



## ACS Cheese Camp 2015: Educational Sessions

### THURSDAY, JUNE 30

#### OPENING SESSION

#### **CHEESE CAMP 2015: CRAFT, CREATIVITY, COMMUNITY...AND CULTURE!**

Hall A

8:30 am – 10:00 am

**Mark Canlis**, Canlis Restaurant

The building blocks of this year's conference are themes of *craft*, *creativity*, and *community*. Yet, you may also add *culture* into the mix after this inspirational session led by "camp counselor" Mark Canlis, co-owner of Canlis Restaurant, a 64-year old American fine dining icon in Seattle. Through a combination of lecture, small group, and individual activities, Mark will share Canlis Restaurant's value-laden approach to management that is not only relevant to those in customer service, but is helping leaders of all industries to "see" the people they lead for the very first time. It's a strategy that has garnered Mark national acclaim and one he happily shares with those searching to become the very best. By going out on a limb and ditching old-school business mantras, Mark and his brother have developed a formula for attracting and cultivating the best employees. This invigorating session is sure to inspire you to view your business relationships through a new, kaleidoscopic lens.

#### CONCURRENT SESSIONS

10:30 am – 12:00 pm

#### **EUROPEAN TRADITION VS. AMERICAN INNOVATION (Tasting)**

Ballroom B

**Zoe Brickley**, Cellars at Jasper Hill

**Jeanne Carpenter**, ACS CCP®, The Artisan Cheese Exchange

**Jonathan Richardson**, Columbia Cheese

In today's expanding cheese market, cheesemakers hone their craft to tempt the palates of even the most discerning cheese lovers. So, how are American cheesemakers holding up? Are they crafting Alpine-style cheeses good enough to rival the European Alpine greats? You be the judge as you compare two of the finest American artisan Alpine-style cheeses side-by-side with two of the great European Alpine cheeses crafted in the Old World tradition. Learn the history of Alpine

cheeses, explore the similarities and differences between the two styles of cheesemaking, and learn where the future of American Alpine cheeses is headed.

*Ticket required; space is limited.*

### **WOODEN BOARDS – PART ONE – AGING ON WOODEN BOARDS (General Interest)**

Room 555-556

**Peter Dixon**, Parish Hill Creamery

**Valérie Michel**, Actalia

**Cathy Strange**, Whole Foods Market

Moderator: **Veronica Pedraza**, Meadowood Farms

To age or not to age (on wooden boards). That is the question with which many cheesemakers are faced. Over recent years, aging cheese on wooden boards has become an increasingly hot topic in the United States. This experienced panel will lay the foundation for some of the history and science of using wooden boards. You'll leave this session with a solid understanding of the benefits of using wood to age cheese; its effect on affinage; why the PDO mandates that Parmigiano Reggiano and Gruyere must be aged on wooden boards; what types of wood are used and for how long; and why it's good for certain cheeses and not for others. If you currently age on wooden boards, are considering their use in your aging process, or if you'd simply like to understand what all the buzz is about, this is a session you won't want to miss! *(Part 1 of 2 sessions. Part 2 will be presented later in the day and will have a more technical focus geared specifically toward cheesemakers.)*

### **MAKING IT GEL: EXPLORING COAGULANTS (Cheesemaker)**

Room 552

**Bénédicte Coudé**, Wisconsin Center for Dairy Research

**Trish Dawson**, Chr. Hansen, Inc.

Ever wonder if your cheese would be different if you used a different coagulant? If you're like most cheesemakers, this question is sure to have crossed your mind. With new coagulants continually being offered on the U.S. market, it can be difficult to keep up with what these new products can offer. So, just what are the impacts of these new coagulants on cheesemaking, and how can you determine if you should use them? Join this panel of leading industry experts to enhance your cheesemaking prowess and gain the information you need to ensure your cheese gels.

### **CURATE YOUR CASE: A HOW-TO GUIDE FOR THE INDEPENDENT RETAILER (Retailer)**

Room 551

**Laura Downey**, ACS CCP™, Fairfield Cheese Company

**Laurent Mons**, Academie Opus Caseus

**Brian Wasik**, Wasik's Cheese Shop

Moderator: **Susan Sturman**, Academie Opus Caseus

Curating a cheese case in an independent shop can be a challenge, and there are many factors to consider when building a selection. A shop's physical footprint can present spatial constraints

that impact merchandising and traffic flow. A range that is diverse and abundant is often the goal, but how much variety is enough, and how much is too much? There are so many choices: all-American? All European? A mix of the two? Local? Regional? Striking the right balance is never easy. In this session, we will help you answer these questions and discuss the factors that can help guide your decisions.

### **HOT TOPIC! FOR CHEESEMAKERS (Cheesemaker)**

5<sup>th</sup> Floor Rotunda

**Dick Roe**, Gourmet Foods International

*Hot Topic!* sessions, unlike any other conference sessions, put you in charge and offer an excellent opportunity to network with and learn from your peers. Simply put, you bring the questions, experience, and passion to this session, and you will ultimately lead the discussions that are most important to you. It begins with the “law of two feet.” If you don’t like the discussion, you can move to another small group – or, if you have nothing more to offer, you may leave the room altogether. You take responsibility for what is discussed and what you care about. That’s the beauty of *Hot Topic!* It’s about what you want, when you want it. Don’t miss your opportunity to mix present realities, new perspectives, and past experiences together to tackle the challenges facing you and your organization. And, don’t be surprised to find out you’re not alone!

### **HOW SWEET ARE YOU? THE SCIENCE OF TASTE (Tasting)**

Room 554B

**Ueli Berger**, Lion Dairy & Drinks

**Sonia Cousins**, Cheese the Day

**Russell Smith**, Dairy Australia

Before you can understand the flavors in food, you need to understand your palate. Join this panel of sensory experts and cheesemakers to find out just how differently we all experience flavors. Your thresholds for tastes on the tongue will be tested, as well as your ability to discriminate between the flavors of very similar cheeses. Then, put this knowledge to the test by tasting a variety of cheeses to determine just how sweet you are! *This session is offered once daily.*

*Ticket required; space is limited.*

### **ANNUAL BUSINESS MEETING & LUNCH**

Hall A

*Sponsored by COWS CREAMERY*

Lunch Buffet: 12:15 pm – 12:45 pm

Business Meeting: 12:45 pm – 1:45 pm

President Peg Smith and members of the ACS Board of Directors will present the goals, challenges, and achievements of ACS in 2015, as well as the strategic initiatives for the organization in the coming year. The Board will also present industry recognition and awards. Please arrive on time so you can grab lunch and be seated. The Business Meeting will begin promptly at 12:45 pm.

**CONCURRENT SESSIONS**

2:15 pm – 3:45 pm

**PAIRING PRINCIPLES OF CHEESE & WINE (Tasting)**

Ballroom D

**Ed Korry**, Johnson & Wales University

Wine and cheese. Cheese and wine. They have often been celebrated for their perfect harmony, but do they really enhance one another, or is this a myth? Ed Korry, professor at Johnson & Wales University and president of the Society of Wine Educators, will elevate your understanding of what it takes to become a certified wine educator while sharing underlying pairing principles that will enrich your choices and improve your chances of pairing these two table companions successfully. *Ticket required; space is limited.*

**CAREER 101: THE FUTURE OF CHEESE PROFESSIONALS (General Interest)**

Rooms 555-556

**Kim Iannoti**, The Peterson Company**Amanda Parker**, Murray's Cheese**Elena Santogade**, Le DistrictModerator: **Vince Razionale**, Cellars at Jasper Hill

Calling all cheese professionals! Perhaps you fell into cheese by accident – took a monger job, dabbled in farming, volunteered for a class. Or, perhaps you focused in on this exploding industry – studied dairy science, passed the ACS CCP® Exam, grew into a managerial position. But what's next? How do you build a career in cheese, and what path can that take? Hear from various points of view about what future potential opportunities exist in a rapidly maturing industry.

**WOODEN BOARDS – PART TWO – WORKING WITH WOODEN BOARDS (Cheesemaker)**

Room 552

**Catherine Donnelly, Ph.D.**, University of Vermont**Valérie Michel**, Actalia**Marianne Smukowski**, Wisconsin Center for Dairy ResearchModerator: **Veronica Pedraza**, Meadowood Farms

Participate in a frank discussion about what cheesemakers need to know when aging cheese on wooden boards in the United States. Learn the different types of wood and what effect they have on your cheese, the risks of aging cheese on boards, and the procedures for cleaning them. Also hear from the leading French expert on wooden boards and learn how Europe is changing its practices in this iconic method of aging cheese. (Part 2 of 2. Part 1 of this topic is presented earlier in the day, and will focus on the history of aging cheese on wooden boards.)

**50 IS THE NEW 25: MAKING YOUR MARGINS CREATIVELY & SUSTAINABLY (Retailer)**

Room 551

**Hunter Fike**, Di Bruno Bros.  
**Jonathan Richardson**, Columbia Cheese  
**Aubrey Thomason**, Zingerman's Creamery  
Moderator: **Emiliano Lee**

Whether you are a cheesemaker, distributor, or retailer, just how much should you charge for your cheese? How much is it worth? How much did it cost you? In a world of rising costs for food, how do we combat a societal price-based perspective? There are myriad factors that should be considered and manipulated in order to do what we all ultimately desire: to celebrate and honor the cheesemakers and their stories. Join this multifaceted panel to understand what it takes to make your margins in a creative, sustainable, and financially viable way that allows us all to prosper.

**HOT TOPIC! FOR RETAILERS & DISTRIBUTORS (Retailers)**5<sup>th</sup> Floor Rotunda**Dick Roe**, Gourmet Foods International

*Hot Topic!* sessions, unlike any other conference sessions, put you in charge and offer an excellent opportunity to network with and learn from your peers. Simply put, you bring the questions, experience, and passion to this session, and you will ultimately lead the discussions that are most important to you. It begins with the "law of two feet." If you don't like the discussion, you can move to another small group – or, if you have nothing more to offer, you may leave the room altogether. You take responsibility for what is discussed and what you care about. That's the beauty of *Hot Topic!* It's about what you want, when you want it. Don't miss your opportunity to mix present realities, new perspectives, and past experiences together to tackle the challenges facing you and your organization. And, don't be surprised to find out you're not alone!

**DEEP DIVE: FOOD SAFETY FOR RETAILERS (Retailers)**

Ballroom C

2:00 pm – 5:00 pm

**Michael Kalish**, Food Safety Guides  
**Adel Makdesi**, Zep, Inc.  
Moderator: **Jeanne Carpenter, ACS CCP®**, The Artisan Cheese Exchange

Cleaning and sanitation often go hand-in-hand, but they are not synonymous. In order to have a solid food safety program in your retail shop, you must understand the basic differences between the two. This Deep Dive session will start with a basic explanation and lead into the more scientific aspects of the topic, including what biofilms are, how they form, how to prevent and eradicate them, and why they matter. You'll gain an in-depth understanding of cleaning agents and sanitizers to help you determine where, when, why, and how to use them properly and in the safest manner possible, as some combinations may be counter-indicated. This expert panel will leave you with the hands-on tools you need to implement a solid food safety plan for your business.

*Ticket required, space is limited.*

## FRIDAY, JULY 31

### GENERAL SESSION: FDA UPDATE

Hall A

8:30 am – 10:00 am

**Dr. Susan Mayne**, Director, Center for Food Safety and Applied Nutrition, FDA

### CONCURRENT SESSIONS

10:30 am – 12:00 pm

#### **QUATTRO PORTONI: WATER BUFALA IN NORTHERN ITALY – A TRANSITION THAT WORKED! (Tasting)**

Ballroom B

**Bruno Gritti**, Azienda Agricola Gritti Bruno E. Alfio S.S.

Moderator: **Michele Buster**, Mitica/Forever Cheese

Bruno Gritti of Quattro Portoni in Bergamo, Italy and his family have changed the way people look at water bufala and their milk. He made the transition from cows to bufala on his family farm in Northern Italy when traditionally these animals were raised in the Campania region of southern Italy. Come hear his story of why they made the change, the battles they faced, and how Quattro Portoni has become the thriving farm of over 1,000 bufala that it is today. Taste some of the award-winning cheeses made from this exceptional milk that are in demand all over the world.

*Ticket required; space is limited.*

#### **THE PERFECT FIT: EMPLOYEES, LEADERSHIP, AND CULTURE (General Interest)**

Rooms 555-556

**Mark Canlis**, Canlis Restaurant

Go deeper into the world and mind of Mark Canlis as he takes you on a journey that explores in greater detail some of the big-picture thinking shared during the Opening Session. In this “201” session, Mark uses examples from running his family’s nationally acclaimed, third generation restaurant to highlight what happens when a company dedicates itself to being “other-centered.” Specifically, Mark will share a modern approach to mission statements, hiring, building culture, and developing leadership.

**ADAPTING TO CLIMATE (Cheesemaker)**

Room 552

**Maryrose Livingston**, Northland Sheep Dairy  
**Mary Quicke**, Quickes Traditional  
**Rebecca Williams**, Many Fold Farm, LLC  
Moderator: **Alyce Birchenough**, Sweet Home Farm

The milk farmstead cheesemakers produce is ultimately a product of their landscape and climate. Add adaptations in breed of animal, land management, and style of cheese, and every farmstead cheese is a product of its *terroir*. In the United States, we are fortunate to possess a wide variety of terroirs, from arid to swampland, from mountains to sea level, from year-round pasturage to short summers and harsh winters. What challenges do farmers face, and how can we learn from one another? This session will bring together farmstead cheesemakers from diverse climates to discuss the challenges they face in adapting to climate, and the ways they have learned to meet those challenges: crop selection, water issues, invasive pests, animal diseases related to climate and geography, scarcity issues, and more.

**BASQUE CHEESE IN THE U.S.: TRADITION AND FUTURE (Retailer/Distributor)**

Room 551

**Marcia Barinaga**, Barinaga Ranch  
**Kendall Russell**, Lark's Meadow Farms  
Moderator: **Jess Perrie**, Fromagex

When selling cheese, you also sell the story. Join this inspiring panel as they unfold the story of the Basques, a proud people with an epic history nestled in the mountainous region between France and Spain. They are believed to have been the originators of the whaling ships that eventually led to the migration of Europeans across the Atlantic. Their influence can be seen all over the Americas. Why and how did these shepherds' cheeses find a home here? Join this session to hear the story of Basque-style cheeses made in the U.S. and how they can be celebrated as uniquely American with a tradition steeped in lore.

**HOW SWEET ARE YOU? THE SCIENCE OF TASTE (Tasting)**

Room 554B

**Ueli Berger**, Lion Dairy & Drinks  
**Sonia Cousins**, Cheese the Day  
**Russell Smith**, Dairy Australia

Before you can understand the flavors in food, you need to understand your palate. Join this panel of sensory experts and cheesemakers to find out just how differently we all experience flavors. Your thresholds for tastes on the tongue will be tested, as well as your ability to discriminate between the flavors of very similar cheeses. Then, put this knowledge to the test by tasting a variety of cheeses to determine just how sweet you are! *This session is offered once daily.*

*Ticket required; space is limited.*

## **TOWN HALL MEETING & LUNCH**

Hall A

Lunch Buffet: 12:00 pm – 12:30 pm

Town Hall Meeting: 12:30 pm – 1:45 pm

*Lunch sponsored by zuercher & co.*

*Town Hall Meeting sponsored by Specialty Food Association*

Moderators:

**Peg Smith**, ACS President, Cowgirl Creamery

**John Antonelli**, Antonelli's Cheese Shop

**Sasha Davies**, Cyril's at Clay Pigeon Winery

## **CONCURRENT SESSIONS**

2:00 pm – 3:30 pm

### **A TASTE OF CANADA: THE LOVE OF CHEESE HAS NO BORDERS (Tasting)**

Ballroom D

**Kathy Guidi**, KMG Consulting

**Debbie Levy**, Savour This

Join two of Canada's foremost cheese educators on a five-cheese tasting journey across Canada to become more familiar with this ever-emerging cheese region. You will be enticed by the cheese and endeared to the people leading artisan cheesemaking in Canada, as you learn more about the challenges they face and the progress they have made since the 2011 ACS Conference & Competition in Montreal.

*Ticket required; space is limited.*

### **THE SCIENCE OF ARTISAN CHEESE (General Interest)**

Rooms 555-556

**Catherine Donnelly, Ph.D.**, University of Vermont

**Marie-Christine Montel**, Cheese Research Laboratory at the INRA Research Centre

**Bronwen Percival**, Neal's Yard Dairy

Moderator: **Carlos Yescas**, Cheese of Choice Coalition

There is no such thing as "industry" science and "government" science, just as there is no distinction between scientific principles in America and abroad. While Americans have been producing artisan cheeses for decades, Europeans have been producing them for centuries. Due to this experience and the priority that European governments have placed on supporting safe artisan cheese production, European cheesemakers have a wealth of scientific literature to support and inform their practices. Cheesemakers and scientists too often operate in their own independent silos, and this panel brings together a selection of people, both from industry and academia, who are working to encourage international conversation and collaboration. This is not just an opportunity to access research findings from abroad. American cheesemakers, policy

makers, and scientists are sure to benefit from seeking out opportunities for productive collaboration between academics, cheesemakers, and retailers.

### **FILLING THE MOLD: AMERICAN SOFT-RIPENED CHEESE (Cheesemaker)**

Room 552

**Robert Aguilera**, Fromagex  
**Axel von Wardenburg**, ALPMA USA  
Moderator: **Marc Druart**, Emmi Roth USA

American cheesemakers excel at making hard and semi-hard cheeses, but fewer cheese companies are focusing on soft cheese production. This session aims to help cheesemakers understand the process of making soft cheeses. This experienced panel will provide options for both large and small producers from the perspectives of a large and smaller equipment supplier. Attendees will garner a better understanding of the different methods used to control the physio-chemical parameters of their cheeses during the manufacturing process.

### **WHOLESALE CHEESE TO RESTAURANTS (Retailer/Distributor)**

Room 551

**Kendall Antonelli**, Antonelli's Cheese Shop  
**Jason Sobocinski**, Caseus  
**Richard Sutton**, St. James Cheese Company  
Moderator: **Kathleen Cotter**, The Bloomy Rind

For specialty retailers managing inventory, ensuring timely turnover is key to offering the best quality cheese. This panel will explore selling to chefs as an additional sales outlet. You'll discuss benefits of inventory turnover, reduced waste, increased revenue, and growing brand awareness. Also hear about the challenges, such as lower margins and pricing, quality control in food service, and meeting chefs' needs. Attendees will leave with a better understanding of whether a restaurant cheese program is a good fit for them, and if so, how best to move forward.

### **INSIDE THE AFFINEUR'S CAVE (General Interest)**

5<sup>th</sup> Floor Rotunda

**Emily Shartin**, Tomales Bay Foods

Join Emily Shartin, the second recipient of the Daphne Zepos Teaching Award, for an intimate look inside cheese caves across Europe. At stops across France, in London, and in Amsterdam, she spent time learning about affinage and cheese care – both in large facilities and in smaller shops. With an eye toward getting cheese from producer to customer in peak condition, she will discuss how these lessons translate on our home turf.

**SATURDAY, AUGUST 1****CONCURRENT SESSIONS**

9:00 am – 10:30 am

**AS THE WHEEL TURNS (Tasting)**

Ballroom B

**Adeline Druart**, Vermont Creamery  
**Vince Razionale**, Cellars at Jasper Hill

As anyone in the business of selling cheese knows, soft cheeses undergo a transformation from day to day. Tracking those changes can be challenging and time-consuming when you have dozens of different soft cheeses in the case. Adeline Druart from Vermont Creamery and Vince Razionale from Cellars at Jasper Hill spend a lot of time and energy tracking the trajectory of every batch of Bonne Bouche and Harbison, and this tasting offers a window into the world of how a cheese can evolve over time – from good, to great, to over-ripe. Participants will have an opportunity to taste four different batches of Bonne Bouche and Harbison: one that's young and barely rinded-up, one that is an appropriate age for a counter arrival, one that is at peak ripeness, and one that's past its prime. The tasting will be supplemented with scientific and technical details about what's happening in a ripening cheese. This knowledge will elevate the conversation that takes place over the counter.

*Ticket required; space is limited.***SOURCING A SUSTAINABLE MILK SUPPLY (General Interest)**

Rooms 555-556

**Allison Hooper**, Vermont Creamery  
**Mary Keehn**, Cypress Grove Chevre  
**Jeremy Stephenson**, Farms for City Kids Foundation

As our industry grows and there is more demand for cheese, cheesemakers nationwide are challenged to source quality, sustainable milk while maintaining profitability for their suppliers. Milk producers are seeing the need for new farm management plans that demonstrate profitability and can be “sold” to farmers. And, the demand for non-GMO products is ever-increasing. While these costs may be seen as ordinary costs of business, careful communication of the value of these practices to the consumer is critical. Join this esteemed panel as they share their insights into how they make this conundrum work in their businesses.

**FROM PURE PHYSICS TO ART: UNDERSTANDING AFFINAGE (Cheesemaker)**

Room 552

**Laurent Mons**, Academie Opus Caseus  
**David Sandelman**, SDI – Sanitary Designs, Inc.  
Moderator: **Susan Sturman**, Academie Opus Caseus

Affinage is not a four letter word, yet cheese aging spaces seem to be a mystery to those who value them most: the cheesemaker. In the first half of the session, explore the science that governs cold space, from maintaining humidity to establishing proper temperature to orchestrating air flow. In the second half, learn from one of the leading affineurs in France how the “touché,” or feeling, of affinage can tell you more than you think. This information-packed session will illustrate the pure physics and art behind each step to help you create the best possible aging environment for your facility.

**WHO MOVED MY CHEESE? (Retailer/Distributor)**

Room 551

**Stephanie Ciano**, World’s Best Cheeses  
**Jonathan Richardson**, Columbia Cheese  
**James Rutter**, Neal’s Yard Dairy  
Moderator: **Emilio Mignucci**, Di Bruno Bros.

Cheese importation into the U.S. is often an obscure process. This session aims to clarify some of the steps necessary to get foreign cheeses in counters around the U.S. Attendees will leave the session with a better picture of the principal players involved in importing and distributing cheese. Distributors, consolidators, and brokers will explain how their services help cheese retailers get the best product possible.

**HOW SWEET ARE YOU? THE SCIENCE OF TASTE (Tasting)**

Room 554B

**Ueli Berger**, Lion Dairy & Drinks  
**Sonia Cousins**, Cheese the Day  
**Russell Smith**, Dairy Australia

Before you can understand the flavors in food, you need to understand your palate. Join this panel of sensory experts and cheesemakers to find out just how differently we all experience flavors. Your thresholds for tastes on the tongue will be tested, as well as your ability to discriminate between the flavors of very similar cheeses. Then, put this knowledge to the test by tasting a variety of cheeses to determine just how sweet you are! *This session is offered once daily.*

*Ticket required; space is limited.*

**CONCURRENT SESSIONS**

12:15 pm – 1:45 pm

**TODAY'S HOTTEST DRINK IS BEST SERVED COLD: A CIDER TASTING (Tasting)**

Ballroom D

**James Kohn**, Wandering Aengus Ciderworks  
**Eleanor Leger**, Eden Ice Cider Company  
**Ben Watson**, Chelsea Green Publishing  
Moderator: **Jeffrey Roberts**, Cow Creek Creative Ventures

Not your ordinary tasting session, this one will wet your whistle with an outstanding selection of ciders, today's hottest drink. Join this fun and engaging panel as they walk you through the history, styles, and methodology of making cider. Say goodbye to cheese (for this session only, of course) and hello to the fascinating world of cider.

*Ticket required; space is limited.*

**WHY OPEN BOOK MANAGEMENT WORKS (General Interest)**

Rooms 555-556

**Ari Weinzwieg**, Zingerman's

Open book management is the way more and more progressive organizations around the world are choosing to run their businesses. "Open book" is a system through which we involve everyone in running the business, where everyone takes full responsibility for the success of the organization, financially and otherwise. While it's a significant change in the way we do our daily management work, the positive impact open book has is enormous. This session will provide an overview of how open book works. Then, hear stories from some ACS stalwarts about how they've applied open book in their businesses and how it's helped them to take their businesses to the next level.

*Ari Weinzwieg's participation is made possible by ZingTrain.*

**CHECKING OUT THE COMPETITION (Cheesemaker)**

Room 552

**John Greeley**, Gourmet Foods International  
**Marieke Penterman**, Holland's Family Cheese  
Moderator: **Louella Hill**, San Francisco Milk Maid

Why do cheesemakers enter award competitions and what happens when they win? Learn about some of the different international and national cheese competitions, how they differ, what they require, and why cheesemakers might consider entering. You'll also hear from a past national winner about how winning a major award impacted the cheese, the cheesemaker, and the dairy as a whole.

**CHEESE 201 (Retailer/Distributor)**

Room 551

**Zoe Brickley**, Cellars at Jasper Hill

This lecture is for mongers, or other non-making cheese professionals, who want to acquire a better grasp of the issues that cheesemakers, herdsman, and affineurs deal with in their daily work. With colorful visual aids to illuminate the complexity of cheesemaking and aging, it hits upon that tricky middle ground many find lacking in cheese education. While more interesting and specific than common 'Cheese 101' material, this session does not focus on technical information intended for technicians.

**DEEP DIVE: A CONVERSATION ON FOOD SAFETY FOR CHEESEMAKERS  
(Retailers/Distributors)**

Ballroom C

12:15 pm – 3:15 pm

**Dennis D'Amico, Ph.D.**, University of Connecticut

**Cathy Gaffney**, Wegmans Food Markets

**Ranee May**, Ranee May Consulting, LLC

**Cathy Strange**, Whole Foods Market

Thanks to the introduction of the Food Safety Modernization Act of 2010, food safety is now grounded squarely where it should be for everyone in the food industry: that is, top of mind. Today, we are joined by two of the three leading specialty food retailers that comprise the newly established Retailer Consortium. This group is now requiring more from producers to ensure they are meeting, and often exceeding, the high food safety standards their customers have come to expect. Join this authoritative panel for a Deep Dive into what the Retail Consortium is, what will be expected as part of their "Level 1" third party audit requirements, and why this protocol is soon to be an industry standard. You'll also walk away from this information-intensive session with an understanding of the new ACS Best Practices Guide for Cheesemakers, as well as tangible approaches to help you tie everything together for your own business.

*Advance registration is required.*

**CONCURRENT SESSIONS**

2:15 pm – 3:45 pm

**DELICIOUS MOLDS & MUSHROOMS (Tasting)**

Ballroom B

**Veronica Pedraza**, Meadowood Farms

**Benjamin Wolfe, Ph.D.**, Tufts University

Moderator: **Erin Tevlin**

What is fungus? What are the differences between yeasts, molds, and mushrooms? Join our fungus gurus for a tour through the microbial world of cheese and mushrooms, as they help you discover a whole new world of fungal treats. Learn about the most important "good" food fungi and how food producers manipulate, manage, and grow fungi on food. This expert panel will walk you through these fungal delights as you sample tasty bites that demonstrate the many ways these foods can work harmoniously together.

*Ticket required; space is limited.*

### **IMPROVE YOUR DIGITAL IMAGE: UPGRADE YOUR IPHONE PHOTOS AND BUILD YOUR SOCIAL MEDIA PRESENCE (General Interest)**

Rooms 555-556

**Christine Hyatt**, Cheese Chick Productions  
**Tenaya Darlington**, Madame Fromage

A March 2014 study revealed that 87% of the most shared posts on Facebook were photo posts. Great images matter when you're trying to connect with your audience and make a memorable impression. Knowing how to capture better images on your digital device is a skill that can easily be improved using simple techniques from the world of food photography. This program offers "Top Tips" for styling, working with light and angles, shooting, and sharing better images of your cheese. The image-rich lecture covers content-planning strategies, effective framing techniques for various social media platforms, simple props, and tools that can improve the shot, including free and inexpensive apps that creatively add text and design elements that increase engagement with viewers and make sharing a breeze.

### **ECONOMICS OF ARTISAN CHEESEMAKING (Cheesemaker)**

Room 552

**Catherine Durham, Ph.D.**, Oregon State University  
**Lisbeth Goddik, Ph.D.**, Oregon State University

The greatest threat to the American artisan cheese movement is not increased regulation; it's the high costs associated with artisan cheesemaking. For the artisan cheese movement to be successful, it is essential that entrepreneurs embrace sound economic principles as they set up viable businesses. Over the past decade, researchers at Oregon State University have worked with artisan cheesemakers to develop an economic model. Learn why thoughtful decisions prior to starting up regarding creamery location, milk type, cheese types and prices, sales outlets, facility size, and other parameters will make the difference in an artisan cheese company's success.

### **TRAIN THE TRAINER: TRAINING MONGERS IN HOW TO WRAP (Retailer/Distributor)**

Room 551

**Robert Aguilera**, Fromagex  
**Mark Goldman**, Formaticum  
**Laurent Mons**, Academie Opus Caseus  
Moderator: **Molly Browne**, Cellars at Jasper Hill

It's not as simple as it sounds. There's an art to teaching and to wrapping. As a trainer, it's important to understand the different techniques, wrapping materials, and methods available for teaching a new monger how to wrap. Join this lively and expert panel for a hands-on session as they teach you how to train future mongers for success.