



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

CheeseExpo Global Online Announced for April 6-8

For the welfare and benefit of dairy industry personnel, [WCMA is pleased to announce](#) that a new event, [CheeseExpo Global Online](#), will offer industry innovations, world-class information and supplier connections April 6-8, 2021.

CheeseExpo, the popular in-person technology exposition, will be postponed until April 12-14, 2022 in Milwaukee.

The need for timely information, technology transfer, and market insights never stops, and CheeseExpo Global Online will deliver by tapping the industry's finest technical experts, industry leaders and solutions from the supplier sector.

CheeseExpo Global Online, co-hosted by WCMA and the dairy experts at Center for Dairy Research, will include:

- Three days of concise keynote talks, and technical and marketing seminars
- Exhibitor spotlights highlighting key dairy technology, ingredients and services
- Signature networking events, including our Championship Cheese Auction
- Easy-to-access, easy-to-connect exhibit booths
- Industry recognition awards, WCMA Young Professionals networking and more

CheeseExpo Global Online is being planned in collaboration with dairy processors and dairy industry suppliers to deliver a virtual experience with impactful education, maximum participation and insights into technology viewable at dairy processing sites around the world.

CheeseExpo Global Online [registration will open](#) December 1. Additional information for exhibitors was distributed earlier today via email. Questions may be directed to [WCMA Events Director Judy Keller](#).

World Championship Cheese Contest Postponed Until March 1-3, 2022



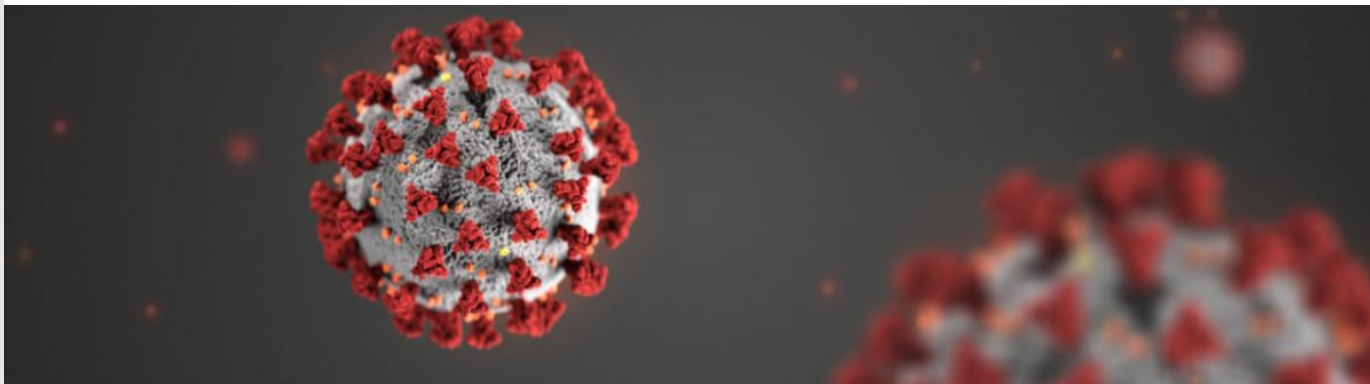
The [World Championship Cheese Contest](#) planned for February 2021 has been [postponed to March 1-3, 2022](#) in Madison, Wisconsin, for the welfare of its judges, industry volunteers and devoted attendees.

WCMA will present free, informative, online programming in the first week in March 2021 to promote quality cheesemaking and celebrate industry success in the over 60-year history of the Championship Cheese Contests.

The [World Championship Cheese Contest](#) will return live and in person March 1-3, 2022 at the Monona Terrace Convention Center in Madison, Wisconsin. The [United States Championship Cheese Contest](#) will follow on February 21-22, 2023.

Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

COVID INFORMATION AND RESOURCES



USDA Directs \$500M for Fourth Round of Food Boxes

The U.S. Department of Agriculture (USDA) has authorized [\\$500 million for a fourth round](#) of purchases for the [USDA Farmers to Families Food Box Program](#).

USDA is issuing fourth round solicitations to [existing Basic Ordering Agreement \(BOA\) holders](#) only and expects to award contracts by Friday, October 30 for deliveries of food boxes from November 1 through December 31, 2020. The fourth round will continue the purchase of combination boxes to include fresh produce, dairy products, fluid milk and meat products.

To date, USDA has invoiced more than [112 million food boxes](#) for delivery nationwide.

Senate Adjourns, Ending Talk of Pre-Election Coronavirus Relief Package

Majority Leader Mitch McConnell (R-KY) [adjourned the U.S. Senate](#) session Monday night, following confirmation of new Supreme Court Justice Amy Coney Barrett, bringing to an end the prospect of a coronavirus relief package prior to Election Day.

The White House, represented by Treasury Secretary Steven Mnuchin, and House Democrats had been [negotiating the terms](#) of a package worth \$1.8-\$2.2 trillion.

Appeals Court Blocks Wisconsin's Capacity Limits

Wisconsin's public health restrictions on bar and restaurant capacity have again been blocked, this time via a state court of appeals 2-1 ruling issued Friday.

Governor Tony Evers' administration issued the order October 6, limiting indoor gathering to 25 percent of certain buildings' capacity, citing a spike in coronavirus cases. The Tavern League of Wisconsin filed a lawsuit against the order on October 13, and since then, the order has been blocked and restored through the judicial process.

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

- *Associated Press*: [Appeals court temporarily blocks Wisconsin limits on indoor gatherings amid COVID-19 pandemic](#)

- *Milwaukee Journal Sentinel*: [Appeals court blocks Tony Evers' limits on public gatherings and capacity in Wisconsin restaurants and bars](#)
- *Milwaukee Journal Sentinel*: [Milwaukee issues new order reducing gathering limits to 10 people indoors and 25 outdoors](#)

Reminder: “We’re All In” Applications Due November 2



Applications for the Wisconsin Economic Development Corporation's (WEDC) second round of ["We're All In" Small Business Grants](#) are due 11:59 p.m. (CST) Monday, November 2. 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. Please contact [WCMA staff](#) with any questions.

Coronavirus Headline News

Dairy Industry

- *Yahoo! Finance*: [Coronavirus pandemic baking pushes Land O'Lakes butter sales to record year](#)
- *Vermont Biz*: [Leahy leads call for USDA to reverse decision to cut COVID relief to dairy farmers](#)
- *Progressive Dairy*: [Stephenson: Pandemic will weigh on dairy markets into 2021](#)
- *Wisconsin State Farmer*: ["Support Local Farmers" campaign hopes to raise \\$20,000 through end of year](#)

Wisconsin

- *WBAY-TV*: [Wisconsin crosses 200,000 cumulative case milestone](#)
- *WKOW-TV*: [Number of COVID-19 patients hospitalized tops 1,300 for first time](#)
- *Portage Daily Register*: [Hospitals in Sauk, Columbia approach capacity amid state's coronavirus surge](#)
- *Eau Claire Leader-Telegram*: [Eau Claire County sees dramatic COVID-19 surge over weekend](#)
- *Sheboygan Press*: [Sheboygan County exceeds 700 new coronavirus cases for second straight week](#)
- *WLUK-TV*: [OSHA fines Green Bay meat packing plant after coronavirus outbreak](#)
- *Wisconsin Public Radio*: [State regulators bar all utilities from shutting off water, power and heat until next spring](#)

National/International

- *Reuters*: [U.S. sets single-day record for COVID-19 cases during new surge](#)
- *CNBC*: [Average daily new coronavirus cases in U.S. hit all-time high as health officials warn 'exponential spread' is coming](#)
- *Associated Press*: [Coronavirus deaths are rising again, as feared](#)
- *Reuters*: [Food workers, rural Americans go hungry despite U.S. government farm aid](#)
- *FOX News*: [Largest food bank in U.S. sees demand double amid coronavirus pandemic](#)

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

ADVOCACY



POLICY COMMITTEE

Register Now to Join Policy Committee November 18

Register now to join in a virtual meeting of the WCMA Policy Committee on Wednesday, November 18 from 1:00-2:30 p.m. (CST). All WCMA members are welcome and encouraged to attend!

During this meeting, WCMA will offer election analysis and feature two guest speakers, determined by election results. Most importantly, we will seek your input on state and federal policy priorities for 2021, with recommendations to be shared with WCMA's Board of Directors in December.

Please feel encouraged to contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) with questions.

REGISTER NOW

Reminder: Vote On or Before Tuesday, November 3



WCMA does not endorse political candidates, but strongly encourages members to make their voices heard in each and every election cycle. **Please remember to vote on or before Tuesday, November 3.**

For links to voter information across the country, click [here](#).

Wisconsin voters will find the best resources [here](#). In Wisconsin, please note:

- You can [register to vote in advance](#) or on Election Day.
- [In-person early voting options](#) are widely available.
- Polls will be open from 8 a.m.-8 p.m. on Election Day.
- Many polling locations have changed; [enter your address online](#) to determine where you vote.

INDUSTRY UPDATES



WISCONSIN
CHEESE MAKERS
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Register Now for WCMA's Annual WDNR Meeting, Happening Online Thursday, October 29

[Sign up now](#) for the Wisconsin Cheese Maker Association Technology Committee's annual joint meeting with the Wisconsin Department of Natural Resources (WDNR), set to be held virtually this Thursday, October 29 from 2-4 p.m (CDT). Postponed last spring, this popular meeting is back as a free, online event for WCMA members.

A complete [agenda](#) is available for the eighth annual meeting with WDNR and offers dairy industry and agency presentations on key environmental and policy topics:

- Program Updates from the WDNR 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

Update: WDNR will award Wastewater Operator Certification Training Credits for this event. Please contact [WCMA Executive Director John Umhoefer](#) with any questions.

REGISTER NOW

USDA Updates Pepper Jack Cheese CRD

The U.S. Department of Agriculture (USDA) has released a final version of the agency's new [natural pepper jack cheese commodity requirements description](#). Updates include corrected references to good manufacturing practices, new language to clarify microbiological requirements, and general formatting. Questions may be directed to [USDA staff](#).

CDR Announces New Master Cheesemaker Leadership

The Center for Dairy Research (CDR) today [announced Andy Johnson](#), Outreach Specialist/Assistant Coordinator for the CDR Cheese Group has been named Program Coordinator for the Wisconsin Master Cheesemaker® Program, following the retirement of long-time leader Marianne Smukowski in

September.

The **Wisconsin Master Cheesemaker® Program** is an advanced education program for experienced cheesemakers, offered via a joint sponsorship between CDR, UW-Extension, and Dairy Farmers of Wisconsin.



Register Now for Online Dairy Summit November 18



Sign up now for the Dairy Innovation Hub's Dairy Summit, a free, virtual conference set for Wednesday, November 18 from 10:00 a.m.-3:30 p.m. (CST).

The inaugural event will showcase speakers who are utilizing Dairy Innovation Hub funds for innovative and timely dairy research. WCMA Executive Director John Umhoefer will lead a panel featuring WCMA members discussing opportunities and challenges in today's dairy supply chain. View the [agenda](#) for additional details.

WCMA has proudly 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.

Watch Recorded First Webinar in DBIA's "Let's Get Started!" Series, Sign Up for Upcoming Dates



The **Dairy Business Innovation Alliance** (DBIA), a partnership between the Center for Dairy Research and WCMA, has launched the "Let's Get Started" series of webinars to assist dairy farmers and processors interested in business diversification, increased sales of value-added dairy products, and dairy exports.

Fill out a brief online request form to [view a recording](#) of the first webinar of the series, held October 20. In the video, DBIA staff share how dairy processors can learn about business diversification, increasing 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:

- [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.

IN THE NEWS

Wisconsin

- *Wisconsin State Farmer*: [Foremost Farms USA sells Preston plant](#) (Featuring WCMA member Foremost Farms USA)
- *WFRV-TV*: [A look at cheesemaking heritage with Dairy Farmers of Wisconsin](#)
- *WFRV-TV*: [Butter, cheese, gifts - a look inside Pine River Dairy in Manitowoc](#) (Featuring WCMA member Pine River Dairy)

National/International

- *Idaho Statesman*: [Lactalis offers hundreds of dollars for new hires at its Nampa cheese factory](#) (Featuring WCMA member Lactalis American Group)
- *Feedstuffs*: [Cheese, whey plant begins production in Michigan](#) (Featuring WCMA member Dairy Farmers of America)
- *Dairy Reporter*: [Chobani increases starting wage to minimum \\$15 per hour](#)
- *WEAU-TV*: [USMCA a top priority during Tri-National Agricultural Accord](#)
- *Reuters*: [EU lawmakers vote for 'veggie burgers,' take hard line on dairy labels](#)
- *Reuters*: [China's purchases of U.S. farm goods at 71 percent of target under trade deal](#)
- *Bloomberg*: [Dairy farmers stymie India's bilateral trade deal with U.S., EU](#)
- *New York Times*: [U.S. to sign limited trade deal with Brazil](#)
- *Reuters*: [Former Blue Bell president faces new criminal charges over alleged listeria outbreak coverup](#)

RECOGNITION

Reminder: Vote by Thursday to Help Select 2021 WCMA Distinguished Service Award Honorees



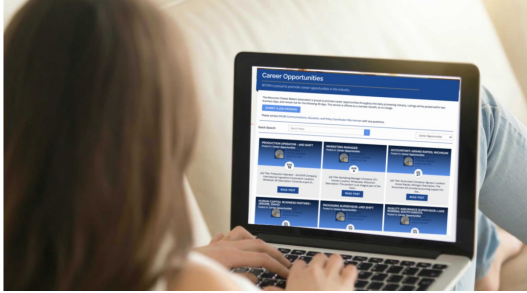
[Submit your vote](#) by 11:59 p.m. on Thursday, October 29 to help WCMA select our 2021 Distinguished Service Award honorees! Seven people are on the ballot for consideration.

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

WORKFORCE

New Opportunities Now on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is featuring 19 new industry career opportunities this week, including:

- Accountant
- Buttermaker
- Cheese Packager
- Process Safety Management Coordinator
- Quality Control Technician
- Whey Supervisor

All WCMA members are invited to [post openings](#). It's free and easy! Questions may be directed to [WCMA Communications, Education and Policy Coordinator Ellie Herman](#).

EDUCATION

Register Now for WCMA, Industry Partner Trainings

WCMA is proud to host and promote opportunities for training and enrichment. 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 9-12: [Hazard Analysis Critical Control Point \(HACCP\) Training | Dairy Farmers of Wisconsin](#)
 - November 16-20: [Advanced Cheese Tech Short Course | Center for Dairy Research](#)
 - November 30-December 1: [Advanced Hazard Analysis Critical Control Point \(HACCP\) Training | Dairy Farmers of Wisconsin](#)
 - December 2-December 3: [Principles of Internal Auditing | Dairy Farmers of Wisconsin](#)
 - December 14-16: [FSPCA Preventive Controls for Human Food \(PCQH\) Training | Dairy Farmers of Wisconsin](#)
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MEMBERSHIP

Welcome New WCMA Member

This week, WCMA warmly welcomes new processor/marketer member [The Kroger Co. - Pace Dairy Foods](#).

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.

Questions may be directed to [WCMA Office & 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.
