

The American Cheese Society

N E W S L E T T E R

CLEMSON BLUE

by Alyce Birchenough

I had heard bits and pieces of information over the years about Clemson University's Blue cheese, I finally made the trip to visit their facility in late autumn. The brilliant fall colors painting the rolling slopes of upstate South Carolina contrasted sharply with the muggy Indian summer day as I wound my way up from South Alabama.

This land-grant university began making Blue cheese in 1941 and it aged the cheeses for a time in the Stumphouse Mountain Tunnel near Walhalla, some 20 miles away. The tunnel itself has an interesting history. The Blue Ridge Railroad Company had begun a project in the 1850's to have a direct rail line from Charleston, South Carolina to Cincinnati, Ohio. The solid granite Stumphouse Mountain that was the obstacle was arduously being hand bored and blasted. However, the tunnel was never completed due to dwindling funds and the outbreak of the Civil War. 1600 feet of the intended 5,863 foot tunnel had been finished and the 50 degree Fahrenheit temperature and 90% humidity provided ideal ripening conditions for Clemson's Blue cheese.

Production of Clemson Blue ceased during WWII and resumed in 1954. To improve efficiency and control quality, the University built the present

dairy processing facilities in Newman Hall in 1958 and ceased aging their cheeses in the tunnel.

For the past 27 years John Whitmire has been the master cheesemaker at Clemson. Aably assisted by Jason Chambers and Don Cobb, the trio have hand stirred the two 300 gallon vats and labored painstakingly over these creamy

Blue wheels. Though the university still maintains its own dairy herd, the milk is shipped to a co-op and not used directly for cheese production. Several years ago the dairy production facility was privatized and all ice cream, cottage cheese and fluid milk processing ended on campus. These items are produced at a local creamery and still sold on campus at the agricultural products sales center. Blue cheese is the only dairy product still manufactured in Newman Hall.

With privatization came many changes in the character and make procedure of the cheese. Previously the university herd milk was delivered to the dairy and pasteurized on sight just prior to manufacturing. Today the 600 gallon milk supply is delivered in 1 gallon jugs already pasteurized and low pressure homogenized. Access to laboratory analysis ceased also and the cheesemaking team now relies on technical advice from the lone remaining dairy science professor, Dr. Annel Greene.

The day prior to cheesemaking the three workers spend four hours sanitizing and emptying the milk jugs into the vats. The milk is held chilled and covered in the vats overnight. At 5 a.m. the next morning the cheesemakers begin the metamorphic process, slowly and gently heating and hand stirring the



Photo by: Alyce Birchenough

Cheese moulds being filled via conveyor

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LETTER FROM THE PRESIDENT

Dear Friends,

There is no doubt about it. The world is becoming an even smaller place. In a rare free moment for reflection, I recently day-dreamed about cheese's place in the six degrees of separation all of us.

If everybody on this planet is separated only by six other people, I can't fathom just how many people's appetites for cheese I have affected. It all started when I joined French Cheese Producers in White Plains, New York. A French major....selling French cheeses. This first job out of college took me down a serendipitous path which I later learned was followed by a couple of our other ACS members!

Ranking right up there with health insurance, cheese samples became a valuable company benefit. The first people affected were my six housemates. We were an incongruous group with one common priority: affordable rent in a desirable location. Sharing such delicacies from St. Andre to Royannais Banon was not only a brotherly broadcasting of their palate, in retrospect it was my springboard for spreading the word on specialty cheese. Close friends were a quick study (particularly my fellow French majors). They soon helped scope out cheese stores for placement of my products and suggested new varieties to add to our line. Just think of how many more people have been affected by their love for cheese.

I'm convinced that the statistical growth of cheese consumption in the mid-1980's was largely affected by my family. Don't get me wrong, cheese was definitely part of my childhood. My earliest and fondest

cheese memories were walking down to the corner store called the Gaslight and having a chunk cut from the ever present, never refrigerated, wheel of New York State Black Waxed Cheddar. There were a few other staples: Jarlsberg Port Wine Sharp Cheddar cold pack and...my sister's favorite Velveeta. But with my first job came endless opportunities for expanding their palates. Roule, Camembert, Brie, Aged Chevre, French Emmental, Triple Cream, Roquefort to name a few soon became the requested varieties.

Requests for special occasions were first made with delicate pleases for cheese. But after a couple of years please became superfluous to I need....Let me put it into perspective, my mother used cheese as a negotiating wedge with the Inn that was hosting my wedding. Yes amidst all of the last minute preparations, I managed to bring all of the cheese to accompany drinks at the reception. Soon aunts, uncles and cousins were making special requests of their own. My move to Wisconsin was far enough away from family and friends in the Northeast to limit the opportunities for sharing cheese. Although I'm glad to report that their consumption hasn't dropped and they are actually paying for their cheese and sharing it with their friends. Just think of how many more people have been affected by their love for cheese.

When I have children, they'll be introduced to the cheese that are a household staple in the refrigerator drawer that is dedicated to cheese.

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ACS CORPORATE MEMBERS

Corporate Member/Society Sponsor

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* NOTE: Where names appear more than once, companies and phone numbers were listed with the first appearance only for the sake of space.

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

ACS AND THE BON APPETIT WINE & SPIRITS FOCUS

NEW YORK

by: Lynne Edelson

The first of Bon Appetit's annual focuses in 1996 was on Monday, September 30th in New York at Lincoln Center. There were at least 1200 people in attendance. All the proceeds from the evening benefited The Make A Wish Foundation.

Rob Kaufalt of Murray's Cheese Shop received the cheeses at his store and provided cheese associate Chung Park to assist me in setting up and working the ACS table. The day began for us at noon when we met up with Elisa Mitofsky from the Vermont Department of

Agriculture at Murray's Cheese Shop. There are always lots of last minute details to attend to for a big show besides double checking and packing the cheeses, and work materials. Chung and I went on a Greenwich Village fresh flower hunt and Elisa shared her Indian Corn and gourds with us that she bought and drove down from New England. There was of course the New York traffic to contend with, and the union workers at Lincoln Center. (Anyone who has done a trade show in New York knows all about our unions.) It was a perfect warm Fall day so I finagled to move our table to the outside balcony that faces Lincoln Center courtyard. We finished our set up with time to spare. The press came at 5:00 and at 6:00 the doors were open to the public. We were ready and the tables looked great!

The American Cheese Society cheese makers were represented by Dan Carter Inc., Peluso Cheese Company, The Mozzarella Company, Cypress Grove, Westfield Farm, Hollow Road Farm, Fromagerie Belle Chevre, and Bel Gioioso. I've always loved doing this event because it is one of the few times each year that every person that I come in contact with is truly interested in learning about and tasting all the cheeses. Many

asked for ACS newsletters and pamphlets provided by the cheesemakers. We were mobbed at the table until well past 10:00. It was a real challenge keeping up with the crowds, making sure the cheeses looked fresh, and presenting the table with a clean and tidy appearance. The Vermont table next to ours had cheeses from Cabot Creamery, Grafton Village, Vermont Butter & Cheese, Organic Cow, Major Farm, Crowley and many more. Kent Smith from Crowley assisted Elisa working the table and for most of the attendees it was their first time to actually meet a real cheese maker.

Preparations began last April when Bon

unteers, many of you decided not to respond to my fax this year.

I joined the American Cheese Society seven years ago while I was working as the Cheese and Pasta Manager/Buyer at Dean and DeLuca in New York City. Steve Jenkins took me as his guest to the ACS Conference in New York and I was introduced to a plethora of new and surprisingly interesting domestic cheeses. At that point I had been the cheese business fifteen years or so, and I was convinced that all the "great" cheeses had been made already and they came from across the Atlantic. Every year since, I've discovered new and wonderful cheeses developed by

ACS members that rival many of their old world counterparts. I am forever grateful to all the hardworking innovative cheese makers in the ACS because they inspired me to continue in the cheese world and to start my own business. If the ACS cheese makers could change my mind about domestic cheeses, the ACS cheese makers could do much more to open the minds, wallets and everywhere cheese is found. It takes a good deal of sometimes expensive publicity and market-

ing to introduce your most pricey cheeses to the consumer and create enough sales so you make a profit from them. So, it behooves you as cheese makers and business owners to take full advantage of every opportunity that will promote these products especially when it doesn't cost you additional time, money, or labor.

I want to thank all the cheese makers that contributed cheese to the New York Focus, many of whom also sent cheeses to the three other events that followed. I also want to thank, Debbie Haws, Stacy Kinsley, and Dominique Delegeau for instantly volunteering when I told them that I needed people to work the tables at the Dallas, Chicago, and L.A. shows.

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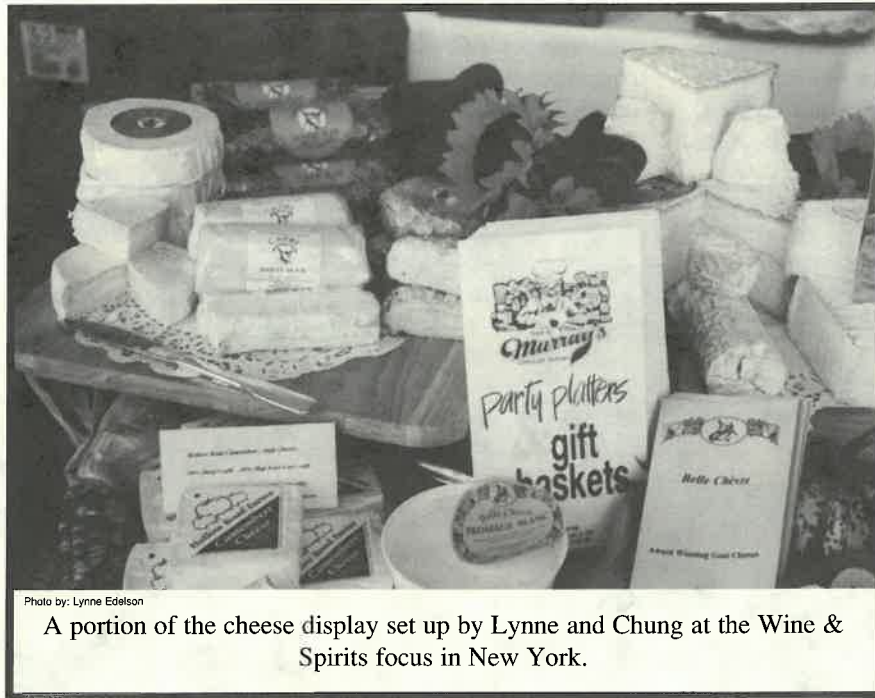


Photo by: Lynne Edelson

A portion of the cheese display set up by Lynne and Chung at the Wine & Spirits focus in New York.

Appetit and I arranged for the ACS to receive free tables at all the focuses in 1996 again. I was informed at the time that we were the only group this year to benefit this way as everyone else had to pay several hundred dollars. I sent the faxes the beginning of September to many of the cheesemakers that had fax numbers listed in the 1995 directory. Unfortunately there was a disappointing response from our cheese makers. We had just enough cheese to create and upkeep a good presentation.

Although this was a prime opportunity to have your cheeses sampled directly to target upscale New York audience most interested in regularly purchasing them, by experienced and knowledgeable vol-

ANOTHER LOOK AT PARMESAN

by: Avice Wilson

Due to limitations of time, the panel comparing similar examples of imported and domestic cheese varieties at the 1996 conference was cut short. Fortunately what was presented is preserved on tape, and Nancy Radke has supplied me with the part of a study which were not given. So reconstruction of this section of the panel is possible.

Two parmesan type cheeses were compared, a Parmigiano-Reggiano made in Italy, from Consorzio del Formaggio, presented by Nancy Radke, and a Grana from Wisconsin's BelGioioso, presented by Dominique Delugeau. Both these cheeses are for the table and so are not grating cheeses.

Nancy began by pointing out the making of parmesan in northern Italy can be traced back to the 14th century. (Records of parmesan being sold commercially in the Mediterranean trade go back to the first century AD - ARW) It travels well, and has fueled many an Italian soldier through the ages. The milk used is produced in a certain area of northern Italy and made into cheese in a very specific method. The farms are carefully monitored, and silage is not allowed to be fed to the cows. (This is to avoid gas production caused by Clostridium organisms always present in silage.) The milk is shipped unrefrigerated to the creameries in the evening and allowed to stand overnight. Most of the cream is skimmed off, taking with it many bacteria, some undoubtedly undesirable, and the raw

skimmed milk is set at 35 degrees Celsius. Whey starter and calf rennet are added. After about 12 minutes the curd is set, and is cut into 2-4 mm granules. It is then heated and stirred for roughly 13 minutes and the temperature of 55 degrees Celsius is reached. The curd rests under the whey for approximately 45 minutes, and is then packed into moulds, but not pressed. After a three day drainage period, the cheeses are plunged into a saturated salt brine for 3-4 weeks. The cheese is ripened for a minimum time of 12 months to a maximum of 24 months. The average weight of the cheeses when sold is 37 kg.

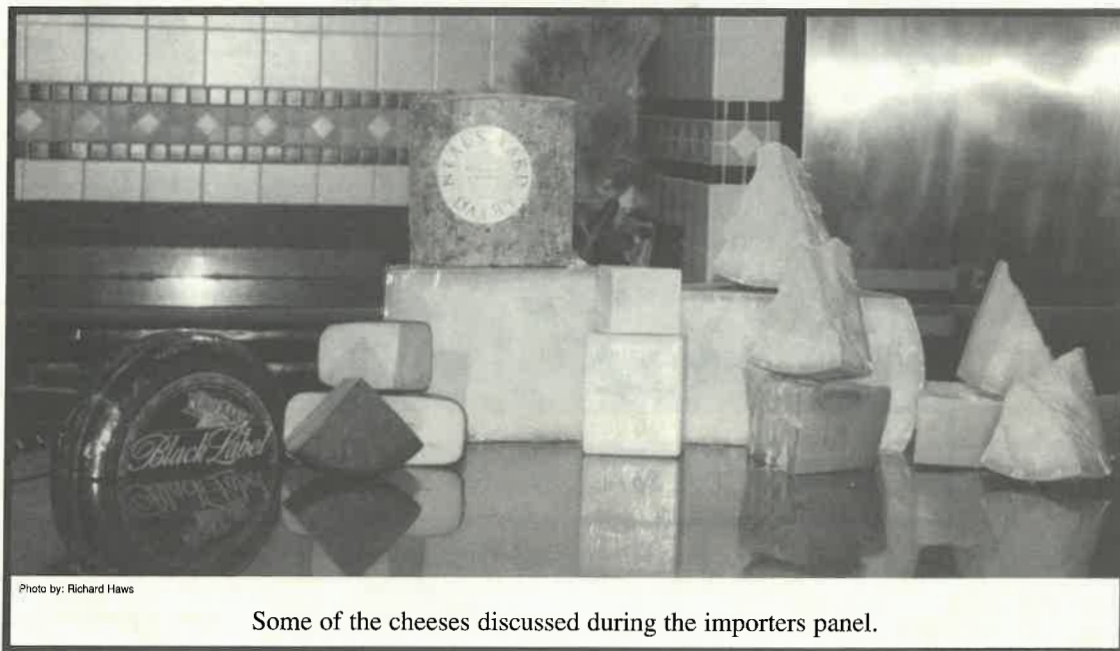
BelGioioso's Grana is a similar type cheese; it stands on it's own and is not meant as an imitation of an Italian Parmesan table cheese. Its making is

wooden racks, as is done in Europe. The making is similar to Parmigiano-Reggiano. Raw skimmed milk is inoculated with whey culture starter and Italian rennet. The curd is cut to 3mm granules. After heating and resting it is placed in Italian-made moulds and later salted in brine vats. Grana comes in 75 lb. wheels and is aged naturally, (i.e. no cryovac) for 12-15 months.

The fat and water levels of the two cheeses are likely to be approximately the same, fat 28%, water 30%. Both cheeses were equally flavorful. However, as Dominique pointed out, when compared to the Parmigiano-Reggiano the texture of Grana is more granular and does not exhibit the sweet crystallization factor. This is due to the complete degradation of the milk proteins to flavorful amino

acids, and no doubt occurs because of the different milks and shorter ripening period of the Grana.

In the little time Nancy pointed out from a study comparing six factory samples of



Some of the cheeses discussed during the importers panel.

very specific method. The farms are carefully monitored, and silage is not allowed to be fed to the cows. (This is to avoid gas production caused by Clostridium organisms always present in silage.) The milk is shipped unrefrigerated to the creameries in the evening and allowed to stand overnight. Most of the cream is skimmed off, taking with it many bacteria, some undoubtedly undesirable, and the raw

very similar to that of Parmigiano-Reggiano. However, the cows supplying the milk graze Wisconsin pastures and are fed silage in the winter months, so their milk will produce slight differences in the Grana cheese when compared to the Parmigiano-Reggiano.

State and Federal rules do not allow copper vats, but BelGioioso has been permitted to age and store the Grana on

Parmigiano-Reggiano to seven regular grating American Parmesans purchased on the market that there were considerable sensory differences of texture- hardness, friability, solubility, granularity and crystallization- between the two groups of samples, to the disadvantage of the American parmesans. Grana was not evaluated in this study.

HMR AND WHAT IT MEANS TO THE CHEESEMAKER

by: Regi Hise

WHAT IS AN HMR?

If you don't already know, HMR is the acronym for the new food industry buzz phrase "Home Meal Replacement". Now that we've answered that, do you know what Home Meal Replacement means? If you don't know, don't feel bad. No two people I've talked with have ever given the same answer.

This past September the Food Marketing Institute (FMI) held a conference in Phoenix on the topic of home meal replacement. The conference title was "Meal Solutions" which might have been a more understandable term for the topic. In many ways it's not something new, it just continues to evolve. The different names from the past have been: "Food To Go", "Food Courts", "Prepared Food", "Component Packaging", "Sandwich, Salad & Pizza Programs" and "Grab N Go". The list goes on and on.

If the common denominators that drove all of these programs at retail could be summed up in one word, that word would likely be "CONVENIENCE". Convenience has been one of the biggest reasons we continue to see such blurring lines between retail and foodservice. Most cheese was once sold at retail. That is changing. Over the years, sales of cheese at foodservice and in prepared foods have continued to grow steadily. People are cooking less and eating out more often. When retailers embarked on foodservice programs like food courts and prepared foods programs they didn't do it because they wanted to increase their labor factors they did it because they saw the signs of foodservice growth and properly recognized it as competition for consumers, food dollars.

So, if retailers have taken steps to address these issues, what's new about HMR? It's because consumers wanted even more variety and quality in the prepared foods they were being offered. They didn't want to buy a rotisserie chicken in the back of a store and stand in the checkout line in the front of the store while their roast chicken got cold. They also wanted restaurant quality food or better. Foodservice operators saw opportunities to deliver on this and we began to see chains like Boston Market, and concepts like Eatzi's giving retailers even more competition.

WHAT DO RETAILERS DO?

The challenge that retailers now face is that if they want to be successful in the HMR business they can no longer think like retail operators with foodservice departments. That's because they'll be competing with true foodservice operations that have things like working kitchens and chefs.

Many retailers know what it costs to run foodservice operations since food courts and prepared foods were issues they reacted to over the last several decades. They know that kitchens and chefs are costly, and margin's must be good to make the operation profitable. Some retailers already do a great job. Wegman's in New York, Larry's in Seattle and Balducci's in New York are just a few examples of very different types of retailers who have been successful in establishing top quality prepared food programs.

Other retailers are reacting differently to the HMR challenge. Some say it's not their target and they won't change. Some want to compete in this arena but in a limited fashion with cross merchandising and component packaging like Caesar Salad kits--products that make it easier for the consumer to shop but leave the cooking to the customer.

The retailers who do want to respond aggressively also differ in their approach. Some are not using kitchens or preparing foods but combining food components to make cooking easier for the customer. Some are utilizing in-store kitchens as part of the program, and some are developing central operations or commissaries to serve all their stores. A large number of retailers are embarking on a different course though. They're looking for outside vendors who can supply them with turnkey HMR programs.

Every time an industry event or educational session addresses the topic of HMR's it seems that the majority of the retailer's in attendance are looking for turnkey programs. These are presently not enough people in this business, but you're likely to see many in the near future.

WHAT ARE THE IMPLICATIONS FOR THE CHEESE MAKER?

Americans perceive cheese as an added value benefit on many foods. We know that a chicken sandwich is more appealing and profitable with cheese on it. Also cheese is instrumental in bringing other

foods to the center of the plate whether it is Parmesan in Risotto or the cheese sauce that makes macaroni a center of the plate item. In addition to being a part of salads, pizza programs, and sandwiches, people will be looking for cheese in these meal solutions and that is good news for cheese.

The challenges cheesemakers will face will be several. The first opportunity for new business may be different customers than you are now dealing with. If you also want your cheese in the meals that retailer's are preparing you might be dealing with an additional or different buyer or even a different customer. Your customer may be the new business set up to deliver the turnkey programs we discussed earlier. It is also likely that there will be a shift to more business with foodservice distributors who will also be supplying the retail kitchens, commissaries, or turnkey vendors preparing these meals.

The other challenge will be for the cheesemaker to maintain some sense of brand identity. Having the cheese brand identified on the label will be difficult, but any efforts you can make to do so will be helpful in remaining part of the program rather than being subject to a monthly bid process. It may be the sort of marketing program you should incentivize just as you would with a sampling or demo program on retail pieces of cheese. Another opportunity might be smaller portion packages. Savvy cheese marketers already responded to these tactics to put cheese on the air-lines, and maintain their brand identity.

Last year I wrote an article for the ACS newsletter detailing the fact that less than 3 percent of all cheeses sold at retail is eaten as is, which means that 97 percent of the cheese sold in the U.S. is eventually sliced, shredded, grated, cooked in or melted on something. Americans use most cheese in recipes and continue to buy that cheese in a prepared form, i.e. shredded, grated, or solid.

Whether retailers respond to Home Meal Replacements and where it will all end up is to be determined. This issue is not likely to go away though because this is not a trend as much as a long-term direction. Americans are eating out more often, cooking less, want more variety and convenience. They will be looking to find meal solutions and they will find them somewhere.

CUSTOM FITTING MILK AND DAIRY PRODUCTS

by: George Haenlein

The custom fitting of milk and dairy products is not a conscious goal for most dairy farmers, at least not directly. Yet all efforts toward increasing profitability on the dairy farm indirectly take custom fitting into consideration. Custom fitting is simply what the consumer wants to buy, or what the milk producer is able to sell and tries to produce more of. If there is no demand for a certain product from the dairy farm, then there is no point in producing it.

The U.S. Holstein cow is proof that dairy farmers are actually custom fitting to the consumer demands. In the last 30 years, Holstein cow's milk has become the predominant cow's milk in the United States, chosen over Jersey, Guernsey, Ayrshire, Brown Swiss and Milking Shorthorn cow's milk. Holstein milk is naturally low in fat, lower than that of the other breeds.

In recent years, as an incentive for dairy farmers to produce more of that content in milk that consumers preferred, the U.S. dairy industry affixed a price differential or bonus for protein or solids-not-fat or cheese yield content of milk.

The debate about fat and cholesterol in milk has been going on for some time. The consumer, meanwhile, has switched away from whole milk, opting instead for low-fat 2 percent, 1 percent or skim milk. This trend did not come from the farm directly, but was prompted by milk processors offering consumers a choice on grocery shelf. Even in the processing of milk for cheese, consumer interest in low-fat products has had a considerable influence on newly available cheese varieties.

The situation of American consumers offers an interesting comparison--in the opposite direction--to the nutritional needs of American dairy cows. Many Americans are not working as hard physically as they did 50 or 100 years ago, before the age of the automobile and mechanization. Because they use less energy, they require less fat in their daily diets. American dairy cows, on the other hand, are working harder physically. At 100+ pounds available only in the form of fat.

However, one fat is not equal to another fat. Fat is a general term applied to a big

family of different constituents with many different qualities and characteristics. Another name for our food fats is "triglyceride," which explains that fat normally consists of one part glycerol and three parts fatty acids all hooked together. These fatty acids can be very different, thereby making up different fat qualities in the end.

Fatty acids are so-called "saturated" or "unsaturated" biochemically, which means differences in their actions in our body's digestion, metabolism and health. Fatty acids also have different lengths--short, medium or long--depending on the number of atoms in their molecular chains.

Research has cast unfavorable shadows over the saturated fatty acids, which are present in all fats and oils in varying amounts. Consumers can read the nutrition label on products before picking the one they prefer. It is not that all saturated fatty acids are bad; it is more a matter of how much one eats of them. And not all of these fatty acids are from fat in the diet. The body makes fat from excess sugar and starch.

Unsaturated fatty acids have received positive attention in recent years from research, which biochemically distinguishes between monounsaturated and polyunsaturated fatty acids. It has been determined that while the body needs these unsaturated fatty acids, only a small amount is needed daily, much less than the typical intake by Americans. Also, it has been found that the body needs much less of the polyunsaturated fatty acids than is currently being eaten. Their high level of consumption is actually detrimental to good health.

I went to neighborhood food markets and checked the nutrition labels for contents of all available oils mono- and polyunsaturated fatty acids. This information is all there in plain English, but does anybody bother to read it? In talking to some of the store managers, I found that few of them seem to know or care about what the difference mean.

Assuming that you take the research message seriously and that you want to custom fit your shopping to buy high monounsaturated fatty acid contents

rather than high polyunsaturated fatty acid contents, which oils should you choose?

Here is a table of my checking:

UNSATURATED FATTY ACIDS IN GRAMS PER TABLESPOON OR 14 GRAMS OIL		
	Mono-	Poly-
Safflower oil	2	11
Corn oil	3	8
Soybean oil	3	8
Walnut oil	2.5	10
Flax (linseed) oil	3	10
Cottonseed oil	4	3
Sesame oil	5	6
Peanut oil	7	4
Canola oil	8	4
Grape seed oil	8	4
Almond oil	9	4
Avocado oil	10	1
Olive oil	10	1.5
Macadamia	11	1

As you can see, consumers have a tremendous choice of fats and can determine from product labels what they need for a healthy diet is not difficult.

What about the other characteristic of fats, the chain length of fatty acids, for example? This information is not found on the nutrition labels. Does it matter? When you know what the difference means to your body, you will agree that it matters a lot.

The short- and medium-chain length fatty acids are not digested to form fat in the body like the long-chain fatty acids do. Instead, they are broken down during digestion to provide direct energy. Butter contains significant amounts of short- and medium-chain length fatty acids--more than most other fat sources--and thus is a preferred fat source for people who do not want to gain body fat. Short- and medium-chain fatty acids also have other well-documented anti-microbial, anti-fungal and anti-tumor properties.

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ENTRY KITS AVAILABLE FOR 1997 UNITED STATES CHAMPIONSHIP CHEESE CONTEST

Free contest entry kits are now available for the 1997 United States Championship Cheese Contest. Cheesemakers from around the country will have an opportunity to make the finest real cheese, and to vie for the title of United States Champion Cheesemaker. The 9th biennial United States Championship Cheese Contest will be held March 4, 5 and 6, 1997, in Green Bay, Wisconsin.

This year, for the first time ever, butter

manufacturers will have the opportunity to compete against their peers for a Best of Class Blue Ribbon. Categories for salted, unsalted, and flavored butter will join the 1997 contest.

Also new for 1997, Goat cheese manufacturers will have the opportunity to enter their cheese into one of two classes: Fresh Goat Cheese or Aged/Cured Goat Cheese. And, Goat cheese manufacturers will no longer be limited to only two entries per class. In 1997, up to four

entries may be entered in each of the Goat cheese classes.

Finally, the 1997 contest will contain a new category for Cheddar aged more than 180 days. This class, Aged Cheddar, was successfully introduced at the 1996 World Championship Cheese Contest attracting 65 entries in its debut.

In all, 23 classes are open for competition. These include:

Cheese Classes

- Class 1: Cheddar (Made after September 2, 1996)
- Class 2: Aged Cheddar (Made before September 2, 1996)
- Class 3: Colby, Monterey Jack
- Class 4: Swiss Cheese (Made before December 30, 1996)
- Class 5: Brick, Muenster, Limburger (Made before January 28, 1997)
- Class 6: Mozzarella
- Class 7: Provolone
- Class 8: Blue, Gorgonzola, Stilton
- Class 9: Flavored Natural
- Class 10: Cold Pack
- Class 11: Pasteurized Process Cheese/Cheese Food
- Class 12: Baby Swiss
- Class 13: Reduced Fat Cheese
- Class 14: Fresh Goat's Milk Cheese
- Class 15: Aged/Cured Goat's Milk Cheese
- Class 16: Feta
- Class 17: Open Class (Soft Cheeses)
- Class 18: Open Class (Semi-soft Cheeses)
- Class 19: Open Class (Hard Cheeses)

Butter Classes

- Class A: Salted Butter
- Class B: Unsalted Butter
- Class C: Flavored Butter

Demonstration Class for Cheese or Butter

- Class 20: Demonstration Class for Retail Packaged Products

To receive an entry kit containing information for the 1997 United States Championship Cheese Contest, or for more information, contact Judy Keller, Wisconsin Cheese Makers Association, P.O. Box 2133, Madison Wisconsin 53701. Tel: (608) 255-2027; Fax (608) 255-4434. Entry forms must be received by February 14, 1997. Cheeses must arrive at the Lov-It Creamery in Green Bay, WI, no later than February 28, 1997

OUR PINT SIZED MILK PRODUCERS

WILD AND WOOLY TIMES IN THE SPOONER STATION'S NEW MILKING PARLOR

by Robert Mitchell
Cal & Consumer Press Services

About 60 years after it sold its dairy cow herd, the Spooner Agricultural Research Station is back in the dairy business.

But it's not your typical milk herd. This herd yields raw material not just for flavorful cheese, but also for socks, sweaters, moussaka and shish kebab.

That's because the Spooner station herd is part of the nation's only dairy sheep research program. Since April, the Spooner crew has been running about 130 ewes through a spanking-new milking parlor.

Producing milk from sheep has been common in Mediterranean nations for centuries, but not all that common here. There are about 100 U.S. dairy sheep operations.

Wisconsin has about a dozen, more than

based industry, suited to the state's rolling terrain and smaller farms, because the capital investment isn't as steep as for cow dairy.

And it provides a valuable raw ingredient for many Wisconsin cheesemakers who are finding their niche in the specialty cheese market. Sheep's milk--can yield some dynamite specialty cheeses.

Yves Berger and Dave Thomas, CALS sheep researchers are busy building a research foundation for this new industry. The milking parlor at Spooner is a key step. Another is having some sheep worth milking.

"The breeds in this country now have been selected for meat and wool. Trying dairy sheep industry with these breeds would be like trying to start a dairy cow industry with Hereford and Angus,"

Friesians, a German dairy breed. Getting these animals has been difficult due to U.S. Department of Agriculture import restrictions, and partly because of availability.

Using a grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection, the researchers got together some local producers to import several crossbred Friesian rams from Canada. Since they've been busy getting Friesian blood into state dairy herds by collecting semen from the rams at Spooner and at the private farms and sharing it with other producers.

They've also been busy evaluating these animals for three end-products: milk, meat and lambs.

It's still early, of course. The ewes are still in their first lactation. And all of the station's Friesian blood comes from three rams--not enough genetic diversity to draw conclusions. But early results look promising.

"We're very pleased," Thomas reports. These ewes have very good growth rates and very high reproduction rate. Friesian ewes will average over two lambs per lambing."

As for milk: "To date, our Friesian-cross ewes are producing a little over twice the milk per day as the Dorset crosses that serve as our controls.

Milking efficiency is another research angle.

"We're trying to learn how to milk more ewes per unit of time," Thomas explains. "That's one thing that holds down our producers now. In their facilities it will take nearly three hours to milk 100 ewes, and people won't be willing to do that. In our system at Spooner, it takes us about 45 minutes to milk 110 ewes. We've been in some French parlors where they could milk 300 ewes per hour during peak lactation and 400 per hour at the end of lactation."

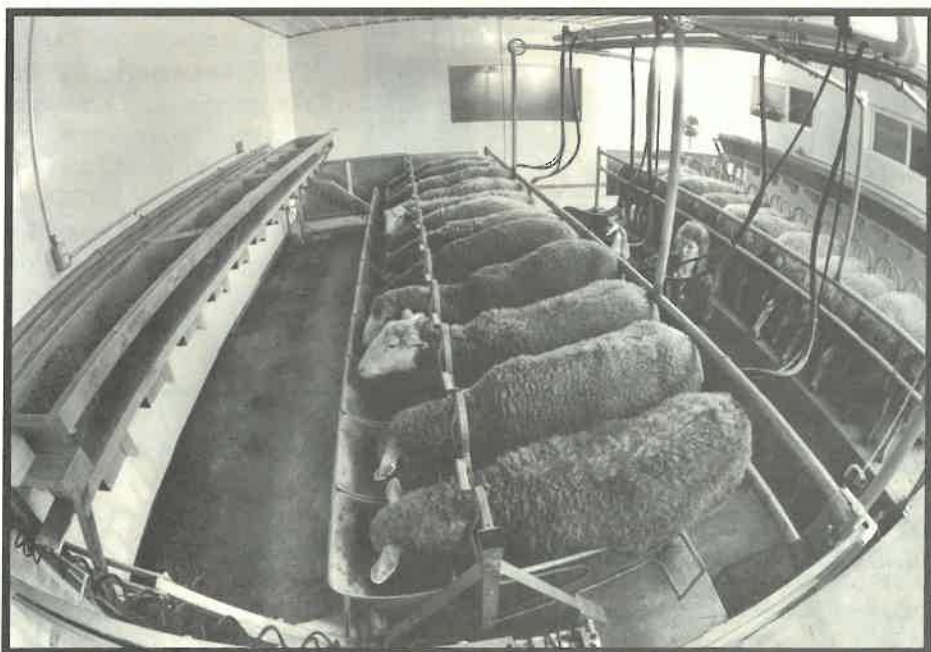


Photo by: B. Wolfgang Hoffman

any other state and 11 more than six years ago. In fact, Wisconsin is poised to become for sheep what it is for cows: America's Dairyland.

There are good reasons to encourage this. Sheep dairying is largely a forage-

Thomas explains.

"Wisconsin is getting the jump on dairy breeds," he adds. "There are Holsteins of the sheep world out there, and that's what we want to get hold of." The "Holsteins" they're concentrating on are the East

The parlor consist of 24 stanchions--12 on either side of a 16-foot by 40 foot 30-inch-deep pit--and six milking units. A unique feature is a roll back system.

After 12 ewes have stepped into the stanchions on one side of the parlor, that whole side of the parlor--ewes, stanchions and all--rolls over, positioning the milking end of the ewes at the edge of the pit.

Milk is piped to a bulk tank, and then frozen until there is enough to ship to Montchevre cheese plant in Belmont.

The university's research support is critical if the state's dairy sheep industry is to continue to expand, says Diane Kaufmann, whose family has been milking sheep for four years on its farm at Chippewa Falls.

The Kaufmanns have worked alongside the UW-Madison researchers in the effort to import Friesian rams and to share semen from those rams among the state's sheep milk producers.

The Friesian blood has had a big impact, she reports.



Photo by: B. Wolfgang Hoffman

"We've definitely seen a difference. Our yearlings in the parlor are giving twice as much milk as their contemporaries with our Friesian blood did a year ago," she says.

The genetics is one of the main reasons people have been holding back, she explains. "It's discouraging to put a lot of labor into an animal that doesn't produce a lot of milk.

For people to get into the business, the markets have developed. But the markets are shaky because there hasn't been enough milk. Everything has to move forward together.

"The university's work at Spooner will encourage others to get in," she says.

EDITOR'S NOTE: *This article first appeared in CALS Quarterly and was reprinted by permission of the Department of Agricultural Journalism at the University of Wisconsin - Madison. Our thanks to Bernard Horton, of Horton International, Cambridge MA, for bringing it to our attention.*

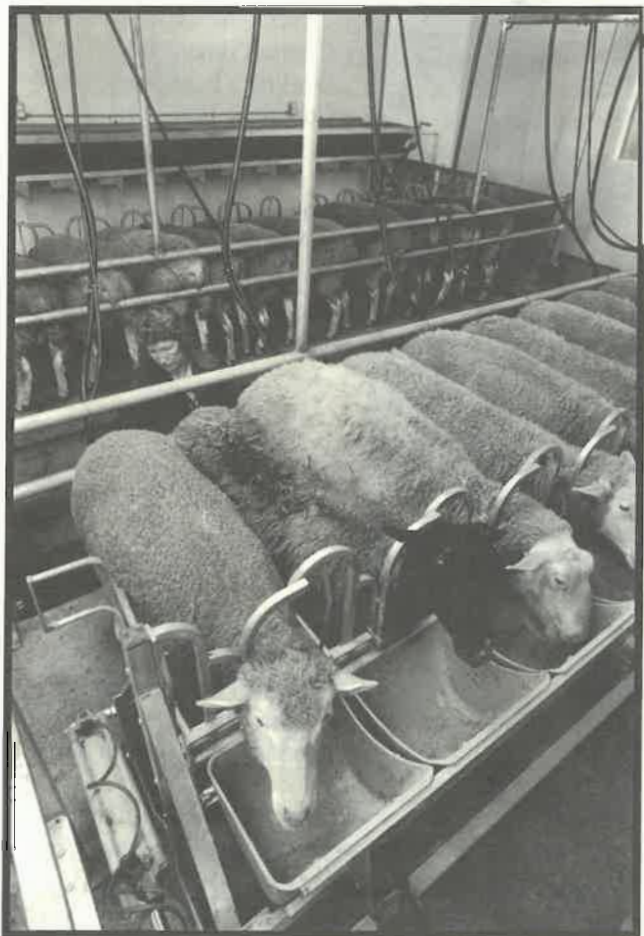


Photo by: B. Wolfgang Hoffman

AN INDUSTRY SNAPSHOT:

- The nation imported 66 million pounds of sheep's milk cheese in 1994, valued at \$118 million.
- The nation has fewer than 100 sheep dairy farms. Wisconsin has 13--more than any other state, and 13 more than we had a decade ago.
- Sheep's milk contains 6 to 8 percent fat and 5 to 7 percent protein. It's higher in total solids than either cow's or goats milk, and yields more cheese.
- Sheep's milk sells for about \$.65/lb. compared to \$.13/lb. for cow's milk, but sheep produce far less milk. The cross-bred dairy ewes being milked in Wisconsin can average 3 lbs. per day over a 150 day lactation (Wisconsin cows average about 50 lbs. per day over a 305 day lactation). Fortunately, freezing sheep's milk won't hurt its cheese-making qualities, so producers can stock pile milk until they have enough to ship.
- With a small investment in facilities, a sheep producer can increase gross income about 75 percent by milking sheep (compared with producing just meat and wool).

MOST EVERYTHING TO KNOW ABOUT CHEESE

Review by: Gerd Stern

This writing is not a review but an appreciation of a long awaited event, the publication of the many years in preparation, "Cheese Primer", by the self-styled "most opinionated cheese authority, Steve Jenkins.

Yes the title announces, "Primer", as in elementary my dear, but five hundred and forty eight pages of truly factual and anecdotal information, descriptives, judgements, asides, recipes and answers to what, where, how and why deserve a more advanced and honored position than the old fashioned primer title reveals.

A cheese angel in devil's disguise, Jenkins in his own words, "As a devoted cheese advocate I want to do everything in my power to help prolong the centuries-old traditions that are fast succumbing to technology...Above all I continue to place a premium on the nurturing of artisans, whether it be in the form of proffering advice or by exercising my buying power to support their noble efforts." He goes on to praise American artisans and gives the American Cheese Society a full page of recognition accompanied by a Cheese Festival photo (pg. 382.).

Although the U.S. section is only 69 pages long compared to France's 140 pages, you will find not all but most of our

cheesemaking members eagerly, accurately and generously included. French cheeses have been widely writ, devoted; and polemically by Rance and somewhat over didactically by Androuet, but

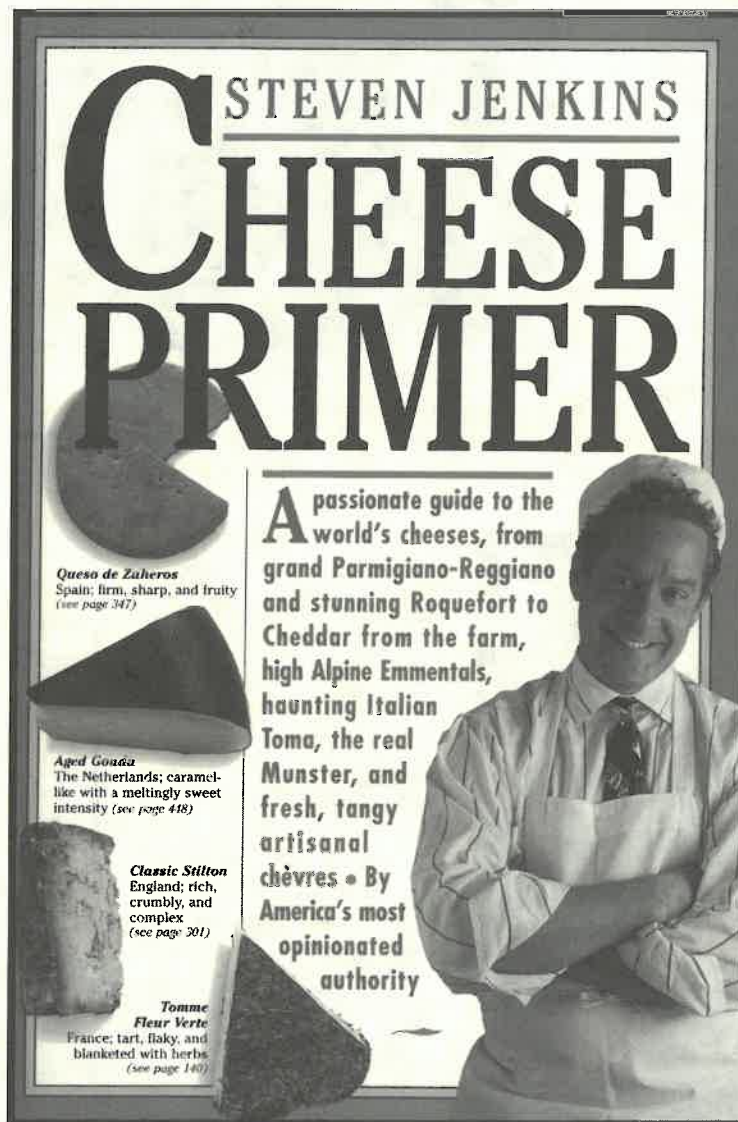
Jenkins comes straight out of retail culture "POP", and is himself a cheese consumer of prodigious appetite and savvy. Whether in the French, Italian, Spanish, or English sections, Jenkins manages to

provide explicitly communicated taste experiences, geographic reality, percents and measures and all in a gusty, light-hearted writing style. Photos, labels, cheeses and peoples are on just about every page and the reader friendly page layout scheme is attractive as well as helpful for reference use.

Every cheese shop, specialty retailer and distributor as well as cheesemakers and lovers will need a copy of the Cheese Primer to peruse and consult.

Steven Jenkins
Cheese Primer
Workman Publishing, NY
Copyright 1996, 548 pg
\$16.95 (retail).

Copies are available through the American Cheese Society Office. See page 14 for special ACS member discount pricing.



CUSTOM FIT CONTINUED..... They have been used as treatment for digestive malabsorption, unthriftiness of children, to strengthen the immune system and to lower cholesterol contents and deposition in tissues.

New South Dakota research published in the Journal of Dairy Science, July 1996, p.1127-1136 and 1244-1249 shows that by changing the feeding of cows, you can custom-fit the fatty acid composition of milk and butter to suit the needs of the consumers better than before. The experimental cow ration in the South

Dakota research contained either soybean oil meal or extruded soybeans or sunflower seeds as a major portion of the concentrate ration. This influenced the fatty acid composition of the milk.

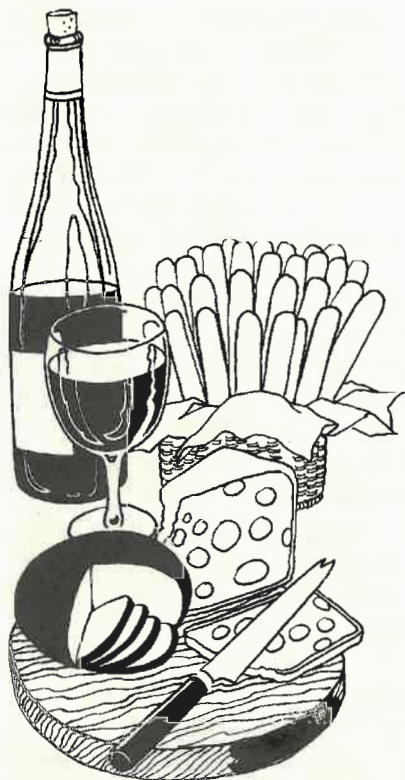
Extruded soybeans or sunflower seeds in the ration increased the milk contents of unsaturated fatty acids and decreased the contents of short-and medium-chain length fatty acids compared to the ration containing soybean oil meal. The proportion of monounsaturated fatty to polyunsaturated fatty acids actually increased. There is also other research

information that shows that you can use genetic differences between breeds of dairy animals, especially in the amounts of short- and medium-chain length fatty acids.

Thus with different methods of dairy animals and generic selection, dairy producers can now custom-fit milk and dairy products to suit the specific fat and fatty acid preferences of customers according to their health needs. This is new and valuable information for the future of our dairy industry.

WINE AND CHEESE PAIRINGS

by: Mark Todd



Where does the time go? I remember my parents saying that when I was a kid and thinking, "what are they talking about?" Third grade had lasted at LEAST 2 years and it wasn't even Christmas yet! I think back to when the three months of summer seemed to last forever. Nowadays, I blink and its time to get used to writing a new year on checks. That's one of the great things about writing this column, it compels me to get together at least every 3 months with a group of my closest friends and spend an evening "doing research" for this article.

This time we had the privilege of sitting down with Tamales Bay Teleme from Peluso's Cheese of Los Banos, California, Muenster Del Rey (a relative newcomer) from Bass Lake Cheese Factory in Somerset, Wisconsin and from Egg Farm Dairy in Peekskill, New York, we tasted their Amawalk which is a wild ripened cows milk cheese. For our wine selections, we went with two California Burgundy style wines, a 1994 Rochioli Estate Bottled Chardonnay and a 1991

Davis Bynum Russian River Valley Pinot Noir.

The Teleme we tasted was their vacuum sealed version as opposed to their dry ripened Rice Flour style. The cheese was a beautiful creamy white and appeared to be very ripe, almost flowing at room temperature. Yet when we tasted it, the texture was still resilient, almost springy. The flavor, and even the texture to some extent, reminded us of Italy's Stracchino cheeses. The aroma and initial flavor of this cheese is very mild, somewhat tart and yeasty. The stronger, more complex flavors do not show up until the finish. While we all enjoyed eating this cheese, I must admit that my wine selections did nothing to enhance this experience. The Chardonnay which I thought would contrast well with the tartness in the cheese, instead brought out a bitterness in the finish that was not noticeable when just sampling the cheese. The Pinot Noir was even worse. Oh well, they can't all be perfect pairs. I think I will try this cheese again in the future with a lighter style beer, perhaps a Pilsner.

Then we moved on to the Muenster Del Rey, those of us that had not tasted it before were in for a surprise. Here was a domestically produced Muenster unlike any our group had tasted! This cheese had flavors as rich and complex as some surface ripened versions I have had. And while the body of this cheese was firm, the texture and mouthfeel was as buttery smooth as any double cream Havarti. We fared better with the wine pairs as well. The Chardonnay was acceptable, but really didn't showcase this cheese. However, the Pinot was perfect! This particular Pinot Noir leaned toward the earthy side, with subtle flavors of fruit and spices. The Muenster's mild earthiness and tart finish were complimented perfectly by the wine. And the Muenster brought out the fruit flavors of Bing cherries and raspberries in this Pinot, that had been subdued. This was one of those "win-win" cases where the flavors of both the wine and cheese were enhanced by the pairing.

And so, with high expectations, we

approached our final pair. We were not disappointed. I have tasted most of the different products offered by Egg Farm Dairy before and I am always amazed by the consistency and quality of their wild ripened cheeses. The cheese we were sampling, Amawalk, a small pyramid made from cows milk, was a good example of this. The Amawalk was firm bodied but very creamy in texture. The flavors changed as the cheese warmed up. Initially it had a nutty, somewhat sweet taste but then it became much sharper, with hints of juniper berries and lemon. The earthiness of the rind also intensified as it warmed. It was as if we could SEE the cheese ripening before our eyes! The real surprise came when we tasted it with the Chardonnay. Rochioli Vineyards is known for their excellent Burgundy wines and their 1994 Estate Chardonnay was no exception. This was my idea of a perfect Chardonnay. Buttery and oaky with aromas of vanilla cedar yet with enough acidity to bring out the flavors of green apples and citrus fruit. When we tasted these two together we were more than pleased with the result. The wild rind on this cheese took on flavors I had not anticipated. The one distinctive taste we were all able to agree upon was (I'm not kidding) blueberry! There were many more flavors than that but blueberry came up in the comments by every member of the group! This is one of those pairs you have to taste to believe.

And so with the memory of that pair firmly in my mind, it is time to sign off. I would like to thank the people at Egg Farm Dairy, Bass Lake and Peluso's for their assistance with samples and information and I look forward to working with some of the other cheeses from these great manufacturers again in the future! Until next time--

Happy pairings!

ACS AND THE BON APPETIT WINE & SPIRITS FOCUS CONTINUED

DALLAS

by: Richard Haws

Like every major city in America, Dallas has a thriving population of wine enthusiasts, amateur gourmets, and food snob wannabees. I think they all showed up for the Bon Appetit Wine & Spirits Focus on October 3.

We had been told to plan for 6,000 portions so we made sure to bring LOTS of cheese. We had 17 varieties from 8 ACS member cheesemakers. Members represented included Goldy's Spreads (6 varieties), Black Diamond (1), Vermont Butter & Cheeses (2), Chicory Farms (3), Meister Cheese (2), Grafton Village (1), Tillamook (1), and Peluso Cheese (1). Paula Lambert, The Mozzarella Company, also had a table of her own this year.

We made attractive, laminated signs for all the cheeses, made sure to bring all available brochures and printed materials provided by the cheesemakers, and flowers, platters, bread, etc. to make the presentation as attractive and professional as possible. We were fortunate to be placed in an area where we were surrounded by some outstanding wines, many of which made good pairings with some of the cheese we had on hand. This made for an excellent showcase for some of the finest cheeses made in America today.

We sampled almost all the cheese we brought to the event and received much terrific feedback. The great thing about

an event like this is the cheeses get presented to a wide variety of people. We talked to society hostesses who were excited to learn about new and different cheeses that their friends probably didn't know about, we spoke to chefs from a wide variety of restaurants, we spoke to buyers from catering firms and distributors. Without exception, they all wanted to know where they could purchase these cheeses and are there others out there like these. It was very gratifying to be able to tell them both how to purchase these cheeses and how to learn about others. We handed out hundreds of ACS membership applications. It will be interesting to see how many come into the office although it may be difficult to identify membership applications that came in from these events.

We agree with Stacy's comment below that these events provide a tremendous opportunity to present ACS member cheeses to an audience rich with motivated buyers. Understanding what a great opportunity this is, we will need to prepare even more for future events in order to reap the maximum possible benefits for our member cheesemakers.

CHICAGO

by: Stacy Kinsley

When Debbie Haws asked me to write a re-cap of the Chicago Bon Appetit tasting, I winced. How could I report on what really happened at this chaotic event? There were mobs of chic Chicagoans shuffling over broken wine glasses and complaining of each other's

rudeness. Perhaps this was just an odd year. There is no doubt about it - the Chicago event was oversold. As echoed by many hungry passers by, "It wasn't like this last year."

Dominique Delugeau manned the A.C.S. table with me. Although we're both veterans at running trade show booths, our experience could not impact this unpredicted odds. To his credit, he helped me see that had we been better prepared to anticipate the throngs of hungry people, we would have been more effective in doing service to the cheeses of A.C.S. We featured a wide selection of cheese from the 15 different cheese companies that submitted product for the tasting. Clearly those cheeses with brand recognition and distribution in the Chicago market benefited the most. But Dominique reminded me that we should not let our sales/ results driven attitudes belie the fact that, in any case, the tasting was a good opportunity for exposure of our A.C.S. cheeses.

For the future, we now know that the event will be mobbed by people who have paid handsomely to taste an assortment of spirited beverages and gourmet delicacies. The audience is definitely qualified, we just need to be better prepared to equip them with a take home listing of the cheeses featured and a way to contact the individual cheese companies. Although many cheese companies submitted point of sale material, the consumers were hesitant to take it home. Next year we'll plan on designing a Menu of Cheeses designed to list all of the varieties present. To get the attendees attention and abate their appetites, we'll serve samples from a tray at the end of line and hand out the Menu at the same time. We'll make sure that three other A.C.S. volunteers are manning the table to share their knowledge and experience with specialty cheese. Knowing that the feedback on the New York and Dallas events was overwhelmingly positive, the A.C.S. will probably continue to be the Bon Appetit cheese partner. But next year, we'll be better equipped to make this a rewarding experience for our cheesemakers.



Photo by: Richard Haws

ACS member cheeses as displayed by Debbie Haws at the Wine & Spirits Focus in Dallas

PRESIDENTS LETTER CONTINUED...

As my fellow workers lament, these kids won't accept substitutes. Just think of how many more people will be affected by their love for cheese.

If I have one regret today, it's that I have not achieved similar success with my in-laws. Gifts of Black Diamond Canadian Cheddar to my mother-in-law in Vermont often ended up in ...the freezer of all places. (She proudly told me recently that she still has some frozen...mind you I stopped giving it to her 3 years ago!!) Living in Shelburne has made her partial to Shelburne Farm's over ours. My brother and sister in law live very comfortably on the upper east side of Manhattan, yet their cheese preference belies their lifestyle. I kid you not that last Christmas amidst the finest French wines and champagnes was served...port wine cold pack! I have failed to reach them and their six degrees of very targeted consuming acquaintances. Just think of how many more people could have been affected by our love for cheese. I assure you that I will not give up on them. New year's resolution # 1: Open their eyes to the cheese treasures of New York City and the world.

Everyone is a new door opening into new worlds. Since so many of us are passionate about our professions in the specialty cheese industry, I know it won't be hard to someday be connected by six people and their favorite cheese.

CLEMSON BLUE CONTINUED.....milk

and later the curds and whey after a ripening and renneting period. Mr. Whitmire insists on making his own culture and carrying it for about a month before he feels the need to begin anew. Titratable acidity is checked frequently and a sharp eye is kept on temperature control. The cheesemakers rely too on their tactile senses, often testing the curds by squeezing a handful to determine just the right consistency.

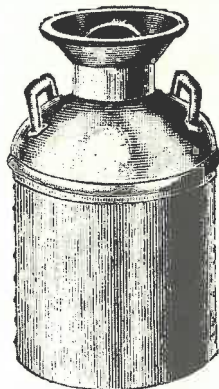
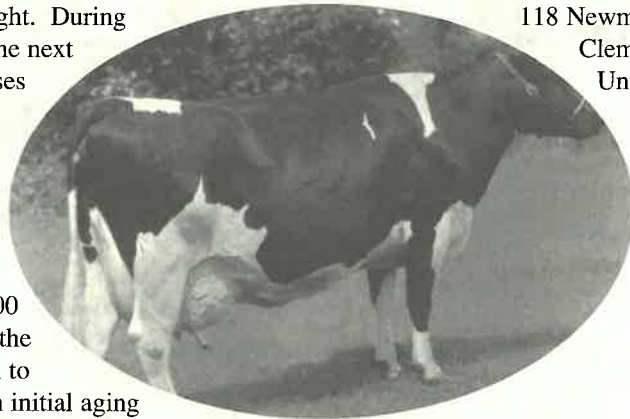
The three men worked easily and comfortably as the pace of their work intensified when moving the finished curd from vats to moulds. One man constantly stirred the vat contents as it was being pumped to a curd and whey separating device. Another hand filled the perforated stainless cylinders as the curd dropped continuously from a conveyor belt after being salted and inoculated. The third man deftly transferred and flipped the hoops from drain cart to drain table, ending each turning by covering the moulds with a well worn cotton drape to protect the cheeses from airborne contamination and to conserve heat. The cheeses are flipped frequently over the next several hours and then allowed to drain in the moulds overnight. During the course of the next week the cheeses are removed from the moulds, hand rubbed twice with salt, waxed, and then pierced 100 times to allow the mould to begin to grow. After an initial aging

period of six weeks the cheeses are cleaned, sealed, and rewaxed, then moved to a colder storage area to complete the aging process. Clemson Blue is aged for a full six months before being sold..

All the cheese is sold through the ag center with a limited amount being sold by mail during the holiday season. With an annual production of just 24,000 pounds, demand far exceeds supply. Diminished interests in the agricultural sciences and the forfeiture of the dairy building to the packing science department will soon force the manufacture of Clemson Blue off campus and into a private facility, if one can be located. Mr. Whitmire strokes his short cropped grey beard thoughtfully, while speculating on the uncertainty of his job and the future of Clemson Blue cheese. Hopefully this historically produced hand-crafted cheese will continue to be made with all the skill and care that it is today.

For more information on Clemson Blue call the Agricultural Products Sales Center at (803) 656-3147 or write to:

Uniquely Clemson
Ag Products Sales Center
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University
Clemson, SC
29634



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YOU ASKED FOR IT!

by: Patrick Geoghegan

Membership in the American Cheese Society affords you many opportunities, from networking to access to technical information, conferences, plant visits and more.

Now we made it even more valuable. That's why we're announcing a new fea-

ture to the newsletter, a column where you ask questions regarding cheesemaking, packaging, distribution, promotions -anything you would like an answer to- and we go out and find the most knowledgeable resource person to answer it. The questions and answers will appear in each edi-

tion of the newsletter.

So if you have a question, simply write it down and mail it to: You Asked For It, PO Box 2859; Cedar Hill, Texas 75106 or email dhaws@pcis.net

AMERICAN CHEESE SOCIETY NEWSLETTER STORE

Book Corner

Cheese Primer

by Steve Jenkins

Members

13.95

Non-members

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(plus postage and handling on both)

The Great British Cheese Book

by Patrick Rance

Members

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35.00

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The French Cheese Book

by Patrick Rance

Members

17.00

Non-members

22.00

(plus postage and handling on both)

The Goat Cheese Book

by Laura Chenel - Linda Siegfried

Members

8.00

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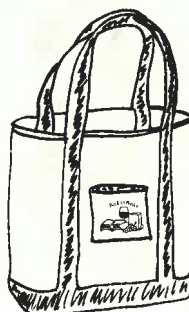
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American Cheese
Society T- shirts \$23.00



1996 13th annual Conference Shirt of
tote available for ~~\$25.00~~ each.

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and \$ 5.75 tote
Plus S&H

FROM THE EDITOR

by: Regi Hise

CHECK OUT OUR NEW MEMBERSHIP LEVELS

The Board of Directors recently voted on new membership guidelines for the American Cheese Society and they are listed on the back page of this newsletter. We took input from many people on what we could do to improve the services and benefits associated with different membership levels and the new guidelines reflect that input.

In addition to improving ACS membership benefits, we are also offering subscriptions to the ACS newsletter through our newly created newsletter store.

NEW SUBSCRIPTION ONLY LEVEL NOW AVAILABLE

The Board also decided to create a subscription only option for those who can not afford full membership but still have a need to keep up with the world of Specialty Cheese in America. This option is aimed primarily at culinary students, apprentice chefs, etc, but is available to anyone. The cost is \$30 dollars per year and entitles the person to receive the quarterly newsletters. It is important to note that The New Subscription Only Level, does not entitle the person to any of the other benefits of membership such as inclusion in and receipt of the Membership directory, discounted attendance at the conference, etc.

10 FREE TRIAL SUBSCRIPTIONS TO THE ACS NEWSLETTER

In an effort to introduce more people to the ACS newsletter and grow our membership, we will be conducting a trial subscription program. Over the next year we will be sending a copy of the newsletter (1 issue) to people who are not presently ACS members but should be. Our targets will include chefs, foodservice operators, retailers, distributors, and last but not least, cheesemakers.

We could make use of various mailing lists available to us, but we believe that the response to this offer will yield more new members and newsletter subscribers if we target the right people. We also thought it would be a good idea to let you, our members, decide who should receive trial subscriptions. You could have one ACS newsletter issue sent to 10 different people, or have 10 copies to sent to one person or business.

If you have suggestions about who should receive trial subscriptions call or write to:

Debbie Haws - Co-Chair
ACS Newsletter Committee
PO Box 2859
Cedar Hill, TX 75106
972-293-3040 voice
972-293-7035 fax
e-mail dhaws@pcis.net

CALENDAR OF UPCOMING EVENTS

(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.)

Bon Appetit Wine & Spirits Focus- 1997 New York - Mon., September 15th, 1997; Dallas Wed., September 24th, 1997; Chicago - Fri., October 3rd, 1997; Los Angeles - Sun., November 2nd, 1997; Miami - Thur., November 20th, 1997 For information on participation please contact Lynne Edelson (212) 243-7274.

Eastern Dairy-Deli-Bakery Association Winter Dinner held at Marriot Glenpointe in Teaneck, New Jersey on Wednesday, February 5th. For more information contact EDDA at (201) 288-5454.

California Polytechnic State University Frozen Dairy Desserts Manufacturing; January 28-30, 1997. Also at Cal Poly/UCD 7th Annual Cheese Short Course 1; March 18-21, 1997. Cal Poly/UCD 4th Annual Milk Processing Technology Short Course; April 16-17, 1997. For information call (805) 756-6097.

Global Food Expo's Hot & Spicy and International Specialty Food Shows, August 2-3, 1997, at Chicago's Merchandise Mart Expocenter.

Meal Solutions Symposium 1997 - March 20th & 21st, 1997. The Algonquin Hotel, New York City. For more information call (212) 661-3500

Penn State University Workshop for the Direct Marketing of Specialty Foods; April 11-12, 1997. For information call (800) 778-8632.

American Cheese Society 14th Annual Conference; August 14 - 17, 1997, Seattle, WA. More information to come in the ACS newsletter.

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