

April 6, 2021



# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## SIGNATURE EVENTS

# CHEESE EXPO

## GLOBAL ONLINE



## CheeseExpo Global Online Starts Today!

CheeseExpo Global Online, North America's largest gathering of cheese, butter, yogurt, and whey processors is now live!

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.

[View Virtual Exhibits](#)

[View Ideas Showcase](#)

#### 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!

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## WCMA Notes: Thought-Provoking Gems from CheeseExpo Global Online

Cheese manufacturers are reporting solid sales into retail channels and revived buyer and distributor interest in filling the foodservice pipeline even as states like Wisconsin open up vaccines to all citizens. Optimism is back, just one year after upset.

In the April edition of [WCMA Notes](#), WCMA Executive Director John Umhoefer shares how CheeseExpo Global Online is an unblinking look forward at a new world for dairy.



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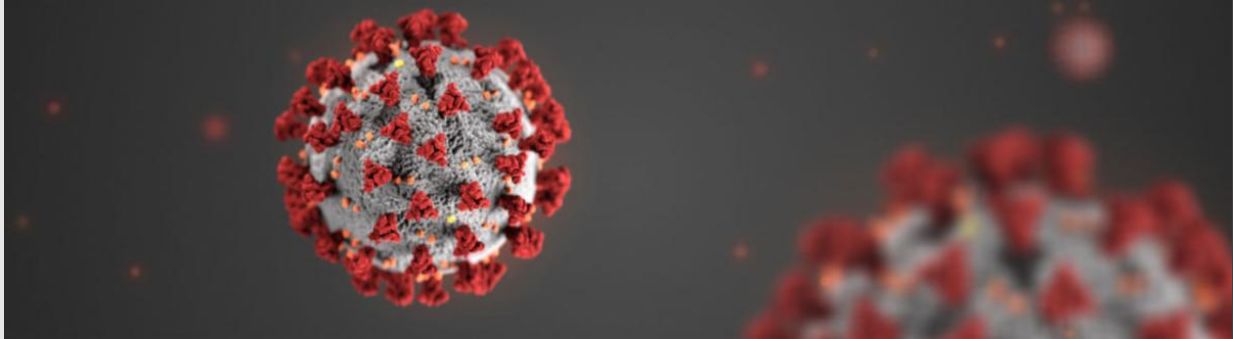
[Sign Up Now for CheeseExpo Global Online](#)

It's not too late to register for  
CheeseExpo Global Online!

Sign up now at [CheeseExpoGO.org](https://CheeseExpoGO.org) or  
call WCMA at (608) 286-1001.

**REGISTER  
NOW**

## COVID-19 UPDATES



### CDC Updates Surface Cleaning Guidance

The U.S. Centers for Disease Control and Prevention on Monday updated its [guidance for cleaning and disinfecting surfaces](#) to protect against coronavirus. The CDC now advises it is enough to clean once a day when no one who is suspected or confirmed to have COVID-19 has been in a given space. This update reflects data showing the risk of transmitting COVID-19 through surfaces is low.

If certain conditions apply that increase the risk of COVID-19 infection from touching surfaces, including high community transmission of COVID-19, a low number of people wearing masks, infrequent hand hygiene, or if the facility is occupied by people who are at greater risk for severe illness from COVID-19, the CDC states more frequent cleaning and disinfection of shared spaces may be advisable.

### 33 States Now Offering COVID-19 Vaccine to All

Twelve additional states, including Alabama, Florida, Idaho, Iowa, Kentucky, Michigan, Nebraska, New Mexico, South Dakota, Tennessee and [Wisconsin](#), opened coronavirus vaccinations to everyone over the age of 16 this week, bringing the nationwide total to 33 states offering broad access.

Those states join Alaska, Arizona, Arkansas, Colorado, Connecticut, Georgia, Indiana, Kansas, Louisiana, Minnesota, Mississippi, Montana, New Hampshire, North Dakota, Ohio, Oklahoma, South Carolina, Texas, Utah, West Virginia and Wyoming which have already opened up vaccination eligibility.

Later this week, Delaware, New York, Maine, North Carolina and Missouri will also open up vaccine appointments to everyone over 16 years old.

To schedule a COVID-19 vaccine appointment, visit the U.S. Centers for Disease Control and Prevention's [VaccineFinder site](#) or contact your health care provider or local pharmacy.

### PPP Funds Dwindling Following Extension

The U.S. Small Business Administration has announced funds for the Paycheck Protection Program (PPP), will likely be [depleted later this month](#), well before the [just-extended May 31 deadline](#) for firms to request aid. As of last week, it had about \$66 billion remaining out of the \$292 billion appropriated by Congress in December.

WCMA members that have yet to apply for PPP aid, and wish to do so, are encouraged to contact a lender immediately.

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## Wisconsin Court Rejects Suit to Block Open Records Release of COVID Outbreak Data

Wisconsin's 4th District Court of Appeals yesterday [rejected a bid](#) to block the release of state records detailing companies that suffered COVID-19 outbreaks in the initial months of the pandemic.

The three-judge panel unanimously ruled yesterday that the plaintiff, Wisconsin Manufacturers & Commerce (WMC), failed to show its members have a legally protected interest and directed a county judge to dismiss the suit outright. However, it will be 30 days before the injunction can be lifted, and WMC plans to petition the Wisconsin Supreme Court for a review within that timeframe.

WCMA has contacted any members that may be impacted by the pending release of information, and will continue to keep members informed of major developments.

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## Updated Vaccination Guidance Released for Wisconsin Employers



**WISCONSIN DEPARTMENT**  
*of* **HEALTH SERVICES**

The Wisconsin Department of Health Services (WDHS) on Thursday released an updated resource for employers: [COVID-19 Vaccination Guidance for Wisconsin Employers](#). The guide includes information on scheduling on- or off-site vaccination clinics for employees.

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## WCMA Comments on USDA Programs

WCMA last week submitted public comments to the U.S. Department of Agriculture (USDA) on the agency's ongoing pandemic-related nutritional assistance efforts, including the [Farmers to Families Food Box](#) program, and on pending [pandemic-related response grants](#). WCMA is encouraging broad, long-term application of all USDA aid.

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## WCMA Salutes Critical and Essential Employees

# Salute

TO THE DAIRY PROCESSING  
INDUSTRY'S CRITICAL  
& ESSENTIAL WORKFORCE



## Rogelio "Roger" Magtanong

Sanitation Line Attendant  
Sargento Foods, 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.

This week, we are shining a spotlight on Rogelio "Roger" Magtanong, a sanitation line attendant at Sargento Foods, Inc. Rogelio is known for giving 100 percent every day, and for his willingness to share knowledge with others throughout his 19 years of work at Sargento. Thank you, Rogelio!

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

- *Food Business News*: [Market uncertainty persists a year into COVID-19](#)
- *Capital Press*: ['I'm still here': Agriculture breathes a sigh of relief after a year of pandemic](#)

### Wisconsin

- *WGBA-TV*: [Green Bay common council approves mask mandate](#)
- *Wisconsin Public Radio*: [20 percent of state population is fully vaccinated against COVID-19](#)
- *Washington Post*: [How Wisconsin turned around its lagging vaccination program — and buoyed a Biden health pick](#)
- *Milwaukee Journal Sentinel*: [Wisconsin soon will start losing \\$50 million per month in federal food aid without new emergency order](#)

### National/International

- *Daily Yonder*: [Biden administration directs more funding to rural areas for vaccine distribution](#)
- *Associated Press*: [U.S. hunger crisis persists, especially for kids, older adults](#)
- *Spectrum News 1*: [CDC announces new travel guidance for fully vaccinated](#)

### Americans

- FOX News: [Coronavirus vaccine passports won't be mandated by federal government](#)

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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 here for you.

### Key Contacts

- WCMA Executive Director John Umhoefer: [jumhoefer@wischeesemakers.org](mailto:jumhoefer@wischeesemakers.org) or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney: [rsweeney@wischeesemakers.org](mailto:rsweeney@wischeesemakers.org) or 608-386-3012

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## ADVOCACY

### Biden Infrastructure Plan Includes Rural Broadband Access Expansion

President Joe Biden last week announced a \$2.25 trillion infrastructure bill, touting its special focus on the needs of rural America.

The bill calls for \$100 billion to bring affordable, reliable high-speed broadband to all Americans, including the more than 35 percent of rural residents who lack high-speed internet access.

The Biden plan proposes \$621 billion over eight years for transportation-related infrastructure, including \$80 billion for passenger and freight rail; \$17 billion for inland waterways, coastal ports, land ports of entry, and ferries; \$85 billion for modernizing existing public transit.

The plan is drawing Republican criticism over its funding mechanism, a corporate income tax rate rise to 28 percent from 21 percent and a hike in the minimum tax rate paid by U.S. multinationals to 21 percent from 10.5 percent.

Learn more via the news clips below:

- *Politico*: [Biden's rural push in infrastructure package](#)
- *Progressive Farmer*: [Biden's infrastructure plan: For ag, rebuilding roads and bridges tied to energy and climate proposals](#)
- *Roll Call*: [Biden's infrastructure plan seen as aiding 'initial link' in farm supply chain](#)

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## WCMA Calls on Senate to Confirm Romanski

WCMA this week joined with 27 other agricultural advocacy organizations in Wisconsin in a [public letter](#) calling for the State Senate's confirmation of Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary-designee Randy

Romanski, who was appointed to the position in June 2020 by Governor Tony Evers. WCMA has a strong working relationship with Secretary-designee Romanski, which has resulted in pandemic-related regulatory flexibilities, the launch of the Dairy Rules Advisory Committee, and the direction of funds via the Food Security Initiative.



## INDUSTRY UPDATES

### 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**

### WEDC Seeks Rural Ingenuity Initiative Stories



In an effort to connect rural communities and companies to state agency programs through an online hub, the Wisconsin Economic Development Corporation (WEDC) is seeking examples of businesses supporting rural ingenuity. Project examples include a partnership between a local high school and technical college to train students in an industry trade or development of a ride share program. Interested companies may submit relevant projects to WEDC staff via an [online form](#).

### Foremost Farms USA Wins PSC Energy Grant

Congrats to WCMA member Foremost Farms USA, which received a \$200,000 grant from the Public Service Commission of Wisconsin's [Energy Innovation Grant Program](#). Foremost Farms USA, one of 32 selected projects, will devote the funds toward energy efficiency programs.

# Register for WDATCP Export Webinar



The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) is encouraging registration for an upcoming webinar. U.S. companies looking to start or expand export sales can register now for [Global Economics & U.S. Agricultural Export Forecast](#) on Wednesday, April 14. The webinar 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.

## IN THE NEWS

### Wisconsin

- *Yahoo! Entertainment*: [Sartori® Makes \\$47,000 Make-A-Wish® Wisconsin Donation](#) (Featuring WCMA member Sartori Company)
- *Wisconsin State Journal*: [World Dairy Expo to stay in Madison](#)
- *Agri-View*: [Farm family defines 'diversification'](#) (Featuring WCMA member Cedar Grove Cheese)
- *Country Today*: [Evers, Romanski discuss future of rural Wisconsin](#)

### National/International

- *Hoard's Dairyman*: [Put the choice in consumers' hands](#)
- *Associated Press*: [Cyprus' famed halloumi cheese earns coveted EU quality mark](#)
- *Dairy Foods*: [USTR report cites impediments to U.S. dairy exports](#)

## EDUCATION

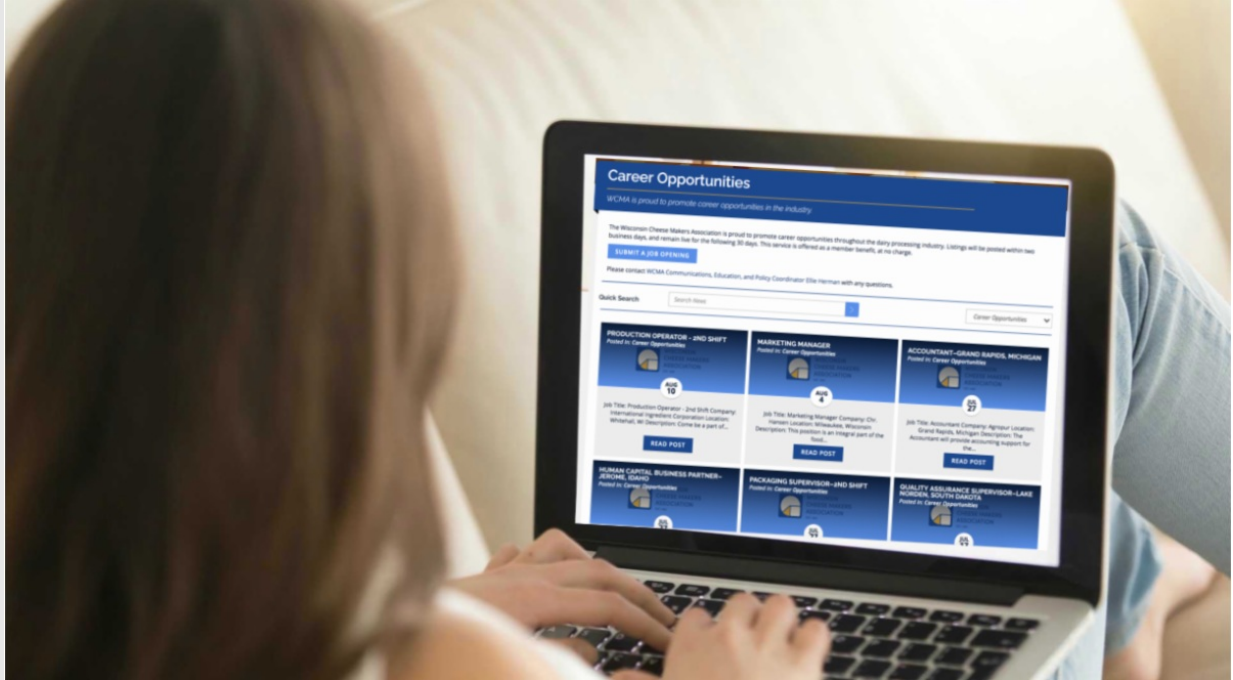
### Register Now for Industry Trainings

WCMA is proud to host and promote opportunities for industry-specific training and enrichment. Here's a look at some of those upcoming events:

- April 29: [Butter Science 101 Livestream \(Free Webinar\) | 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](#)
- May 25: [Cheesemaking 101 What a Licensed Cheesemaker Should Know - On Demand](#)

## WORKFORCE





## View Career Opportunities on WCMA Jobs Board

WCMA's [online jobs board](#) is featuring 16 industry career opportunities from member companies Agropur, Baker Cheese, Ellsworth Cooperative Creamery - Wohlt Cheese, Inc., Emmi Roth USA, 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.

[WisCheeseMakers.org](http://WisCheeseMakers.org)

