

EFFECTIVE COMMUNICATION, HANDLING & TRACEABILITY FOR RETAILERS

Saxon Brown, ACS CCP



*"Stilton's the king, Camembert and chèvre are landed gentry,
and cheddars are the serfs, you know."*

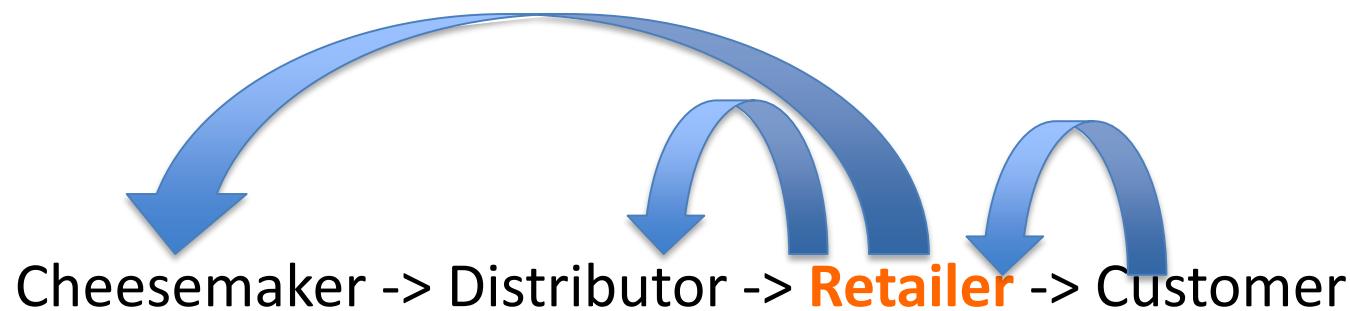
One way to see the relationships:

Cheesemaker -> Distributor -> Retailer -> Customer

One way to see the relationships:

Cheesemaker -> Distributor -> Retailer -> Customer

OR- maybe information could flow both ways...



What's the role of the retailer in the cheese chain?

PROMOTE: Educate customers about cheese, sell the cheese, and the story of cheese.

OBSERVE: How is that cheese faring in the marketplace, how is the packaging helping that cheese?

PARTICIPATE: Provide feedback to the distributors, importers, cheesemakers about the cheese. Care for that cheese in shop.

Ordering

- Selecting vendors
 - Local distributor
 - Long haul distributor
 - FedEx/UPS vs. reefer truck
 - Direct from maker (local or FedEx/UPS)
 - Air Cargo

Consider these:

*time of year/temp

*product assortment

Receiving

- Check in the order immediately (count boxes, obvious damage)
- Collect relevant information from the invoice.
- Collect relevant information from the cheese packaging.
- Take the temp!

Note- not a brand recommendation!



Collect information from the cheese packaging.

- Lot or Batch Number(s)
- Make/Production Date
- Sell By Date

Where is this information?



The Truffle Cheese Shop

2906 East Sixth Avenue
Denver, CO 80206

Phone (303) 322-7363
Fax (303) 316-7529

INVOICE

Date	Invoice #
6/22/2014	624

Bill To

Truffle Table
2556 15th St.
Denver, CO 80211

Ship To

Truffle Table
2556 15th St.
Denver, CO 80211

Terms	Ship
Net 30	6/22/2014

Product	Description	Quantity	Price	Amount
Pata Cabra Brie l'Original	Wash rind semi firm Spanish goat's milk. (BREE-luh RIH-ghun-ALL) This brie is made in a very traditional French style. The use of less rennet lets the cheese develop more slowly, contributing funky, earth, mushroomy flavors to the cheese.	0.5 1		
Sao Jorge	An unpasteurized cow's milk cheese from the Portugese Azores Islands. A funky and sharp cheese with an interestingly long finish.	2.03		
Montalva Curado	(MONT-ah-ALVA KUR-ah-DOH)A beautiful Spanish goat's milk made similarly to Manchego, but with pasteurized goat's milk.	0.69		
Pate Campagne Alexian Ndjua Alle-pia Emmenthaler	Country style pork pate 5oz Italian spreadable pork salami. (emm-en-TAHL-er) Swiss cow's milk cheese, punctuated with large holes Raw milk	2 3 1.51		

MANY FOLD
FARM

GARRETT'S FERRY

APPROX 5 OUNCES

FARMSTEAD CHEESE

INGREDIENTS: SHEEP MILK, BACTERIAL CULTURE, RENNET, SALT

LOT # 4009 | MAY 19 | EXP DATE

www.mouco.com

How batch 20140324 will age, story by MouCo

Soft with a stiff white center, April 18, 2014

Creamy and Soft, May 3, 2014

Best enjoyed with friends by, June 27, 2014

OMC







(01)00820581122003(3202)000548(10)00

GOAT CHEESE FLEUR VERTE

Pk/Sz 1/5 LB PO# 25632 Wt. 5.48 LB

Sell By: Lot # 00

八
Hua
Emb.

Aisle
003

Slot
02

Slot # Item #
02B02 **1220**

Item #
1220



3 412881 131001

00 ERTE
00 SE
200 RISED GOATS
050 S MILK, SALT
810 RTERS, HERBS
-100 (pepper).
120 D LABELING
200 T :
00 APPROX.
00 BY

Julian Date Calendar Leap Years														
Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Day	
1	001	032	061	092	122	153	183	214	245	275	306	336	1	
2	002	033	062	093	123	154	184	215	246	276	307	337	2	
3	003	034	063	094	124	155	185	216	247	277	308	338	3	
4	004	035	064	095	125	156	186	217	248	278	309	339	4	
5	005	036	065	096	126	157	187	218	249	279	310	340	5	
6	006	037	066	097	127	158	188	219	250	280	311	341	6	
7	007	038	067	098	128	159	189	220	251	281	312	342	7	
8	008	039	068	099	129	160	190	221	252	282	313	343	8	
9	009	040	069	100	130	161	191	222	253	283	314	344	9	
10	010	041	070	101	131	162	192	223	254	284	315	345	10	
11	011	042	071	102	132	163	193	224	255	285	316	346	11	
12	012	043	072	103	133	164	194	225	256	286	317	347	12	
13	013	044	073	104	134	165	195	226	257	287	318	348	13	
14	014	045	074	105	135	166	196	227	258	288	319	349	14	
15	015	046	075	106	136	167	197	228	259	289	320	350	15	
16	016	047	076	107	137	168	198	229	260	290	321	351	16	
17	017	048	077	108	138	169	199	230	261	291	322	352	17	
18	018	049	078	109	139	170	200	231	262	292	323	353	18	
19	019	050	079	110	140	171	201	232	263	293	324	354	19	
20	020	051	080	111	141	172	202	233	264	294	325	355	20	
21	021	052	081	112	142	173	203	234	265	295	326	356	21	
22	022	053	082	113	143	174	204	235	266	296	327	357	22	
23	023	054	083	114	144	175	205	236	267	297	328	358	23	
24	024	055	084	115	145	176	206	237	268	298	329	359	24	
25	025	056	085	116	146	177	207	238	269	299	330	360	25	
26	026	057	086	117	147	178	208	239	270	300	331	361	26	
27	027	058	087	118	148	179	209	240	271	301	332	362	27	
28	028	059	088	119	149	180	210	241	272	302	333	363	28	
29	029	060	089	120	150	181	211	242	273	303	334	364	29	
30	030		090	121	151	182	212	243	274	304	335	365	30	
31	031		091		152		213	244		305		366	31	

What to do with that information?

One option: The Receiving Log

Benefit- all the information is in one spreadsheet, and can be analyzed for movement, projections, etc. Easily available to show inspectors.

Downside: Possibly time-consuming.

email me at cheesemonger@gmail.com for the sheet

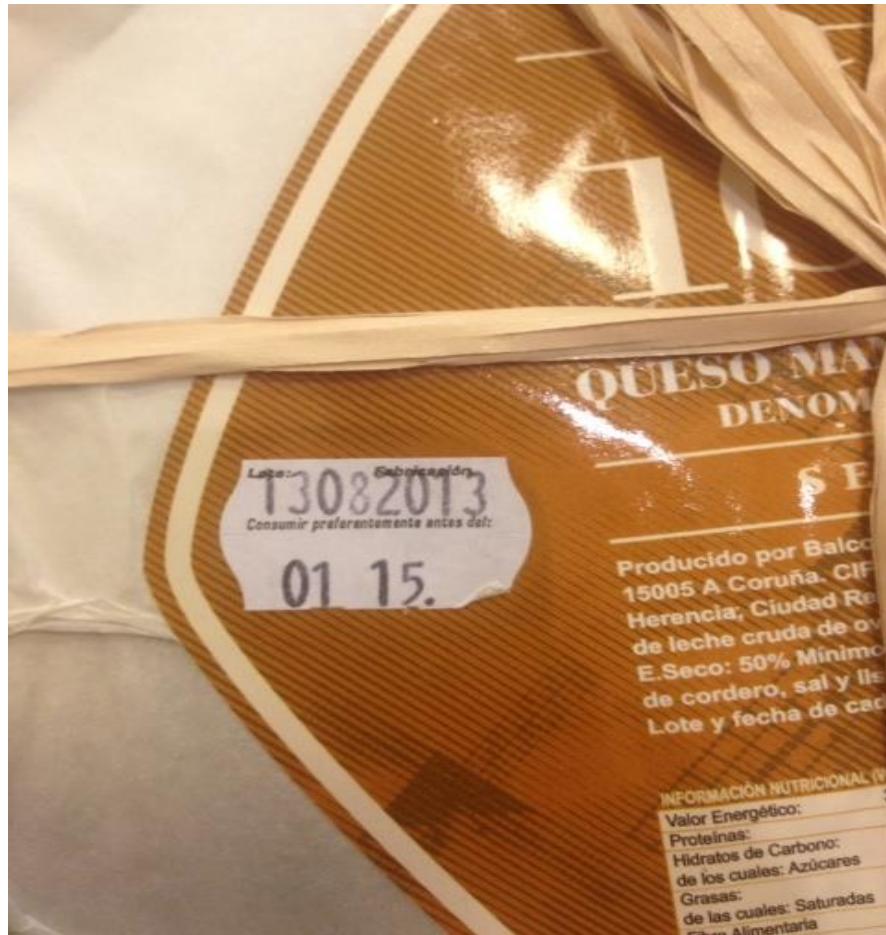
Another option- put the info from the cheese packaging onto the invoice

The Truffle Cheese Shop		INVOICE		
	2906 East Sixth Avenue Denver, CO 80206 Phone (303) 322-7363 Fax (303) 316-7529	Date	Invoice #	
Bill To		Ship To		
Truffle Table 2556 15th St. Denver, CO 80211		Truffle Table 2556 15th St. Denver, CO 80211		
Terms	Ship			
Net 30	6/22/2014			
Product	Description	Quantity	Price	Amt
Pata Cabra - MADE THAT Bebe l'Original <i>→ EXP 7/15, lot 527B</i>	Wash rind semi-firm Spanish goat's milk. (BREE-luh RIH-ghun-ALL.) This cheese is made in a very traditional French style. The use of less rennet lets the cheese develop more slowly, contributing funky, earthy, mushroomy flavors to the cheese.	0.5 1		
Sao Jorge <i>Bpp: 213</i>	An unpasteurized cow's milk cheese from the Portuguese Azores Islands. A funky and sharp cheese with an interestingly long finish.	2.03		
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Benefit- much of the information is already there.

Downside: Invoices don't always stay available at the shop

Third option: take photos of the packaging before unwrapping.



Benefit- quick and easy, can delete the pics when the cheese has been sold
Downside: invoice info not available, only that receiver will have the pic.

TRACEABILITY

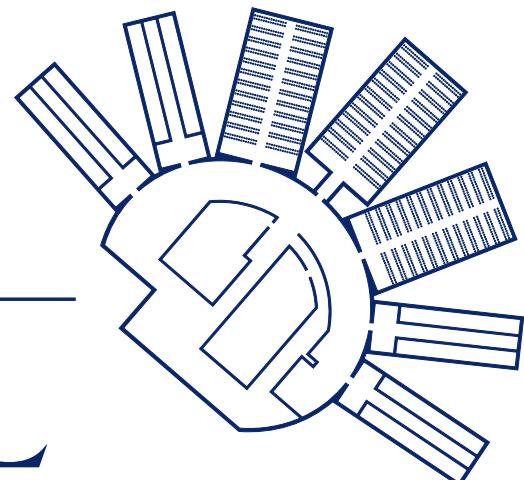
Mark date of receipt on this case - inspect for quality within 7 days.

Our date-gun stickers indicate the day this batch was made: YYMMDD.

Use batch code to address concerns with the Cellars or your distributor.

PLEASE RETAIN THIS CODE even after unwrapping individual pieces.

CELLARS
AT JASPER HILL



Why Collect this?

Feedback and Clarification for retailers:

This is Molly Browne, when she was mongering at Cured in Boulder.

She received a wheel of Manchego 1605 with a greenish-blue mold she didn't recognize, and wasn't sure how to proceed. Good mold or Bad mold?



She contacted Rachel Juhl at Essex St. Cheese to ask about it, and because Molly had the lot info, Rachel was able to reference her tasting notes for that batch.

The mold was *p. glaucum*- beneficial, and even desirable. Cheese was saved!



The sheep were pleased their work was not for naught

Relationships are good for business!



Tim Gaddis, formerly of Star Provisions in Atlanta.

Creator of the Atlanta Cheese Festival

How can this information help the cheesemaker?

Vince Razonale at Cellars at Jasper Hill:

“Cheesemakers obviously need to know when their cheese is wrong in the market, but also need to know when it’s right- sometimes cheesemongers will take the time to write in and say that they are really liking _____ cheese, but without knowing what batch of _____ cheese it is, the cheesemaker can’t do much with that (other than warm fuzzy feelings, of course).”

Retailer feedback can and does impact the development of the cheeses and how they are packaged.

An example of how retailer feedback changed the packaging:



Cremont used to go to retail in these lovely crates. The problem was that sometimes they would end up on their sides, and become a large squished cremont.

Feedback from down the cheese chain helped lead to this more protective package, and cut down on damage, credits and loss.



Humboldt Fog:



Evaluate condition:

Neal's Yard Dairy has an excellent USA Export Guide for Retailers at
www.nealsyarddairy.co.uk

Page 5 instructs :

- Do not break down the box
- Open the box, remove and unwrap the cheese and look at it
- If the surface is damp, give it air
- Make sure the wrap is intact
- Keep it in the box in the walk-in, so it doesn't lose moisture
- Store on a low shelf away from fans to minimize moisture loss.

*There is also an excellent cutting guide for many formats on page 9

From the Cellars at Jasper Hill:

CHEESE CARE

These cheeses continue to ripen and evolve in this packaging at cold-storage temperatures - **Please Refrigerate.**

Individual pieces are happy in this case pack - flip case over weekly to encourage even development and rind health.

Refer to case insert or inquire for shelf-life and peak ripeness guidelines, which vary by individual cheese.

These cheeses do best in their original packaging. Please sell within a week of unwrapping for portioning or display.

This comes in the “pizza boxes” that house the Harbison. This insert was created in response from retailers that were not sure how to handle and care for their cheeses.

What to look for, and what can be done- by cheese type

Soft-ripened, bloomy cheeses.

look for a clean white surface, a little mottling, especially on the edges
aroma of mushrooms, cream, cauliflower.



Nice rind!

Terrible cut!

Soft-ripened, bloomy, more mottled:

The determiner here will be primarily smell.

Ammonia is a natural by-product of proteolysis, and a faint ammonia smell can dissipate with open breathing, or creating A “micro-climate” with a crate and plastic.



This cheese is toast.

Surface-ripened, Washed rind

Surface should (generally) be damp,
Orangey, free of excessive cracks.



Beautiful Grayson!

Some slight cracks, or mold growth can be inhibited with salt water.

b. linens is “halophilic”, meaning salt-loving.



Taleggio has natural mold that forms, is tamped down, re-forms, etc.

Occasionally, since it's been out of its aging room for awhile, it has an overgrowth of mold, or it gets quite dry.

A rub-down with salty-as-the-sea water
will make the *b. linens* happy,
and inhibit the mold.

*some health depts frown on this,
so ask first!



Pressed cheese, dry rind (Granas, Manchego), not wax-rind.



This poor neglected thing was found in a walk-in.

I used salt water here, but a salt + olive oil paste works nicely also.



Pressed, Natural Rind

The problems with these are primarily moisture related: too little or too much.

If too dry, create a nice microclimate using the cheese's wrapping, and loose plastic wrap.

If too damp, unwrap and let breathe.

Sometimes, one cheese will have both problems- dry on one end, damp on the other. This is seen especially in large blue hats like Stilton. You can lightly wrap the dry end, put it on the “down” side, and expose the wet end to air.

Rogue Creamery Blue Cheeses

The Core Blues (Oregon, Oregonzola, Crater Lake, Smokey):

Remove the outer bag but keep the foil in place

Open the cheese by scoring the foil all the way around before cutting

Natural rinded blues like Caveman and Flora Nelle

Should be stripped of all packaging when it's time to begin selling them.

Natural rind can be moist and messy when first opened – if so, let them “air out” for a limited amount of time.

(Keep checking to ensure they don't dry out too much.)

Based on advice from Tom Van Voorhees, Rogue Creamery

Your best chance of keeping a cheese in good condition is to evaluate it upon receipt.

No matter the type: At least look at it and smell it.



Be like Max! (Hardhat optional)

Returns, Credits and Questions- Communication!

If you have a questionable cheese, you should address it with your vendor within 24 hours, even if you are going to give it some love and see how it responds, let your vendor know.

If a cheese looks iffy, take pics- ask the vendor, importer or cheesemaker

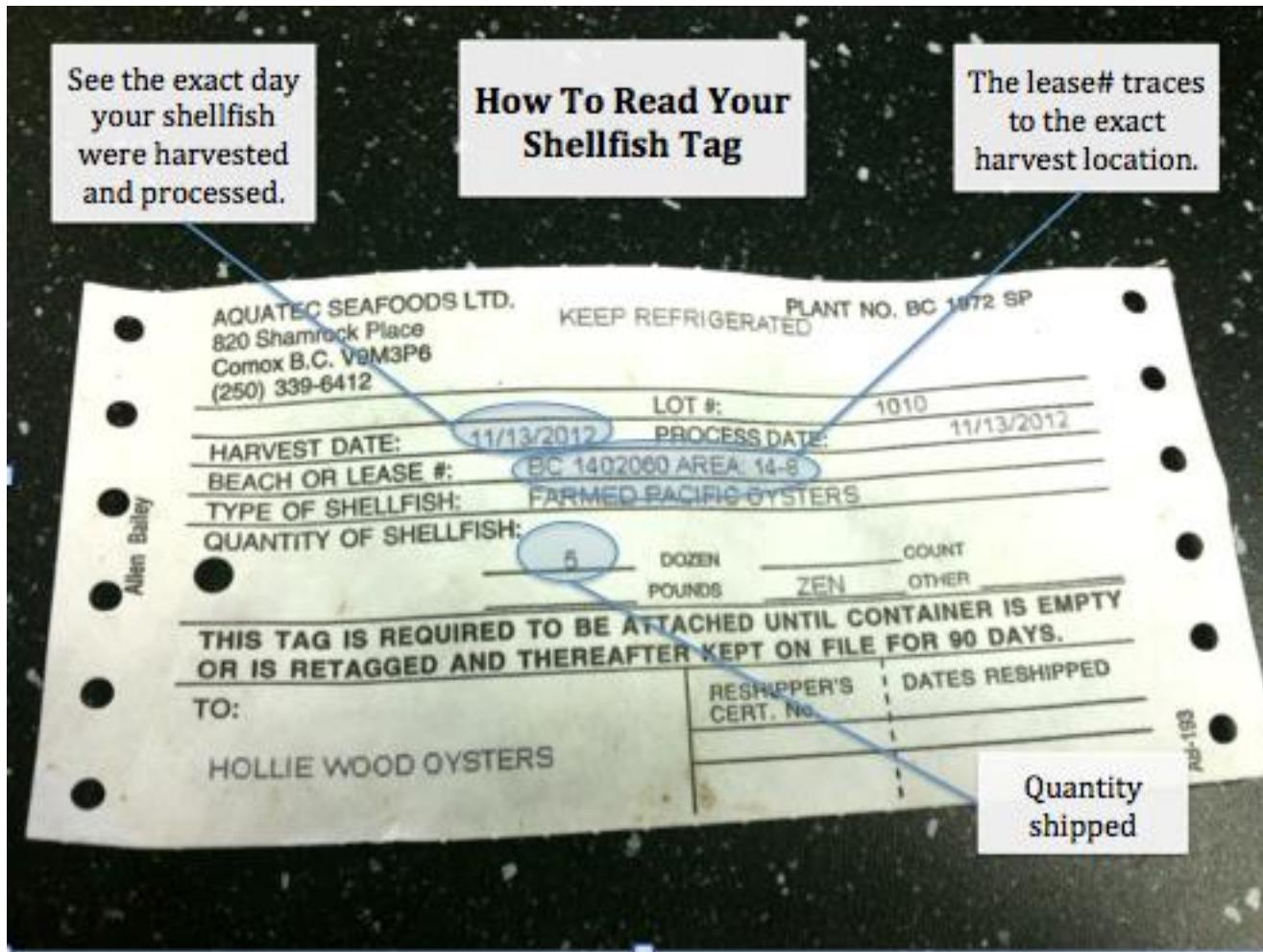
Always be Learning. Even cheese you can't save teaches you.

Traceability- Why we need this.

- FDA considers cheese to be a “temperature controlled, potentially hazardous food”.
- Confusion between agencies/levels.... Wood shelving?
- The waste!
- So many bad practices out there.
- We can start setting the standards for our industry.

Lessons from other industries:

- Standardization of labelling/tagging of shellfish



Lessons from other industries, con't:

- Begin by establishing our own good practices across the board.
- Collaborate with local and state/federal regulators
 - Go to their meetings, offer to educate them
 - Invite them to our conferences and seminars.
 - Get to know your local regulators
- Use traceability as a marketing strategy
- Identifying Critical Control Points at retail
- Create the structure
- “Control Freak” is not derogatory!

Traceability- the future

FSMA's Small Entity Compliance Guide.

Currently “non-binding recommendations” on recordkeeping

Don't we as a community want to set the agenda on the products we love?

Make regulators partners, not adversaries-
We all want the same thing!

HACCP programs or best practices for retailers

Traceability- There's an App for that!

Review: What's the role of the retailer in the cheese chain?

PROMOTE: Educate customers about cheese, sell the cheese, and the story of cheese.

OBSERVE: How is that cheese faring in the marketplace, how is the packaging helping that cheese?

PARTICIPATE: Provide feedback to the distributors, importers, cheesemakers about the cheese.

ADVOCATE: Be a leader in our industry- help set the standards that are good for all of us.

Big Thanks to the Community, especially:

Molly Browne, Cellars at Jasper Hill

Zoe Brickley, Cellars at Jasper Hill

Vince Razionale, Cellars at Jasper Hill

Tom VanVorhees, Rogue Creamery

David Gremmels, Rogue Creamery

Tim Gaddis, Many Fold Farm

Allison Hooper, Vermont Creamery

Mary Keehn, Cypress Grove

Janne Rasmussen, Cypress Grove

Bob McCall, Cypress Grove

Debbie Peterson, Cypress Grove

Rachel Juhl, Essex St. Cheese

Debra Dickerson, Cowgirl Creamery

Peg Smith, Cowgirl Creamery

Sue Conley, Cowgirl Creamery

Kate Arding, Talbott & Arding

Cheese and Provisions

Brent Toepfer, BHE



Choose wisely.