



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES

WCMA Applauds State Effort to Boost Wisconsin Food Producers, Processors through Hunger Relief

WCMA dairy manufacturer members will team up with two of Wisconsin's leading food banks, Hunger Task Force and Feeding Wisconsin, Inc., to provide dairy products for families in need.

On August 27, Wisconsin Department of Agriculture, Trade and Consumer Protection officials announced they have awarded \$10 million through the state's **Food Security and Wisconsin Products grant** to these two leading hunger relief providers.

WCMA worked directly with organizers at Feeding Wisconsin and Hunger Task Force, connecting them with Wisconsin dairy manufacturers and processors that will now supply cheese, yogurt, butter and cottage cheese to food-insecure families statewide.



USDA Extends Food Box Program Contracts, Announces Delivery of 75M Boxes of Food

The U.S. Department of Agriculture (USDA) announced this week it is **extending the Farmers to Families Food Box delivery contracts with round two vendors** to September 18. The move will ensure continued services across the country, as the agency prepares to receive \$1 billion in additional program funding and continues to review proposals received for the upcoming third round. USDA officials say they will issue additional agreements in the near future, with subsequent contracts to deliver food boxes the remainder of September and through October 31.

On Friday, USDA officials also noted that the Farmers to Families Food Box program has **distributed more than 75 million food boxes** since May, to address the needs of food-insecure families and challenges faced by American food producers and processors amid the coronavirus pandemic.

USDA Solicits Bids for Cheddar and Swiss Cheese

The U.S. Department of Agriculture (USDA) is **soliciting bids** now through September 15 for the purchase of Cheddar and Swiss cheese for Emergency Food Assistance Programs. Questions may be directed to **USDA staff**.

USDA Extends Free Meals for Kids Through December

The U.S. Department of Agriculture (USDA) announced this week it is [extending the Summer Food Service Program](#), which provides free, nutritious meals for children at 80,000 sites across the country through December 31. USDA has provided program waivers that allow for a wider variety of dairy products to be served via this program, including full gallons of milk with boxed meals.

CFAP Now Tops \$9.4 Billion, Perdue Says Second Round of Farmer Aid Coming Soon

U.S. Department of Agriculture (USDA) officials are reporting this week that [Coronavirus Food Assistance Program \(CFAP\) payments](#) now total \$9.4 billion, with dairy farmers receiving \$1.7 billion in relief. The deadline to apply is September 11.

USDA Secretary Sonny Perdue said at a virtual meeting of the National Association of State Departments of Agriculture yesterday that rules are currently being written for a [second round of CFAP](#), noting that he expects more aid from Congress for farmers soon.

Coronavirus Headline News

Dairy Industry:

- *World Trade Organization News Release*: [COVID-19 and agriculture: a story of resilience](#)
- *WLOS-TV*: [6th Annual Carolina Mountain Cheese Festival canceled due to COVID-19](#)

Wisconsin

- *WITI-TV*: [‘Really excited:’ UW doctor volunteers to be Patient 1; university among 1st test sites for COVID-19 vaccine](#)
- *WISC-TV*: [Dr. Deborah Birx meets with Gov. Evers, health professionals to discuss Wisconsin's fight against COVID-19](#)
- *Appleton Post Crescent*: [Appleton health officials report record-high week for new COVID cases](#)
- *Wisconsin State Journal*: [Despite COVID-19 shutdowns, preliminary figures show state tax collections increased](#)
- *Newsweek*: [Petition to recall Wisconsin Democratic Governor Tony Evers launched over coronavirus response](#)
- *Wisconsin State Journal*: [Wisconsin Attorney General Josh Kaul files briefs in support of Dane County emergency school closures](#)
- *Milwaukee Journal Sentinel*: [Gov. Tony Evers seeks an additional \\$300 per week in benefits for unemployed under new Trump program](#)

National/International:

- *CBS News*: [U.S. tops 6 million coronavirus cases](#)
 - *Reuters*: [U.S. coronavirus cases top six million as Midwest, schools face outbreaks](#)
 - *Wall Street Journal*: [U.S. new coronavirus infections slow to lowest level in more than two months](#)
 - *Business Journal*: [A third of Americans say they wouldn't take a coronavirus vaccine](#)
 - *Wall Street Journal*: [With second stimulus checks on hold, Americans spend less at the grocery store](#)
 - *Bloomberg*: [COVID threatens bigger death toll from starvation than infection](#)
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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

INDUSTRY UPDATES



USMCA

UNITED STATES-MEXICO-CANADA AGREEMENT

Senators Call for USMCA Enforcement

U.S. Senators Tina Smith (D-MN) and Mike Crapo (R-ID), together with a bipartisan group of 23 of their Senate colleagues, have [sent a letter](#) to U.S. Trade Representative Robert Lighthizer and U.S. Department of Agriculture Secretary Sonny Perdue, urging them to enforce several dairy-related provisions in the United States-Mexico-Canada Agreement (USMCA), including agreements over common cheese names.

WDATCP Plans Virtual Trade Mission to Japan

Wisconsin-based WCMA members are invited to [register by Friday, November 6](#) for a virtual trade mission set for December 1-11, designed to connect Wisconsin agricultural businesses with potential customers in Japan, hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP).

As with other WDATCP-led trade missions, a market briefing will be presented to all the participants. A local trade representative will conduct the search for your potential customers to best fit your business profile and requirement of potential partners. In addition, translation services will be provided during the virtual meetings.

USDA, FDA Work on Labeling of Plant-Based Products

Officials from the Food and Drug Administration and U.S. Department of Agriculture have [announced they will work together on joint principles to govern the labeling of plant-based products](#). Currently, there is no timetable for when the public comment period will open; WCMA will keep members informed of relevant developments.

Apply Now for USDA SBIR Grants

The U.S. Department of Agriculture is now accepting [proposals for Small Business Innovation Research grants](#). [Eligible projects](#) include food science and nutrition research and rural economic development endeavors. [Applications are due October 22](#). Successful applicants may receive up to \$100,000 in support.

IN THE NEWS

Wisconsin:

- *Midwest Farm Report*: [Wisconsin dairy farmer reflects on speaking at the Republican National Convention](#)
- *Wisconsin State Journal*: [Rural Wisconsin delivered big for Donald Trump in 2016. Will it do so again?](#)
- *Forbes*: [Sweeten up your summer cheese plate with fruit and cheese pairings](#) (Featuring WCMA members Carr Valley, Crave Brothers Farmstead, Emmi Roth, Klondike Cheese Company, and Marieke Gouda)
- *Milwaukee Magazine*: [How some Wisconsin farmers are making shopping available online](#) (Featuring WCMA member Cedar Grove Cheese/Clock Shadow Creamery)

National/International:

- *The Hill*: [U.S. cheddar cheese in Europe's trade mousetrap](#)
 - *Hoosier Ag Today*: [Dairy Farmers of America set sustainability goal to reduce emissions by 30 percent](#)
 - *Dairy Reporter*: [Good Karma Foods buys back company from Dean Foods](#)
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EDUCATION



Register Now For Next Step Leadership Course Focused on Diversity, Inclusion Strategies

This week, WCMA is shining a spotlight on its newest industry training offering: [Next Step Leadership](#), set for Tuesday, October 6. This engaging online class offers a refresher on essential leadership skills and a deep dive on one topic, determined by our members. This year, Next Step Leadership focuses on diversity and inclusion in the workplace. Tuition costs just \$135 per person, and just six spots remain - so reserve your space today!

Here's a look at WCMA's other Fall 2020 leadership trainings:

- **Beginning September 22:** [Three-Part Advanced Leadership Series](#)
- **September 24:** Front-Line Leadership Training: Essential Skills **SOLD OUT!**
- **October 15:** [Front-Line Leadership Training Part B: Positively Impacting Performance](#) **ONE SPOT REMAINS**
- **November 4:** Front-Line Leadership Training: Cultivating a Team **SOLD OUT!**
- **November 5:** [Front-Line Leadership Training Part C: Cultivating a Team](#) **SIX SPOTS REMAIN**

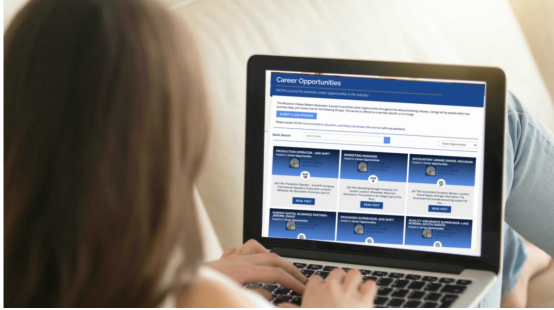
[REGISTER NOW](#)

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 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](#)

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 Springside Cheese Corp. [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

Wisconsin-based WCMA members are invited to participate in ["drive thru" job fairs at more than 20 locations](#) throughout the state on Thursday, September 17. Companies may [register online now to join in these innovative events](#).

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

