

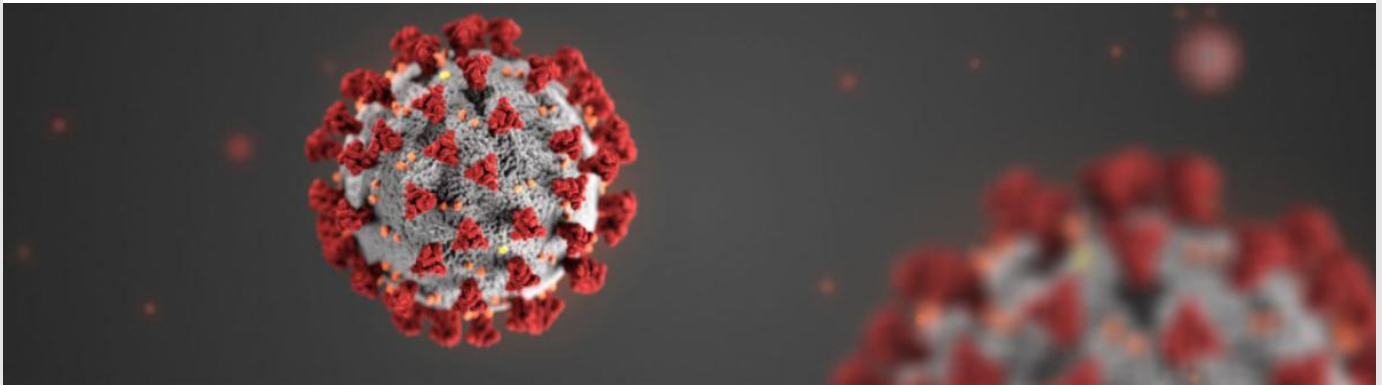


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



Moderna Reports Vaccine 94.5 Percent Effective

On Monday, pharmaceutical company Moderna reported its coronavirus [vaccine is 94.5 percent effective](#), just a week after similarly positive news from Pfizer on its version version. Pfizer has already made plans for a [pilot vaccine delivery program](#) in New Mexico, Rhode Island, Tennessee, and Texas.

Both Moderna and Pfizer are expected to formally apply within weeks to the U.S. Food and Drug Administration for emergency authorization to deploy their vaccines, with federal officials saying Moderna and Pfizer could produce 20 million doses by sometime in December. Centers for Disease Control and Prevention officials have noted that priority access will be given to health care workers.

Vaccine May Squeeze Available Dry Ice Supply, Causing Concern for Dairy Industry

Some COVID-19 [vaccines currently in development](#) rely on genetic material which must be kept at an extremely cold temperature, approximately -80 degrees Celsius, to remain viable. An as-yet uncalculated amount of dry ice will be needed to develop, transport, and store COVID-19 vaccine for broad distribution, with demand building in the near future.

This may be cause for concern for the dairy industry, which relies on dry ice for the production and distribution of cultures, which must be frozen and stored at sub-zero temperatures until they are used.

WCMA members are this week advocating at the state and federal level to ensure that an essential amount of dry ice, approximately 350,000 pounds per week, be reserved for culture manufacturers and distributors to ensure uninterrupted dairy processing. WCMA will keep members informed of major developments, and ways to engage on this issue, if necessary.

Amid Surge, Many States Issue New Orders

With the United States reporting [one million new COVID-19 cases](#) in the past week alone, some governors are issuing orders designed to curb the spread of the disease.

California

Governor Gavin Newsom has moved most of California's larger counties back into the [most restrictive reopening tier](#), meaning indoor dining is again banned. Newsom also clarified that face masks must be worn at all times outside one's home, noted he was considering curfews, and announced emergency health care facilities - field hospitals - are now being prepared.

Iowa

Governor Kim [Reynolds announced](#) Monday night that all Iowans over the age of two will now be required to wear masks when indoors, and that all indoor gatherings are limited to 15 people, for at least the next three weeks.

Michigan

Governor Gretchen Whitmer announced Sunday a new series of [stay-at-home orders](#) which will remain in effect through December 9. They will close schools, ban indoor dining at bars and restaurants, and mandate that people work from home whenever possible.

New Mexico

Governor Michelle Lujan Grisham has issued a [two-week stay-at-home order](#), requiring essential businesses to return to a 25 percent capacity policy and non-essential businesses to close.

New Jersey

Governor Phil Murphy has [issued orders](#) reducing indoor gatherings to a maximum of ten individuals, effective immediately, and limiting outdoor gatherings to 150 people, effective November 23.

North Dakota

Governor Doug Burgum has issued a [mask mandate](#), effective through December 13.

Oregon

Governor Kate Brown has [issued an order](#) to close gyms and restaurants and limit indoor capacity at grocery stores and pharmacies, beginning tomorrow.

Wisconsin Court Hears Mask Mandate Challenge

The Wisconsin Supreme Court on Monday heard oral [arguments in a lawsuit](#) over Governor Tony Evers' statewide mask mandate. Those challenging the order note Evers issued it after his original public health emergency expired, which they believe to be illegal. Evers' attorneys argue he has the authority to issue multiple health emergencies. A ruling in the case is expected in several weeks.

Coronavirus Headline News

Dairy Industry

- *Dairy Reporter*: [Saputo receives government \(Canadian\) funds for coronavirus measures](#)
- *The Hill*: [Online grocery shopping with food stamps surges for Amazon, Walmart amid coronavirus](#)

Wisconsin

- *Milwaukee Journal Sentinel*: [Wisconsin hurtling toward 'tipping point' when hospitals won't be able to save everyone who is sick, health officials warn](#)
- *Wisconsin Public Radio*: [Wisconsin's seven-day average for daily COVID-19 cases is at 6,422](#)
- *Wisconsin State Journal*: [Hospitals back on the brink of COVID-19 disaster as Midwest](#)

- [numbers spike](#)
- *WQOW-TV*: [Eau Claire County hits another COVID-19 record, Barron County hit hard over the weekend](#)
- *Wisconsin Public Radio*: [Rural hospitals having difficulty finding beds for COVID-19 patients](#)
- *WISC-TV*: [Republicans ask for compliance on COVID-19, local leaders say it's not working, 'People are dying needlessly'](#)
- *NBC News*: [As COVID cases soar, GOP state lawmakers keep fighting to limit governors' power to respond](#)
- *WTMJ-TV*: [Wisconsin DHS doctors meet to begin forming guidance on how to distribute COVID-19 vaccines once available](#)

National/International

- *The Hill*: [Fears of double-dip recession rise alongside COVID-19 cases](#)
- *Politico*: [Congress deadlocked on stimulus as lame duck begins](#)
- *New York Times*: [No signal: Internet 'dead zones' cut rural students off from virtual classes](#)
- *NBC News*: [More than one million children in the United States have had COVID-19](#)

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

WCMA Policy Committee Meeting with WDATCP and State Senate Leaders Tomorrow

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

WCMA is pleased to announce that Wisconsin State Senator Howard Marklein (R-Spring Green), who last week was appointed to serve as Co-Chair of the powerful Joint Committee on Finance, and Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy

Romanski will join our meeting to offer their thoughts on the upcoming state budget and legislative session. WCMA staff will also provide a brief election analysis, and seek member input on our advocacy agendas at the state and federal level.

Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) for more information or to share your ideas.

INDUSTRY UPDATES



New EU Tariffs Target U.S. Cheeses and MPC

Last week, the European Union (EU) initiated [\\$4 billion in new tariffs](#) on a wide range of U.S. goods, including certain cheese types and milk protein concentrate. The World Trade Organization allowed the tariffs as part of a dispute settlement over U.S. subsidies to aircraft maker Boeing.

U.S. semi-soft cheeses (47-52% moisture) and fresh cheeses (including cream cheese), the top 2019 cheese export categories into the EU, now face an additional 25 percent tariff, as well as U.S. cheddar sold into the EU. Overall, the U.S. sold 615 million pounds of all cheese types into the EU in 2019.

U.S. milk protein concentrate (greater than 85% protein) also faces an additional 25% tariff. Exports of MPC to the EU have grown sharply in 2020 – with sales of 640,000 pounds through September – compared to 154,000 pounds in all of 2019. Members report this tariff will essentially end the ability of U.S. companies to sell MPC into the EU.

WCMA will share with federal legislators the negative impact of these new tariffs on the U.S. dairy industry.

USDA Awards String Cheese Contract

The U.S. Department of Agriculture (USDA) announced Friday a [successful bid](#) for the purchase of 718,200 pounds of mozzarella string cheese for distribution through March 2021. A complete list of USDA's [open solicitations](#) and information on [becoming an approved vendor](#) are available online.

Final Reminder: Dairy Summit Tomorrow

This is the last chance to [sign up](#) for the Dairy Innovation Hub's Dairy Summit, a free, virtual conference set for tomorrow, 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



DAIRY

INNOVATION HUB

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.

IN THE NEWS

Wisconsin

- *Green Bay Press Gazette*: [Vincent Zehren was a leader in the cheese industry and at Schreiber Foods](#)
- *WTMJ-TV*: [Farm Center joins effort focusing on farmer mental health wellness](#)
- *WHLB-AM*: [No surprises here: Fried cheese is Wisconsin's favorite comfort food](#)
- *On Milwaukee*: [Jerry Apps updates his classic book on Wisconsin cheese](#)

National/International

- *Capital Press*: [Idaho cheese company seeks Chapter 11 bankruptcy](#)
- *Associated Press*: [Key departures signal agriculture shakeup for Capitol Hill](#)
- *Politico*: [Marcia Fudge makes the case for Ag secretary](#)
- *Dairy Reporter*: [What does a new president mean for U.S. dairy?](#)

EDUCATION



Register Join in Upcoming DBIA Webinars

The [Dairy Business Innovation Alliance](#) (DBIA), a partnership between the Center for Dairy Research and WCMA, invites you to join in its continuing series of free webinars focused on business diversification, increased sales of value-added dairy products, and dairy exports.

Here's a look at the upcoming webinar 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.

A [recording](#) of the most recent webinar, centered on developing a marketing plan, and all other past DBIA webinars are now [available online](#).

DBIA Webinar 3

Developing a Marketing Plan



CDR Unveils New Website With Industry Resources

The Center for Dairy Research (CDR) unveiled a [new website](#) this month, providing additional research, education, and product development information. Wisconsin dairy manufacturers also gain access to [CDR Insider](#), a members-only section that hosts research papers, presentations, and exclusive industry resources.



WCMA SCHOLARSHIPS

Apply for WCMA Scholarships Totaling \$15,000

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](#).

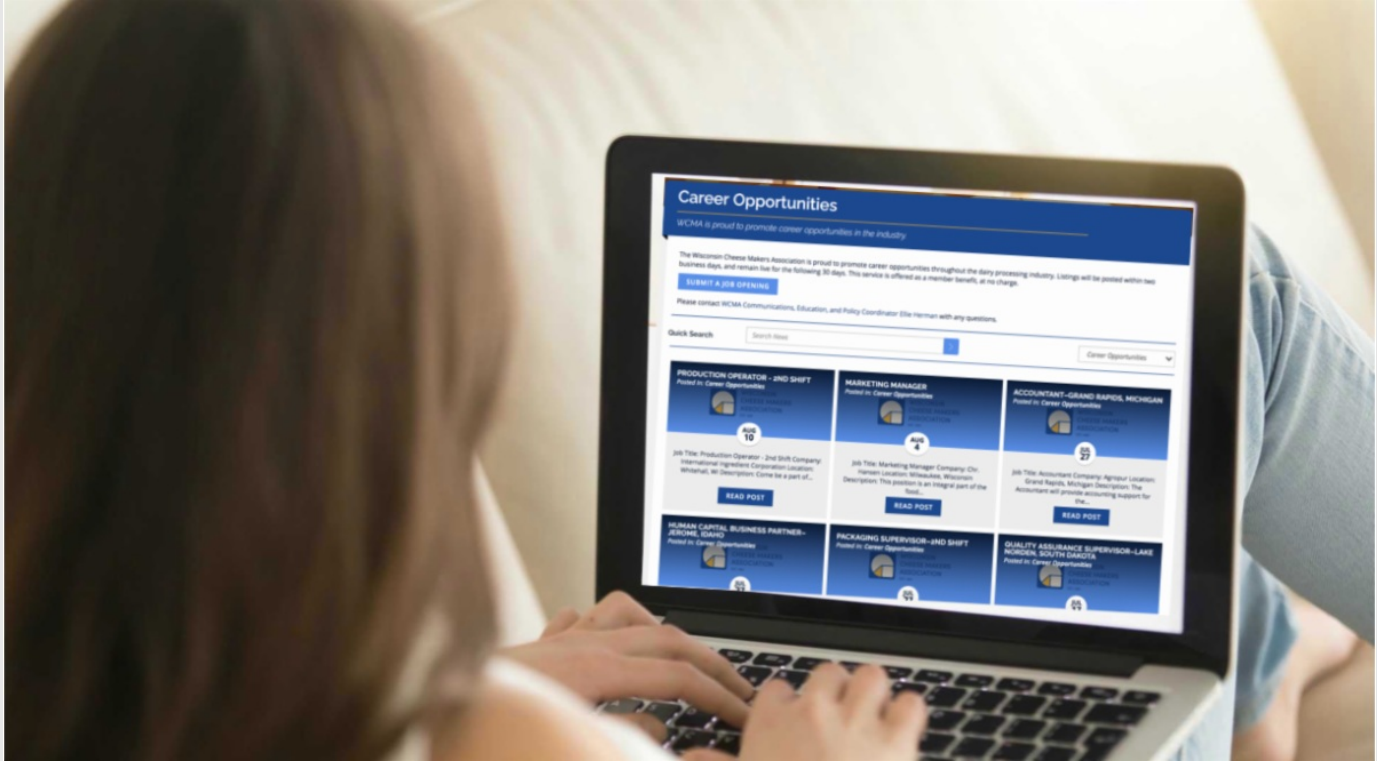
Successful applicants will be announced in March 2021, with awards made in September.

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 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 \(PCQI\) Training | Dairy Farmers of Wisconsin](#)
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WORKFORCE



View and Post Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 21 new industry career opportunities this week from member companies Agropur, Alpine Slicing and Cheese Conversion, Baker Cheese, Cheese Louise, Organic Valley, Pine River Dairy, Springside Cheese, V&V Supremo Foods, and Wapsie Valley Creamery. Check out listings for cheesemakers, interns, 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

Masters Gallery Foods Earns WEDA Award



Congratulations and kudos to WCMA member Masters Gallery Foods, which has been awarded a [2020 Community and Economic Development Award](#) from the Wisconsin Economic Development Association, following its investment in a new facility in Oostburg.

Pictured left to right are: Tammy Flora, Vice President of Human Resources; Jeff Gentine, President and CEO; Jodi Schoerner, Chief Financial Officer; and Andy Pfister, Vice President of Procurement/Industrial Sales.

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.

