



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## ADVOCACY



### Make Your Voice Heard! Vote Today!

Polls are open now from coast-to-coast, and WCMA encourages its members to go vote. National resources for voters are [available online](#).

**Wisconsin voters** should note:

- You can [register to vote](#) on Election Day.
- You can [enter your address online](#) to determine where you vote.
- You can [preview your ballot](#) online.
- Polls are officially open through 8 p.m. tonight, and you must be allowed to cast a ballot if you are in line at that time.

### U.S. Representatives Urge Protection of Common Cheese Names, Trade Opportunity

U.S. Representatives Jim Costa (D-CA), Jodey Arrington (R-TX), Angie Craig (D-MN), Dusty Johnson (R-SD), Ron Kind (D-WI), Mike Gallagher (R-WI), Jimmy Panetta (D-CA) and Mike Kelly (R-PA), together with a bipartisan coalition of 103 of their Congressional peers, yesterday [sent a letter](#) to the U.S. Trade Representative's Office (USTR) and the U.S. Department of Agriculture (USDA) urging them to protect common cheese and wine terms in all current and future trade negotiations. The European Union's prolific misuse of geographical indications has blocked U.S. cheeses from being sold in third-party markets under common names such as "parmesan" and "mozzarella."

A [similar letter](#), led by Senators John Thune (R-SD) and Debbie Stabenow (D-MI) garnered support from a total of 61 Senators and was sent to USTR and USDA in July.

WCMA proudly partnered with National Milk Producers Federation to advocate for members, and



# POLICY COMMITTEE

## Register Now to Join Policy Committee for Analysis, Agenda-Setting Meeting November 18

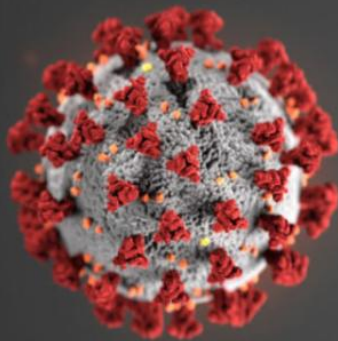
**Register now** to join in a virtual meeting of the WCMA Policy Committee on Wednesday, November 18 from 1:00-2:30 p.m. (CST). All WCMA members are welcome and encouraged to attend!

During this meeting, WCMA will offer election analysis and feature two guest speakers, determined by election results. WCMA will also seek member 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

## COVID INFORMATION AND RESOURCES



### CDC Considers Vaccine Priority Access Plan

The Centers for Disease Control and Prevention's Advisory Committee on Immunization Practices (ACIP) met Friday to discuss a plan to **[distribute COVID-19 vaccines](#)**.

The ACIP outline tracks with recommendations made by other groups, with priority vaccine access to be given first to healthcare personnel, and essential workers, adults with underlying medical conditions, and adults aged 65 and older to follow. A modeling study presented at the ACIP meeting showed prioritizing adults ages 65 and older would avert more COVID-19 deaths, but prioritizing adults with high-risk medical conditions and essential workers would avert more COVID-19 infections

ACIP will not make its final determinations until the Food and Drug Administration approves a specific

vaccine, as their efficacies vary depending on a recipient's age and underlying medical conditions.

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## Wisconsin Adds 71 New, Free COVID-19 Testing Sites

The Wisconsin Department of Health Services has announced [an expansion of COVID-19 testing sites](#) through the addition of 71 new, free locations in 56 counties and seven tribal nations. These sites have the capacity to test approximately 48,000 people each week.

[Community testing sites](#) will be available through December 10 and are open to anyone who lives or works in Wisconsin. Testing sites are funded by the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act, and Governor Tony Evers has directed more than \$500 million in CARES funding to support Wisconsin's testing efforts.

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## Coronavirus Headline News

### Dairy Industry

- *Wall Street Journal*: [Cheese makers reel as pandemic sows market chaos](#) (Featuring WCMA members BelGioioso Cheese, Foremost Farms USA, Sartori Company, and Specialty Cheese Company)
- *Fortune*: [How Land O'Lakes saved its farmers' milk during COVID-19](#)
- *The Country Today*: [Stephenson: Dairy volatility likely in new year](#)
- *KYW-AM*: [Pennsylvania dairy farmers brace for impact of second COVID-19 wave](#)

### Wisconsin

- *WMTV-TV*: [New COVID-19 cases in Wisconsin have increased 542 percent over the past two months](#)
- *Milwaukee Journal Sentinel*: [Wisconsin tops 30 percent average positivity rate as new COVID-19 cases continue to rise rapidly](#)
- *WDJT-TV*: [State Fair Park COVID-19 facility sees 11 patients as Wisconsin reaches grim milestone](#)
- *WKOW-TV*: [HHS Secretary advises against shutdowns in Wisconsin to limit COVID-19 spread](#)
- *WAOW-TV*: [Wausau committee passes mask resolution, moves to full council vote](#)
- *Milwaukee Journal Sentinel*: [October was Wisconsin's worst month for COVID-19 yet — and its surge is one of the biggest ever in the U.S.](#)
- *Milwaukee Journal Sentinel*: [One in five jobs is considered vulnerable](#)

### National/International

- *New York Times*: [COVID in the U.S.: Latest map and case counts](#)
- *CNN*: [Nearly 50,000 Americans are hospitalized with coronavirus as experts warn of growing health care pressure](#)



- *MarketWatch*: [Birx urges stepped-up coronavirus response, warning of 'most deadly phase of pandemic'](#)
  - *New York Times*: [How are Americans catching coronavirus? Increasingly, 'They have no idea'](#)
  - *Washington Post*: [U.S. economy faces severe strains after election with Washington potentially paralyzed](#)
  - *Bloomberg*: [European leaders driven to new lockdowns by surge in virus cases](#)
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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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## INDUSTRY UPDATES

### USDA Solicits String Cheese, Butter and Yogurt Bids

The U.S. Department of Agriculture (USDA) is soliciting bids for the purchase of 718,200 pounds of [string cheese sticks](#). Offers are due Tuesday, November 10 at 9 a.m. (CST).

USDA is also soliciting bids for [butter and yogurt](#) purchases, with offers due Tuesday, November 17 at 1 p.m. (CST).

A [complete list](#) of USDA's open solicitations are available online.

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### 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.

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### Register Now to Join in Upcoming DBIA Webinars

**“Getting Set Up as a Business”**



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.

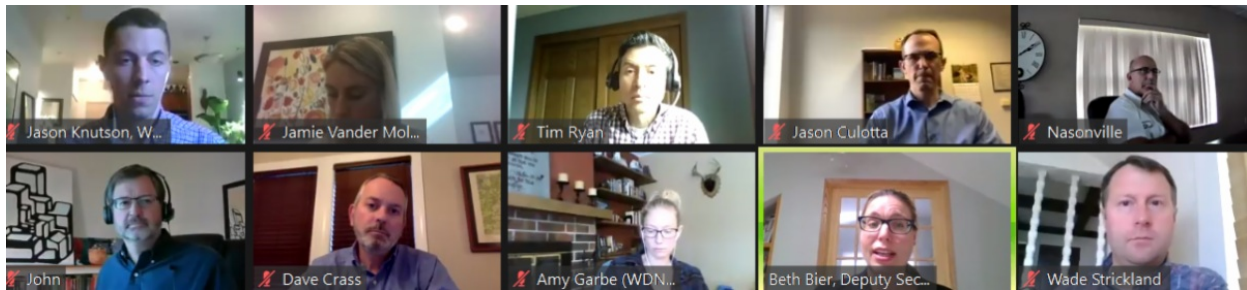
Fill out a brief online request form to [view a recording](#) of the second webinar of the series, held October 27. In the video, DBIA staff share important resources for setting up a business.

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



## WCMA, WDNR Talk Wastewater Management

More than 70 members joined in the WCMA Technology Committee's annual meeting with the Wisconsin Department of Natural Resources on Thursday, October 29. Members discussed the state's water quality trading clearinghouse, nitrogen loading limits in land treatment wastewater systems, multi-discharger variances, and updates to the land application site request form.

WCMA is proud to host open dialogue with state regulators for the benefit of the dairy processing industry. To learn more about WCMA's Technology Committee and to get involved, contact [WCMA Executive Director John Umhoefer](#).

## IN THE NEWS

### Wisconsin

- *Milwaukee Journal Sentinel*: [A Reeseville company is thanking Milwaukee poll workers with the most Wisconsin snack it could think of -- cheese](#) (Featuring WCMA member Specialty Cheese Company)
- *WTMJ-AM*: [Wisconsin-based company helps feed hungry poll workers today](#) (Featuring

WCMA member Specialty Cheese Company)

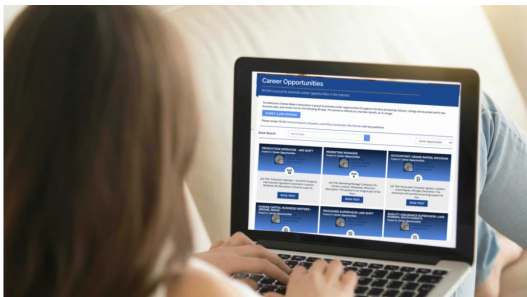
- *Forbes*: [Pairing Halloween candy and cheese](#) (Featuring WCMA members Emmi Roth, Marieke Gouda, and Saxon Creamery)

### National/International

- *Dairy Reporter*: [Nuestro Queso expands Kent, Illinois plant](#)
- *Stuff News*: [Fonterra strikes deal with Fortune 500 company Land O' Lakes to sell dairy products U.S.-wide](#)
- *BMJ*: [U.S. nutritionists call for dietary guideline limits on saturated fat intake to be lifted](#)
- *Fortune*: [Land O' Lakes CEO calls for big federal spending on rural broadband](#)
- *Agri-Pulse*: [US dairy capitalizing on rise in Southeast Asia demand](#)
- *Brownfield Ag News*: [Annual update of top 100 cooperatives is released](#)

## WORKFORCE

### View and Post Opportunities on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is featuring 22 new industry career opportunities this week, including:

- Maintenance Technician
- Cheesemaker
- Cheese Packager
- Retail Sales Manager
- 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 Free Innovation Center Webinar on System Breaches in Dry Dairy Operations

The Innovation Center for U.S. Dairy is hosting a free webinar focuses on strategies to manage system breaches in dry dairy operations on Friday, November 13 at 9:30 a.m. (CST). WCMA members are invited to [register now](#) to learn how to manage and mitigate the occurrence of breaches, and reduce occurrences.

### Register Now for Industry Trainings

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

- 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](#)

### Final Call: Submit Images for WCMA Member Directory



WCMA members are invited to [submit an image](#) of an employee or team for inclusion in a special edition of the 2021 WCMA Member Directory paying tribute to the dairy processing industry's critical and essential workforce. Share a photo of your hardworking team wearing PPE, along with a brief description of how they add value to your business by **Friday, November 6**.

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

### 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.