

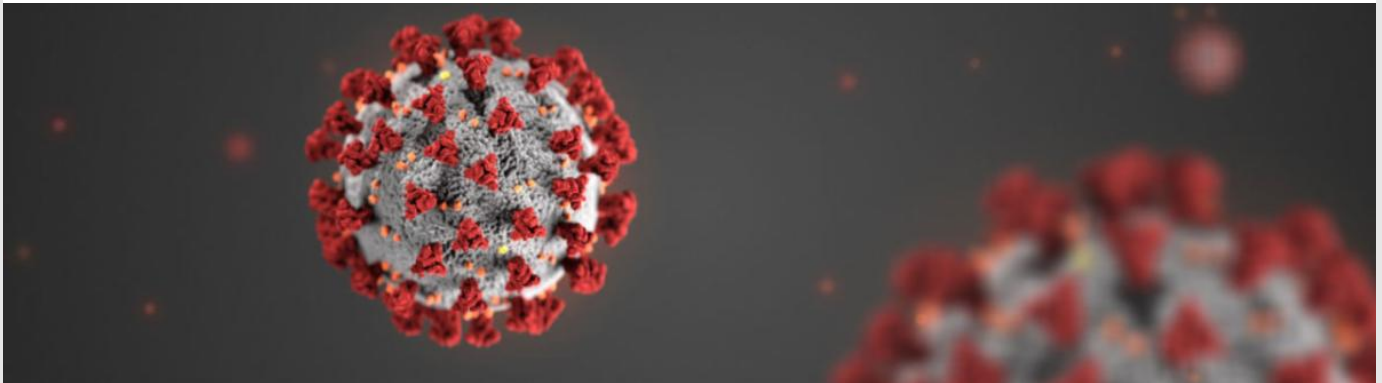


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



WCMA Pushes to Preserve Dairy Industry Access to Dry Ice, As Vaccine Distribution Planned

WCMA has encouraging developments to report as it continues to advocate for the preservation of dry ice for the manufacture and distribution of dairy cultures amid [skyrocketing demand](#).



On Friday, WCMA delivered a [educational appeal signed by dozens of members](#) to the U.S. Department of Defense, U.S. Department of Health and Human Services, and U.S. Centers for Disease Control and Prevention, detailing the dairy industry's need for 350,000 pounds of dry ice per week.

WCMA has also contacted more than 400 members of Congress, with U.S. Senator Tammy Baldwin (D-Wisconsin) swiftly responding. Sen. Baldwin has now held meetings with Pfizer representatives to determine their dry ice needs, and with dry ice industry and supply chain management experts with an understanding of the situation.

As a result of those conversations, WCMA has learned:

- Pfizer's U.S. distribution will primarily come from its Kalamazoo, Michigan site, a source entirely separate of dry ice manufacturers that serve manufacturers of dairy cultures.
- Dry ice manufacturers have plans in place to prioritize essential customers' needs, and the dairy industry is considered an essential customer.
- While dry ice is an urgent need for vaccine deployment, quantities required for adequate cooling of shipments are expected to represent a small portion of the overall dry ice market on a daily basis. A variety of sources have pegged Pfizer's need for dry ice amounting to five or six percent of the total manufactured nationwide on a daily basis.
- Signals indicate there is additional dry ice manufacturing capacity.

WCMA thanks Sen. Baldwin and her staff for her time and attention to this industry concern. WCMA

will continue its advocacy push for industry access to dry ice throughout this period of heightened demand, and keep members informed of substantial developments.

WCMA Advocates for Industry Prioritization in Wisconsin Vaccine Distribution Plan

WCMA and other trade associations representing agricultural, food processing and retail grocery businesses sent [a letter](#) to Wisconsin state officials on Friday, asking that they maintain these industries' "critical infrastructure" designation in the development of Wisconsin's microplan for vaccine distribution.

More States Align Guidance to New CDC Recommendations on Shortened Quarantine Length

Following the release of revised [guidance from the U.S. Centers for Disease Control and Prevention](#) (CDC) last week, many states are now adjusting their own recommendations to local public health officials and businesses. As WCMA first noted in an alert sent to members yesterday, [Wisconsin](#), [Illinois](#), [Michigan](#), [Ohio](#), and [South Dakota](#) have amended their guidance to reflect the CDC recommendations. Now, [Iowa](#) and [Minnesota](#) have also announced they will align their guidance to CDC recommendations.

Register Now for WCMA, WDATCP Inspection Webinar Set for Thursday, December 10

Register now to join a [free COVID-19 webinar](#) on Thursday, December 10 from 1:00-1:45 p.m. (CST) focused on the Wisconsin Department of Agriculture, Trade and Consumer Protection's (WDATCP) new COVID-19 protocols. This program is available **at no cost**, exclusively to members of the Wisconsin Cheese Makers Association.

WDATCP's Bureau of Food and Recreational Businesses, Division of Food and Recreational Safety Manager Tim Anderson will present alongside WCMA staff, detailing new pandemic inspection practices, 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 close of business today to [WCMA staff](#).

[REGISTER NOW](#)

CFAP 2 Deadline Friday; Aid Tops \$11 Billion

The U.S. Department of Agriculture reports it has [distributed \\$11.6 billion](#) in direct relief payments to farmers via the second round of its Coronavirus Food Assistance Program (CFAP), including \$1.08 billion to dairy farmers. USDA will continue to accept applications for CFAP 2 monies through this coming Friday, December 11.

[Coronavirus Headline News](#)

Dairy Industry

- WESA-AM: [Pennsylvania uses CARES funds to help dairy farmers](#)

Wisconsin

- WBAY-TV: [State sees record high seven-day death average for COVID-19, more than 4,800 new cases added Saturday](#)
- Wisconsin Public Radio: ['Kick in the teeth': Small businesses face higher taxes because of PPP loans](#)
- WTMJ-TV: [Wisconsin small businesses struggling to find qualified workers, report says](#)
- Racine Journal Times: [State restaurant industry gets lifeline via more CARES Act-funded grants](#)
- Wisconsin State Journal: [Wisconsin expects first batch of COVID-19 vaccines soon, general public may not see it until mid-2021](#)
- Wisconsin Public Radio: [DHS: All regions of Wisconsin will get Pfizer COVID-19 vaccine](#)
- WISC-TV: [UW Health, SSM Health to serve as distribution hubs for Pfizer COVID-19 vaccine](#)
- WAOW-TV: [Marshfield Clinic Health System designated as hub for COVID-19 vaccine](#)
- Wisconsin State Journal: [Citing blocked mitigation measures, Gov. Tony Evers asks for COVID-19 vaccine priority for Wisconsin](#)

National/International

- New York Times: [U.S. breaks record for most deaths in a week](#)
- FOX News: [U.S. tops 15 million COVID-19 cases](#)
- CNBC: [COVID is killing more than 2,000 people a day in the U.S. as infections and hospitalizations hit records](#)
- Associated Press: [Feds passed up chance to lock in more Pfizer vaccine doses](#)
- WDJT-TV: [CDC says children and young teens could get a COVID-19 vaccine in the second half of next year](#)

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

More Lemonade in This Lemon of a Year

In a time of unprecedented challenges, positive anecdotes as big as new dairy plants continue to arise among dairy processors across the United States. WCMA returns to its look at manufacturers who are facing these challenges and are making lemonade out of this lemon of a year.

In the December edition of [WCMA Notes](#), Executive Director John Umhoefer shares how members Agri-Mark/Cabot Creamery Cooperative, Meister Cheese Company, Organic Valley,

Renard's Cheese, Saputo Dairy USA, and Uplands Cheese are growing, amid the pandemic.



ADVOCACY



POLICY COMMITTEE

Both at the federal and state level, new leadership is emerging that will impact the dairy processing industry. Here's a rundown of recent developments.

Federal Transitions

- U.S. Dairy Export Council President and CEO Tom Vilsack, formerly Secretary of the U.S. Department of Agriculture, has **emerged as a frontrunner** to again lead USDA for the incoming Biden Administration. Biden reportedly continues to consider former North Dakota U.S. Sen. Heidi Heitkamp and Ohio U.S. Rep. Marcia Fudge.
- U.S. Rep. David Scott (D-Georgia) has been announced as the next **chair of the House Committee on Agriculture**. Scott represents a semi-rural district outside of Atlanta and has been supportive of the dairy industry. U.S. Representative Glenn "GT" **Thompson (R-Pennsylvania) will serve** as the ranking Republican on the committee, and has been supportive of the dairy industry.

Wisconsin Transitions

- Wisconsin Department of Natural Resources (WDNR) Secretary Preston Cole is **elevating WDNR Assistant Deputy Secretary Todd Ambts** to the post of Deputy Secretary beginning December 21. Steven Little, the WDNR's Director of Management and Budget, will serve as WDNR Assistant Deputy Secretary.
- Wisconsin State Representative Mark Born (R-Beaver Dam) has been named **co-chair of the budget-writing Joint Finance Committee**, replacing long-time co-chair John Nygren. Born joins State Senator Howard Marklein (R-Spring Green) in the powerful leadership post. Like Marklein, Born has been supportive of WCMA priorities, and provided a key vote in the State Building Commission to allocate an additional \$25.7 million in state support to the Center for Dairy Research project last year.

All WCMA members are invited to join in Policy Committee advocacy efforts, with a series of meetings with lawmakers planned for January. Contact **WCMA Communications, Education and Policy Director Rebekah Sweeney** to learn more.

RECOGNITION



Cheese Industry Leaders Selected for WCMA Awards

The WCMA Board of Directors has selected [nine individuals to be recognized](#) at CheeseExpo Global Online in April 2021 for their outstanding work in the dairy processing industry.

WCMA is proud to announce the following honorees:

- **WCMA Life Member:** Mark Schleitwiler of BelGioioso Cheese and Ellsworth Cooperative Creamery
- **WCMA Cheese Industry Champion Awards:** John Jeter of Hilmar Cheese Company and Don Menzner of Marathon Cheese Corporation
- **WCMA Distinguished Service Awards:** Craig Linz of Tetra Pak Inc. and Jerry Lippert of Nelson-Jameson, Inc.
- **WCMA Vanguard Awards:** Steve Buholzer of Klondike Cheese Company and Ray Palubicki of Outagamie Producers Cooperative/Alto Dairy
- **WCMA Babcock Awards:** Dr. Bob Cropp of the University of Wisconsin-Madison and Marianne Smukowski of the Center for Dairy Research

Awards will be presented to honorees CheeseExpo Global Online in April, 2021. 2020 honorees will also be recognized at this time. For more information and to register to attend CheeseExpo Global Online, please visit [CheeseExpoGO.org](https://www.cheeseexpo.org).

INDUSTRY UPDATES

USMCA

UNITED STATES-MEXICO-CANADA AGREEMENT

USTR Set to File Dairy Case Against Canada

The Office of the United States Trade Representative (USTR) is planning to announce an enforcement action related to Canada's noncompliance with dairy market access provisions in the U.S.-Mexico-Canada agreement.

The first step in USMCA dispute settlements is a request for consultations, which could come as soon as today.

WCMA has joined in calls to enforce the USMCA. In August, more than 125 bipartisan members of Congress signed a [letter to USTR](#) Robert Lighthizer asking him to "ensure compliance."

WDATCP Dairy Processor Grant Period Open

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) Secretary-designee Randy Romanski invites Wisconsin dairy processors to [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. In 2020, [WDATCP awarded 11 grants](#) totaling \$200,000 in industry support.

Matching funds are required at 20 percent of the grant request. Funds will be awarded in February 2021, following a competitive review process.

USDA Issues Pre-Solicitation for Butter, Fluid Milk

The U.S. Department of Agriculture (USDA) has issued pre-solicitation bids for the purchase of \$50 million of [salted butter](#) and \$60 million of [fresh fluid milk](#). Selected bids will be distributed quarterly starting in February 2021 through December 2021.

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

DBIA Webinar 5

Regulatory Concerns



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.

A [recording](#) of the December 1 webinar centered on industry regulations is now available online.

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

- *WGBA-TV*: [Door County businesses, realtors impacted by poor internet quality in rural areas](#)
- *Spectrum News*: [Dairy Innovation Hub updates stakeholders after first year operating](#)
- *The TODAY Show*: [Giving Tuesday 2020: Best charitable gifts that keep on giving](#)

National/International

- *Progressive Dairy*: [USDA rule extends flexibility, flavored low-fat milk in school meals](#)
- *Reuters*: [Biden says will not kill Phase 1 trade deal with China immediately](#)
- *The Hill*: [Feta cheese and the EU-China agreement on geographical indications](#)
- *Wisconsin State Farmer*: [What you need to know about the Dairy Margin Coverage program](#)
- *Dairy Herd Management*: [DFA calls Dean Foods estate claims "farfetched"](#)

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

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](#)

CheeseExpo Global Online Exhibitor and Sponsorship Opportunities Now Available

Engage with loyal customers and budding prospects alike via CheeseExpo Global Online's [virtual exhibits!](#)

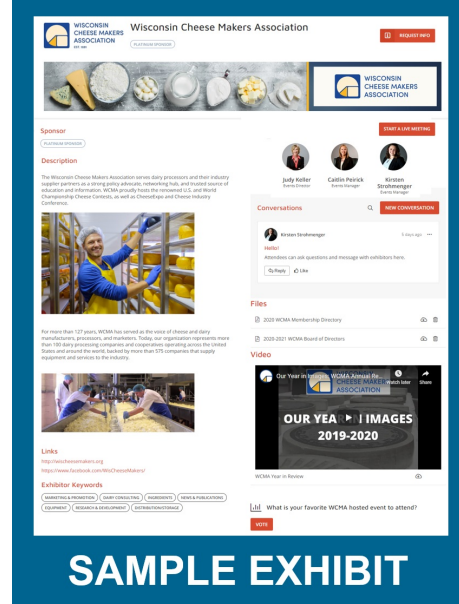
CheeseExpo Global Online's clean, intuitive platform supports a rich user experience, featuring video demonstrations, live chat, key contacts and a quick snapshot of company information.

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](#).

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



EDUCATION



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.

Training Spotlight: UW-River Falls Short Courses

WCMA is proud to host and promote opportunities for industry-specific training and enrichment.

This week, WCMA is shining a spotlight on educational offerings from the University of Wisconsin-River Falls, which



UNIVERSITY OF WISCONSIN-RIVER FALLS

has announced its Spring 2021 slate of [dairy processing workshops and short courses](#).

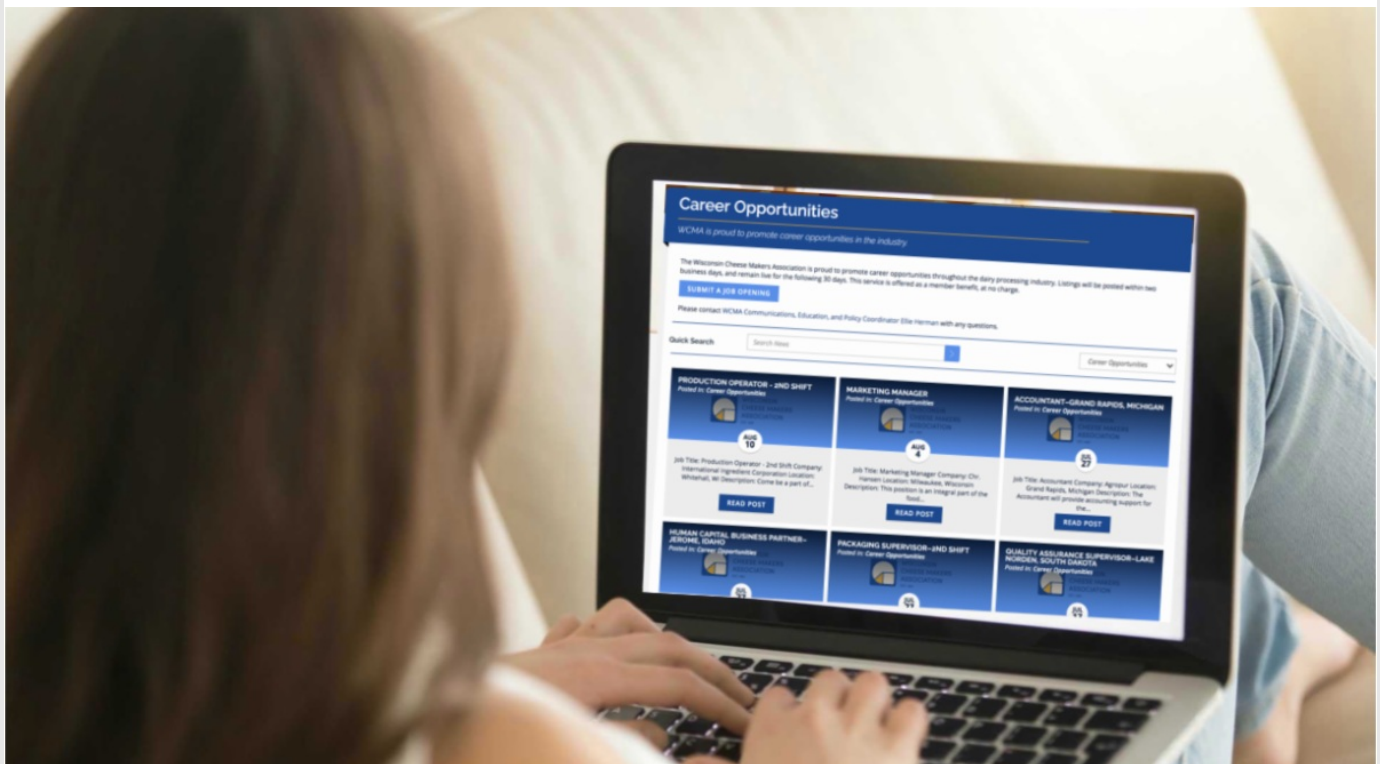
Registration is now open for the following UW-River Falls courses:

- [HACCP Workshop | February 10-12, 2021 \(online\)](#)
- [Pasteurization Short Course | February 18-19, 2021 \(online\)](#)
- [Cheesemaker's Short Course | March 1-5, 2021 \(in-person\)](#)

Here's a look at other upcoming industry trainings:

- December 14-16: [FSPCA Preventive Controls for Human Food \(PCQI\) Training | Dairy Farmers of Wisconsin](#)

WORKFORCE



Submit Job Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 19 new industry career opportunities this week from member companies Agropur, Organic Valley, and Westby Cooperative Creamery. Check out listings for cheesemakers, HR analysts, interns, line leads, technicians, supply chain analysts, 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](#).

IN MEMORIAM

In Memoriam: Joseph "Joe" D. Koss, Jr.

WCMA mourns with the family and friends of [Joseph "Joe" D. Koss, Jr.](#) who passed away December 2.



In 1978, Joe and his brother, John, established Koss Industrial, Inc., a WCMA member company, in their parent's garage in Dyckesville, Wisconsin.

In 2019, Joe and John received the WCMA Distinguished Service Award for their service and contributions to the U.S. dairy industry.

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.

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