

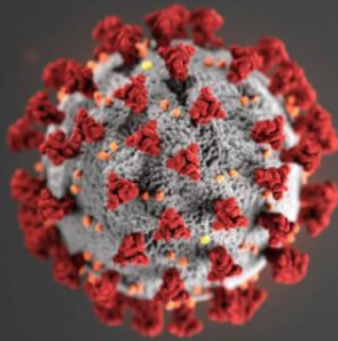


# WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE  
WISCONSIN CHEESE MAKERS ASSOCIATION



## COVID INFORMATION AND RESOURCES



### Register Now for WCMA Webinar Thursday to Learn About COVID-19 Employer Guidance, Consultations

**Register now** to join a free COVID-19 webinar available exclusively to members of the Wisconsin Cheese Makers Association this coming Thursday, October 1 from 1-2 p.m. (CDT).

As COVID-19 rates spike across the state, officials from the Wisconsin Department of Health Services and the Wisconsin State Laboratory of Hygiene will detail **new operations guidance for Wisconsin employers** on mitigating the risk of viral transmission. They will also unveil a new, free service offering **confidential COVID-19 consultations**, designed to support an employer's development of a COVID-19 Exposure Prevention, Preparedness and Response Plan and identify ideas for administrative, engineering and PPE controls to reduce risk of COVID-19 exposure at work.

WCMA will reserve webinar time for a question-and-answer session with presenters. Please submit your questions - which will be offered anonymously - in advance of the event via email to [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

REGISTER NOW

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### USDA Solicits Natural American Cheese Bids

The U.S. Department of Agriculture (USDA) is soliciting bids for the **purchase of 56.6 million pounds of natural American cheese**. Offers are due Thursday, October 8 at 1 p.m. (CDT). Questions may be directed to [USDA staff](#).

A complete [list of USDA's open solicitations](#) and information on how to become an approved vendor are available online.

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# House, Treasury Working on Relief Deal

Speaker Nancy Pelosi and U.S. Treasury Secretary Steven Mnuchin **continued talks** this morning, in a final campaign to reach agreement over a coronavirus relief deal before Election Day. The pair agreed to talk again Wednesday.

House Democrats on Monday released a **\$2.2 trillion proposal** that includes \$600-per-week unemployment insurance boosts, a second \$1,200 direct relief payment to Americans, a second round of Paycheck Protection Program loans, a 15 percent increase in Supplemental Nutrition Assistance Program (SNAP) aid, and state and local government assistance.

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## CFAP Payments Total \$10.2 Billion

The U.S. Department of Agriculture (USDA) reported this week it has **distributed nearly \$10.2 billion** in Coronavirus Food Assistance Program payments, including \$1.7 billion in direct relief to dairy farmers. USDA has another \$14 billion available to distribute through December 11.

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## Injunction Seeks to End Wisconsin Mask Mandate

The Wisconsin Institute for Law and Liberty (WILL), a conservative legal group, asked a court Monday to **halt enforcement** of Governor Tony Evers' statewide mask mandate, which was extended on September 22. The motion for an immediate injunction was filed in a case WILL brought forward in Polk County in August, challenging Evers' use of emergency powers. WCMA will keep members informed of any relevant developments.

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## Coronavirus Headline News

### Dairy Industry

- *Dairy Reporter*: **COVID-19 to add extra \$1.6 billion to milk sales in China in 2020**
- *The Hill*: **Business groups pushing for access to coronavirus vaccine for workers**

### Wisconsin

- *WISN-TV*: **Wisconsin coronavirus spike, bed limits cause for doctors' concern**
- *WBAY-TV*: **Surge in COVID cases close to overwhelming local hospitals**
- *Milwaukee Journal Sentinel*: **Nearly 22 percent of virus tests are positive, NE Wisconsin outbreak worsens**
- *WTMJ-TV*: **Record-breaking COVID-19 hospitalizations driven by Dane County and Fox Valley region**
- *WKBT-TV*: **Wisconsin seen as COVID-19 hotspot, health experts warn of grim outcomes**
- *WISC-TV*: **COVID testing site at Alliant Energy Center to switch operations, hours next week**
- *Sheboygan Press*: **Sheboygan County reported over 100 new COVID-19 cases since Friday, the most in one weekend**
- *WAOW-TV*: **Marathon County hits record high COVID-19 increase**
- *WUWM-AM*: **Marquette study shows mask mandates are necessary to slow the spread of COVID-19**
- *Milwaukee Journal Sentinel*: **Number of Wisconsinites needing help with food surges during coronavirus pandemic**

### National/International

- *CNN*: **U.S. ranks at the top of the world's death toll of more than one million coronavirus deaths**
- *Reuters*: **Positive COVID-19 test rates top 25 percent in some U.S. Midwest states**
- *MinnPost*: **Minnesota seeing 'more and more' outbreaks connected to workplaces, social events**

- ABC News: [Researchers find rapid rise in pediatric COVID-19 cases across U.S.](#)
- NPR: [Food insecurity in the U.S. by the numbers](#)
- Politico: [No forgiveness: Small businesses still on hook for rescue loans](#)

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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 always 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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## INDUSTRY UPDATES



## New U.S. Dairy Sanitary Certificate for Chinese Exports Takes Effect October 5

The U.S. Department of Agriculture (USDA) is implementing a streamlined [U.S. Dairy Sanitary Certificate to China](#), which will take effect Monday, October 5. Dairy manufacturers that export products to China will be required to obtain the new sanitary certificate, but it will allow multiple manufacturing plants to be included, a change which will reduce exporters' regulatory costs.

USDA will host a training webinar on the new certificate on Wednesday, September 30 at 3 p.m. (CDT). A [link to the training webinar](#) will be posted on the USDA website on Wednesday morning

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## Senate to Vote Wednesday to Prevent Government

# Shutdown, Fund Ag and Nutrition Programs

The U.S. [Senate is set to vote](#) Wednesday on a bill designed to extend federal funding of existing programs through December 11, preventing a government shutdown. The U.S. House of Representatives Tuesday voted overwhelmingly in favor of the proposal, after [Democrats struck a last-minute deal](#) with Treasury Secretary Steven Mnuchin to include billions in nutrition assistance and payments for agricultural relief.

## DBIA Announces “Let’s Get Started” Webinar Series

The Dairy Business Innovation Alliance (DBIA), a partnership between the Center for Dairy Research (CDR) and WCMA, is launching a series of eight webinars for dairy farmers and processors interested in business diversification, exports, and increased sales of value-added dairy products.

The webinars will offer a combination of general information presentations, breakout sessions and interviews with farmers and processors who will share their experiences and lessons learned.



[Register now](#) for the first webinar, set for Tuesday, October 20 from 1:30-3:00 p.m. (CDT). This webinar will introduce DBIA and describe how the program can help.

[REGISTER NOW](#)

## IN THE NEWS

### Wisconsin

- *Isthmus*: [Cheesemaking, via Zoom](#)
- *Wisconsin State Farmer*: [Oregon's biggest dairy offers advice to Wisconsin dairy farms](#)
- *WFRV-TV*: [Bipartisan support for bill to create Dairy Commission in Wisconsin to address milk prices](#)
- *Eau Claire Leader-Telegram*: [Wisconsin Cheese marketing efforts earn honors](#)

### National/International

- *Politico*: [U.S. farm groups press Trump to remain in the WTO](#)
- *Milk Business*: [California to hold yet another hearing on dairy quota](#)
- *USA Today*: [Costco reportedly pulls Palmetto Cheese after founder calls Black Lives Matter a 'terror organization'](#)

## EDUCATION

### 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. (CDT). 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](#).

REGISTER NOW



## Kudos to WCMA Training Participants, Employers

WCMA hosted a virtual offering of Front-Line Supervisor Training - Part A on Thursday, September 24 for engaged staff from Associated Milk Producers, Inc., Ellsworth Cooperative Creamery, Grande Cheese Company, Koss Industrial, Inc., Prairie Farms, Renard's Cheese, Saputo Cheese USA, and V&V Supremo Food Products. Thanks go to all of the participants for their hard work - and kudos go to their employers for investing in their leadership development!

## Register for WCMA Virtual Leadership Trainings

WCMA recognizes the importance of employee training programs for workforce development and retention. Here's a look all of WCMA's Fall 2020 virtual leadership trainings:

- **October 6:** [Next Step Leadership: Diversity and Inclusion](#) **THREE SPOTS LEFT**
- **October 15:** [Front-Line Leadership Training Part B: Positively Impacting Performance](#) **ONE SPOT LEFT**
- **November 4:** [Front-Line Leadership Training: Cultivating a Team](#) **SOLD OUT**
- **November 5:** [Front-Line Leadership Training Part C: Cultivating a Team](#) **FIVE SPOTS LEFT**

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## Check Out Other Industry Trainings

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in

industry. Consider registering to participate in these upcoming events:

- October 12-16: [Food Defense Training | Dairy Farmers of Wisconsin](#)
- 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](#)

## WORKFORCE



### Share Input Via Survey, Join Committee Meeting

[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. (CDT). 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.

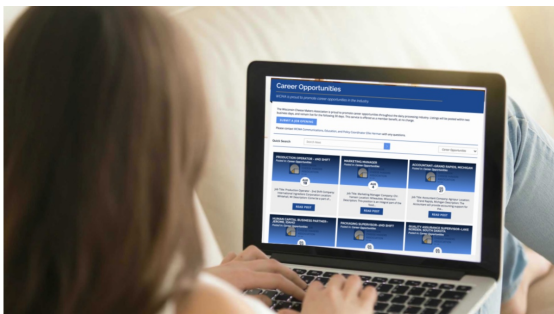
For more information, see the proposed [meeting agenda](#). Attendees are encouraged to [fill out this brief survey](#) in advance of the meeting to maximize its productivity.

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](#).

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### New Opportunities Now on WCMA Jobs Board



WCMA's [industry-specific online jobs board](#) is currently featuring career opportunities with WCMA member companies Agropur, Caloris Engineering, and Cedar Grove Cheese

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.

## MEMBERSHIP

### Submit Photos for WCMA Salute to Critical, Essential Workforce in 2021 Member Directory

WCMA 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](#).



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## 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](#).

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## 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.

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

