

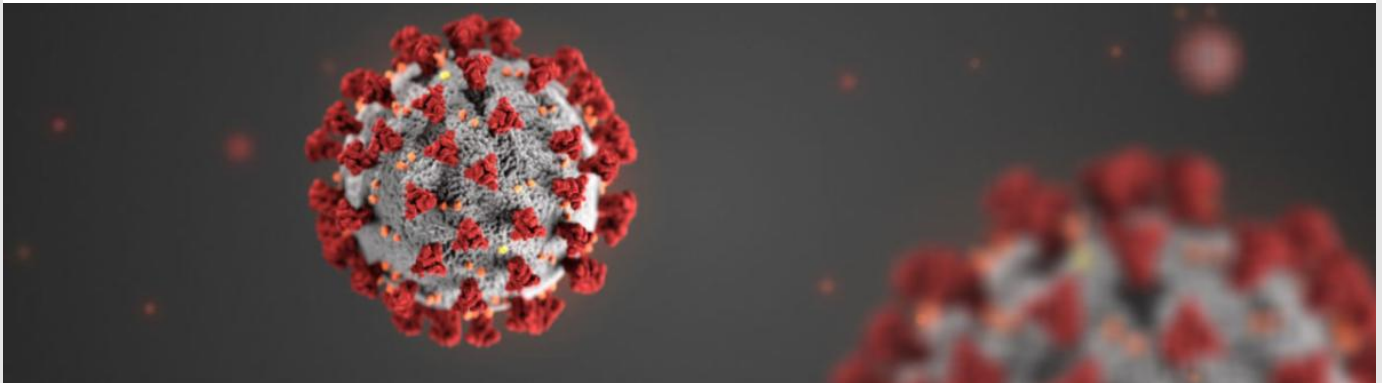


WCMANews

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



CORONAVIRUS INFORMATION & RESOURCES



Evers Extends Wisconsin Mask Order to November 21

This morning, Wisconsin Governor Tony Evers issued [Executive Order 90](#) and [Emergency Order 1](#), which together extend the statewide mask mandate by 60 days - or, through November 21.

As with the previous order, which had been set to expire Monday, everyone age 5 and older must wear a face covering when indoors or in enclosed spaces including outdoor bars and restaurants and outdoor park structures. Violations could result in \$200 fines.

Evers' announcement comes as the state is experiencing a sharp rise in COVID-19 infections. Nearly 7,000 new positive tests were reported on Thursday, Friday, and Saturday, the most ever in a three-day period in the state.

Republicans who lead the State Legislature have previously expressed opposition to mask mandates, and could vote to lift the order, though they have not called for a special session.

For more on this developing story, see the news links below.

- *Wisconsin State Journal*: [Gov. Tony Evers issues new COVID-19 emergency order, extends statewide mask mandate](#)
- *Associated Press*: [Evers extends Wisconsin's mask mandate until Nov. 21](#)
- *Wisconsin Public Radio*: [Gov. Tony Evers extends statewide mask mandate](#)

CDC Reverses Position on Close Contact Testing

On Friday, the Centers for Disease Control and Prevention (CDC) reversed its controversial position on coronavirus testing, which previously said that people who didn't have symptoms but were exposed to an infected person "do not necessarily need a test." The CDC [website now states](#) said that people without symptoms who have been in close contact with an infected person "need a test." CDC maintains that close contact is defined as within six feet for at least 15 minutes.

CDC Delays Vote on Vaccine Rollout

The Centers for Disease Control and Prevention (CDC) has [delayed a vote](#) that had been expected today on the rollout plan for initial doses of a coronavirus vaccine, when one is approved. CDC experts generally agree that front-line health care workers should be prioritized, but disagree over the group next in line, with some favoring the elderly and individuals with underlying medical conditions and others favoring essential workers, including those employed in dairy processing.

USDA Posts Approved Contractors for Third Round of Food Box Program

The U.S. Department of Agriculture has shared a detailed [list of approved contractors](#) for the third round of the Farmers to Families Food Box Program, which is expected to deliver \$1 billion in food aid through October 31.

USDA Extends WIC Flexibilities

The U.S. Department of Agriculture (USDA) is [extending waivers](#) for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), including one which allows participants to substitute milk of any fat content if other varieties are not available.

USDA Awards Butter Contracts

The U.S. Department of Agriculture (USDA) has [awarded contracts](#) worth \$5.6 million for the purchase of butter from WCMA member Associated Milk Producers, Inc., and two other processors. A complete listing of open USDA solicitations is [available online](#).

Second Round of CFAP Funding Now Available

On Monday, the U.S. Department of Agriculture launched the second round of the [Coronavirus Food Assistance Program](#), offering an additional \$14 billion in direct relief to agricultural producers facing losses amid the pandemic. The [application](#) period is open now through Friday, December 11. For more information, WCMA members are invited to [register for a USDA webinar](#) set for Thursday, September 24 at 2 p.m. (CT).

Wisconsin Distributes Extra \$8M in Farm Support

The Wisconsin Department of Agriculture, Trade and Consumer Protection and Department of Revenue are reporting this week the [distribution of \\$8.4 million](#) in Coronavirus Aid, Relief, and Economic Security (CARES) Act monies to 3,300 farmers in the second round of the [Wisconsin Farm Support Program](#). In the first round, \$41.6 million was distributed to nearly 12,000 farmers, meaning that the full \$50 million directed by Governor Tony Evers for the program in May has now been expended.

Coronavirus Headline News

- *Food Navigator*: [Thirteen percent of Americans rely on SNAP food assistance due to COVID-19](#)

Wisconsin

- *KEYD-TV*: [Wisconsin sees highest COVID-19 case growth in the U.S. over last two weeks](#)
- *WBAY-TV*: [Green Bay hospitals experience record-breaking COVID-19 hospitalizations](#)
- *Green Bay Press Gazette*: [Per capita cases of COVID-19 in Oconto County now higher than state level](#)
- *Wausau Daily Herald*: [Marathon County COVID-19 surge exceeds contact tracing capacity, according to health department](#)
- *Wisconsin State Journal*: [Survey finds 33 percent of Wisconsin restaurants could close within six months if COVID-19 measures continue](#)
- *Wisconsin State Journal*: [Tony Evers firing DWD Secretary Caleb Frostman over unemployment claim backlog](#)
- *WISC-TV*: [DWD Sec. Caleb Frostman resigns after request from Gov. Tony Evers](#)
- *WTMJ-TV*: [Wisconsin urging residents to enroll in special enrollment for health insurance](#)
- *Milwaukee Journal Sentinel*: ['Going house-to-house' is not recommended: Wisconsin health department releases Halloween guidelines](#)

National/International

- *USA Today*: [U.S. tops 200,000 deaths in less than eight months; toll could double by year's end](#)
- *BBC*: [U.S. death toll passes 200,000](#)
- *Wall Street Journal*: [Mnuchin says Fed lending programs have done all they can](#)
- *FOX Business*: [Small business leaders urge Congress to pass stand-alone COVID-19 relief package](#)
- *KTVU-TV*: [Gov. Newsom signs bill to expand workers' comp for those affected by COVID-19](#)

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

INDUSTRY UPDATES

FDA Proposes New Traceability Rule

On Monday, the U.S. Food and Drug Administration (FDA) announced a [proposed rule](#) to establish additional traceability recordkeeping requirements for [many foods](#), including all soft ripened or semi-soft cheeses, and fresh soft cheeses that are made with pasteurized or unpasteurized milk. FDA would also encourage the voluntary adoption of the practices industry-wide.

The [proposed rule and draft Food Traceability List](#) will be published in the Federal Register tomorrow, and will remain available for public comment for 120 days from the date of publication. The FDA will hold three public meetings during the public comment period, though dates are not yet set. WCMA will keep members informed of relevant developments.

WCMA Spotlight: Next Step Leadership Training Registration Deadline Extended to September 24



The registration deadline for WCMA's newest industry training [Next Step Leadership](#) has been extended to Thursday, September 24. Join us Tuesday, October 6 for this engaging online class, which offers a refresher on essential leadership skills and a deep dive on one topic, determined by our members. This year, Next Step Leadership focuses on diversity and inclusion in the workplace.

Tuition costs \$135 per person, and just six spots remain - so [reserve your space today!](#)

Here's a look all of WCMA's Fall 2020 leadership trainings:

- **September 24:** [Front-Line Leadership Training: Essential Skills](#) **SOLD OUT!**
- **October 6:** [Next Step Leadership: Diversity and Inclusion](#) **FOUR SPOTS REMAIN**
- **October 15:** [Front-Line Leadership Training Part B: Positively Impacting Performance](#) **ONE SPOT REMAINS**
- **November 4:** [Front-Line Leadership Training: Cultivating a Team](#) **SOLD OUT!**
- **November 5:** [Front-Line Leadership Training Part C: Cultivating a Team](#) **SIX SPOTS REMAIN**

[REGISTER NOW](#)

Register for Other Industry Training Opportunities

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Consider registering to participate in these upcoming events:

- September 28: [Master Artisan Short Course Series, Swiss Cheese | Center for Dairy Research](#)
- October 1: [Cheesemaking 101 | Center for Dairy Research](#)
- October 27-29: [Dairy Protein Beverage Applications Online Course | Center for Dairy Research](#)
- November 16-20: [Advanced Cheese Tech Short Course | Center for Dairy Research](#)

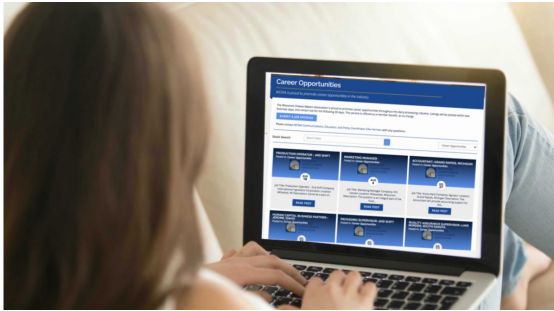
Register for Education Committee Meeting October 6

[Register now for a virtual meeting](#) of the [WCMA Education Committee](#) set for Tuesday, October 6 from 1:00-2:30 p.m. (CT). Committee members will discuss current pandemic-related training needs and evaluate WCMA leadership trainings. For more information, see the [full meeting agenda](#).

All WCMA members are welcome to join in this free, open meeting. Register by Friday, October 2 to join us for the meeting, held via Zoom. Questions? Contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

WORKFORCE

Submit Openings, Consider New Opportunities on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is currently featuring career opportunities at WCMA member companies Agropur, Caloris Engineering, Chr. Hansen, International Ingredient Corporation, and Springside Cheese. Check out what's [posted right now!](#)

All WCMA members, including manufacturers, processors, marketers, and suppliers, are invited to [submit job openings](#) at any time. It's free and easy. Have questions? [WCMA staff](#) can help.



Register for Workforce Committee Meeting October 20

[Register now](#) to join in a virtual meeting of [WCMA's Workforce Committee](#) set for Tuesday, October 20 from 1:00-2:30 p.m. (CT). Meeting goals include discussing pandemic-related workforce challenges - and how WCMA can help, current training offerings and unmet needs, changes to WCMA's annual Wage & Workforce Survey, and various employee attraction and retention resources.

For more information, see the proposed [meeting agenda](#). Attendees are encouraged to [fill out this brief survey](#) in advance of the meeting to maximize its productivity.

All WCMA members are welcome to join in this free, open meeting, and those with human resources responsibilities are encouraged to participate. [Register](#) by Friday, October 16.

Have questions? Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

[REGISTER NOW](#)

IN THE NEWS

Wisconsin

- *WCCO-TV*: [Burnett Dairy Co-Op back on track after fire](#)
- *Star Tribune*: [Why fewer Minnesota dairy farmers are going out of business](#)

National/International

- *Progressive Dairy*: [Retail dairy sales end summer on a high note](#)
- *MinnPost*: [Why the agriculture industry is all in on sending Collin Peterson back to Congress](#)
- *New York Times*: [Blue Bell is hit with a \\$17.25 million penalty over 2015 listeria contamination](#)
- *NPR*: [U.S. dairy farmers want help to expand trade](#)

MEMBERSHIP

WCMA to Pay Tribute to Critical, Essential Workforce in 2021 Member Directory

WCMA is pleased to announce it will publish a special edition of the WCMA Member Directory in 2021, paying tribute to the dairy processing industry's critical and essential workforce.

WCMA members are invited to [submit an image](#) of an employee or team for inclusion, and share how they add value to your business, by Friday, October 9.

Have questions? Please contact [WCMA Communications, Education, and Policy Coordinator Ellie Herman](#).



Reserve Ad Space for 2021 WCMA Member Directory

WCMA is pleased to offer supplier members [an early opportunity to reserve ad space](#) in the 2021 WCMA Member Directory. Advertising connects your company with more than 100 dairy manufacturers, processors, and marketers, operating out of 275 facilities in 22 states and 11 countries.

Advertising spots will be allocated on a first-come, first-serve basis - and the deadline to reserve space is Monday, October 19. To reserve your space, contact [WCMA Office and Member Service Manager Sara Schmidt](#).

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.