

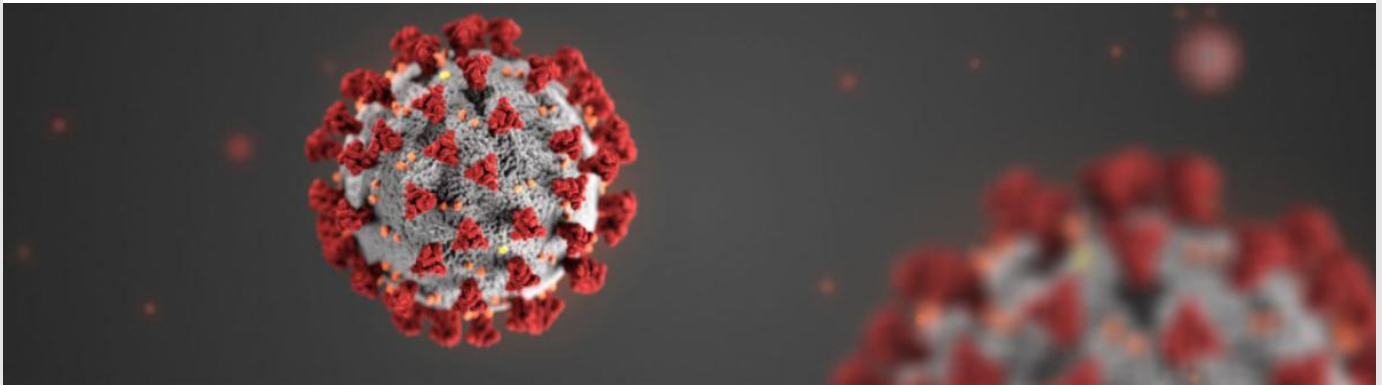


WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



COVID INFORMATION AND RESOURCES



WCMA Advocates for Members' Priority Access to Vaccines, as Wisconsin Extends Eligibility to 65+

Earlier today, the Wisconsin Department of Health Services (WDHS) announced that, as recommended by federal partners, [adults over the age of 65 will be eligible](#) for COVID-19 vaccines, beginning January 25.

The full recommendations from the State Disaster Medical Advisory Committee (SDMAC) on others included in Phase 1B eligibility will be voted on this Thursday, January 21. SDMAC had initially proposed a Phase 1B group to include Wisconsinites aged 70 and older, educators, inmates, and other health care and emergency personnel. WCMA has advocated for dairy manufacturing and processing workers, currently under consideration for the Phase 1C group, to be added to Phase 1B.

Currently, the state is focused on vaccinating the Phase 1A group, which includes health care workers, residents in long-term care facilities, and some police and fire personnel. As of today, approximately [248,000 doses](#) have been administered in Wisconsin.

Wisconsin has ordered 473,000 vaccine doses, but is receiving just 70,000 doses per week.

Wisconsin Launches Mobile Vaccination Clinics

The Wisconsin National Guard and Department of Health Services (WDHS) today launched a [mobile vaccination program](#), staffed by guardsmen and women and nursing and pharmacy student volunteers. Nine teams will be deployed statewide to supplement services provided at hospitals and health care clinics.

Midwest Governors Push for Vaccine-Buying Authority

Wisconsin Governor Tony Evers, Michigan Governor Gretchen Whitmer and Minnesota Governor Tim Walz have sent [a letter](#) to U.S. Health and Human Services Secretary Alex Azar urging him to allow states to directly purchase doses of COVID-19 vaccines, as federal supplies lag.

After a meeting last week with Vice President Pence and Operation Warp Speed officials requesting more vaccines, nine governors - including Evers, Whitmer, and Walz - were told they would receive millions of doses in stockpile. On Friday, [federal officials backtracked](#), saying their reserve of vaccines had already been depleted.

Biden Proposes \$1.9T Recovery Package

In an address to the nation Thursday night, President-elect Joe Biden detailed a [\\$1.9 trillion plan](#) meant to speed vaccine distribution and address immediate economic crises, noting that a broader relief plan will come in February.

The proposal, dubbed the "American Rescue Plan," includes \$20 billion to support the hiring of another 100,000 health care workers and opening of vaccine centers and mobile clinics nationwide.

Biden is also proposing \$1,400 direct stimulus payments to Americans, a \$400-per-week unemployment benefits enhancer to last through September 2021, \$15 billion in grants to small businesses, and as much as \$175 billion in low-interest business loans. The plan earmarks \$350 billion in aid to state and local governments to address other coronavirus concerns, as well.

SBA, Treasury Share New PPP Guidance

The U.S. Small Business Administration (SBA) and U.S. Department of Treasury today shared [guidance](#) on how Paycheck Protection Program (PPP) borrowers should calculate revenue reduction and maximum loan amounts for second-draw PPP loans. The guidance also lists the documents borrowers must provide to support each set of calculations.

WCMA Salutes Critical and Essential Workers

Salute
TO THE DAIRY PROCESSING
INDUSTRY'S CRITICAL
& ESSENTIAL WORKFORCE

Samantha Hawkey, Rachel
Wolfe, Paul Miller, Linda McKee,
Jill Schaefer & Melody Swatzina
Customer Service Teammates
Kelley Supply, Inc.



Throughout 2021, WCMA is saluting its members' essential and critical workforce, people who daily demonstrate their dedication to the mission of feeding the world delicious, nutritious dairy products, even in this challenging time.

This week, we are shining a spotlight on the Customer Service Team at Kelley Supply, Inc. These hardworking teammates have continued to provide high-quality support to their customers throughout the pandemic. Thank you for your important work!

Watch for WCMA salutes in Tuesday e-newsletters, our printed membership directory (coming soon!), and on our Facebook, Twitter, and LinkedIn pages.

Have an employee or team you'd like us to celebrate? Just contact [WCMA staff](#).

Coronavirus Headline News

Dairy Industry

- *Politico*: [Who is "essential"? Food and farm workers left in limbo in state vaccine plans](#)

Wisconsin

- *Associated Press*: [Wisconsin's average daily virus cases remain mostly constant](#)
- *WGBA-TV*: [Wisconsin DHS Secretary-designee Andrea Palm to join Biden administration](#)
- *Milwaukee Journal Sentinel*: [Grocers say state must follow CDC guidelines and include food workers in next phase of COVID-19 vaccines](#)
- *WBAY-TV*: [Local health care providers prepare to open mass COVID-19 vaccination sites](#)
- *WBAY-TV*: [Wisconsin governor tours COVID-19 vaccine site at UW-Green Bay](#)

National/International

- *CBS News*: [U.S. expected to have 500,000 COVID-19 deaths by February, CDC official warns](#)
- *CNBC*: [Yellen says U.S. must 'act big' on next coronavirus relief package](#)

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

ADVOCACY



POLICY COMMITTEE

Join in WCMA Advocacy Meetings

WCMA members are invited to join in two upcoming Policy Committee meetings with Wisconsin state lawmakers.



WCMA will meet with newly-elected Senate Majority Leader Devin LeMahieu (R-Oostburg) on Thursday, January 21 from 10:30-11:00 a.m. (CT). We will discuss WCMA positions on coronavirus legislation currently pending and our [budget and policy priorities](#) with this powerful state lawmaker. [RSVP to join](#) in this meeting!

WCMA will also meet with Joint Finance Committee Vice-Chair and Representative Amy Loudenberg (R-Clinton) Wednesday, January 27 from 2:30-3:00 p.m. [RSVP to join](#) in this meeting.

Wisconsin Supreme Court Advances Battle Over Agency Authority, High Cap Wells

After 20 months of delays, the Wisconsin State Supreme Court has now advanced a case challenging the bounds of Wisconsin Department of Natural Resources' (WDNR) regulatory authority, which may have significant impacts on CAFO and high capacity well permitting in the future. Wisconsin Cheese Makers Association, via its support of the Great Lakes Legal Foundations, is arguing that state agencies, including the WDNR, cannot regulate beyond the authority explicitly

written into state law. For more details on the case and its impacts, see this [WCMA memo to members](#). Legal briefs are due February 4, and WCMA will keep members informed of major developments.

Evers Plans \$200 Million for Rural Broadband

During the State of the State address last week, Wisconsin Governor Tony Evers announced he will propose a \$200 million state budget investment in rural broadband expansion and affordability over the next two years. The sum represents five times the amount included for broadband in state budgets from 2013-2018 combined. WCMA has advocated for broadband investments in rural communities, and supports the Governor's plan to increase funding.

Read more here:

- *WSAW-TV*: [State of the State: Evers says broadband, gerrymandered maps, and unemployment system will be areas of focus in 2021](#)
 - *Milwaukee Journal Sentinel*: [Evers pitches \\$200 million in broadband spending, subsidies for consumers](#)
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WORKFORCE



Participate in 2021 Wage and Workforce Survey

Members are invited to participate now in the [2021 WCMA Wage and Workforce Survey!](#) This free annual members-only survey helps WCMA provide critical data employers need to successfully attract and retain top talent.

Survey responses are due Friday, February 19. Individual responses are held in confidence, and participants will not be identified.

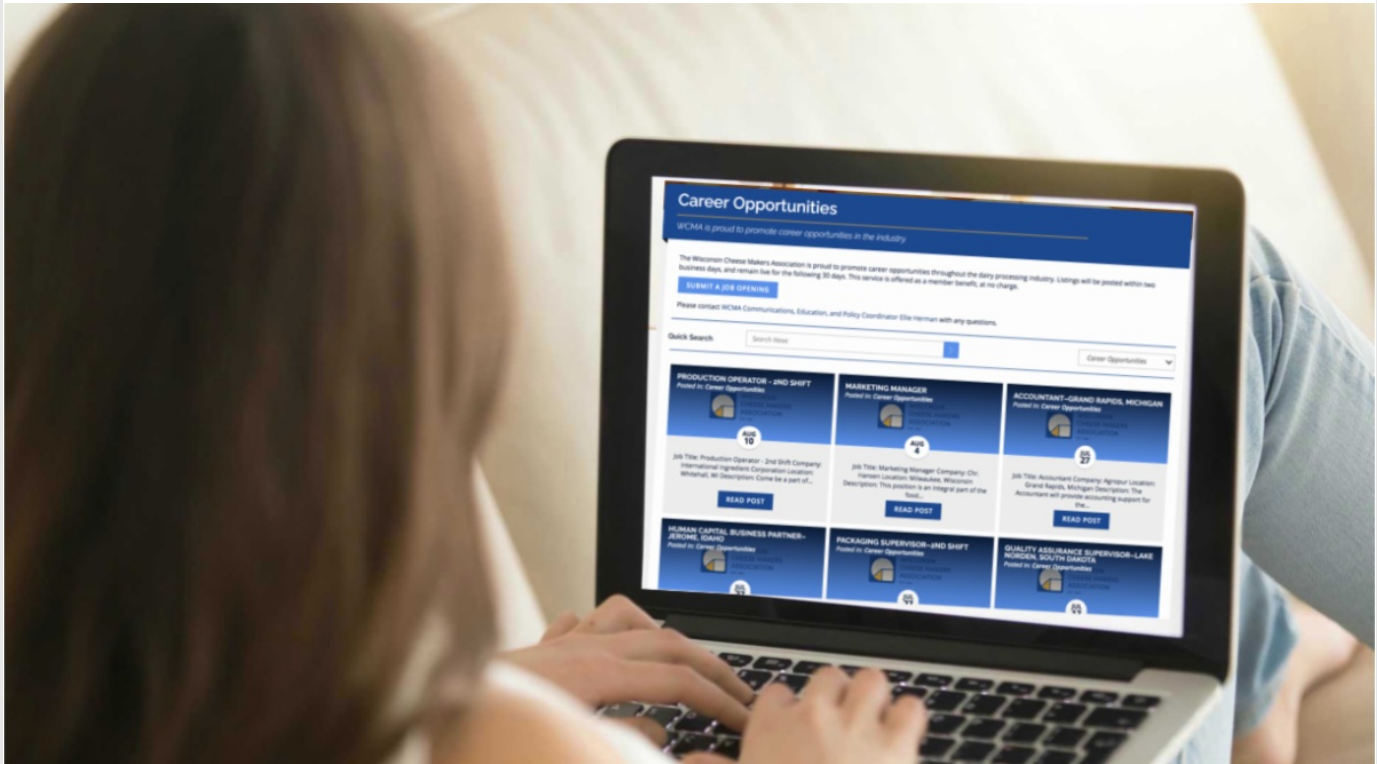
Participating member companies and cooperatives will receive a **free summary report** from WCMA in early March detailing current industry wage ranges and benefits packages, as well as comparative data on non-industry wages in their region.

Questions may be directed to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[TAKE THE SURVEY](#)

Register for Workforce & Education Meeting Feb. 2

All WCMA members are invited to [register now](#) for a meeting of the Workforce and Education Committee set for Tuesday, February 2 from 1-2:30 p.m. (CST). WCMA staff will facilitate a discussion of coronavirus protocols and vaccination policies, and committee members will provide input on an online industry job fair set for March.



Career Opportunities Featured on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 10 new industry career opportunities with the Center for Dairy Research and member company Agropour. Check out listings for accountants, cheesemakers, content writers, production supervisors 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](#)

INDUSTRY UPDATES



USDA Issues Pre-Solicitation for Cheese, Butter

The U.S. Department of Agriculture (USDA) announced plans to purchase [\\$40 million in cheddar and processed cheeses](#) and [\\$40 million in butter](#) for distribution to various food nutrition assistance programs. Solicitations will be issued in the near future, and will be available online.

A complete listing of USDA open solicitations is [available online](#).

Sign Up for WSCI Workplace Mental Health Training

[Register now](#) for a Wisconsin Specialty Cheese Institute (WSCI) virtual meeting on February 19, focused on improving mental health in the workplace. During the presentation, employers can gain practical advice on how to prioritize the health and wellbeing of all employees. Questions may be directed to [WSCI staff](#).

IN THE NEWS

Wisconsin

- *Food + Wine*: [This Valentine's Day, show them you care with a heart-shaped box of cheese](#) (Featuring WCMA members Cedar Grove Cheese, Crave Brothers Farmstead Cheese, Emmi Roth USA, and Henning's Cheese)
- *Sheboygan Press*: [Higgins Eats investigates the best cheese for homemade pizza](#) (Featuring WCMA members Crystal Farms, DuPont Cheese, Sargento)
- *Wisconsin Public Radio*: [Wisconsin Farm Center hosts online support groups for producers, families](#)

National/International

- *USDA News Release*: [Stipulation and Agreed Order requires Dean Foods to pay 90 percent of its post-bankruptcy USDA milk marketing obligations](#)
- *The Counter*: [There is wood pulp in your "100 percent grated cheese." Is that a problem?](#) (Featuring WCMA member Schuman Cheese, WCMA)
- *Wall Street Journal*: [Biden trade policy to center on workers, USTR nominee says](#)
- *Daily Churn*: [UK dairy cooperative powers milk trucks with manure](#) (Featuring WCMA member Arla Foods)

SIGNATURE EVENTS



**Experts On Call Offer Tailored, Technical Input at
CheeseExpo Global Online**

Experts on Call debuts at [CheeseExpo Global Online](#) April 6-8, 2021. Center for Dairy Research

(CDR) staff will host “on call” private consultations with dairy processors each day before CheeseExpo Global Online’s Keynote kickoff events. Register for these limited time slots before CheeseExpo early-bird pricing ends February 1.

Offered to full registrants in the dairy processing industry, Experts on Call are live and private appointments with CDR staff. Expert teams will be ready to discuss dairy production, safety issues, product yield, quality defects, brining, curing and a host of additional issues sought by attendees.

Attendees signing up for Full Registration at [CheeseExpoGo.org](https://www.cheeseexpo.org) will see a pop-up box offering CDR Experts on Call sessions. Check the box and CDR staff will follow up to schedule a specific time for your appointment.

Dairy processor attendees who have already signed up for a Full Registration can contact [WCMA Events Director Judy Keller](mailto:jkeller@wcma.com) to sign up for CDR’s Experts on Call.

**REGISTER
NOW**

Reserve Your Space in the Ideas Showcase

Act now to reserve valuable space in CheeseExpo Global Online’s schedule of events. Limited space remains in the Ideas Showcase line-up, a unique opportunity for exhibitors to present their company’s goods and services. All reservations will be made on a first come, first served basis!

Live or prerecorded Ideas Showcase presentations may run up to 10 minutes in length, with content to be technical or promotional in nature. With only two Ideas Showcase talks running at a time, presenting companies can ensure they will reach a high volume of attendees. Each impactful presentation connects businesses with the live CheeseExpo Global Online audience, allowing for engagement in real-time, and with participants who may access programs later, on demand.

Reserve an engaging Ideas Showcase presentation slot now at [CheeseExpoGO.org](https://www.cheeseexpo.org), or contact [WCMA Events Manager Caitlin Peirick](mailto:cpeirick@wcma.com) to learn more.

Become an Exhibitor at CheeseExpo Global Online

Exhibiting at CheeseExpo Global Online with a virtual booth is easy and impactful – take a look at the [list of companies](#) that have already signed up to exhibit!

*Alliedflex Technologies, Inc. | ALPMA USA | Amcor Flexibles North America
Anderson Chemical Company/Sanitation Technologies/Water Management | bioMerieux, Inc.
Burkert Fluid Control System | Chr. Hansen | Coprodev Plus | Cybertrol Engineering
Delkor Systems, Inc. | Deville Technologies Inc. | DSM Food Specialties USA, Inc. | Ecolab, Inc.
Enerquip, LLC | ePac Flexible Packaging | Evaporator Dryer Technologies, Inc.
Excel Engineering, Inc. | Flair Flexible Packaging Corporation | FlexLink Systems, Inc.
Food Safety Net Services | Foss | FT System North America LLC | Great Northern Corporation
Heat and Control, Inc. | Hydrite Chemical Company | ID Technology | Inficon | JLS Automation
Kelley Supply, Inc. | Koss Industrial, Inc. | Krohne Inc. | Kurita America Inc. | LETICO Inc.
Loos Machine & Automation | Masters Gallery Foods, Inc. | Matrix Packaging Machinery
Multi-Conveyor LLC | MULTIPOND America Inc. | Multivac, Inc. | Munters Corporation
Nelson-Jameson, Inc. | Pentair Südmo | Quadbeam Technologies Ltd. | Reiser
RELCO, A Koch Separation Solutions Company | Rieger Flow Products, LLC | Sani-Matic, Inc.
Schenck Process | Sheffield Machine Knife | Shuttleworth | Spancrete
SUEZ Water Technologies & Solutions | TC Transcontinental Packaging
Technology Group International | Tetra Pak Inc. | Urschel Laboratories, Inc.
Witt Gas Controls | Wonderware Midwest*

During the virtual event, registered attendees will be able to view exhibitor products, contact exhibitor staff and chat via text or live video, and so much more.

Learn more and reserve your exhibitor page today at CheeseExpoGO.org.

EDUCATION



Space Now Limited in WCMA Leadership Trainings

Space is now limited in early 2021 offerings of WCMA's 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:

- January 26, 2021: [Cheesemaking 101 What a Cheesemaker Should Know On Demand | Center for Dairy Research](#)
 - 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](#)
 - February 23-24, 2021: [Process Cheese Course On Demand | Center for Dairy Research](#)
 - March 1-5, 2021: [Cheesemaker's Short Course | UW-River Falls](#)
 - March 8-11, 2021: [Implementing SQF Systems Virtual Short Course | Dairy Farmers of Wisconsin](#)
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WCMA SCHOLARSHIPS

WCMA Student Scholarships Due February 17

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.

MEMBERSHIP

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

