

# The American Cheese Society

N E W S L E T T E R

## CHEESE MARKETING 101

by: Lynne D. Edelson

You own a small cheese making business and you sell your cheese weekends at the local farmer's market, and also deliver it to some of the local retailers and restaurants. Have you achieved a comfortable level of sales or do you need to make and sell more to be profitable? If you want to increase your sales, your next step is to create a larger market for your cheeses.

A good place to start is to increase sales to the retail outlets you already sell to. Make it a point to visit the stores and speak with the cheese associates. Are your cheeses being properly merchandised? Your cheese should always look appetizing and freshly cut. It may be necessary to provide written information to the cheese store on the proper care of the cheeses; the best storage temperature, leaving the cheese wrap on or off, proper cutting techniques, expected shelf life, etc. Do your products stand out in the cheese display or do they blend in with the other cheeses surrounding them? Providing specialized materials with your company's logo such as labels for a cut and wrap operation and cheese signs that catch the eye with interesting information about your cheese and company will always help to increase sales. Recipes and brochures about your cheeses can help to educate the consumer but will only work if the store has the space to properly display them. Having worked in retail for

many years, I can assure you that most larger well stocked stores almost never have the time or manpower to distribute these sorts of materials. A wonderful method to increase sales is to do a store demo during peak selling time. This is also a prime opportunity to hand out recipes and brochures. Make sure information like why your cheese is special or better than similar style mass produced cheeses is explained to store personnel and consumer alike, especially if yours is handmade or farm made. Local restaurants that order regularly should list your cheese by name on their menu and may be coaxed into having your cheese presented in special recipes.

Once you have covered the bases with your present customers it is time to think ahead. Marketing products nationally can require hiring a marketing company that contracts brokers in different areas of the country who get them placed in stores and upscale supermarket chains. It almost always means that you will have to find regional distributors. Some of your cheeses may require special care. I have personally seen great cheeses become mediocre and worse as they made their way through the distribution process due to temperature variations, lack of rotation of product in the warehouse, and the time lag that can occur, which will of course have a negative effect on fresh and soft ripened cheeses.

You may not need to go this route to have a successful cheese business. If you can set some time aside every day that your customers know they can reach you personally to place orders and get questions answered, deal with new correspondence, and spend time reaching out to new prospects, you will be able to manage some markets on a small scale yourself. Your company must be easily accessible at all times. Investing in a fax/answering machine and returning phone calls on a timely basis is foremost to maintaining your present sales base and securing new customers. You may also want to consider hiring a sales assistant to work with you and you will also need a responsive shipping department. Research different packaging materials for price, cold retention, and getting your product to its destination safely in one piece. If you cannot fulfill an order or ship it on time, someone from your company must notify the customer immediately. There are thousands of cheeses vying for position in retail shops and if a buyer doesn't hear back from you quickly to either place an order or have the situation handled they will go on to the next. You can have the best cheese in the world, but if dealings with your company become a hassle for the retailer, you will find your cheese replaced.

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## CONFERENCE

Dear ACS Members,

As you will read later on this issue, the Seattle Conference should be a blast. We are expecting a record attendance.

GOOD JOB Paige Lamb and Jeff Bergman!

We already have to think "1998" As your next President I would like to welcome your suggestions and comments for our next site.

Traditionally we alternate East Coast, Central US and West Coast. 1998 should be the year of the Central US (Mid-West and South)

Please contact me by phone care of the ACS office at (415) 344-0958 or by fax at (415) 344-1588 with suggestions for a site.

From all of your input a vote will be taken at our board meeting this August in Seattle.

Sincerely,

Dominique Delugeau

## CYBERCHEESE!

Beginning May 1, you can visit the American Cheese Society on the World-Wide-Web. There will be lots of information about ACS, ACS member's cheeses, ACS members, making-selling-buying-handling-storing-using-serving of cheese, links to member websites, and much more. There will also be some areas of the website which can only be accessed by current members. To receive your access code simply e-mail [access@cheesesociety.org](mailto:access@cheesesociety.org) with your name, address and phone# as listed in the member directory. Or you can call the ACS office, the newsletter office (417-767-2586) or PCIS (417-767-2126)

So come visit us at

[www.cheesesociety.org](http://www.cheesesociety.org)

but remember, we're still under construction so don't look for us until after May 1.

The website is being coordinated by the newsletter committee. Member websites will be linked as part of your member benefits. If you have ideas about what to include or have a website you would like linked to the ACS website write to us at:

ACS Website; Route 1, Box 298;  
Fordland, MO 65652

OR e-mail us at:

[dhaws@pcis.net](mailto:dhaws@pcis.net).  
417-767-2586

Much thanks to Daryl and Paul Kelly, the webmasters at PCIS, for building such a cool site!

## ACS CORPORATE MEMBERS

### Corporate Member/Society Sponsor

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Cabot, VT 05647

802-563-2231

Central Market (H•E•B)

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Austin, Texas 78756

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Tholstrup Cheese USA

1 mt Blvd., PO BOX 4194

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Ph. #908 756 6320

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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.)



# THERE IS LIFE BEYOND VELVEETA, ACCORDING TO BRIE & BORDEAUX'S RESIDENT 'CHEESE WHIZ'

by: Nancy Leson

"Tell me Something," a dubious friend asked when I tried to explain my passion for aromatic cheeses, "when you eat one of those really stinky cheeses, does it taste like it smells?"

"Sure it does," I replied, laughing as she wrinkled her nose and shook her head in disgust. I can only imagine how she'd react after a look at the wispy, green-gray mold embracing rounds of fresh goat cheese cautiously hidden from customers' view at Alison Leber's Brie & Bordeaux.

The Proprietress of what is arguably the city's finest fromagerie is aging once pristine-white goat cheeses, turning them into one hell of an icky-looking science project at her Wallingford wine and cheese shop. Worry not, cheese fans; this edible fuzzy coating is meant for only the most-ahem-sophisticated palates.

In a display case up front, decidedly more attractive goat cheeses are marinated in-house with fragrant herbs and oils, or dressed with dried fruit. Imagination is the limit when it comes to flavoring cheeses, and you can flavor your own at home, says Leber. Northwest cheese companies like Sally Jackson and Quillisascut make distinctive soft cheeses that lend themselves to home tinkering, and the mild, tangy flavors of their chevres will suit those who shy away from the stronger stuff.

Like most Americans, I grew up eating bland Velveeta, Kraft "Parmesan" and Stouffer's macaroni and cheese, but I've come to love the varied shapes, textures, tastes and scents of the many cheeses of the world. At Brie & Bordeaux, I can close my eyes and be transported to the cheese shops of Paris, and even buy a weepy round of Saint-Marcellin-the fragrant, runny, hard-to-find fromage that is my drug of choice.

Alison Leber bought Brie & Bordeaux from its original owner in 1992, back when the shop had "only" 75 cheeses available (now there are nearly 200). A year ago she moved the shop across the street into larger digs, and opened the adjoining cafe where French Saint-Loup, English Stilton and Canary Island goat cheese are among the imported flavors you might indulge in while eating salads, sandwiches or supper.

A self-described "cellar-rat," Leber learned about wine firsthand while working at Columbia Winery (her uncles were founders). Her love of wines translated into a love of cheese when she left the winery to work for Larry's Markets. There she taught wine classes and took advantage of Larry's expansive cheese selection to promote the art of pairing the fruit of the vine with that milk product divine. Later still, Leber worked as maitre d' and sommelier at Gerard's Relais de Lyon before taking over at Brie & Bordeaux.

"Creating wine and creating cheese involve similar endeavors," says Leber. "Both rely on chemistry, history and anthropology. It's art, really." But while winemaking evokes art of a more romantic sort (grapes growing on gentle slopes, ripening in the sun, scenting the air with their sweet nectar during harvest and crush), cheese making (with its milking, bacteria-inducing, curd-cutting and whey-leaching) doesn't quite have the same allure. Not in overpasteurized America, anyway. "Think about it," she insists. "How does milk which comes out of an animal's udder, become this wonderful substance?" How, indeed.

Cheese making involves the fine art of "controlled spoilage." Basically, milk (usually from cows, sheep or goats-though any mammal's milk can be made into cheese) is processed to produce curds, which are then concentrated and aged according to a given recipe.

Aging and storing cheese is an expensive venture for those who make it, and accounts for the high price tag on quality cheeses, says Leber. But, she notes, "a little bit of cheese goes a long way." Consider splurging on such distinctive blue-veined cheeses as the intensely salty French Roquefort. "You can only get true Roquefort from one place," says Leber, "and buying it here is less expensive than a plane ticket." She suggests that discerning neophytes might also enjoy a crumbly, sweet English Stilton-the classic after-dinner port accompaniment. Blue Castello--a luscious, mild-tasting Danish cheese--appeals to most palates. "I've yet to give a taste to anyone who hasn't liked it," Leber claims,

"and it's readily available in supermarkets."

Culinary trend watchers will note that the United States is coming into its own in regard to cheese making. Handcrafted cheeses from American dairies are the rage at local restaurants, and many now offer tiny slabs of wild-ripened cheddar, aged pyramid chevre or soft-ripened sheep cheese in brandy-soaked chestnut leaves from small dairies throughout the country. But you don't need to go out to enjoy a great cheese plate. Leber provides some tips for assembling one of your own.

"Garnishing is important for presentation," she says. Edible organic greens or flowers (rose petals, pansies and calendula) make for a dramatic plate. Variety (in milk type and texture) is key in choosing cheeses, and four is a good number--perhaps a blue (like Spanish Cabrales), a soft-ripened cheese (such as brie), a goat cheese (Leber loves the nutty Pico) and a semisoft cow's-milk (try a fruity Morbier or a quality cheddar). Or consider a regional focus and pair a couple of British cheeses (such as a flaky Neal's Yard Caerphilly and a hard Double Gloucester) with an array of fruit chutneys. Most important, says Leber, "always bring cheese to room temperature before serving it to take best advantage of the distinct flavors and textures."

Differences among cheese makers, cheese-producing regions and cheese lovers account for the vagaries of taste, texture and tolerance. And while Miss Muffet no doubt gave thanks to Mrs. Muffet for her immortal dose of curds and whey, we can give thanks to cheese mongers like Alison Leber, who offer up endless possibilities for enjoying milk in its most extraordinary form.

*Brie and Bordeaux is located at 2227 North 56th Street, Seattle Washington.  
206-633-3538*

*Article reprinted by permission from "Seattle Homes & Lifestyles."  
101 Elliot Ave. West, Suite 425  
Seattle, WA 98119  
206-284-2661*



## DAIRY MANAGEMENT COLUMN

# SOON GREEN FORAGES WILL REPLACE THE WINTER BLAHS!

by: George Haenlein

At this time of the year---the end of winter---it seems our milking animals long for something green. They are not coming into heat as well as usual, nor are they settling as well. And their ailments are more varied and frequent than at other times of year.

Once again pastures are getting green, and our fields of winter rye, winter wheat and other cereals are pushing new growth, especially in response to a little nitrogen boost. As soon as the soil is firm enough to let our cows out to graze, these cereals will begin to work wonders on the health and production of our cows. This will also lower the cost of production because of the high nutrient content of early grazing. Of course, a word of caution is always in order. Lushness can overfeed and cause diarrhea. If nitrate contents are suspected, testing is necessary.

Other than grazing and green chopping, the next best way of getting the most out of the new forage growth is to plan ensiling, fresh or, even better, wilted. One advantage to wilted rye as haylage is that it can be harvested earlier without interference from unfavorable weather.

Rye in the boot-stage has at least 15 percent crude protein content. Its nutrients are also much more digestible than when harvested in the heading stage or more advanced maturity. Some research has shown that cows will milk as well when rye haylage is fed in place of corn silage. In addition, a protein saving is possible in the grain supplement because of the higher pro-

tein content in the rye haylage.

Rye in the boot stage will have about 15-20 percent dry matter, but good haylage should have at least 30 -35 percent dry matter in horizontal storage systems--higher in vertical silo or plastic bag storage systems. The length of wilting in the field varies not only with weather but with the type of mower-crusher-conditioner machine used to harvest and with the thickness of the stand. Usually only 24 -30 hours are needed for good wilting.

Wilted rye is a bit more difficult to cut for silage than corn. Sharp cutter blades are necessary. The chopper adjustment should give fiber length of 1/2 to 1-1/2 inches to ensure that the haylage packs well, especially in horizontal storage, and also has the minimum fiber length for optimum rumen health, which depends on chewing and re-chewing of long fibers to prevent displaced abomasum and low milk fat syndromes. Rye haylage ( and that made from other cereal grains ) is an excellent milk-producing feed.

Another excellent spring forage for dairy cattle, much overlooked in this area, is green alfalfa. My early boyhood memories of dairy farming are of the daily green chopping of alfalfa for our cows. This feed pushed milk and saved grain supplement costs.

Some recent Midwestern studies compared alfalfa fed as silage or as hay. Alfalfa silage was in plastic bags; of course, it could

have been wilted as well. Thirty-five high-producing Holsteins were fed alfalfa silage or alfalfa hay of equal pre-harvest quality with some very interesting results. Ensiling resulted in less leaf loss of the alfalfa and, therefore, in a 4 percent higher protein content of the silage compared to the hay cut from the same field at the same time. The dry matter harvest from the fields was 27 percent higher per acre when ensiling alfalfa than when making hay. Cows were fed either kind of alfalfa in a total mixed ration (TMR).

Cows on the alfalfa silage ate significantly more total dry matter per day, produced 17 percent more milk and had a higher total solids content in the milk than the cows on the alfalfa hay TMR. No differences were noted in blood urea nitrogen content, body weight and condition or health of the cows. Income over feed costs was significantly higher for the alfalfa silage cows by 39 percent compared to the alfalfa hay fed cows.

It would seem that harvesting alfalfa without loss during haymaking, especially during spring with its uncertain weather, and feeding it as silage or haylage is an excellent alternative. With its higher protein content, it is nutritionally better and also more profitable. This practice, combined with some small-grain forage as silage or haulage, should get our milking animals over their winter blahs fast, thus improving the dairy farmers bottom line.

## "HOLY COW, A GOAT CHEESE WON THE CONTEST!"

by: Gerd Stern

So spake (see title) John Umhoefer, Executive Director of The Wisconsin Cheese Makers Association regarding Ricky Rufer of Bresse Bleu, Watertown, Wisconsin who became the US Champion Cheesemaker with his company's "Classic Montrachet in Oil with Herbs." This was the first time a non-cow product has won the coveted prize. First runner up was Steve Settler of Decatur Dairy, Inc for his Havarti. Second runner up was Thomas Jenny of Old Wisconsin Cheese Company for his Swiss Wheel.

With over five hundred entries in twenty-three classes (including three butter classes) what surprised me, a first-time judge for this contest, was the paucity of entries from the

American Cheese Society members. A word of advice for the future: enter if you can. This contest is somewhat differently run than our own, but equally well organized with high standards and true dedication.

The judging has been held for many years at the Wangerin family's Lov-It Creamery in Green Bay, Wisconsin. Chief judge is Bill Schlinsog and Contest Chairman is Brian Eggebrecht of Welcome dairy. The judges represent a broad spectrum of our cheese world. Robert Aschebrock, USDA, AMS Dairy Division, Marc Bates of Washington State University (my judging partner,) Dr. Robert Bradley, University of Wisconsin, Mike Comotto, Rhone-Poulenc

Dairy Ingredients, Deborah Haws, DKH Marketing, Harvey Jensen of Hubco, Greg Kinate, Kineva Foods, Paige Lamb, The Food Paige, Bill Novak of Great Lakes Cheese, Mike Pederson of The Wisconsin Department of Agriculture, Dr. Charles White, Mississippi State University and yours truly.

Every other year the US Championship becomes open to anyone on the globe for the World Championship, a somewhat larger field of competition. For Entry blanks write the Wisconsin Cheese Makers Association, P.O. Box 2133, Madison, Wisconsin 53701.



# CHEESE PAIRINGS

by: Regi Hise



Several issues ago I wrote an article for the ACS newsletter that detailed some of the history and trends in the micro brew beer industry and the specialty cheese industry. I was struck by the parallels between the two industries and I'm thrilled to see a resurgence in the popularity of both. While I was reviewing material for the article I was also made aware of how much beer and cheese are part of our food heritage in Wisconsin.

This past March we sponsored a seminar for the American Culinary Federation at their regional conference in Milwaukee. Since Milwaukee was the host chapter for this regional conference they chose a "Taste of Wisconsin" theme for their tastings. In keeping with that theme for our seminar we picked something about as Wisconsin as you can get, a "Beer & Cheese Tasting."

I picked a couple dozen specialty cheeses for the tasting and sent them to Lucy Saunders, whose job it was to pair them with different beers. Lucy Saunders is a columnist with the Beer and Food Companion magazine and regular contributor to a number of beer and food magazines, including All About Beer, American Brewer and Malt Advocate. Lucy Saunders also recently authored a new book entitled *Cooking With Beer*. When not writing about beer and food, Lucy's hobbies are speaking on the sub-

ject, moderating beer tastings, and cooking with beer for family and friends. I think you can see why I asked Lucy to pick the beers. She is an advocate for craft brewers like ACS members are specialty cheesemakers. (Lucy pointed out to me that craft beers or brewers are more appropriate terms than micro beers or micro-brewers. Many advocates and brewers believe that the micro word has been bastardized and is now a throw away term.)

Lucy had a lot of Wisconsin craft beers to pick from since the micro brew or craft beer industry in Wisconsin is healthy and growing. In fact there is an active Craft Brewers Guild that worked with Lucy and donated much of the beer for the tasting. As I mentioned in my previous article, brewers tend to understand they are in the hospitality industry and are always eager to pair their beers with other foods. When Lucy and I reviewed the pairings, we narrowed the field down to 18 cheeses and 13 beers. We wanted to do more but I'm glad we didn't since it took two and a half hours to get hundreds of chef's through all the pairings.

To say the least it was a huge draw with standing room only. Everyone rated the pairings differently and there were clearly some strong winners in popularity. We tried to provide the best pairings we could for most of the pairings but included several options for some of them. In addition to getting a show of hands for favorites we also asked the chef's for copies of their comments on the tasting notes.

The most important take away for me was to look at beers in categories and styles as I would cheeses. You might not use the same pairs we did but the tasting notes that follow should give you a road map on how to think about setting up your own pairings. If you like beer you owe it to yourself to find out which one goes with your favorite cheese. My prediction is that it won't be long before you start seeing beer recommendations on menu's just as you know find wine suggestions.

## PAIRING #1

BEL GIOIOSO CELEIGNE  
FRESH MOZZARELLA BALLS  
SPECIALTY CHEESE COMPANY  
LA VACA RICA  
QUESO BLANCO CON FRUTAS  
CAPITAL BREWING GARTEN  
BRAU DARK LAGER

## Bel Gioioso Fresh Mozzarella

As featured in *SAVEUR* magazine, Italian style cheeses from Wisconsin include fresh Mozzarella balls ideal for salads and pasta dishes. Made from cow's milk, this soft cheese is packed in water for freshness. It has delicate flavor and porcelain white appearance.

## Specialty Cheese Queso Blanco Con Frutas

Wisconsin specialty cheeses also include a wide variety of Hispanic cheeses suited to quesadillas, tacos, salsas and grilled dishes. The Queso Blanco, a fresh firm white cheese with bits of pineapple and mango is slightly sweet, with a tutti-frutti taste. Broil Queso Blanco con Frutas as a topping for grilled fruit or as a crumbled topping on chicken tacos served with a papaya and mango salsa.

## Capital Brewing Garten Brau Dark Lager

The light malt sweetness of the Dark Lager, twice a gold medal winner at the Great American Beer Festival, makes a delicious complement to the Queso Blanco Con Frutas.

## PAIRING #2

BESNIER  
RIPE BRIE  
LAKEFRONT  
CHERRY LAGER  
NEW GLARUS  
BELGIAN RED ALE

Besnier Brie Soft ripened cheeses such as Brie are versatile companions to breads and fruits; thus the pairing of two distinctly different cherry beers with the Brie highlights its creamy, buttery flavors.

The fruitiness of both brews accent the fullness of the Brie's rich taste notes, reminiscent of mushrooms (especially when tasted with the snow-white, edible rind). Brie's mildly earthy flavors complement and contrast a wide range of foods like melons, berries and sun-dried tomatoes.

## Lakefront Cherry Lager

The Lakefront Cherry Lager is made with the Door County cherries, as is the New Glarus Belgian Red Ale, but they are fermented with different yeasts and matured differently.

## New Glarus Belgian Red Ale

The New Glarus Brewing Company is the only American microbrewery to age its fruit beer in oak tanks, so this ale manages to be both sweet and dry on the palate.

### PAIRING #3

#### CHALET CO-OP

COUNTRY CASTLES BABY SWISS

OLD WISCONSIN

AGED SWISS

WISCONSIN BREWING COMPANY

WHITE TAIL CREAM ALE

Chalet Baby Swiss

A light creamy firm cheese, Wisconsin Baby Swiss is made with whole milk for a buttery flavor and soft, silky texture. Easy to slice, cube or shred, Baby Swiss is a versatile cheese for all kinds of appetizers.

Old Wisconsin Aged Swiss

Contrasting that delicate Swiss cheese flavor is Aged Swiss, which is made from part skim milk and aged longer, yielding a more tangy, nuttier taste.

Swiss makes an excellent base for fondues, egg dishes such as quiches and omelets, and as a topping for sandwiches and baked dishes.

Wisconsin Brewing Company White Tail Cream Ale

The White Tail Cream Ale, made with both barley and wheat malts for a creamy head and gently astringent flavor from Willamette hops, enhances both the sweet, dairy notes of the Baby Swiss and the nutty, full flavors of the Aged Swiss.

### PAIRING #4

#### WHITE CLOVER DAIRY

GOUDA

PRIMA KASE

AGED EDAM

WISCONSIN BREWING COMPANY

RAINBOW RED

STEVENS POINT BREWERY

BOCK

White Clover Gouda

In Wisconsin, buttery, rich Gouda cheese is made from full-fat cow's milk. Gouda is easily sliced, cubed and melted to make a variety of appetizers, vegetable dishes and entrees. A simple grilled appetizer of thin slices of roast beef wrapped around a wedge of Gouda and roasted red peppers would pair wonderfully with the malty brews featured here.

Prima Kase Aged Edam

Edam is made from part skim milk; it is firmer and longer aging yields a stronger, nuttier, fuller flavor. Aged Edam is still very easy to handle in the kitchen and goes very well with apples, breads and soups.

Wisconsin Brewing Company Rainbow Red

Stevens Point Brewery Bock

The Rainbow Red is a red ale made with five different barley malts and both

Liberty and Willamette hops, and the Point Bock is brewed with dark roasted barley, caramel malts and Hallertau hops. Both styles of beer, the red ale and the bock, are malty enough to complement the creamy Gouda and full-bodied flavors of the Aged Edam.

### PAIRING #5

#### BEL GIOIOSO

AGED PROVOLONE

LEINENKUGEL

AUBURN ALE

Bel Gioioso Aged Provolone

A member of the pasta filata family of Italian-style cheeses, Provolone curds are cooked, stretched and kneaded into a variety of shapes and then cured, some; times even smoked. Provolone's sharp full flavor comes from more and different starter cultures than Mozzarella.

Sharp and slightly granular -- but still very easy to slice, grate and cube -- Aged Provolone is a delicious companion to all kinds of breads, salads, sandwiches and Italian marinated vegetables. A simple appetizer of hot pickled cherry pepper, drained, cored and stuffed with wedges of Provolone and spicy salami, drizzled with olive oil and broiled, makes a perfect bar snack.

Leinenkugel Auburn Ale

The first ale ever brewed by one of Wisconsin's best known breweries, the Auburn Ale has a full-bodied flavor and slightly higher alcohol content at 5.2 percent ABV (alcohol by volume), making a savory contrast to the piquant Aged Provolone.

### PAIRING #6

#### CUCINA CLASSICA

TOMATO BASIL BEL PAESE

ROTH KASE

HAVARTI WITH BASIL

LEINENKUGEL

BOCK AND AUBURN ALE

Cucina Classica Tomato Basil Bel Paese

Now produced in Wisconsin, Bel Paese is a semi-soft cheese that originated in Italy. In fact, Bel Paese translates to "beautiful country" in Italian. Made from whole milk, it had a creamy texture and a slightly tart finish. This tart finish is contrasted by the acidity of the tomatoes and the essential oils or aromatics from the basil. Bel Paese is extremely versatile in sauces, soups and makes a great garnish for marinated grilled vegetables.

Roth Kase Havarti with Pesto

Havarti is also a semi-soft cheese made with whole milk. In fact, it is known as a double cream which means it contains

over 60% butterfat, giving it a very buttery texture. Havarti slices well and melts easily for a perfect addition to sandwiches, pizzas and other melting applications. As with Bel Paese, this variety of Havarti is also contrasted by the primary ingredients in pesto, notably garlic and basil.

Leinenkugel Bock and Auburn Ale

The deep malty flavors of the Leinenkugel Bock and Auburn ale, both made with more than five different specialty malts and robust at 4.8 percent and 5.2 percent ABV, stand up.

### PAIRING #7

#### CHALET CHEESE

SURFACE RIPENED BRICK

SPRECHER

BELGIAN ALE

Chalet Surface Ripened Brick

Brick is a Wisconsin original, named for its shape and the fact that cheesemakers originally used heavy bricks to press moisture from the cheese. The surface ripening is accomplished with a surface wash or smear which promotes the growth of bacteria linens and yeasts.

Other pairings for Brick: apples, grapes, pears, onions, dark grain breads.

Sprecher Belgian Ale

Making a wonderful counterpart to the aromatic, earthy, ripened Brick cheese is this exquisite deep-red ale. It has a sweet fruit bouquet from brewing in the traditional Belgian method and is fermented with mixed abbey yeast cultures. Extended periods of maturation gives this silky-smooth ale an incredibly complex malt finish accented by Willamette, Mt. Hood and Tettnang hops.

Both the cheese and the ale are most flavorful when tasted at 55 to 60 degrees F.

### PAIRING #8

#### MEISTER

GREAT PLAINS

WILD MOREL AND LEEK JACK

CAPITAL BREWERY

BLONDE DOPPELBOCK

Meister Wild Morel and Leek Jack

Monterey Jack is a semi soft cheese; therefore the earthy morel mushrooms and bits of leek in this Wisconsin specialty cheese easily permeate the body. This particular cheese is made with wild yellow morels picked on the Meister farm.

Other pairings include tannic red wine, grapes and potato dished. The Wild Morel and Leek Jack cheese is a great

*continued.....page 11*



# AMERICAN CHEESE SOCIETY 14TH ANNUAL CONFERENCE

## "ROMANCING THE CHEESE"

### AUGUST 14 - 16, 1997

Mark Your Calendars!

Registration Packets will be mailed the first week of May.



The American Cheese Society (ACS) is the nation's premiere specialty cheese association. Their 14th Annual Conference will take place, on August 14 - 16, in one of the most beautiful cities in the Pacific Northwest...Seattle. This romantic city is famous for its

Four of Seattle's leading restaurants will be delighting your taste buds with their incredible creations. Register Early, space is limited.

#### Friday August 15th

##### 8:00 am Opening Remarks:

Stacy Kinsley - A.C.S. President  
Paige Lamb & Jeff Bergman - Conference Co-Chairs

CNN on ACS tongue-in-cheek coverage of last year's conference

##### 8:30 am Honorary Chair

##### 9:00 am Romancing the Cheese in your favorite local restaurants!

Jeff Bergman, Moderator /Conference Co-Chair, and his impressive panel members; Nancy Oakes- San Francisco chef and restaurant owner of "Boulevard", Tom Douglas- Seattle restaurant owner and Executive chef of "Palace Kitchen", "Etta's Seafood", and the "Dahlia Lounge", and Leslie Macki- Seattle Master Baker, chef and owner of "Macrine Bakery and Cafe", will discuss what cheesemakers need to know and what they need to do to get their cheese featured on a local menu, i.e. menu item or in a cheese course... and why such exposure will increase sales regionally and have an effect on retail sales as well

10:15 - 10:30 Break

##### 10:30 am Old World / New World

Moderator Gerd Stern and a panel of cheesemakers and mongers from America and abroad, compare their cheese of the same and similar types, complete with a tasting for the audience with plenty of time for questions.

12:00 - 1:30 Lunch

##### 1:30 pm The Role of the Food Writers in Telling the Story!

Linda Funk of WMMB, will lead a panel discussion on the importance of the Cheesemaker establishing a relationship with their local press and the freelance writer and how this media can better tell their (Cheesemakers) story.

##### 2:30 pm "Set the Stage- Merchandising" Slide Presentation

Speaker: Paige Lamb, previous Senior Food Service Director for Larry's Market, will be presenting the eye-catching merchandising ideas and promotions that stopped customers in their tracks and increased sales and exposure of American farmhouse and specialty cheeses in the Northwest. Only a few have actually made it to Europe. Moderator Mike Comotto of Rhone-Poulenc Dairy Ingredients and his panel members will show us what kind of specialty cheeses are out there and what kind of cultures are available. Panel Member Lynne Edelson, will talk about her recent experience with the Kazakhstan Dairies.

gourmet coffees, Pacific slope wineries, micro-breweries, fresh seafood and farmers' markets, national renowned Pacific Rim restaurants, distinctive cheeses and locally produced specialty food items.

This year's conference theme, *Romancing the Cheese*, is to further explore the relationships between the American farmhouse and specialty cheesemakers and retailers, restaurateurs and consumers. This year's ACS is about creating the ambiance needed to pique curiosity and expand on our cheese experiences.

#### Conference Chairs:

Paige Lamb, Consultant, The Food Paige  
Jeff Bergman, Director of Specialty Foods, Larry's Markets

#### Schedule of Events:

##### Thursday August 14th

9:00 a.m. 14th Annual Judging of Cheese Entries

10:00 - 4 p.m. Conference Registration

10:30 - 4 p.m. Cheesemaking Workshop

Learn how to make delicious cheese including Fresh Ricotta, Mexican Queso Blanco, Fresh Fromage Blanca, Creme Fraiche, Italian Mozzarella, Mascarpone, Dutch Gouda, and more. Have fun with other cheese lovers, learning the basics of hard and soft cheesemaking. Limited space is available, register early, class will fill up fast. Box lunches from Larry's Markets will be provided.

6:30 - 9 p.m. Reception: *Romancing the Cheese at Retail*  
Larry's Markets Queen Anne Store.

Enjoy fabulous appetizers made with American farmhouse and specialty cheese, and our favorite Northwest wines and microbrews. Then wander through one of the country's leading specialty retailers....Larry's Markets. Sponsored by Larry's Markets and The Preston Company.

8:30 p.m. Dine Out Nite-

*Romancing the Cheese in Seattle's Premier Restaurants*

3:00 - 3:15 Break

3:15 pm **Cheesemaking Video (comedy)**

3:30 pm **Exotic Cheeses / Exotic Places**

Most Cheesemakers have not ventured very far from their farm and only few have actually made it to Europe. Moderator Mike Comotto of Rhone-Poulenc Dairy Ingredients and his panel members will show us what kind of specialty cheeses are out there and what kind of cultures are available. Panel member Lynne Edelson will talk about her experience with the Kazikistan Dairies.

6:00 pm **Reception and Dinner**

Come aboard the Spirit of Seattle and cruise along scenic Puget Sound while you enjoy the cheese from the Northwest Region. After the 45 minute cruise, you'll arrive at Blake Island Marina State Park, home of fabulous Tillicum Village. There you'll enjoy an Indian salmon bake and be entertained by Northwest Native American Indian Dancers.

**Saturday August 16th**

8:00 am **How The Right Label Can Increase Your Sales!**

Moderator, Debbie Haws will take us a step further in "Telling The Cheesemakers Story" by exploring how the look of your label and packaging can increase or decrease sales. She will discuss how Cheesemakers can objectively evaluate their current labels and show us what steps may need to be taken to maximize sale opportunity. Debbie will tell us about the current label information requirements, how to locate an artist or art work, what size labels you should consider, and talk about the latest trends in labeling.

Next, listen as Top Retail Buyers from the Northwest and across the country tell real life stories on how packaging influenced a buying decision.

9:15 am **Entering a Cheese Contest**

Bill Schlinsog brings his informative class from the University of Wisconsin Cheese Technical Short Course Program. Bill will cover what the judges look for and how to avoid the most common errors.

10:00 - 10:15 Break

10:15 am **New Flavor Trends in Cheese**

Marc Bates of Washington State Creamy, maker of Cougar Gold Cheese, will lead a panel discussion on the technical aspect and safety concerns of adding new flavor ingredients to cheese, the latest trends in flavor, and conduct a tasting.

11:30 am **ACS Web Page Review-** Richard Haws will walk us through ACS's New Web Site.

12:00 - 1:30 Lunch

1:30 pm **Cheese Tour Video**

1:40 pm **Romancing the Cheese at Retail "Tell The Cheesemakers Story"**

Theresa Battel, and her panel of 2- Cheesemakers will talk about how "Telling their Story" has increased sales and exposure and what materials they used to convey their story. Then listen as Retail panel members, Maurine Cell of Whole Foods and Shannon Loch of Natures Portland Oregon, talk about how they convey the Cheesemaker's Story through merchandising, training and promotion... and how they in turn Romance the Customer.

3:00 - 3:15 Break

3:15 **ADGPA, the American Dairy Goat Products Association Slide Presentation**

Laura Jacobs-Welch of ADGPA and Mary Keehn of Cypress Grove will take us on an informative, picture packed journey into the world of Dairy Goat Cheesemaking.

3:45 - 4 pm **Closing Remarks**

6:30 pm **Annual Festival of Cheeses, Snoquaimie Winery.**

The American Cheese Society Contest winners will be announced and awarded ribbons during the Festival of Cheeses. The ACS Cheese Contest is the most prestigious competition in the United States for farmhouse style, hand-crafted, and specialty cheeses. The winery sits among the foothills of the Cascades and over looks part of the Snoqualmie Valley. With such a spectacular view, it is the perfect place to toast the winning cheesemakers and sample America's best farmhouse and specialty cheese. Enjoy a light Northwest meal, served by Larry's Markets, then finish the night dancing as the sun sets.

**General Information  
Conference:**

The ACS conference will be held August 14 - 16, at the beautiful Sheraton Seattle Hotel and Tower, in the heart of Seattle on Sixth Avenue. The opening conference reception will be Thursday, August 14 at 6 p.m. The "Festival of Cheese" is Saturday evening, August 16th, at the Snoqualmie Winery and a post conference tour will be held on Sunday, August 17th.

**Hotel Accommodations:**

A special conference rate at the Sheraton Seattle Hotel and Tower has been arranged for \$120 a night, single occupancy (regularly \$160 per night, single occupancy). Please mention that you are with ACS to receive this rate. For reservations call (206) 447-5555.

**Airfare:**

Save 6 percent on American Airlines lowest published fare with a Saturday night stay over and save 10 percent on Southwest Airlines' lowest published fare with a Saturday night stay over. Travel arrangements need to be booked through Triangle Travel to receive these discounts. Call Rena Harris, Triangle Travel, Beaverton, Oregon.

1-800-577-3778, ext. 224.



### Transportation:

For hotel to airport shuttles, Grayline Airport Express is available every 30 minutes. The cost for a round trip ticket is \$13 and tickets can be purchased at the Grayline counter located at the north and south ends of the baggage terminal.

There's no need to rent car to get around downtown Seattle. Just about everything is within walking distance from the Sheraton Seattle Hotel and Tower. The more urbane visitor can enjoy the free transit bus service in Seattle's city core, where they can visit the waterfront, world famous Pike Place Market and shopping. A bus to Pioneer Square, the Seattle Historic District, could include a tour of the Underground City - vacant since 1907- China Town and the International District. The waterfront, with its terminals, shops, restaurants and the aquarium have trolley service, and a monorail operates between downtown and the Space Needle in Seattle Center.

### Attractions:

To the delight of both its residents and visitors, Seattle, like most major urban areas, has a full assortment of first class facilities and services. The variety and quality of its lodging, dining, transportation, shopping, recreation and entertainment more than adequately meets the needs of the community. But what sets the Seattle area apart from others is its unique indigenous features not to be found anywhere else.

Visually, the area seems to have been created just to overwhelm the senses. The majestic snowcapped Cascade Mountains with their towering glacier volcanic peaks strung from Mount Baker to the north and Mount Adams to the south, including the infamous Mount St. Helens and the striking presence of Mount Rainier, are the backdrop to the brilliant waters of Puget Sound. Fed by a multitude of tumbling streams, cascading falls and roaring rivers, Puget Sound harbors such delights as the breathtaking San Juan Islands, countless beaches, coves and shoreline venues.

Shining on the western horizon, the jagged Olympic Mountains, home to the northwest rain forests, stand guard over Puget Sound. Towering green fir trees are everywhere! Being set in this tiara of beauty it is no wonder that Seattle is called the "Emerald City".

The sounds of the Pacific Northwest include the language of its Native American people. Chinook, Snohomish, Skagit, Tillicum, Tacoma and even Seattle itself, are full of native origin. Other sounds from the area include a ranging of music from Kenny G., Jimmy Hendricks, Pearl Jam and Stan Borenson, from sonnet to polka! Seattle's nightlife reflects the same flexibility in taste.

The enthusiast and curious are equally welcomed at wineries, breweries, coffee houses and salmon houses, to savor and learn more about these sensational palette pleasers. Seattle's diverse population assures a full range of ethnic menus from which to choose, but its offerings of the harvest from Puget Sound are amongst its most favored.

Wildlife, unique to the Pacific Northwest, can be viewed at aquariums, parks and in their natural habitat. Giant wolf eels, the world's largest species of octopus, beautiful and graceful Orca whales, migrating salmon and bald eagles are just some of the variety to be seen. There is no better time than August to experience the thrill of catching Chinook (King) and Coho (Silver) salmon right at Seattle's door step and having it smoked or kippered. Feel free to hike about, for there are no poisonous

reptiles in this Eden!

The northern location of the Puget Sound provides longer days with sunlight lasting until after 9 p.m. Seattle's extremely long summer days allow time for enjoyment of numerous activities of varied interest. Whether exploring on their own, or taking advantage of the multitude of available tours, the visitor to Seattle can discover, savor and capture for their own the treasures of American's Pacific Northwest.

### Registration Packets

Registration Packets will be sent out the first 2 weeks of May, and will include all information regarding cost of conference and events. Packets will be sent to current ACS Members. If you are not a current member and would like to join ACS, please call the following number 415/661-3844. Otherwise, please do not call this number regarding cost of conference, they will not have that information.\*

As soon as information is available, it will be sent to you.

### The American Cheese Society

*"Founded by a small group of East coast cheesemakers in the early 1970s, the American Cheese Society (ACS) is a grassroots organization that strives to foster communication between cheesemakers, cheese sellers and cheese enthusiasts. Dedicated to celebrating and perpetuating fine farmstead and specialty American cheese. The society holds an annual conference each August that features panels, workshops, tastings and a comprehensive competition in which cheeses from across America are evaluated by an international panel of judges. In contrast to many other American and European competitions, this one takes into consideration both aesthetic and technical aspects of the competing cheeses, which are entered in a wide range of categories based on milk type (cow, goat, etc.) and 'recipe.' A number of the artisanal cheeses mentioned in the 'Cheese Primer' have won awards at this important annual judging."*

(Excerpt from "Cheese Primer" by Steven Jenkins, available through ACS.)

**"No time or place could put you in arms reach of so many award winning cheesemakers!**

**It's an event not to be missed!"**

# SAMISH BAY CHEESE PRODUCERS OF ORGANIC MILK AND CHEESE

by: Paige Lamb

I am very excited about the Cheesemaker and Retail Tour at this year's conference. One of our stops will be at Samish Bay Cheese, located in Bow, Washington, which is a little over an hour north of Seattle. Right before I left Larry's Markets, I took my Cheese Specialist on several cheese tours in the area. Samish Bay Cheese was a great surprise for us all. The area was so beautiful and the 100 year old farm house was the envy of all of us.

Samish Bay Cheese is owned and oper-

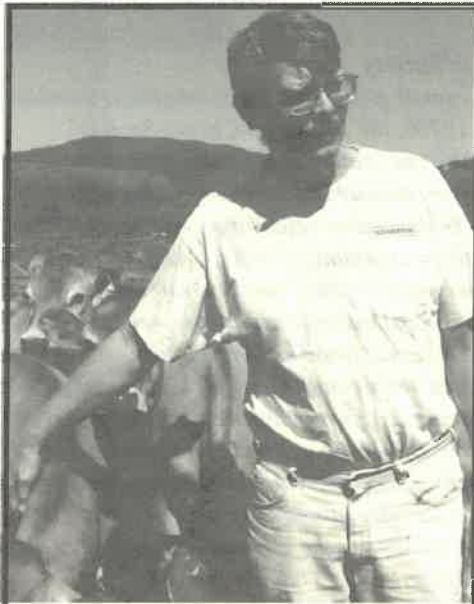


PHOTO BY: PAIGE LAMB

Bill Spyksma with cows

ated by Bill and Nancy Spyksma and their children Alyssa 16 and Charly 14. The Spyksmas have been in the dairy business for 12 years and at the Bow location for 9 of the 12 years. Bill's father is also a Dairy Farmer located south of the Seatac Airport. The Spyksmas were the Skagit-Island County Dairy Family of the Year in 1996. They were also voted the Washington State Innovators of the Year by the Washington State Dairy Federation. The Dairy was Certified Organic in 1995, and began producing cheese that same year. The farm makes Gouda, Monterey and Montasio cheeses.

The farm consist of 85 registered Jerseys and 75 young stock for replacements. During the spring, summer and fall the cows are pastured using New Zealand type grazing. This means the farm's 50 acres of

pasture is broken up into small paddocks and the cows are given fresh pasture every 12 hours. During the winter the cows are fed grass and corn silage. The grain for the herd is organically produced wheat or barley and linseed meal.

A lagoon stores manure during the winter months to be spread on the pastures during the growing season to properly utilize the nutrients in the manure.

During the winter the herd is housed in a freestall barn. Each freestall is equipped with a "cow mattress" to provide comfort and cleanliness. This also conserves on bedding cost.

The cows are fed grain through a computer feeder. Every cow receives a diet customized to her weight and production. The computer is helpful in finding sick cows very early, as it gives a printout of each cows consumption.

The herd receives a monthly herd health check by the Chuckanut Valley Veterinary Clinic. Cows are checked to confirm pregnancies and for any other health problems. Since this is an organic dairy, preventive measures are emphasized. If a problem does arise, Homeopathic Practices are used.

All Samish Bay Cheese are made with whole raw milk, lactic acid culture, salt... that's right these cheeses are made with out rennet. The organically produced milk is not only rich in protein but it is also contains beta-carotene. Beta-carotene gives Jersey milk and cheeses a distinctive rich yellow color.

Samish Bay Gouda is a traditional Dutch style cheese and has a mellow nut like flavor. Their Monterey is a stirred curd cheddar and has a distinctive taste.

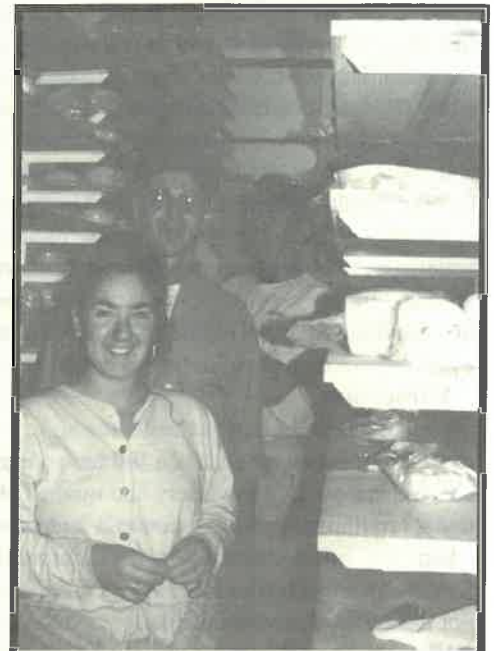


PHOTO BY: PAIGE LAMB

In the curing room at Samish Bay.  
L to R: Helen Kacker - Larry's Markets,  
Francis Kerautret - The Peterson Co., Bill  
Spyksma - Samish Bay Cheese

My favorite, Montasio, is an Italian style cheese once made in monasteries, hence the name Montasio. Young, this cheese makes an excellent table cheese. Aged, grate and use as you would parmesan. All cheese are available in Cumin, Caraway, Basil, Jalapeno and Herb (Garlic, Chives & Parsley).

Samish Bay Cheese - 1311 Bow Hill Rd.  
P.O. Box 45, WA 98232, Phone/Fax  
360/766-6412

In the next newsletter, I will talk about some of the Retailers we will be visiting on this tour.



PHOTO BY: PAIGE LAMB

Samish Bay farm. Left center is curing room and sales front.



**BEER AND CHEESE PAIRINGS...CONT.**  
addition to soups, sauces, sandwiches and casseroles.

Capital Brewery Blonde Doppelbock Doppelbock, a rich malty lager characterized by Capital's brewmaster as a "malt monster" makes a fitting partner to the robust, full flavors of this creamy Wisconsin Jack cheese.

The peppery nose of the Doppelbock (from its 7.7 percent ABV) pairs well with the pungent, slightly peppery flavor of the leeks and accents the aromatic wild morel mushrooms. Gentle carbonation from the lager's natural fermentation cuts through the creamy, buttery texture and highlights the slight tart flavor of the semi-soft Jack cheese.

#### PAIRING #9

##### MAPLE LEAF

AGED RAW MILK CHEDDAR

STEVENS POINT

PALE ALE

As Cheddar ages, it becomes fuller, beefier and sharper. Raw milk cheeses are made with milk that is not pasteurized and must be aged over 60 days. Raw milk cheeses tend to have a richer, rounder, fuller, almost fruity flavor.

Cheddar makes a delicious companion to winter fruits like apples and pears and is widely used in recipes for breads, biscuits or a typical English savory pie of minced ham, sliced onions and grated Cheddar cheese.

Stevens Point Pale Ale

The piquant, nutty, creamy flavor of Wisconsin Aged Cheddar, one of the most popular cheeses in the world, is paired with an American interpretation of the classic pale ale from Stevens Point. Point Pale Ale at 5.5 percent ABV and assertively hopped with Cascade and Willamette hops is strong enough to balance the full Cheddar flavors of this raw milk cheese.

#### PAIRING #10

##### ANTIGO

STRAVECCHIO AGED PARMESAN

GREEN BAY BREWING COMPANY

HINTERLAND AMBER

Antigo Stravecchio Aged Parmesan

Parmesan, called the "King of Cheeses," is in the hard cheese family known as Grana, which refers to the granular textures that yields a buttery, nutty flavor which intensifies with age.

Parmesan pairs well with high-acid foods such as tomatoes. This Parmesan is aged over 22 months.

Parmesan is widely used in salads or

Italian dishes as a garnish and topping. However, it adds depth to creamy cheese sauces and will not overpower delicate flavors of seafood, making it ideal for béchamel sauce base for a seafood lasagna. Other pairings: walnuts, figs, melons, prosciutto.

Green Bay Brewing Company  
Hinterland Amber

Hinterland Amber offers full malt flavor and well-balanced hops which highlights the slightly sweet, tangy flavors of the Parmesan.

Upon tasting both, the pairing creates a sweeter, gentler flavor on the palate.

#### PAIRING #11

##### BEL GIOIOSO

ITALIAN STYLE GORGONZOLA

ROTH KASE

BUTTERMILK BLUE

SPRECHER

BLACK BAVARIAN

Bel Gioioso Italian Style Gorgonzola

Italian Style Gorgonzola is a softer, creamier version of Blue cheese with a full, rich, earthy flavor. It is cured with high humidity and developed a thick natural rind. Its veins are often more grey-green than blue and its earthy flavors pair well with pears, apples, grapes, rustic breads and roasted vegetables.

Roth Kase Buttermilk Blue

Most traditional Blue cheeses are crumbly to crumbly/creamy with distinct open blue veins. The Blue mold (*Penicillium Roquefort*) produces enzymes that give Blue its sharp, almost soapy tang. Buttermilk Blue is more crumbly than Italian Style Gorgonzola but still creamy compared to most Blues. The Buttermilk Blue is refreshing acidic, with a gentle edge from the blue mold used to inoculate the cheese as it ripens. It would be an outstanding accompaniment to a fresh fruit and ploughman's lunch of bread and cheese.

Sprecher Black Bavarian

The Sprecher Black Bavarian, an intensely dark Kulmbacher style lager, has a superb malt complexity with the distinctive flavors and aromas of coffee, caramel and chocolate. It is both strong enough (6 percent ABV) to withstand the tangy flavors of the veined cheeses, and sweet enough not to mask the creaminess of either cheese.

#### PAIRING #12

ROTH KASE ROFUMO

PORT WASHINGTON BREWERY

OLD PORTER

##### Roth Kase Rofumo

Rofumo is a smoked Fontina (semi-soft cheese) made from whole milk. After production, a round hole is cut in the center of the wheel to allow natural smoke to evenly penetrate the body of the cheese. Rofumo melts beautifully and is a great cheese for appetizers, sandwiches, and sauces.

Stuff mushroom caps with cubed Rofumo and broil until the cheese is bubbly and browned. Other pairings include: pizzas, au gratin dishes, toasted almonds, apples.

Port Washington Brewery Old Porter

The Port Washington Brewery, a pub venture at the renowned Smith Bros.. Fish restaurant, makes an Old Porter that is smooth, balanced and accents the natural wood-smoked flavors of the Rofumo without overwhelming the buttery, delicate milk flavors of the cheese.

#### PAIRING #13

##### PARK CHEESE

PEPATO

MEISTER

GRETA PLAINS HABANERO JACK

REMINGTON WATSON SMITH

DOPPLEBOCK

Park Cheese Pepato

Pepato, a hard cheese or Grana, is a Sicilian tradition that combines Romano with whole black peppercorns. Romano is sharper than Parmesan and the black peppercorns further accent that sharpness. As the cheese ages, the peppercorns soften, making Pepato equally well suited to a table cheese or a cooking cheese. Excellent when grated or crumbled, the Pepato cheese adds sharp peppery flavors to traditional Italian dishes.

Meister Habanero Jack

Monterey Jack is a semi-soft cheese made with whole milk. Its creamy texture and buttery flavor briefly mask the fiery hot bite of minced Habanero peppers in this variety. Habaneros are the hottest pepper on earth and their addition imparts an assertive flavor to the cheese, making it an excellent choice for Mexican and South American recipes.

Remington Watson Smith Doppelbock

Matching fire with fire, try the unfiltered blonde Doppelbock from one of Wisconsin's most innovative brewpubs, Remington Watson Smith. At 11.25 percent ABV, its drinkable and delicate cask-conditioned carbonation smoothes and modulates the peppery cheese flavors on the palate.



# CALENDAR OF EVENTS

Thanks to Heather Lee Schroeder of *Cheese Market News* for providing this calendar of events.

(Editor's Note: ACS members are encouraged to let us know about additional upcoming events of interest. Please contact Heather Lee Schroeder, editor, *Cheese Market News*, (608) 288-9090, if you have an event you'd like to see added to this list.

**April 20-23, 1997: American Dairy Products Institute (ADPI) Annual Meeting**, Chicago. Contact ADPI, (312) 782-4888, FAX (312) 782-5299.

**April 22-25, 1997: Basic Cheesemaker's License Short Course**, River Falls, WI. Contact Rance May, (715) 425-3705, FAX (715) 425-3785.

**April 28-30, 1997: Packaging Productivity Forum**, Itasca, IL. Contact Packaging Machinery Manufacturers Institute, (703) 243-8555, FAX (703) 243-8556.

**April 28-May 1, 1997: Cheesemaking Technology Course**, Guelph, Ontario. Contact Office of Open Learning, University of Guelph, (519) 767-5000, FAX (519) 767-1114.

**May 3-8, 1997: 26th National Conference on Interstate Milk Shipments (NCIMS)**, San Francisco. Contact Leon Townsend, NCIMS executive secretary, telephone/FAX (502) 695-0253.

**May 4-7, 1997: U.S. Food Exchange Showcase**, Chicago. Contact U.S. Food Export Showcase Convention Management, (703) 876-0900, FAX (703) 876-0904, 24-hour fax-on-demand (516) 222-1868 ext. 120.

**May 4-7, 1997: Supermarket Industry Convention and Exposition**, Chicago. Sponsored by Food Marketing Institute (FMI). Contact Sharyn Gewanter, FMI, (202) 429-4582, FAX (202) 429-4519.

**May 6-7, 1997: Dairy Plant Water and Waste Management Short Course**, Madison, WI. Contact CALS Outreach Services, (608) 263-1672, FAX (608) 262-5088.

**May 12-14, 1997: The Global Outlook for Food Preservation: Methods and Markets Conference**, Washington. Contact Jennifer Winch Intertech Conferences, (608) 781-9800, FAX (207) 781-2150.

**May 13-14, 1997: Fourth Annual Cultured Dairy Products Symposium**, Milwaukee. Sponsored by Chr. Hansen Inc. Contact Lisa Lecher or Dr. Bill Watrous, Chr. Hansen, (800) 247-8321, FAX (414) 476--2313.

**May 13-14, 1997: 1997 Milk Procurement Workshop**, Rosemont, IL. Contact Ellen Gowen, International Dairy Foods Association (IDFA) (202) 737-4332, FAX (202) 331-7820.

**May 19-20, 1997: Pennsylvania Association of Milk, Food and Environmental Sanitarians Conference**, University Park, PA. Contact Pennsylvania State University, (814) 865-8301, FAX (814) 865-7050.

**May 19-20, 1997: Vermont Specialty Food Showcase**, Montpelier, VT. Contact Jennifer Grahovac, Vermont Specialty Food Association, (802) 828-3828, FAX (802) 828-3831.

**May 20 & 22, 1997: Ingredient Technologies for New Opportunities Seminar**, Brazil and Peru. Contact Véronique Lagrange, U.S. Dairy Export Council, (703) 528-3049, FAX (703) 528-3705.

**May 21, 1997: Eastern Dairy Deli-Bakery Association (EDDA) Dinner Cruise**, Manhattan. Contact EDDA, (201) 288-5454, FAX (201) 288-5422.

**May 21-22, 1997: Applied Dairy Chemistry Short Course**, Madison, WI. Contact CALS Outreach Services, (608) 263-1672, FAX (608) 262-5088.

**June 1-3, 1997: Dairy-Deli-Bake '97**, Orlando, FL. Sponsored by The International Dairy-Deli-Bakery Association (IDDA). Contact IDDA, (608) 238-7908, FAX (608) 238-6330.

**June 4-10, 1997: Food Microbiology and Safety: International Perspective Course**, River Falls, WI. Contact University of Wisconsin River Falls/Eijkman Foundation Microbiology course, Animal and Food Science Department, University of Wisconsin-River Falls, (715) 425-3150, FAX (715) 425-3372.

**June 5-6, 1997: Wisconsin Cheese Grading Short Course**, Madison, WI. Contact CALS Outreach Services, (608) 263-1672, FAX (608) 262-5088.

**June 14-18, 1997: Institute of Food Technologists (IFT) Annual Meeting & Expo**, Orlando, FL. Contact IFT, (312) 782-8424, FAX (312) 782-8348.

**July 21-23, 1997: National Food Distributors Association's (NFDA) 70th Annual Convention and Trade Show**, Long Beach, CA. Contact Paula Villanueva, NFDA, (312) 644-6610, FAX (312) 321-6869.

**July 29-30, 1997: Nantwich International Cheese Show 1997**: Nantwich, England. For cheese competition information, contact Karen Wright, 44-1948- 830-538. For trade show information, contact Andrew Hung, 44-1270-811-172. Or contact Sue Sadinski, U.S. Dairy Export Council, 331-4455-0129.

**August 14-17, 1997: American Cheese Society (ACS) Conference**, Seattle. Contact ACS, (415) 344-0958, FAX (415) 344-1588.

**August 17-19, 1997: Wisconsin Dairy Products Association Annual (WDPA) Meeting**, Elkhart Lake, WI. Contact WDPA, (608) 836-3336, FAX (608) 836-3334.

**October 20-21, 1997: Fifth California Cheese Symposium**, Sacramento, CA. Contact University Extension, University of California, Davis, (800) 752-0881, FAX (916) 757- 8558.

**October 27-29, 1997: International Whey Conference**, Rosemont IL. Contact Dr. Warren Clark Jr., American Dairy Products Institute (312) 782-5455, FAX (312) 782-5299.

**October 30-Nov. 2, 1997: Worldwide Food Expo**, Chicago, Sponsored by Dairy and Foods Industry Supply Association (DFISA) and National Food Processors Association, International Dairy Foods Association and National Food Processors Association. Contact Mary G. O'Dea or Liz Overstreet, DFISA, (703) 761-2600, FAX (703) 761-4334, 24 hour fax-on-demand (888) 246-3277, (503)-402-1352.



## BOOK REVIEW:

by: Barbara Backus

### "FRENCH CHEESES"

authors: Kazuko Masui and  
Tomoko Yamada

American Edition: 1996 240 pages  
DK Publishing-Houghton Mifflin

The fullcolor naked beauty of the some 350 photographs in the newest Eyewitness Handbook: French Cheeses is enough to make a cheese lover weep with pleasure. The text is something else.

While the two female authors and the male photographers are devoted and informed Franco-tyrophiles, their aesthetics and sensibility is entirely Japanese. The outcome proves to be both stimulating and frustrating. Whatever order they manage to impose on their effort seems to dissipate every few pages.

The cheeses are arranged alphabetically (sort of.). Those with long-standing history are no problem. Although it is curious that the first important entry is

Abondance (AOC) and the last is Vacherin D'Abondance Fermier. Most of the goat cheeses are grouped under "Chevre du Coin" (?) when they're not grouped under "Chevre de la Loire" or "Tomme de Chevre les Pryennes." Best consult the index when searching for specific cheese.

English speakers learn that certain words are multidimensional. "Fromager" can mean either "cheesemaker" or "wholesaler" or "retailer." (There is a section with the tiny photos of same.) "Tome" or "tomme" can refer to either a small fresh cheese or a medium sized aged wheel. (The derivation is the Greek "tomos" meaning to slice or piece.) The photos of, say, the cheese mites handiwork or "cats' fur" gray mold seem by contrast straight forward.

The terms: fermier, artisanal, cooperatives and industrial are very satisfyingly described on page 22. The ACS may wish to use these definitions to further refine the judging competition. Missing is the American variant: "House Labeled - Made Somewhere Else." A clever - not to say deceptive - way of enhancing (or

detracting) from one's reputation. Apparently this practice has yet to be widely adopted in AOC conscious France. (The individual AOC regulations are spelled out for the reader.)

While most of the material is familiar to anyone who regularly dips into Patrick Rance's "French Cheese" one does discover a few original items. In the "I like that idea" category are the metal stamps (pictured on page 43) used to imprint the wheels of Pyrenean cheese with the makers initials or mark. The mini picture stories showing make procedure for at least five of the major varieties: Abondance, Camembert, Cantal, Roquefort and Vacherin seem just by themselves worth the \$18.00 price for this super quality paperback.

In contrast to most cheese author/experts Masui and Yamada delicately refrain from passing judgment although they are not devoid of sly humor. Their effort reeks of respect for tradition, cultural politesse, and a bounding enthusiasm for the rare and ephemeral.

### MARKETING CONTINUED.....

Sending samples out to a buyer doesn't always close a sale even after an optimistic phone conversation. Most cheese buyers need to know some other basics about your cheeses to consider them for their stores. They will want to have all of the facts before committing to put you on their vender list. The best way to get this information to them is with a sell sheet. The most successful sell sheets are well thought out, succinctly written and designed to reflect the company's personality. One side should have a professionally produced color photograph depicting the cheese whole and cut in an appetizing fashion with labels and logos clearly visible. The other side should have accurate information on weight and pack size, shelf life, nutritional info, shipping info, what makes this product better than the rest, and may include recipes for food service if there is space. Always send your unit pricing and shipping costs on a separate page attached to your sell sheet. This will keep your sell sheet current and usable when prices increase.

The creation of your sell sheet, logo, label, and other corporate materials helps to distinguish you in the market from your competition. Since label production and good quality four color printing can

be relatively expensive, it would be wise to seek professional advice before doing this on your own. You may ultimately need a writer, stylist, and photographer that specialize in food, a graphic artist, and an art director that will coordinate the whole project. I've seen well-written copy lose its punch because the type was printed too small and in the wrong font. A decent art director could have saved a bundle for that company by "specing out" food friendly graphics. Some printers can provide the entire art, photography, and design side for a reasonable price, but it's been my experience that these sell sheets tend to all look alike to some extent. Still, it is an option for many that need to get something together quickly and affordably.

Public relations is another strong vehicle a company can utilize to increase public awareness of their products and thus increase sales. Offer your cheeses and attend local events that attract the press and type of consumer that buys your wares. Should opportunity present itself, make it a point to chat with local press about your cheese. Remember, a free well placed mention in a food article is seven times as effective as a paid advertisement! Retailers and restaurateurs read the food sections and trade papers and

you will find some that you've never even heard of calling with orders. Sending out press releases to announce the creation of a new cheese, winning a cheese award, or your participation in an event helps to keep your company in the public eye.

We have seen tremendous growth in the specialty cheese industry in the last ten years. Having a well thought out marketing and sales strategy will help you to grow your company too. Who are your potential customers? Find out who the retailers are in your region and sell to them. What will the consumers of the next century be interested in buying? If current trends continue, you can expect more everyday people to try both fresh and aged goat and sheep's milk cheeses, washed-rind, blue, and otherwise cheeses thought of in the past as ethnic, moldy or "smelly". Your logo, labels, sell sheets, brochures, recipes, signs, etc., can be important tools to help get your labor of love on the same playing field as the big producers - the desk of the buyer, the cheese-case, and ultimately the consumer.

## YOU ASKED FOR IT!

by: Patrick Geoghegan

We've added a new feature 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 edition of the newsletter.

So if you have a question, simply write it down and mail it to: *You Asked For It*, Rout 1, Box 298; Fordland, MO 65652 or email [dhaws@pcis.net](mailto:dhaws@pcis.net)

OK, no easy questions from this audience. Our very first question stumped our available experts. If anyone out there can answer John's question, please let us know and we'll print it in the next newsletter. Here is John's question:

I have a problem with a mix of 3 types of cheeses in a pastry puff.

When mixing chèvre, cheddar and ricotta cheese the pastry explodes after 7 minutes of baking at 350 degrees. We've tried all sorts of experiments for the last 2 month to solve this problem. We're stumped. Here are the ingredients - maybe you can come up with a solution.

The Mix:

30% grated cheddar	39% fat
25% chèvre	20% fat 58% moist
30% ricotta	15% fat 80% moist
15% pesto, spices in oil base	

pastry shell: puff pastry  
bake: 350 for 12 min

We've tried mixing in starches, lactose

powders, gums, etc. to absorb moisture, but to no avail. We figure that the problem lies in the difference in the moist.,the fat, or a combination of both, of the cheese mix. This problem doesn't exist when only one of these cheeses is used individually in a pastry puff.

I would like to find out the reason for the cheeses' reaction and what I can do to remedy the situation. Can you help me, please?

Fromagerie Tournevent  
John Eggena

## AMERICAN CHEESE SOCIETY NEWSLETTER STORE

\*Any proceeds benefit the American Cheese Society

### ACS Newsletter Subscription - \$30.00

For \$30.00 a year you will receive all four quarterly Newsletter issues. This does not include full membership benefits

such as the Conference Wrap-Up Special Issue, listing in or copies of the ACS Directory, discounted Conference fees, or any of the other benefits of membership.

If you are would like a newsletter subscription, fill out the form on the back of this newsletter, check the subscription only box and send in.

### Book Corner

#### Cheese Primer

by Steve Jenkins

Members

13.95

Non-members

16.95

(plus postage and handling on both)

#### The French Cheese Book

by Patrick Rance

Members

17.00

Non-members

22.00

(plus postage and handling on both)

#### The Great British Cheese Book

by Patrick Rance

Members

25.00

Non-members

35.00

(plus postage and handling on both)

American Cheese  
Society T- shirts \$23.00



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

**20 % off**  
**only \$20.00**  
Plus S&H



1995 12th Annual Conference Items  
T-Shirt (L or XL) ~~\$23.50~~  
Tote Bags ~~\$11.50~~

**1/2 % off**  
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**and \$ 5.75 tote**  
Plus S&H



# FROM THE EDITOR

by: Regi Hise

## WHO IS THE ACS CONFERENCE FOR ANYHOW?

A draft of the program for this year's ACS conference went out to the board members recently; and as you might expect, there were various opinions on the program content. One rather strong opinion came from a board member who felt that the agenda focused too much on retailers and too little on cheesemakers. In fact the comment went further to state that we had lost focus regarding who the American Cheese Society was meant to serve, the cheesemakers.

When the American Cheese Society was first organized, the member base and the ACS conference program was focused primarily, if not exclusively, on cheesemakers. As the American Cheese Society grew, its member base grew to include food professionals other than cheesemakers—mostly retailers, chef's and distributors as well as cheese lovers. These people found out what the American Cheese Society was doing, liked it a lot, and became "Cheesemaker Groupies" so to speak. Over the last decade the ACS conference program has slowly changed to reflect items of interest to all of our members. Much of the program is still directed to cheesemakers but has grown to include topics of interest for all of our members and I think that is appropriate.

First of all without the trade channel, notably retailers, chef's, distributors and brokers, cheesemakers would have no market for their cheese. These people aren't the enemy; they're our market partners. Their exposure to specialty cheese through ACS has made them much more receptive to our cause and need in getting specialty and

farmstead cheeses into the marketplace. Many industry and opinion leaders from the trade attend the ACS conference and they possess a tremendous amount of experience in the various aspects of marketing cheese. They are the most cost effective focus group a cheesemaker could ever encounter. Some of the smartest cheesemakers I've seen spend much of their time at our conference networking with them and asking relevant questions. They help you with information on what is needed to sell products and they are potential customers.

Ten years ago we never would have guessed that this group would become a large member segment of ACS, and most active. It takes a lot of hard work to act as president of ACS, chair the conference, or put out a newsletter. If you look at a list of recent past presidents and conference chairs, you'll see that the majority of them are retailers, distributors or brokers. If they did work for a cheese company, they were likely not cheesemakers, but cheese marketers.

If you're a cheesemaker you should not be upset, but thrilled. Just think about what you've accomplished. The people who sell your products have taken on your cause, become active in your organization, and they come in greater numbers every year to your conference to interact. If the entire ACS conference was directed to cheesemakers, the trade would still attend. What cheesemakers would miss out on, though, would be the opportunity to learn from the trade. We believe that our conference programming is well balanced and serves all our members well..

**EDITOR'S NOTE:** While we do not currently accept advertising for the newsletter, we will, on occasion, print

notices regarding "cheesemaker needed" for members, space permitting.

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## CHEESEMAKER WANTED

Vermont Butter & Cheese is a small specialty creamery located in Websterville, in the Green Mountains of Central Vermont. We have earned an award winning reputation for the superb quality of our fresh and wholesome Cultured Butter and classic European-style cheeses.

We are in our thirteenth year and have an opening for a Cheesemaker.

This person must work well with people, and have the willingness to pitch-in and get the job done. Duties include:

- receiving milk and cream
- monitoring the production process
- developing and improving processing methods and systems
- researching and developing new products
- crafting specialty cheeses
- determining release/recall of products
- training staff regarding yields, etc
- providing quality assurance backup

The ideal candidate will be zealous about quality, be comfortable and effective in problem solving, and be able to communicate clearly, in writing, on the phone, and in person. A strong knowledge of dairy sciences, the ability to work independently, and stay cool as the pressure mounts, are essential, and a background in cheesemaking, especially with cultured or fermented products, and a knowledge of quality assurance are a strong plus.

We offer a competitive salary and benefits package. Send resume, cover letter, and salary history to:

Cheesemaker - Search  
Vermont Butter & Cheese Company  
Pittman Road, PO Box 95  
Websterville, VT 05678

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