



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



SIGNATURE EVENTS

CHEESE EXPO

GLOBAL ONLINE



Explore Virtual Booths, Keynotes, Seminars and More at CheeseExpo Global Online!

Register now to join in [CheeseExpo Global Online](#), North America's largest gathering of cheese, butter, yogurt, and whey processors. Be sure to [sign up](#) for Free or Full

Registration this week to begin networking now, receive all pre-event communications, and ensure easy access to all programming April 6-8.

Dairy processors enjoy [complimentary access](#) to more than [100 Virtual Exhibits](#), [22 live Ideas Showcase](#) presentations and [special events](#), including the Tetra Pak Spotlight Event, the Chr. Hansen Spotlight Event featuring the Championship Cheese Auction and the WCMA Awards Banquet Highlights, designed to bring the industry together.

[Upgrade to Full Registration](#) and gain exclusive access to so much more! Check out our lineup of Keynote presentations and seminars, offered in partnership with the Center for Dairy Research, Dairy Management Inc., Dairy Farmers of Wisconsin, the Innovation Center for U.S. Dairy and the U.S. Dairy Export Council.

Tuesday, April 6

- The RELCO® Keynote Opener: Cheese Industry CEOs Look to the Future
- Seminar: Optimizing Cheese Yield and Mass Balance
- Seminar: Negative PPDs and Positive Change for Federal Milk Marketing Orders
- Seminar: Data Debut: Cheese Usage in Foodservice Channels 2020
- Seminar: Crisis Preparedness and Crisis Management: National FARM Program Solutions

Wednesday, April 7

- The DSM Keynote Opener: WCMA Recognition Awards
- Seminar: Practical Application of Process Data in Dairy Plants
- Seminar: Export Market Outlook in a Recovering Global Economy
- Seminar: Artisan Focus: Surface Microflora in Cave-Aged Cheeses & CDR's New Affinage Capabilities
- Seminar: Dairy 2050 Environmental Goals and the Net Zero Initiative for Carbon Emissions

Thursday, April 8

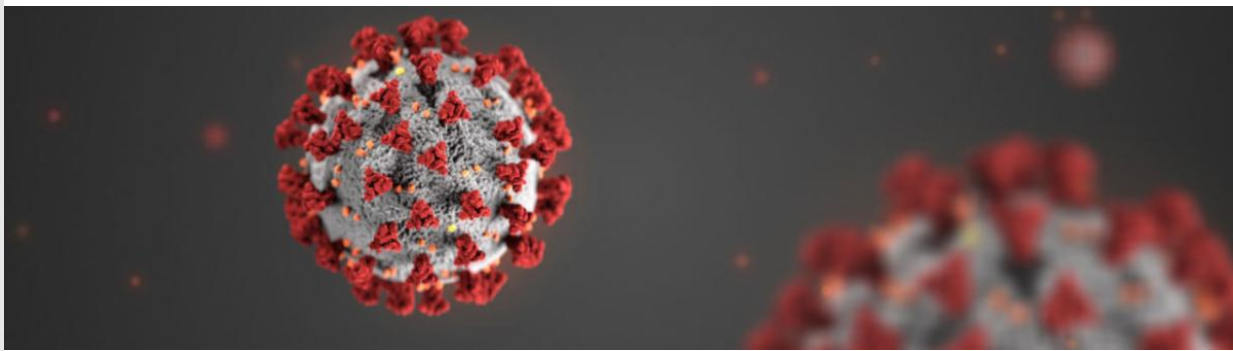
- The Amcor Flexibles North America Keynote Opener: Moving On - Trends that will Change the Way You Do Dairy
- Seminar: Microbes that Negatively Impact Cheese Quality and Advances in Their Identification
- Seminar: Peer Learning: Strategies to Recruit and Motivate Your Workforce
- Seminar: Succeeding with Online Dairy Product Sales
- Seminar: Whey and Dairy Powder Pathogen Control Best Practices

Bonus: We're making all programming available on-demand for those with Full Registration through October 8, 2021, so you won't have to choose. Enjoy them all!

A complete Schedule of Events and registration details are available now at CheeseExpoGO.org.

**REGISTER
NOW**

COVID-19 UPDATES



Wisconsin to Open Vaccinations to All April 5

Wisconsin Governor Tony [Evers announced](#) today that all Wisconsin residents 16 years and older will be eligible to receive a COVID-19 vaccination beginning Monday, April 5. The eligibility expansion comes one day after state officials announced that [one million Wisconsinites](#) are now fully vaccinated against COVID-19, and that [30 percent](#) of all state residents have received at least one dose. WDHS officials believe it is possible for Wisconsin to achieve [herd immunity](#) by the end of June.

New Pharmacy Partners Added

WDHS announced seven new pharmacy partners will begin to receive COVID-19 vaccine supplies this week, including select Costco, CVS, and Hy-Vee locations, as well as the following independent pharmacy networks: Good Neighbor and AmerisourceBergen Drug Corporation, Health Mart, Medicine Shoppe and Cardinal Health, and Topco.

Starting this week, 595 participating pharmacies in Wisconsin will be able to order almost 95,000 first doses directly from the federal government. This allocation is in addition to Wisconsin's total allocation and will include Pfizer, Moderna, and Johnson & Johnson vaccines.

To find a participating pharmacy near you and to schedule a vaccination appointment, search the Wisconsin [COVID-19 vaccine provider map](#), the [Centers for Disease Control Vaccine Finder map](#), call 1-844-684-1064, or contact a local pharmacy directly.

New Community Clinic Opening Tuesday

Marathon County's community vaccination [clinic is set to open](#) Tuesday, April 6 at Northcentral Technical College in Wausau. It will administer at least 400 doses per day, with capacity to deliver 1,000, depending on available supply. State-supported [community clinics](#) in La Crosse, Rock, and Racine Counties are already open, and a location to serve Barron and Douglas Counties will open soon. All eligible individuals who want to be vaccinated at these clinics must register for an appointment through the [Wisconsin COVID-19 Vaccine Registry](#) or by calling 844-684-1064.

WCMA Members Recognized for Vaccine Efforts

Dairy processors continue to be recognized this week for their outstanding efforts to provide COVID-19 vaccines for their workforce and for their communities.

Check out these stories, featuring WCMA members Grande Cheese, Organic Valley, Pine River Pre-Pack, and Sargento Foods.



- *USA Today*: [You can get a COVID vaccine at a cheesemaker in Wisconsin. No, really.](#)
- *Milwaukee Journal Sentinel*: [Organic Valley hosts vaccine clinic](#)
- *WITI-TV*: [WI cheesemakers gear up as state's vaccination efforts move forward](#)
- *WMTV-TV*: [An unlikely pairing: cheese and a COVID-19 vaccine](#)

OSHA to Inspect Some Close Contact Workplaces to Reduce COVID-19 Exposure

Earlier this month, the U.S. Occupational Safety and Health Administration (OSHA) issued a [COVID-19 National Emphasis Program](#) (NEP), in response to President Joe

Biden's [executive order on protecting worker health and safety](#). OSHA officials say they will be conducting scheduled inspections of close contact workplaces, which could include dairy processing facilities, as well as unscheduled inspections in response to allegations of hazardous working conditions. OSHA is expected to release more guidance and details in the weeks ahead, and WCMA will keep members informed.

Evers Outlines Plans for \$3.2B in Pandemic Aid

Wisconsin Governor Tony Evers on Monday outlined [plans for \\$3.2 billion in federal aid](#) headed to the state in the weeks ahead. Evers said he plans to spend \$600 million on supporting small businesses, \$500 million on continued pandemic response, \$200 million on infrastructure, with a significant portion of that money going to strengthen rural broadband access, and \$50 million on aid for the Wisconsin tourism industry, with more details expected soon.

WCMA is advocating for investments in dairy-related businesses, broadband infrastructure, and support for the Food Security Initiative, which supports the purchase of Wisconsin-made food products to address hunger relief. WCMA will keep members informed of relevant developments.

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 Mike Pribek, a plant manager at Renard's Rosewood Dairy, Inc. Mike has worked hard throughout the pandemic to ensure Renard's

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

- *Dairy Herd Management*: [Senate extends PPP loan deadline; only 3% of ag community taking advantage of program to date](#)
- *Hoard's Dairyman*: [They couldn't pull cheese out of thin air](#) (Featuring WCMA member Sartori Cheese)
- *Wisconsin Examiner*: [Pandemic assistance feeds hopeful outlook in 2021 for Wisconsin farmers](#)
- *Wisconsin State Farmer*: [Wisconsin Idea Spotlight shines on future of the dairy industry](#) (Featuring WCMA member Grande Cheese Company)

Wisconsin

- *WMTV-TV*: [Employer-mandated COVID-19 vaccinations on the legislative chopping block](#)
- *WTMJ-TV*: [Vaccine hesitancy poses challenge in Wisconsin's fight against COVID-19](#)

National/International

- *Associated Press*: [Biden, CDC director warn of virus rebound if nation lets up](#)
- *The Hill*: [COVID-19's fourth wave is hitting the U.S. hard](#)
- *CNN*: [Biden calls on state, local officials to 'please' reinstate mask mandates](#)

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

INDUSTRY UPDATES



USDEC Seeks Input on Shipping Concerns

Earlier this month, 24 U.S. Senators cosigned a [letter to Federal Maritime Commission](#) Chairman Michael Khouri expressing concern over reports that ocean carriers are preventing U.S. agricultural suppliers from serving global markets. The letter states, "Certain vessel-operating common carriers are returning to their origin with empty containers rather than accepting U.S. agriculture and forestry exports... [which] potentially violates the Shipping Act as an unjust and unreasonable practice."

Now, the U.S. Dairy Export Council is working to compile anecdotes from WCMA members and other dairy exporters who have experienced roadblocks in delivering their goods overseas. To share your perspective, please [email USDEC Vice President of Market Access and Regulatory Affairs Sandra Benson](#).

USDA Accepting Public Comments on Mandatory Dairy Reporting Program

The U.S. Department of Agriculture (USDA) announced Friday it will accept public comments on its [Dairy Product Mandatory Reporting Program](#) through May 25, 2021. This program, mandated by the Agricultural Marketing Act of 1946, as amended, requires dairy manufacturers to provide to USDA on a weekly basis certain information, including the price, quantity, and moisture content, where applicable, of dairy products they sell, as well as information about the quantity of dairy products they have in storage. Comments may be submitted via the [Federal eRulemaking portal](#).

Register for WDATCP Export Webinars



The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) is encouraging registration for a slate of upcoming informational webinars. U.S. companies looking to start or expand export sales can register now for the following webinars:

- [How to Do Business in South America](#) on Wednesday, March 31 discusses cultural differences between the U.S. and Brazil, Chile, Colombia and Peru, negotiating skills and more.
- [Global Economics & U.S. Agricultural Export Forecast](#) on Wednesday, April 14 forecasts the agricultural export industry for 2021 and the global economic and agricultural predictions for the next 10 years.

All registrants will receive a recording of the event if they are unable to watch live.

USDA Awards Cheese Contracts

The U.S. Department of Agriculture (USDA) has this week awarded two contracts for Section 32 dairy product buys:

- \$5.5 million in [process cheese contracts](#) were awarded to WCMA member Associated Milk Producers, Inc.. Deliveries will be made through September 30, 2021.
- \$27.9 million in [cheddar cheese contracts](#) were awarded to WCMA members Dairy Farmers of America, Great Lakes Cheese, Masters Gallery Foods, Schreiber Foods and Winona Foods. Deliveries will be made through September 30, 2021.

DBIA Grant Applications Due April 30



[Apply by April 30](#) for grants worth up to \$50,000 through the Dairy Business Innovation Alliance, a partnership between WCMA and the Center for Dairy Research. 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](#) and an [informational webinar](#) are available now. Questions? Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

APPLY NOW

2021 Green County Cheese Days Canceled

Organizers of Wisconsin's popular Green County Cheese Days festival have announced they will again [postpone their event](#) due to the continuing pandemic, announcing they expect to hold the biennial celebration in September 2022.

IN THE NEWS

Wisconsin

- *Wisconsin State Farmers*: [South Dakota dairy industry expands to serve cheesemakers](#)
- *Dairy Herd Management*: [DFA officially sells two former Dean Foods milk plants](#) (Featuring WCMA member Dairy Farmers of America)
- *Milwaukee Magazine*: [Behold five of Wisconsin's best cheeses](#) (Featuring WCMA members Emmi Roth, Marieke Gouda, Roelli Cheese, Sartori Cheese and Uplands Cheese)

National/International

- *Capital Press*: [Milk prices expected to rise by summer](#)
 - *Wall Street Journal*: [New trade representative says U.S. isn't ready to lift China tariffs](#)
 - *NPR*: [French monastery turns to the web to alleviate cheese surplus](#)
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DFW Receives Marketing Accolade

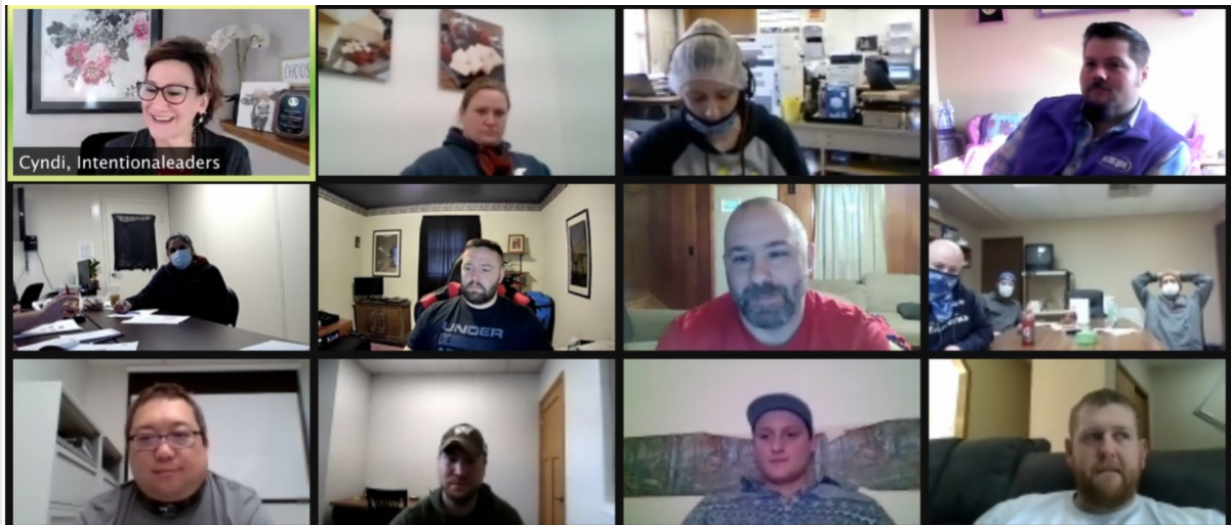


Congratulations go to our friends at Dairy Farmers of Wisconsin (DFW), who have received Adweek's "["Influencer Marketing Campaign of the Year"](#)" award for their Cheeselandia promotions.

Started four years ago, [Cheeselandia](#) is part of DFW's marketing strategy to drive word of mouth for Wisconsin's biggest dairy product - cheese.

The "Cheeselandia" community of more than 4,000 social media influencers spread brand messaging, create online content, participate in live and virtual cheese tasting events, and in some cases, go on television in their local markets to talk about Wisconsin Cheese.

EDUCATION



One Space Left for WCMA Leadership Course

Only [one seat remains 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, and it 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.

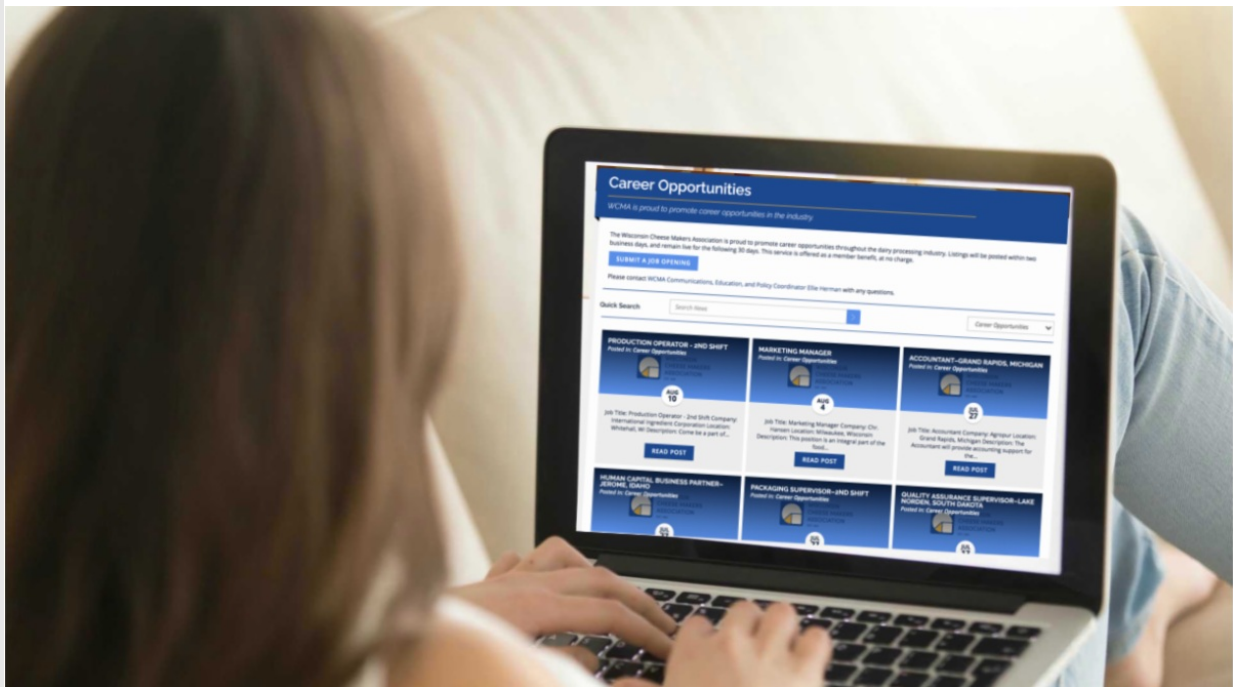
[REGISTER NOW](#)

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 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](#)
- May 10-14: [Advanced Cheese Technology Short Course Online | Center for Dairy Research](#)

WORKFORCE



View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 20 industry career opportunities from member companies Agropur, Baker Cheese, Emmi Roth USA, Great Lakes Cheese Company, Lactalis American Group, Masters Gallery Foods, Saputo Cheese USA Inc. and Springside Cheese. Check out listings for cheesemakers, maintenance mechanics, IT summer interns, production associates 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

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.