

The American Cheese Society

N E W S L E T T E R

NATIONAL CHEESE INSTITUTE RECOMMENDS MANDATORY PASTEURIZATION OF MILK USED FOR CHEESEMAKING

The National Cheese Institute (NCI) Regulatory Committee met in early April. One of the topics was the adequacy of current cheesemaking regulations to inactivate all pathogenic microorganisms, with some emphasis being placed on *Mycobacterium paratuberculosis*.

Currently, pasteurization is not required for milk that is made into certain cheeses, as specified in CFR 21, 133.102. Current standards specify that certain cheeses made from unpasteurized milk be held a minimum of 60 days at a temperature less than or equal to 2° C. The committee believes that there is growing concern that the practice of making cheese with unpasteurized or underpasteurized milk may compromise the safety of the cheese. The concerns are twofold: 1) heat treatment under less than legal pasteurization conditions may not sufficiently destroy all potential pathogens in milk and 2) aging of cheese for 60 days or more may not destroy any remaining pathogens in the cheese.

After much discussion, the committee voted unanimously to recommend mandatory pasteurization or an equivalent process for milk used for cheesemaking. The wording of the proposal would be consistent with the proposed changes in Codex regulations. (See related stories in this issue) Reportedly a portion of the committee expressed the belief that mandatory pasteurization would not be a

hardship, since most of the cheese in the United States is manufactured using pasteurized milk. The targeted implementation period for mandatory pasteurization would be three years. After this period they propose that all cheese manufacturers would have to pasteurize milk ingredients.

After the vote was taken, the committee agreed to request a scientific literature review of current research on this subject. The literature search showed that there has been recent interest in the use of "hurdle" technology in foods. This technology involves the use of two or more sublethal treatments during the processing of foods, each of which in themselves will not completely inactivate pathogens, but together would serve to render any pathogens inactive. In the case of cheesemaking the two hurdles are sublethal heat treatment, coupled with the aging of cheese for 60 days.

There was a series of papers published in 1990 which recommended a heat treatment of 64.4°C (148°F) for 16 seconds for milk used in cheesemaking, followed by a 60 day aging period for the finished cheese, stating that this regime would be adequate to destroy potential pathogens in cheese. However, the reviewers also found at least one study suggesting this treatment may not be adequate. One study reported that *Salmonella senftenberg* 775W was destroyed in fluid milk

when heated at 70°C (158°F) for approximately 20 seconds. Another reported that *Listeria monocytogenes* requires a temperature of 66°C (150.8°F) to be destroyed in fluid milk. The committee thus concluded that it appears that heat treatment at 64.4°C (148°F) for 16 seconds would not destroy *Salmonella senftenberg* 775W or *Listeria monocytogenes*. Additionally, the literature review found reports that *Mycobacterium paratuberculosis*, which can be found in cow's milk, has been tentatively linked to Crohn's disease in humans and that this pathogen may survive pasteurization conditions in milk. The committee noted that there is still controversy on this subject and studies are under way to resolve the issue.

Other literature reviewed suggested that pathogens have been shown to survive in cheese beyond the suggested 60-day aging period. *Listeria monocytogenes* has been found to survive in many cheeses for long periods of time, including many popular varieties. In Cheddar, *Listeria* has been shown to survive for more than 1 year. In Canada in 1984, there was a large outbreak of *Salmonella* food poisoning due to contaminated Cheddar cheese; it was reported that this pathogen survived in the cheese up to 8 months

continued....page 5

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734-663-0974

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.)

LETTER FROM THE PRESIDENT

It has been almost a year since I took office as your President...time flies. It is too early for me to reflect on this year but some thoughts come to mind as the date of August 7th draws near. After talking to many of you the last 10 months, I really feel that we made a lot of progress as an organization.

The American Cheese Society has really become the premiere specialty cheese association through the continued efforts of some of our members, cheesemakers, marketers and cheese enthusiasts throughout the country.

There have and will be growing pains, but we have controlled and managed our development without losing track of our mission statement.

Today we offer more to our members:

- Better Programs, Our Conference and Cheese contest have become the most prestigious in the USA for farmhouse style, hand-crafted and specialty cheeses.

The Bon Appetit Festivals, the National Cheese Week, The Goat Cheese Month event even though in their infancy stages will solidify our presence in the world of gourmet food.

- Bigger Budgets, For 5 years in a row ACS has posted accounting surpluses that will help fuel its growth for years to come.

- More Continuity Since we have moved our office to Wisconsin and hired a full time administrator, more attention has been given to details, we are becoming more professional.

-Better Exposure The last few years, the media coverage of our events (TV, newspaper and magazines) has increased dramatically.

The website has added a new dimension to our organization.

Contributions from Cheese Lovers such as Steve Jenkins with his very successful "Cheese Primer" have been huge.

We need each and every one of you in your daily life to contribute to the growth of ACS by educating the consumer, by giving some time to the association joining one of our committees, helping during the conference.

For example we are looking for volunteers to create a "Welcoming Committee" for new members which will include attending the opening reception on Thursday, August 6th.

Also, you still have time to volunteer for the cheese judging (if you qualify).

This year we have more members than we ever had from different horizons, the cheese judging will be the biggest ever, be part of the fun.

I shall see you in Madison in six weeks!

ACS CORPORATE MEMBERS

CORPORATE MEMBER/SOCIETY SPONSOR

Cabot Creamery

PO Box 128
Cabot, VT 02184
802-563-2231

Fromartharie, Inc.

1 Crown Drive
Warren, NJ 07059
908-647-6458

Paul W. Marks Co.

8 Commercial St.
Everret, MA 02149
617-389-8725

Swissrose International

14 Empire Blvd
Moonachie, NJ 07074
201-807-0999

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Vermont Butter & Cheese
Whole Foods Markets
Wisconsin Milk Marketing Board
Zingerman's

LIFE BEYOND THE BLUE RIBBON

The sequel to Silvia and Bruno Sontheim and their Sontheim Fine cheese

by: Debra Dickerson

We pick up the story of Silvia and Bruno Sontheim, cheesemakers who moved to Colorado from Bavaria via Canada. These folks had a dream to make cheese. Great, assertive, pungent wheels of traditional German cheese. Only the best. This Great Cheese would bear their name, build their reputation, and earn a living for them.

The Sontheims make their cheese from their own herd of 40 Brown Swiss cows.

In the summer the milk reflects the characteristics of the Rocky mountain grasses which form their diet along with supplemental grain. In the winter the cows are fed a diet of Alfalfa hay and supplemental grain. They receive no steroids nor growth hormones.

In August 1997, the Sontheims brought the results of their work and dedication to the American Cheese Society conference. Their Soft Tilsit was rewarded with the first place blue ribbon. They placed third in the Farmhouse Cow's Milk category for their Aged Tilsit.

Through ACS, the Sontheims were able to network with a full room of retailers, many of whom were delighted to have the award winning cheese on their counter. A broker came forward to take up their cause. A distributor signed on to promote their cheese. Orders were placed.

Once..twice... projections were made based on the orders that finally came in.

The Sequel

By the following year the orders stopped. The cheese didn't move. Stock backed up in the supply line. Someone suggested to the Sontheims that they diversify their distribution.

Silvia started making calls - selling her cheese as well as her soul over the phone. But calls went unanswered. Rejections and frustrations were many. And in Powderhorn, CO, the world of Sontheim Fine Cheese met the world of big cheese business.

While the future was unclear, feedback from the big cheese business world was not; "The cheese is good, but the price is too high."

The Challenges

The Sontheims came face to face with reality:

1. Domestic cheese produced on a large scale is sold into the market at a price of \$4.00 to \$5.00 below the cost of Sontheim Fine Cheese.
2. Imported cheese of the same name came into the United States at a price far below that which the Sontheims charged.
3. Sontheim Fine Cheese entered the American market at an early stage of the public's appreciation for washed rind, full-flavored cheeses.

Silvia landed on the world of American merchandising where "you gotta have swoosh, packaging, promotion, and glitz" says Steve Reed, who first brought the Sontheim's dilemma to our attention. The Sontheims face all the usual challenges of small cheesemakers: lack of funds to merchandise and sample, lack of time and money to travel, and lack of opportunity to get the cheese into the market.

Silvia tells of a trip to the South for the grand opening of an incredible grocery and specialty store. She wanted to promote her product, so she traveled with her best cheese and a handout telling her story. But she found herself competing with 8"x10" glossies, merchandising gimmicks, and ghastly giveaways. She returned home disheartened and discouraged.

She identifies her challenges in the following way:

1. Get the cheese to the right customers.
2. Educate the market about Sontheim Fine Cheese products.
3. Develop affordable methods of packaging and transporting Sontheim Fine Cheese products.

The Sontheims are not alone. Many small producers in Madison this year will be asking these questions: How are the right markets selected? How do you best merchandise your products? What does an effective brochure contain? The answers they share will undoubtedly sug-

gest the constant battle to stay true to their craft while staying afloat financially.

There are questions we need to ask ourselves as well. Fundamental among them is "what will it matter if we lose the small cheesemakers?" Steve Jenkins answers it well, I think.

"The American artisans are of paramount interest as part of the effort we should all be involved in to forestall the distinct possibility that in all of our lifetimes everything is going to taste the same."

Let's ask some more questions: What will it matter if our cheeses are made in factories? What will it matter if the uninformed say factory cheeses taste just as good as...? What will it matter if we don't develop our cheesemaking traditions? What will it matter if we don't help cheesemakers like the Sontheims get their cheese to market? How can we teach people to appreciate the grandeur of cheese - seasonality, flavor, cheesemaking skill and knowledge?

Making great cheese is the beginning. That's what the cheesemakers bring to the table.

The rest is up to us - the retailers, distributors, authors, and educators - the members of the American Cheese Society.

This is a critical time for the Sontheims.

Thoughts for Cheesemakers

1. Evaluate your market relative to the specialty cheese vs. commodity. ID your competition (these people may be your friends!). Look at the price range in market
2. Evaluate your product What differentiates your cheese from others in the market: flavor or taste characteristics, size, shape, age, packaging?
3. Write your story! Who are you? What is your background? Why are you doing this? What is your inspiration? Who are you doing it for (what segment of the market are you targeting)? What makes your product distinctive

4. Document your process: Take photos. Keep a journal of pasture, feed, milk characteristics. Trace season to cheese characteristics. Keep a journal of successes and particulars of that make
5. Identify the people who will support your product in the area — restaurants, chamber of commerce, local groceries, local cooking schools, food professionals and your neighbors. Keep the press (and the ACS) posted on your progress.
6. Investigate shipping options, methods of transport and costs as well as evaluate boxes and packing materials. Can you join up with a local produce truck running to restaurants? Are there other milk producers who are transporting? Think differently.
7. Utilize local Department of Agriculture offices and milk marketing or advisory boards as a source for information and ideas.
8. Talk to other cheesemakers. I believe the American Cheese society is a tremendous resource. Call the members. Ask them what they like, don't like, and need. Ask what works, doesn't work and what they wish they'd done differently. Have the distinction of making your own mistakes, the original, new earth shattering ones, vs. the ones that have been made before.

10 Give yourself time. Rome was not made in a day.

11 Budget for samples and giveaways as well as time and materials. You have the product, the passion and all the information needed to launch your product.

By the nature of the specialty cheese business, you are destined to play a myriad of roles in the early stages of your business including the marketing and public relations director, the distributor, the educational coordinator, the quality inspector, the human resources director, the transportation specialist and the accounts payable and receivable department.

There are support systems out there for you!

Laura Jacobs-Welch, The American Cheese Society's administrator, is one of our most valuable resources. She has a wealth of information at her fingertips. She can connect you with the person or the organization who can give information, perspective and valuable experience.

Use your American Cheese Society Resources:

ACS website: www.cheesesociety.org

ACS Administrative Office
414 728 3358 PHONE
414 728 1658 FAX
E-MAIL: ljwelch@elknet.net

SONTHEIMS FINE CHEESE

SOFT TILSIT

awarded FIRST PRIZE for farmhouse cow's milk category
AMERICAN CHEESE SOCIETY
SEATTLE 1997

INTRODUCING

Traditional mountain style cheeses made in the Colorado Rockies.
Fresh raw milk, traditional rennet, culture and salt.

SOFT TILSIT

aged 12 - 14 weeks
fruity paste, pungent washed rind soft luscious texture
6 LB wheel

TILSIT

aged 16 - 20 weeks
semi soft texture, washed rind, full heady aroma earthy flavor
6 LB wheel

EDAMER

Firm Paste, full flavored wheel. Sharp and assertive.

BERGKAESE

aged 4 - 5 months
small eyes big raw, gutsy flavor natural rind
20 LB wheel

Sontheims Fine cheese

970 641 6671

or fax

970 349 2415

Gerd Stern etcetera

201 816 9215 Phone

201 816 0031 Fax

E-MAIL: GSEtc1818@aol.com

Produced by

BRUNO, SILVIA, JOACHIM, CHRISTIAN, BERNARD & MELANIE SONTHEIM

A FAMILY OWNED AND OPERATED BUSINESS

in

Powderhorn, CO.

PAULA LAMBERT ELECTED TO WHO'S

On March 18, 1998, it was announced in New York that Paula Lambert, founder of the Mozzarella Company in Dallas, Texas, is one of five Americans elected to the prestigious James Beard Foundation's Who's Who of Food and Beverage in America. She joins the ranks of 150 others including chefs Wolfgang Puck and Emeril Lagasse, foodwriters Patricia Wells and Sheila Lukins, television chefs Jacques Pepin and Graham Kerr, winemakers Joseph Phelps and Robert Mondavi, restaurateurs

Ella and Dick Brennan, and food luminaries Julia Child and Chuck Williams. Paula also joins fellow Texans Stephan Pyles, Dean Fearing and Robert Del Grande.

Congratulations Paula! We are all proud of you.

NCI...Continued

under refrigerated storage. *E. coli* 0157:H7 has been shown to survive in Cheddar cheese for up to 158 days.

The committee concluded that they have no knowledge of studies at this time that demonstrate that the combination of subpasteurization temperatures and 60 day aging of cheese will ensure a safe product for the consumer. The FDA is proposing a study, in collaboration with the Illinois Institute of Technology, to determine if the heat treatment regime of

64.4° C for 16 seconds in combination with 60 day aging of cheese is adequate to inactivate *Listeria* and *E. coli* 0157:H7. However, the study will take three years, and will not address *Mycobacterium paratuberculosis*.

Therefore, the NCI Regulatory Committee is recommending "the mandatory pasteurization or equivalent process of milk for cheesemaking." Equivalent processes to pasteurization have been allowed for in the proposed regulation.

However, these equivalent processes are

not currently defined by FDA, but will leave opportunities to use other new and novel technologies, such as microfiltration, high pressure, or irradiation to achieve milk which is pathogen-free.

If you would like more information on how the NCI Regulatory committee reached their conclusions or the literature relied upon to reach those conclusions, you can call NCI at 202-737-4332.

GET READY TO TAKE ADVANTAGE OF INTERNATIONAL CODEX STANDARDS

By Rusty Bishop, Ph.D., Director of Wisconsin Center for Dairy Research and Tom Balmer, Senior Vice President, National Milk Producers Federation, Arlington, VA

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Hold onto your hats! International cheese standards will effect everyone including Wisconsin. Codex Alimentarius is the international organization that establishes global food standards. The standards are the abiding law of the World Trade Organization and will be used to resolve trade disputes. Most of you might be thinking these standards will not effect you if you do not have immediate plans to export your product. Consider the volume of products imported into the US that you now compete with—this brings a whole new light to the global trade picture.

Presently, three sets of CODEX cheese standards could have dramatic impact on Wisconsin and U.S. cheesemakers and marketers. They are the A-6 General Cheese Standard, C-Standard for Individual Cheeses, and the A-8 Standard for Processed Cheese Preparation. The CODEX Milk and Milk Products Committee will likely approve A-6 General Cheese Standards in May, 1998, then the standards will go for final

approval by the CODEX Commission in June, 1999. Implementation could be immediate (6/99). The language that will have a major impact involves the allowance of alternate make procedures, including language permitting "any milk-derived ingredient" in natural cheeses. This would include whey products, casein/caseinates, and possibly dairy flavors. Now is it obvious that these new international standards will have a major effect on how cheese and cheese products are formulated for final trade product?

The other standards of interest—Individual Cheeses including Mozzarella) and Processed Cheese—remain in draft form and are probably 2 to 4 years from Milk and Milk Products Committee approval. Highlights of these standards are the inclusion of alternate-make procedure language in the Mozzarella standard, and the amount of cheese required for a processed cheese product. Again, these standards will greatly influence the Wisconsin cheese industry.

In an effort to learn about these new

standards and understand ramifications they will have on Wisconsin cheesemaking in a year and a half, we will have a short discussion during the WCMA meeting April 21-23, followed by a day-long workshop in the fall. This workshop will assist the industry and regulatory personnel to understand the new standards and seize the opportunities created.

Remember, Tom Balmer of National Milk Producers Federation will be with us and WCMA on April 23 to explain the standards, and CDR will also host a workshop in the fall of 1998 to discuss potential opportunities that CODEX will create. If you have any questions regarding the standards, feel free to call me (608-265-3696) or Tom Blamer (703-243-6111).

You can also access the following websites for more information:
www.codexfacts.com
www.usda.gov/agency/fsis/codex/new.htm
www.fsis.usda.gov/oa/codex/index.htm
www.fsis.usda.gov/oa/fr/fr98-13981.htm
www.idfa.org

ACS MEMBERS GET BIG TIME PRESS

In the April 22, 1998 issue of the New York Times there appeared a wonderful article written by Suzanne Hamlin in which several of our members were prominently featured. The article contained many pictures, including a full color photograph of David and Cindy Major's beautiful Vermont Shepherd

farm. The article was very complimentary of American farmstead and specialty cheeses. The author contacted and quoted several of our members including Laura Jacobs-Welch and Debra Dickerson.

Other cheesemakers featured in addition to the Majors were Egg Farm Dairy, Brier

Run, Old Chatham Sheepherding, Capriole, Coach Farms, Westfield Farms, Cypress Grove, Northland Sheep Dairy, and Redwood Hill Farm.

It is really nice to see our members getting this kind of press.

Thanks Suzanne!

IMPACT OF CODEX STANDARDS ON U.S. CHEESEMAKING

Presented by Tom Balmer, Senior Vice President of National Milk Producers Federation; Arlington, VA
International Cheese Technology Exposition at Wisconsin Cheesemakers Association; Madison, WI 4/23/98

Two Basic Questions

What are CODEX Standards?
Why do they matter to U.S.
Cheesemakers?

CODEX Alimentarius Is...

Latin for "food code"

A joint program of the Food and agriculture Organization – United Nations and the World Health Organization.
An International standards-writing body composed of government officials.

CODEX Standards Matter Because...

They are used by the World Trade Organization (WTO) as the basis for resolving international trade disputes.
They affect both imports and exports.

CODEX Standards Will...

Require the U.S. Government and U.S. industry to adopt domestic standards that are compatible in nature.
Be both more restrictive and more flexible than current standards.

CODEX Standards Could...

Take effect as early as late 1999 (for some cheeses).
Have a very significant impact on our approach to cheesemaking in the U.S.

CODEX Cheese Standards Are...

Under the jurisdiction of the CODEX Committee on Milk and Milk Products.
Initially drafted for CODEX by the International Dairy Federation (IDF).
Composed of two types
-General class standards
-Individual varietal standards
Developed through an eight- step process.
Subjected to public (government) comment at several steps in the process.

General Class Standards Include...

Cheese at step 6
Whey cheeses at step 6
Cheeses-in-brine at step 6
Unripened cheeses at step 6
Process(ed) cheese at step 3

Individual Varietal Standards Include...

Cheddar
Danbo
Edam
Havarti
Samsø
Cheshire*
Emmental
Tilsiter
Limburger*
Saint-Paulin
Svecia*
Provolone
Cottage Cheese
Bütterkäse*
Coulommiers
Harzer Käse*
Herrgårdstost*
Hushållstost*
Maribo*
Finbo*
Romadur*
Amsterdam*
Leidse*
Frieze* Edelpilskäse*
Camembert
Brie
Extra hard grating cheese
Mozzarella
Parmesan (new work)

*Most likely to be terminated in 1998

Elements of CODEX Cheese Standard

Scope
Description
Composition and essential quality factors
Food additives
Contaminants
Hygiene
Labeling
Methods of sampling and analysis
Appendix

Example: CODEX General Standard for Cheese

1. Scope
Specifies which product(s) are subject to the provisions of the standard

2. Description
-Specifies:
Types of dairy ingredients

General method of manufacture
Most important end product characteristics

3. Composition and Essential Quality Factors
-Specifies
Raw materials
Permitted ingredients
Composition (minimum requirements)

4. Food Additives
- Specifies:
All justified and permitted additives
Level of permitted use

5. Contaminants
-Specifies:
Cross references to limits for contaminants in general (horizontal) regulations
Limits for certain additional non-microbiological contaminants

6. Hygiene
-Specifies:
Cross references to General Principles of Hygiene
Good manufacturing practices
End product requirements

7. Labeling
Specifies:
Cross references to general labeling regulations
Additional deviations from general labeling rules

Appendix
-Specifies:
Additional, but non-mandatory criteria
Not to be implemented in individual country regulations
Not to be used for WTO purposes

Other Issues Include...
Lower fat cheeses
Revisions to finalized standards

Timetable (Finalization)??
Standards at step 6 – Summer 1999
Standards at step 3 – Summer 2000
Parmesan ?
Feta (not official) ???

The American Cheese Society

15th Annual Conference

August 5-9, 1998 - Madison, Wisconsin

Please note that several of the time slots have been changed

The Art of Cheesemaking

The American Cheese Society (ACS) is an educationally oriented, not-for-profit organization dedicated to encouraging the development and appreciation of quality, American, handmade and farmstead cheeses. Each year the Society's Annual Conference brings together cheesemakers, retailers, distributors, writers, academics, chefs, consultants, brokers and cheese lovers from the United States, Canada and around the world.

This year's annual conference will be held August 5-9, in Madison, Wisconsin, and is appropriately titled the "Art of Cheesemaking." This year's conference has expanded to include two entire days dedicated to cheesemaking and cheesemaker education programs. These cheesemaking education days are optional and will be on Wednesday, August 5, and Thursday, August 6, at the University of Wisconsin Center for Dairy Research. The full conference and general sessions will take place on Friday and Saturday, August 7 and 8, 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 the Monroe/New Glarus area of Wisconsin, known as "America's Little Switzerland."

~ Schedule of Events ~

Wednesday, August 5, 1998

10:00 AM-4:00 PM

Cheesemaking 101

Babcock Hall/CDR Room 215

This workshop is an introduction to cheesemaking designed for beginning cheesemakers, chefs, retailers, distributors and cheese lovers. Anyone who wants a better understanding of the cheesemaking process will benefit from this program. Experience is welcome but not required. The course will include tabletop, hands-on cheesemaking and an overview of cultured dairy products. Brought back by popular demand, Ricki Carroll will lead this session. Limited space is available, so register early. Equipment will be provided and lunch is included. Cost for this session is \$75.

8:00 AM-12:00 PM ~ Part One: Hands-On Cheesemaking

Babcock Hall/CDR Make Room, Small Vats

This session will start with a basic review of topics ranging from milk quality, receiving, standardization and basic dairy science. Participants will then proceed to make four different types of cheese including cow, goat, sheep and blended milk. The 600-pound (milk) research vats and equipment at CDR are especially well suited to this hands-on session. Course and participants will work in teams of two under the guidance of Jim Path and John Jaeggi of CDR. Jim and John have developed and delivered hundreds of dairy short courses and artisanal cheesemaking programs for cheesemakers throughout the world. Even experienced cheesemakers will benefit from the exchange of resources among participating cheesemakers.

12:00 PM-1:00 PM ~ Lunch/Q&A/Clean-up

1:00 PM-3:00 PM ~ Part Two: "Successful Business" ~ Room 205

Milk Quality and Safety

The safety and quality of a dairy plant affects the quality of all dairy products manufactured at the plant. CDR's safety and quality application programs are second to none. This session, presented by Marianne Smukoski from CDR, will deal with the information you need to set up a safety and quality control program for cheesemakers. The program will also cover inspections, including common problems and their solutions.

Surviving a Product Recall

To cheesemakers everywhere, words and phrases like "reported cases," "outbreaks" and "product recalls" make the blood run cold. Facing any one of these problems is time consuming and costly—and the very future of your business depends on the way you handle it. Tera Johnson, UW Business Services, will lead this session and explore how to handle these situations from the standpoint of product compliance and public relations.

Thursday, August 6, 1998

8:00 AM-6:00 PM ~ Cheesemaking 102

"Successful Practices and Solutions"

Meet at Babcock Hall/CDR Room 205

This session will address the art and business of cheesemaking and is targeted to farmstead and specialty cheesemakers. It will include hands-on cheesemaking in the research vats at the University of Wisconsin Center for Dairy Research (CDR), then move into presentations and round-table sessions on various cheesemaking topics. Some previous cheesemaking experience is strongly recommended. Retailers, chefs and others who have taken at least a table-top cheesemaking course would also be welcome. Space is limited to 48 people, and cheesemakers will have first option. Equipment will be provided and lunch is included. Register in advance. Cost \$75.

Cheese Pricing Primer

Are you pricing your products properly? Do you know what your real costs are? If you haven't had any complaints about your prices recently, maybe you're not charging enough! Tera Johnson will lead this thought-provoking session and explore models you may wish to consider in establishing your pricing policies. She will also review some of the things you need to consider to accurately determine your costs through the cheesemaking process and in aging programs.

2:45-3:00 PM ~ Break

3:00-5:00 PM ~ Part Two: "Successful Practices," Room 205

The Art of the Cure: Fleur, Smear, Blue & Long Hold

Four different panels of cheesemakers will lead us through curing and affinage programs for four different types of cheeses. Cheese categories will include Soft-Ripened, Washed Rind/Monastery, Blue and Long Hold programs for firm, hard and rindless cheeses. After reviewing basic techniques involved in setting up affinage programs, a breakout session will review cheeses at different stages of ripeness in all categories, and cheese tastings. The session will conclude with a roundtable discussion and Q&A.

5:00-6:00 PM ~ Room 205

Unique Solutions to Unique Problems for Small Cheesemakers

Judith Schad and Ricki Carroll will lead a panel of cheesemakers who will share their successes in make techniques, equipment, aging programs and a host of other topics unique to small cheesemakers. If you are attending and wish to bring your own example through photos, slides or video, please do so.

4:30, 5:00 and 5:30 PM

Tours of the Center for Dairy Research

Take a break and enjoy a guided tour of the CDR. No need to sign up ahead of time, just choose which tour is most convenient for you and meet at the CDR, in front of the dairy store.

6:30-8:30 PM

Opening Reception

UW Allen Centennial Gardens

The 15th Annual Conference is officially opened with a garden reception. Tickets are \$20 for ACS members registered for the full conference and \$25 for guests. Ticket prices include beer, wine, and appetizers. Please join us!

Friday, August 7, 1998

UW Ag Hall Room #125

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.

8:00-8:45 AM

Opening Remarks

Dominique Delugeau—ACS President
Regi Hise & Deborah Haws—Conference Co-Chairs
ACS Board and Committee Chairs introduction

8:45-10:00 AM

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.

10:00-10:15 AM ~ Break

10:15-10:45 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.

10:45 AM-12:00 PM

Cheese, Wine, & Beer Pairings

Part One: Trends and Pairing Guidelines

Wine and cheese have always been a quintessential combination—each makes the other better. Microbrews, 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. This session will review trends on wine and beer and lead into guidelines for setting up pairings.

12:00-1:30 PM ~ Lunch

12:00-1:30 PM

ACS Board Meeting and Lunch Location to be announced

1:30-2:30 PM

What's Going On With Organic?

Panelists 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 chefs to discuss these topics and explore future opportunities for "Organic Dairy Products" and marketing aspects.

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.

3:30-3:45 PM ~ Break

3:45-5:00 PM

Cheese Fact, Fantasy, Or Fiction

Part One: Panel Discussion with Q & A

This panel will be fun, informative and certainly contentious. To say the least, it's 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 large cheesemakers? 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!

5:00-5:40 PM

Cheese, Wine, & Beer Pairings

Part Two: Tastings

This follow-up to Part One will be a stand-up, lips-on tasting. Delicious, and a nice way end to the day's sessions.

6:00-9:30 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 opps, games and lots of fun. Tickets are \$15 including beer and wine for registered conference attendees; non-registered guest tickets are \$25.

Saturday, August 8, 1998

7:00–8:00 AM

Breakfast—On Your Own

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 four 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 on the Square, so you can grab something to eat as you walk around. People in the know get there as early as 6:30 AM for the best selection, and that's when many of the chefs in town shop it, too.

8:30–9:30 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 the UW has collected as part of their cheesemaking research and exchange programs.

9:30–10:30 AM

**Cheese Fact, Fantasy, Or Fiction
Part Two: Continued from Part One**

10:30–10:45 AM ~ Break

10:45–11:00 AM • Cheese Trivia Game Continued!

11:00–12:00 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 cheesemakers as well as distributors, retailers and restaurants.

12:00–1:30 PM ~ Lunch

ACS Board Meeting and lunch, location to be announced.

1:30–2:30 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 as well as specifics to certain cheese types. This topic applies not only to cheesemakers, but distributors, retailers, and chefs who receive consumer questions on animal versus microbial, synthetic and vegetable rennet. Also includes a brief overview of new technologies like protective cultures.

2:30–3:30 PM

Cow, Goat & Sheep

This session details the different nutritional profiles of the various milks and how those values change in the cheesemaking process. Is there an opportunity marketing cheeses by highlighting nutritional properties? A milk and/or cheese tasting will support this session. We will also discuss butter and whey cheeses.

3:30–4:30 PM

**General Membership Meeting
All Members Invited to Attend**

5:30–7:30 PM

**Festival of Cheese ~ Rooftop/Monona Terrace
(ACS Members and their guest only)**

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 Convention Center. Monona Terrace was designed by Frank Lloyd Wright in the 1930s and commissioned long after his death. Completed in the summer of 1997, it has already become a destination location in Madison. The rooftop terrace looks out over Lake Monona and 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.

This year's Festival of Cheese will start at 5:30 for ACS conference attendees. It will kick off with announcements and an 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. Although tickets for the festival will be sold in advance and at the gate to the public, 5:30–7:30 is reserved for members and their guests who are welcome to stay until 10:00 if they wish. In addition to the Festival of Cheese display, a light buffet meal will be available at 7:00.

7:30–10:00 PM ~ Festival Of Cheese
(Open To Public/Consumers & ACS)

The public will be admitted to the festival starting at 7:30 PM. Advance tickets are \$20, or \$30 at the gate. Children under 12 are \$5.00, with children under 2 admitted free. Ticket holders will enjoy browsing the festival cheese with appropriate bread, crackers and fruit. There will be a cash bar for beverages.

7:00–10:00 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 for 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 Concourse Hotel

The tours will begin at Prima Käse in Monticello 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, offer racking and curing tips, and deliver a crash course on Swiss cheese grading.

The next stop will be Roth Käse in Monroe. In addition to cheese production, we will be guests of an extensive tour of their curing rooms and affinage program. The challenges faced by Roth Käse 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. Space is limited, so register early! Tickets are required—\$45 for registered members and \$50 for non-registered guests.

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 air fares 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 a 10% discount off 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 conference hotels are short five- to 10-minute taxi rides from the airport. For the conference, two of the hotels are five- to 10-minute walks to the UW, and the Concourse is about a 20- to 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 the 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 the UW, dinners 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 member 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.

Conference Hotels

We have secured space at two different hotels in Madison and additional space at the UW/ Friedrich 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

| | | |
|----------------------------------|---------------------|---------------------|
| 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 additional \$10 charge per person per room. Rates do not include state (5.5%) and local (8%) tax. One hundred 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 as-available basis for space and rates.

This hotel is in Downtown Madison adjacent to the Capitol Square. This is the closest hotel to Monona Terrace. Complimentary shuttle service is available from the Dane County Airport. 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

| | |
|--------|---------|
| Single | \$89.00 |
| Double | \$99.00 |

Seventy 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 as available basis for space and rates.

This hotel is in Downtown Madison adjacent to the Capitol Square. Complimentary shuttle service is available from the Dane County Airport. The Capitol Square is where the Saturday morning farmers market takes place, and it is also a short one-block walk to Lake Monona and Monona Terrace where we will be holding the Festival of Cheeses.

UW Friedrich Center • Single, \$52.00 • Double, \$62.00

Twenty-five rooms are reserved with first priority going to cheesemakers. 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. The dorm/hotel is located on campus on the lake edge adjacent to a walking path and park. There are no shuttles to this location. It is only about a five-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 who need these rooms, have first opportunity.

Frequently Asked Questions

What is the Festival of Cheese? The Festival of Cheese is ACS's annual gala reception, tasting and awards presentation. All cheeses entered in the judging will be showcased at the Festival of Cheese. One ticket per registrant is included in the cost of a Full Conference Registration, or a day pass for Saturday, August 8. Additional tickets for the full event may be purchased for \$45 per ticket. Limited access consumer tickets are available in advance for \$20, or \$30 if purchased at the gates. Tickets for children under 12 are \$5, and children under 2 are admitted at no charge. We expect a large turnout with press, cheesemakers, trade personalities, wholesalers, retailers, chefs and interested consumers, so make sure to order your tickets soon! You may wish to include extra cheese with your judging entry since we anticipate 1,000 people in attendance.

Can I be involved in the Festival of Cheese in other ways? We will once again offer cheesemakers, artisan producers, associations and others the opportunity to present their products to the hundreds of cheese lovers—including many top food professionals, retailers, consumers, chefs and press—who will be attending this year's Festival. We are offering table-top exhibit space from which you may display promotional materials and samples of your products, whether they were entered in the judging or not. You will be responsible for your display and its staffing. Please see the 15th Annual Registration Packet for display space sign-up.

What else do I need to know? The deadline for entering both the 15th Annual Judging and reserving your table-top display space is Tuesday, June 22, 1998. Please fill out the "15th Annual Judging Entry Form" and "Festival Display Forms" and mail it to the ACS office with your credit card or check made payable to the "American Cheese Society 15th Annual Conference" as soon as possible. Shipping instructions and more information will follow upon receipt of your completed forms and fees.

We look forward to hearing from you and seeing you in Madison this August!

Display Table Sign-up - Festival of Cheese

☐ Yes, I am interested in having a table-top display at the Festival of Cheese!

Types of Cheese(s) produced: _____

| | | |
|--|--|-------|
| Cheesemakers (Amount Produced Annually) | <input type="radio"/> under 50,000 pounds | \$60 |
| | <input type="radio"/> 50,000-100,000 pounds | \$90 |
| | <input type="radio"/> Over 100,000 pounds | \$150 |
| Non-Cheesemakers | <input type="radio"/> Cheese Marketers, Retailers, Distributors, Brokers, Restaurants | \$150 |
| | <input type="radio"/> Non-Cheese Product | \$500 |

Total Display Cost \$

Please return this completed form along with your payment for entry fee(s) to:
The American Cheese Society, W7702 County Road X, Darien, WI 53114
Questions? Call (414) 728-4458 • Fax (414) 728-1658

Method of Payment (circle one) Check # _____ Visa MasterCard

Name/Company on credit card _____

Credit Card Number _____ Exp. Date: _____

Signature required if using credit card _____

...or sign up on our website! www.cheesesociety.org

1998 Conference Registration Form

The American Cheese Society 15th Annual Conference

Name _____ Phone _____
 Company/Affiliation _____ Fax _____
 Address _____
 Indicate Profession _____

Full Conference Registration

Includes Friday and Saturday Conference, Continental Breakfast, Breaks and Lunch Friday and Saturday, and admission to the Festival of Cheese & Awards Ceremony on Saturday. Does not include reception Thursday, or dinner Friday night.

| | | |
|---|-------|-------|
| ACS Member Early Registration | \$225 | _____ |
| ACS Member after July 1st | \$250 | _____ |
| Non-Member/Guest Early Registration (incl. one-year Membership) | \$300 | _____ |
| Non-Member/Guest, if registering after July 1 (incl. one-year Membership) | \$325 | _____ |

Day Pass Registration

Friday, August 7: Includes Breakfast, Lunch, and a discount on Friday event ticket

| | | |
|------------|-------|-------|
| ACS Member | \$135 | _____ |
| Non-Member | \$150 | _____ |

Saturday, August 8: Includes Breakfast, Lunch, and full admission to the Festival of Cheese & Awards Ceremony

| | | |
|---|-------|-------|
| ACS Member | \$145 | _____ |
| Non-Member | \$160 | _____ |
| Festival of Cheese & Awards Ceremony only, per person | \$45 | _____ |

Pre-Conference Events

| | | |
|--|------|-------|
| Cheesemaking 101 Workshop—Wednesday, August 5 | \$75 | _____ |
| Cheesemaking 102 Workshop—Thursday, August 6 | \$75 | _____ |
| Thursday Opening Reception, Registered Conference Attendee | \$20 | _____ |
| Thursday Opening Reception, Non-Registered or Guest | \$25 | _____ |

Conference Event - Friday, August 7th - Brat Fest at UW Stock Pavilion

| | | |
|--|------|-------|
| Registered Conference Attendee/Friday day pass | \$15 | _____ |
| Non-Registered or Guest | \$25 | _____ |

Post-Conference Event - Sunday, August 9th - Cheese Plant Tour, time TBA

| | | |
|------------------|------|-------|
| ACS Member | \$45 | _____ |
| Non-Member/Guest | \$50 | _____ |

Total For All Activities \$

Please return this form (or a photocopy for each registrant) with your credit card or check payable to:
 The American Cheese Society 1998 Conference • American Cheese Society
 W7702 County Road X, Darien, WI 53114. Questions? Call (414) 728-4458 • Fax (414) 728-1658

Method of Payment (circle one) Check # _____ Visa MasterCard
 Name/Company on credit card _____
 Credit Card Number _____ Exp. Date: _____
 Signature required if using credit card _____

...or sign up on our website! www.cheesesociety.org

CALENDAR OF EVENTS

Provided by the staff at Cheese Market News

July 13-14, 1998: Statistical Process Control Workshop, Pasadena, Calif.

Contact Toni Parhizgar, CalTech Industrial Relations Center, 626-395-3746, FAX 626-795-7174.

July 14-16, 1998: 1998 Grocery Manufacturers of America Unsaleables Conference, Boston. Contact Sherry Ho, Grocery Manufacturers of America, 202-337-9400, FAX 202-337-4508.

July 18-20, 1998: 71st National Food Distributors Association Annual Convention and Trade Show, Minneapolis. Contact the National Food Distributors Association, 312-644-6610, FAX 312-527-6783.

July 22, 1998: Wisconsin Cheese Makers Association Annual Summer Golf Outing, Green Lake, Wis. Contact WCMA, 608-255-2027, FAX 608-255-4434.

July 27-31, 1998: 1998 American Dairy Science Association and American Society of Animal Science Joint Meeting, Denver. Contact the American Dairy Science Association, 217-356-3182, FAX 217-398-4119.

July 30, 1998: Eastern Cheesemakers and Buttermakers Association Summer Outing, Appleton, Wis. Contact Arthur Loehr, 920-999-3895.

Aug. 6, 1998: Wisconsin Governor's Sweepstakes Cheese and Butter Auction, West Allis, Wis. Contact Tiffany Tripp, Wisconsin Department of Agriculture, Trade and Consumer Protection, 608-224-5121, FAX 608-224-5111.

Aug. 6-9, 1998: American Cheese Society Art of Cheesemaking Annual Conference, Madison, Wis. Contact the American Cheese Society, 414-728-4458, FAX 414-728-1658.

Aug. 10-12, 1998: 13th Biennial Cheese Industry Conference, Logan, Utah. Contact Carl Brotherson, 435-797-3466, FAX 435-797-2379.

Aug. 13-14, 1998: Idaho Milk Processors Association Third Annual Cheese Contest, Twin Falls, Idaho. Contact Mike Commotto, Rhodia Inc., 800-456-5020 ext. 8318, FAX 417-359-5164.

Aug. 16-18, 1998: Wisconsin Dairy Products Association Annual Convention, Green Lake, Wis. Contact Wisconsin Dairy Products Association, 608-836-3336, FAX 608-836-3334.

Aug. 17, 1998: From Product to Profit Seminar, Lincoln, Neb. Contact Arlis Burney, Food Processing Center, University of Nebraska-Lincoln, 402-472-8930, FAX 402-472-1693.

Aug. 17-18, 1998: Midwest Dairy Management Conference, Minneapolis. Contact Diana Loomis, Kansas State University, Department of Animal Sciences and Industry, 785-532-5654, FAX 785-532-5681.

Aug. 20, 1998: Fourth Annual Foremost Farms USA Cow-lege Cash Scholarship Golf Outing, Stevens Point, Wis. Contact Helen Miller, 920-336-4206, FAX 920-336-9169.

Aug. 20-23, 1998: Wisconsin Folklife Festival, Madison, Wis. Contact Tricia Nolan, 608-266-3582, FAX 608-267-0380.

Sept. 16-17, 1998: Marschall Italian & Specialty Cheese Seminar, Madison, Wis. Contact JoAnn Sterenberg, Rhodia, 219-264-2557, FAX 219-266-7054.

Sept. 21-24, 1998: 25th International Dairy Congress, Aarhus, Denmark. Contact Danish National Committee of the International Dairy Federation, 45-8731-2000, FAX 45-8731-2001.

Sept. 25-27, 1998: 30th National Deli Seminar, Rancho Mirage, Calif. Contact Dave Daniel, 714-375-3904, FAX 714-375-3906.

Sept. 27-29, 1998: National Dairy Leaders Conference, Keystone, Co. Contact Dan Borschke, 630-655-8866, FAX 630-655-8995.

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

Oct. 7-8, 1998: Eastern Perishable Products Association (EPPA) Taste Show and Exhibition, Edison, N.J. Contact Jackie Stopsky or Lorraine Hoyt, EPPA, 201-288-5454, FAX 201-288-5422.

Oct. 8-11, 1998: Association of Sales and Marketing Companies (ASMC) 1998 Business Forum and Expo, New Orleans. Contact the ASMC, 703-758-7790, FAX 703-758-7787.

Oct. 15-18, 1998: Anuga Spezial, Cologne, Germany. Contact Alfred Kohlenberg, KölnMesse, 0-22-821-2360, FAX 0-2221-821-3410.

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.

Oct. 18-22, 1998: SIAL '98: The 18th International Food Products Exhibition, Paris. Contact Julie Halas, IMEX Management, 704-365-0041, FAX 704-365-8426.

Oct. 26-28, 1998: Washington Dairy Industry 1998 Annual Meeting, Lake Chelan, Wash. Contact Debbie Becker, Washington State Dairy Federation, 360-412-0875, FAX 360-412-0876.

Oct. 27, 1998: From Product to Profit Seminar, Lincoln, Neb. Contact Arlis Burney, Food Processing Center, University of Nebraska-Lincoln, 402-472-8930, FAX 402-472-1693.

Nov. 16-18, 1998: NSF International Food Safety Conference, Albuquerque, New Mexico. Contact Wendy Raeder, 313-769-8010 ext. 205, FAX 313-769-0109.

Nov. 23-24, 1998: Statistical Process Control Workshop, Pasadena, Calif. Contact Toni Parhizgar, CalTech Industrial relations Center, 626-395-3746, FAX 626-795-7174.

Dec. 7-9, 1998: 1998 Sixteenth Annual Membrane Technology/Separations Planning Conference, Newton, Mass. Contact Business Communications Co. Inc., 203-853-4266, FAX 203-853-0348.

AMERICAN CHEESE SOCIETY NEWSLETTER STORE

*Any proceeds go to the American Cheese Society general fund — Shipping and handling is extra on all items

ACS Newsletter Subscription - \$30.00

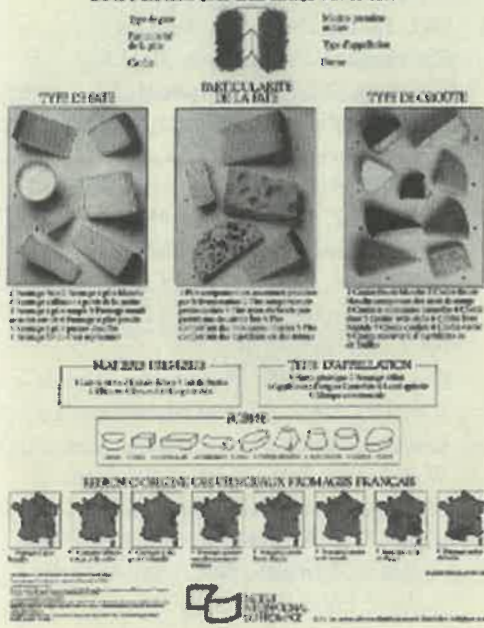
For \$30.00 a year you will receive all four quarterly Newsletter issues. This does not include full membership benefits

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

TPOLOGIE DES FROMAGES FRANÇAIS™

CRITERES DE CLASSIFICATION



French Cheese Posters

We now have available a variety of beautifully produced French Cheese Posters.

La Fabrication & L'Affinage - 2 poster set

La Coupe Des Fromage (How to cut Cheese) - Available in French and English

L'Arbre des Savers (The Flavor Tree) - Available in French and English

Les Fromages Traditionnelles (The Traditional French Cheeses) - Available in French and English

Typologie Des Fromages Francais - French only

Les Saisons Des Fromages - French only

Fromages Et Vins A.O.C. Francais - French only

L'Etiquette - French only

La Degustation des Fromages - French only

L'Art de Composer un Plateau de Fromages - French only

Small posters are 25cm x 35cm \$14.99 members \$17.99 non-members

Complete set (11 posters) \$129.99 members \$145.99 non-members

Large posters 50cm x 70cm \$19.99 members \$22.99 non-members

These are really beautiful posters suitable for framing or mounting. You can view them in color on the ACS website in the ACS Newsletter store.

www.cheesesociety.org

Book Corner

CHEESE PRIMER

By Steve Jenkins

\$13.95 - members \$16.95 non-member

THE GREAT BRITISH CHEESE BOOK

By Patrick Rance

\$25.00 members \$35.00 non-member

FORGOTTEN HARVEST

By Avice Wilson

\$14.50 members \$17.50 non-members

CHEESE & FERMENTED

MILK FOODS 3RD EDITION

By Dr. Frank V. Kosikowski and

Dr. Vikram V. Mistry

This is a two volume set

\$129.00 members

\$140.00 non-members

1997 14th annual conference

T-shirts \$20.00 members

\$23.00 non-members

Totes \$15.00 members

\$20.00 non-members

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

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1995 12th Annual Conference Items

T-Shirt (L or XL) ~~\$23.50~~

Tote Bags ~~\$11.50~~

1/2 off
only \$11.75 T-Shirt
and \$ 5.75 tote
Plus S&H

WE TRUST YOU ARE COMING TO

We trust you are coming to Madison to celebrate, learn and grow at our 15th American Cheese Society meeting. While in Madison, please make plans to attend the largest outdoor Farmers' Market in the nation. It is in its 27th year and operates around the Capitol Square each Saturday beginning at 7:00 a.m..

What makes the market so exceptional has a lot to do with a couple of long-time rules that have existed since the market began:

1. All products sold must be grown or produced in Wisconsin;
2. Vendors must produce the products themselves, or own the market or property where it is produced.

"No middle management can be represented in the products sold by farmers," according to Mary Carpenter, who manages the market. As a part of the contract each vendor signs, there is a provision that allows "drop-in Inspection." These inspections allow her to see the product being grown or produced; it is also a time when she asks for proof that the vendor actually produced the product that will be sold at the market. These are strict marketing rules but they are also part of the reason for the market's success. Vendors must physically work at their place of production, they are not allowed to barter and working for product is not allowed. In the case of organically labeled food, there must be a direct link between the producer and the product. Products made from milk can be made only from milk contracted from certified organic herds.

How is the mix of vendors achieved?

ITS NOT ALL BRATS!

It has come to our attention that some folks are not planning to attend the Brat roast on Thursday night because they do not fancy eating Brats. Please re-think your decision! In addition to brats, there will be veggie burgers, roasted corn, a vertical tomato tasting with Mozzarella

To the average person enjoying a stroll around the square and availing themselves of the chance to buy some incredibly fresh products. It would seem as though an advanced system had determined specific number of cheesemakers, greenhouses, bakers, etc. that would be allowed to display their wares. But anyone thinking that way would be wrong. The market relies on competition to even out the types of vendors. When people sign up, they get a seniority number; but there are absolutely no quotas or categories.

At the close of each Saturday's Framers' Market, a group of volunteers picks up donations and takes them to area food pantries.

Fantome Farms near Ridgeway, WI, one of our members, is one of the smallest cheese farms in Wisconsin. Judy Borree and her partner Anne Topham, have been selling their cheeses at the Saturday Farmers' Market in Madison since they began milking their twenty goats. Both partners had previous lives as professors at the University of Wisconsin. Topham says, "We are sort of the lone rangers out here - goats in a cow state." Both said they are not in business for the money but for the quality of life. Most of their cheese is sold weekly at the Farmers' Market that surrounds the Wisconsin Capitol Building each Saturday Morning from April through October. Reserve Saturday morning, August 8, for a unique Wisconsin experience - a visit with Fantome Farm and other Wisconsin specialty food artisans.

cheese, and much more.

In fact, all the eating events, including lunches, will provide vegetarian choices. We have made every attempt to provide a variety of food choices at these events and are confident everyone will find things they enjoy eating.

CHEESEMAKER WANTED

Hawthorne Valley Farm, in Ghent, NY, is looking for a dairy manager/cheesemaker for its farm-based dairy processing plant. HVF produces hard cheeses, yogurt, and quark. There is an opportunity to expand the product line, including more farmstead cheeses.

Contact Steffen Schneider at 518-672-4465 or 518-672-7902.

GO WEBSITE!

Over the last three months the website has had 5,576 visitors. If you haven't given us your info, please get it to us.

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