

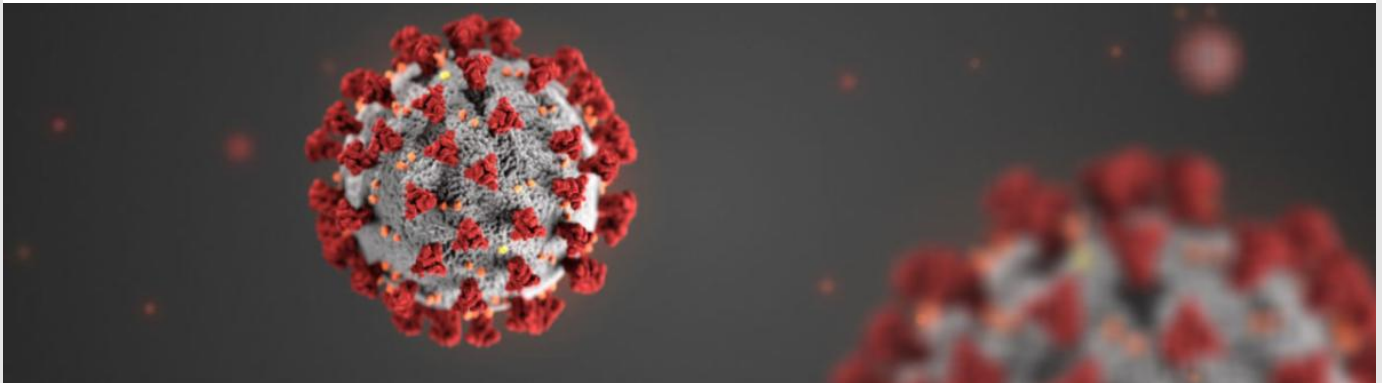


WCMA NEWS

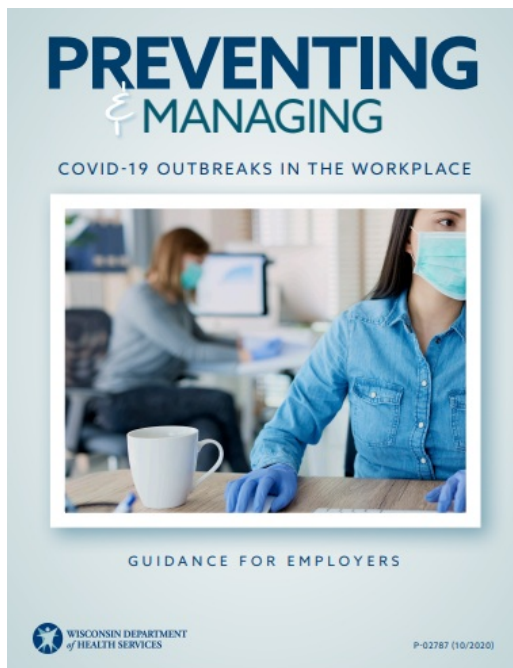
AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



Wisconsin Adjusts Definition of Outbreak in Updated COVID-19 Employer Guidance



The Wisconsin Department of Health Services (WDHS) has updated its definition of a workplace outbreak to **two cases within a 14-day period**, as opposed to two cases within a 28-day period. WCMA had been talking with WDHS officials about this matter, and views this change as an improvement.

The new definition is now reflected on Pages 11 and 17 of a just-released COVID-19 employer guidance, called [Preventing & Managing COVID-19 Outbreaks in the Workplace](#). This resource includes:

- A step-by-step guide for what to do, when a worker tests positive for COVID-19
- An explanation of what to expect when working with local public health officials
- A rundown of various tests and testing strategies, including serial testing
- Printable forms for wellness tracking

Mnuchin, Pelosi Continue Relief Package Negotiations As Senate Votes on PPP Reauthorization

U.S. Treasury Secretary Steven Mnuchin and House Speaker Nancy Pelosi (D-CA) are [continuing](#)

[negotiations](#) over a coronavirus relief package, after making progress toward compromise on Monday. Pelosi has set a soft deadline of determining by the end of the day whether agreement can be reached and a bill approved before Election Day.

Meanwhile, the Republican-led U.S. Senate today is voting on a [standalone bill](#) to authorize another round of Paycheck Protection Program loans. It's unlikely to be voted on by the House of Representatives, with Democrats leading the body favoring more comprehensive legislation.

“We’re All In” Grants Now Available



Apply now for the Wisconsin Economic Development Corporation's (WEDC) second round of ["We're All In" Small Business Grants](#). A total of \$50 million is available, and WEDC aims to provide grants of \$5,000 each to 10,000 businesses.

Eligible businesses are Wisconsin-based, employ 50 or fewer full-time workers, and made less than \$1 million in revenue (gross receipts less returns and allowances) last year.

[Applications](#) are due by 11:59 p.m. (CST) Monday, November 2. Please contact [WCMA staff](#) with any questions.

Wisconsin Capacity Limits Order Reimposed

A Wisconsin judge Monday [reimposed an order](#) from Governor Tony Evers' administration limiting the capacity inside bars and restaurants statewide to 25 percent, saying that proprietors had never followed the order and thus could not argue it had harmed their businesses. This action overturns a [temporary injunction](#) another judge had issued last Wednesday, after the order was challenged by the Tavern League of Wisconsin.

Coronavirus Headline News

Dairy Industry

- *Milwaukee BizTimes*: [Five coronavirus-related changes manufacturers expect to keep for the future](#) (Featuring WCMA member Sartori Cheese)
- *Appleton Post Crescent*: [How do you keep kids engaged with online learning? These Wisconsin teachers invited a cow to visit their Zoom sessions](#) (Featuring WCMA member Dairy Farmers of America)

Wisconsin

- *The Today Show*: [Wisconsin facing massive spike in coronavirus cases](#)
- *WISC-TV*: [Seven-day positivity rate for COVID-19 now at 21.1 percent in Wisconsin; 165 more hospitalized](#)
- *WBAY-TV*: [Wisconsin reaches 1,600 COVID-19 deaths](#)
- *Appleton Post Crescent*: [Appleton has record number of COVID-19 cases for eighth consecutive week](#)
- *Wisconsin Public Radio*: [State, local health officials plan for mass coronavirus vaccine distribution](#)
- *WTMJ-TV*: [Wisconsin partners with Google to process unemployment insurance claims](#)
- *WISC-TV*: [Wisconsin schools 'whipsawing' as COVID-19 hits rural districts](#)

National/International

- *Newsweek*: ['Uncontrolled spread' of COVID-19 in majority of U.S. states](#)

- *Associated Press*: [Rural Midwest hospitals struggling to handle virus surge](#)
- *CBS News*: [U.S. borders with Mexico and Canada to remain closed for non-essential travel as coronavirus infections rise](#)
- *CNN*: [States file their COVID-19 vaccine plans to CDC without plans to pay for them, state health officials say](#)

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



WCMA Advocates for Common Food Name Protection

WCMA is calling on members of the U.S. House of Representatives to sign a [bipartisan letter](#) urging the U.S. Trade Representative and U.S. Department of Agriculture prioritize the protection of common food names in future trade negotiations.

American dairy manufacturers have increasingly been shut out of markets around the world due to the European Union's prolific misuse of Geographical Indications (GIs) to block U.S. cheeses from being sold in third-party markets under common names such as "parmesan" and "mozzarella." A similar [Senate letter](#) was sent to the Trump Administration on July 30.

Mexico Resolving Issues With Dairy Manufacturers After Halting Sales Over Alleged Labeling Issues

Mexico's government is now resolving issues with numerous global dairy food suppliers, including Sargento and Philadelphia, after halting the sale of 20 dairy products over allegations of labeling violations last week. For more information, see the news articles linked below:

- *Associated Press*: [Cheese producers react angrily to Mexico cheese seizure](#)
 - *Reuters*: [Mexico's consumer protection office resolves first cases in dairy product dispute](#)
-

WTO Clearing New EU Tariffs on U.S. Cheeses

The European Union expects to gain formal clearance from the World Trade Organization next week to [impose tariffs](#) on \$4 billion of annual U.S. imports - including numerous [fresh cheeses and cheddar](#) - in a dispute over aircraft subsidies.

For more information on the tariffs, see these news articles linked below:

- *Associated Press*: [WTO says EU can put tariffs on \\$4 billion of U.S. goods](#)
 - *Business Insider*: [The WTO has ruled the EU can impose around \\$4 billion in tariffs on US goods in retaliation for Boeing subsidies](#)
-

Join in WEDC Webinar on Export Grants October 27

Wisconsin-based WCMA members are invited to join in a webinar detailing the Wisconsin Economic Development Corporation's [International Market Access Grant Program](#). The event is set for Tuesday, October 27, from 9:30 to 10:00 a.m. (CDT), and will detail allowed uses for grant dollars, an explanation of the application process, and reporting requirements.

Lawmakers Urge HHS, USDA to Reaffirm Dairy's Role in Healthy Diets

A bipartisan group of 55 Congressional members, led by U.S. Representatives Anthony Brindisi (D-NY) and Glenn "GT" Thompson (R-PA), this week sent a [letter](#) to U.S. Department of Health and Human Services (HHS) Secretary Alex Azar and U.S. Department of Agriculture (USDA) Secretary Sonny Perdue, urging them to reaffirm the role of dairy foods in healthy diets. The lawmakers also request that the agencies include findings from studies that have demonstrated beneficial or neutral effects of dairy foods at all fat levels in the upcoming release of dietary guidelines.

USDA Awards Cheddar Cheese Contracts

The U.S. Department of Agriculture (USDA) announced today [successful bids](#) for the purchase of 64 million pounds of cheddar cheese. USDA will purchase products from WCMA members Agropur, Associated Milk Producers, Inc., Great Lakes Cheese Company, Hilmar Cheese Company, Masters Gallery Foods, and Winona Foods, as well as Bongards' Creameries and Land O' Lakes, for distribution throughout 2021.

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



**WISCONSIN
CHEESE MAKERS
ASSOCIATION**
EST. 1891

Joint Annual Meeting with Wisconsin DNR Returns Live Online October 29

A complete [agenda](#) is now available for the dairy and food industry's annual joint meeting with Wisconsin Department of Natural Resources (WDNR). This popular meeting, postponed last spring, is back as a free, online event for WCMA members. This is the eighth annual meeting with WDNR and 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 Thursday, October 29

Meeting topics include:

- Program Updates from the DNR Wastewater Division
- Building a Water Quality Clearinghouse to Trade Phosphorus Credits
- 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 the Zoom link to this online 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

First in Series of DBIA "Let's Get Started!" Webinars Set for Today; More Coming Soon



The [Dairy Business Innovation Alliance](#) (DBIA), a partnership between the Center for Dairy Research and WCMA is offering the "Let's Get Started" series of webinars over the next four months to assist dairy farmers and processors interested in business diversification, increased sales of value-added dairy products, and dairy exports.

Webinars are free and open to all, and WCMA members are welcome to register for the entire series, or to selectively join in programs that are of most interest.

Here's a look at the schedule:

- [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. \(CST\)](#)
- [Product Development – Concept to Prototype | Tuesday, November 17, 1:30 p.m. \(CST\)](#)
- [Regulatory Concerns in a Food or Beverage Start-Up | Tuesday, December 1, 1:30 p.m.](#)

- [\(CST\)](#)
- [Food Safety and Quality | Tuesday, December 8, 1:30 p.m. \(CST\)](#)
- [Understanding and Accessing Economic Development Financing | Tuesday, January 5, 2021, 1:30 p.m. \(CST\)](#)
- [Exporting Dairy Products | Tuesday, January 19, 2021, 1:30 p.m. \(CST\)](#)

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.

REGISTER NOW

IN THE NEWS

Wisconsin

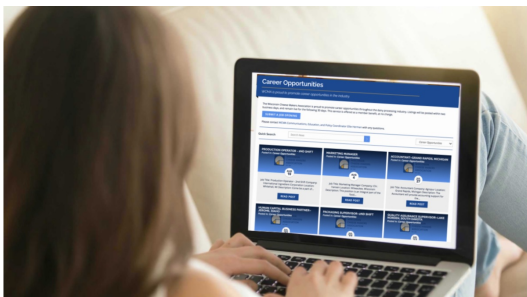
- *Milwaukee Journal Sentinel*: [Some Wisconsinites are gaining internet fame by becoming cheese curd influencers](#)
- *Rochester Post Bulletin*: [Rochester cheese plant picks up the pace, adds 20 jobs](#) (Featuring WCMA member The Kroger Co.-Pace Dairy Foods)
- *On Focus News*: [Nasonville Dairy supports local on National Cheese Curd Day](#) (Featuring WCMA member Nasonville Dairy)
- *Wisconsin State Farmer*: [Dairy Innovation Hub researchers to study effects of manure management regulation in Wisconsin](#)

National/International

- *Capital Press*: [Dairy exports up double digits in August, setting record](#)
- *CNBC*: [Meet the dairy firm hoping to power its delivery trucks using cow manure](#) (Featuring WCMA member Arla Foods Inc.)

WORKFORCE

New Opportunities Now on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is featuring 18 new industry career opportunities this week, including:

- Accountant
- Buttermaker
- Cheese Packager
- Marketing Supervisor
- Quality Control Technician
- Senior Maintenance Manager

All WCMA members are invited to [post openings](#). It's free and easy, and [WCMA staff](#) can help!

EDUCATION



Kudos to Front-Line Leadership Participants

WCMA hosted a virtual offering of *Front-Line Leadership Part B: Positively Impacting Staff Performance* online last Thursday for staff from Baker Cheese, Carr Valley Cheese, Grande Cheese Company, Great Lakes Cheese Company, Koss Industrial, Renard's Cheese/Rosewood Dairy, Schuman Cheese-Lake Country Dairy, V&V Supremo-Chula Vista Cheese, Wapsie Valley Creamery, and Wisconsin Dairy State Cheese.

Thanks go to all of the participants for their engagement and effort – and kudos go to their employers for investing in leadership development!

Register Now for WCMA, Industry Partner Trainings

WCMA is proud to host and promote opportunities for training and enrichment opportunities. Here's a look at some of those upcoming events:

- November 5: [WCMA Front-Line Leadership Part C: Cultivating a Team](#)
- 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](#)

RECOGNITION

Vote Now to Help Select 2021 WCMA Distinguished Service Award Honorees

Vote now to help WCMA select our 2021 Distinguished Service Award honorees! Seven people are on the ballot - and we're accepting your votes through Thursday, October 29.

Keep in mind, the WCMA Distinguished Service



Award recognizes **supplier partners** who have played a significant role in building the success of the United States dairy industry. Last year's honorees are noted on WisCheeseMakers.org.

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

MEMBERSHIP

Welcome New WCMA Members

WCMA is pleased to welcome two new supplier members this week:

- [BPM Inc. A Specialty Paper Mill](#)
- [Jeneil Biotech Inc.](#)

For more than 128 years, WCMA has served as the voice of cheese and dairy manufacturers, processors, and marketers. Today, WCMA represents more than 100 dairy processing companies and cooperatives operating across the United States, as well as 575 companies that supply industry equipment and services.

EWCSBA Cancels Fall Convention

Due to pandemic-related concerns, the Eastern Wisconsin Cheesemakers and Buttermakers Association has cancelled its Fall Convention, which had been set for November 4. Please contact EWCSBA [Member Services Manager Barb Henning](#) for more information, or to pay annual dues.

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

