

The American Cheese Society

N E W S L E T T E R

"CHEESE, PLEASE!":

A DISCUSSION OF THE HOTTEST TREND IN THE RESTAURANT INDUSTRY

by: Rosemary Furfaro

On February 25, the San Francisco chapter of Women Chef's and Restaurateurs brought together a select panel of cheese professionals at Campton Place Hotel to discuss the steps in creating a successful cheese service. Designed to further the attending 120 chefs, restaurateurs, and food professionals interest in this trend, the presentation addressed three points: the impact of building personal alliances between cheesemaker, distributor, chef and restaurateur; the continuing educational journey of a chef/restaurateur through the creation of a cheese service; and discussion of the variations in cheeses from the British isles and northern California. A bibliography listing the most recent articles discussing artisan cheeses and local and national approaches choosing a service was handed out to each attendee along with a resource list of local cheesemakers, distributors, importers and cheese associations.

THE PANEL: The 'Big Cheeses' Explain Their Interconnected Roles.

You've heard it before but it is certainly worth repeating: According to all of the panelists, the most important first step in development of a solid cheese service is personal contact between restaurateur and cheesemaker or cheese distributor. This personal contact is refreshing and welcome in a restaurant kitchen's industrial atmosphere and stimulates a bond of mutual under-

standing, appreciation, and respect between the chef and cheesemaker. So, cheesemakers, get out there and get to know your customers!

As a cheese distributor, **Randolph Hodgson** of Neal's Yard Dairy from London, represented the link between many cheesemaker and restaurateurs across the world. Mr. Hodgson explained his role has three major functions, all of which he finds gratifying: Serving as a liaison with the individual cheesemakers of the British Isles; *affinage*; and development of a market to sell the cheeses at the proper age. Through personal contact, Hodgson said he developed a great appreciation of the daily struggles and triumphs of each farmer. By keeping his eager and fascinated customers aware of these experiences, Hodgson has brought the enthusiasm of dealing directly with cheesemaker to life for customers. The surprising result has been that this helps sell more cheese. Regarding a successful cheese service in a restaurant, Randolph believes it only needs one person who is passionate about it to see it through from proper selection of cheeses to selling to customers.

Sue Conley, cheesemaker, distributor, and owner of Tomales Bay Foods and Cowgirl Creamery in northern California, also proudly presented her hands-on approach to the business. "We're interested in doing everything but milk the cow!" she said. Indeed, Conley is a busy woman

who, like her mentor Randolph Hodgson, is involved in promoting small farms and cheeses and getting customers involved in the cheeses and cheesemaking." Also like Randolph, Conley attempts to look at the "big picture" and participates in the Marin Agricultural Land Trust, focusing on small farms.

Liam Callahan, cheesemaker at Bellwether Farms of northern Sonoma county, uses sheep's and cow's milk to produce a line of cheeses that reflect Italian cheesemaking techniques and tastes. He too believes personal contact with all of his customers is important and attempts to keep them educated in the cheesemaking process through regional farmer's markets, scheduled tasting at the farm, and mailing of samples.

As cheese buyer at Campton Place Restaurant for the past three years, **Daphne Zepos** told attendees how she grew into her current knowledge of cheeses, stumbling along the way. Not until her contact with Randolph Hodgson six months into her training in this new field did Zepos awaken to the joys and intricacies of well-chosen and properly stored cheeses. Eager to experience first hand the making of cheese, Zepos took a leave from Campton Place to pursue her quest for knowledge in the Pyrenees, the French Alps, the mountains of Greece,

Continued.....

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LETTER FROM THE PRESIDENT

Time Flies; the countdown for our August conference has started. In 140 days we will all be in Madison, WI for what seems to be a very promising conference. With an extended educational program and some very appealing panels!

We have all been very busy, but I would like to ask each and everyone of you to send Regi and Debbie your suggestions and ideas for the panels, and also volunteer for some of the numerous tasks during the conference. (Festival of



You may notice a somewhat different look and feel to this newsletter issue. That is because we have changed the paper it is printed on. The new paper contains 50% recycled fibers with a mini-

Cheese, plant tours, pre-conference events, cheese judging etc...).

It is also now time to "Build-up" the excitement for the conference with your customers, brokers and suppliers.

Every year brings a stronger, better-attended conference; Madison certainly has all the means to keep up with the trend.

Be involved!

Dominique Delugeau

mum of 20% from post consumer waste. It is also slightly less expensive than the previous paper. We trust you approve of the change.

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The numbers after board members' names indicate the year their term expires.

* 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 Laura at the ACS office.)

THEIR CHEESE STANDS ALONE

by Marilynn Marter

Inquirer Food Writer

Reprinted with permission from the Philadelphia Inquirer, December 10, 1997.

East Haven Connecticut – It is still morning, but cheesemaker Lino Esposito and his crew are well into a workday that started for some at 2:00 a.m. and was in high gear by 5.

A worker stirs the final vat of what was milk not yet 24 hours from the cow. Stray globs of milk solids are eased into the spongy masses of curd floating atop the thin liquid whey.

Earlier batches became creamy rounds of fresh mozzarella – fior de latte. Now this same basic curd, with small changes in timing or temperature on added enzyme, will yield cheeses of varying taste and texture.

In an adjoining area, the whey is recycled, blended with more whole milk to make fluffy sweet ricotta that is the heart of Calabro Cheese, the company that Joseph Calabro started 45 years ago.

Back then, Calabro was selling someone else's ricotta door to door. He had emigrated to America from Sicily after the war and fell into the cheese business, he jokes now, almost "by mistake."

"I barely knew how to eat cheese," recalled Calabro who has the look, step and stamina of a man far younger than his 75 years.

But he learned. After his partnership with the original cheesemaker and acquisition of a Vermont creamery to assure milk supply, Calabro became solely owned in 1971.

Calabro Cheese remains a family run operation, one of the few in this country still making Italian-style cheeses true to the Old World tradition.

And that ricotta, all natural and made fresh daily, still comes hand-packed in self-draining tubs.

While others retired or sold out to conglomerates, Calabro just worked harder, focusing on growth.

I never thought of retiring. I never will retire he declared while catching up at the home office, just back from Italy en route to Chicago.

Instead, he expanded last year, more than doubling plant space.

Recent introductions at Genaurdi's in St. Davids and the new Price Costco Warehouse store in King of Prussia help extend Calabro's market beyond its base of gourmet and natural food stores, such as Fresh Fields and Zagara's, Dean & Deluca and Zabar's. Distribution goes to Florida,

Chicago and Denver.

Last year, Esposito was recruited from Milan to head development.

"We will enlarge the line, adding more specialty cheese items like our mozzarella rolled with prosciutto, and the caciocavallo and smoked mozzarella," says Calabro.

His "we" is the family.

Most directly involved are his son Salvatore, handling sales and distribution; and his nephew, Frank Angeloni, managing the plant. Niece Rosa Angeloni, runs the office.

Though new to the company, Esposito, 30, comes from a family of cheesemakers and is deeply rooted in Italian cheese traditions that he and Calabro want to preserve.

"In Italy, we don't make whole-milk ricotta any more or very seldom. It's too expensive," Esposito noted.

"I'm Italian, and I never ate ricotta so good as when I came to the United States, the old fashioned ricotta. In Italy, everything has changed."

As he talks, Esposito massages a cheese ball in warm whey, softening and stretching it into shape. Tug a tail here. Pinch a fin there. Take scissors and snip, snap, snip until this side is covered with scales.

Viola! A fish.

Next he whips off a piglet, a form so familiar Esposito has it squeezed into shape, with quick snips for the feet and tail, the ears and snout. In a little more than a minute.

Once dried, the sculpted cheeses are both decorative and delicious.

A display of Esposito's critters at the Fancy Food trade show in New York last summer was such a hit that the company took some pre-holiday orders for custom designs. While store prices for plain rounds of scamorza and caciocavallo can run under \$5 a pound, the handmade items go for as much as \$18 a pound.

Esposito wants one day to add gorgonzola to his cheese menu.

"And I'd like to make my own kind of cheese, perhaps giuncata, a cheese made in Egypt and Italy 4,000 years ago and still used by the Bedouins in North Africa," the cheese historian in Esposito dreams aloud.

Or maybe straccino, the luscious cheese made in northern Italy from the richer milk of "tired" cows.

The company's future, Calabro believes,

lies in specialty cheeses.

Calabro is always a step ahead.

Even when he had a mild heart attack in 1979, the forced change in diet led Calabro to develop a satisfying, fat free, all skim ricotta, which he introduced in 1982.

By then, a new plant (this one) had consolidated the company's production and distribution, and the "old man" was working with renewed vigor, adding fresh mozzarella –fior de latte—in 1986.

Now dozens of firms sell it, but very few, Calabro declared, make their cheese from scratch.

He should know. He sells the curd.

Asked about production. Calabro opened a ledger and began tallying.

"We use roughly three million pounds of milk a month, more at Christmas and Easter holidays," he calculated, noting that milk (bought by hundred weight, or 100 pounds) weighs in at 8.6 pounds to a gallon.

A typical month's cheese production, he said, runs between 500,000 and 600,000 pounds. But the average would be higher, "because around the Christmas and Easter holidays we make up to eight times more ricotta than usual."

South Philadelphia baker Vince Termini accounts for some of that seasonal increase. He's been using Calabro's ricotta impastata in his ricotta cannolis and pastries for 12 years. Made denser for commercial baking, impastata doesn't separate under heat.

"It's the best," said Termini.

Many say the same of other Calabro cheeses, three of which won industry awards this year – the fior de latte, whole-milk ricotta and caciocavallo.

Ricotta may be substituted for cream cheese in dips and spreads or stirred into hot pasta for a creamy sauce. Or use it as an alternative to mayonnaise to bind egg salad.

Even non-cooks can marinate fresh mozzarella balls in seasoned oil. Calabro's Haddonfield-based sales rep, cousin, Fiorella Cutrafella, likes the subtle lemon and lavender overtones of French olive oil infused with aromatic Herbs de Provence for in-store cheese tastings.

She shared these recipes.

Ricotta al Forno (Baked Ricotta)

3 pounds fresh ricotta, drained

Toppings of your choice

Over a saucepan or sink, drain ricotta in cheesecloth overnight.

Heat oven to 375 degrees. Place drained ricotta in a round baking dish or individual ramekins. Bake about 20 minutes to form a brown crust. The cheese will be soft in the center. Serve warm with one or more toppings, such as flavored syrups, honey, liqueurs, powdered espresso, fresh or dried fruits, herbs or spices. Use as a spread or dip. Makes up to 20 servings.

Nutritional data per serving: Calories, 118; protein, 8 grams; carbohydrates, 2 grams; fat, 9 grams; cholesterol, 34 milligrams; sodium, 57 milligrams.

Mrs. Calabro's Cool Espresso

Ricotta cake

2 cups graham cracker crumbs
1 stick butter at room temperature
1 1/2 tablespoons unflavored gelatin
3 tablespoons cold water
1/2 cup granulated sugar
1 cup double strength espresso
2 pounds whole-milk ricotta
1 teaspoon vanilla extract
1 cup heavy whipping cream
2 tablespoons grated semisweet chocolate
1/8 teaspoon ground cinnamon

Heat oven to 400 degrees. Mix crumbs with butter and press evenly over bottom and 2 inch sides of a buttered 9-inch spring-form pan. Bake 5 minutes. Remove pan and cool completely.

In a small saucepan, shake gelatin on cold water; stir. Add sugar and the brewed espresso; stir 2 to 3 minutes on medium-low heat, until liquid is almost boiling and gelatin is dissolved. Remove from heat; cool 5 minutes. In a large mixer bowl, at medium speed, beat ricotta with vanilla very smooth. Slowly add cool gelatin; beat 3 minutes more. In medium bowl, whip cream to soft peaks.

With rubber spatula, fold cream into ricotta; turn into cooled crust. Cover. Chill for 3 hours to 4 days. Mix grated chocolate

and cinnamon; sprinkle over cake. Makes 10 to 12 servings.

Nutritional data per serving: Calories, 386; protein, 12 grams; carbohydrates, 24 grams; fat, 27 grams; cholesterol, 86 milligrams; sodium, 284 milligrams.

This is a specialty of Sweet Basil restaurant in Vail, Colo. Bocconcini is similar to smoked mozzarella.

Portabello "Tarts"

1 cup olive oil
2 cloves garlic, minced
salt and pepper to taste
8 portabello mushroom caps, 4 inch
4 smoked bocconcini, halved
8 large tomato slices
2 zucchini, cut in 1/8-inch strips
2 yellow squash, cut in 8-inch strips
8 sprigs thyme
Red Pepper Sauce (recipe follows)
Basil Oil Vinaigrette (recipe follows)

Heat oven to 350 degrees. Mix 1-cup olive oil with garlic and salt and pepper. Coat mushroom well. Bake mushrooms, gill side up, 10 to 15 minutes, or until tender.

To assemble, top each mushroom with a cheese half and a tomato slice. Make a lattice of zucchini and yellow squash; lay it over tomato. Add a sprig of thyme. Drizzle some of the oil mixture over all. Trim excess lattice. Bake at 350 for 10 minutes or until cheese is melted and vegetables are heated through. Serve each on a plate drizzled with Red Pepper Sauce, then 1 teaspoon of Basil Vinaigrette. Makes eight servings.

Nutritional data per serving: Calories, 296; protein, 4 grams; carbohydrates, 4 grams; fat, 30 grams; cholesterol, 4 milligrams; sodium, 129 milligrams.

Red Pepper Sauce

4 roasted red bell peppers, peeled
2 shallots, minced
1 clove garlic, minced
3 ounces champagne vinegar

9 ounces olive oil

Salt and pepper to taste

Puree peppers in blender. Blend in shallots, garlic and vinegar. Gradually blend in oil at low speed, adding salt and pepper. Store covered. Makes about 2 1/2 cups.

Nutritional data per tablespoon: Calories, 60; protein, .01 gram; carbohydrates,

Basil Oil Vinaigrette

4 ounces balsamic vinegar
2 ounces fresh basil
4 ounces olive oil
salt, to taste

On medium heat, reduce vinegar by half; set aside to cool. Chop basil and whisk into oil. Add salt. Strain and reserve. Blend oil and vinegar. Makes one cup.

Nutritional data per teaspoon: Calories, 60; protein, .01 gram; carbohydrates, 3 grams; fat, 22 grams; cholesterol, 39 milligrams; sodium, 497 milligrams.

Cacio All'Argentera

2 tablespoons extra-virgin olive oil
1 clove garlic, cut in half
1/2 pound caciocavallo, cut in 2 slices
1 tablespoon balsamic vinegar
1 teaspoon minced fresh sage
1 teaspoon fresh rosemary
cracked black pepper to taste

In a large, heavy skillet, heat oil and garlic. When oil is hot, remove garlic. Add cheese; cook until begins to soften, 2 to 3 minutes. With a metal spatula carefully turn cheese over. Cook 2 to 3 minutes more. Add vinegar to pan, not over cheese. Sprinkle sage and rosemary on cheese; remove from heat. Transfer to a serving platter. Add pepper. Drizzle pan sauce around cheese. Serve with Italian bread. Makes four appetizer servings.

Nutritional data per serving: Calories, 266; protein, 15 grams; carbohydrates, 3 grams; fat, 22 grams; cholesterol, 39 milligrams; sodium, 497 milligrams.

BON APPETIT WINE AND SPIRITS FOCUS FEBRUARY 27, 1998 ONE MARKET PAVILION AND CONCOURSE SAN FRANCISCO

It was a veritable "who's who" of San Francisco's finest restaurants and California and the world's best wineries! And, the American Cheese Society was a part of it! Attendees were treated to Cypress Grove's Fresh chevres, Humboldt Fog, Bermuda Triangle; Redwood Hills's goat Camellia, crottins and fresh spreads; Bandon Cheddars; Mozzarella Fresca Fresh mozzarella and mascarpone; and Sonoma Jack

Cheeses. "Where can I find these cheeses?" "What is the American Cheese Society?" "These cheeses are made here?" "This is the best cheese I've ever tasted!" "I didn't know goat cheese could taste so good!" "Can you eat the ash?" "Can you eat the rind?" "This cheese would be perfect with a big red wine!" "Let's go get another taste of that chardonnay to try with this cheese."

So many questions! But, American

Cheese Society members Ray Bair and Tamar Peltz of Whole Foods, San Francisco and ACS treasurer Kathleen Shannon Finn provided all the answers. It was a great opportunity for our American Cheese Society cheesemakers to stand center stage with the movers and shakers of the food and wine scene in San Francisco and also to promote a very worthy cause -- The Make a Wish Foundation.

DAIRY MANAGEMENT COLUMN

by: George F. W. Haenlein

BUTTER — THE DAIRY INDUSTRY'S CINDERELLA STORY

Just as Cinderella has been much maligned, butter hasn't fared much better during the last three decades. There was margarine, promoted by plant oil processors and other big-money interests. And margarine was cheaper, so who could resist? Then there was the medical research news on heart-disease risks. Who wanted to ignore that? Only the gourmets and great chefs resisted the trend toward margarine, as well as a few dyed-in-the-wool traditionalists who remembered the wonderful fragrance and finer tastes butter lent to their mothers' home cooking. No butter-substitute could ever match the taste of foods cooked and baked with the real thing, or the satisfying flavor of bread spread with butter.

The worldwide dairy industry was so seriously affected by this direction away from butter that the popular Guernseys, Jerseys and Milking Shorthorns, with their high butterfat contents in milk, were supplanted to near extinction. The replacement cows were mostly Holstein-Friesians, whose milk has low butterfat contents. In stores, whole milk (with at least 3.5 percent fat contents) fell from grace, giving way to skim milk, 1 percent--now the biggest seller--and 2 percent. The result was a butter surplus, which in Europe they termed "the butter mountain."

Politicians tried desperately to devise new ways of getting rid of this suddenly unwanted member of the dairy family. Then nobody called butter Cinderella. Instead, butter was termed a liability, forcing many dairy farmers to lose ground financially and eventually quit.

I remember a story about a Holstein farmer and a Jersey farmer in the days before the butter-glut disaster. The Holstein advocate teased the Jersey proponent: "When you milk Jersey milk into a can containing a quarter at the bottom, your milk barely covers it!" To which the Jersey farmer replied: "Yeah, but when I milk your Holstein milk into that can, I

still can see the quarter, even when the can is full. And that's why on my Jersey farm I always keep one Holstein cow. I milk her last so that my milking pipeline is rinsed out!" When Holsteins took over the American dairy industry market and the butter mountain grew bigger, that story became bittersweet.

But like with so many other unjustly maligned things, the truth will surface eventually, and the liabilities will turn into assets. A few years ago I stumbled, onto some little-known medical research that dealt with a part of butterfat that no one had paid much attention to. All the health-risk-type news on butter was concerned with the saturated long-chain fatty acids, ignoring the fact that butter is made up of many other types of fatty acids and in varying proportions, which can change greatly as a result of different types of feed fed to cows, goats, sheep and other milking animals.

Specifically, ruminant milk contains at least one-quarter to one-half of other fatty acids than the saturated long-chain type, which is the one that receives bad press. Most of these other fatty acids are of the short- and medium-chain type, which in human nutrition and metabolism behave quite differently from the long-chain type. They do not add to fat deposits in the belly and hips; instead, they are used as readily available energy. In addition, these short- and medium-chain fatty acids have the remarkable ability not only to lower blood serum cholesterol, but to inhibit cholesterol deposition.

According to published medical research literature, the short- and medium-chain fatty acids also have been successful as medical treatments for patients (especially infants and young children) suffering from various digestive malabsorption disorders. Thus, butter should actually be called one of the good guys and not lumped together in the news with the bad-guy fats--the saturated long-chain types. Furthermore, you can bank on the ability of dairy animals to produce butter with more or less of those good guys, depending on how you feed them.

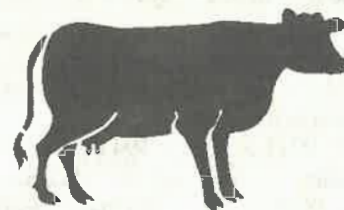
And, finally, other people are beginning to notice this information, too. According

to Dr. Rusty Bishop, the new head of the Dairy Research Center at Madison, Wis., milk is becoming very valuable, not just as a traditional drink and precursor of yogurt and cheeses, but as a resource of other interesting components. Some proteins isolated from milk were sold recently to a Japanese cosmetic industry for \$3,000 per pound!

But the big news comes from the components of milk making up the much-slandered butter. Some butter fractions are replacing cocoa fat in chocolate, giving it better aging qualities and appearance. This use gives butter a 50 percent profit margin! New Zealand apparently is way ahead of the United States in marketing soft butter, the demand for which in England is exceeding supplies. This kind of butter contains greater amounts of the short- and medium-chain fatty acids. The medical applications of this advance are far-reaching.

The Dairy Research Center in Madison, with the support of the National Dairy Board, is spearheading work on fractionation of milk components, especially butter, to develop new commercial markets. Dr. Bishop predicts a bright future for milk and its products, thanks to the new technology of fractionation of milk. In fact, he considers fractionation the "greatest invention since butter and cheese."

The burnishing of butter's brighter image could be the dairy industry's Cinderella story of the '90s. And dairy farmers, who have always worked long, hard hours with their milking animals, may benefit from butter's recovering prospects. Then they, too, can look forward to a happy ending of their own--a change for the better financially.



"THE ART OF CHEESEMAKING"

AMERICAN CHEESE SOCIETY 15TH ANNUAL CONFERENCE

AUGUST 6TH – 9TH, 1998 — MADISON, WISCONSIN

This year's annual conference will be held August 6th through 9th, in Madison, Wisconsin and is appropriately titled the "Art of Cheesemaking." This year's conference has expanded to include an entire day dedicated to cheesemaking and cheesemaker education programs. The cheesemakers education day is optional and will be on Thursday, August 6th, at the University of Wisconsin, Center for Dairy Research. The full conference and general sessions will take place on Friday and Saturday, August 7th and 8th, also on the University of Wisconsin campus.

The Festival of Cheese, always a conference highlight, will be held on Saturday evening at Monona Terrace. Monona Terrace is the newly opened convention center that was designed by Frank Lloyd Wright, and built over 30 years after his death. It will be a stunning setting for the Festival of Cheese and the Cheesemaker Awards Ceremony from the 1998 American Cheese Society Competition. The conference will conclude Sunday with an exciting day of cheese tours in Monroe, New Glarus area of Wisconsin, known as "America's Little Switzerland."

CONFERENCE HOTELS

Hotels/Lodging

We have secured space at 2 different hotels in Madison and additional space at the UW/ Friederich Center. Securing different rooms at different hotels means conference attendees can match their budget to their accommodations.

The two main hotels have a block of rooms set aside, when making reservations you must tell them you are with the American Cheese Society to receive the arranged rates.

Best Western/Inn at the Park
22 South Carroll Street
Madison, WI 53703-3372
(608) 257-8811 (800) 259-8811

Rate:

Single(one bed):

\$74.00 (1 person) \$84.00 (2 people)

Double (two beds):

\$84.00 (1 person) \$94.00 (2 people)

Suite (one bed, one sofa bed):

\$107.00 (1 person) \$117.00 (2 people)

After the second person there is an addi-

tional \$10.00 charge per person per room. Rates do not include state (5.5%) and local (8%) tax.

100 maximum rooms per night reserved until June 15, 1998. All rooms will be released at that point if not reserved. Reservations after that time will be on an available basis for space and rates.

Complimentary shuttle service is available from the Dane County Airport. Located just off campus between Campus Drive and University Drive. It is about a 10-minute walk to the UW Campus.

Concourse Hotel & Governor's Club
1 West Dayton Street
Madison, WI 53703
(608) 257-6000
(800) 356-8293

Rate:

Single: \$89.00

Double: \$99.00

70 maximum rooms per night are reserved until July 15, 1998. All rooms will be released at that point if not reserved. Reservations after that time will be on an available basis for space and rates.

Complimentary shuttle service is available from the Dane County Airport

This hotel is in Downtown Madison adjacent to the Capitol Square. The Capitol Square next to the hotel is where the Saturday morning farmers market takes place. It is also a short one-block walk to Lake Monona and the Monona Terrace where we will be holding the Festival of Cheeses.

UW Friederich Center

Rate:

Single: \$49.00

Double: \$58.00

These rates may be a few dollars higher since they do not post the rates for August until July. In the past any increase has been minimal. These rooms must be reserved through the American Cheese Society office, they will be held for our small cheesemakers first.

25 Rooms Reserved / 1st Priority Cheesemakers

There are no shuttles to this location.

The dorm/hotel is located on campus on the lake edge adjacent to a walking path and park. It is only about a 5-minute walk to CDR or Ag Hall. It is a beautiful setting and a tremendous way to help some of our smaller cheesemakers. We will administer reservations through the ACS office to assure that the cheesemakers, then other members whom need these rooms have first opportunity.

AIR TRANSPORTATION

Madison is served by major airlines through Detroit, Minneapolis, or Chicago airports. For those finding cheap flights to Chicago or people coming from Chicago to Madison, Van Gelder Bus Service has frequent, comfortable and cheap bus service to Madison. The pick up is at Chicago Airport and ends in Madison on the UW campus.

We have arranged for special discounted airfares for the conference. Please call Pat Williams at Burkhalter Travel (Monday – Friday, 8:30 am – 5:00 pm, CST) at (800) 556-9286, or (608) 833-6968. Identify yourself as an American Cheese Society attendee. She will confirm and ticket your desired travel arrangements. We have negotiated with Northwest and United Airlines to offer 10% discount off of the lowest published, applicable fares from these two airlines if reservations are made more than 60 days prior to travel. Within 60 days of travel you will receive a 5% discount off the lowest published, applicable fare at the time of booking. The discount is good from any city in the United States or Canada serviced by Northwest or United Airlines. Burkhalter travel guarantees the lowest applicable fares on any carrier at the time of ticketing if Northwest or United is not available or not preferred. Some restrictions apply. Please call Pat Williams at Burkhalter Travel for full details and reservations.

LOCAL TRANSPORTATION

All hotels are short 5-10 minute taxi rides from the airport. For the conference 2 of the hotels are 5-10 minutes walks to UW and the Concourse is about a 20-25 minute walk. Every hotel location is directly adjacent to a bus stop and almost every bus stops directly in front of Ag Hall where the conference is

being held. The only two events not at UW will be the opening Thursday night reception, if a sponsor is found, and the Friday Night Festival of Cheeses.

ATTIRE:

Attire for the conference will be very casual. If you are wearing a suit you will probably be the only one. We recommend that speakers dress casually as well. Being summer, shorts are even an option. We would recommend that attendees pack just like a summer college student. Comfortable shoes, raincoat, umbrella, and small satchel or backpack instead of a purse or briefcase. For the evening events not held at UW, diners out on your own and the Festival of Cheese you may wish to consider business casual or dress. We have noticed in previous years that our members seem to enjoy the elegance of the Festival and some like to dress accordingly. The only consideration should be the potential for wind on the rooftop.

Schedule of Events

PRE-CONFERENCE EVENTS

Pay Telephones at the University of Wisconsin, Center for Dairy Research and Ag Hall are limited. Maps for phone locations will be passed out, but if you have a cellular phone, bring it with you.

Thursday, August 6, 1998

8:00 am - 5:00 pm American
Cheese Society Judging (Closed Event)
TBD

Cheesemaking Education Day

8:00 am - 3:00 pm
Cheesemaking 101 Babcock Hall/CDR
Cultured dairy products cheesemaking workshop: an introduction to cheesemaking and cheesemaking at home or in the kitchen.

This course is for new cheesemakers, chefs, retailers, distributors, manufacturers and cheese lovers. It will include a table top, hands-on cheesemaking session. Previous experience is welcome but not required. Limited space is available, register early, lunch will be provided. Cost for this session is \$75.00. (Ticketed Event)

8:00 am - 5:00 pm
Cheesemaking 102 Babcock Hall/CDR
The art & business of cheesemaking, cultured dairy products and Farmstead & specialty cheesemaking. Farmstead and special-

ty cheesemakers, previous experience strongly recommended.

Part one of the session will last from 8:00 am - 12:00 pm and starts with a hands-on cheesemaking in the make room at CDR. The make room/plant is especially well equipped; we will be focusing on the use of their test or research vats for our use. These vats each hold 600 pounds of milk. Milks include cows, goat and or sheep. Cheesemaking topics range from milk quality, receiving, standardization, basic dairy science, and cheesemaking problems and solutions.

Cheesemakers will work together in teams of 2 for the hands on. This session will encourage an exchange of resources and knowledge from participating cheesemakers.

12:00 pm - 1:00 pm Lunch

Part two of the session, from 1:00 pm - 5:00 pm, will be in a classroom and include discussions and presentations on additional cheese production and business issues related to cheesemaking. Presenters will include faculty from the Center for Dairy Research, UW School of Business, ACS Cheesemakers and members, guest cheesemakers and other industry experts. The session will proceed into a trouble-shooting clinic and round table session focused on the needs of farmstead and small to medium cheesemakers. Cheesemakers will be able to share their questions and ideas on a range of topics including production techniques, equipment and supply needs and even who to call for help.

Limited to 48 people, cheesemakers will get first option. Register early, cost \$75.00, lunch will be provided.

Friday, August 7, 1998
UW Ag Hall Room #125

8:00-8:45 A.M. Opening Remarks
Dominique Delugeau - ACS President
Regi Hise & Deborah Haws - Conference Co-Chairs
ACS Board and Committee Chairs introduction

8:45-10:00 A.M.
Cheese Fact, Fantasy, Or Fiction
Part #1: Panel Discussion / Q & A,
This panel will be fun, informative and certainly contentious. To say the least, a rousing way to kick off the conference. It will explore questions that are sure to inspire involvement from everyone.

- Are cheeses made from raw milk always better than cheeses made from pasteurized milk?
- Does wrapping cheese in plastic compromise its flavor?
- Is cheese made by small cheesemakers or farmstead cheesemakers always better than cheeses made by a large cheesemaker?
- Does summer milk always make better cheese?

The list of questions we have is much longer than the time will allow, but we think you get the picture, a real lively session!

10:00 am - 10:15 am Break

10:15 am - 10:45 am
ACS Cheese Trivia Game

The questions will be tough and in addition to being fun and entertaining, it will be very informative. Questions will be applicable to all attendees including, cheesemakers, distributors, retailers and chefs.

"Cheese in the News" will include clips from video, TV sitcoms, and movies where cheese is part of the action. It will be a fun look at cheese on the airwaves.

10:45 am - 12:00 pm
Cheese Fact, Fantasy, Or Fiction
Part #2:

12:00 pm - 1:30 pm Lunch,

12:00 pm - 1:30 pm ACS Board
Meeting and lunch-location to be announced

1:30 pm - 2:30 pm
Successful Affinage Programs
Panelists will detail successful affinage programs they have set up and explain some of the challenges they faced along with solutions they developed. Programs will include cheesemaker programs as well as distributor, retailer and restaurant programs.

2:30 pm - 3:30 pm
What Do People Do With Cheese
Anyway?

A candid look at how different people use cheese. As fun as the subject will be, how these people perceive and use cheese will be valuable information for anyone selling cheese.

3:30 pm - 3:45 pm Break

3:45 pm - 5:00 pm

Cheese, Wine, & Beer Pairings

Part #1 Trends and Pairing Guidelines

Wine and cheese have always been quintessential combinations, each makes the other better. Micro-brews or craft beers are also hot, and beer & cheese pairings are also becoming popular. Vintners and brewers have always understood that without other foods to pair them with, they literally had no product. The opportunities to work with wine and beer are great; these companies want market partners. The session will review trends on wine and beer and lead into guidelines for setting up pairings.

5:00 pm - 5:40 pm

Cheese, Wine, & Beer Pairings

Part#2 Tastings

This follow up to Part #1 will be a stand-up, lips-on tasting.

Delicious and a nice way to end the day's sessions.

6:00 pm - 9:30 pm

Beer, Brats and Corn Roast

UW Stock Pavilion

The UW stock Pavilion will be a fun casual setting for a summer evening Brat Roast, a Wisconsin tradition. Photo ops, games and lots of fun.

Tickets

\$10.00 - conference attendees,

\$25.00 - non conference attendees

Includes dinner, beer, wine and soft drinks

Saturday, August 8, 1998

7:00 am - 8:00 am Breakfast is on your own and the general session will start 8:30. Take this opportunity to spend an hour or so early Saturday morning at the Farmers Market downtown on the Capitol Square, Madison's farmers market is one of the best in the country.

It runs 4 blocks around the state capitol building and is attended by thousands of people every week from April through October. Bread, pastries, cheeses, and a host of other foods are sold at the square so you can grab something to eat as you walk around.

People in the know get there as early as 6:30 for the best selection and that's when many of the chefs in town shop it too.

8:30 am - 9:30 am

Cheese Plants Around The World

UW, Ag Hall Room #125

Jim Path, Outreach Specialist for UW Center for Dairy Research will present slides and videos of cheese plants around

the world.

This information comes from Jim's travels and from information UW has collected as part of their cheesemaking research and exchange programs.

9:30 am - 10:30 am

Cow, Goat & Sheep

This session details the different nutritional profiles of the various milks and how those value change in the cheesemaking process. Marketing these cheeses by highlighting unique properties to each. A milk and or cheese tasting will support this session.

We will also discuss Whey cheeses and Goat and Sheep butter. This session will cover information also helpful for distributors, brokers, retailers, and chefs and will conclude with Q&A.

10:30 am - 10:45 am Break

10:45 am - 11:00 am

Cheese Trivia Game ...Continued

11:00 am - 12:00 pm

What's Going On With Organic?

Panelist will review where organic products have come from, where they are today, and new regulations that define organic food products. This session will bring together cheesemakers, distributors, retailers, and chef's to discuss these topics and explore future opportunities for "Organic Dairy Products" and marketing the products.

12:00 pm - 1:30 pm Lunch

ACS Board Meeting and lunch, location to be announced.

1:30 pm - 2:30 pm

Rennet & Cultures / Profiles, Options, And New Technologies.

This session will start with a review of different types of rennets and cultures available along with methods of production. It will also detail the effect rennets and cultures have on cheese in general and some more specifics to certain cheese types. This topic applies not only to cheesemakers, but distributors, retailers, and chef's who receive consumer questions on animal versus microbial, synthetic and vegetable rennet. Also a brief overview of new technologies like protective cultures.

2:30 pm - 3:30 pm

Regulatory & Environmental Issues For The Cheese Industry.

Local, state, and federal laws governing the sale of milk and the manufacture and

sales of cheese change frequently. The same is true for environmental issues that sometimes overlap with regulations. We will invite cheesemakers who have faced and successfully overcome some of these challenges. The way they dealt with the problems and the solutions they came up with will provide insights for how you may face similar issues. Our panelists will also look into their crystal balls and try to give us some insights as to what new issues are on the horizon.

3:30 pm - 4:30 pm

General Membership Meeting

We are thrilled that we are able to hold this year's Festival of Cheese on the rooftop terrace at the newly opened Monona Terrace. Monona Terrace is a convention center that was designed by Frank Lloyd Wright in the 1930's and commissioned long after his death. Completed late in 1997 it has already become a destination location in Madison. The rooftop terrace, which looks out over Lake Monona, will be a dazzling setting for our festival. In addition to securing the entire rooftop for our festival we have secured additional space limited to our members only.

5:30 pm - 7:30 pm

Festival of Cheese (Acs Members and their guest only)

Rooftop/Monona Terrace

This year's Festival of Cheese will start at 5:30 for ACS conference attendees. It will kick off with the announcements and awards ceremony for the winners of the ACS Cheese Competition. After winners are announced, ACS members and conference attendees will be free to browse the array of cheeses at their leisure. Tickets for the festival will be sold in advance and at the gate to the public. We have reserved 5:30-7:30 for members and their guest only, who can obviously stay until 10:00 if they wish. In addition to the festival of cheese display and a light meal buffet for them starting at 7:00.

7:30 pm - 10:00 pm

Festival Of Cheeses (Open To Public/Consumers & ACS)

The public will be let in to the festival starting at 7:30 pm. \$20.00 for advance tickets and \$30.00 for tickets purchased at the festival.

Children under 12, tickets \$5.00, children under 2 no charge. Ticket holders will get to browse the festival cheese with appropriate, bread, crackers and fruit. There will be

a cash bar for drinks and beverages.

7:00 pm - 10:00 pm

Light Meal/Buffer

West Grand Terrace (Open To ACS Members and their fully ticketed guest)

A light meal will be served in the Grand Terrace to conference attendees with paid festival tickets and their ticketed guest. There will be an additional bar/beverage set up in this area.

Sunday August 9, 1998

8:00 am - 3:00 pm

Cheese Tours Monroe, WI,

Buses will depart from the Concourse Hotel

The tours will begin at Prima Kase in Monticello, WI with Wisconsin Master Cheesemaker Randy Krahenbuhl. Randy will make a 180-pound Swiss Wheel in a traditional copper kettle. He will also demonstrate the art of dressing and redressing big wheel Swiss, racking and curing tips, and a crash course on Swiss cheese grading.

The next stop will be Roth Kase in Monroe, WI; in addition to cheese production we will get an extensive tour of their

curing rooms and affinage program. The challenges faced by Roth Kase in producing traditional Gruyere under today's regulatory guidelines is a very interesting story. It's a cheese marketing short course.

Lunch A traditional Gruyere Fondue and picnic outside on the patio.

Afternoon Tour

Details to follow upon confirmation of details.

The 15th Annual Judging entry forms will be mailed with the conference registration packets shortly. In preparation for judging, now would be a great time for reviewing the panel "How to Enter a Cheese Contest" presented by Bill Schlinsog. The categories of Blue Veined and External Blue Cheeses will be combined this year due to low entries

in both categories; check the category letter carefully when you fill out your entry blank. New this year the judging committee has announced awards for the "Best Cow's Milk Cheese," the "Best Goat's Milk Cheese," and the "Best Sheep's Milk Cheese;" in addition to "Best of Show" and category winners.

Anyone interested in being a Conference Sponsor should contact Laura at the ACS office, Regi Hise - (608) 836-8820 ext. 285, or Debbie Haws - (417) 767-2586. If you would like to assist us with Sponsorship for the conference, forms and sponsor level sheets are available.

DEAR AMERICAN CHEESE SOCIETY MEMBERS,

In preparation for the board meeting and election to be held at this year's annual conference we are requesting any nominations for board members be submitted in writing to the American Cheese Society Office. The expiration of board members' terms are listed next to their names on the Board List. In a few instances the committee chair expiration date is different than the board term. We will be voting only on

those terms that expire seats from the board. Board members may be nominated to serve an additional three-year term. In keeping with the spirit of our volunteer organization, it is necessary that all board members be actively involved in the organization on a volunteer basis; this is a working board. Board members must be willing to actively serve on or chair a committee. Please send in writing a list of those you would like to nominate and a list of their accomplishments and contributions

to the society. These will be presented to the present board prior to the annual meeting in August, for voting at the annual August Board Meeting. Note that these seats are not paid positions and will require a commitment on the part of the board member.

Sincerely,
Deborah K Haws
Vice President

RECOMMENDATIONS FOR PANELISTS

If you would like to recommend panelists or moderators for the programming at this year's conference please fill in the information listed below and send the enclosed postcard back to us at the ACS office. If you are planning on attending the conference and would like to participate on one of the panels please include that information also. We will be finalizing plans very soon, and your response needs to be mailed to us (postmarked) no later than Monday, April 27th.

If you are one of the panelists, please know that it will involve a certain amount of prior planning. We will be asking this year's moderators to send us outlines for their respective programs and contact all panelists to discuss the programs in depth. Likewise, moderators will in turn ask panelists to send outlines, thoughts, and biographies to them in writing. We will be asking for this information to be completed well in

advance of the conference (June 1st) so that we can include more information in the conference program and plan proper support for the sessions.

We have been directed by the Executive committee to include all costs for the programming in the conference budget and to notify them of any costs or comps incurred. We cannot use other ACS general funds to pay speakers fees or expenses. We will have a budget set aside for those but it does require us to stick to our budget and plan well in advance. If you are already attending the conference and are willing to volunteer your services, you will be appropriately credited for your support. If you are recommending yourself for a panel, (Yes that's perfectly OK) and you require compensation or complimentary services, please indicate it on the form. If you do, we will contact you personally to discuss the parameters we will be working with. If you are recommending someone else, we know that you may not be aware of his or her require-

ments, and we will contact them directly.

The executive committee has also requested that we put a cap on what we pay speakers and make an attempt to be consistent. Any compensation, expenses, or comps will be sent to the executive committee for their review.

VOLUNTEERS FOR EVENTS

We are also in need of volunteers to help at the sessions and events. If you would like to volunteer your services at one or more events, please let us know. We are trying to organize volunteer support earlier this year so the same people don't do all the work and miss the conference. As a volunteer organization we really need and would greatly appreciate your help. We will also ensure that all volunteer help will be appropriately recognized during and after the conference. If you wish to request complimentary services we will be happy to discuss this with you personally.

RESULTS FROM 1998 WCMA WORLD CHEESE CHAMPIONSHIP

Courtesy of Cheese Market News

Per Olesen was named world champion cheesemaker at this year's contest. He won for his entry of Olesen's Danablu, 60 percent cream. His cheese scored 99.257 in the final round of judging.

Running a close second was Marcel Gravel, Cabot Creamery, with his cheddar cheese which scored 99.225 in the final round of judging.

The overall winners are chosen from all the Best of Class winners. Following are the top three places in each of the categories.

Class 1 — Cheddar

Best of Class: Marcel Gravel, Cabot Creamery Cooperative, Cabot, Vt.; Cheddar, 98.60.

Second: Steve Beuchel, Land O'Lakes Inc., Kiel, Wis.; Cheddar, 98.50.

Third: Randy Branch, Dairyworld Foods, Abbotsford, British Columbia; Mild Cheddar, 98.40.

Class 2 — Aged Cheddar

Best of Class: Ivan G.J. Matte, Armstrong Cheese, Armstrong, British Columbia; White Cheddar, 99.85.

Second: Tracy Stuckey, Great Lakes Cheese of New York, Adams, N.Y.; Cheddar, 99.80.

Third: Lawrence LaLonde, Armstrong Cheese, Dairy-world, Abbotsford, British Columbia; Cheddar— 8 months, 99.75.

Class 3 — Colby, Monterey Jack

Best of Class: Tim Chadd, Avonmore West Inc., Twin Falls, Idaho; Colby-Jack, 98.55.

Second: Craig Willden, DFA Cache Valley Dairy, Beaver, Utah; Colby, 98.20.

Third: Bill Schwantes, Lynn Dairy, Granton Wis.; Monterey Jack, 97.95.

Class 4 — Swiss-Style

Best of Class: Anton Wyss, Dairy Muttien, Switzerland; Emmental Switzerland, 99.45.

Second: Ernst Oettli, Dairy Illighausen, Illighausen, Switzerland; Emmental Switzerland, 99.20.

Third: Tapani Lahnalampi, Valio Ltd., Toholampi Plant, Helsinki, Finland; Finlandia Swiss Block, 98.45.

Class 5 — Brick, Muenster, Limburger

Best of Class: Steve Stettler, Decatur Dairy Inc., Brodhead, Wis.; Muenster, 99.30.

Second: Duane Torkelson, Torkelson

Cheese Co., Lena, Ill.; Muenster, 98.70.
Third: Nick Patterson, Torkelson Cheese Co., Lena, Ill.; Brick, 98.65.

Class 6 — Mozzarella

Best of Class: Roger Krohn, Krohn Dairy Products Inc., Luxemburg, Wis.; Mozzarella—low-moisture, part-skim, 99.60.

Second: Paul Verthein, Stella Foods Inc., Reedsburg, Wis.; Mozzarella—part skim, 99.50.

Third: Tom Kelly, Dairy Farmers of America, Juda, Wis.; Mozzarella—part skim, 99.40.

Class 7 — Provolone

Best of Class: Earl A. Wilson, Burnett Dairy Cooperative, Grantsburg, Wis.; Provolone, 99.50.

Second: Dave Lindgren, Simplot Dairy Products, Arpin, Wis.; Provolone, 97.90.

Third: Dan Kennedy, Farmers Cheese/DFA, New Wilmington, Pa.; Provolone, 97.85.

Class 8 — Blue-Veined

Best of Class: Per Olesen, Bornholms Andelsmejeri, Klemensker, Denmark; Danablu—60 percent cream, 99.15.

Second: Poul Holgersen, Skodborg Mejeri A/S, Skodborg, Denmark; Danablu—60 percent cream, 99.10.

Third: Ole Brander, Klover Maelk, Kirkeby Mejeri, Stenstrup, Denmark; Danish Blue cream cheese—50 percent cream, 98.95.

Class 9 — Edam, Gouda

Best of Class: Randy Krahenbuhl, Prima Käse, Monticello, Wis.; Gouda, 99.20.

Second: J. Mijnen, Frico Cheese Steenderen, Steenderen, Holland; Aged Gouda, 98.95.

Third: R. Prins, Frico Cheese Balkbrug, Balkbrug, Holland; Rindless Gouda, 98.85.

Class 10 — Brie, Camembert

Best of Class: Bob Seymour, Old Europe Cheese Inc., Benton Harbor, Mich.; Brie—60 percent cream, 99.25.

Second: Toni Doyle, Old Europe Cheese Inc., Benton Harbor, Mich.; Camembert, 99.15.

Third: Andrew Gourley, Lacrum (Cheese) Pty Ltd., Smithton, Tasmania, Australia; Camembert, 99.10.

Class 11 — Feta

Best of Class: Niels Elkjaer, Noerager Mejeri A/S, Noerager, Denmark; Feta,

99.20.

Second: Jesper Thomsen, MD Foods Grondal Dairy, Faaborg, Denmark; Feta, 98.80.

Third: Milfred Severson, Klondike Cheese Co., Monroe, Wis.; Feta—cow's milk, 98.75.

Class 12 — Baby Swiss Style

Best of Class: Jelle de Vries, Frico Cheese Bergum, Burgum, Netherlands; Maasdam, 99.25.

Second: Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis.; Baby Swiss, 98.95.

Third: Silvan Blum, Deppeler Cheese Factory, Monroe, Wis.; Baby Swiss, 98.70.

Class 13 — Flavored Natural

Best of Class: Fred Hart, Cabot Cooperative Creamery, Cabot, Vt.; Flavored Cheddar, peppercorn; 99.10.

Second: Gary Richmond, Foremost Farms USA, Arena, Wis.; Monterey Jack with peppers, 98.80.

Third: Steve Stettler, Decatur Dairy Inc., Brodhead, Wis.; Havarti with dill, 98.75.

Class 14 — Cold Pack / Cheese Food

Best of Class: Troels Moeller Overby, MD Foods, Vrinners Floedeost, Knebel, Denmark; Danslot Amaretto, 99.50.

Second: Sue Whiffen, ABC Cheese Factory Pty. Ltd., New South Wales, Australia; Tilba Club Cheese, sun dried tomato and herbs, 99.00.

Third: Anjan Reddy, Bel/Kaukauna, Little Chute, Wis.; Sharp Cheddar-Cold pack cheese food; 98.85.

Class 15 — Pasteurized Process / Cheese Food

Best of Class: Karen Rindfleisch, Welcome Dairy Inc., Colby, Wis.; Pasteurized Process Swiss American, 98.75.

Second: Mike Neff, Biery Cheese Co., Louisville, Ohio; Hot pepper cheese food, 98.65.

Third: Lea Eggebrecht, Welcome Dairy Inc., Colby, Wis.; Pasteurized Process Swiss American, 98.60.

Class 16 — Reduced-Fat

Best of Class: Gary Kell, Level Valley Creamery Inc., West Bend, Wis.; Neufchatel, 98.65.

Second: Kirk Baldwin, Valley Queen Cheese Factory Inc., Milbank, S.D.; Reduced-fat Cheddar, 98.60.

Third: Sam Asberry, Raskas Dairy Inc., St. Louis; Lite Flavored Cream Cheese, 98.55.

Class 17 — Fresh Goat's Milk

Best of Class: John J. Schmid, Bresse Bleu, Watertown, Wis.; Montrachet in oil with herbs and garlic, 99.45.

Second: Manuel Dutra, Nova Cheese Inc., Grand Valley, Ontario; Cheddar, white, goat's milk, 99.40.

Third: Gordon Schmidt, Bresse Bleu, Watertown, Wis.; Saladena Goat Cheese Crumbles Provençal—thyme, basil and red sweet pepper, 99.35.

Class 18 — Aged Goat's Milk

Best of Class: Ben De Keyzer, Cheeseland Inc., Seattle; Gooda goat cheese, 99.65.

Second: Truus De Keyzer, Cheeseland Inc., Seattle; Gooda goat cheese, 99.60.

Third: R. Ruiterkamp, Frico Cheese Markelo, Markelo, Holland; Goat cheese, 99.55.

Class 20 — Sheep's Milk*

(*The two classes planned for sheep's milk cheese were combined to create sufficient entries.)

Best of Class: Alison Appleby, Old Chatham Shepherding, Old Chatham, N.Y.;

Peppered pyramid soft ripened sheep's milk cheese, 97.85.

Second: Manuel Viano, Lacteus Castellano Leonesas, Fresno De La Ribera Zamora,

Spain; Senorio De Montelarreina: Aged sheep's milk Castellano cheese, 97.60.

Third: M. Betrand, Societe Des Caves Ets Export, France; Valbresio Feta, 96.90.

Class 21 — Open Class / Soft

Best of Class: Roy Wendt, Lov-It Creamery Inc., Green Bay, Wis.; Cream Cheese, 99.70.

Second: Leland Moose, Swiss Valley Farms, Luana, Iowa; Cream Cheese, 99.65.

Third: Tom Starich, Bresse Bleu, Watertown, Wis.; Smithfield Cream Cheese, 99.45.

Class 22 — Open Class / Semi-Soft

Best of Class: John Hansen, MD Foods amba, Vellev, Vellev, Denmark; Cave Cheese, semisoft, 98.80.

Second: Terry Hahn, Decatur Dairy Inc., Brodhead, Wis.; Havarti, 98.20.

Third: Roger Godfrey, Valley View Cheese, South Wayne, Wis.; Farmer's Cheese, 97.90.

Class 23 — Open Class / Hard

Best of Class: Charles Malkassian, Vella Cheese Co., Sonoma, Calif.; Dry Monterey Jack, 99.15.

Second: Karl Missen, Dairy Farmers, Simpson, Victoria, Australia; Parmesan Round, 98.70.

Third: Bruce Workman, Roth Käse USA Ltd., Monroe, Wis.; Gruyere, warm cured, min. age 4 months before sale, 98.35.

Class 24 — Retail Packaged Cheese or Butter

Best of Class: Randy Krueger, Churny Company Inc., Waupaca, Wis.; Athenos Mediterranean Feta spread, sundried tomato and basil, 95.50.

Second: Marcel Gravel, Cabot

Cooperative Creamery, Cabot, Vt.; Shredded

cheese, 8 ounce, 94.50.

Third: Efreim Steiner, Berglandmilch reg., Gen. m.b.H, Wien, Austria; Fasslbutter, Sour Cream Butter, 250 g, 94.00.

Class A — Salted Butter

Best of Class: Randy Whitton, Gay Lea Foods Cooperative Ltd., Guelph, Ontario; Salted Butter, 99.35.

Second: Kim Schwark, Grassland Dairy Products Inc., Greenwood, Wis.; Salted Butter, 99.30.

Third: Tom Piskorski, Cabot Cooperative Creamery, West Springfield, Mass.; Salted Butter, 99.25.

Class B — Unsalted Butter

Best of Class: Loren Jensen, MD Foods, Holstebro Mejeri, Holstebro, Denmark; Unsalted Butter, 99.70.

Second: Christian Moller Jensen, MD Foods, Varde Butterdairy, Varde, Denmark; Unsalted Butter, 99.55.

Third: Randy Whitton, Gay Lea Foods Cooperative Ltd., Guelph, Ontario; Unsalted Butter, 99.40.

Class C — Flavored Butter

Best of Class: Christian Moller Jensen, MD Foods, Varde Butterdairy, Varde, Denmark; Butter, flavored, 98.75.

Second: Eric Green, Kiwi Co-op Dairies Ltd., Hawera, New Zealand; Flavored Butter, lactic, 96.10.

Third: Steve Fraser, Kiwi Co-op Dairies Ltd., Hawera, New Zealand; Flavored Butter, lactic, 94.80.

SPECIALTY FOOD COURSE AVAILABLE FROM ZINGERMAN'S

Zingerman's, the well-known specialty food retailers in Ann Arbor, Michigan regularly receives accolades for its extremely knowledgeable staff. When asked the secret to training employees on the foods they sell, Ari Weinzwieg, Zingerman's founding partner, replies: "The secret is that there is no secret. We offer lots of classes, we encourage our staff to taste the food, we focus new staff on the most important information and reward continued learning by all staff."

Since 1996 ZingTrain, the training and consulting arm of Zingerman's, has offered seminars that share Zingerman's approach to customer service, training and merchandising. In May a new semi-

nar, Specialty Foods 101, will debut: sharing information about the history, production and sourcing of several product areas that have helped make Zingerman's famous, including:

- farmhouse cheeses
- extra-virgin olive oils
- varietal vinegars
- traditional Jewish foods
- hearth baked breads
- fine chocolates

Specialty Foods 101 is designed for foodservice professional and is appropriate for both new and experienced staff. Lectures and a comprehensive workbook provide background information on production methods, cultural history and dis-

tinguishing characteristics of each product. Comparative tastings and group discussions provide an opportunity to experience the differences in flavor and texture that form the backbone of the specialty foods industry. Participants also receive examples of the product knowledge tests used for Zingerman's in-house training.

Specialty Foods 101 is being offered on Monday-Tuesday, May 18-19. Space in the seminar is very limited and pre-registration is required. For more information, please call ZingTrain at (734) 930-1919.

CALENDAR OF EVENTS

Provided by the staff at Cheese Market News

April 14, 1998: Ninth Annual Quality Conference for the Dairy Industry, St. Paul, Minn. Contact Michelle Gobely, 612-624-1236, FAX 612-625-5272.

April 14-17, 1998: Basic Cheesemaker's License Cheese Course, River Falls, Wis. Contact Cheesemaker's Registration, Animal and Food Science Office, University of Wisconsin-River Falls, 715-425-3702, FAX 715-425-3785.

April 15-16, 1998: Milk Processing Technology Short Course, Modesto, Calif. Contact Laurie Jacobson, California Polytechnic State University, 805-756-6097, FAX 805-756-2998.

April 15-16, 1998: Food and Dairy Industries Conference, Columbus, Ohio. Contact Terri Sullivan, Ohio State University, 614-282-8897, FAX 614-292-0218.

April 16, 1998: Cheese and Butter Evaluation Clinic, Madison, Wis. Contact Wisconsin Dairy Products Association, 608-836-3336, FAX 608-836-3334.

April 20-22, 1998: Battle of the Brands: How Innovative Package Design Creates Brand Icons, Chicago. Contact Jackie Paula, Institute for International Research, 212-661-3500 ext. 3127, FAX 212-599-2192.

April 21-23, 1998: International Cheese Technology Expo, Madison, Wis. Contact Wisconsin Cheese Makers Association, 608-255-2027, FAX 608-255-4434.

April 26-28, 1998: Dairy Products Technical Conference, Annual Meeting, American Dairy Products Institute, Chicago. Contact Dr. Warren S. Clark, ADPI, 312-782-4888, 312-782-5455, FAX 312-782-5299.

April 27-28, 1998: Doing Business in New Markets: Understanding Marketing and Business Culture in China and Russia, Oakbrook Terrace, Ill. Contact Dean Duxbury, Institute of Food Technologists Science Communications, 312-782-8424 ext. 171, FAX 312-782-8438.

April 28-29, 1998: New Horizons Conference & Exposition, Boston. Contact New England Dairy-Deli-Bakery Association (NEDDA), 781-963-9726,

FAX 781-963-9728.

April 30, 1998: Take Control of Your Food Costs, Philadelphia. Contact the Chicago Mercantile Exchange Commodity Marketing Department, 800-331-3332, FAX 312-930-8219.

May 3-6, 1998: 1998 Annual Supermarket Industry Convention, Washington, DC. Contact the Food Marketing Institute convention department, 202-452-8444, 202-429-4519.

May 5-6, 1998: Whey and Whey Utilization Short Course, Madison, Wis. Contact Dr. Bill Wendorff, Department of Food Science, University of Wisconsin- Madison, 608-263-2015, FAX 608-262-6782.

May 11-14, 1998: Cheesemaking Technology, Guelph, Ontario. Contact Office of Open Learning, University of Guelph, 519-767-5000, FAX 519-767-1114.

May 12-13, 1998: Chr. Hansen Cultured Dairy Products Symposium, Milwaukee. Contact Lisa Lecher, 800-247-8321, FAX 414-607-5704.

May 16-20, 1998: National Restaurant Association Restaurant, Hotel-Motel Show, Chicago. Contact Caitlin Storhaug, National Restaurant Association, 800-424-5156 or 202-331-5938, FAX 202-331-2429.

May 18-19, 1998: Pennsylvania Association of Milk, Food and Environmental Sanitarians Annual Conference, University Park, Pa. Contact Penn State, 814-865-8301, TTY 814-865-1204, FAX 814-865-7050.

May 19-20, 1998: Artisan Cheese Seminar: Cheese Technology - A Northern European Approach, Madison, Wis. Contact Joanne Gauthier, Center for Dairy Research, 608-263-1672, FAX 608-262-5088.

May 20-21, 1998: Applied Dairy Chemistry Short Course, Madison, Wis. Contact Dr. Bill Wendorff, Department of Food Science, University of Wisconsin- Madison, 608-263-2015, **June 3-4, 1998: Wisconsin Cheese Grading Short Course, River Falls, Wis.** Contact Dr. Bill Wendorff, Department of Food Science, University of Wisconsin-Madison, 608-263-2015, FAX 608-262-6782.

June 11-13, 1998: HTST Pasteurization Hands-On Workshop, Ithaca, N.Y. Contact Karen Coffin, International Association of Food Industry Suppliers, 703-761-2600, FAX 703-761-4334.

June 14-16, 1998: Dairy-Deli-Bake '98, Philadelphia. Sponsored by International Dairy-Deli-Bakery Association (IDDA). Contact IDDA, 608-238-7908, FAX 608-238-6330.

July 1-3, 1998: Cheese Science '98, Melbourne, Australia. Contact Kristine Manser, Gilbert Chandler College, University of Melbourne, +61-3-9741-8033, FAX +61-3-9741-9396.

July 13-14, 1998: Statistical Process Control Workshop, Pasadena, Calif. Contact Toni Parhizgar, CalTech Industrial Relations Center, 626-395-3746, FAX 626-795-7174.

August 6-9 1998 American Cheese Society 15th Annual Conference, Madison WI Contact Laura Jacobs-Welch 414-728-4458 FAX 414-728-1658

Oct. 7-8, 1998: Regional Northeast Pizza Show, Philadelphia. Contact Sheila Burski, 320-393-3444, FAX 320-393-3450.

Oct. 18-19, 1998: Selection and Fabrication of Stainless Steel for Sanitary Service, Rosemont, Ill. Contact Karen Coffin, International Association of Food Industry Suppliers, 703-761-2600, FAX 703-761-4334.

Cheese Please continued.....and at Neal's Yard Dairy. Zepos believes personal contact between the cheesemaker and the restaurateur is very important. To enhance a chef's ability to successfully incorporate a cheese service into a restaurant's menu, Zepos hopes that culinary schools will institute training in cheese much like an introductory wine course.

Years ago, while living in France, Zuni Cafe's chef-owner **Judy Rodgers** sampled the French method of cheese service which is a groaning trolley of a huge assortment cheeses. From this experience of 'cheese excess,' Rodgers redefined the European concept of a cheese service to suit the American tastes of the customers at Zuni. She pioneered this idea by introducing a cheese plate in the San Francisco Bay area about 10 years ago. Her ideas, which she calls "idiosyncratic pairing," are simple and exquisite, featuring a single cheese perfectly matched with a special fruit, nuts or honey. With the increase in restaurants' inclusion of a cheese service, Rodgers finds reward and satisfaction. She doesn't look at this as competition as much as being right on target as a trendsetter years before the concept was embraced in the United States.

Martin Trethowen of Gorwydd Farm in England, maker of fine Caerphilly, offered his personal experiences as a newcomer to cheesemaking. His two cheeses tasted were made from the same recipe he learned while training at Duckett's Farm in Wales, but were worlds apart in flavor and texture, characteristics that make Martin smile for their uniqueness.

Patricia Unterman, owner of Hayes Street Grill and cheese aficionado, was the moderator of the panel.

The Cheese Service: Two Very Different Approaches to How It's Done.

Because of the different dining styles of Campton Place and Zuni Cafe, Zepos and Rodgers each had a unique story to tell in their creation of a cheese service. With the audience composed of about 70 percent chefs and restaurateurs, questions focussed heavily on the mechanics of creating a cheese service. From the quantities and methods of ordering, the styles of presentation and pairing with food or beverages, how to maneuver successfully around the land mines of product waste to the interaction with customers and cheese server, the audience demonstrated their eagerness to learn as much as they could within the two hour presentation,

At Zuni Cafe, the atmosphere is cos-

mopolitan, yet casual and welcoming. Here Rogers' choice of using small plates of four to five cheeses paired with other food works perfectly. She sells about 30 orders of cheese each night. Rogers performs the selection, buying, and pairing of cheese with food she and her willing staff test to develop their palates, as well as their self confidence with customers. Cheeses are presented on a cheese list, a dessert list and a chalkboard behind the bar. It was disheartening to learn Rogers believes cheese is not a big money-making venture for her restaurant, even though sales of cheese plates have risen quite a lot in the past few years. Based upon her experience, it's a very high maintenance and expensive item. As with many restaurateurs, development of her cheese service initially took a thorny path. She had to learn the hard (and costly) way to properly store and present her cheeses before she found the best equation for Zuni: Four to five cheeses, two of which aren't fragile. Rogers considers her cheese portions to be very small, "... a little pause as you finish your meal," ... so that her customers might have room for dessert after the cheese plate.

Campton Place combines elegance and refined sophistication that lends itself perfectly to Zepos' rolling trolley assortment of eight to ten cheeses. Before its introduction in the fall of 1997, only five to six plates of cheese were selling off the menu each night. The number jumped to thirty or more once the trolley could be seen with Zepos amicably chatting up her cheeses to customers. Zepos finds this social interaction with the customers most rewarding, crediting her cheese service with creating a relaxing contrast to many serious business dinner meetings. Lots of cheese is sold at the bar, a situation Zepos refers to as "the ubiquitous American cheese and crackers." But most sells in the dining room, after the main course and before dessert. Because it also provides banquet service, Campton Place has a built-in money-saving vehicle for cheese that Zepos deems no longer suitable for the trolley. Although she is willing to give out "tastes" to entice the customer, Daphne finds most are willing to order a selection. Pairing cheese with ports, sherry, and smoky Madeira's is what she finds most challenging: "The more I learn of cheese, the less I realize I know of wine."

The Tasting: Comparing the Differences in Similar Cheeses.

Randolph Hodgson expertly walked the audience through the tasting of ten cheeses

that were plated and served with dried figs and slices of baguette. He designed this tasting to reflect the types of differences that affect the flavors in the same cheeses grouped together for this tasting.

In the first round, two raw milk Montgomery Cheddars made one day apart tasted completely different: One was mild and just slightly sweet whereas the other tasted floral, sweeter, almost nutty, similar to a Parmigiana. The reason for the difference? Hodgson attributes it to Montgomery's use of an old fashioned starter, which is rotated daily.

Gorwydd Farm was represented by a young and a mature Caerphilly and was compared to a Duckett's Caerphilly aged about the same length of time as the mature Gorwydd. These are cheeses made from the same recipe but with a wide variation of tastes. The young Gorwydd was fresh and creamy, perfect for eating as a snack or as part of a light lunch. The mature Gorwydd had a much broader flavor and a thick, mouldy rind that gave it a delightful complexity. The Duckett's, exhibiting a thinner but mouldy rind, was tangy and creamier than the mature Gorwydd. Hodgson believes the high humidity of the Somerset region where the Gorwydd is made creates a thick, mouldy rind, a condition present in the cheeses from that area. This rind affects the maturing and flavoring of Gorwydd's cheeses.

The same batch of sheep's milk was used to make Bellwether's Pepato and San Andreas cheeses. According to Liam Callahan, the most noticeable difference is the texture of the cheeses, which he attributed to controlling acidity. San Andreas, with a natural rind, had more concentrated flavors and was a drier, firmer cheese. With its waxed rind and addition of black peppercorns, the Pepato had a creamier and decidedly peppery flavor.

The last round in the tasting reflected three Stiltons: Colton Bassett, Cropwell Bishop, and Long Clawson. The Colton Bassett's small scale, hand-made production reflected a sweet, buttery cheese with a nutty, syrupy finish. The Cropwell Bishop and the Long Clawson were mild and quite soggy, reflecting a larger-scale, mechanized manufacturing process and the intervention of plastic to wrap the cheeses during their early stages of maturation to prohibit a thick rind.

Could affinage improve these two moister Stiltons? "Definitely not," Hodgson flatly responded.

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FROM THE EDITOR

by: Regi Hise

In conversations with different cheesemakers over the last month I've received some great comments and compliments about the last newsletter. The first comment was about information on this year's conference and in particular, they very much liked the idea of expanding the conference to include a full day of cheesemaking seminars. The second comment was how wonderful the last newsletter was with regard to technical cheesemaking articles.

Not long after those comments I was at a trade show where a number of retailers, distributors and chefs gave me very different feedback, in fact, an earful. They felt that the conference needed to have more information pertaining to them, and noted that most of the articles in the last newsletter were technical in nature and targeted to cheesemakers. I tried not to be defensive but it was difficult, since I've been spending a lot of my time lately on both the conference and the newsletter. I'd like to respond to these comments separately starting with the conference.

At the board meeting for the last 4 years and especially the last one in Seattle, cheesemakers were very vocal about being the founding members of the ACS and wanting to see more programs

at the conference and information in the newsletter for cheesemakers. They felt that much more attention had been focused on chefs, retailers, and distributors, and very little specifically for cheesemakers. They wanted to see a better balance. To do this we will start the conference with a full day of cheesemakers education programs. Please notice that in the conference program for the general session there are very few references to cheesemakers, retailers, distributors, or chefs. We've picked topics for the general sessions that apply to everyone making, selling, buying or cooking with cheese. We're confident we will have a program that everyone will benefit from.

The newsletter is an entirely different matter. First, I want to remind you that there is no such thing as a staff of writers for the ACS newsletter. All the work is volunteer and we depend solely on our members to contribute articles. I would be the first one to agree that the content has shifted more to information on cheesemaking and less on foodservice, retail, and distribution. This hasn't, however, been intentional; it's simply a matter of cheesemakers being a lot more active when it comes to contributing articles for the newsletter. We have some of

the best retailers, chefs, and distributors in our membership ranks, and they always talk about wanting to be involved, but we rarely hear from them. Our cheesemakers know that it is in their best interest to have a broad base of members in ACS and even they have expressed concerns about not enough information in the newsletter for the other members.

I'm done trying to make phone calls and twist arms, but I am going to start pointing fingers. Rest assured that if you approach me at a show or conference and ask about more information in the newsletter, I'll be asking when you last contributed an article. I also am asking that question of a numbers of chefs, retailers, and distributors at the next board meeting.

Once again, we have some of the best food people in the world involved in our organization. We have a lot of members who are renowned in our industry and recognize the power of networking and visibility. Take a moment to consider how many people you can network with and the visibility you can achieve by contributing to the ACS newsletter. Want more information relative to you? Want your own column? No problem, just do it!

GO WEBSITE!

In March we had 2082 visitors. Traffic is really picking up. If you haven't given us your info, please get it to us.

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Dick Groves - Co Editor
Gerd Stern - Co Editor
Kate Sander - Co Editor
George F. W. Haenlein - proof reader
Layout By: Richard Haws

NOTES FROM THE ACS ADMINISTRATOR

There have been quite a few area code changes in the past year. If your area code or other membership information has changed and you have not updated the ACS office, please do so as soon as

you can. I am working on the update for the membership directory.

At this time, we are unable to accept American Express for various payments.
Laura Jacobs-Welch

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