



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS

CHEESE EXPO

GLOBAL ONLINE

Register Now for CheeseExpo Global Online for Early Access to Virtual Platform

Sign up for [CheeseExpo Global Online](#) by Monday, March 22 for early online access to Virtual Exhibits!

Beginning March 23, attendees may:

- Set up and customize their user profile. Add a photo, description, contact information and more!
- Visit 97 Virtual Exhibits and connect with trusted supplier partners.
- Plan your experience using our complete Schedule of Events. Build your personal agenda, adding sessions and meetings.
- Start networking now with other attendees. Private messaging will be live!

CheeseExpo Global Online, April 6-8, is a great value for dairy processors, offering FREE access to Virtual Exhibits, live Ideas Showcase offerings and Spotlight Events that will bring industry together. Attendees can message or live video chat with exhibitors while exploring the exhibit floor. Live or prerecorded [Ideas Showcase presentations](#), included in the main program agenda, create a platform for suppliers to highlight their businesses to a high-volume audience.

Cap off each day of CheeseExpo Global Online with special Spotlight Events, including the Tetra Pak Spotlight Event, the Chr. Hansen Championship Cheese Auction and the WCMA Awards Banquet Highlights, all included with free registration.

By upgrading to [Full Registration](#), attendees gain exclusive access to a host of Keynote presentations and educational seminars. [Keynote presentations](#) will kick off each day's official programming, offering attendees an in-depth look at timely industry opportunities, challenges and consumer trends. Attend the RELCO® Opening Keynote, DSM Keynote Event: WCMA Recognition Awards and the Amcor Flexibles North America Keynote Address to learn from dairy industry CEOs and top marketing experts.

A dozen [seminars](#) at CheeseExpo Global Online offer the latest in dairy processing technology and the science behind dairy quality, insights on opportunities in market

sectors and sales abroad, practical guidance for crisis management, workforce development and much more. Don't miss out! Access everything CheeseExpo Global Online has to offer and register for Full Registration now at [CheeseExpoGO.org](https://www.cheeseexpo.org).

REGISTER NOW

Bid on Award-Winning Cheeses at Virtual Championship Cheese Auction April 7

Celebrate the immense talent of cheesemakers around the world and support industry education during the live [Championship Cheese Auction](#), part of the Chr. Hansen Spotlight Event at [CheeseExpo Global Online](#) on Wednesday, April 7 at 3 p.m. (CT).

The Auction will feature [10 award-winning cheeses](#), all previous winners of the World and U.S. Championship Cheese Contests. Successful bids support the Contests, as well as the Wisconsin Cheese Makers Association's educational contributions. In recent years, WCMA has contributed \$1.4 million to building and development projects at the Center for Dairy Research, University of Wisconsin-River Falls and South Dakota State University. WCMA also runs leadership skills training for member employees, and rewards \$15,000 per year in student scholarships.



CHAMPIONSHIP CHEESE CONTEST

Champion Cheesemakers & 2021 Auction Cheese Reveal

Bidders can virtually vie for the following cheeses:

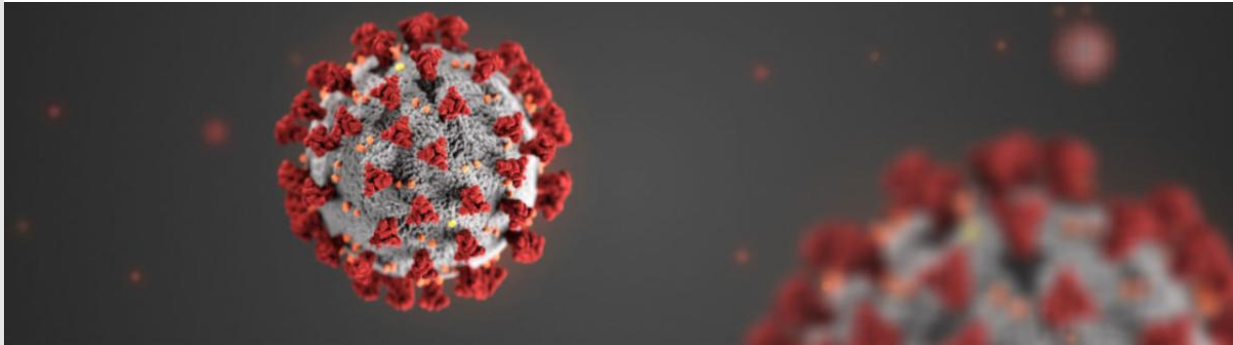
- **Sharp Cheddar**, 40 pounds, made by Agropur, Inc. in Weyauwega, Wisconsin
- **Sharp Cheddar**, 40 pounds, made by Cabot Cheese in Cabot, Vermont
- **Grand Cru Surchoix**, 18 pounds, made by Emmi Roth USA in Monroe, Wisconsin
- **Rembrandt Gouda**, 22 pounds, made by FrieslandCampina in Wolvega, Friesland, Netherlands
- **Le Gruyère**, one-eighth wheel of 72 pound wheel (9 pound wedge), made by Michael Spycher of Gourmino & Bergkäserei Fritzenhaus in Bergkäserei Fritzenhaus, Emmental, Switzerland

- **Baby Swiss**, 5 pounds, made by Guggisberg Cheese in Millersburg, Ohio
- **Evalon**, 10 pounds, made by LaClare Farms with Mosaic Meadows in Malone, Wisconsin
- **Marieke Gouda Mature**, 18 pounds, made by Marieke Gouda in Thorp, Wisconsin
- **SarVecchio Parmesan**, 20 pounds, made by Sartori Company in Plymouth, Wisconsin
- **Esquirrou**, 5 pounds, made by Savencia Fromage & Dairy in France

The bidding process will use the HiBid.com website along with Auctioneer Tim Slack, similar to the 2020 virtual Auction. Bidders and all CheeseExpo Global Online attendees will watch a livestream of the Auction on April 7, where WCMA staff will supplement the auctioneer's live call with commentary and thanks to bidders.

[Register as a bidder](#) and learn more now at WorldChampionCheese.org!

COVID-19 UPDATES



CDC Issues Additional Face Mask Guidance

The U.S. Centers for Disease Control and Prevention (CDC) has [updated its guidance](#) regarding the most effective face masks for the prevention of COVID-19 transmission.

CDC officials note the best masks have two or more layers of washable, breathable fabric, completely cover an individual's nose and mouth, fit snugly, leaving no gaps, and feature an adjustable nose wire to prevent air from leaking out. The CDC also advises against wearing masks that feature exhalation valves or vents.

The CDC notes gaiters may be used as an adequate face covering so long as they have two layers or can be folded to make two layers. Face shields remain inadequate protection on their own, but can be worn effectively in combination with a mask.

Evers Moves Up Vaccine Eligibility Expansion

Wisconsin Governor Tony Evers today directed the Department of Health Services to [move up a planned expansion](#) of those eligible to receive COVID-19 vaccinations due to a complicating medical condition to March 22, citing increased vaccine supply.

Beginning next week, anyone who is pregnant, overweight, immuno-compromised, or has cancer, diabetes, high blood pressure, asthma, diseases of the heart, liver or kidneys, or COPD is eligible. The complete list of qualifying medical conditions is [available online](#).

All other Wisconsinites will become eligible for vaccination on May 1.

To secure a vaccination appointment, individuals may contact their health provider or:

- Use the [Wisconsin COVID-19 Vaccine Registry](#). If no appointments are currently available, individuals are placed on a wait-list.
- Call Wisconsin's toll-free vaccination hotline at 844-684-1064. Call center

representatives can schedule appointments and answer questions about COVID-19 vaccination.

- Contact one of Wisconsin's two Federal Retail Pharmacy Partners:
 - Call 1-800-Walgreens or visit www.walgreens.com/findcare/vaccination/covid-19.
 - Call Kroger's pharmacy hotline at (866) 211-5320 or visit <https://www.kroger.com/rx/covid-eligibility>.
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Ohio to Open Vaccination to All March 29

Ohio Governor Mike [DeWine today announced](#) that all Ohioans aged 40 and older will be eligible for COVID-19 vaccination beginning March 19, and that all Ohioans will be eligible beginning March 29. To secure a vaccination appointment, individuals may use Ohio's [centralized scheduling website](#).

WCMA Offering Vaccine Eligibility Status Reports Each Thursday

WCMA is tracking vaccination developments in key dairy states nationwide, including California, Illinois, Iowa, Minnesota, Ohio, South Dakota, and Wisconsin. Watch for status reports and links to resources each Thursday in our COVID-19 Member Bulletins.

Third Round of Direct Relief Now Underway

Following last week's approval of the American Rescue Plan Act, the Internal Revenue Service (IRS) has begun delivery of a third round of direct relief payments to Americans, with the first checks direct deposited this past weekend.

Most Americans will get \$1,400 for themselves and \$1,400 for each of their qualifying dependents claimed on their tax return, though individuals earning more than \$75,000 per year or couples earning more than \$160,000 per year are ineligible. Unlike the first two payments, the third stimulus payment is not restricted to children under 17. Eligible families will get a payment based on all of their qualifying dependents claimed on their return, including older relatives like college students, adults with disabilities, parents and grandparents.

The IRS has launched an [online tool](#) to help individuals determine their eligibility and track their payment.

IRS Releases Guidance on PPP & ERC

The Internal Revenue Service (IRS) has released [new guidance](#) on the Employee Retention Credit (ERC), and how Paycheck Protection Program (PPP) loan recipients may claim this benefit.

For 2020, employers can receive a credit for 50 percent of qualified wages paid to their employees up to a maximum credit of \$5,000 for the year. In order to be eligible, the business must have experienced full or partial suspension of its operations due to the pandemic or have experienced at least a 50 percent drop in quarterly gross receipts, compared to the same quarter during the previous year.

The IRS plans to release additional guidance soon addressing changes for 2021.

USDA-AMS to Hold Listening Sessions on

Coronavirus Relief, Purchasing Programs

The U.S. Department of Agriculture - Agricultural Marketing Service (USDA-AMS) announced this week it will hold listening sessions and accept public comments on two key topics: its pandemic food purchasing programs, including the Farmers to Families Food Box program, and coronavirus relief grants.

Food Purchasing Program

The USDA-AMS [listening session on food purchasing programs](#) is set for March 22 from 1-4 p.m. (CT), and will be held via Zoom. You must register by March 17 at 11 p.m. (CT) to be considered for a speaking role, and you must [register in advance](#) to join the session. The agency will also accept comments via its [online portal](#) through March 31.

Coronavirus Relief Grants

USDA-AMS is also seeking comments regarding the development and implementation of grant programs to support food processors, distributors and producers respond to coronavirus, including for measures to protect workers against COVID-19. A [listening session](#) will be held March 19 from 1-4 p.m. (CT), via Zoom. You must register by March 16 at 11 p.m. (CT) to be considered for a speaking role, and you must [register in advance](#) to join the session. The agency will also accept comments via its [online portal](#) through March 31.

WCMA Salutes Critical and Essential Employees



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.

This week, we are shining a spotlight on Chauncey Behm, Director of Operations at Pine

River Pre-Pack. Chauncey conducts daily video safety checks to keep the team at Pine River Pre-Pack safe so they can continue to produce award-winning cheese spread.

Watch for WCMA salutes in Tuesday e-newsletters, our printed [membership directory](#), 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

- *Hoard's Dairyman*: [COVID-19 lessons learned spill over into 2021](#)
- *CNN*: [Costco is running out of some cheese. The reason why is complicated](#)

Wisconsin

- *Wisconsin Public Radio*: [Wisconsin has few wasted vaccine doses, data shows](#)
- *WLUK-TV*: [Wisconsin preparing for businesses to begin partnering with vaccination clinics](#)
- *Wisconsin Public Radio*: [Seven-day average of COVID-19 cases up slightly since last week](#)
- *Wisconsin State Journal*: [Wisconsin's rural districts maintained in-person learning throughout school year with challenges](#)

National/International

- *Washington Examiner*: [The list of states that are opening vaccinations to all adults](#)
- *New York Times*: [Moderna begins testing coronavirus vaccine in babies, children under 12](#)
- *Reuters*: [U.S. administers nearly 111 million vaccine doses](#)

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 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

Wisconsin Lawmakers Weigh Truth-in-Dairy Labeling

On March 10, WCMA Executive Director John Umhoefer and WCMA President Dave Buholzer testified before members of the Wisconsin Assembly Committee on Agriculture in support of [Assembly Bills 73](#) and [74](#), legislation which would require products labeled with dairy terms, such as

milk and cheese are truly dairy products.

[Check out this story](#) from the *Wisconsin State Journal*, highlighting WCMA's bipartisan advocacy work on this issue.



INDUSTRY UPDATES

DBIA Grant "Helpful Hints" Webinar



Learn more about the grant program and gain tips for writing a competitive application

DBIA Grants Webinar Now Available Online; Applications Due April 30



An [informational webinar](#) for dairy processors and farmers applying for direct-to-business grants is now available from the Dairy Business Innovation Alliance (DBIA), a partnership between WCMA and the Center for Dairy Research.

[Apply by April 30](#) for grants worth up to \$50,000 through DBIA!

Dairy processors and farmers in Illinois, Iowa, Minnesota, South Dakota and Wisconsin are eligible to apply. Projects must focus on dairy farm diversification, the development of value-added dairy products, or dairy product exporting. Complete details are available [online](#).

Questions? Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

APPLY NOW

USDA Solicits Process, Cheddar Cheese Bids

The U.S. Department of Agriculture (USDA) has issued two new solicitations for Section 32 dairy product buys:

- Bids for [process cheese contracts](#) are due Tuesday, March 23 by 1 p.m. (CT), and questions may be directed to [USDA staff](#).
- Bids for [cheddar cheese contracts](#) are due Thursday, March 25 by 1 p.m. (CT), and questions may be directed to [USDA staff](#).

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

Register Now for U.S.-Taiwan Business Forum

WCMA members are encouraged to register now for a two-day [webinar on U.S.-Taiwan business opportunities](#), hosted by the Wisconsin Department of Trade, and Consumer Protection (WDATCP).

On Tuesday, March 23 from 9-11 a.m. (CT) attendees will learn about global business opportunities and the global supply chain. On Wednesday, March 24 from 9-11 a.m. (CT), presentations will focus on the Food Taipei Trade Show and developing a brand in the global market. The complete [agenda](#) is available now online and questions may be directed to [WDATCP staff](#).

IN THE NEWS

Wisconsin

- *Feedstuffs*: [Dane County offers 10-year contract extension to World Dairy Expo](#)
- *Wisconsin State Farmer*: [Ag Briefs: WI still top cheese producer](#)
- *NBA.com*: [Sargento Foods announces five-year extension as official cheese of the Milwaukee Bucks](#) (Featuring WCMA member Sargento Foods)

National/International

- *Hoard's Dairyman*: [Levitt was the eyes and ears for exports](#)
 - *Hoard's Dairyman*: [Dairy lost a Lyon of a leader](#)
 - *Dairy Reporter*: [Changes at the top at Danone as Faber replaced as chairman and CEO](#)
 - *Washington Post*: [The Health 202: Former FDA commissioners are urging Biden to pick a new agency chief](#)
 - *Washington Post*: [House, Senate Democrats unveil \\$94 billion bill to improve Internet access](#)
 - *Eat This, Not That*: [This is the most popular cheese in America, data says](#)
-

EDUCATION



Isaac Johnson

Claire Sipple

John Koch

Maxwell Martin

Melissa Young

WCMA Announces 2021 Scholarship Recipients

Following a competitive selection process, WCMA today announced the names of its five 2021 scholarship recipients. Each year, WCMA awards scholarships worth a total of \$15,000 to students across the United States.

Dairy processors and their family members are eligible for the WCMA Myron P. “Mike” Dean Cheese Industry Student Scholarship. Over 24 years, WCMA has awarded these \$3,000 scholarships to 44 students, and the 2021 recipients are:

- **Isaac Johnson**, a quality assurance employee at Valley Queen Cheese Factory and undergraduate student studying civil engineering at South Dakota State University. Following graduation, Isaac hopes to continue his career in the industry by designing wastewater treatment plants for facilities such as cheese plants factories.
- **Claire Sipple**, a former cheese operations intern at Agropur Inc. and food science major at the University of Wisconsin-Madison, graduating in 2023. Claire plans to pursue a career in the dairy industry as a food scientist in product development of dairy proteins in cheese and whey products. Claire’s father, Mike Sipple, is employed at Agropur Inc., a WCMA member company.

Suppliers to the dairy industry and their family members have earned the WCMA Supplier Student Scholarship since 1999. This year’s winners are the 55th, 56th and 57th recipients recognized by WCMA; they are:

- **John Koch**, a high school senior matriculating at Purdue University in fall 2021, planning to major in chemical engineering. John aims to intern at a food processing company during his undergraduate career, followed by a career as a food process engineer. John’s mother, Carolyn Koch, is an employee at Urschel Laboratories, Inc., a WCMA member company.
- **Maxwell Martin**, an undergraduate student pursuing a degree in computer engineering and certificate in Chinese at the University of Wisconsin-Madison. Following graduation, Maxwell hopes to pursue a career in automated electronic hardware design and implementation to contribute to his family’s business in the dairy processing industry, both locally and globally. Maxwell’s father, Michael Martin, is a part owner of Complete Control Solutions, a WCMA member company.
- **Melissa Young**, a project manager at Kelley Supply, Inc. and graduate student pursuing a Master of Science in supply chain management at the University of Wisconsin-Stout. After graduation, Melissa aims to apply her coursework by streamlining automated processes at Kelley Supply, Inc.

The source of scholarship monies is the annual Championship Cheese Auction.



Register Now for WCMA Leadership Training

Just two seats remain available in WCMA's popular Front-Line Leadership Training - Part C, which focuses on how to build a team. This class will be held Thursday, April 15. This training will be offered remotely via a digital platform facilitating small group and partner discussions, interactive polling features and participant chat. Tuition is \$135 per person.

**REGISTER
NOW**

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:

- March 23: [Process Cheese Course On Demand | Center for Dairy Research](#)
- March 30: [Cheesemaking 101 What a Licensed Cheesemaker Should Know On Demand | Center for Dairy Research](#)
- May 5-6: [Food Safety Workshop \(HACCP\) Online | Center for Dairy Research](#)

WORKFORCE

WCMA



JOB FAIR

Register Now for WCMA Virtual Job Fair

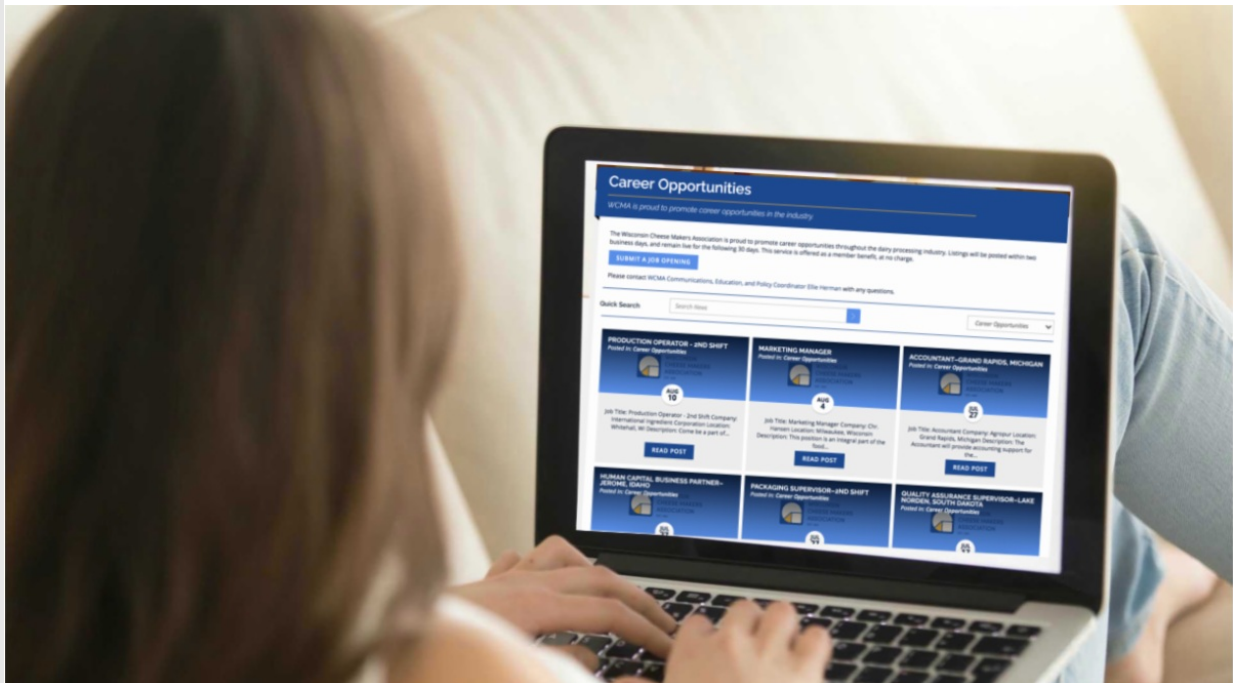
Find the career or the team member that's right for you at the [2021 WCMA Virtual Job Fair](#)! Set for **Wednesday, March 24 from 1:00-2:30 p.m. (CT)**, event registration is open now through tomorrow, March 17. This event is free for prospective employees and WCMA member employers.

WCMA is partnering with Collegiate Dairy Products Evaluation Contest organizers to invite participation from students from throughout the country pursuing dairy-related degrees, though the event is open to all job seekers, including those just graduating from high school or seeking a career change. Employers may highlight all openings, including hourly or salaried full-time, part-time, or internship positions.

The 2021 WCMA Virtual Job Fair will be held via Zoom on March 24, but WCMA will post basic profiles on each participant to a password-protected page on [WisCheeseMakers.org](#), one week in advance of the event. Employers and prospective employees may preview those joining in the job fair and contact them for an in-depth interview or information after it is held.

[JOB SEEKER REGISTRATION](#)

[EMPLOYER REGISTRATION](#)



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 31 industry career opportunities from member companies Agropur, Arena Cheese, Baker Cheese, Great Lakes Cheese Company, Klondike Cheese Company, LaClare Family Creamery, LLC, Lactalis American Group, Sartori Company, Springside Cheese and Winona Foods. Check out listings for processing line attendants, HR generalists, quality assurance 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](#)

In Memoriam: Dannie LaGrander



WCMA mourns with the family and friends of [Dannie G. LaGrander](#) who passed away March 10.

Dannie and his wife, Lorraine, both licensed cheesemakers, managed various cheese factories including Nasonville Dairy, Edelweiss Co-op and Maple Grove Cheese Factory. In 1960, they purchased LaGrander's Hillside Dairy in Stanley, Wisconsin and operated it until their retirement. The WCMA member company is now run by Dannie's son, Randy, and his children.

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 our communications products.