

The American Cheese Society

N E W S L E T T E R

A LOOK AT A GREAT BIG TEXAN CHEESE RETAILER

By: Sue Conley

Central Market
4001 North Lamar Boulevard
Austin, Texas 78756
512-206-1038

Central Market at Westgate
4477 South Lamar Boulevard
Austin, Texas 78745
512-899-4300



When the receptionist at Central Market told me that Barbara Hoover no longer worked at the store, I thought, "oh no, a wonderful American cheese promoter has left the fold," only to discover she had merely moved to a new Central Market location on the other side of town. So now we have two informed, energetic cheese department managers in Texas, Barbara at the Westgate store and Jan Perry at the original Central Market.

I was lucky to catch Jan between meetings, wrapping cheese and selling on the floor for a quick chat. She manages a staff of 15 full-time workers divided into two teams, production and sales. Three production staff people work eight hours a day, seven days a week to keep the 80-foot display case fully stocked. Wrapped cheeses don't rest for long in the case thanks to the efforts of the sales staff.

"Our focus on education is reflected in our sales," Jan says. "We print flyers, give classes and promote individual cheeses through in-store tastings."

Once a month, Jan teaches a wine and cheese class in the store and twice a month she ventures out to Austin law firms

to teach lawyers how to entertain clients with wine and cheese. There is no charge for these classes; the customer pays only for the product used in the demonstration.

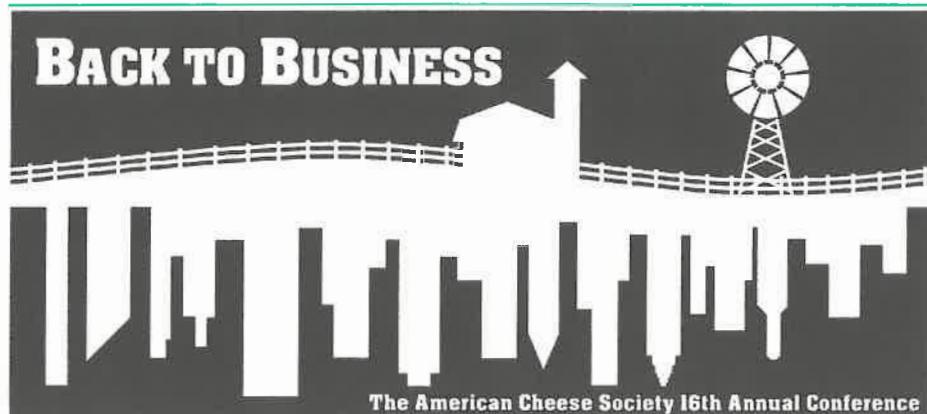
All of this customer service and staff development is made possible by strong support from management at Central Market. The store sponsors educational trips for Jan and Barbara, and these have included travels to Madison, Wis., for the American Cheese Society conference, a trip to New York to visit shops and cheesemakers and training at Formaggio's Kitchen in Boston. These dynamic managers bring their passion back to the store. This helps to inspire their staff members, who in turn sell literally tons of cheese per month to the affluent and educated Austin consumer.

The most popular cheeses of the 700 varieties at Central Market are French and Italian which are airshipped or shipped by boat and received through a Chicago importer. Jan seeks out artisanal cheeses from all over the world and her American section is substantial. Reggiano is the best selling of all cheeses.

But what about cheeses made in Texas? Jan says that there are some excellent local farmstead and artisan producers represented in the store including Pure Luck, Texas Jersey, Yellow Rose and the Mozzarella Company. Her current favorite is Pure Luck Brie del Cielo, which won a prize in last year's American Cheese Society judging.

And cheesemakers take note — Jan looks forward to tasting the offerings at this year's conference in Vermont. Make sure you say hello and give her a sample of your cheese. Jan might be the most important Texan in your Rolodex. ☺

LETTER FROM THE PRESIDENT



This year's conference is titled "Back to Business." We invite you to travel our retail planet in search of both commonplace and exotic cheese selling customs. Panels and workshops will explore the nature of distributors' and brokers' relationships with major chains and specialty shops. Friday morning's opening panel will address the way cheese reaches the end user. The players are chain and multi-unit buyers, the producer, the distributor, the broker and the specialty retailer. The second portion of Friday's program will involve the facilitators to both the players and our consumers. We welcome representatives of the New England Dairy Promotion Board, the Wisconsin Milk Marketing Board and the California Milk Advisory Board, who will discuss their efforts to expand consumer consciousness of the "power of cheese." Taken together, these first two panels spotlight the uniquely American journey of American specialty cheeses into the American kitchen.

In the afternoon, panels and workshops will address the dairy case business — a first for the American Cheese Society. The pioneering efforts of our American Cheese Society members have long focused on the deli and cheese case. However, the dairy case — home of yogurt, cream cheese, butter, cultured products and other fresh — also has become a more recent home for American specialty cheeses. We will explore the dairy case's contributions to the dynamic growth of specialty cheeses, especially in the organic

section.

We also will address retail venues often overlooked by mainstream American specialty cheese customers, as we consider "The Vast Ethnic Markets." In addition, the judging workshop is back by popular demand.

Saturday's panels and workshops focus on food-service and how our specialty cheeses have moved to the "center of the plate." Saturday's panels and workshops include the chef as cheese chemist, the new salads, cheese desserts, ricottas and the cheeseboard. We also look forward to introducing to the membership the Vermont Fresh Network, whose goal is to preserve Vermont's rural landscape and sustainable agricultural base. As this newsletter goes to press, I am hopeful that a representative of SLOW FOOD will attend and participate in our conference. With a worldwide membership of 60,000, this organization stresses the protection of small food producers and the safeguarding of their traditional food heritage. Beyond foodservice, Saturday's program will include an impressive international panel covering the raw milk vs. mandatory pasteurization debate.

After the 1996 "Back to Basics" conference, I remarked to John Greeley, my co-chair, we were "richer for the experience, but never again." Well, here we are again. We have a strong program and yet another outstanding venue. As we come down the home stretch, we'll undoubtedly worry about the food and the weather! On behalf of John, his ever-supportive wife, Nancy, our sponsors and the members who have helped this Conference take shape, we look forward to seeing you in August.

Ruth Anne Flore

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PURE LUCK GRADE A GOAT DAIRY GROWS BY LEAPS AND BOUNDS

By: Kate Sander – Cheese Market News

When talking to cheesemaker Sara Bolton, two things quickly become apparent — her love for the craft of cheesemaking and her love for her goats.

Sara first discovered her love for goats 20 years ago when she temporarily cared for a friend's goats. Sara fed and milked the goats on her own organic gardening farm in Dripping Springs, Texas, and when the friend came to pick up the goats, Sara quickly found that she missed them and wanted some of her own. And thus, she began her own herd.

Over time, the size of the herd has fluctuated, but at this time, Sara has 22 milking goats at her farm, which has been named Pure Luck Grade A Goat Dairy. She has made goat's milk cheese for a number of years, starting out like so many farmstead cheesemakers by making a batch here and there in her kitchen for her family and friends. It has only been in the past four years that cheesemaking has become such a predominant focus of her attention.

At Pure Luck, Sara and her husband, Denny, grow flowers, herbs and vegetables, in addition to making goat's milk cheese. The cheesemaking operation started out with experimentation, Sara explains, because her family had too much milk for themselves. However, because the cheese was so well-received by family and friends, Sara and Denny made a major decision — to start a Grade A operation. Sara would make the cheese, and Denny would sell and deliver it.

"It was a big leap. I'm not sure we would have done it if we'd known what a big leap it was," Sara says with a rueful chuckle.

Sara began researching cheesemaking processes and equipment — and found a lot of challenges.

"We jumped in feet first. I didn't know what a bulk tank was, what a pasteurizer was," she says.

Finding the right equipment wasn't always easy. For example, finding that bulk tank and pasteurizer for an operation as small as hers posed some difficulties. However, she was able to locate the equipment she needed through Midwest Dairy Supply and International Machinery Exchange — two Wisconsin companies she praises highly.

The project to convert to a Grade A goat dairy was completed in 1995, and the company is growing by leaps and bounds. The company has doubled production every year in the past three years, Sara says. She currently makes more than 200 pounds a week, and can't keep up with demand.

Pure Luck sells cheese in a few select markets including Whole Foods in Austin, although getting started there was one of their toughest experiences as

cheese marketers, Sara says.

When Sara and Denny first told the buyer how much they wanted for the cheese, the buyer immediately said the company couldn't afford it, and Sara and Denny had to back off on the price. However, Whole Foods did buy Pure Luck's cheese, and it quickly became popular. It took more than a year to get back to the original price, but now Pure Luck is making a profit, Sara says.

Besides Whole Foods, Pure Luck cheeses also are sold at H.E.B.'s Central Markets in Austin and San Antonio, a few restaurants, at farmers' markets and Pure Luck's own farm stand.

Some of Pure Luck's best retail experiences have been with Central Market. There, Pure Luck cheese retails at \$15.99 per pound, and the company is always asking for more, even offering to buy Pure Luck more goats and equipment. However, Sara has declined, saying she has her hands full at this point.

Pure Luck produces several cheeses, including a molded Chevre in ricotta baskets that is available plain or with one of four mixtures of Pure Luck organic herbs and peppers. Sara says the garlic, parsley, dill, red pepper and black pepper mixture is the most popular.

Pure Luck markets chipotle, chive, basil pesto and smoked tomato spreads, as well. In addition, Pure Luck offers Claire de Lune, a semi-firm ripened cheese that she says "tastes like Brie and slices like a Cheddar."

Also among Sara's cheeses are Feta; Sainte Maure, an authentic French sharp cheese that is slightly tubular in shape; and her favorite cheese to make, del Cielo, a soft-ripened Camembert.

Del Cielo won first place in the farmstead goat cheese class and third place in the soft-ripened cheese class at the American Cheese Society contest this past summer. Pure Luck also won two other ribbons at the contest for its Chevs.

"It was a pretty big honor; I can't believe it really," Sara says of the awards.

Sara says the most frequently asked question she receives about her cheese is whether Pure Luck really milks goats.

She quickly assures people that yes, her family really does milk goats — and by hand. Sara says most of her direct interaction with consumers occurs at the farm stand, so when people ask about the goats, she sends them to the dairy to look at them.

Continued.....

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AN INSIDE LOOK AT C.E. ZUERCHER & CO. INC.

By: Jeffrey Silver



C.E. ZUERCHER & CO. INC. is located in Chicago, and it has been in business since 1921. Clement Zuercher, a fourth generation Emmentaler maker, emigrated from Switzerland to the Monroe, Wis., area at the turn of the century. He went to work for Gail Borden at one of his dairies and represented Maurice Lustenberger — a Switzerland cheese exporter — as a sideline. When Borden's restructured to mass production, Clem bought one of their dairies, and opened a distribution facility in Chicago. His firm made and sold cheese to customers who cared about quality.

Over the years, more factories were added. After World War II, Joe Zuercher joined his father in the business. Clem retired in the early 1960s. Joe passed away in 1969. Joe's wife, Irene, then took over the firm. Realizing the dynamics of the industry and economy were changing, she divested the factories and devoted herself to the marketing and sale of cheese. Like her predecessors, she continued to sell quality cheese to customers who wanted good cheese.

Joe Zuercher Jr. and his brother-in-law, John Lull, joined the firm in the late 1970s, and they and Irene remain to this day. They expanded the selection of cheeses over the years to about 700 types, still targeting the "dedicated user."

What types of accounts do you service? Which accounts primarily buy domestic specialty and farmstead cheeses?

We sell to specialty stores, supermarkets, delis, restaurants, hotels, caterers, manufacturers and food-service and retail distributors. However, few of our customers have a casual interest in cheese. They are buying cheese because their customers have a specific interest or desire for cheese. It would be unusual for a supermarket chain or mass feeder that perceives cheese as a component in their product portfolio to buy cheese from us.

Specialty and farmstead cheeses are mainly bought by specialty stores, hotels and white tablecloth restaurants.

What type of relationship do you like to have with suppliers?

We like suppliers who help and educate us, and can admit when they just don't know something. We also like suppliers who agree with us beforehand on a set of ground rules, and then just leave us alone to do our job, and don't try to micro-

manage our customers or us.

I don't care if a cheesemaker is big or small. I care about the quality and consistency of their output.

What is a positive side of selling specialty cheeses? What are the typical problems you encounter that cheesemakers could assist you with?

We sell a living breathing product with individuality, character and a story to tell. We can enthusiastically promote our products without having to feel like pushy salesman. As well, our passion and knowhow allow us to push a product line that demands expertise and handling. This gives us a niche to market in which we have a comparative advantage over the giant mainstream distributors that we compete against every day.

Cheesemakers need to have good information on their cheeses that can be passed on to customers/consumers in a clear, concise manner. We need to know handling, peak time, unique selling points, shelf life, recipes and use ideas.

What innovative programs have you put in place to educate your sales staff? What innovative ideas do you use for initiating your customers? Do you have a regular sampling program?

We hired our sales manager, Helder dos Santos, because he had been in the food business for over 10 years in various capacities. He had a feeling for and love of good food. We had him fill orders for a few weeks, and then we told him to learn cheese the only way you really can, one cheese at a time.

We hired our information manager, Robert Rusinko, because he had been in the food industry for over 20 years in various capacities. He too had a passion for good food. You cannot sell an intricate product line to knowledgeable customers without being a foodie. When he started, we had him fill orders for a few weeks as well. He too learns about cheese the only way you can, one cheese at a time.

We educate our customers through books, periodicals and sales literature. But mainly we impress on

them that to sell quality cheese they must be dedicated to the product line each and every day of the year. Then we take time to educate them one cheese at a time. Working with the cheese is a process; there is no end to it. Hopefully, we learn everyday. We definitely labor each day. Our customers, if they are to be successful, must do so as well.

We have no set sampling program. Our experience is that one size doesn't fit all. Customers vary widely in size, product range, expertise and consumer demographics. If a customer is interested in sampling, we try to construct a program that meets their individual needs.

Our ability to sample a specific cheese depends also on the support that we are given by its manufacturer. If a customer wants to sample a cheese that is handled by a dozen competitors in the market, there is very little that we can do for them. However, if we have some sort of exclusivity on a specific cheeses, then we can try to build a sampling component into our margin. On the other hand, if a manufacturer builds a sampling program into its pricing policies, then we can simply make that program available to our customers.

Why do you have such a strong presence in the southwest, Especially Texas?

For years, Texas was a meat and potatoes state. What little demand there was in the metropolitan areas was too small to support an in-town distributor. Perhaps there was enough business in Dallas, Houston and San Antonio combined but a distributor would have too much windshield time to be profitable. Years ago, Zuercher stepped in and supplied the Texas specialty niche, and is still hanging on to this day as that niche has expanded.

What is your favorite use for one of your favorite cheeses? What wine or beer and cheese pairings do you recommend?

One of my favorites is a peasant bread sandwich with grilled Pecorino Toscano, ripe tomatoes and cracked black pepper and shredded basil.

Good cheese goes well with good wine and beer. Don't eat poor cheese and don't drink poor wine. People who think about wine and cheese pairings have a lot more time on their hands than I do.

What kind of cheese is in your refrigerator at home?

There is Emmental, Parmesan and Cheddar that's at least 1 year old, fresh goat cheese, Pecorino Toscano, Maytag Blue or Roquefort and lots of sliced American for the kids. 🧀

Pure Luck.....

Continued

When asked what she would most want people to know about her cheese, she says, "The cheese comes from much-loved goats, fed an incredibly rich diet, and that my goats are somewhat pampered."

Sara also says she fields many requests for information about how to make cheese. Sometimes people will come watch her, but most of the time she says she discourages this because cheesemaking is labor intensive and requires her full attention. A sanitary environment is tantamount to good cheese and this is another reason that she limits outside people, she says. Because of so many requests, Pure Luck is preparing a mini-cheesemaking workshop this spring, she adds.

Her advice to people who want to start their own farmstead operations is to do the research — read a lot and talk to a lot of people. She especially recommends talking with members of the American Cheese Society and attending conferences, although she adds with a chuckle: "You don't know how much work it is until you do it." 🧀

**YOU CAN REGISTER
FOR THIS YEAR'S CON-
FERENCE ON LINE AT
OUR WEBSITE**



A LETTER FROM DAPHNE ZEPOS, TO MEMBERS OF THE AMERICAN CHEESE SOCIETY.

This is a letter to update American Cheese Society members about recent developments in the judging of cheeses at the annual conference to be held in Shelburne, Vt., Aug. 12-15, 1999. This prestigious judging has been held each year since 1985, and during that time the contest has grown from 89 entries in 7 categories to an excess of 320 entries in 26 categories at the 1998 conference in Madison, Wis. This year, I am beginning my tenure as judging chair, and as every chair before me, I have taken on the challenge of bringing the structure of the judging up to date with the contest's phenomenal growth.

This year's judging will be marked by several significant changes in the structure and administration of the event. Primarily, the selection process for the judges will be formalized, and it is my goal to assemble a judging panel that reflects the true range of expertise available in the ACS. Additionally, a new Advisory Panel will be formed. This panel will consist of no more than five experienced judges and retired cheesemakers (or cheesemakers who are not taking part in the competition). Panel members, who are recognized for excellence in their field, will have a long-standing involvement in the ACS. They will provide guidance to the judges on the day of judging, in addition to voting in the Best of Show category. In addition, John Greeley, who chairs the Judging Practices and Categories committee, has just completed a revision of the categories. John will be informing you of these revisions in the next newsletter.

I would like to invite any members of the society interested in participating in the judging of cheeses to contact me. The benefits of becoming a judge are many and varied. The experience of seeing and tasting a wide range of unique American cheeses is a wonderful education in itself. Additionally, judges have the opportunity to work with and learn from their colleagues in their own field as well as related fields, including working with the newly-assembled core of experts who are part of the Advisory Panel. In my own experience as a judge, I found the opportunity to taste such a large variety of cheese in one sitting unique. This experience solidified for me the true meaning of the qualitative terms that I use daily in my capacity as a cheese buyer.

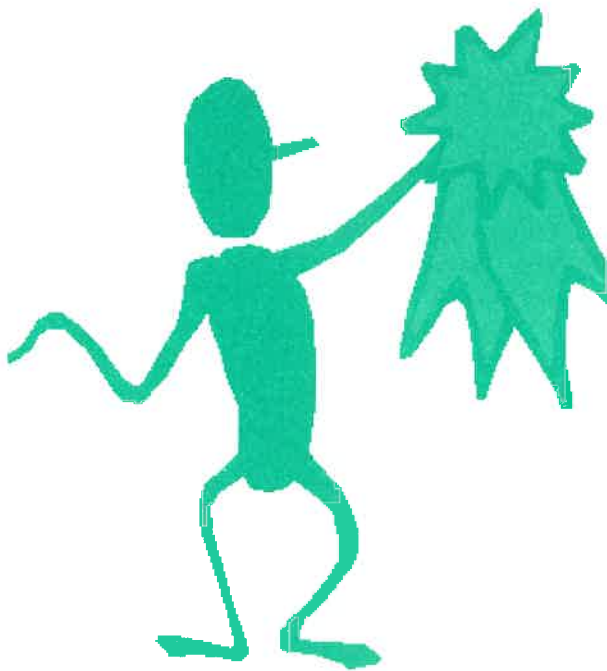
Potential judges must have working knowledge of cheese and experience with handling it as a professional, or be an enthusiast in the cheese world. Selected participants will be assigned as one of a pair of judges, one aesthetic and one technical, who will judge as a team for one or more categories of cheeses. All of the judges will vote in the Best of Show category, in addition to the categories to which they are

assigned.

While most of the judges for this year's competition have already been selected, if you would like to be considered for next year's judging, or as a back-up judge for this year, please contact me as soon as possible. Judges are selected based on their qualifications and the overall composition of the panel so that each area of expertise pertaining to the relevant categories are represented. We also are seeking volunteers to help with the set-up and running of the competition.

Thank you for your interest,

Daphne Zepos
2905 1/2 Harrison Street
San Francisco, CA 94110
E-mail: dzepos1999@aol.com



FROM THE ADMINISTRATIVE OFFICE

By: Laura Jacobs-Welch

We've had another busy quarter, and I'd like to take this opportunity to welcome the following new members:

Full Membership Level: George Mahaffey, The Phoenician, Arizona; Diane Bailey, Cantare Foods, California; Robert Giacomini, Robert Giacomini Dairy, California; James C. Keliehor, P.E., Cheesemakers Inc., California; Marsha Killilea, Northwest Cheese Distributor Inc., California; David Levine, Dean & Deluca, California; Bill Lowery, Northwest Cheese Distributor Inc., California; Steve Nash, Nash Farms Inc., California; Anne Hoegger, Hoegger Supply Co., Georgia; Giulia Ionata, Gemelli Inc., Maryland; David Rosenberg, Farmstead Cheese of America, Pennsylvania; Sally Whitham, Surdyks Inc., Minnesota; Cris Rivera, Fowler's Food Store Inc., North Carolina; Vincent DiAntuono, Andy Pasta Ltd., New York; Ron Norris, Park Avenue Food Emporium, South Carolina; Jay C. Miller, Virginia; Daniel Guertin, Wisconsin Sheep Dairy Cooperative, Wisconsin; Noel Collamer, Washington; Colleen Webber, Washington.

Corporate Membership Level: Herb Brosowsky, Northwest Cheese Distributor Inc., California.

And Welcome Back To These Members: Patricia Elliott, Virginia; Tamar Peltz, California; James Tucker, Tucker's Farm, Bermuda.

In The News: Our ACS members have been so print-worthy that they've appeared in the following publications: Food & Wine,

11/98; Wine Spectator, 11/98; Better Homes & Gardens, 1/99; House & Garden, 2/99; and Sunset Magazine, 5/99. I actively pursue getting original copies of publications in which our members are featured, and keep them on file for ACS archives. If you are featured, would you consider asking that a copy be sent to our offices? Thank you.

Important Reminder: Please make sure your accounts payables/bookkeeping departments have our correct mailing address on file. We've still been getting checks by way of San Francisco! Note the front of this newsletter for the correct information.

Thanks for your patience! We are currently in the middle of several large projects, so if you've been wondering about all the faxes you've been receiving from our offices and our committee chairs, I thank you for your patience and hope you will provide the information back to us as soon as possible.



NEWSLETTER STORE

SIDEWALK SALE

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X-lg. & XX-Lg. available \$40.00



American Cheese
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artist Tom Lowes,
donated by Strauss
Printing Co.
Suitable for fram-
ing,
19"X22" full
color. \$19.99



COMPANIES MENTIONED IN THIS ISSUE

Pure Luck Grade A Dairy
Sara Bolton
101 Twin Oaks Trail
Dripping Springs, TX 78620
512-858-7034

Mozzarella Company
Paula Lambert
2944 Elm Street
Dallas, TX 75226
214-741-4072
www.mozzco.com

Texas Jersey Cheese Co.
Faith Frerichs
PO Box 396
Schulenburg, TX 78956
409-743-4744

International Machinery Exchange
Greg Mergen
214 N. Main St.
Deerfield, WI 53531
608-764-5481 800-279-0191
www.imexchange.com

C.E. Zuercher & Co.
1032 West Fulton St.
Chicago, IL 60607
312-666-6992

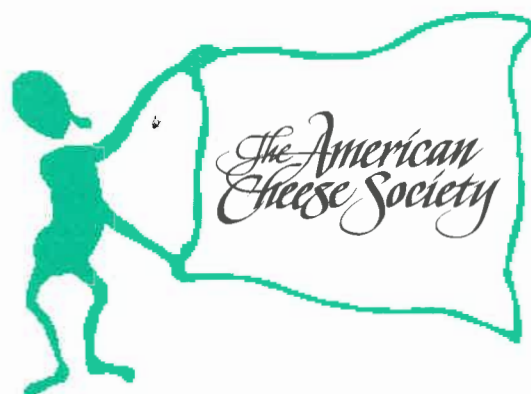
A CALL FOR NOMINATIONS

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. 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 com-

mitment on the part of the board member.

Sincerely,
Dominique Delugeau
Nominating Chair



HELP!

Capriole Farm is located in the hills of southern Indiana, just north of Louisville, on land that's been in our family for over 150 years. We're committed to the survival of the family farm and the production of true, farmstead cheeses. For the last two years, we've made cheese only from our own milk; produced our first, aged raw milk cheeses; and have begun developing our fields and a feeding program that relies heavily on our own hay and forage.

If we are to continue the farm circle, we must find an assistant herd manager with general, commercial

dairy skills, experience and/ or degree. This is a permanent, salaried position with benefits equivalent to similar positions in the cow dairy industry and based on experience, ability and commitment. Housing is available for an individual or couple and the position has potential for eventual lease, co-ownership, or ownership of a healthy, productive dairy herd that's taken us 20 years to build. We also offer 5-10 month apprenticeships in both goat husbandry and the craft of goat cheese production. If you interested, call or fax a resume to Judy Schad at 812-923-9408. 🐐

CALIFORNIA COOKING TEACHER, CATHERINE BRANDEL, DIES AT AGE 56

Friend, scholar, chef and teacher Catherine Brandel died of cancer on May 11, 1999, in Berkeley, Calif. Known most recently for her contribution to the development of the first curriculum at the Culinary Institute of America at Greystone in the Napa Valley, Catherine was a tireless promoter of small farms, family dairies and artisan cheesemakers.

She worked with the California Milk Advisory Board to create an education program for chefs, journalists and cooking students, building awareness for the taste, quality and the expanding varieties of cheeses produced in the state and across America.

"Catherine had an extraordinary pallet," says Peggy Smith, a friend and colleague. "She encouraged others to taste ingredients and understand them before mixing things together."

Because of her unique approach to cooking, she was able to excite her students with the individual flavors found in milk from various farms and the cheeses made from those milks. If possible, she led a tour of the farm or trooped the students through the local farmer's market to meet the cheesemakers. Finally, when the essence of a cheese was fully understood, she would begin sharing recipes and techniques of cheese cookery.

So long Catherine, we miss you. 🐐

CALENDAR OF EVENTS

Provided by the staff at Cheese Market News

June 6-8, 1999: IDDBA 1999 Seminar and Expo, New Orleans. Contact the International Dairy-Deli-Bakery Association, 608-238-7908, FAX 608-238-6330.

June 6-8, 1999: New York State Dairy Foods Inc. and Pennsylvania Association of Milk Dealers Combined Convention, Alexandria Bay, N.Y. Contact PAMD, 717-238-1738, FAX 717-238-1593.

June 7-10, 1999: Membrane Processing and New Products in the Dairy Industry, St. Malo, France. Contact Jean-Louis Maubois, Dairy Research Laboratory, Institut National de la Recherche Agronomique, 65 Rue de Saint Brieuc, FR-35042 Rennes Cedex, France.

June 13-18, 1999: Manufacturing Matchmaker Program, Washington. Contact Derek Parks, U.S. Department of Commerce, 202-482-0287, FAX 202-482-0178.

June 14-15, 1999: Agra Europe Ltd.'s 4th annual UK Dairy Industry Conference, London. Contact Esther McCarthy, conference producer, Agra Europe, +44-01892-511807, FAX +44-01892-527758, e-mail: conferences@agra-europe.com.

June 14-16, 1999: Food Safety Summit and Expo, Washington. Contact Al Rickard, NFPA, 202-639-5995, FAX 202-639-5932.

June 15, 1999: South Dakota Dairy Fun Day, Volga, S.D. Contact John Parsons, 605-688-4116.

June 23-25, 1999: Joint GMA, FMI E-business Summit, Chicago. Contact Peter Janss, GMA, 202-337-9400 or Rita Bureika, FMI, 202-452-8444.

July 24-28, 1999: Institute of Food Technologists' Annual Meeting and Expo, Chicago. Contact Angela Dansby, IFT, 312-782-8424 ext. 127, FAX 312-782-8348.

July 28-29, 1999: IDFA Advanced HACCP Workshop, Rosemont, Ill. Contact Ellen Gowen, 202-737-4332, FAX 202-331-7320.

Aug. 24-27, 1999: IPA and SIAL MERCOSUR '99 Shows, Buenos Aires, Argentina. Contact Yves Nys, 704-365-0041, FAX 704-365-8426.

July 25, 1999: Institute of Food Technologists (IFT) and the National Restaurant Association's Food Safety Conference, Chicago. Contact Angela Dansby, IFT, 312-782-8424 ext.127, FAX 312-782-8348.

Sept. 9-10, 1999: Marschall Italian and Specialty Cheese Seminar, Santa Clara, Calif. Contact web-site: www.marshcalliscs.com.

Sept. 13-14, 1999: IDFA Federal Order Reform Workshop, Rosemont, Ill. Contact Ellen Gowen, 202-737-4332, FAX 202-331-7320.

Sept. 14-18, 1999: IDF Annual Sessions, Athens, Greece. Contact the National Dairy Committee of Greece, 30-1-5294651, FAX 30-1-5294616.

Sept. 19-23, 1999: Penn State Cultured Products Short Course, University Park, Pa. Contact Conferences and Short Courses Division, 814-865-7050, FAX 814-865-1204.

Sept. 22-23, 1999: South Dakota State Dairy Association and Dairy Fieldmen's Association Joint Annual Convention, Souix Falls, S.D. Contact John Parsons, 605-688-4116.

Oct. 13-15, 1999: International Seminar on the Analysis of Food Sensory Properties & Workshop, Buenos Aires, Argentina. Contact Publitec S.A., 54-11-4903-9600, FAX 54-11-4904-0449.

Oct. 18-20, 1999: PACK EXPO 99, Las Vegas. Contact the Show Department, Package Machinery Manufacturers Institute, 703-243-8555, FAX 703-243-8556.

Oct. 28-30, 1999: National Food Processors Association's Annual Conference, Chicago. Contact Al Rickard, NFPA, 202-639-5995, FAX 202-639-5932.

Oct. 28-31, 1999: Worldwide Food Expo '99, Chicago. Contact exhibits department, International Association of Food Industry Suppliers, 703-761-0900, FAX 703-761-4434, or visit the web-site for the Worldwide Food Expo at www.worldwidefood.com.

August 2, 1999: Women Chefs and Restaurateurs

The cowgirls at Tomales Bay Foods will be sponsoring a cheese event for the Women Chefs and Restaurateurs Association from 2-5 p.m. Debra Dickerson, Sue Conley, Peggy Smith and Kate Arding will be presenting a selection of cheeses entered in the 1999 American Cheese Society judging. If cheese-makers would like to show their favorite cheese at this event, please send them to us the week of July 26-30.

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