



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

COVID-19 Boosts Dairy Consumption in China

A [new report](#) shows the COVID-19 outbreak has boosted consumption of dairy products in China, with 96 percent of the population believing dairy to have immunity-boosting benefits via lactoferrin. Over 40 percent of people in China were found to have increased their dairy consumption and diversified the types of dairy they ate and drank during the pandemic. Chinese officials have actively promoted dairy consumption in recent months, advising daily intake of approximately 10 ounces.

USDA Reports \$6.8 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 \$6.8 billion in payments to more than 499,000 farmers. The amount directed to dairy farmers - \$1.3 billion - is virtually unchanged this week.

Wisconsin to Reopen Application for Farm Aid

The Wisconsin Department of Revenue (WDOR) will accept [new applications for the Wisconsin Farm Support Program](#) beginning Monday, August 10. Created by Governor Tony Evers to distribute \$50 million in federal funding to farmers affected by the pandemic, the program paid out \$41.6 million in \$3,500 increments to nearly 12,000 producers in July. Only farmers who did not receive support in the first round of the program are eligible for a payment in the second round.

Coronavirus Headline News

Dairy Industry:

- *Progressive Dairy*: [Growing coronavirus cases give retail dairy sales another boost](#)
- *WKRN-TV*: [Borden Dairy donates thousands of gallons of milk to families in need](#)
- *Wisconsin Public Radio*: [State COVID-19 aid likely helped farmers left out of federal programs](#)

Wisconsin:

- *Milwaukee Journal Sentinel*: [Evers says Wisconsin businesses back him on mask order as Republicans weigh whether to undo it](#)
- *WTMJ-TV*: [Gov. Evers doesn't plan to mandate virtual instruction, amid lawmakers concerns](#)
- *WDJT-TV*: [Teachers' unions continue pressure on Evers to order virtual start to school year](#)

- *Wisconsin Public Radio*: [COVID-19 positive cases down from last week, still average more than 800 positives a day](#)

National/International:

- *Business Insider*: ['It is what it is': Trump dismisses the rising coronavirus death toll in the U.S.](#)
- *CNN*: [COVID-19 is more widespread than ever in the US but there are some states doing things right](#)
- *FOX Business*: [Trump weighs executive action to suspend evictions, payroll tax](#)
- *Bloomberg*: [World's top pork producer goes on defensive over virus response](#)

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:

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INDUSTRY UPDATES

Senators Call on Trade Officials, USDA to Protect Common Food Names

A bipartisan group of U.S. senators, led by Sens. John Thune (R-SD), Debbie Stabenow (D-MI), Tammy Baldwin (D-WI), and Thom Tillis (R-NC) are calling on U.S. Trade Representative Robert Lighthizer and U.S. Department of Agriculture Secretary Sonny Perdue to fight for protections for U.S. exporters using common food names, including parmesan and feta. In a [letter delivered last Thursday](#), the 61 co-signers request that trade officials consider common food name protections a core policy objective in all current and future negotiations.

WCMA lobbied lawmakers to join this cause, and will continue to advocate for members' interests, fighting the unfair use of geographic indications to limit the sale of American-made cheese abroad.

Comments on USDA Dietary Guidelines Due August 13

The U.S. Departments of Agriculture and Health and Human Services are accepting public comments on the [scientific report of the 2020 Dietary Guidelines Advisory Committee](#) now through August 13. The report will guide the development of federal nutrition policies and sets the basis for government food aid programs.

USDA Study Finds High Rate of Dairy Farm Consolidation in Midwest, Northeast

A [study](#) from the U.S. Department of Agriculture's (USDA) Economic Research Service finds that [the pace of consolidation in dairy exceeds the rate seen in most other agriculture sectors](#). The USDA report found that 20 years ago, farms with 2,000 cows or more only represented 4.5 percent of U.S. milk production. By 2016, that group represented 35.2 percent of all milk production. The consolidation trend is most concentrated in the Midwest and Northeast, particularly in Wisconsin, Minnesota, New York, and Pennsylvania.

Court Tosses Petition to End California Milk Quota

A petition to terminate the 50-year-old California milk quota system was deemed “not legally valid” last week by a judge in the California Department of Food and Agriculture (CFA). [The ruling is seen as a victory for California dairy farms](#), including smaller family-run farms, which own most of the milk quota. In June, dairy farmers testified in a CFA hearing stating the termination of the milk quota system, worth hundreds of millions of dollars, would be financially catastrophic for the industry.

Apply for DBIA Grants By Friday, August 14



WCMA members are encouraged to apply now for [Dairy Business Innovation Alliance \(DBIA\) direct-to-business grant opportunities](#). Applications are due Friday, 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.

IN THE NEWS

Wisconsin:

- *Wisconsin State Farmer*: [Current milk prices show need for major program changes](#)
- *WBAY-TV*: [Dairy Cares raises \\$210K in virtual fundraiser for Children's Wisconsin](#)

National/International:

- *Food Navigator*: [Sen. Booker targets corporate consolidation in agriculture for 'fundamentally broken' U.S. food system](#)
 - *Associated Press*: [As U.S. milk sales rise amid pandemic, "Got milk?" ads return](#)
 - *VinePair*: [Understanding the art and science of aging cheese \(Featuring WCMA member Hook's Cheese Company\)](#)
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EDUCATION



Space Now Limited in Front-Line Leadership Courses

Space is now limited in Fall 2020 offerings of WCMA's popular [Front-Line Leadership Trainings](#). These classes are high-quality, low cost opportunities for industry employers not only to train, but also to retain their most valued workers. The three courses in the series can be taken à la carte and in any order.

Just four spots remain for [Front-Line Leadership Training-Part B](#), which centers on positively impacting staff performance. It is set for Thursday October 15 in Madison, Wisconsin. [Front-Line Leadership Training-Part C](#) breaks down the key ingredients for cultivating a team, and is set for Thursday, November 5. Classes are limited to 22 participants - so reserve your spot today!

[REGISTER NOW](#)

WCMA is also pleased to host the following leadership courses in Fall 2020:

- **September 22:** [Advanced Leadership Series Begins](#) | Madison, WI
- **October 6:** [*NEW* Next Step Leadership](#) | 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 [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.

Register for DFW Labeling Regulations Course

Register now to participate in a virtual [Labeling Regulations for Dairy Products Short Course](#) on September 17-18, hosted by Dairy Farmers of Wisconsin. The course offers an overview of labeling regulations, the revised Nutrition Facts Panel, serving size updates, and more.

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](#)

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, Chr. Hansen, and Lactalis. [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.

MEMBERSHIP

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

