



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



INDUSTRY UPDATES

USDA Awards WCMA and CDR \$6 Million to Continue Dairy Business Innovation Alliance



U.S. Department of Agriculture officials announced late last week the agency is awarding the [Center for Dairy Research and WCMA \\$6.13 million to support the work of the Dairy Business Innovation Alliance](#) (DBIA), serving Illinois, Iowa, Minnesota, South Dakota and Wisconsin. DBIA offers industry education, technical support and direct-to-business grants.

In the next funding period, running through 2023, DBIA will provide market research, product development, training workshops, and consultative services to industry, and it will distribute over \$3.4 million in grants to dairy farm and processing businesses, in increments of \$5,000-\$250,000.

Current and future announcements regarding DBIA trainings and grants [are available now online](#).

WCMA worked closely with U.S. Senator Tammy Baldwin (D-Wisconsin) as she shepherded the Dairy Business Innovation Initiative through passage in the 2018 Farm Bill and helped secure its funding. Congressmen Glenn Grothman (R-WI6), Ron Kind (D-WI3), Mark Pocan (D-WI2), Bryan Steil (R-WI1), and state department of agriculture officials have also provided impactful support.

Wisconsin Survey Provides Dairy Farming Insight

The Wisconsin Department of Agriculture, Trade and Consumer Protection has published the results of its [annual dairy producer survey](#), distributed just before the onset of the COVID-19 pandemic. Key findings include:

- Nearly 10 percent of respondents felt the need to access mental health services in the past year due to farming challenges.
- 83 percent of respondents said they believe their operation will still be farming in five years.

IN THE NEWS

Wisconsin:

- *La Crosse Tribune*: [Governor's Blue Ribbon Commission on Rural Prosperity to hold first of three listening sessions beginning August 31](#)
- *Dairy Foods Magazine*: [Ellsworth Cooperative Creamery focuses on its community](#)

- (Featuring WCMA member Ellsworth Cooperative Creamery)
- *Isthmus*: [A beautiful board](#) (Featuring WCMA members Hook's Cheese Company and Marieke Gouda)

National/International:

- *Bloomberg*: [Stressed-out cows may cut California dairies' milk output by 10 percent](#)
- *AGDAILY*: [Congress urges enforcement of USMCA dairy provisions](#)
- *CNN*: [Australia kills sale of a dairy business to China as trade tensions rise](#)
- *CNBC*: [U.S. and China to hold trade talks in the coming days, Chinese commerce ministry says](#)
- *Deli Market News*: [Savencia Cheese USA launches CheeseLoverShop.com](#) (Featuring WCMA member Savencia Cheese USA)
- *DairyBusiness*: [Paul Snyder from Tillamook Co-op discusses stewardship](#)

CORONAVIRUS INFORMATION & RESOURCES

Trump Announces \$1 Billion Boost for USDA Farmers to Families Food Box Program

During a visit to a North Carolina food packing plant yesterday, President Donald [Trump announced his administration will direct another \\$1 billion](#) to the U.S. Department of Agriculture's (USDA) Farmers to Families Food Box program and extend delivery dates beyond October 31. This additional funding will bring total program support to \$4 billion.

USDA officials report 70 million food boxes - including dairy, meat, produce, and combination boxes - have been delivered to food-insecure Americans in the first two rounds of the program. USDA is still accepting [bids for round three contracts](#), with deliveries beginning September 1.

More information the [program's third round](#) - and [key changes](#) to the initial solicitation - are available in the video linked below. Have more questions? Please contact your [WCMA staff](#).



The video player displays a slide with the USDA logo on the left and the following text on the right:

Farmers to Families Food Box
BASIC ORDERING AGREEMENT SOLICITATION

Agricultural Marketing Service
Commodity Procurement Program
Domestic Commodity Procurement Division

The video player interface at the bottom shows a progress bar at 00:00:02 / 00:40:25, a volume icon, and a speed control set to 1.0x. The video title is "USDA Farmers to Families Food Box BASIC ORDERING AGREEMENT SOLICITATION".

CFAP Aid Now Tops \$9.2 Billion

U.S. Department of Agriculture (USDA) officials are reporting [Coronavirus Food Assistance Program \(CFAP\) payments](#) now total \$9.2 billion, with dairy farmers receiving \$1.7 billion in relief. The deadline to apply is Friday, September 11.

Hunger Task Force Partners with Wisconsin State Fair and Wells Fargo to Support Dairy Recovery Program

[Hunger Task Force officials are partnering with the Wisconsin State Fair and Wells Fargo](#) to encourage [donations to the Wisconsin Dairy Recovery Program](#), offering two tickets to the 2021 fair for every donation of at least \$10 now through Friday, September 4.

Since March, the Wisconsin Dairy Recovery Program has purchased and distributed over 1.1 million gallons of milk, 378,000 pounds of cheese and 77,000 pounds of yogurt to food-insecure households.

Coronavirus Headline News

Dairy Industry:

- *Syracuse.com*: [How Syracuse researchers are using cows to fight coronavirus](#)

Wisconsin

- *WMTV-TV*: [Wisconsin reports fewest new COVID-19 cases since June](#)
- *WISC-TV*: [Wisconsin sees small increase in new COVID-19 cases as state approaches one month since mask mandate](#)
- *Green Bay Press Gazette*: [New milestone approaches as county remains COVID-19 hot spot](#)
- *Milwaukee Journal Sentinel*: [State lacks ideal coronavirus testing capacity for reopening of college campuses, schools, top health official says](#)
- *Beloit Daily News*: [Unemployment benefit filings remain high in Wisconsin](#)
- *WITI-TV*: [With Chicago's Wisconsin travel advisory lifted, some resume travel plans: 'It's a little better'](#)

National/International:

- *UPI*: [U.S. reports fewer than 40K new COVID-19 cases for second day](#)
 - *BBC*: [Fauci warns against rushing out vaccine](#)
 - *USA Today*: ['We shouldn't have to beg': Americans struggle without unemployment aid as Congress stalls on extending benefits](#)
 - *Associated Press*: [As virus rages, working parents face tough choices](#)
 - *Washington Post*: [Genetic data show how a single superspreading event sent coronavirus across Massachusetts — and the nation](#)
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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](#) 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
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WCMA Leadership Courses Go Virtual; Register Now!

WCMA leadership trainings are going virtual this fall/winter! Register your valued employees now to "level up" through our engaging, impactful line of online classes, including Front-Line Leadership, Next Step Leadership - focused this year on diversity and inclusion strategies, and Advanced Leadership.

We're pleased to announce all classes will continue to be led by Cyndi Wentland of Intentionaleaders, with courses tailored to a virtual format, with small-group breakout "rooms" and enhanced networking opportunities.

Space is limited; register today!

- **Beginning September 22: Three-Part Advanced Leadership Series**
- **September 24: Front-Line Leadership Training: Essential Skills **SOLD OUT!****
- **October 6: Next Step Leadership: Diversity and Inclusion Strategies **SIX SPOTS REMAIN****
- **October 15: Front-Line Leadership Training: Positively Impacting Performance **ONE SPOT REMAINS****
- **November 4: Front-Line Leadership Training: Cultivating a Team **SOLD OUT!****
- **November 5: Front-Line Leadership Training: Cultivating a Team **SIX SPOTS REMAIN****

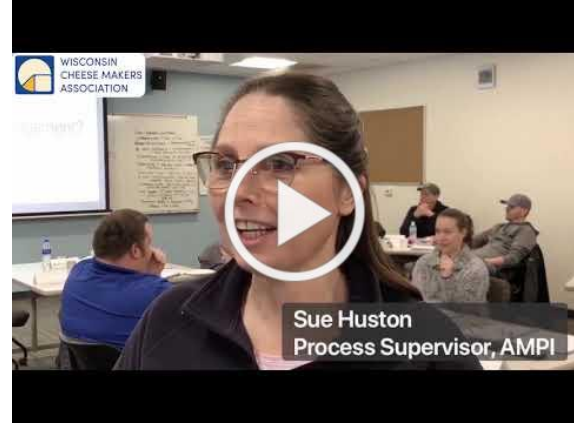
This week, we're shining a spotlight on WCMA's Advanced Leadership course, perfect for mid-level managers and those transitioning into such roles. Delivered via three workshops, the course focuses on the following topics:

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

The series features guest speakers from industry, talking about their leadership successes and challenges, and requires participants to complete projects that implement their new knowledge.

Past participants give the course a cumulative rating of 9.6/10 - and you can learn what they have to say in this video, featuring valued staff from WCMA members Associated Milk

Producers, Inc., Emmi Roth USA, Pine River Dairy, and Schuman Cheese - Lake Country Dairy.



REGISTER NOW

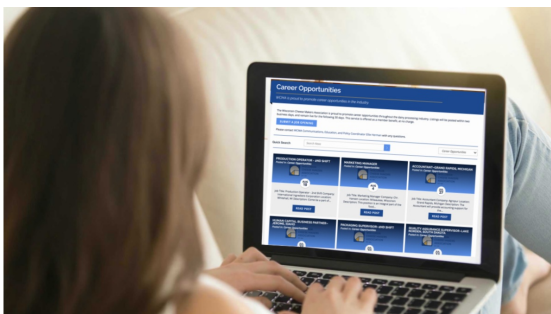
Register for Other Industry Training Opportunities

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: [Food Defense Refresher | M3 Insurance](#)
- 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

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, 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.

Register Now for Wisconsin's "Drive Thru" Job Fairs

WCMA members in Wisconsin's Dane, Columbia, and Jefferson Counties are invited to join in ["Drive Thru" Job Fairs](#) set for Thursday, September 17, hosted by the Workforce Development Board of South Central Wisconsin. A complete [list of upcoming job fairs in Wisconsin](#) is available online.

Reminder: WCMA Award Nominations Due Today

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 **by close of business today** for the following awards:

- [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.