

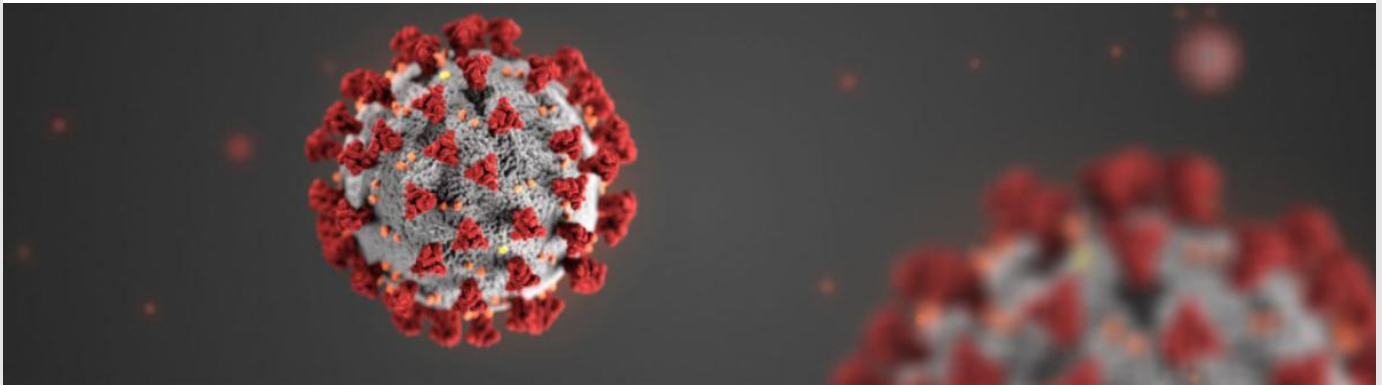


# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## COVID INFORMATION AND RESOURCES



### CDC Updates Guidance on COVID-19 Indoor Spread

The Centers for Disease Control and Prevention (CDC) Monday **updated guidance** to reflect findings that coronavirus can spread more than six feet through the air, particularly in poorly ventilated and enclosed spaces. CDC officials maintain this type of spread is uncommon and they continue to support current social distancing guidelines.

### FDA Plans to Proceed with Strict Vaccine Standards

The U.S. Food and Drug Administration (FDA) announced earlier today it will hold COVID-19 vaccine developers to **strict safety standards** for emergency authorization, a decision which is likely to delay when a vaccine will be made available to the public.

### Wisconsin Judge Weighs Argument to Lift Mask Order

On Monday, a St. Croix County judge hearing the lawsuit over Wisconsin's statewide mask mandate repeatedly asked a lawyer for the Wisconsin Institute for Law and Liberty **why he should block it**, when the Legislature has not.

Republican lawmakers can revoke Governor Tony Evers' order with a majority vote, but Assembly Speaker Robin Vos (R-Rochester) and Senate Majority Leader Scott Fitzgerald (R-Juneau) have yet to call the Legislature back into session. They have filed a brief in support of the lawsuit.

The presiding judge said at the conclusion of the hearing that he would **issue a written decision** on a temporary injunction "very quickly." WCMA will keep members informed of relevant developments.

# Injunction Temporarily Bars Release of Wisconsin Business Outbreak List; Hearing Expected This Week

Late Thursday, a Wisconsin judge issued an [injunction](#), barring Governor Tony Evers from releasing a list of businesses that reported outbreaks of COVID-19 between March and early July.

Wisconsin Manufacturers & Commerce, along with the Muskego and New Berlin chambers of commerce, filed a lawsuit after Evers shared his intent to release documents last week, following months of discussion between attorneys for the state and for media outlets which had made requests under open records laws.

A hearing on the matter is expected this week, and WCMA will alert members to developments. WCMA staff have contacted all members which may be impacted by the potential release of a business outbreak list.

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## Evers Directs Additional \$10M to Food Security Initiative, Supporting Food Banks and Producers

Wisconsin Governor Tony Evers Monday announced he is [directing an additional \\$10 million](#) in federal Coronavirus Aid, Relief, and Economic Security (CARES) Act monies to the [Food Security Initiative](#). This program, with initial funding \$15 million, has already enabled the state's food banks and pantries to purchase \$2.3 million in dairy products from Wisconsin manufacturers and processors. WCMA will keep members informed of opportunities to engage in this program.

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## Wisconsin to Distribute \$100M in Business Relief

Earlier today, Wisconsin Governor Tony Evers announced he is directing \$100 million in federal Coronavirus Aid, Relief, and Economic Security (CARES) Act monies to [business relief programs](#), including \$50 million in new "We're All In" grants for small businesses. This round of grants will be administered by the [Wisconsin Department of Revenue](#), and aims to support businesses hit hardest by the pandemic, including restaurants and taverns. WCMA will share pertinent details and application forms, as they become available.

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## Coronavirus Headline News

### Dairy Industry

- [WDATCP Secretary Romanski Op-Ed in Wisconsin State Farmer: As pandemic continues, so should support for agriculture](#)
- [FOX News: DFA helping food banks, people in need](#) (Featuring WCMA member Dairy Farmers of America)

### Wisconsin

- [ABC News: Wisconsin's COVID-19 outbreak continues to grow](#)
- [Milwaukee Journal Sentinel: Evers limits capacity in bars and restaurants to 25 percent as virus surges](#)
- [KARE-TV: Wisconsin Governor Tony Evers limits public indoor gatherings as COVID spikes](#)
- [WTMJ-TV: Three Wisconsin metro areas \(Oshkosh-Neenah, Green Bay, and Appleton\) near top of New York Times' worst current COVID-19 outbreaks in the nation](#)
- [WITI-TV: Wisconsin DHS: 2,020 new COVID-19 cases, 18 new deaths confirmed Tuesday](#)
- [Green Bay Press Gazette: Green Bay doctors call on community to stop 'reckless disregard' for health protocols and curb COVID-19 spread](#)
- [Wisconsin Public Radio: Local health departments 'cracking under the strain' of coronavirus spread](#)

- *Milwaukee Journal Sentinel*: ['Frustrated and heartbroken': Health care workers say Wisconsin's COVID-19 spike is the result of people ignoring preventive steps](#)
- *WKOW-TV*: [Rural southern WI hospitals watching COVID numbers closely, preparing for possible surge here](#)

#### National/International

- *Associated Press*: [Long-term jobless caught in a squeeze that imperils recovery](#)
- *Reuters*: [As cold weather arrives, U.S. states see record increases in COVID-19 cases](#)
- *CNBC*: [Coronavirus hospitalizations grow in the Midwest amid climbing cases — 'It's clearly a forest fire'](#)
- *The Hill*: [Trump orders aides to halt talks on COVID-19 relief](#)
- *FOX News*: [Trump discharged from Walter Reed, returns to White House](#)
- *Politico*: [Trump diagnosis scrambles trade agenda](#)

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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](mailto:jumhoefer@wischeesemakers.org) or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: [rsweeney@wischeesemakers.org](mailto:rsweeney@wischeesemakers.org) or 608-386-3012

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## WCMA NOTES

### A Processor Perspective on Price Reforms



Gyrating milk and cheese prices in this the most unusual marketing year in generations has spurred calls for federal order reform with a focus on negative PPDs.

The discussion deserves a processor perspective.

In the October edition of [WCMA Notes](#), Executive Director John Umhoefer shares some of the factors that should be considered, before milk pricing and handling is reimaged.

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## INDUSTRY UPDATES





## USDEC Calls for Increased Cheese Imports by China

The U.S Dairy Export Council (USDEC) and National Milk Producers Federation have expressed concern in [a letter](#) to Trade Ambassador Robert Lighthizer about China's insufficient efforts to increase dairy exports under the Phase One agreement between our nations. While U.S. dairy exports are up, Chinese imports of U.S. cheese amounted to seven percent market share by value from January through July 2020, down from 12.1 percent in 2017. The U.S. continues to face steep tariff barriers and the letter asks the trade representative to urge China to use its one-year tariff waiver process to increase purchases. USDEC has prepared a [one-page fact sheet](#) highlighting these concerns.

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## WCMA, USDA Discuss Trade Priorities

WCMA Executive Director John Umhoefer met with U.S. Department of Agriculture Secretary Sonny Perdue at a Wisconsin dairy farm Friday, discussing the importance of protecting common cheese names in international trade agreements.

Learn more via these news clips:

- *Wisconsin State Farmer*: [USDA Sec. Sonny Perdue pays visit to Cedar Grove dairy farm, talks with producers](#)
- *KNEB-AM*: [U.S. ag secretary gets 'real sense of the issues' at Wisconsin dairy](#)

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## Baldwin Decries Inequity in Trade Aid for Wisconsin

U.S. Senator Tammy Baldwin (D-Wisconsin) last week shared an [open letter](#) to President Donald Trump and U.S. Department of Agriculture (USDA) Secretary Sonny Perdue, expressing concern over a recent Government Accountability Office report which showed that Wisconsin farmers received less in trade aid, on average, than those other states. In the letter, Baldwin also requests support for the Farming Support to States Act and the Dairy Business Innovation Initiatives.

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## Join WDATCP's 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. Contact [WDATCP staff](#) to apply.

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## WDATCP Launches New Dairy Services Webpage

The Wisconsin Department of Agriculture, Trade and Consumer Protection launched a [new Dairy Services webpage](#) this week, which features listings of dairy initiatives and organizations, updates on COVID-19 resources and regulations, and answers to frequently asked questions.

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## USDA Seeks Comment on New Yogurt Products CRD

The U.S. Department of Agriculture is seeking industry comment on proposed change to the agency's [yogurt products commodity description](#). Comments should be submitted to [USDA staff](#) by Friday, October 9.

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## Register for DBIA Webinar October 20



The [Dairy Business Innovation Alliance](#) (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, is launching a series of eight webinars for dairy farmers and processors interested in business diversification, exports, and increased sales of value-added dairy products.

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



Webinars 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

## Dairy Innovation Hub Offers Technical Assistance

Have a technical or mechanical issue? Perhaps the Dairy Innovation Hub can help!

WCMA members are invited to contact Hub instructor [John Shutske](#) and suggest a challenge in need of an engineered solution that University of Wisconsin-Madison seniors could tackle as part of a two-semester capstone project. Strong submissions will be specific to a facility or product, and selected challenges will result in detailed drawings, calculations, and a prototype for evaluation.



## IN THE NEWS

### Wisconsin

- *Politico*: [Trump campaign looks to small victories on trade to win the farmer vote](#)
- *WKBT-TV*: [Increase in dairy consumption benefiting local production](#) (Featuring WCMA member Westby Cooperative Creamery)
- *Wisconsin State Farmer*: [Dairy Farmers of Wisconsin hosts virtual cheese curd celebration with Culver's](#) (Featuring WCMA member LaGrander's Hillside Dairy)

### National/International

- *Associated Press*: [U.S. ambassador defends tough approach to China](#)
- *Eater*: [Artisanal American cheese was finally on top of the world, and then the world fell apart](#)
- *Minneapolis/St. Paul Business Journal*: [A crazy year for cheese](#)
- *Hoard's Dairyman*: [CMAB launches California Dairy Innovation Center](#)

## EDUCATION



## Kudos to Next Step Leadership Participants

WCMA is hosting a virtual offering of its brand-new course, *Next Step Leadership: Diversity and Inclusion in the Workplace*, today for staff from Crave Brothers Farmstead Cheese, Klondike Cheese Company, Renard's Cheese, Schuman Cheese-Imperia Foods, Specialty Cheese Company, and Westby Cooperative Creamery. Thanks go to all of the participants for their engagement and effort - and kudos go to their employers for investing in leadership development!

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## Register for WCMA Virtual Leadership Trainings

WCMA recognizes the importance of employee training programs for workforce development and retention. Here's a look our upcoming Fall 2020 virtual leadership trainings:

- **October 15:** [Front-Line Leadership Training Part B: Positively Impacting Performance](#) **ONE SPOT LEFT**
- **November 4:** Front-Line Leadership Training: Cultivating a Team **SOLD OUT**
- **November 5:** [Front-Line Leadership Training Part C: Cultivating a Team](#) **FOUR SPOTS LEFT**

[REGISTER NOW](#)

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## Check Out Other Industry Trainings

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

- October 12-16: [Food Defense Training | Dairy Farmers of Wisconsin](#)
  - 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](#)
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## 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.

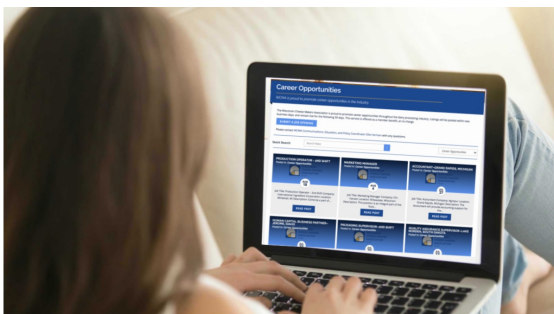
All WCMA members are welcome to join in this free, open meeting, and those with human resources responsibilities are encouraged to participate. **Register** by Friday, October 16.

Have questions? Please contact **WCMA Communications, Education, and Policy Director Rebekah Sweeney**.

**REGISTER NOW**

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## New Opportunities Now on WCMA Jobs Board



WCMA's **industry-specific online jobs board** is currently featuring career opportunities with WCMA member companies Agropur, Caloris Engineering, and Cedar Grove Cheese.

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.

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## MEMBERSHIP

### Submit Photos for WCMA Salute to Critical, Essential Workforce in 2021 Member Directory

WCMA will publish a special edition of the WCMA Member Directory in 2021, paying tribute to the dairy processing industry's critical and essential workforce.

WCMA members are invited to **submit an image** of an employee or team for inclusion, and share how they add value to your business, by Friday, October 9.



Have questions? Please contact [WCMA Communications, Education, and Policy Coordinator Ellie Herman](#).



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## Ad Space Now Limited in 2021 WCMA Directory

Advertising space in the 2020 WCMA Member Directory is being claimed quickly, and we encourage you to act now 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.

Two full-page, full color advertisements remain at a cost of \$1,400 each. One two-thirds page advertisement space is available at \$1,000, and four half-page advertisement spaces are also available at \$750 each. Find complete specifications and other details [here](#).

Advertising spots will be allocated on a first-come, first-serve basis - and the deadline to reserve space is Monday, October 19. To reserve your space, contact [WCMA Office and Member Service Manager Sara Schmidt](#).

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## 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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WisCheeseMakers.org

