



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

CDC: Masks with Exhalation Valves and Vents Do Not Prevent Coronavirus Spread

In [newly-updated guidance](#), the Centers for Disease Prevention and Control (CDC) is warning against the use of masks with exhalation valves and vents. The guidance now notes, "The purpose of masks is to keep respiratory droplets from reaching others to aid with source control. However, masks with one-way valves or vents allow air to be exhaled through a hole in the material, which can result in expelled respiratory droplets that can reach others. This type of mask does not prevent the person wearing the mask from transmitting COVID-19 to others."

SBA Updates PPP Guidance Documents

The U.S. Small Business Administration (SBA) has updated guidance documents addressing questions about the Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDLs).

The [PPP FAQ](#) now notes (in items 50 and 51) that use of a broker or other third party is immaterial to SBA's loan guarantee or payment of lender fees and that payments required for the provision of group health care benefits include vision and dental care. A new [PPP loan forgiveness FAQ](#) details the forgiveness process for business owners that received both PPP and EIDL monies.

USDA CFAP Payments Jump to \$9 Billion

The U.S. Department of Agriculture (USDA) officials are reporting a [jump of nearly \\$2 billion in Coronavirus Food Assistance Program \(CFAP\) payments](#), which now total \$9 billion. Dairy farmers have received \$1.6 billion in relief. The deadline to apply has been pushed to September 11.

Coronavirus Headline News

Dairy Industry:

- *Michigan Live*: [Federal judge declines to set aside Michigan order requiring farm and food processing workers to be tested for coronavirus](#)

Wisconsin

- *FOX News*: [Coronavirus infects 44 percent of Seneca Foods employees at Wisconsin plant](#)
- *USA Today Network - Wisconsin*: [Wisconsin reports fewest new COVID-19 cases in two](#)

- [weeks and fewest new tests since early July](#)
- WBAY-TV: [Sen. Baldwin accuses Trump of diverting COVID-19 supplies from Wisconsin](#)

National/International:

- New York Post*: [COVID-19 is third leading cause of death in the United States](#)
- The Hill*: [CDC backtracks guidance on three-month immunity](#)
- Wall Street Journal*: [Mnuchin says stimulus talks remain stalled](#)
- Politico*: [Senate Republicans to introduce smaller COVID package that includes billions for Postal Service](#)
- Associated Press*: [AP survey: States uncommitted to Trump's unemployment boost](#)
- CNBC*: [\\$300 unemployment boost may last for only 3 weeks](#)
- Bloomberg*: [Seafood's the new meatpacking as coronavirus spreads](#)
- MarketWatch*: [Reports of COVID cases are growing on college campuses as schools bring students back for in-person classes](#)

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

USDA Solicits Swiss Cheese Contracts, Updates Commodity Requirements with WCMA Input

The U.S. Department of Agriculture today announced plans to purchase nearly 80,000 pounds of Swiss cheese for nutrition assistance programs. A formal solicitation will soon be available electronically through the [Web-Based Supply Chain Management](#) system.

Last week, USDA announced [new specifications for natural Swiss cheese](#) for use in domestic feeding programs. The changes, which allow for wider acceptable ranges for standards including pH, moisture, and fat levels, reflect WCMA's direct advocacy efforts on behalf of Swiss cheese manufacturer members. Thanks goes to all members who quickly contributed information to WCMA.

WCMA Comments on FDA Ultrafiltered Milk Rule

WCMA continues to advocate for the use of ultrafiltered milk in dairy processing, submitting [additional comments](#) last week to the U.S. Food and Drug Administration (FDA). As members may recall, FDA's proposed rule calls for products made with UF milk to be specifically labeled. WCMA is urging FDA amend the definition of milk to include filtered milk, thereby negating a need for the term "ultrafiltered" on products.

House Lawmakers Call for Enforcement of USMCA

A bipartisan coalition of 104 members of the U.S. House of Representatives have [sent a letter](#) to U.S. Department of Agriculture Secretary Sonny Perdue and U.S Trade Representative Robert Lighthizer, urging them to hold Mexico and Canada to the terms of the USMCA, specifically calling out the importance of Canada's dairy commitments and Mexico's need to recognize common cheese names. The letter, which follows similar messaging from members of the U.S. Senate last week, was authored by Congressmen Ron Kind (D-WI) and Tom Reed (R-NY), among others.

IN THE NEWS

Wisconsin:

- *Yahoo! Finance*: [Wisconsin farmer: Results of trade deals have 'been disappointing'](#)
- *Wine Enthusiast*: [In pursuit of eco-friendly cheese, producers embrace wineries' farming methods](#) (Featuring WCMA member Uplands Cheese)
- *Amery Free Press*: [More cheese \(curds\) please](#) (Featuring WCMA member Ellsworth Cooperative Creamery)
- *WLUK-TV*: [80 years of Wisconsin cheese excellence](#)
- *Columbus Journal*: [Discover Wisconsin explores The Cheese Curd Crawl](#)

National/International:

- *Reuters*: [U.S.-China trade deal review postponed as China ramps up farm, energy purchases](#)
 - *FoodBev Media*: [Darigold to add new plant within global ingredient business](#)
 - *Dairy Reporter*: [Commercial scale equid and camel cheese possible through natural thickening substances](#)
 - *WECT-TV*: [Say cheese: 'Our State' features North Carolina cheese](#)
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EDUCATION



Sue Huston
Process Supervisor, AMPI

Impactful, Engaging, Industry-Focused: Sign Up Now for WCMA Advanced Leadership Series

Wondering if the [WCMA Advanced Leadership Series](#) is right for you? Watch the video linked above to hear past participants share what makes this impactful, engaging, and industry-focused leadership course so valuable for mid-level managers. Thanks to participants from Associated Milk Producers, Inc., Emmi Roth USA, Pine River Dairy, and Schuman Cheese-Lake Country Dairy for their insights!

The 2020 offering of WCMA's Advanced Leadership Series will be offered via three day-long virtual workshops, focused on the following topics:

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

This series will help your leadership staff develop relationships across industry, and encourages them to immediately put new learning to work for your business, via hands-on projects. Classes also feature long-time, established industry leaders, sharing insights on their path to success!

[REGISTER NOW](#)

WCMA also offers a series of employee training programs for emerging and front-line leaders, aimed at empowering them to develop and retain staff. Sign up now for any of these Fall 2020 leadership courses, now set for virtual delivery!

- **September 24:** Front-Line Leadership Training Part A | Eau Claire, WI **SOLD OUT!**
- **October 6:** ***NEW*** [Next Step Leadership](#) | Madison, WI **SIX SPOTS REMAIN**

- 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 **EIGHT SPOTS REMAIN**

REGISTER NOW

Register 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 Online | Center for Dairy Research](#)
- September 3: [Food Safety Workshop \(HACCP\) Online | 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 17: [Cheesemaking 101 | Center for Dairy Research](#)
- September 28: [Cheesemaker's Short Course | UW-River Falls](#)
- October 1: [Cheesemaking 101 | Center for Dairy Research](#)
- October 27-29: [Dairy Protein Beverage Applications Online Course | Center for Dairy Research](#)

WORKFORCE

WCMA Internship Exchange Accepting Applications

WCMA is **now accepting Fall/Winter 2020 applications** for the WCMA Internship Exchange. This program pairs students with WCMA members, including dairy processors, manufacturers, and industry supplier partners, for at least one full semester of hands-on work experience.

The WCMA Internship Exchange will receive applications from students interested in the following career fields: Production, Machine Operation, Maintenance, Packaging, Quality Assurance/Food Safety, Marketing, Accounting, and Human Resources.

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

Welcome New Member: Central Coast Creamery

WCMA is pleased to welcome new dairy manufacturer member **[Central Coast Creamery](#)**. Based in Paso Robles, California, Central Coast Creamery is an award-winning artisan maker of cow, sheep,

and goat milk cheeses.

WCMA now proudly serves 110 dairy manufacturers and processors, operating in more than 275 facilities nationwide, as well as 575 of their supplier partners in industry.

Reminder: Award Nominations Due August 25

WCMA members are reminded that now is the time 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

