for progress on this challenging building project by approving an additional \$25.7 million in funding. The project, now estimated as a \$73 million build, began with a generous donation of \$18.4 million from dairy industry organizations including WCMA. The final \$25.7 million package approved earlier this year includes a request for \$2 million in industry donations. WCMA will join with project leader Lou Gentine this fall to seek a final round of industry giving.

House of Representatives Approves Funding for DBII, Enforcement of Standards of Identity

The U.S. House of Representatives last week approved an ag appropriations bill that includes additional funding for the Dairy Business Innovation Initiatives (DBII) and for U.S. Food and Drug Administration (FDA) enforcement of standards of identity.

The House bill sets aside an additional \$6 million for the Dairy Business Innovation Initiatives program, which provides direct technical assistance and grants to dairy businesses to further the development, production, marketing, and distribution of dairy products. In partnership with the Center for Dairy Research, WCMA runs one of three DBII programs.

It also allocated \$5 million to enforce federal rules that mandate dairy terms for dairy products, and directs FDA to begin the process immediately.

The U.S. Senate has yet to tackle its appropriations bill, and differences between the two proposals would need to be negotiated.

Apply for DBIA Grants By August 14



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.

Connect with Export Partners in South Korea

Wisconsin-based WCMA members are invited to [register by September 18](#) to connect with export partners in South Korea via an upcoming Virtual Trade Venture hosted by the Wisconsin Economic Development Corporation (WEDC).

Participating companies will receive a customized market assessment, highlighting market conditions and information on competitors, as well as a report on potential distributors, end users, and customers. WEDC staff will arrange online meetings with these parties between November 2 and December 4, handling the technology, scheduling and arranging for interpreters with industry knowledge.

Trade Talks with India Advance, While Negotiations with United Kingdom and Kenya Pause

United Kingdom

As the third round of talks on a proposed U.S.-U.K free trade agreement began Monday, July 27, a post-Brexit free trade [deal between the two nations is unlikely to happen before the end of 2020](#), according to U.S. Trade Representative Robert Lighthizer.

India

[India and the U.S. are closing in on a trade deal](#), India's Commerce Minister Piyush Goyal announced last week, after two years of negotiations. India is seeking concessions for generic drugs it exports to the United States in return for opening its dairy markets and slashing tariffs on farm goods.

Kenya

Less than two weeks into negotiations, [Kenya and the U.S. paused trade talks over concern that Kenyan negotiators were exposed to the coronavirus](#). Kenyan President Uhuru Kenyatta and President Donald Trump in February announced plans to negotiate a trade deal, as both leaders hope to strike an agreement that could be used as a template in the region.

IN THE NEWS

Wisconsin:

- *Wisconsin Public Radio*: [Focus shifts to clean-up after blaze at Burnett Dairy](#)
- *Spooner Advocate*: [Dairy is grateful for support and expertise during fire that destroyed one of their buildings](#)
- *Wisconsin Public Radio*: [As candidates make their pitch to America's Dairyland, farmers divided on whether Trump has helped ag](#)
- *Dairy Reporter*: [Ornuu makes \\$10M investment in Wisconsin cheese facility](#)
- *Sheboygan Press*: [New mac and cheese at Noodles and Company topped by specially made Wisconsin cheese from Sartori](#) (Featuring WCMA member Sartori Cheese)

National/International:

- *Brownfield Ag News*: [Farm Bureau to release recommendations for FMMOs Tuesday](#)
 - *WNAX*: [Rural mental health bill passes the Senate](#)
 - *Wall Street Journal*: [Walmart, Kroger bottle their own milk and shake up American dairy industry](#)
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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, and Lactalis American Group. [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.

DWD Launches Virtual Workplace Bulletin Board

The Wisconsin Department of Workforce Development (DWD) launched a new webpage this week, called [eWorkBoard](#). The page offers free resources for employers and employees alike, including posters which must be posted in workplaces on minimum wage law, fair employment, and more.

EDUCATION



Register Now for WCMA Next Step Leadership

Register now for WCMA's brand-new [Next Step Leadership](#) course, set for October 6, 2020 in Madison Wisconsin. The class offers an refresher on essential skills and a deep dive on a revolving array of hot topics for established leaders - including those who have completed any of WCMA's other leadership trainings. In 2020, Next Step Leadership will focus on diversity and inclusion in the workplace.

Tuition costs just \$135 per person with materials, instruction, and meals included. The class is limited to 22 individuals - so reserve your space today!

[REGISTER NOW](#)

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

- **September 22:** [Advanced Leadership Series](#) | Madison, WI
- **September 24:** [Front-Line Leadership Training Part A](#) | Eau Claire, WI **SOLD OUT**
- **October 15:** [Front-Line Leadership Training Part B](#) | Madison, WI **SIX SPOTS REMAIN!**
- **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

Register for CDR Swiss Cheese Short Course

[Sign up now for the Center for Dairy Research's \(CDR\) Master Artisan Short Course Series on Swiss cheese](#) starting Monday, September 28. This online course will explore propionic eyed Swiss style cheese production, focusing on Emmentaler and other Swiss-type cheeses.

Industry experts will discuss all aspects of production of these cheeses, from initial milk quality and culture selection, to curd handling, salting, curing, converting and packaging. Additionally, CDR staff and presenters will lead virtual sensory sessions to evaluate cheeses and discuss defects related to these styles. Students can take the course at their own pace.

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 MEMORIAM

WCMA Mourns Loss of Board Director Craig Linz



WCMA members and staff mourn with the family of [Craig Linz, who passed away](#) July 23 after a two-year battle with cancer.

Craig worked at Tetra Pak, Scherping Systems, and Carlisle Process Systems for 27 years, attending to industry needs with integrity. He served not only on the WCMA Board of Directors, but also on our supplier committee, contest committee, and recognition committee. He gave generously of his time and talent on WCMA's beloved "B-Team" at the World and U.S. Championship Cheese Contests, and was honored with the Eggebrecht Award at the competition in March.

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.

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