



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS

CHEESE EXPO GLOBAL ONLINE

APRIL 6 - 8, 2021

Join Us Virtually to Explore North America's Largest
Cheese, Butter and Whey Processing Expo

Hosted By



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

CheeseExpo Global Online Registration Now Open

Gain practical insights, connect with dairy industry partners and expand your network at CheeseExpo Global Online 2021, April 6-8. Registration is now open at CheeseExpoGO.org!

WCMA and the Center for Dairy Research are proud to partner in delivering the industry's leading experts addressing the hottest topics, from dairy policy and pricing, to COVID-era learnings, cheese quality, workforce solutions and more!

Technical and marketing seminars present news you can use to grow and strengthen your dairy processing business, and new exhibitor spotlight videos offer a deep dive into dairy technology, ingredients and services.

CheeseExpo Global Online also features the lively Championship Cheese Auction, a salute to industry titans via WCMA's Recognition Awards program, and many networking events - including one just for young professionals!

For a limited time only, CheeseExpo Global Online is offering \$100 off full registration rates. Dairy manufacturers and processors also enjoy free access to all exhibits and Ideas Showcase.

REGISTER NOW

CheeseExpo Global Online Exhibitor and Sponsorship Opportunities Now Available

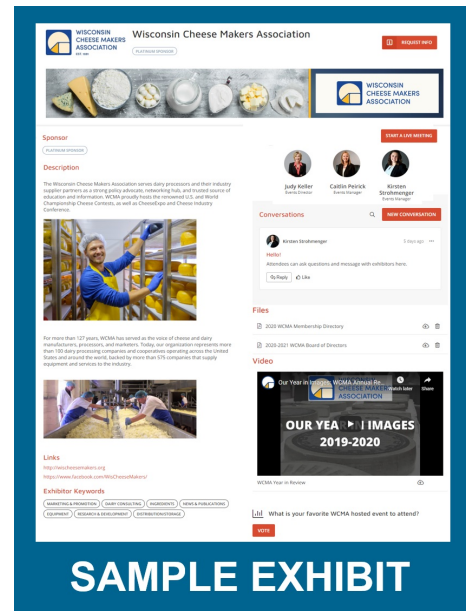
Engage with loyal customers and budding prospects alike via CheeseExpo Global Online's **virtual exhibits!**

CheeseExpo Global Online's clean, intuitive platform supports a rich user experience, featuring video demonstrations, live chat, key contacts and a quick snapshot of company information.

All exhibitors will enjoy extensive analytical reports, facilitating long-term follow-up with contacts.

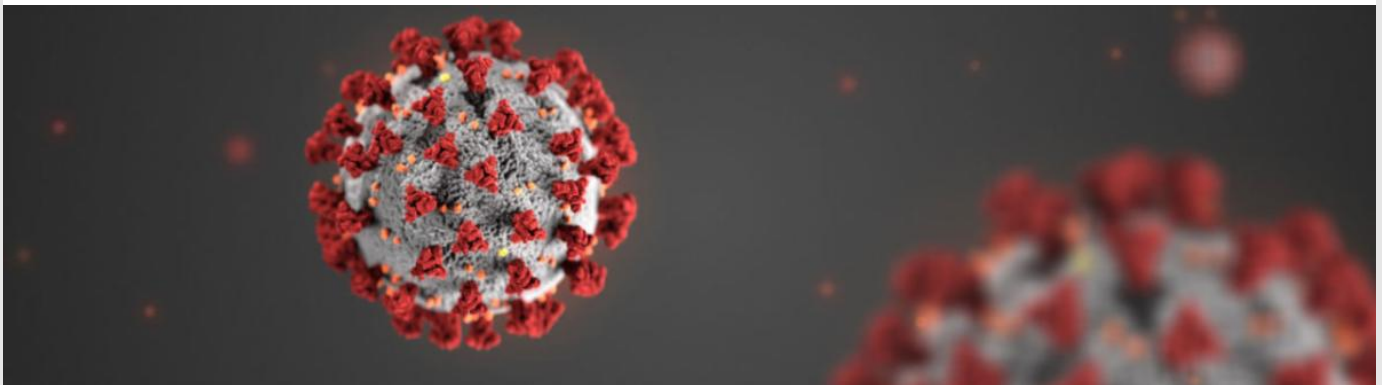
High-impact CheeseExpo Global Online **sponsorship** opportunities are also available now - while they last - at **[CheeseExpoGO.org](https://www.cheeseexpo.org)**.

Have questions? **[WCMA Events Manager Caitlin Peirick](#)** can help!



SAMPLE EXHIBIT

COVID INFORMATION AND RESOURCES



CDC Set to Approve Vaccine Distribution Plan

This afternoon, a Centers for Disease Control and Prevention (CDC) panel is set to approve a **vaccine distribution plan** advising that states provide doses to 21 million health care workers and 3 million residents of nursing homes and long-term care facilities first. The nation's first vaccine shipments will be available in mid-December, should the Food and Drug Administration approve an application for emergency use of a vaccine from pharmaceutical company Pfizer on December 10.

The CDC panel will meet again later this month to recommend the next group of eligible individuals, with officials signaling support for a plan to vaccinate 87 million essential workers, including those working in food manufacturing and agriculture. WCMA will alert members to relevant developments.

Moderna Appeals for Vaccine EUA

The U.S. Food and Drug Administration has scheduled a hearing on December 17 to consider a formal request from pharmaceutical company Moderna for **emergency use authorization** (EUA) of its COVID-19 vaccine. Moderna reports its vaccine is 94.5 percent effective in preventing sickness,

and 100 percent effective in preventing severe cases of COVID-19.

Wisconsin Judge Extends Order Blocking Release of Business Outbreak Information

For a third time, a Waukesha County judge has [extended an order](#) preventing the Wisconsin Department of Health Services (WDHS) from releasing the names of businesses that experienced COVID-19 outbreaks between March and the start of July. The new temporary injunction, issued Monday, November 30, will last until the case reaches its conclusion or is overturned by a higher court.

Media outlets initially filed requests for business outbreak information via open records laws in June, engaging in months of negotiations with state officials before the case went to court. Wisconsin Manufacturers & Commerce, together with the Muskego and New Berlin Chambers of Commerce, argue the release of information would violate patient confidentiality laws and "irreparably harm" businesses.

WCMA has directly contacted all members that may be impacted.

Register Now for WCMA, WDATCP Inspection Webinar

Register now to join a [free COVID-19 webinar](#) available exclusively to members of the Wisconsin Cheese Makers Association (WCMA) on Thursday, December 10 from 1:00-1:45 p.m. (CST). Officials from the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) will provide updates to the agency's inspection protocols and regulatory flexibilities, amid the ongoing pandemic.

WDATCP's Bureau of Food and Recreational Businesses, Division of Food and Recreational Safety Manager Tim Anderson is set to present on December 10, alongside WCMA staff. Anderson will detail the agency's new pandemic inspection protocols, plans to continue timing and sealing services, and inspection debit flexibility secured from the U.S. Department of Agriculture and Food and Drug Administration.

WCMA will reserve time at the end of the webinar for WDATCP staff to respond to member questions. WCMA will present pre-submitted questions from members anonymously; simply send them by Tuesday, December 8 to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[REGISTER NOW](#)

Bipartisan Lawmakers Announce \$908B Stimulus Plan

A bipartisan group of U.S. Senators today announced a compromise [\\$908 billion economic stimulus proposal](#), with the goal of breaking a months-long impasse between the White House and Democrats in the House of Representatives. Their plan includes a \$300-per-week unemployment benefits boost, \$160 billion in state aid, and a temporary moratorium on coronavirus-related lawsuits against businesses.

As Deadline Approaches, CFAP 2 Aid Tops \$11 Billion

The U.S. Department of Agriculture this week reports it has [distributed \\$11.1 billion](#) in direct relief

payments to farmers via the second round of its Coronavirus Food Assistance Program (CFAP), including \$1.05 billion to dairy farmers. USDA will continue to accept applications for CFAP 2 monies through December 11.

Coronavirus Headline News

Dairy Industry

- *Cheese Market News*: [Dairy gives back during year of exceptional challenges](#)
- *VTDigger*: ['Butter boom' emerges as a bright spot for Vermont's dairy industry](#)
- *Forbes*: [French, Swiss run out of cheese as lockdown demand explodes for fondue and raclette](#)

Wisconsin

- *Washington Post*: [Inside a hospital as the coronavirus surges: Where will all the patients go?](#)
- *Wisconsin Public Radio*: [Fauci warns of 'surge upon a surge' as COVID-19 hospitalizations hit yet another high](#)
- *Wisconsin Public Radio*: [Seven-day average of new COVID-19 cases reaches lowest point in a month](#)
- *Milwaukee Journal Sentinel*: [Wisconsin restaurants that follow federal, state and local guidelines highlighted in 'Ready to Serve Safely' campaign](#)

National/International

- *Associated Press*: [Americans face new COVID-19 restrictions after Thanksgiving](#)
 - *CNN*: [Officials worry about hospital capacity as U.S. hits record number of COVID-19 patients hospitalized](#)
 - *CBS News*: [Gottlieb says shorter quarantine period would still capture "vast majority" of virus cases](#)
 - *Politico*: [Millions of workers poised to lose access to paid leave as virus spikes](#)
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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](https://www.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
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INDUSTRY UPDATES



Wisconsin Announces New Grants to Support Increased Food Exports to China

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) today opened a short application window for [new grants](#) to help food manufacturers develop their e-commerce capabilities to target consumers in China. A total of \$90,000 is available for grants of up to \$9,000 per company, with recipients to provide at least 30 percent in matching funding. Grants may be used for consulting support, the purchase of software or advertisements, registration costs for events, and translation services. Those interested should contact [WDATCP Economic Development Consultant Ashwini Rao](#) as soon as possible. Applications are due December 18, 2020.



DBIA

Dairy Business Innovation Alliance

DBIA "Let's Get Started" Webinar Series Continues With Focus on Food Safety and Quality

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:

- [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. Recordings of previous webinars are [available online](#).

IN THE NEWS

Wisconsin

- *WEAU-TV*: [Shopping with Sarah: Tasty treats made in Western Wisconsin](#) (Featuring WCMA member Eau Galle Cheese)
- *OnMilwaukee*: [50+ delicious holiday food gifts that support local makers & shops](#) (Featuring WCMA member Uplands Cheese)

National/International

- *Dairy Foods Magazine*: [Here come the new dietary guidelines for Americans](#)
- *UPI*: [Pizza with 254 kinds of cheese breaks Guinness record](#)

EDUCATION



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.

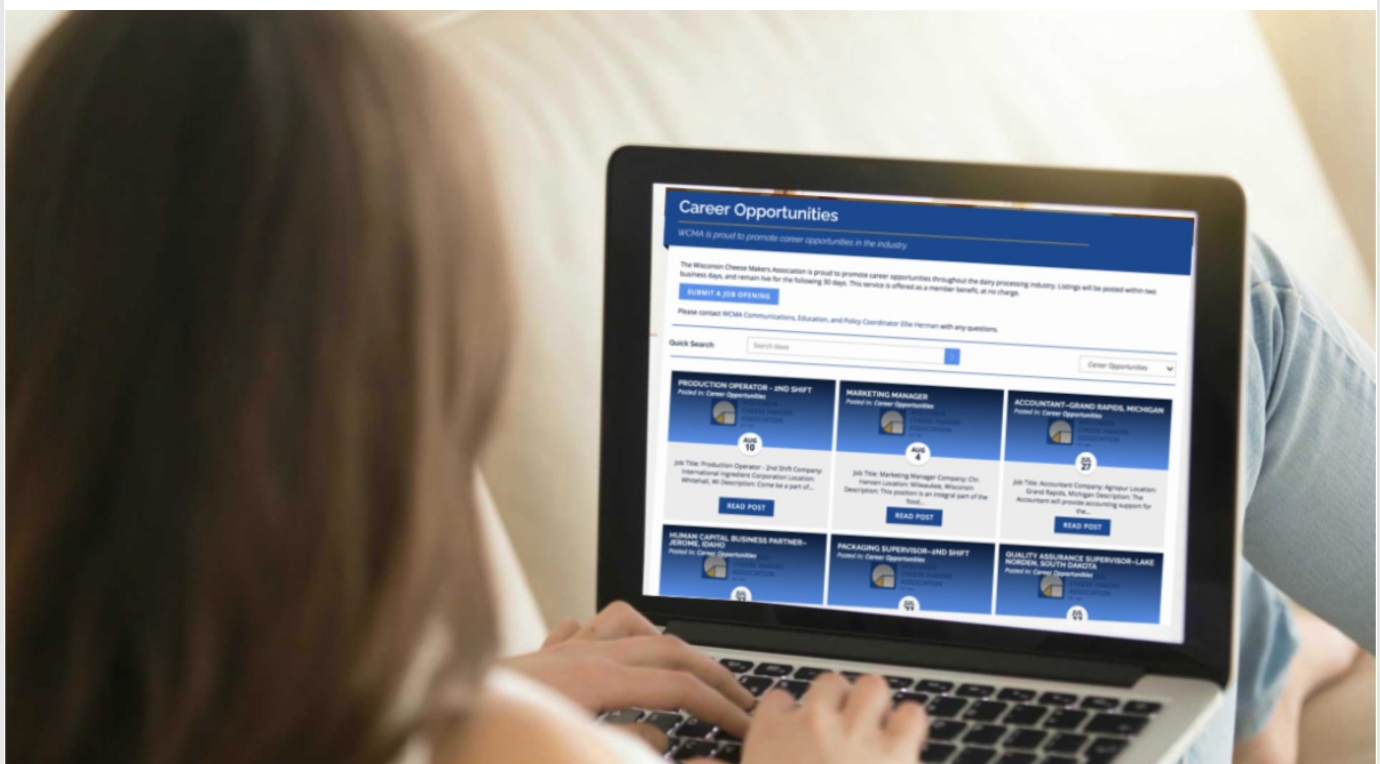
In 2021, two students will be awarded the [WCMA Myron P. "Mike" Dean Cheese Industry Student Scholarship](#), worth \$3,000 each. Any employee or child of an employee of a WCMA dairy manufacturing, processing, or marketing member company may apply.

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.

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.

WORKFORCE



Browse 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, Baker Cheese, Organic Valley, Springside Cheese, and V&V Supremo Foods. Check out listings for cheesemakers, HR analysts, interns, line leads, maintenance technicians, retail sales, 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

In Memoriam: John "Jim" Neu

WCMA mourns with the family and friends of [John "Jim" Neu](#) who passed away on November 24.

In 1963, Jim and his wife Judy launched the Neu Cheese Company, which they owned and operated for more than 20 years. Jim also served on the WCMA Board of Directors.

Jim Neu is survived by his wife, Judy Neu of Yankton, South Dakota and his four children and their families, including Mike Neu of Waukesha, Wisconsin, current Board member and Treasurer of the Wisconsin Cheese Makers Association.

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

