

The American Cheese Society

N E W S L E T T E R

TRENDS IN MICROBREWING

by: Regi Hise

This past April, the Wisconsin Cheese Makers Association (WCMA) held their annual conference and exposition in LaCrosse, WI. As part of the educational programming WCMA asked Allan Dikty, of Applied Brewing Technologies, Inc. to present the history of brewing and microbrewing in Wisconsin, and touch on some of the parallels for cheesemaking in Wisconsin. Allan focused primarily on brewing in Wisconsin, but it was quite apparent that the information reviewed was relative to microbrewers and cheesemakers everywhere. What follows is a brief look at this history of brewing and microbrewing with transaction from an enophile.

HOW IT ALL STARTED.

In the mid to late 1800's, immigrants from many parts of Europe began settling in our nation's heartland. In many ways it reminded them of their homeland with lush pastures, perfect for farming and in many cases dairy farming. These settlers brought with them a taste for and the ability to produce cheese, and a cheesemaking industry began to take root. At about the same time a large population of German settlers continued another tradition, "brewing beer", and another

industry was born. At the turn of the century in Wisconsin, over 2,200 cheese factories and 200 breweries existed.

Wisconsin literally had a cheese factory or a brewery on every crossroad.

With regard to the cheese industry in Wisconsin, today there are less than 200 cheese factories operating in Wisconsin.

England after World War II was to cheese lovers. With fewer but much larger players in cheesemaking and brewing the face of both industries changed right in front of our eyes.

HOW IT ALL CHANGED.

Through history wine and cheese have been quintessential combinations, each making the other more enjoyable. For many cultures the same is true with beer. Cheese, beer and wine all result from some sort of culturing or fermentation and as foods have differing but specific cycles of maturation. Producing wine, beer or cheese requires a deft balance of art and science with traditions being equally important.

Most breweries in Wisconsin started as local family businesses. As they grew, they produced more products and began distributing on a regional scale. Mergers and acquisitions

took place with breweries as with any industry. Family businesses grew into regional companies; regional companies grew to be national corporations.

Please see **Microbreweries.....pg 14**

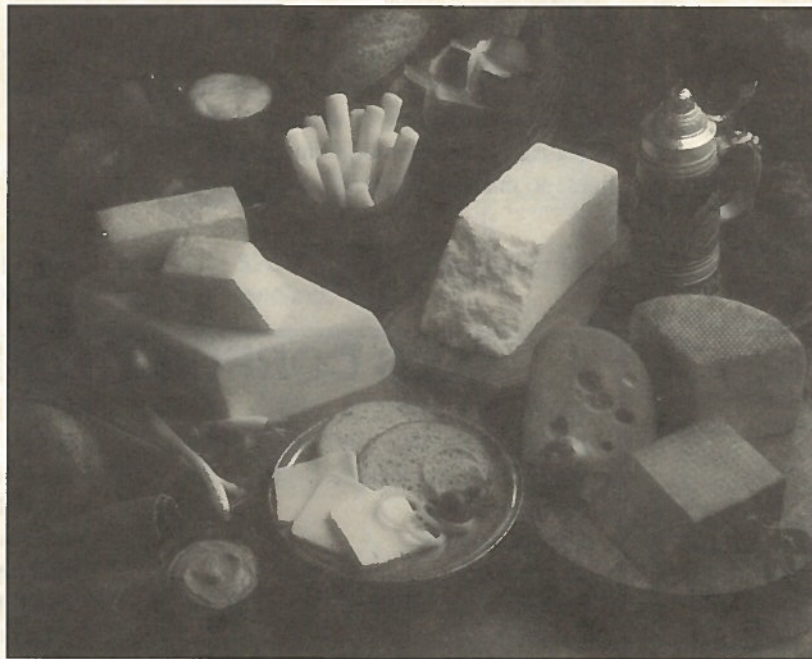


photo courtesy of Wisconsin Milk Marketing Board

With regard to the brewing industry in Wisconsin, of the original 200 breweries only 88 reopened after prohibition and by 1956 only 8 remained. This was almost as decimating to beer lovers as the loss of the farmstead cheesemaking industry in

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(If any of the above information is incorrect or has changed, please contact Maurine at the ACS office.)

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LETTER FROM THE PRESIDENT



Dear Friends.

I am writing my last letter as president. Unlike the former President of the US I am not waving my hands with the victory

signs and talking to the portraits in my house. I only hope that you will be as supportive and kind to Stacy in her new term as you have been to me.

It has been a long term of service during which we have accomplished a great deal to be proud of. I won't waste time patting myself and my fabulous executive committee of Radha Stern, Ricki Carrol, and Stacy Kinsley-Knowlton. Instead I want to take a moment to paint my vision for the future of the ACS.

Most importantly we must never lose our focus on education and cheesemakers. Everyone has a different set of priorities depending on their profession, but we all bend on our larger task of "improving the quality, and knowledge of fine cheesemaking in America."

Second in importance is that we continue fiscal responsibility. We have managed three great conferences, and a small conference in Greece, all either without impacting the ACS funds or in most cases increasing them. We must all treat every dollar as if it were a treasure, and spend carefully but lovingly. I will also be lobbying for the creation of an investment fund, no matter how small so we can

eventually endow many parts of our functions the way the Fancy Food folks did.

Third in importance is the future. As we grow we must be diligent to avoid the kind of "stone-i-fication" that sets in as groups grow and become known and politics settles in. We must continue to think small and not forget our constituency. In order to do this I will continue to be involved, supporting ideas like Cheesemaker exchanges, where the ACS raises and pays the airfare for one of our small cheesemakers at a time to go to a small cheesemaker in Europe or elsewhere, and where the next year their cheese society sends them to visit us.

My last point is a bit of advise for any of you as foolish as me who choose to leave the back of the room breaking with the rest of the wise crackers and serve: don't have brain surgery, don't change careers at the same time, and don't plan a conference in Greece. Not because I regret these things but because you might succeed, discovering how much fun it is to be president of the ACS, and ruin the aura of sacrifice and the legend of my performance as president by showing how easy it is with such great people to serve. After all, in a country where superficiality has been made into a science, a person's image is everything.

Thank you for electing me, and have a wonderful year and a wonderful conference.

Daniel Strongin

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MEET THE MEMBERS - RETAILERS

by: Lynne D. Edelson

Overlooked and overshadowed by the cheesemakers and the award winning cheeses they produce, the retailer members of the American Cheese Society have a dynamic and exciting position in our organization. They have direct access to the public, and have a great deal of influence on whether a particular cheese has the exposure to become successful. Each store has its own priorities that vary from one region of the country to the next, as well as financial considerations that range from price points to the costs of shipping. Although many cheesemakers sell some of their cheeses at their premises, most rely on a network of retail establishments and distributors to generate the sales needed to create a profitable business.



Murray's Cheese Shop has been a landmark in New York's Greenwich Village since the 1940's. In 1991, Rob Kaufelt took it over and made it into one of the country's premiere cheese stores. Most of his ACS and affine cheeses are displayed on top of their long cheese case at eye level. At any given time Murray's Cheese Shop has about fifteen ACS cheesemakers represented: Coach Farm, Vestfield Farm, Brier Run, Grafton, Crowley, Vella, Peluso's Teleme, Egg Farm Dairy, Chicory Farms, Maytag, and Capriole among others. Rob prefers to buy direct from the cheesemakers "It keeps us in touch." "For Great American Cheese Week we got all the best cheeses, in the same place at one time. Nobody's seen one that before." Johnathan White from Egg Farm Dairy did a cheese and butter making demo on a Saturday in front of the store on Bleeker Street.



John Taylor had a great idea a year ago to open a shop in Madison, Wisconsin that made fresh pasta in public view, and carried American specialty cheeses along with the best imported cheeses from around the world. He named it to Atlas Pasta and opened its doors for business last Christmas. Looking in the front window you can see the pasta maker hard at work and along the right wall there are the highest quality domestic and imported

olive oils, vinegars, dried pastas, and related condiments. The other side of the shop has a long deli case filled with a variety of cheeses and deli. "I want to have the best of everything in my store." The Atlas associates sample everything they sell on request including the oils. "Tasting is the best way to sell the high quality products we offer." John said. In the rear of the store, Taylor has an executive chef preparing fresh take-out meals that utilize the cheeses, meats, and pastas he sells. He buys from Midwest distributors, receives direct from U.P.S. from the cheesemakers, and also orders from east coast distributors and importers.



Andrea London has been a member of the American Cheese Society for nine years which makes her one of the very first retailer members. She currently runs the cheese department at the Draeger's Super Markets in Menlo Park, CA. There is also a Draeger's in Los Altos and a new flagship store due to open in San Mateo shortly. London has 175-200 cheeses in her case at any given time with 20% of them being ACS specialties. Her best sellers are Grafton, Vella, Sea Stars, Bravo Farms, Peluso's Teleme, and Ital Cheese. "For Great American Cheese Week we had ads in all the weeklies. We had three cheesemakers come and do demos and had sampling everyday that didn't have full demos." When asked if there is anything cheesemakers could do to help promote their cheeses she suggested that sending an extra piece per box without the charge for sampling would be useful. "Every cheese that we had in our advertisement that week gave us promotional money for advertising and sampling allowances." She also remarked that nice labels do better in a self service case. Draeger's pricing policy gives the same mark-up for all of the cheeses sold. Andrea noted that price is not an issue at Draeger's as in the case of Bravo Farm Cheddar which sells for \$13.99 lb. She merchandises the ACS cheese next to their European counterparts placing Capriole's Wabash Cannonballs beside the affine French Chevres. Most of London's specialty cheeses come from distributors. Every



year she conducts a special cheese tasting three weeks after the American Cheese Society Conference Judging focusing on the top winners. As these tastings are her most successful, Andrea encourages cheesemakers to participate after this year's conference.

Fresh Fields was originally included in this segment, however at press time we learned that they had been purchased by Whole Foods Markets and decided to hold the interview in the event that changes are made.

EDITOR'S NOTE: Lynne interviewed Fresh Fields for this article as well. However, just before press time, we learned that Fresh Fields had been purchased by Whole Foods Markets. Accordingly, we did not feel it was appropriate to run the interview at this time.

PUBLISHER'S NOTE: Retail and Foodservice members; please send us information on promotions or features of ACS members' cheeses. Photos are also appreciated.

BON APPETIT SEVENTH ANNUAL WINE & SPIRITS FOCUS

Events scheduled:
Dallas - September 19, 1996

New York - September 30, 1996

Los Angeles - October 27, 1996

Chicago - November 15, 1996

ACS Cheesemakers interested in participating as part of the American Cheese Society Table should contact Lynne Edelson Fax (212) 243-0807 or write to 24 King St, Suite 4 New York, NY 10014. There is no charge for participation, cheesemakers must supply their cheese and pay the shipping cost.

MORE ON THE DOWN UNDER CHEESE SCENE

by Avice R. Wilson

It's not difficult to find interesting cheeses in Australia. I use the word interesting in order to cover not only cheeses made by the smaller specialist, but to include many of the types and varieties made carefully by large concerns, that taste good, and frequently are not the plastic wrapped wedges we mostly see in the USA. All super markets carry them, plus gourmet food stores invariably found in towns and city suburbs large enough to have a central shopping area or small mall.

21,000 tonnes of specialist cheese was produced in 1995 accounting for 10% of the total production. Australian mass-produced cheeses constitute roughly 85% of the cheese sales market. The remaining 15% is made up of the specialized cheeses, of which nearly one-fifth are imported from Europe and a small percentage, mainly blues and block cheese, from New Zealand. 8,000 million liters of milk per annum are used in specialist cheese production.

Among the largest cheese producers listed in the Buyers Guide published by the Australian Dairy Corporation are Kraft, King Island, Lactos, Mundella, Tasmanian Gourmet cheeses and Waring. They produce the usual mass-produced cheeses that are available in the USA - Cheddar, Swiss, Edam, Feta, Ricotta, etc. plus Blue Vein, Brie, and Camembert types. Waring & Mundella each make nearly twenty different cheese varieties, at least half of these being Italian. These varieties include names such as Bocconcini, Cacciotta, Fiore di Latte, Havarti, Mascarpone, Mungabareena, Pecorino, many Romanos and Parmesans. Cultured milk products are also featured.

King Island, Lactos and Tasmanian Gourmet were pioneers in producing high quality cheeses sold from the wheel rather than pre-packaged, and in the past ten years have done a tremendous amount to educate the Australian consumer to

what a good cheese is. Their Blues, Cheddars and White Mold cheeses are certainly some of the best among mass-produced Australian cheeses, and have much more flavor and a better texture than their USA equivalents. From limited inquiries, the indications are that there is a greater variety of cheese cultures available to the Australian industry than there is in the USA.

The overall quality of the specialist cheeses I tasted in Australia were not only interesting, they were a pleasure to the palette. Trying to track down reasons why, invariably the exceptionally-flavored cheeses were made from a controlled milk supply, often one herd, with the great care not only going into their making, but into their packaging and presentation. The Australian customer is getting into cheeses, seems willing to experiment, while the sales person, whether in the gourmet shop or supermarket is often knowledgeable and helpful.

Cheddar type cheeses usually made from cow milk were invariably a firm, even texture, sometimes with a rind, always tasty. Sold mild to "tangy" it is difficult to find a very sharp Cheddar, though one or two aged long enough really deserved praise. Obviously the cultures used included flavor-producing organisms, besides the usual lactic bacteria.

I tried as many as 15 brands of Blue Cheese, (Gorgonzola, Roquefort, and Blue-Mold types,) some made by the large producers, mainly cow milk, some specialist from sheep, cow and goat milks. I loved them all, there is a unique quality about the Australian Blue Cheeses. First they are sweeter than expected, very creamy, often quite moist, with a distinctive mold-acid taste. Several goat cheeses were blended, very smooth textures and delicate flavors, especially one using Roquefort mold. As was one ewe milk cheese that had a close

satin-like texture, the flavor of the cheese evenly balanced by the mold. The specialist Chevres and other fresh curd cheeses are too numerous to mention separately. They come in similar varieties to the USA, logs, rounds, ashed, wrapped, some with the addition of herbs, vegetables or spices. Gentle to definite flavors and even textures were memorable.

In a separate class were the Scraped Rind cheeses, weighing about 200 grams each. The scraping procedure I was told makes it easier to control the ripening period and extend shelf life. I tasted several, they can be somewhat smelly on the outside but pleasant and zesty once past the nose, the texture firm, due to loss of moisture during the ripening period.

"Rich, rare and runny" certainly described an award-winning Brie made in Australia from goat milk by a former chef and a former winemaker. Perfectly ripened, eating that cheese was bliss! The two cheesemakers are also producing Jersey milk Bries and cannot keep up with the demand. The secret - besides TLC from the newly-fledged cheesemakers, is culture again, in this case, the addition of *B. linens* to the rind. This makes the cheese sticky and difficult to handle, not popular with an unsympathetic retailer! Other cheeses of this type varied in flavor, so much depended on the way they had been ripened and handled, but perhaps three out of ten were somewhat memorable. When Australia is allowed to make raw milk Bries, they will compete well with the European cheeses.

At this stage in the development of Australian specialist cheeses, consumers are using European equivalent of their cheeses as a criterion for how their cheeses should taste. But the milk, pastures and making techniques are producing cheeses that taste fine, but like their wines have flavors that can be unique. Which makes the cheese scene there so exciting!

ACROSS THE RIVER AND THROUGH THE WOODS FROM LOUISVILLE

by: Gerd Stern

As some of you know I spent time working with the Canadian/American communications philosopher Marshall McLuhan who predicted our "Global Village" society. His phrase was prophetic but I believe even he would have been surprised at the speed of transition from culinary primitivism to sophistication in what once were provincial cities in our heartland's.

The urban area around Louisville, Kentucky is an exemplar of this movement. When Judy Schad of Capriole and Kenny Jackson, formerly of Corner Market, got together to host a "Farm Field Day" to benefit ACS, they invited me to attend and help taste out the members' cheeses. What was in store for me, was a sybaritic feast, presented by eight extraordinary chefs, all of the region.

A cloudy day took our setups inside, but by the time people started pouring in to the Capriole farm grounds in suburban Indiana, the sun shone and the consumption of comestibles, fine local beers and wines from afar, moved outside. The horseshoe of tables extended from the kitchen, where chef's were working in incredible harmony, finishing and dishing up their offerings. Our society benefited from this event to the melodious tune of around a thousand dollars. If some of you are interested in doing likewise, we feel sure Judy would share the details with you.

We were fortunate in having cheeses from Black Diamond, Capriole, Egg Farm Dairy, Major, Peluso and Vella. The chefs' contributions included Joe Castro's Bulgar & Cheese Croquettes, Kathleen Castro's Lemon-Lime Tart, Dean Corbett's Pizza with Baby Vegetables & Morels, Ed Garber's Vegetable Paella Croquettes, Angostino Gabriele's Pastries and Desserts and Anoosh Shariat's Quinoa Salad with Cilantro & Tahini and his Savory Cheese Tart with Pears & Country Ham. The last was, as often, not least and I scribbled the details on the spot for you.

ANOOSH SHARIAT'S SAVORY CHEESE TART WITH PEARS & COUNTRY HAM

Take a sufficient quantity of short pastry dough to cover a baking dish or individual tart forms, folding a mixture of great pepper and herbs into the dough. Then hard press by hand a thick layer of fresh goat cheese into the dough. In his restaurant and at the farm Anoosh used Capriole's Fresh cheese and he spends quite a lot of time pushing the cheese into the dough, making sure that the layer is even throughout. Preheat your oven to 375 degrees and bake until the pinched dough borders turn golden brown. Depending on your oven that could be 15 or more minutes. The cheese layer tends to expand or even bubble during the bake. During Field Day Anoosh and

another chef each handled on large baking sheet and the two took different times and one turned out glistening smooth, the other drier with a more wavy texture.

During the baking, or earlier peel and slice thinly, enough ripe pears to cover the tarts. Then grill the pear slices in olive oil and thyme. Anoosh added some grilled baby fennel as an edible garnish. And he grilled sliced country ham to cover the pears telling me that smoked duck breast or quail could be substitute for the ham and if the ham was very salty it had to be presoaked. Place the pears on the cheese layer when it comes out of the oven and add the ham, duck or quail. Serve. At the restaurant the preparation is finished and individual tarts are placed under a flame to finish before serving.

ACS literature was made available. A farm and dairy tour was also featured and an amazing quantity of cheese consumed. What was surprising to me were the number of people already familiar with these cheeses, the number of people who were world travelers and the general sense of conviviality and high interest in the aspirations of farmstead and specialty cheesemaking. Thanks from all of us and all of you to Judy, Kenny and their many, many helpers.

FESTIVAL OF GOAT CHEESE & NORTH COAST WINE

Saturday, September 14, 1996

Carneros Valley, Sonoma, California. Mark your calendars for Saturday, September 14, 7 pm to 9:30 pm and join us for the sixth annual Festival of Goat Cheese & North Coast Wine, at Domaine Carneros in the heart of the Carneros Valley wine region. This evening's festivities will include wine and food tasting, live music, and culinary judging competition.

The art of goat cheese making represents some of the best of hand crafted

cheeses in America. Like good wine, most goat cheese is still made the old fashioned way - every batch is painstakingly stirred, molded, and aged. Each cheesemaker imparts a style and uniqueness to his or her cheese. The culinary industry have been the champions of this delicious food.

This year's Festival will feature fifteen Bay Area and North Coast chefs showcasing a signature dish made from goat cheese and paired with a North Coast wine. A professional judging competition will be conducted the evening of the public tasting. Judges will base their deci-

sions on how well the goat cheese has been applied to a dish and how well the dish is enhanced by the wine paired. Awards will be announced at the end of the evening.

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THE TRAGEDY WITHIN OUR MIDST

WORDS FOR CHRISTOPHER

Spoken by Radha at Christopher's memorial

May 11, 1996

This day we remember Christopher who enriched our lives with love and with beauty, with kindness and compassion, with stubborn willfulness, and with thoughtfulness and understanding.

May God and all our friends that are with Christopher, take care of his soul. In loving testimony to his life I pledge charity to help perpetuate ideas that were important to him. Through such deeds, and through prayer, love and memory his spirit will continue with us all. I am grateful for the sweetness of his life and what he did accomplish. May he rest in dignity and peace.

There is a time for everything
A time for all things under heaven:
A time to scatter and a time to gather,

Today we are gathered to share and grow our love, as we scatter our dear Christopher into the earth, sun and wind with all our blessings.

Amen.

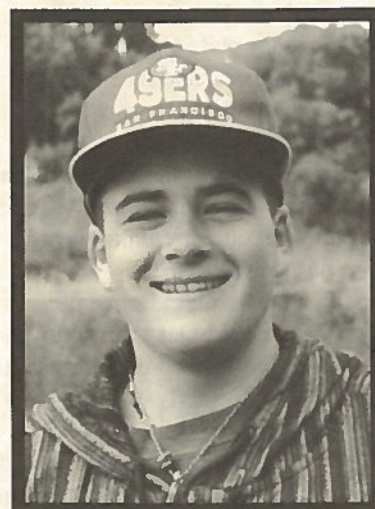
Christopher, I love you more than words can say.

Memorial Fund for Christopher Hotchkiss
Born May 15, 1974 Murdered March 21, 1996

Trauma Foundation
Andrew McGuire
San Francisco General Hospital
San Francisco, California 94110
Telephone (415) 821-8209
Facsimile (415) 282-2563
501 (c) 3 Tax ID 94-2708094

Mission of Trauma Foundation
Pacific Center for Violence Prevention
Californians for Responsible Gun Laws

Thank you!
Radha Stern (mother)
Christina Hotchkiss (sister)
911 Ventura Way
Mill Valley, California 94941
(415) 383-0711 Telephone
(415) 380-8532 Facsimile



Christopher Hotchkiss
Peace

On March 21, 1996, Radha Stern's son, Christopher Hotchkiss, was shot to death by his roommate in an apparent argument over routine housekeeping issues. Christopher met the roommate through a campus housing service at the trade school they both attended. The lease was in Christopher's name and he had been talking with friends previously about ways to resolve the issue. It seems Christopher had no idea the man kept a gun in the apartment. Christopher was shot 5 times including at least one shot in the back. The 34 year old man accused of the murder is claiming self defense.

Those of us who did not know Christopher still felt the tragedy. Our wishes and prayers are with the family, friends and fiancée of Christopher.

In addition to the Memorial Fund set up by Radha; Stacey Kinsley-Knowlton and Dan Carter Inc. have established a memorial fund in Christopher's name at:

The Center for the Prevention of
Handgun Violence. (202-289-7319)

Radha will no longer be continuing as treasurer for ACS. She will be sorely missed and her incredible efforts on behalf of ACS will be difficult to replace. Radha will be concentrating her efforts on working to avert future violence from happening to others.

Back to Basics



Its not too late to become a sponsor.
Contact Conference Co-Chairs
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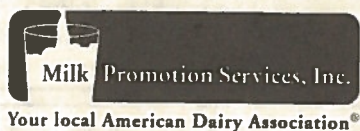
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**Wisconsin Milk
Marketing Board**
Dairy Farmers of Wisconsin

608-836-8820



AMERICAN CHEESE SOCIETY 13TH ANNUAL CONFERENCE SUMMARY OF EVENTS

This year's conference will take advantage of the world renowned facilities at the CIA to showcase America's greatest cheeses, which will culminate in the annual cheese competition.

The conference title "Back to Basics" refers to the original mission of the ACS and will be reflected in panel discussions and hands-on workshops about milk, butter, cheesemaking, cheese grading, retailing and tours of cheesemaking facilities. The conference will be highlighted by a Chefs Challenge featuring CIA chefs creating original recipes that incorporate specialty cheeses and the Festival of Cheeses, a tasting reception featuring members finest products.

For registration information and fees, contact ACS office.

Friday, August 2:

Properties of Milk:

Tastings of several different types of un-homogenized and homogenized whole milk, organic, goats' and sheep.

Milk Policies:

Federal price policy discussion, including an update on the 1996 Farm bill and an update on the rBGH/BST issue.

Milk Practices:

Life on a Northeast dairy farm from the perspective of dairy farmers focusing on organic, traditional, goat and sheep dairy farming.

Butter Business:

Panel discussion addressing sales and patterns of butter.

Cultured Dairy Products:

Panel discussion/review of popular cultured products including yogurt, Hispanic cheeses, creme fraiche, fromage blanc and quark.

ACS Judging Workshop:

Explanation of ACS' unique judging techniques.

Cheese Retailers Workshop:

Gourmet retailers discuss common problems from packaging to producer's role in selling at retail.

Cheese Follies: Lighthearted spoofs of conference's own panels.

Reception/Dinner: At CIA's St. Andrew's Cafe

Saturday, August 3:

Cheesemaking 101:

Instruction and demonstration on the correct methods for making magic with milk.

The Status of Raw milk Cheese in America:

Importers' Panel:

Comparison of Old World/New world cheeses.

ADGPA Panel:

Goats in the 90's

History of the Restaurant Cheese Course:

Varied approaches to hot dining trend. How it started - where it's going.

Parallel Histories of Cheesemaking:

New York and Great Britain's Cheesemaking.

The Three Great Fermented Foods of all Time:

Bread, wine and cheese-why they work so well, including chef's who have made American specialty cheeses a standard food in their kitchens.

Annual Festival of Cheeses:

A palate's tour of America's greatest cheesemakers' products.

Sunday, August 4:

Hudson Valley Cheesemakers' Tour:

A day's tour of 3 local farms, Egg Farm Dairy, Breezy Hill's Orchard, Coach Dairy Goat Farm.

Culinary Institute of America

A CHEESE EXTRAVAGANZA

Come experience the most creative and flavorful cheese appetizers from the best Chefs at CIA! The evening will start with a walk-around reception of cheese appetizers made from the American Cheese Society member cheeses. Perfectly paired libations will also be available. After the reception the culinary extravaganza will continue in the American Bounty Restaurant. The menu will include indigenous foods from across the USA...Don't miss this spectacular culinary eating experience!

DATE: August 1st, 1996

TIME: 7:00 p.m.

PLACE: Culinary Institute of America

AMOUNT: \$60.00

CHEESEMAKING 101 AT THE ACS CONFERENCE

9:00 A.M. AUGUST 3, 1996

Cheesemaking 101 will be a departure from previous years' workshops.

Benoit Maillol, Cheesemaker at Hollow Road Farms in New York will demonstrate milk's magic using the double jacketed boilers at the CIA kitchens.

Benoit and I looked over the facilities in April together. **WARNING:** Benoit's enthusiasm for cheesemaking, his French accent, combined with his rapid fire conversation and sheer physical and mental energy can be exhausting for any audience!

Participants will be with Benoit for an hour and a half (1 1/2) during the demonstrations the discussion will include full explanations of each step; a conversation about the renneted curd versus lactic curd; explanations about pasteurization and cultures.

Over thirty five minute period the "101" class will witness the milk changing into curd. Followed by a discussion about fresh cheeses.

Particularly interesting will be the opportunity to witness cheese being made from both goat and sheep milks! The finished curd will be formed into Crottins and Faisseles.

Class concludes with a cheese tasting. The kitchens will comfortably accommodate thirty to forty participants so register early.

John Greeley
Conference Co-Chair

CONFERENCE TOURS

Egg Farm Dairy
Setting the Dairy Industry Back
100 Years
2 John Walsh Boulevard
Peekskill, NY 10566
Plant: (914) 734-7343
Fax: (914) 734-9287
E-mail: info@creamery.com

Founded in 1993 by Cheesemaker Nathan White and Chef Charlie Palmer, with the stated goal of returning butter and cheese to the pantheon of great American Foods.

They make Cultured Butter, Clabbered Cream (their award winning American Creme Fraiche), and several wild-ripened cheeses, including Muscote, Amawalk, Cream, the Peekskill Pyramid, and a few cheese named Hudson.

They also ripen cheese produced elsewhere, including Vermont Cheddar, a meerkase called Hollis, and several goat and ewe's milk cheeses from Portugal and Uruguay.

From their humble beginnings as a buttermaker for the top New York City restaurant market, Egg Farm Dairy, now sells butter, Clabber and cheese to restaurants and retailers nationwide, through a network of distributors. They also sell to consumers nationwide through our 1-800-CREAMERY direct marketing service.

EFD is proud to employ developmentally challenged individuals, and has been honored by the New York State Department of Education for accommodating such individuals.

They operate a retail market at the Dairy, on Fridays, 2-5 pm and Saturdays, 10-2 pm. Besides our usual products, we also sell buttermilk rye bread, yoghurt, and other goodies.

Breezy Hill Orchard
Centre Road
Staatsburg, NY 12580
(914) 266- 5967

A change of pace a tour and some lunch from a cafe run by a Culinary Institute of America trained chef.

Peter & Elizabeth Ryan Zimmerman of Breezy Hill Orchard a small family run orchard and cider mill growing 30 varieties of apples including Baldwin, Winesap, Jonagold, Golden Russet, Northern Spy, Mutsu, Melrose, and King Lucious. They also grow pears, white peaches, blackberries, cherries, plums, and limited selection of organically grown herbs, edible flowers, and specialty vegetables. They are especially known for their fresh pressed juices, apple cider, pear cider, apple-raspberry juice, and a special holiday cider made from heirloom apple varieties. They also produce a full line of fruit preserves.

Coach Dairy Goat Farm
RR 1 Box 445
Pine Plains, NY 12567
(518) 398-5325

The Coach Dairy Goat Farm is today one of the country's largest and best-known producers of traditional goat cheeses. The farm sits on a beautiful hilly site in a small Hudson Valley village just 2 hours from downtown New York City. It produces its own hay, grain and straw requirements which are considerable as the herd has grown to over one thousand animals. A small, tiled creamery connects directly to the milking parlor.

Coach Farm hand-ladled 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 from which Coach Farm originally drew its inspiration.

IT'S NOT TOO LATE TO ENTER YOUR CHEESE IN THE ACS JUDGING!!!

**ALL QUALIFIED CHEESES
RECEIVED AT THE CIA BY JULY
31st, 1996 WILL BE JUDGED IN THIS
YEARS COMPETITION.**

* please make payment arrangements with the ACS office, and send completed registration form with cheese entry.

AMERICAN CHEESE SOCIETY'S 13TH ANNUAL JUDGING

The ACS Judging is the world's largest and most influential competition for the American-made specialty cheeses. This year's event is scheduled for Thursday, August 1, 1996 at the Culinary Institute of America in Hyde Park, New York. The American Cheese Society's goal is to give positive recognition to those cheeses which are of the highest quality in all aspects - flavor, aroma and texture, as well as technical excellence.

The cheeses must be made in North America from a North American Milk Source. Cheese must be entered as whole wheels, loaves, or blocks. Any cheeses under one pound of weight will require 4 rather than 1 sample. Cheeses will be separated within the category, according to milk source (i.e. cows' milk, goats' milk, or sheeps' milk, etc.) unless there are fewer than 3 entries in any given milk source.

Terrific advertising for winners, great panel of judges will decide the First, Second and Third Place winners in each of the 20 categories were there are at least 15 entries. Categories with less than 15 entries will have fewer awards. There will be a Best of Show winner selected from the First Place Category winners.

Entrance Fee's are as follows:

ACS. Members No fee for first entry
\$25 for each subsequent entry

Non-Members - \$75 for first entry
\$25 for each subsequent entry

All cheeses entered should be shipped overnight with blue ice to The Culinary Institute Of America, 433 Albany Post Rd., Hyde Park, NY 12538.

It is recommended that cheeses to be judged should be sent Monday, July for arrival no later than July 31, 1996 labeled for "Cheese Judging"

More information is available from the ACS telephone (415) 661-3844.



THE CULINARY INSTITUTE OF AMERICA

The institute is located on the east bank of the Hudson River three miles north of Poughkeepsie, NY, on Route 9. The campus is approximately 1 1/2 hrs from New York City and Albany, and 2 hrs. from Hartford, CT, and Scranton, PA. The institute is reached easily by plane from Stewart International Airport in Newburgh, NY (about 45 minutes from campus), train via Amtrak or North-Hetro Commuter Railroad, or by car. For more information, call CIA at 914-452-9600.

The campus features four award winning restaurants, staffed by students, open to the public. For reservations call 914-471-6608. (*Make your reservations early, they may be hard to get later.*) Group reservations, including special menu arrangements call 914-451-1544.

Private Functions may be accommodated space permitting. 914-451-1223.

St. Andrews Cafe - Contemporary a la carte menu which includes wood-fired pizza, grilled steaks, and vegetarian selections.

The Caterina de Medici Dining Room - Fixed price menus feature regional Italian specialties, and selections.

The Escoffier Restaurant - Modern interpretations of classic French cuisine are presented in an elegant setting which features individual table-side preparations.

The American Bounty Restaurant - Celebrates our nation's diverse cultural heritage with seasonal menus which emphasize regional ingredients and preparations.

Other Area Restaurants:

Another noteworthy restaurant in the area is the Beekman 1766 Tavern. Chef Larry Forgione is the proprietor and chef of the three star American Place Restaurant in New York City. The Beekman 1766 Tavern "An American Place Country Restaurant" has won several awards since Larry Forgione bought it in 1991. Authentic early American atmosphere and extraordinary cuisine showcasing the tremendous selection of high quality local ingredients. The restaurant is located on the Sepasco Trail and King's Highway (now State 308 and US Route 9). Open every day of the year. For reservations call 914-871-1766.

The American Cheese Society 13th Annual Conference August 1 - 4, 1996 The Culinary Institute of America Hyde Park, New York

The main hotel for the Conference is:

The Sheraton Hotel Poughkeepsie
40 Civic Center Plaza
Poughkeepsie, NY 12601
914-485 5300

Last Chance for \$55 rate July 10, 1996, after this date the rate will be \$89 per night!

A rate of \$55.00 per night has been reserved for ACS Members, call or use bounce back cards, must be received by July 10, 1996; for special rate.

Bed & Breakfast Setting:
(rates vary)

Beekman Arms
4 Mill Street (Route 9)
Rhinebeck, NY 12572
914-876-7077

Other hotels in the area:
(rates vary)

Econo Lodge
426 South Road
Poughkeepsie, NY 12602
800-424-4777
914-452-6600

Golden Manor Motel
Route 9
Hyde Park, NY 12538
914-229-2157

Marriott Courtyard
408 South Road
Poughkeepsie, NY 12602
800-321-2211
914-485-6336

Roosevelt Inn
Route 9
Hyde Park, NY 12538
914-229-2443

Super 8 Motel
528 Albany Post Road
Hyde Park, NY 12538
914-229-0088

CHEESEY SPOTS

For those conference attendees fortunate enough to have time to venture down the Hudson to the "Big Apple," here are a few oases featuring fine cheeses and gourmet deli items to soothe even the most savage beast:

Balducci's
424 E. 6th Street
Between 9th & 10th
(212) 673-2600

Dean & DeLuca
560 Broadway at Prince
(212) 226-6800

Fairway Fruits & Vegetables
2127 Broadway at 74th
(212) 595-1888

Gourmet Garage
453 Broome at Mercer
(212) 941-5850

Ideal Cheese Shop
1205 2nd Avenue
Between 63rd & 64th
(212) 668-7579

Murray's Cheese Shop
257 Bleecker Street
Between 6th & 7th
(212) 243-3289

Zabars
2245 Broadway at 80th
(212) 787-2000

While not a complete list Mark Todd did call to verify all addresses, phone numbers and cross streets for those not familiar with New York City, and this should give everyone a good start.

NUTRITIONAL VALUE OF DAIRY PRODUCTS OF EWES AND GOATS MILK - PART 2 OF 2

by: Dr. George Haenlein, University of Delaware, Newark-DE, USA

Proceedings, 2nd IDF Seminar on Production and Utilization of Ewes and Goats Milk, Limin - Hersomissos, Crete, Greece, Oct. 19 - 21, 1995



This is the second and final installment of this paper. The first part was printed in the last newsletter. The Summary is re-printed below for the sake of consistency.

SUMMARY

The composition of ewes and goats milks varies over a wide range because of genetic differences between species, between breeds within species and within breeds. These genetic differences have considerable influences on the cheese making process and on human digestion of these milks. Furthermore, the stage of lactation, daily variation, season, parity, type of diet, physiological status, health of udder and processing procedures change the contents and levels of major and minor constituents in the milks and its products. This provides therefore considerable potential to tailor-make ewes and goats milks according to the needs and preferences of consumers, and to provide an alternative to cows milk, where this is economically or medically advantageous, but more research documentation is needed in this area.

COMPARATIVE NUTRITIONAL ADEQUACY

When milk is consumed as it becomes available from the animal or if its composition is changed in production and processing, a principal question in pediatric and popular literature is how adequate is that milk for infant or general human needs (Schrander et al., 1993; Andersson & Draussin, 1993; O'Connor, 1994). It must be understood that in general:

(1) milk is the main and hard-to-replace source of dietary Ca in human nutrition regardless of whether it is from ewes, goats or cows;

(2) milk was never meant to be an adequate source of minerals like Fe or vitamins like C, B12, or folate, which are routinely and cheaply supplemented to daily infant diets from other sources anyway.

With that understanding, milk from ewes

or goats can meet at least as well or better significant portions of the daily nutrient requirements of humans (Mack, 1953; Desjeux, 1993) (Table 9). A typical serving size of milk is 1 cup with 245 ml content, which is used as a standard in the USA for comparison of nutrient intake (Gebhardt & Matthews, 1991; NRC, 1968). The minimum daily requirements of 800 mg calcium, not considering the higher needs of pregnant and lactating women or adolescents, are barely met by 3 cups of cows milk, while goats milk covers amply and ewes milk only 2 cups would be required. The same is true for meeting the needs of essential amino acids, except for methionine, phenylalanine, magnesium, thiamine and niacin, as far as requirements are known. Of course, equivalent amounts of yoghurt or cheese can be substituted for meeting nutrient needs with milk.

UNIQUE NUTRITIONAL VALUES

Beyond meeting daily nutrient requirements, it is of special interest that goats and ewes milks have unique properties, which distinguish them from cows milk and make them a valuable alternative not just for infants but also for adults and

especially nursing mothers (Baldo, 1984; Host et al., 1988; Razafindrakoto et al., 1993) (Figure 1). Growing interest in goats milk has produced some publications, which document unique nutritional values of goats milk compared to cows milk (Mack, 1953; Kosikowski, 1985; Haenlein, 1992). Similar research about ewes milk properties is still needed (Steinkamp, 1995). The high solids content of ewes milk enables production of superior yoghurt compared to cows or goats milks. In order to produce acceptable yoghurt viscosity from cows milk, firming agents or as much as 5% skim milk powder are usually added, which however can increase greatly the lactose content of yoghurt to undesirable levels in view of today's consumers' concern with the lactose intolerance (Kosikowski, 1985).

The incidence of cows milk allergy has found to be about 8% or even more in 1-year old infants (Host et al., 1988), but goats milk can be successful treatment in most cases of direct or indirect cow milk allergy (Walker, 1964; Brennenman, 1978; Grezniak, 1989).

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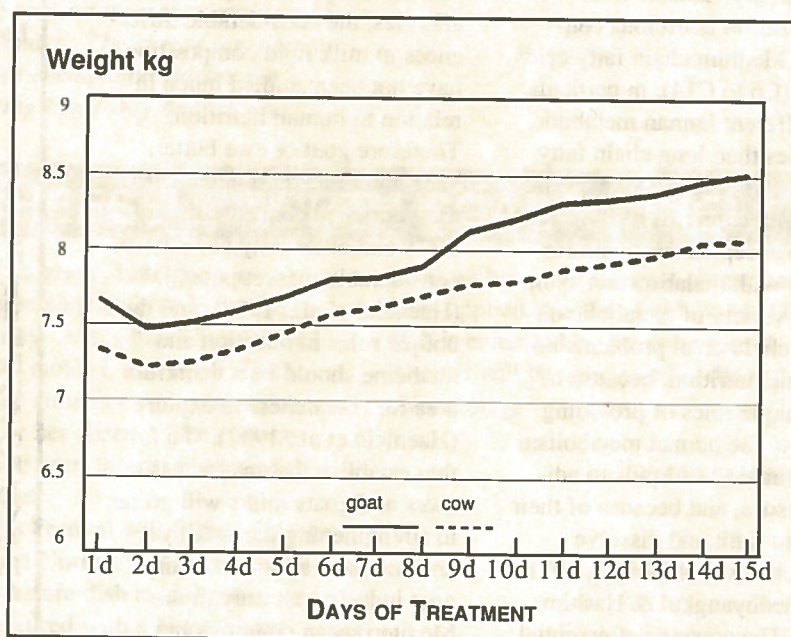


Figure 1. Development of bodyweight of 30 malnourished children (age 1 to 5 years) fed either goats milk (n=15) or cows milk (n=15) (Razafindrakoto et al., 1993)

Goat's milk fed to undernourished infants or children with digestive malnutrition has been found to be at least equal or even superior substitute to cows milk (Hachelaf et al., 1993; azafindrakoto et al., 1993) (Figure 1).

A well known difference for goats milk is the predominantly smaller size of fat globule compared to cows milk, which has been credited with easier digestion (Fevrier et al., 1993). Less well appreciated is the qualitative and quantitative difference in milk proteins of cows versus goats milk, especially alpha-s-casein in goats milk with its slower curd formation compared to cows milk (Ambrosoli et al., 1988). This may be the reason, why popular literature is full of reports of the benefits derived from better digestion of goats milk compared to cows milk.

An especially interesting difference of ewes and goats milk compared to cows milk is in their basic milk fat composition (Posati & Orr, 1976; Babayan, 1981) (Table 5). Goats and ewes milk exceed cows milk significantly in most short, medium chain, mono-unsaturated and essential fatty acids (Table 5 and), which are valuable to today's health conscious consumer. Medium chain fatty acids (MCT) (C6 to C14), in particular have different human metabolic properties than long chain fatty acids. MCT, especially caprylic (C8:0) and capric (C10:0) have become accepted treatment for patients with malabsorption symptoms, a variety of metabolic disorders, cholesterol problems and infant malnutrition, because of their unique roles of providing energy to the human metabolism instead of lipids to adipose tissues, and because of their ability to limit and dissolve serum cholesterol (Kaiser, 1971; antibhedhyangkul & Hashim, 1978). The contents of essential fatty acids also differ in ewes and goats milks compared to human milk, which could be of

significance to nursing infants (Wright & Bolton, 1989; Jackson & Gibson, 1989) (Table 5, 6, 9). It has been found that mothers and infants with atopic eczema had an abnormal composition in their fatty acid profiles, especially concerning linolenic acid (C18:3). Also it has been found that commercial milk formulae do not contain sufficient amounts of long chain polyunsaturated fatty acids to cover the requirements of nursing infants. It can be predicted that the commercial natural foods and food supplements industry is soon focusing its efforts on the role of different fatty acids in human nutrition, and the goats and ewes milk industry may be well advised to join this market opportunity.

CONCLUSION

The composition of ewes and goats milk in relation to human needs and in comparison to cows milk needs much more research in order to document their unique values, to justify their existence and the higher cost of producing these milks compared to cows milk (Kosikowski, 1985; Steinkamp, 1995). Besides the differences in milk proteins, which have commercial importance in cheese making and medical significance in digestion and allergies, the considerable differences in milk lipid composition have not been studied much in relation to human nutrition. Therefore goat or ewe butter, ghee and related products with their enriched concentration of MCT and other fatty acids have considerable market potential (Hachelaf et al., 1993), and their unique roles in nutrition and medicine should be a thankful area for researchers to explore (Haenlein et al., 1992). To further establish the uniqueness of ewes and goats milks will go far in strengthening the small yet ancient dairy sheep and dairy goat industry not only in the Mediterranean countries but around the world.

References available on file.

Table 5. Average composition of milk (100 g) of 4 species (Posati & Orr, 1976)

	Ewes	Goats	Cows	Human
Solids, total, %	19.30	12.97	12.01	12.50
Energy, kcal	108	69	61	70
kJ	451	288	257	291
Protein, total, %	5.98	3.56	3.29	1.03
Lipids, total, %	7.00	4.14	3.34	4.38
Carbohydrates, %	5.36	4.45	4.66	6.89
Ash, %	0.96	0.82	0.72	0.20
Ca, mg	193	134	119	32
Fe, mg	0.10	0.05	0.05	0.03
Mg, mg	18	14	13	3
P, mg	158	111	93	14
K, mg	136	204	152	51
Na, mg	44	50	49	17
Zn, mg	-	0.30	0.38	0.17
Ascorbic acid, mg	4.16	1.29	0.94	5.00
Thiamin, mg	0.065	0.048	0.038	0.014
Riboflavin, mg	0.355	0.138	0.162	0.036
Niacin, mg	0.417	0.277	0.084	0.177
Pantothenic acid, mg	0.407	0.310	0.314	0.233
Vitamin B6, mg	-	0.046	0.042	0.011
Folacin, mcg	-	1	5	5
Vitamin B12, mcg	0.711	0.065	0.357	0.045
Vitamin A, RE	42	56	31	64
IU	147	185	126	241
Saturated FA, g	4.60	2.67	2.08	2.01
C4:0, g	0.20	0.13	0.11	-
C6:0, g	0.14	0.09	0.06	-
C8:0, g	0.14	0.10	0.04	-
C10:0, g	0.40	0.26	0.08	0.06
C12:0, g	0.24	0.12	0.09	0.26
C14:0, g	0.66	0.32	0.34	0.32
MCT total (C6 - C14), g	1.58	0.89	0.61	0.64
C16:0, g	1.62	0.91	0.88	0.92
C18:0, g	0.90	0.44	0.40	0.29
Monounsatur. FA, g	1.72	1.11	0.96	1.66
C16:1, g	0.13	0.08	0.08	0.13
C18:1, g	1.56	0.98	0.84	1.48
C20:1, g	-	-	trace	0.04
C22:1, g	-	-	trace	trace
Polyunsatur. FA, g	0.31	0.15	0.12	0.50
C18:2, g	0.18	0.11	0.08	0.37
C18:3, g	0.13	0.04	0.05	0.05
C18:4, g	-	-	trace	-
C20:4, g	-	-	trace	0.03
C20:5, g	-	-	trace	trace
C22:5, g	-	-	trace	trace
C22:6, g	-	-	trace	trace
Cholesterol, mg	-	11	14	14
Phytosterol, g	-	-	trace	-
Tryptophan, g	0.084	0.044	0.046	0.017
Threonine, g	0.268	0.163	0.149	0.046
Isoleucine, g	0.338	0.207	0.199	0.056
Leucine, g	0.587	0.314	0.322	0.095
Lysine, g	0.513	0.290	0.261	0.068
Methionine, g	0.155	0.080	0.083	0.021
Cystine, g	0.035	0.046	0.030	0.019
Phenylalanine, g	0.284	0.155	0.159	0.046
Tyrosine, g	0.281	0.179	0.159	0.053
Valine, g	0.448	0.240	0.220	0.063
Arginine, g	0.198	0.119	0.119	0.043
Histidine, g	0.167	0.089	0.089	0.023
Alanine, g	0.269	0.118	0.113	0.036
Aspartic acid, g	0.328	0.210	0.250	0.082
Glutamic acid, g	1.019	0.626	0.689	0.168
Glycine, g	0.041	0.050	0.070	0.026
Proline, g	-	0.368	0.319	0.082
Serine, g	0.492	0.181	0.179	0.043

Table 6. Relative composition of ewes and goats milk in relation to the composition of human milk = 100 (Posati & Orr, 1976)

	Ewes	Goats	Cows
Solids, total	154	104	96
Energy	154	99	87
Protein	580	346	319
Fat	160	94	76
Lactose	78	64	68
Minerals	480	410	360
Ca	603	419	372
Fe	333	167	167
Mg	600	467	433
P	1128	793	664
K	267	400	298
Na	259	294	288
Zn	?	176	224
Ascorbic acid	83	26	19
Thiamin	464	343	271
Riboflavin	986	383	450
Niacin	236	156	474
Pantothenic acid	182	139	141
Vitamin B6	?	418	382
Folacin	?	20	100
Vitamin B12	1580	144	793
Vitamin A	65	88	48
Saturated fatty acids	229	133	103
C4:0 butyric	2000	1300	1100
C6:0 caprioc	1400	900	600
C8:0 caprylic	1400	1000	400
C10:0 capric	667	433	133
C12:0 lauric	92	46	35
C14:0 myristic	206	100	106
C16:0 palmitic	176	99	96
C18:0 stearic	310	152	138
Monounsaturated FA	104	67	58
C16:1 palmitoleic	100	62	62
C18:1 oleic	105	66	57
Polyunsaturated FA	62	30	24
C18:2 linoleic	49	30	22
C18:3 linolenic	260	80	100
MCT-FA C6:0-C12:0	288	178	84
Cholesterol	?	79	100
Tryptophan	494	259	270
Threonine	583	354	324
Isoleucine	604	370	355
Leucine	618	330	339
Lysine	754	426	384
Methionine	738	381	395
Cystine	184	242	158
Phenylalanine	617	337	346
Tyrosine	530	338	300
Valine	711	381	349
Arginine	460	277	277
Histidine	726	387	387
Alanine	747	328	314
Aspartic acid	400	256	305
Glutamic acid	606	373	410
Glycine	158	192	269
Proline	?	449	389
Serine	1144	421	416

Table 9. Milk intake from 4 alternative sources compared with recommended human daily dietary allowances (RDA)(Gebhardt & Matthews, 1991; NRC 1968)

1 cup (245 g) milk intake contains					
	Human milk	Cows milk	Goats milk	Ewes milk	RDA
Tryptophan, g	0.041	0.113	0.106	0.207	0.5
Threonine, g	0.112	0.362	0.398	0.657	1.0
Isoleucine, g	0.137	0.486	0.505	0.829	1.4
Leucine, g	0.233	0.786	0.765	1.438	2.2
Lysine, g	0.168	0.637	0.708	1.256	1.6
Methionine, g	0.052	0.201	0.196	0.379	2.2
Cystine, g	0.047	0.074	0.113	0.085	?
Phenylalanine, g	0.113	0.388	0.377	0.696	2.2
Tyrosine, g	0.129	0.388	0.437	0.689	?
Valine, g	0.156	0.537	0.585	1.098	1.6
Ca, mg	79	291	326	474	800
Mg, mg	8	33	34	45	200
P, mg	34	228	270	387	800
K, mg	126	370	499	334	?
Thiamine, mg	0.034	0.093	0.117	0.159	0.8
Riboflavin, mg	0.089	0.395	0.337	0.870	0.9
Niacin, mg	0.435	0.205	0.676	1.022	14
C18:2 linoleic acid, g	0.92	0.18	0.26	0.44	?
C18:3 linolenic acid, g	0.13	0.12	0.10	0.31	?
C20:4 arachidonic acid, g	0.06	-	-	-	?

FESTIVAL OF GOAT

CHEESES....cont.

Featured Cheese Producers:

Bodega Goat Cheese, Capriole, Carmel Valley Chevre, Corralitos Cheese Co., Cypress Grove Chevre, Goats Leap Cheese, Laura Chenel's Chevre, Redwood Hill Farm, Sea Stars Goat Cheese, Skyhill Napa Valley Farms, Tall Talk Dairy, and Yerba Santa Dairy.

Featured Wineries:

Chateau De Baun, Domaine Carneros, Ferrari-Carano Winery, Gloria Ferrer, Jordan Vineyards & Winery, Joseph Swan Vineyards, Landmark Winery, Murphy-Goode Estate Winery, Navarro Vineyards, Pedroncelli Winery, Preston Vineyards, Quivira Vineyards, Scharffenberger Cellars, Simi Winery, St. Clement Vineyards, and Wild Hog Vineyards.

The tasting is open to the public, Trades and Food professionals are encouraged to attend. Tickets are \$35 per person and include a souvenir wine glass. Tickets can be purchased by mailing a check payable to REDGA, 27955 King Ridge Road, Cazadero, CA 95421. For further information phone (707) 847-3397 Fax (707) 823-6976 Contact: Cher Winkler



MICROWBREWING...continued.

As we look at the changes that took place in the brewing industry, keep in mind that brewing and distributing beer is not like marketing cheese, but more like marketing fish, fluid, cultured, and frozen dairy products such as milk, cream, butter, sour cream and yogurt. Both beer and these dairy products are more perishable because of their high moisture contents, they require some degree of refrigeration constantly, and they are heavy and costly to ship. As breweries attempted to address these needs while expanding into national markets, they began opening regional or branch production facilities closer to the markets where they were selling beer, just like regional marketing of fish and fluid milk products.

With larger breweries came a production orientation combining production efficiencies and product consistency. A national beer that you drank in New York tasted exactly the same as it tasted when you drank it in St. Louis. This appealed to many Americans as a forerunner to the "McDonald's Mentality" - it may be mediocre, but it's always the same. At the same time, producers who were solely price conscious asked the questions of what to produce, who would buy it and where to sell. Those who couldn't answer the questions went out of business.

This production orientation diminished the diverse gene pool of flavors from many small brews and the different, distinctive flavors became more similar and less distinct. The HPQ "Highest Palatability Quotient" in which breweries delivered flavors that were at least objectionable to the largest number of people became the industry standard. National breweries continued to tinker with different flavors and different labels, but they had to be more than niche markets to stay in production. Allan, in his speech to CMA, recalled his interview for a job as a brand manager for a specialty beer with a national brewery headquartered in Wisconsin. The company produced a very good Danish style beer which sold 100,000 barrels (approximately 17 cases per barrel) annually in its test markets. With an increasingly competitive market, this company was faced with a classic marketing dilemma: continue the costly process of introducing

and testing a new brand or simply spending more money to add another half percent of a market share to their existing brand. Needless to say they didn't continue making the Danish style beer.

By the 1970's only 29 breweries with 90% of their production being pilsner remained in the United States. Although this left opportunities for smaller producers who were willing to capitalize on quality and smaller niche markets, those who tried to compete on volume or price alone lost to the big boys.

TRADITIONS REDISCOVERED.

In the 1960's the California wine industry started to get the breweries' attention with their own industry and food beverage sales. Until then most domestic wines were classified as Red or White table wines and made by a very small group of large wineries. Robert Mondavi began selling varieties like a Cabernet Sauvignon for \$6.99 rather than selling Red Table Wine for \$4.99. The industry realized people would pay for quality, you just had to ask for enough money. The subsequent success of many small wineries fueled the fire and many craft brewers were given great hope. If a quality wine industry could be built in the U.S., a quality beer industry could make a resurgence also.

The 1970's saw a change in the brewery business. From the standpoint of communication and travel the world became more homogeneous. Specialty and premium beers saw newfound popularity with people who had heard about or tried different beers from around the world.

Craft brewers everywhere were home brewing and flocked to the first microbreweries. In 1985 24 microbreweries existed in the United States and they produced enough to meet the demand. By the late 1980's, microbreweries had popped up all over the country. Their popularity continues today with over a hundred new microbreweries opening up every year. One ironic twist of fate was that with many small cheesemakers having gone out of business, microbreweries were busy buying equipment from the defunct factories. Copper and stainless cheesemaking vats were put to new use brewing beer.

In 1995 microbrewing showed a 48% growth factor over the previous year, and microbrewers made the magic number and produced almost 1% of the nation's beer. Although the percentage is small, 1% is a lot of beer and it hasn't gone unnoticed by the big brewers. These big brewers are scrambling to produce beers for this ever growing market segment. They are, however, too big to be as flexible as the new, smaller specialty producers and will likely fall prey once again to the "Highest Palatability Quotient". Don't be too angered at them, they're leaving plenty of room for the quality producers to enter the market.

Microbrewers and vintners have caught on to something that cheesemakers never did well, and have a lot of room for improvement. The original microbrewers sold their product by providing hospitality. They were innkeepers, tavern owners and restaurateurs. They realized in their resurgence small microbreweries would not do well if all they relied merely on retail stores and no restaurants in their operations. Far too few cheesemakers provide tours of their operations, retail stores and restaurants as part of their operations.

Despite this distinction, there are indeed a lot of similarities in microbrewing and specialty cheesemaking. In Wisconsin we are seeing a resurgence of small specialty cheese producers. The American Cheese Society is also seeing this happen on a national scale and it is a thrilling time to be in the cheese business. In what appears to be the forest growing up around the trees, close to 400 cheesemaking operations have begun in the United States over the last several decades.

The brewers have taught us a lot; let's learn from their lessons. Maintain the tradition of quality, limited production and distinct flavors. Charge the price you need for your products. With some of you reading this newsletter, your biggest dilemma may be to be careful or you'll get what you wish for. In your eventual success, someone may show up on your door one day offering to buy your cheesemaking operation, merging into part of a larger company. Think about that for a few minutes.

We need new members. If you have any names and addresses to suggest, phone, fax, or write to CS Membership chairperson:

**Gerd Stern, Galilee/Infood
P.O. Box 98
Tenafly, New Jersey 07670
Voice - 201-569-3175**

**Fax - 201-569-3073
Your Help is needed and will be appreciated.**

FROM THE EDITOR

by: Regi Hise

If you haven't been reminded lately, the 1996 ACS conference is just around the corner and I hope you have it on your schedule. The Culinary Institute of America is truly a world class setting for the event and Ruth Flore and John Greeley have hammered out a tremendous program. If you're not able to join, I know you'll once again look forward to our conference wrap-up issue. If you're at the conference and would be willing to help us by covering one of the sessions please let us know.

At this year's conference in Hyde Park, the newsletter committee will be meeting to discuss new ideas for the "Newsletter Core" and ways of linking the newsletter to fund raising and membership. If you would like to join the newsletter commit-

tee or attend the meeting, please contact myself or Debbie Haws.

Over the last several years we have seen editorial contributions to the ACS newsletter grow so much that we've increased the size of the newsletter. We are thrilled with this "good" problem, but we really do need more help. We need more artwork, contributing articles or even proofreading.

In addition to thanking everyone involved in getting out the newsletter I also want to take this opportunity to beg the rest of you for your help on either the newsletter committee or other ACS Committees. This is a volunteer, member supported organization, and we can't do it without your help!

ITEMS AVAILABLE FROM ACS OFFICE CONTACT MAURINE KILLOUGH, OR OFFICE STAFF

1996 13th Annual Conference

Even if you can't attend the conference you can still purchase the great shirt and/or tote bag with this year's conference logo. The polo shirt is white cotton with the full colored logo over the left breast. The roomy tote bag is made of 14 oz. natural canvas with a navy blue bottom and web straps. The logo is on the front zippered pocket.



Shirt or tote available for \$25.00 each plus \$1.00 postage and handling.

Cheese Books	Members	Non-Members	1995 12th Annual Conference Items	
The Great Cheese Book	\$25	\$35	T-Shirt (L or XL)	\$23.50
The French Cheese Book	\$17	\$22	Tote Bags	\$11.50
Chevre! The Goat	\$8	\$10		
Cheese Cookbook				

Articles, Illustrations and Photos:

Dick Groves - Cheese Reporter
10 E. Washington Ave.; Madison, WI 53704
8-246-8430

Dan Strongin - See list of Board Members

Regi Hise - See list of Board Members

Lynne D. Edelson - See list of Board Members

JoAnn Stern - See list of Board Members

George Haenlein - University of Delaware
048 Townsend Hall; Newark, DE 19717-1303
302-831-2523

Rice R. Wilson, Cheese Historian
Cotter Dr. New Brunswick, NJ 08901
8-246-1357

John Greeley - See list of Board members

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.)

ACF (American Culinary Federation National Trade Show and Convention. Sponsored by ACF, San Antonio Convention Center, San Antonio, TX **July 13 - 14, 1996**; contact Al Natker @ (800) 340-0355 for more information.

ACS (American Cheese Society) 13th Annual Conference @ The Culinary Institute of America in Hyde Park, NY; August 1 - 4, 1996; for more information see pg. 11 in this issue.

Marschall Italian Specialty Cheese Seminar and Show Co-Sponsored by Rhone-Poulenc and Tetra Pak September 11 - 12, 1996 at the Dane County Expo Center, Madison, WI, for more information contact JoAnn Sternberg @ (219) 264-2557.

Bon Appetit Seventh Annual Wine & Spirit Focus; events scheduled: **Dallas - September 19th, 1996**; **New York - September 30th, 1996**; **Los Angeles - October 27th, 1996**; **Chicago - November 15th, 1996**. For information on participation and registration packets call Caryl Chinn @ (212) 880-4830; for information on attending call toll free 1-888-FOCUS96.

Center for Dairy Research - Activities

August 19-22, Madison, WI.

Milk Pasteurization and Process Control School.

Program Coordinator : Bob Bradley, 608-263-2007,

or call the CALS Conference Office (608) 263-1672 to register

October. 7-11, Madison, WI.

Wisconsin Cheese Technology Short Course.

Program Coordinator : Bill Wendorff, 608-263-2015

October 22-23, Madison, WI.

Milkfat as a Food Ingredient.

Program Coordinators : Kerry Kaylegian, 608-265-3086 and Bill Wendorff, 608-263-2015

If you have information or an article you would like considered for inclusion, or drawings and photographs we could use in future newsletters, send them to:

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Note: Comments on the style or content of the newsletter are always welcome.