



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

Register for USDA Webinar Tomorrow at Noon Detailing Food Box Amendment

The U.S. Department of Agriculture (USDA) will host a [free webinar](#) on its amendment to the third round of solicitations for the Farmers to Families Food Box program on Wednesday, August 12 at 12 noon (CT). The [amendment](#) will allow USDA to accept proposals for dairy-only boxes and for vendors to include hard, semi-firm or semisoft cheeses, in addition to those previously approved. [Registration](#) is required.

WCMA Notes: Demand Remains in Volatile Times

The cheese industry has seen record highs and record lows for pricing during the pandemic, and continued volatility is assured.

In the [August edition of WCMA Notes](#), WCMA Executive Director John Umhoefer details the forces behind marketplace shifts, and urges cheesemakers to focus on workforce safety, reliable supply, and unprecedented sales and marketing communication with buyers, to weather what lies ahead.



USDA Pushes CFAP Deadline to September 11

The U.S. Department of Agriculture (USDA) is [pushing the deadline](#) to apply for aid via its Coronavirus Food Assistance Program (CFAP) to September 11. USDA officials reported the agency has processed [more than \\$7 billion in payments to 521,000 farmers](#). The amount directed to dairy farmers - \$1.3 billion - is again virtually unchanged this week.

SBA Opens PPP Loan Forgiveness Portal, But Banks May Wait to Apply

The U.S. Small Business Administration officially opened the Paycheck Protection Program loan forgiveness portal yesterday, but many banks say they will hold on the paperwork and process. Wells Fargo said in a statement it is waiting on additional guidance from SBA. JPMorgan Chase & Co.

noted its forgiveness process would not begin until late August or early September. Bank of America is “communicating directly with clients with additional instructions on how and when to apply.” The two other banks that make up the top five PPP lenders by value – Truist Bank and PNC Bank – will begin accepting forgiveness applications from small businesses later this month.

Wisconsin Officials Offer Insight on Workforce Challenges Posed by Childcare, School Shifts

Wisconsin's Talent Development Council is sharing a [free, recorded webinar](#) focused on how employers can support their staff, as they face limited childcare options and impacts of distance education offerings. The webinar panel includes Wisconsin Department of Workforce Development Secretary Caleb Frostman and key staff from the Wisconsin Department of Public Instruction, Wisconsin Department of Children and Families, and Wisconsin Early Childhood Association.



Coronavirus Headline News

Dairy Industry:

- *Wisconsin State Farmer*: [COVID-19 has permanently changed dairy consumer habits in grocery stores](#)
- *KEVN-TV*: [Anonymous donor gives \\$500,000 to state \(South Dakota\) coronavirus relief fund for immigrants](#)
- *Tribune-Democrat*: [Thompson to farmers: Sign up for CFAP aid program](#)

Wisconsin

- *La Crosse Tribune*: [Workplaces make up 40 percent of coronavirus probes in the state](#)
- *Up North News*: [Republicans don't have enough votes to overturn mask mandate, GOP lawmaker says](#)
- *Milwaukee Journal Sentinel*: [Ron Johnson on stimulus negotiations: 'I hope the talks remain broken down.'](#)

National/International:

- *CBS News*: [White House not expecting talks with Democrats on COVID bill this week](#)
 - *Reuters*: [U.S. governors question cost of Trump COVID-19 aid plans, urge talks continue](#)
 - *Associated Press*: [In virus talks, Pelosi remains firm while Mnuchin wants a deal](#)
 - *ABC News*: [Virus not showing signs of seasonal pattern](#)
 - *Politico*: [Russia registers virus vaccine, Putin's daughter given it](#)
 - *CNN*: [FDA won't 'cut corners' to approve a COVID-19 vaccine, commissioner says](#)
 - *Gallup Poll*: [One in three Americans would not get coronavirus vaccine](#)
 - *Washington Post*: [Wearing a neck gaiter may be worse than no mask at all](#)
 - *New York Times*: [Trump considers banning re-entry of citizens who may have coronavirus](#)
 - *NBC News*: [Few will send kids to full, in-person school in the fall](#)
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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](https://www.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

DBIA Grant Applications Due Friday, August 14



Apply by Friday, August 14 for up to \$20,000 in grant monies from the [Dairy Business Innovation Alliance \(DBIA\)](#).

Coordinated in partnership by the Center for Dairy Research (CDR) at the University of Wisconsin-Madison and WCMA, DBIA has \$230,000 to distribute via a competitive grants process in 2020. Dairy farmers and processors in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin may apply. Awards will be announced in September.

Gruyere Deemed "Generic" Cheese Type, as U.S. Rejects Push from French and Swiss

The U.S. Patent and Trademark Office's [Trademark Trial and Appeal Board this week rejected a push from French and Swiss gruyere associations](#) to bar American cheesemakers from using the term "gruyere," noting it as a generic style of cheese. The decision is a major win for the Consortium for Common Names, a group WCMA supports and has partnered with to protect member interests.

USDA Proposes Rule on Organic Standards

The U.S. Department of Agriculture (USDA) last week [proposed a new rule](#) to expand the National Organic Program's (NOP) oversight and enforcement of the production, handling and sale of organic products. USDA aims to support organic farmers through the revised regulations, which would standardize organic certificates, increase inspector qualifications, and more. USDA will accept [public comment on the Strengthening Organic Enforcement proposed rule](#) through October 5.

Brine SOP Available Now on WisCheeseMakers.org

WCMA is pleased to share a [standard operating procedure focused on brine management](#)

created by industry food safety consultants Jim Mueller, Larry Bell, and Marianne Smukowski of the Center for Dairy Research. This new, free resource provides information on proper brine makeup, storage and maintenance practices, and quality concerns.

IN THE NEWS

Wisconsin:

- WFRV-TV: ['Cheeselandia' growing demand for Wisconsin cheese](#)
- Wisconsin State Farmer: [Private labels key to Wisconsin cheese demand](#)
- Dairy Stream Podcast: [Center for Dairy Research performing innovative cheese studies](#)

National/International:

- Dairy Reporter: [Saputo merging U.S. divisions](#)
- New Yorker: [How suffering farmers may determine Trump's fate](#)
- The Telegraph: [Google to block junk food ads for children](#)

EDUCATION



Save Your Spot in WCMA Fall Leadership Courses

WCMA recognizes the importance of employee training programs for workforce development and retention. Don't miss your chance to learn effective, hands-on leadership skills through our slate of Fall 2020 leadership courses. Space is running out, sign up now:

- **September 22:** [Advanced Leadership Series](#) | Madison, WI
- **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 **TWO 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 refund, if desired.

[REGISTER NOW](#)

Register Now for UWRF Dairy Processing Courses

Register now to participate in dairy processing short courses offered this fall by the University of Wisconsin-River Falls. A [Pasteurization Short Course](#) on September 10-11 will cover raw milk microbiology, pathogenic organisms, thermalizing, CIP requirements, and more. A [Cheesemaker's Short Course](#) set for September 28-October 2 offers instruction on basic dairy chemistry and composition, milk microbiology, starter cultures and the manufacture of a variety of cheeses.

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](#)
 - 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, Chr. Hansen, International Ingredient Corporation, 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

Recognition Nominations Due August 25

WCMA members are invited to nominate industry leaders to be considered for formal recognition by WCMA in 2021 for their outstanding contributions to the dairy processing industry. Submit nominations for the following awards by Tuesday, August 25:

- [WCMA Cheese Industry Champion Award](#)
- [WCMA Distinguished Service Award](#)
- [WCMA Vanguard Award](#)
- [WCMA Babcock Award](#)

All nominations will be considered by the members of the WCMA Recognition Committee in September with final determinations made by the WCMA Board of Directors in December. Awards will be presented at CheeseExpo 2021, set for April 6-8 in Milwaukee, Wisconsin.

Questions? Contact [WCMA Events Manager Caitlin Peirick](#).

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

