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1 st Quarter 1995

# The American Cheese Society

N E W S L E T T E R

## American Cheese Society Board Members

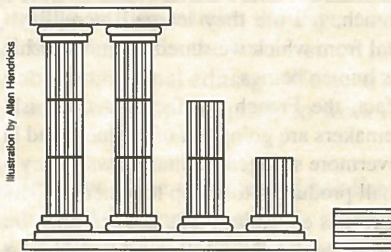
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## TRADITION SURVIVES....AND THRIVES!

by: Lynn Martin



Surviving in the cheese business is not an easy task. For those who make cheese in a smaller, more traditional manner, the challenges can be even tougher. One group of traditional cheesemakers who have met the challenge are the residents of the Greek village of Metsovo. In her presentation at the 1994 ACS Conference in Rohnert Park, California, Elena Averoff discussed how she and fellow residents have not only continued their traditional shepherding way of life, but prospered in it. With the help of the Tosita Foundation ( set up by her husband, her husband's uncle and another Metsovite ) the residents have focused their energies on making their traditional way of life a vehicle for prosperity by following three basic principles:

- 1) a belief that traditional cheesemaking can create jobs
- 2) the making of cheese can help insure their quality of life
- 3) intensive marketing of cheese ( and other traditional items ) and insistence on high standards of quality can secure them a place in the European and world markets.

Dating back to the second century B.C., Metsovo has always been a community centered around sheep and shepherding. Having survived many invasions, wars, and finally civil war, much of the region was so destitute by the early twentieth century that the only hope for survival for many people was to leave their villages for the prospect of working in the city. But the founding members of the Tosita Foundation made a commitment to stay not only in their village, but to continue their lives in a traditional manner.

To the Greeks, cheesemaking is very serious business and since the making of sheep milk cheeses was a long-standing tradition in the region, the first project the foundation instituted was the support of the local shepherds and sheep owners. The means to improve and increase their herds was made available and the foundation also bought their meat at the highest possible prices. Two model stables were built ( one near the cheese factory in the village and the other in the pasture land ) and serious cheesemaking was started in the lower floor of the Averoff house. Also, the foundation sponsored the education of several of its young residents as cheesemakers in Italy so that they could learn the best techniques available.

continued on page ....6



## CALENDAR OF UPCOMING EVENTS

by: Dick Groves

(Editor's Note: ACS members are encouraged to let us know about additional upcoming events of interest. Please contact Dick Groves at The Cheese Reporter, 608-246-8430, if you have an event you'd like to see added to this list.)

**January 20-22, 1995:** National Food Distributors Association, Mid-Winter Table-Top Show, Orlando, FL. For more information, contact the NFDA headquarters at 401 N. Michigan Ave., Chicago, IL 60611; phone (312) 644-6610.

**January 31, 1994:** 1995 Midwest Specialty Food and Gift Show, Milwaukee, WI. For more information, contact the Wisconsin Cheese and Specialty Food Merchants Association at (608) 255-0373.

**February 5-7, 1995:** 20th Winter International Fancy Food and Confection Show, San Diego, CA. For more information, contact the National Association for the Specialty Food Trade, at (212) 921-1690.

**February 13-14, 1995:** Cheese Symposium UC Davis. For more information contact M. Rosenberg, at UC Davis.

**February 21-23, 1995:** 8th Biennial United States Championship Cheese Contest, Green Bay, WI. For more information, contact the Contest sponsor, the Wisconsin Cheese Makers Association, at (608) 255-2027.

**February 26 - March 2, 1995:** Second Salan du Fromage in Port de Versailles, France. For information contact the ACS Office.

**March 6-9, 1995:** 10th annual Washington State University Cheesemaking Short Course, Pullman, WA. For more information on the short course program, call Marc Bates, at (509) 335-7516.

**March 21-24, 1995:** Fifth annual Cal Poly/UCD Cheese Short Course, San Luis Obispo, CA. For registration information, contact Leslie Cooper, at (805) 756-6101.

**March 22-23, 1995:** Wisconsin Cheese Industry Conference sponsored by the Wisconsin Cheesemakers Association and UW Center for Dairy Research, Embassy Suites Hotel, Greenbay WI. Attendance open to all interested. For information contact the WCMA at (800) 999-2454.

**May 8, 1995:** Tasting For Cheese Lovers presented by Joan Synder at NYU 6:00 PM 35 W. 4th St. 10th floor, Rm. 1080 NY, NY. For registration and brochure call Marjorie Possick (212) 998-5588.

**June 18-20, 1995:** International Dairy-Deli-Bakery Association, annual seminar and exposition, San Jose, CA. For exhibiting and registration information, contact the IDDA, at (608) 238-7908.

**July 9-12:** 41st Annual International Fancy Food and Confection Show, New York, NY. For more information, contact the National Association for the Specialty Food Trade, at (212) 921-1690.

**July 22-24, 1995:** National Food Distributors Association, 68th annual convention and trade show, New Orleans, LA. For more information, contact the NFDA, at (312) 644-6610.

**August 2-5, 1995:** American Cheese Society, Annual Conference and Cheese Judging, Greenbay, Wisconsin.

Watch for more information regarding Conference on Aging of Cheeses to be held in France in 1996.

Mark your calendars for the 1st International Conference on Farmstead & Specialty cheeses sponsored by the ACS to be held either the last week of May or the first week of June 1996, in Metsovo, Greece.

## Letter from the President The Uses of Adversity

A wise person once said, "You should use the present to REPAIR the past and PREPARE for the future."

The American Dairy Goat Products Association Conference in Madison was an exciting event highlighted by the induction of a number of our members into the *Guilde des Fromagers*, and the "upgrading" of Judy Shad to the level of "Prudhomme". It was wonderful seeing many of our members attending and speaking and essential for us to have the opportunity to meet and plan for the next conferences.

Since so many of the members of both organizations come to both of the conferences, we are looking into whether we can work more closely in the future, to the advantage of both organizations.

At the ACS conference I mentioned that the real challenges facing us today are not family values but community values. Even our little Cheese Society is irascible and balkanized to a surprising degree. Cheese lovers don't even rate a zero on a scale of one to ten with the ten representing the real evil in this world. I have never met a Cheese lover that I didn't like.

Is the small size of the pie we're all trying to slice the problem? While we amuse ourselves quibbling over the crumbs, what keeps us together in spite of our differences is our efforts towards "growing" the pie.

We live in a democratic country: rugged individualist teaming up to work in our common interest. We have tiny farmstead cheesemakers, start-up goat, cow, and sheep cheesemakers, farmers, brokers, medium-sized manufacturers, large retailers and small specialty retailers, government workers and educators all as members working towards our common goals of improving the quality of cheese in America and educating ourselves and the consumer.

While at the Goat Conference I overheard someone saying, "What do we need to go hear the French for, they're our competitors."

Well the French who came to the conference aren't our competitors, they're small producers and affineurs like ourselves whose cheeses rarely make it to our country. Those "turncoats" who listened to the French, tell me they learned incredibly helpful techniques with practical applications. The big pedestal from which we stared up and worshiped or cursed the French was torn down, leaving us face to face as human beings.

In fact, the French are facing a diminishing market where small quality oriented and traditional cheesemakers are going out of business and larger and larger facilities are being built, in part to comply with evermore stringent sanitary laws. They too suffer a lack of concern from their milk suppliers, forcing small producers to group together and struggle to find common ground for survival. *Deja Vu!*

Our role is education. We need to open our hearts and our minds to all those willing to learn and to further our goals. Some of us detest technology but most of us need it to survive. What we need is to tame technology for those who need it, and to fight like banshees to preserve farmstead traditions, as our friends in Metsovo have done.

Reserve a place on your calendars for either the last week of May or first week of June 1996. We will be sponsoring an international conference on Farmstead and Specialty Cheese in Metsovo, Greece. We are working to keep the price affordable for all our members, under 2000 inclusive, and I am sure that everyone who saw the presentation on Metsovo by Elena Averhof will plan to be there. The *Guilde des Fromageres* are offering their aid and support. The English will also come. In the world marketplace, all people who wish to save the small, the artistic, the essential must maintain a dialogue.

The American Cheese Society is a Phoenix rising from the ashes. From a table at the Bon Appetit Wine Tasting in New York, to the overtures of friendship and support from the French *Guilde des Fromageres*, to intensive planning for the 1995 conference, clearly defined job descriptions, a more democratic way to elect officers and a service track to becoming a member of the board, we've been busy. Thank you Jonathan White and Lynne Edelson, and others for their work in coordinating the Bon Appetit Tasting. Also a thanks again to Coach Farms, Whole Foods, and all others.....for their contributions to the debt reductions. We are guilty of an oversight in not thanking them at the conference. A special thanks to the generosity of the other people we owed money to especially Anna Herman.

In a year marked by distress, rumor, and hard financial realities, through your continued support and some careful planning, we are on the rise, our heads "bloodied but unbowed". Realistic goals are once again within our grasp. I leave it to "Willy the Shake" to sum it up: "For sweet are the uses of Adversity, which though ugly like a Toad, wears yet a jewel in its head!"

Daniel Strongin, Andronico's

### A message from Rhada Stern, ACS Treasurer

Good News! Good News! Good News!

We have managed to reduce our financial obligations from the past and are on a current basis. How? Through a combination of contributions, receipts from our 1994 California Conference and membership dues. Yay team! Now, the future looks brighter.



## GETTING YOUR CHEESE TO FAR AWAY MARKETS

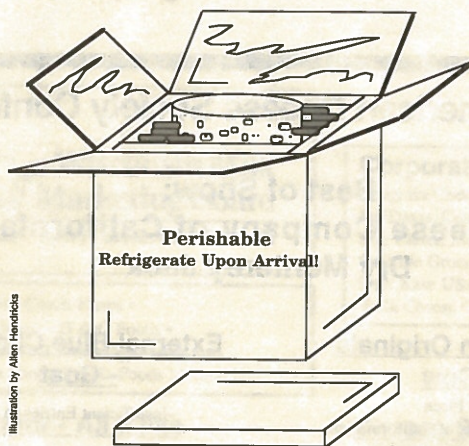
by: Bill McKenna

Getting products to faraway markets can be a problem for the small producer. This article will cover three of the most critical aspects of this dilemma; packaging, shipping, distribution.

Packaging is crucial, you want your product to reach its final destination in perfect condition. The boxes must fit the product; never buy boxes that do not fit just to save a few cents up front!! It will cost you in damaged product and unhappy customers in the long run. Make sure the product is tightly packed to prevent damage during shipping. If possible ship in smaller case units, you may be able to get six products into a market if you pack your products in cases of six, as opposed to twelve. Smaller case units work better for distributors also, as many distributors will not break cases. When packing in master cases or larger shipping boxes make sure that they are also packed tightly, again to avoid damage in shipping. When using chill packs, wrap them in zip lock bags to prevent condensation from leaking onto boxes that will cause damage.

Selling direct versus choosing distributors is a big question for many small producers. There are pros and cons on both sides of this issue. You have better control of your products, as a small producer shipping directly to retailers and foodservice kitchens. The added personal contact by the cheesemaker sometimes goes a long way in resolving quality control issues. Some of the advantages of working through distributors are as follows:

- Distributors can usually get the product to the end user with less freight cost.
- Instead of shipping many orders to a given area, you can ship to one or two central distribution areas.
- This also applies to receivables, which can be very time consuming and costly. You run a much higher chance of not getting paid by an end user as opposed to a distributor.



- Having a distributor handle your products, gives you more time to work on the product development, production and marketing.

Choosing the right distributor(s) is very important. The best source of information if you are unfamiliar with who distributes in faraway markets are the customers interested in your products. Ask them with which distributor would they feel most comfortable working. If the market is large you may want to consider an additional distributor. You should never place your product with too many distributors in any given area, your product will then be sold strictly on price and that will cut into everyone's margin.

Whether selling direct or working through distributors, shipping costs have an impact on how viable your products are for the end user. If you are shipping overnight it cost upwards of \$1.50 per pound, which will force up the retail price of your product.

It is worth the investment of your time to contact all the major shippers, in order to save your customers some money and make your product easier to sell. You can get contracts with reduced rates from most carriers. The information you will need to supply is your estimated annual shipping volume, and the destinations to which you will be shipping.

You may need to set up contracts with a few different carriers depending upon their distribution area. When interviewing airline carriers make sure that they have refrigeration at the point of shipping as well as at the destination. It is always best to call ahead and reserve space on the airlines, shipments sometimes get bumped off their scheduled flights. If you have reserved space your chances are greater that your shipment will be loaded onto the selected flight.

The ultimate goal of any cheesemaker is to get product to market in optimum condition, as quickly as possible, at the lowest possible cost. When these objectives are achieved everyone is happy, and the cheese sells.

### PAIRING WISCONSIN SPECIALTY CHEESE & CRAFT BEERS

by Susan Hughes

Food and beverage professionals from the Bay Area gathered for the grand finale to the 1994 American Cheese Society conference, "The Pleasure of Pairing Wisconsin Specialty Cheese & Craft Beers". "The Wisconsin Milk Marketing Board sponsored the event to honor The American Cheese Society and to increase awareness of the Society among food and beverage professionals in the Bay Area," according to Regi Hise, Director of Education and Training for WMMB.

Hise teamed up with Lucy Saunders, Food and Beverage Consultant and Writer for BEER: the magazine, to present guided tasting of nine pairings of Wisconsin specialty cheeses and craft beers. Participants learned about the resurgence of specialty cheesemaking and craft brewing. They discovered the natural affinity of cheese and beer, which share many characteristics. They also developed cheese and beer tasting techniques and vocabulary. The session ended with a tasting of Wisconsin's interpretation of Welsh rarebit, prepared with eight-year-old Wisconsin Cheddar paired with four American-brewed ales.

The pairings included: Wisconsin Mascarpone and French Jade Country ale; Wisconsin Brie and Belgium Lindemans Kriek; Wisconsin Provolone and Italian Moretti; Surface ripened Wisconsin Brick and Belgium Saison Dupont; Wisconsin Gruyere and Texas Celis White; Wisconsin Feta and California Blueberry Ale; and Wisconsin Italian Style Gorgonzola and California Sierra Nevada Porter.





# 1994 ACS CONFERENCE WAS GREAT....AND SO WERE THE CHEESES!

Thanks to all who attended and especially those who submitted cheese for judging.  
Below are some results from this wonderful event.



## Judging Results 11th Annual American Cheese Society Conference and Cheese Judging

### Fresh Unripened Cheese - Cow

1st Place  
Mozzarella Company  
Mozzarella

2nd Place  
Calabro Cheese Corp  
Queso Blanco

3rd Place  
Marin French Cheese Co.  
Breakfast

### Fresh Unripened Cheese - Goat

1st Place  
Mozzarella Company  
Goat Mozzarella

2nd Place  
Corralitos Cheese Co, inc.  
Fromage Blanc Ripened

3rd Place  
Sea Star Goat Cheese  
Fromage Blanc

### Fresh Unripened Cheese - Sheep

--Insufficient Entries to Award

### Soft Ripened Cheese - All Milks

1st Place  
Coach Dairy Goat Farm  
Coach Farm Aged Wheel

2nd Place  
Egg Dairy Farm  
Muscoot

3rd Place  
Old Europe Cheese, Inc.  
Brie

### American Originals - Cow

1st Place  
Vella Cheese Co. of California Inc.  
Dry Monterey Jack

2nd Place  
Roth Kase USA Ltd.  
Homestead

3rd Place  
California Gold Dairy Products  
Colby

### **Best of Show: Vella Cheese Company of California, Inc. Dry Monterey Jack**

### American Originals - Cow

1st Place  
Vella Cheese Co. of California Inc.  
Dry Monterey Jack

2nd Place  
Roth Kase USA Ltd.  
Homestead

3rd Place  
California Gold Dairy Products  
Colby

### American Originals - Goat

1st Place  
Alpine Chevre/Yerba Santa Goat Dairy  
Shepherds Cheese

2nd Place  
Corralitos Cheese Co, Inc.  
American Original

### American Made International Styles - All Milks

1st Place  
Old Europe Cheese, Inc.  
Manchego

2nd Place  
Mozzarella Company  
Caciotta

3rd Place  
Helvetia Swiss Cheese  
Mountain Swiss

### Cheddar's - Cow

1st Place  
Grafton Village Cheese Co.  
Classic Reserve

2nd Place  
Washington State University Creamery  
Cougar Gold

3rd Place  
Dan Carter Inc.  
Black Diamond Canadian Cheddar

### Cheddar's - Goat

- Insufficient Entries to Award

### Blue Veined Cheeses - All milks

1st Place  
Dietrich's Dairy  
Dietrich's Pur Chevre Bleu

### External Blue Cheeses - Goat

-Insufficient Entries to Award

### Pasta Filata Cheeses - Cow

1st Place  
Auricchio Cheese, Inc.  
Fresh Mozzarella

2nd Place  
Calabro Cheese Corp  
Whole Milk Mozzarella

3rd Place  
California Gold Dairy Products  
Provolone

### Feta - Cow

1st Place  
Klondike Cheese Company  
Feta

2nd Place  
Bresse Bleu, Inc.  
Feta

### Feta - Goat

1st Place  
Corralitos Cheese Co, Inc.  
Feta

### Low Fat/Low Salt Cheeses -All Milks

1st Place  
Coach Dairy Goat Farm  
Coach Reduced Fat Stick

2nd Place  
Egg Farm Dairy  
Cream Cheese

3rd Place  
Parker Dairy And Cheese  
Low Salt Gouda

### Spiced, Herbed and Flavored Cheeses - Cow

1st Place  
Mozzarella Company  
Queso Blanco Chilies

2nd Place  
California Gold Dairy Products  
Pepper Jack

### Smoked Cheeses - Goat

1st Place  
Westfield Farm Goat Dairy, Inc.  
Capri Hickory Smoked

2nd Place  
Goats' Leap Cheese  
Spiced, Herb Cheese

3rd Place  
Skyhill Napa Valley Farms, Inc.  
Chive & Garlic Chevre

### Smoked Cheeses - Cow

1st Place  
Roth Kase USA Ltd.  
Rofumo

2nd Place  
Shelburne Farms  
Smoked Cheddar

3rd Place  
Grafton Village Cheese Co.  
Smoked Cheddar

### Farmhouse Cheeses - Cow

1st Place  
Shelburne Farms  
Cheddar

2nd Place  
Helvetia Swiss Cheese  
Mountain Swiss

3rd Place  
Yellow Branch Farm  
Yellow Branch Pepper Cheese

### Farmhouse Cheeses - Goat/Sheep

1st Place  
Goats' Leap Cheese  
Goats' Leap Carmela

2nd Place  
Major Farm  
Vermont Shepherd

3rd Place  
Fantome Farm  
Chevre Moresco

### Fresh Goats' Milk Cheeses

1st Place  
Cypress Grove Chevre  
Herb Chevre

2nd Place Tie  
Westfield Farm Goat Dairy, Inc.  
Capri Log

2nd Place Tie  
Skyhill Napa Valley Farms, Inc.  
Plain Chevre

### Major Conference Sponsors



California  
Manufacturing  
Milk Advisory  
Board



Wisconsin Milk  
Marketing Board  
Dairy Farmers of Wisconsin

**Conference Sponsors:** Adrienne's Lavosh Hawaii • Coach Farms •  
Christie Brown & Co. • Columbus Distributing • Domestic Cheese • G & G Foods •  
Steven Wils Co. • Napa Valley Sausage • Rhone Poulenc Marshall Dairy Ingredients •  
Sonoma Cheese Factory • Tholstrup Cheese USA • The Pasta Shop • Whole Foods Market.

### Fresh Sheep's' Milk Cheeses

-Insufficient Entries to Award

### Cheeses Marinated In Oils - Goat

1st Place  
Bresse Bleu, Inc.  
Montrachet In Oil

2nd Place  
Fantome Farm  
Chevre Provencal

3rd Place  
Fromagerie Belle Chevre  
Chevre de Provence

### Cultured Products - Cow

1st Place  
Egg Farm Dairy  
Clabber

2nd Place  
Mozzarella Company  
Creme Fraiche

### Butter - All Milks

1st Place  
Egg Farm Dairy  
Chocolate Butter

2nd Place  
Hotel Bar Foods  
Plugra

### Cultured Products - Goat/Sheep

1st Place  
Hollow Road Farms  
Natural Yogurt

2nd Place  
Skyhill Napa Valley Farms, Inc.  
Plain Yogurt

3rd Place  
Skyhill Napa Valley Farms, Inc.  
Strawberry Yogurt

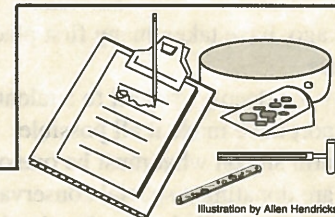


Illustration by Allen Hendricks

### Corporate Members:

Bongrain Cheese Usa  
Jed Davis, Cabot Creamery  
Dan Carter, Inc.  
Oakville Grocery Co.  
Roth Kase USA Ltd.  
Vella Cheese Co.

### People's Choice Awards

**1st Place**  
( 5 way tie for first place based on votes received and a two way tie for first after accounting for first place votes )

Major Farms - Shepherds  
Parker Farmhouse - Gouda

### **2nd Place**

Alpine - Shepherds  
Hubbardston - Blue  
Vella Dry - Jack

### **3rd Place**

Capriole Wabash - Cannonball  
Cougar - Gold  
Goat's Lea - Carmelo  
Grafton - Cheddar  
Helvetia - Swiss  
Peluso - Telerne  
Sky Hill - Goat  
Vella Oregon - Blue

### **Honorable Mention**

Shelburne - Smoked  
Fantome - Moresco  
Mozzarella Co.- Caciotta  
Mozzarella Co.- Mozzarella  
Mozzarella Co.- Goat Ricotta  
Coach Farms - Peppercorn  
Calabro - Ricotta  
Eggfarm - Butter  
Bresse - Bleu Feta  
Sea Stars - Strawberry and Cream  
Bresse Bleu - Montrachet  
Black Diamond - Cheddar  
Rene Picot - Mantoro  
Auricchio - Mascarpone  
Marin French - Schloss

## Judging Cheese

The exercise of judgment in a cheese competition requires of the judges the suspension of prejudice and bias and a focused energized critical responsibility. John Greeley and his associate Ricki Carroll Chairpersons of the American Cheese Society's Judging Committee have both been involved in the programming and implementation of our annual competition for quite a number of years.

Each ACS competition attracts larger numbers of entries from all parts of the country. These numbers testify to the growing respect from the peers and colleagues in the cheese arena regarding the organization and standards for evaluation developed through the years American Cheese Society Judging Committee Volunteers.

Despite rumors to the contrary, ACS regulations prohibit appointing judges who are ACS directors or cheesemakers. The selection of judges has been refined over the years. Each cheese category is assigned to a pair of judges, one concerned with technical, the other aesthetic, issues. Technical judges are drawn from academia, laboratory and other relevant pursuits, aesthetic judges can be chefs, writers, distributors, retailers or simply knowledgeable cheese lovers.

Criteria for choosing judges include the ability to recognize the levels of value involved in the evaluations, and willingness to share recommendations and measures for improvement to those entries which are not considered to be of the highest levels of excellence. Score sheets are signed by each of the judges and copies are sent to every entrant. Each year we receive comments and critique of the competition process and these are taken into consideration toward the next year. Don't hesitate to let us know what you think.

ACS will take into consideration the establishment of a "Hall of Fame" category for those award winners who have taken first places two or more times in our competition. Details will be forthcoming. John Greeley has graciously agreed to chair the Judging Committee one more year despite his increasing busyness with his Sheila Marie Imports and Russ Mc Call of Atlanta Foods International has volunteered to co-chair and to take over the chair in years to come. Additional volunteers are welcome.

by: Gerd Stern, Galilee/Infood



Dear Cheese Lovers:

We are proud to announce that the 12th Annual American Cheese Society Conference will take place on August 2nd through August 6th, 1995 in the city of Greenbay in the heart of beautiful Northeastern Wisconsin.

Further information will be published at a later date, but in the meantime, feel free to call Dominique Delugeau, Conference Chair at (414) 863-1153. If you have any suggestions for panels please send them to Dominique's attention at:

Auricchio Cheese, Inc.  
5810 Highway NN  
Denmark, WI 54208  
Fax: (414) 863-8791

### Conference Hotels

Embassy Suites  
Greenbay, WI 54301  
(800) 236-3330

Holiday Inn - City Centre  
Greenbay, WI 54301  
(414) 437-5900

Days Inn  
Greenbay, WI 54301  
(414) 435-4484

### Tradition! *continued from page 1*

So successful have these methods been that from an initial production of 500 kilos, the factory now processes 16,000 ( metric ) tons of milk per year and they produce not only sheep milk cheeses, but also several types of cheese using goat and cow milk. Now, these cheeses are marketed all over Europe.

With sheep also comes wool, which the foundation helps market as traditional clothing and weaving. In fact, the foundation started a shop which bought local weaving from the women, allowing them to earn wages and continue the tradition of beautiful and complicated weaving patterns which they have created for hundreds of years. Each piece has two elements: one for its usefulness and one for what the pattern symbolizes. The underside of the weaving symbolizes the "threads and knots of life", while the other side the symbol of understanding which is revealed upon death.

Along with the marketing of traditional weaving, embroidery is also an important tradition which has been practiced by the men of the village for hundreds of years. Intricate patterns are embroidered on clothing which are worn in many traditional ceremonies and festivals, and it is also bought by the foundation and sold in the European market.

November 8, 1994

### TO OUR CUSTOMERS AND MANY FRIENDS IN THE FOOD INDUSTRY ON THE OCCASION OF OUR 10TH ANNIVERSARY

In the ten years since we first established the Coach Dairy Goat Farm and started making our first cheeses, this project has grown beyond anything we intended or could have imagined at the time.

Our goats have been fruitful and have multiplied, and we now cultivate some seven hundred acres just to provide them with the feed and bedding they require.

Our hand ladled ("artisan") goat cheeses, a novelty ten years ago, have taken many first place awards and are today widely compared to those wonderful farmstead cheeses once found only in France.

It gives us great satisfaction to have reached this goal, and we are deeply grateful to a talented staff, lots of good goats, and our customers and friends in the food industry whose energy and support have made it all possible.

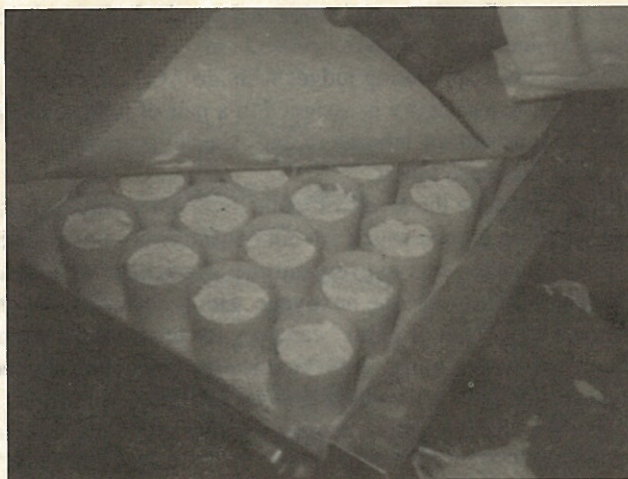
Just two hours from downtown New York City, the Coach Farm sits on what must be one of the most beautiful sites in all Columbia County. To mark the occasion of our Tenth Anniversary, we are donating a special conservation easement to Columbia County Land Conservancy which will insure that this beautiful property remains unspoiled, open farmland in perpetuity.

We realize, of course, that "perpetuity" is a long way off and that on such a scale, ten years is not very much. We are, nevertheless, delighted to have made it through the first ten years and are looking forward to the next ten.

With all good wishes, Miles and Lillian Cahn

**Hand Ladled Goat Cheese**  
**Coach Dairy Goat Farm.**

Photo courtesy of Zingerman's Service Network



### CONGRATULATIONS!

Fellow ACS member Dan Carter, of Dan Carter Inc., received the 1994 Honorary Recognition Award from the University of Wisconsin at Madison College of Agriculture and Life Sciences.

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## Welcome back to the newsletter!

It's been a long time coming, but it's finally here. The first edition of the American Cheese Society newsletter from our new newsletter committee. In establishing a newsletter committee at this year's conference, the Board of Directors recognized the fact that the newsletter brings in new members, encourages present members to renew their memberships, and has become a powerful tool in communicating information between our members and the various trade channels in the cheese industry.

I recently had the opportunity to be involved with some research that was being done by a prominent national research firm on perceptions of specialty cheese in retail, foodservice and distribution channels. I was impressed to see that the American Cheese Society newsletter was mentioned across the board by all channels as one of the favorite "Educational Publications". Although I was impressed to see this come up in primary research, I wasn't surprised, it just reinforced what we already know. Everyone loves our newsletter.

In reactivating the newsletter, the Board of Directors agreed to fund the initial issues and possibly seek advertising in the future issues to pay part of the publishing cost. Our only concern is that we don't want lack of advertising in any issue to get in the way of a consistent publication. The Board of Directors has agreed that the newsletter is so valuable as a tool for soliciting membership that it will be funded with or without advertising. I want to thank the Board for that decision and their commitment to keep the newsletter going.

There are a number of people we'd also like to thank. The companies who sponsored the annual conference helped make it a huge success it has in part sponsored this newsletter. I'd also like to thank all the people who contributed their time and expertise whether it was in submitting an article, or editing the articles that came in. It is important that I mention the work of our co-editors Dick Groves and Gerd Stern. In addition to writing articles they spent much time editing copy that came in from others. This will be valuable in the future since many people who might contribute articles don't feel comfortable doing final editing. We need articles! Send us your rough copy or drafts, it all helps. Our wordsmiths are ready to work miracles with your words.

I also want to thank Debbie Haws of DKH Marketing Services. She volunteered her time to coordinate all the functions of publishing this newsletter and it simply wouldn't have happened without all the work she put into it. Last but not least, we need to thank Ari and all the folks at Zingerman's who helped make the newsletter what it is and kept it going for the last several years and continued help now.. Everyone who worked on this newsletter now has a better idea of what it took to do that.

In closing, "We need your help!" If you have an article, we'd love to publish it. If you have thought of something you'd like to see included let us know what it is. If you like what you see let us know that too. Your support is always appreciated. "Welcome back to the newsletter."

Regi Hise, Managing Editor

Dear Fellow Cheese Lovers,

The American Cheese Society is putting together a source book for cheese lovers. As part of this project, we hope to reach consumers, buyers, retailers, distributors, suppliers, technicians, cheese-makers, and interested others. The purpose of this book is twofold. The first being an informational source book for people to be easily connected with the resources they need. The second, to raise funds for the American Cheese Society to help with the future of education and promotion for the work we all do so well.

I appreciate the fact that we are all busy at this time of year, but please take a few of those precious moments to fill out this \*questionnaire to enable us to continue moving forward on this project in a timely manner. Please mail or fax back a completed form within two weeks.

I would love to see photos of all of us included in this directory. Due to the printing costs of this project I need to ask that anyone wishing a photo to appear with their copy, please send a \$10.00 photo fee and a copy of the photo you wish to appear in the directory.

Please be aware that to be listed in this directory, you must be a current member of the A.C.S. We welcome members at all levels and encourage anyone to rejoin whose membership may have lapsed over the years to participate in this ambitious undertaking.

Thank you for your continued commitment to this wonderful world of cheese.

Sincerely, Ricki Carroll

\*You will find your questionnaire inserted into this edition of your American Cheese Society newsletter.

## EACH ONE FIND ONE

Everyone I speak to among the ACS Membership agrees that there are lots of persons who would like to belong to an organization which encourages and promotes the cause of specialty and farmhouse cheese-making in the United States. Whether such persons be professional dairy persons, retailers or simply cheese-lovers we need them to be due paying members of ACS. Their memberships will give our organization a critical mass of support. If each of you can find one new member, we will have achieved an important goal. We will be happy to send a copy of this newsletter to any prospective members. Please send us a list of prospects with the addresses and if you like a note to each one from you that we can enclose with the information. Growth is a natural process; help fertilize this process for the American Cheese Society.

Gerd Stern

## IN MEMORIAM

We join his many friends and associates in mourning the passing of one of our founders and charter members, Dr. Dick H.Kleyn, the Undergraduate Food Science Program Director of Rutgers University's Cook College. Dick died of leukemia on December 2, 1993.

With Dr. Frank Kosikowski, Dick arranged for the first meeting of the ACS in 1983 to be held on the Cornell University campus at Ithaca, NY. The following year he hosted the second meeting at Rutgers University. In 1985, along with Ricki Carroll and Bob, he helped define the judging standards and organize our first cheese competition (at Bird-in-Hand, PA), which has since grown into such an important event in the Society's agenda. Elected president of the Society in 1988, he again hosted the conference in New Jersey in 1989. At the memorable meeting held in one of Rutgers University's cafeterias, Dick and Frank amiably agreed that the time had come for the Society to end its amateur status, thus launching the ACS into the trickier waters of professional management.

Dick was a member and officer of many professional dairy and food organizations and a Fellow of the Association of Official Analytical Chemists. At Rutgers, he coordinated a well-known annual ice cream manufacturing short course for some 30 years, creating fabulous flavors that became a standard for the industry. He taught four dairy science courses each year, planned departmental curriculum, eased transition of the Agricultural College into Cook College, and changed the department of dairy science into the department of food science.

The Dick H. Kleyn Undergraduate Scholarship in Food Science has been established at Rutgers and contributions in his memory are welcome.

Avice R. Wilson