

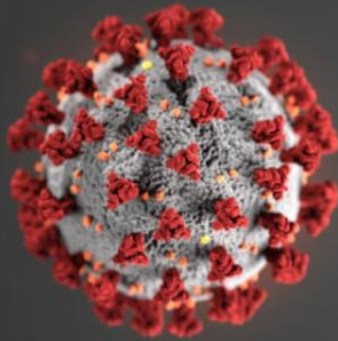


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



SBA Issues Simplified PPP Forgiveness Application, New Rule for Borrowers of \$50,000 or Less

The U.S. Small Business Administration and Department of the Treasury have issued a simplified Paycheck Protection Program (PPP) [loan forgiveness application](#) and a [new interim rule](#) for recipients of \$50,000 or less. Under the rule, eligible borrowers are exempted from any reductions in forgiveness based on reductions in full-time-equivalent employees or reductions in employee salary or wages.

WCMA advocated for simplified forgiveness, and applauds the SBA/Treasury key decision to allow full forgiveness, regardless of employment levels and wage data.

Judge Upholds Wisconsin Mask Mandate

A St. Croix County judge on Monday ruled that Governor Tony Evers has the authority to impose a statewide mask mandate, and denied a temporary injunction halting the current order. In his ruling, Judge Michael Waterman further stated his belief that state laws allow the Governor to issue multiple health orders, even under the same health emergency.

The Wisconsin Institute for Law and Liberty, the conservative group which brought forth the lawsuit, is planning an appeal. Republicans who lead the Wisconsin State Legislature had filed a brief in support of the suit, and have the authority to strike the mandate with a majority vote.

For more on this development, see the news articles linked below.

- *Milwaukee Journal Sentinel*: [Judge denies GOP effort to end Tony Evers' mask mandate, upholding governor's ability to issue health orders](#)
- *The Hill*: [State court upholds Wisconsin mask mandate](#)
- *ABC News*: [Judge strikes down attempt to stop mask mandate as cases continue to rise in Wisconsin](#)

Wisconsin Offers \$53 Million in Small Business Grants

Wisconsin-based businesses with 50 or fewer employees can ready applications now for COVID-19 relief grants worth a combined total of \$53 million.

The [We're All Innovating Contest](#), hosted by the Wisconsin Economic Development Corporation (WEDC), is offering \$3 million, with individual grants ranging from \$12,000-\$68,000. Awards will be made to companies that have employed new techniques or processes to fight COVID-19 or maintain safe operations during the pandemic. Examples of innovative projects could include (but are not limited to) efforts to monitor employees' health, provide additional breakroom space or reconfigure production layouts to aid social distancing efforts, offer a new drive-up sales service or online order system. Financial awards will help offset costs incurred since March 1, 2020, and/or anticipated through Dec. 30, 2020. The deadline to apply is Sunday, October 18 at 11:59 p.m. Complete details and an application form are [available here](#).

A second round of [We're All In Grants](#), offered by WEDC via the Department of Revenue, will offer \$50 million of support, with individual grants of \$5,000 going to 10,000 Wisconsin businesses. Applications for the grants will open at 8 a.m. on Monday, October 19, and close at 11:59 p.m. on Monday, November 2. Complete details are [available here](#).

Please feel encouraged to contact [WCMA staff](#) with any questions you may have about these programs.

Coronavirus Headline News

Dairy Industry

- *Morning Call*: [Amish cheesemaker reluctantly moves online to counter coronavirus sales drop](#)
- *New York Times*: [Trump funnels record subsidies to farmers ahead of Election Day](#)
- *The Country Today*: ['Eye-popping numbers': Coronavirus aid helping farmers through pandemic](#)

Wisconsin

- *WDJT-TV*: [Researchers project COVID-19 case increase in nearly every Wisconsin county through October](#)
- *Wisconsin State Journal*: [Wisconsin, Dane County set COVID-19 hospitalization records again](#)
- *WBAY-TV*: [Wisconsin health and business leaders plead with public to follow COVID guidelines](#)
- *WISC-TV*: ['Heartbreaking and frustrating': Wisconsin health care leaders react to state surpassing 150,000 cases](#)
- *WISN-TV*: [Bars, restaurants adjust to comply with new indoor capacity limits](#)
- *WMTV-TV*: [Legislative agency critical of indoor gathering orders says it's still 'enforceable'](#)
- *WSAW-TV*: [Marathon County sees 700 percent surge in active COVID cases since September 8](#)
- *Wausau Daily Herald*: [Need for food assistance in Marathon County 'nonstop' as COVID-19 cases continue to surge](#)
- *Wisconsin Public Radio*: [For patients and public bodies alike, making COVID-19 information public can be controversial](#)
- *WISC-TV*: [Association says one in ten restaurants have permanently closed since coronavirus began](#)

National/International

- *Reuters*: [U.S. COVID-19 cases hit two-month high, ten states report record increases](#)
- *Wall Street Journal*: [New U.S. coronavirus infections fall but remain elevated in Midwest](#)
- *Associated Press*: [Second COVID-19 vaccine trial paused over unexplained illness](#)
- *USA Today*: ['Like we're going into quarantine': Americans plan to stockpile food this fall over fears of COVID-19 surge, election unrest](#)
- *FOX Business*: [Coronavirus affecting bottom line for most small businesses in final](#)

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



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Joint Annual Meeting with Wisconsin DNR Returns Live Online October 29

The dairy and food industry's annual joint meeting with Wisconsin Department of Natural Resources (WDNR), postponed last spring, is back as a free event for WCMA members. This eighth annual meeting with WDNR offers dairy industry and agency presentations on key environmental and policy topics. [Sign up today](#) to join this live, interactive, online meeting from 2:00-4:00 p.m. (CDT) on October 29, 2020.

Meeting topics include:

- Program Updates from the DNR Wastewater Division
- Building a Water Quality Clearinghouse to Trade Phosphorus Credits
- Program Updates from the DNR Wastewater Division
- Learnings from a Water Quality Trading Permit Renewal
- Nitrogen Loading Limits in Land Treatment Systems
- Land Application: Updating the 053 Form and Land Management Plan Guidances
- Multi Discharger Variances: Program Update and County Activity

WCMA members who register for this special WCMA Technology Committee event will receive access to this online Zoom meeting in the week prior to the event. WCMA has applied to the WDNR for Wastewater Operator Certification Training Credits for this event.

[REGISTER NOW](#)

DBIA Announces Eight-Part Webinar Series Lineup



The [Dairy Business Innovation Alliance](#) (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, this week announced plans for eight free webinars in its new "Let's Get Started" series. The programs are designed for dairy farmers and processors interested in business diversification, increased sales of value-added dairy products, and dairy exports.

[Register now](#) for the first webinar set for Tuesday, October 20 from 1:30-3:00 p.m. (CDT). Staff will introduce DBIA and share how the program can help.

Here's a look at other DBIA webinars coming soon:

- [Getting Set Up as a Business | Tuesday, October 27, 1:30 p.m. \(CDT\)](#)
- [Marketing Accessing Market Information and Developing a Plan | Tuesday, November 10, 1:30 p.m. \(CDT\)](#)
- [Product Development – Concept to Prototype | Tuesday, November 17, 1:30 p.m. \(CDT\)](#)
- [Regulatory Concerns in a Food or Beverage Start-Up | Tuesday, December 1, 1:30 p.m. \(CDT\)](#)
- [Food Safety and Quality | Tuesday, December 8, 1:30 p.m. \(CDT\)](#)
- [Understanding and Accessing Economic Development Financing | Tuesday, January 5, 2021, 1:30 p.m. \(CDT\)](#)
- [Exporting Dairy Products | Tuesday, January 19, 2021, 1:30 p.m. \(CDT\)](#)

Each webinar will offer a combination of general information presentations, breakout sessions and interviews with farmers and processors who will share their experiences and lessons learned.

[LEARN MORE NOW](#)

USDA Awards Processed Cheese Solicitations

The U.S. Department of Agriculture (USDA) announced Friday [successful bids](#) for the purchase of 48.5 million pounds of pasteurized process American cheese. USDA will purchase products from WCMA members Associated Milk Producers, Inc., Great Lakes Cheese Company, as well as Bongards' Creameries, for distributions throughout 2021.

A complete list of USDA's [open solicitations](#) and information on how to [become an approved vendor](#) are available online.

USDA Seeks Comment on Updated Natural Pepper Jack Cheese CRD by October 15

The U.S. Department of Agriculture is seeking additional industry comment on proposed changes to the agency's updated [natural pepper jack cheese commodity description](#). Comments should be submitted to [USDA staff](#) by Thursday, October 15.

Dairy Innovation Hub Shares First Annual Report



DAIRY INNOVATION HUB

The [Dairy Innovation Hub](#), which aims to harness research and development capacity and training opportunities at University of Wisconsin campuses in Madison, Platteville, and River Falls for the advancement of the industry, released its first [annual report](#) on Monday.

Highlights include:

- More than 50 funding awards supporting dairy research in four priority areas
- \$5.1 million allocated for new dairy faculty, staff, graduate students, and postdoctoral researchers.

WCMA has advocated for the Dairy Innovation Hub, partnering with Dairy Business Association, the Wisconsin Farm Bureau Federation, and others to secure nearly \$9 million in state support during the last budget cycle.

WDATCP Clarifies Bulk Milk Tank Regulation Permits

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) shared last week additional clarifying information on [bulk milk tanker permit numbers and inspections](#). Instead of setting one established expiration date for all permit holders, WDATCP will now automatically renew bulk milk tanker permits based upon the day of inspection.

Members can access additional information via WDATCP's [new Dairy Services webpage](#), which features listings of dairy initiatives and organizations, updates on COVID-19 resources and regulations, and answers to frequently asked questions.

IN THE NEWS

Wisconsin

- *Milwaukee BizTimes*: [Wisconsin export decline slowed in August, now down nine percent this year](#)
- *Green Bay Press Gazette*: [Scray Cheese keeps the curds coming, fresh and deep-fried, with drive-thru operations](#)
- *WLUK-TV*: [Fresh snacks for all ages and occasions](#)
- *La Crosse Tribune*: [Hidden Springs Creamery still winning sheep's milk cheese awards after 15 years](#)
- *Isthmus*: [St. Isidore's Dairy debuts with a raw milk clothbound cheddar](#)

National/International

- *Food Dive*: [General Mills considering sale of Yoplait, French media reports](#)

WORKFORCE



Share Input Via Survey, Join Committee Meeting

[Register now](#) to join in a virtual meeting of [WCMA's Workforce Committee](#) set for Tuesday,

October 20 from 1:00-2:30 p.m. (CDT). Meeting goals include discussing pandemic-related workforce challenges - and how WCMA can help, current training offerings and unmet needs, changes to WCMA's annual Wage & Workforce Survey, and various employee attraction and retention resources.

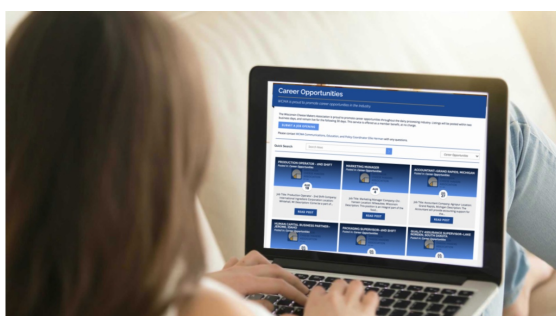
For more information, see the proposed [meeting agenda](#). Attendees are encouraged to [fill out this brief survey](#) in advance of the meeting to maximize its productivity.

All WCMA members are welcome to join in this free, open meeting, and those with human resources responsibilities are encouraged to participate. [Register](#) by Friday, October 16.

Have questions? Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

REGISTER NOW

New Opportunities Now on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is currently featuring career opportunities with WCMA member companies Alpine Slicing, Agropur, Cedar Grove Cheese, Cheese Louise, and Maple Leaf Cheesemakers.

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.

EDUCATION



Learn to Cultivate a Team Spirit in WCMA's Next Front-Line Leadership Course

WCMA's [Front-Line Leadership Training](#) courses are high-quality, low-cost opportunities for industry employers not only to train, but also to retain their most valued workers.

Highly recommended by previous participants, these classes - available live online! - offer proven approaches to managing others, solving problems, making decisions, and communicating, so leaders can build an efficient and quality-driven team.

Just four spots remain open for WCMA's next offering of [Front-Line Supervisor Training Part C: Cultivating a Team](#) on Thursday, November 5, so register today!

ONLINE REGISTRATION

Register by Thursday for Online Cheesemaking 101

Learn the basics of cheesemaking from experts at the Center of Dairy Research (CDR) through the online course [Cheesemaking 101](#). This on-demand workshop allows participants to take the course at their own pace starting Thursday, October 22. The deadline to register is Thursday, October 15.

Participants will learn basic cheese manufacturing science, principles of moisture and pH, basic mathematical calculations commonly used by cheesemakers, and common government regulations. This course is a prerequisite for CDR's new Advanced Cheese Technology Course.

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Please also consider registering to participate in these upcoming events:

- October 27-29: [Dairy Protein Beverage Applications Online Course | Center for Dairy Research](#)
- November 16-20: [Advanced Cheese Tech Short Course | Center for Dairy Research](#)

MEMBERSHIP

Vote Now to Help Select 2021 WCMA Distinguished Service Award Honorees



WCMA members are invited to [vote now](#) to help select individuals to be honored with the WCMA Distinguished Service Award in 2021. This award recognizes supplier partner members who have played a significant role in building the success of the United States dairy industry, contributing innovations in dairy manufacturing. 2020 honorees are noted on WisCheeseMakers.org.

Seven parties have been chosen by the WCMA Recognition Committee for this year's ballot and you may participate in the next step of the selection process by voting for nominees you favor. All votes must be received by Thursday, October 29.

Questions may be directed to [WCMA Events Manager Caitlin Peirick](#).

Last Call for Ad Space in 2021 WCMA Directory

Advertising space in the 2021 WCMA Member Directory is now very limited, and we encourage you to act quickly if you'd like to **reserve ad space**. Advertising connects your company with more than 100 dairy manufacturers, processors, and marketers, operating out of 275 facilities in 22 states and 11 countries.

Remaining advertising space will be allocated on a first-come, first-serve basis - and the deadline is Monday, October 19.

For more information, contact **[WCMA Office and Member Service Manager Sara Schmidt](#)**.



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.

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