

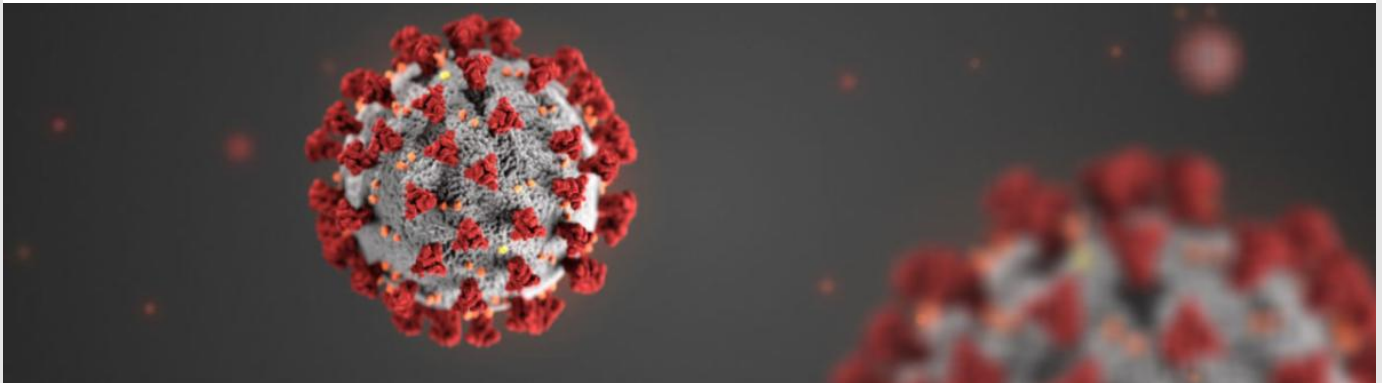


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



Trump Signs COVID-19 Aid Package

President Donald **Trump signed** legislation Sunday night approving \$892 billion in coronavirus economic aid and \$1.4 trillion in federal spending, narrowly averting a government shutdown. WCMA offered a breakdown of the new law's **provisions for the dairy industry** in last week's e-newsletter.

Prior to signing, in a **video posted to Twitter** last week, President Trump had **blasted the compromise** package, calling for larger direct stimulus payments of \$2,000 for adults and \$600 for children. Democrats in the House of Representatives voted Monday to approve a **stand-alone bill** reflecting the President's proposed payments, but the measure's fate is uncertain in the Senate.

For more on these developments, see the news articles linked below:

- *FOX Business*: **[House passes bill to hike stimulus payments to American households](#)**
- *Business Insider*: **[With a Senate vote on \\$2,000 stimulus checks looming, Republicans face an agonizing choice between defying Trump and abandoning a core tenet of conservatism](#)**
- *WLUK-TV*: **[Wisconsin lawmakers divided on second stimulus check](#)**
- *Washington Post*: **[Treasury, White House face enormous pressure to quickly disburse stimulus aid after Trump's delay](#)**
- *ABC News*: **[Who gets the \\$600 stimulus checks and when](#)**

Evers Plans to Extend Mask Mandate

In a year-end interview with the *Milwaukee Journal Sentinel*, Wisconsin Governor Tony Evers said this week he will **extend the statewide face mask mandate** in January, in an effort to help stem the spread of coronavirus. His **current order** is set to expire January 19. The Wisconsin State Supreme Court has heard oral arguments in a lawsuit challenging gubernatorial authority to issue such an order, but has yet to make a ruling.

Wisconsin Offers New COVID Tools

Wisconsin is offering new, free tools to help with efforts to prevent and detect COVID-19.

At-Home COVID-19 Test Kits

Wisconsin Governor Tony Evers this week announced Wisconsin will now offer [at-home COVID-19 test kits](#) free of charge. Wisconsinites may order a saliva collection kit online and have it shipped to their home. The kit comes with detailed instructions and a video call with a testing supervisor. Samples are then shipped to a lab via UPS dropboxes for processing.

Contact Tracing App

Wisconsin has launched a new mobile app to expedite the notification of close contacts of those who've tested positive for COVID-19. The free app, [WI Exposure Notification](#), is available for download now in the Google Play store, while iPhone users can simply turn the app on in their phone's settings.

Printable Posters

The Wisconsin Department of Health Services is sharing [printable posters](#) on its website, including a poster reflecting [updated quarantine options](#).

Coronavirus Headline News

Dairy Industry

- *Wisconsin Public Radio*: [Consumer demand for butter, other dairy products remain strong during pandemic](#)
- *Bemidji Pioneer*: [COVID-19 pandemic revealed problems and pushed lasting changes in the food chain](#)
- *WFRV-TV*: [What will impact milk prices in 2021?](#)
- *WEAU-TV*: [Ethanol industry loses \\$4 billion due to the pandemic](#)

Wisconsin

- *Wisconsin Public Radio*: [Wisconsin averaging 2,000 new COVID-19 cases every day](#)
- *WSAW-TV*: [COVID-19 testing remains low, nearly half of tests return positive results](#)
- *WISC-TV*: [UW System rapid COVID-19 testing sites extended through mid-January](#)
- *Wisconsin State Journal*: [Battle for in-person learning escalates in Wisconsin amid COVID-19 pandemic](#)
- *WISN-TV*: [First COVID-19 vaccines given at Wisconsin long-term care facilities](#)
- *Milwaukee Journal Sentinel*: [So much for holiday cheer. Thousands of Wisconsinites still waiting in unemployment backlog](#)

National/International

- *Reuters*: [Millions of U.S. vaccine doses sit on ice, putting 2020 goal in doubt](#)
 - *The Hill*: [Biden to invoke Defense Production Act to boost vaccine production](#)
 - *Associated Press*: [Fauci: U.S. taking hard look at variant of coronavirus](#)
 - *FOX Business*: [AstraZeneca says researchers believe shot will be effective against new variant of the virus](#)
 - *MarketWatch*: [The U.S. has had 19 million cases of COVID-19 and Fauci is worried about a post-holiday surge](#)
 - *SFGate*: [California now has the worst coronavirus spread in the U.S.](#)
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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 or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: rsweeney@wischeesemakers.org or 608-386-3012

ADVOCACY



POLICY COMMITTEE

Join in WCMA Advocacy Meetings January 11



Make plans now to [join WCMA for virtual meetings](#) with both of the Wisconsin State Legislature's agricultural committee chairs on Monday, January 11 from 9:45-11:00 a.m. (CST). The meeting will begin with a brief review of WCMA members' policy priorities, followed by discussions with [Senator-Elect Joan Ballweg \(R-Markesan\)](#) from 10:00-10:30 a.m. and with [Representative Gary Tauchen \(R-Bonduel\)](#) from 10:30-11:00 a.m. Your perspective is essential to productive and impactful advocacy!

REGISTER TO JOIN

\$22M Secured for Dairy Business Innovation Initiatives

With President Donald Trump's signature now on the omnibus federal spending bill, Dairy Business Innovation Initiatives have secured [\\$22 million in federal support](#) in 2021. WCMA, in partnership with the Center for Dairy Research (CDR) at the University of Wisconsin-Madison, leads one of three regional DBII centers. The WCMA/CDR project, called the [Dairy Business Innovation Alliance](#), provides direct-to-business grants to dairy farmers and processors in Wisconsin, Minnesota, South Dakota, Iowa, and Illinois, and offers free workshops and consultative services to grow the dairy industry.

Learn more in the news articles linked below:

- *Wisconsin Ag Connection*: [Omnibus bill includes funding for dairy innovation projects](#)
- *Vermont Biz*: [Leahy presents Vermont highlights of funding bill](#)

INDUSTRY UPDATES

USDEC Releases 2020 Dairy Business Year in Review

The U.S. Dairy Export Council last week released its [2020 Global Dairy Business Year in Review](#). The review details significant global dairy mergers, acquisitions, joint ventures, new facilities, executive hires and marketing initiatives throughout the year.

Apply Now for WDATCP Dairy Processor Grants



Wisconsin dairy processors may [apply for Dairy Processor Grants](#) of up to \$50,000, now through January 15, 2021. Grants may be used to support food safety projects, staff training, plant expansion or modernization, and professional consulting services. Matching funds are required at 20 percent of the grant request. Funds will be awarded in February 2021, following a competitive review process. In 2020, [WDATCP awarded 11 grants](#) worth a total of \$200,000.

DBIA "Let's Get Started" Webinar Series Continues

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:

- [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

- *News Release:* [Sartori Cheese Drop virtually rings in the new year](#) (Featuring WCMA member Sartori Cheese)
- *Watertown Daily News:* [Groups form initiative to advocate for thriving farms](#)
- *Wisconsin State Farmer:* [What does 2021 hold for the dairy industry in regards to sustainability, trade outlook](#)

National/International

- *Brownfield Ag News:* [Incoming House Ag Committee Chair highlights priorities](#)
- *Politico:* [At USDA, two key agencies on tough path to 'Build Back Better'](#)
- *Financial Express:* [Joe Biden as U.S. President may review 'mini deal' with India](#)
- *Daily Democrat:* [Century-old Rumiano starts new cheese plant in Willows](#)
- *Duluth News Tribune:* [CannonBelles just months away from having own home for cheesemaking](#)
- *eDairyNews:* [Coca-Cola Canada finishes work on new \\$65M dairy plant](#)
- *Southern Living:* [Mississippi State's iconic Edam cheese](#)

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

Register Now for CheeseExpo Global Online

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

Exhibitor and Sponsorship Opportunities

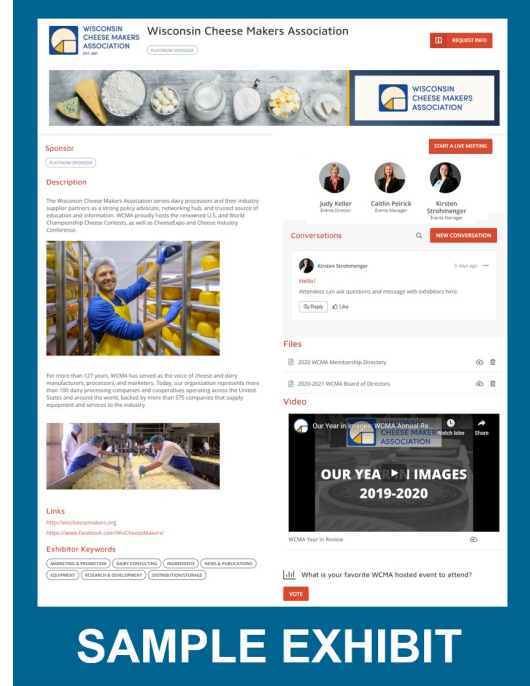
Opportunities abound for you to connect with dairy manufacturers and processors at CheeseExpo Global Online.

Join in CheeseExpo Global Online's [virtual Ideas Showcase](#) to present your company's goods and

services in our main Schedule of Events.
Reservations must be made by January 5.

Engage with loyal customers and budding prospects via a **virtual exhibit!** 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 **sponsorships** are also available now - while they last - at CheeseExpoGO.org.



SAMPLE EXHIBIT

EDUCATION



WCMA Opens Registration for Leadership Trainings

WCMA has opened registration for early 2021 offerings of its popular Front-Line Leadership Training program. All trainings will be offered remotely via a digital platform facilitating small group and partner discussions, interactive polling features and participant chat.

WCMA Front-Line Leadership Training - Part A, which offers a self-assessment on essential leadership skills and practical methods for improvement, will be held on Tuesday, February 23.

REGISTER NOW

WCMA Front-Line Leadership Training - Part B is set for Thursday, March 18, and will focus on ways to positively assess and impact staff performance.

REGISTER NOW

WCMA Front-Line Leadership Training - Part C focuses on how to build a team, and will be held Thursday, April 15.

REGISTER NOW

Classes are limited to 22 participants. They are offered à la carte, and may be taken in any order. Tuition for each course is \$135 per person.

Other 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:

- February 1-5, 2021: [Food Defense and FSPCA Vulnerability Assessment Training | Dairy Farmers of Wisconsin](#)
- February 10-12, 2021: [HACCP Workshop | UW-River Falls](#)
- February 18-19, 2021: [Pasteurization Short Course | UW-River Falls](#)
- March 1-5, 2021: [Cheesemaker's Short Course | UW-River Falls](#)



WCMA SCHOLARSHIPS

Apply for WCMA Scholarships Totaling \$15,000

WCMA 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](#).

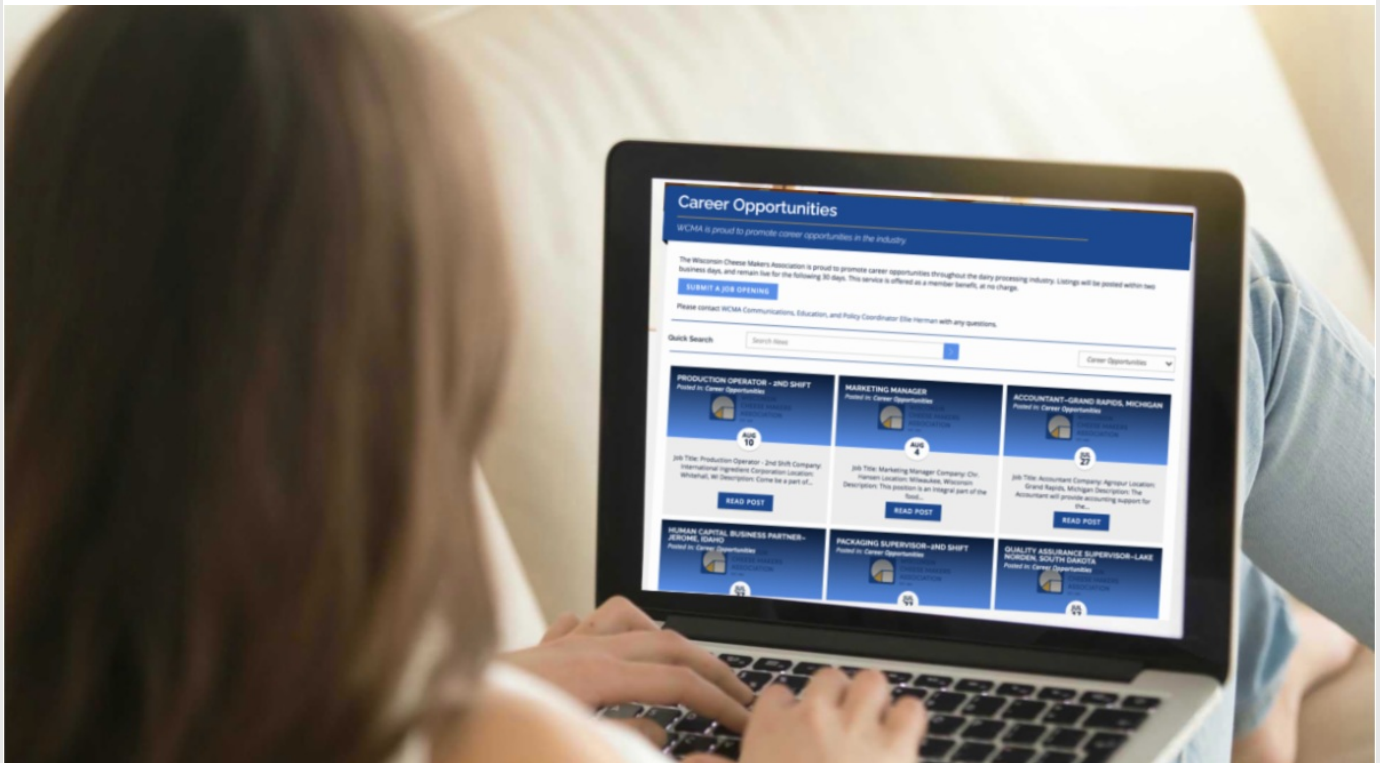
Successful applicants will be announced in March 2021, with awards made in September.

CWCBA Now Accepting Scholarship Applications

The Central Wisconsin Cheesemakers and Buttermakers Association is accepting [applications](#) for two educational scholarships worth \$1,500 each. Applications are due March 31, 2021.

One scholarship will be awarded to an applicant from a cheese or butter plant member of CWCBA enrolled full-time in a program of study toward any degree with an emphasis given to students pursuing a degree in dairy science, food science or a related degree. The second scholarship will be awarded to a student from a member company supplying equipment, ingredients, services, etc. who is enrolled full-time in a program of study toward any degree with an emphasis given to students pursuing a degree in dairy science, food science, or related degree.

WORKFORCE



Career Opportunities Featured on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 14 new industry career opportunities this week from industry partner the Center for Dairy Research and member companies Agropur and Westby Cooperative Creamery. Check out listings for cheesemakers, content writers, electromechanical technicians, 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](#).

[ADD JOB OPPORTUNITIES](#)

MEMBERSHIP



HAPPY NEW YEAR!

From all your friends at



Notice of Holiday Office, Communications Plan

Please note that WCMA offices will be closed on Thursday, December 31 and Friday, January 1, in observance of the holidays, and no COVID-19 member bulletin will be distributed on Thursday, December 31.

We wish you a happy and safe New Year, and thank you for your ongoing support of WCMA!

Sign Up Colleagues for WCMA E-Newsletters

Thanks for subscribing to WCMA's weekly electronic newsletter! 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

