

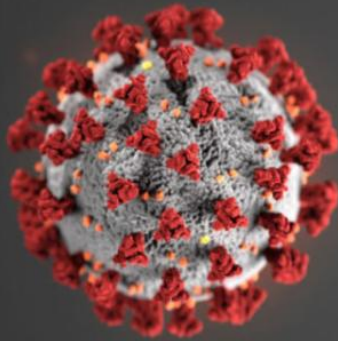


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



HHS Leader Predicts General Public Access to Vaccine in Spring 2021; Pfizer Vaccine May Be 90% Effective

Secretary of the U.S. Department of Health and Human Services Alex Azar stated this morning that there will be enough COVID-19 [vaccines for general public vaccination](#) by Spring 2021. Azar also noted pharmaceutical giant Pfizer is ramping up to deliver 20 million doses of its coronavirus vaccine monthly by the end of November.

Pfizer officials announced Monday that, based on early test results, its COVID-19 [vaccine may be 90 percent effective](#), an achievement Dr. Anthony Fauci, the country's top infectious-disease expert, called "extraordinary." Pfizer plans apply for the vaccine's emergency-use approval from the U.S. Food and Drug Administration later this month.

For more of the latest on COVID-19 vaccine developments, see the news articles linked below.

- *WNBC-TV/Associated Press*: [As potential Pfizer vaccine raises hopes, other drug companies also racing to COVID-19 finish line](#)
- *Reuters*: [Why Pfizer's ultra-cold vaccine will not be at the local pharmacy anytime soon](#)
- *CBS News*: [Stocks soar to record high as Pfizer reports positive vaccine results](#)
- *Wall Street Journal*: [Wall Street rallies on coronavirus vaccine trial results](#)

Coronavirus Headline News

Dairy Industry

- *Milwaukee Journal Sentinel*: [Victory Cheese boxes, a throwback to World Wars, are supporting artisan cheesemakers](#)
- *FOX Business*: [Grocery store purchase limits are back](#)
- *Hoard's Dairyman*: [FARM program calls a COVID-19 audible](#)

Wisconsin

- *Milwaukee Journal Sentinel*: [White House task force warns Wisconsin faces more COVID](#)

- [deaths without a more robust plan from state leaders](#)
- *Milwaukee Journal Sentinel*: [Wisconsin hospitals caring for more than 2,000 COVID-19 patients as state ranks among worst in U.S. for new cases](#)
- *Wisconsin State Journal*: [Inside UW Hospital's growing COVID-19 unit, patient fates are uncertain](#)
- *WTMJ-TV*: [Wisconsin reports more than 7,000 new COVID-19 cases Saturday, setting new single-day record](#)
- *U.S. News & World Report*: [Wisconsin weekend showed more than 11,000 new COVID-19 cases](#)

National/International

- *USA Today*: [All 50 states see rise in coronavirus infections](#)
- *Reuters*: [U.S. crosses 10 million COVID-19 cases as third wave of infections surges](#)
- *Politico*: [Pandemic on course to overwhelm U.S. health system before Biden takes office](#)
- *Washington Post*: [Utah governor declares emergency, issues mask mandate: 'We cannot afford to debate this issue'](#)

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

WCMA NOTES

Lemonade in this Lemon of a Year

These are challenging times, but dairy processors are finding opportunities against a backdrop of shifting markets, diminished lead time on orders, workforce safety concerns and unprecedented milk and cheese prices. Lemonade is flowing in this lemon of a year.

In the November edition of [WCMA Notes](#), Executive Director John Umhoefer shares how members Agropur, Associated Milk Producers, Inc., Baker Cheese, Klondike Cheese Company, Specialty Cheese Company, and Valley Queen Cheese are growing, amid the pandemic.



ADVOCACY



ELECTION 2020

Transitions Underway at Federal, State Level

USDA Leadership

While President Donald Trump has not conceded the election, President-elect Joe Biden has begun the transition process, with much speculation over Cabinet appointments. For the U.S. Department of Agriculture Secretary post, former U.S. Senator [Heidi Heitkamp](#) of North Dakota and current U.S. Senator [Amy Klobuchar](#) of Minnesota are making headlines, while California state Agriculture Secretary Karen Ross, Delaware state Agriculture Secretary Michael Scus, and U.S. Reps. Marcia Fudge of Ohio, Cheri Bustos of Illinois, and Rep. Chellie Pingree of Maine are also [reportedly being considered](#).

Wisconsin State Caucus Leadership

Late last week, Wisconsin State Senate Republicans chose Sen. [Devin LeMahieu](#) of Oostburg, who represents a number of WCMA dairy manufacturer and processor members, to lead their caucus as Majority Leader, and selected Sen. Chris Kapenga of Delafield to serve as Senate President. Wisconsin State Senate Democrats, Assembly Republicans and Assembly Democrats are caucusing today to select their leadership, with no major shake-ups expected.



POLICY
COMMITTEE

WDATCP, State Senate Leaders to Join WCMA Policy Committee November 18; Register Now to Participate

[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!

Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy

Romanski will share look ahead at state budget opportunities and challenges. Newly-elected Wisconsin State Senate Majority Leader Devin LeMahieu (R-Oostburg) is invited to offer his perspective, too. During the meeting, WCMA will also provide federal and state election analysis and 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.

WDNR Advisor Appointed to Key Post at WDATCP

Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy Romanski has appointed Department of Natural Resources policy advisor (WDNR) and former WDNR Foxconn project manager [Eric Ebersberger](#) to the post of Assistant Deputy Secretary. Ebersberger rounds out an agency leadership team that includes Deputy Secretary Angela James.

INDUSTRY UPDATES



Apply by Thursday to Join in USDA/WDATCP Trade Event Focused on Snack Sales to Persian Gulf

WCMA members are invited to join in a [virtual trade event](#) to the Persian Gulf, specifically focused on boosting sales of snack products, jointly hosted by the Wisconsin Department of Agriculture, Trade and Consumer Protections (WDATCP) and the U.S. Department of Agriculture's Foreign Agricultural Service on January 12-14, 2021. [Applications](#) are due **Thursday, November 12**.

Wisconsin Offering \$7M in Energy Innovation Grants

Wisconsin's Public Service Commission (PSC) has opened the application period for [2021 energy innovation grants](#), announcing plans to distribute \$7 million to manufacturers, municipalities, and school districts. Funding is available for projects that reduce energy consumption, increase clean energy and transportation technologies, bolster preparedness and resiliency in the energy system, and incorporate comprehensive energy planning.

The PSC will host a [webinar detailing grant eligibility](#) and the application process on Thursday, November 19 at 9:30 a.m. [Grant applications](#) are due Friday, January 22.

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).

This 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.

Register Now to Join in Upcoming DBIA Webinars



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.

Register now for the fourth webinar, centered on product development and the process of creating a prototype, on Tuesday, November 17 at 1:30 p.m. (CST).

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:

- [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.

IN THE NEWS

Wisconsin

- *Wisconsin Public Radio:* [The case for supply management of Wisconsin dairy](#)
- *WFRV-TV:* [Washington says agriculture workers deserve overtime, will Wisconsin follow suit?](#)
- *Wisconsin State Farmer:* [Federal regulators take notes from Wisconsin farmers](#) (featuring WCMA member Foremost Farms)
- *WEAU-TV:* [Wisconsin cheese production slips in September](#)

National/International

- *Wall Street Journal:* [Rising farm exports to China lift agribusiness, farmers](#)
 - *Hoard's Dairyman:* [Will the dairy revenue stream slump in 2021?](#)
 - *Wisconsin State Farmer:* [U.S. dairy exports rise for 13th consecutive month](#)
-



WCMA SCHOLARSHIPS

WCMA Scholarship Applications Now Available

The Wisconsin Cheese Makers Association is now accepting applications for five student scholarships worth a total of \$15,000.

In 2021, two students will be awarded the [WCMA Myron P. “Mike” Dean Cheese Industry Student Scholarship](#), worth \$3,000 each. Any employee or child of an employee of a WCMA dairy manufacturing, processing, or marketing member company may apply.

Employees or children of employees at WCMA supplier member companies may apply for the [WCMA Cheese Industry Supplier Student Scholarship](#). Three students will receive scholarship awards of \$3,000 each.

Preference for both scholarship awards will be given to candidates pursuing degrees and careers connected to the dairy industry. Well-qualified candidates will be currently attending a college, university, or technical school in the United States, or registered to attend a qualifying school.

Applicants must supply transcripts, a letter of recommendation, and a completed application form by Wednesday, February 17, 2021. Forms may be found at WisCheeseMakers.org, or can be directly requested from [WCMA Office & Member Service Manager Sara Schmidt](#).

Successful applicants will be announced in March 2021, with awards made in September.



Kudos to Front-Line Leadership Participants

WCMA hosted virtual offerings of Front-Line Leadership Part C: Cultivating a Team online last for staff from AMPI, Baker Cheese, Carr Valley Cheese, Great Lakes Cheese Company, Klondike Cheese Company, Meister Cheese Company, Renard's Cheese, Schuman Cheese-Lake Country Dairy, V&V Supremo-Chula Vista Cheese, and Wapsie Valley Creamery.

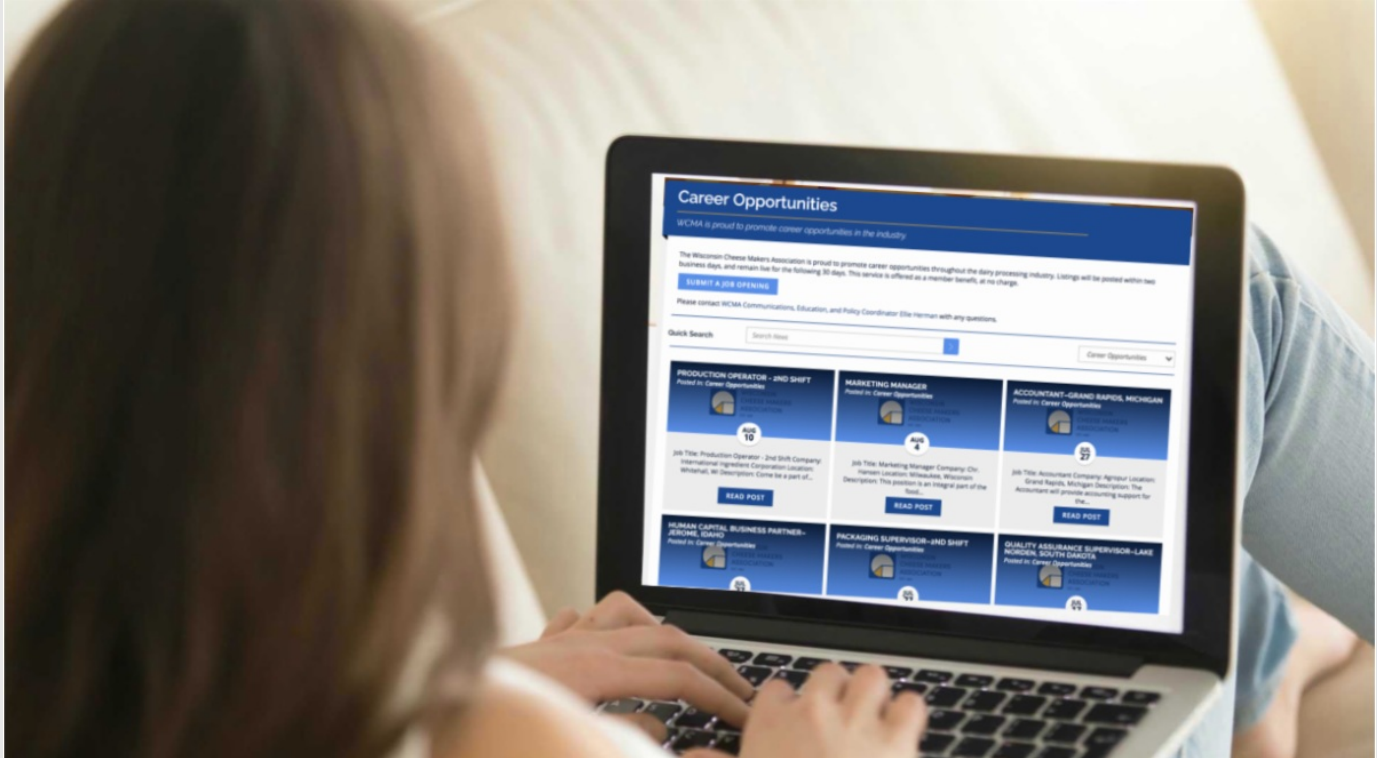
Thanks go to all of the participants for their engagement and effort – and kudos go to their employers for investing in leadership development!

Register Now for 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 13: [Best Practices for Managing System Breaches in Dry Dairy Operations | Innovation Center for U.S. Dairy](#)
- 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](#)

WORKFORCE



View and Post Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 24 new industry career opportunities this week from member companies Agropur, Alpine Slicing and Cheese Conversion, Baker Cheese, Cheese Louise, Pine River Dairy, Springside Cheese, V&V Supremo Foods, and Wapsie Valley Creamery. Check out listings for cheesemakers, line leads, maintenance technicians, retail sales, whey processing, and more!

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](#).

MEMBERSHIP

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

