

The American Cheese Society

NEWSLETTER OCTOBER 1999

Where we've been is often who we are. As we celebrate the 1999 conference at Shelburne Farm and look forward to taking a healthy Society into the millennium, it seems appropriate to look at our history. This article, slightly abridged here, was written by Ricki Carroll in 1993, 10 years after the founding of the Society. For those first years she WAS the American Cheese Society. This year Ricki resigned from the Board; she had been a continuous member since the Society's founding. From all of us, Ricki, thank you! Without you, we wouldn't be here.

Judy Schad, Editor

The American Cheese Society was founded in 1983 by Dr. Frank Kosikowski as a grass roots organization to encourage cheese appreciation and provide information on cheese-making in

The American Cheese Society: A History

By Ricki Carroll
New England Cheesemaking Supply Co.

both the home and the manufacturing plant environment. The vision for the Society included: tastings; gourmet cooking; cheesemaking demos; technical, economical, and health-related discussions; and the support of history and traditions of cheesemaking worldwide.

The first annual meeting was held in June 1983 at Cornell University in Ithaca, N.Y. There were 150 attendees made up of home cheesemakers, technicians, retailers, small-scale producers, wholesalers, and cheese lovers from all over the world. Some highlights of this first convention were: *Cooking with Cheeses and Sampling Wines*, Inocencio Higuera; *The Gentle Art of Judging Cheese*, Frank Kosikowski; a slide show on *Camembert Cheesemaking at the Benedictine Abbey Menlarier in Quebec*, Bob Carroll; and *A Simple*

Method for Making Whey Brandy, Song bai Gao.

Liz Biss, a cheese shop owner in Ithaca, N.Y., was elected the first president along with an official slate of officers and a board of directors. Bylaws and a constitution were also adopted by the general membership.

We set a time and place for the second annual convention, and Dr. Dick Kleyn of Rutgers University was named head of the conference committee. Dick put on a wonderful second convention at Rutgers University in 1984. Topics included *Everything You Ever Wanted To Know About Cheese But Were Afraid To Ask*, *The Secrets of Successful Marketing*, *The Flavor and Quality of Cheeses*, and a cheese reception.

It was at about this juncture that Bob and I started to express the desire for a cheesemaking competition to recognize the accomplishments of this new entrepreneurial community of American cheese producers. We set out to define judging standards that would not only grade the cheesemakers, but also provide useful information for their growth in the industry. The first competition was held at the third annual convention in Bird-in-Hand, Pa., in June 1985.

Ricki Carroll relaxes in a copper kettle in Monroe, Wisconsin.

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The American Cheese Society

QUARTERLY NEWSLETTER

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From the Editor...

This is YOUR Newsletter, Make the Most of It

As I watched old friends greet each other and new members getting acquainted at Shelburne, I realized how much this part of ACS means to all of us. I've taken on the newsletter this year because I want it to be one of the ways we get together when we can't get together. We always have so much to catch up on. If you have a new cheese you've got to talk about, a strange mold evolving in the aging room, a great way to ship to NYC in August, or an earthshaking thought that will change the face of the cheese world forever, please e-mail, fax, mail or call. I'm not asking for a camera-ready article (though I wouldn't turn it down), but for bites of news, even a little *good* gossip. I want to know when the Greeleys get two wonderful new baby boys, or when Steve Jenkins is on *Splendid Table*, or if George and Lizzy Haenlein have been on a swell trip—I think you do, too. Also, I'd like events to post on the calendar. While we've grown from the tiny handful of academics, cheese-makers, and cheese lovers who began the Society in 1983, we are still a very small family. Take just a moment, please, to share a little of what you do, what you know, and who you are. And remember, you are talking to someone who thinks bacterial linens smell *good*; I think practically everything is inter-

esting and I'm not looking for something grand.

Also, can we please stir it up a bit? Please—letters to the editor on any subject pertinent to ACS. This is your forum, so tell me what you like and don't like, and also what you want more of. We'll be taking bids on the layout-graphics-printing of the newsletter until December 1, 1999, and we'll be trying out new and old looks and perhaps different bidders in upcoming issues. If you know someone who would like to submit a bid, please have them get in touch with me.

This issue is a retrospective of where we've come from. The early February issue is about where we're going. Care to make a prediction? Where do you think cheese will be in 2025—what kind of cheeses will we be making and how? Will markets become more regional or global? The May issue will focus on where cheese comes from—the farm and the dairy, and how they impact what we produce and how we market. Call me if you have a thought—if you can't do an article, I can do a short interview. Can I make it any easier than that to give you a newsletter you can look forward to?

Judy Schad

Calendar

November 2

Wisconsin Farmstead Dairy Day Conference

Holiday Inn, Mosinee, Wis.

Gerd Stern, keynote speaker

Contact: Wisconsin Dept. of Agriculture, Trade, & Consumer Protection, 1-800-942-2474.

November 3-5

The Dairy Practices Council 30th Annual Conference: Quality & Uniformity through Education & Cooperation

Radisson Lackawanna Station Hotel, Scranton, Pa.

Contact: 732-203-1947, or e-mail dairypc@dairypc.org

November 9-10

Rochester '99

Meadowlands Exposition Center, Secaucus, N.J.

Contact: Phyllis Kergel, 212-643-1623

November 20

Washington State Goat Conference

Bellevue Community College, Bellevue, Wash.

Contact: Denise Felder, 425-397-7777

January 23-25, 2000

Winter Fancy Food Show

Moscone Convention Center, San Francisco, Calif.

Contact: NASFT, 212-482-6440.

August 9, 2000

ACS Conference

Bay Area, Calif.

Contact: Bill McKenna, Conference Chairman,
415-647-8088

Shelburne Farms Proves Fabulous Setting for Successful ACS Conference

by Judy Schad

If you didn't get to this year's ACS conference in Shelburne, Vt., you missed one of the best annual meetings to date. John Greeley and Ruth Anne Flore,

conference co-chairs, along with host Shelburne Farms, did some serious homework to produce a smooth, energized, and honest program titled 'Back to Business.'

Ruth Anne's choice for conference title *From Farm to Fridge* didn't quite make it officially, and neither did John's *Cheese on the Street*.

"For me," John said, "It meant this-minute cheese, not on a boat, not in a warehouse, but made, bought, sold, and eaten in a real world by real people."

What did we like at the conference?

The sunset cruise on Lake Champlain with old friends, the Sunday tour to Willow Hill Farm, Mad River Valley, and Blythedale Farm were among our favorites. And we agree with Paula Lambert that Shelburne Farm is superb—the commanding summer 'cottage' of a Vanderbilt daughter, designed by Frederic Law Olmstead, the vistas that sweep down to Lake Champlain and over rolling fields to the barns and tree lines. One of the barns houses a herd of Brown Swiss, and another has been converted to a conference center/cheese plant where milk is made into wonderful raw milk Cheddars by cheesemaker Ross Gagnon. Magic happens when the ACS meets at Shelburne Farm. "It happened in 1993 and again this year," said John Greeley. "Not that there weren't glitches, like setting up a kitchen for the chef program in a carriage house. "The by-word for the impossible came to be,

'remember we're in a barn!' But it worked. Feeling and atmosphere are not minor points for me," commented John Eggena of Fromagerie Tournevent, "and I loved the lightness and the laughter. Even though we dealt with some very



serious subjects like Codex, people were genuinely happy to be with each other."

Sometimes this can seem a little cliquey. "Especially," says Mary Falk of Lovetree Farm, "when you're attending the conference for the first time, like we did last year. But that changes when you get to know people. This year, it took an hour and a half of saying hello just to get to the bathroom." Rob Kaufelt, owner of Murrays in New York City, summed it up with the quip, "It's always good to see my old pals."

Thursday was the cheesemaker program, and while some thought *De-Mystifying HAACP* had a little too much hand washing and not enough time for demystification, other new cheesemaker members, like the Mattinglys from Kentucky, learned a lot. We all seemed to enjoy *Rind and Reason*, a panel about aging and ripening and the optimal conditions for developing particular rinds. Between valuable, semi-technical

descriptions by Dr. Paul Kindstedt and the passionate defense of natural techniques by Pierre-Yves Chaput, there was a nice variety of real aging information, as well as a light moment when Sister Noella Marcellino suggested that

one way to get rid of mucor in the mold room is to perform an exorcism. On Friday, Dr. Bob Lindsay presented *Properties of Milk*, a tasting of cow, goat, and sheep milk—a technical but most understandable explanation of the technical components that contribute to specific flavors. Tasted side by side, it was clear why specific milks translate well into their traditional cheese forms.

The *Buyer's Workshop* represented several retail venues, from that of

author/retailer Steve Jenkins, (a talented panel unto himself) of Fairways Markets in NYC, to Michael Bray of Price Chopper cheese departments. It was apparent that there are as many successful ways to display and sell real cheese as there are dedicated, innovative retailers. *Block Market Business*, *Milk Marketing Boards*, and *Dairy Case Business* gave a broader perspective on the the mainstream markets, while the *Ethnic Markets* program focused on cheeses like the sweet, wonderful, Portuguese one from Maria Moreira of Manny's Dairy, Lancaster, Mass., and *Vermont Cheddars* explored the differences in this group of great cheeses. On Saturday, *The Kitchen Experience—the Chef as Cheese Chemist* featured a Ricotta tasting, a chef video, and guest chef Todd English, Cambridge, Mass. The chef program and *The Cheese Board*, with expert panelists Max McCalman of Picholine, Matt Rubiner

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The American Cheese Society

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Pescadero, Calif.

Celebration! The 16th Annual ACS Conference Annual Cheese Judging

The ACS Conference in Shelburne, Vt., was glorious in its confirmation of how far the American farmstead cheese industry has come—from the pure simplicity of a real cottage cheese to the cave-aged, naturally rinded sheep's milk cheese. It was indeed a cause for celebration. Roth Käse Gruyere, the 1999 Best of Show cheese, is a tribute to Bruce Workman's commitment to hold to the tradition of the past. A one-of-a-kind copper vat and aging on wooden boards created a finished product that was honored among its peers. Bruce fought for the right to produce his Gruyere in the time-honored tradition of Europe. The benefit of his determination is in the amazing flavors of his cheese. —*Debra Dickerson*



The "Best of Show" Award Roth Käse's Grand Cru Gruyere takes the top prize at this year's ACS Cheese Competition

Roth Käse USA's authentic alpine-style Gruyere was named "Best of Show," capturing the top prize in the American Cheese Society's annual cheese competition. The contest brought 24 expert cheese evaluators together from across the United States who selected the finest cheeses and butters in 41 classes. This year, a record 76 entrants participated in the competition.

Roth Käse, a Monroe, Wisconsin-based company which has been making Gruyere and several other quality cheese since 1991, is one of the few plants in American using a traditional copper vat in which to make its Gruyere. According to Roth Käse's president Steve McKeon, the copper vat is the secret.

"Without copper, you cannot make authentic Gruyere," he says. "The Best of Show award affirms our objective of becoming one of the premier artisan cheese companies in America. It's a real credit to our Wisconsin Master

Cheesemaker Bruce Workman, who has elevated our Gruyere to world-class standards."

At the competition, cheeses are judged not only upon their technical merits, but also on flavor, aroma and texture. The goal of the Society is to give recognition to the best American-made cheeses submitted for the annual judging.

The event was staged at the Society's 16th annual conference at Shelburne Farms, a non-profit educational organization on a historic 19th-century working farm. The farm is dedicated to teaching students, teachers and the public the principles of conservation and land stewardship.

The educational event brought together the nation's top specialty cheesemakers and included a wide array of seminars, panel discussions and workshops in addition to the ACS's annual competition.

1999 CATEGORY WINNERS

| Category | Company | Entry Name | Cheesemaker |
|---|------------------------------|---------------------------------------|---------------------|
| FRESH UNRIPENED CHEESE | | | |
| Cow's Milk | Rondel  Specialty Foods | Fresh Unripened Cheese | |
| FRESH UNRIPENED CHEESE | | | |
| Goat or Sheep's Milk | Cypress Grove Chevre | Chevre | Mary Keehn |
| SOFT-RIPENED CHEESE | | | |
| Cow's Milk | Lactalis USA Inc. | Brie | Lenny Bass Jr. |
| Goat's or Sheep's Milk | Lazy Lady Farm | Les Pyramids | Laini Fondiller |
| AMERICAN ORIGINAL | | | |
| Cow's Milk | Widmer's Cheese Cellars | Jopen Hannah | Joseph Widmer |
| Goat's Milk | Cypress Grove Chevre | Marble Mountain | Mary Keehn |
| AMERICAN-MADE INTERNATIONAL STYLE | | | |
| Dutch Style | Oakdale Cheese & Specialties | Gouda | Walter Bulk |
| Havarti, All Flavors | Roth K se USA Ltd. | Gruyere ★ BEST OF SHOW | Bruce Workman |
| Goat's Milk | Cypress Grove Chevre | Bermuda Triangle | Mary Keehn |
| CHEDDAR | | | |
| Aged Cheddar, Aged 9 Months or More | Fromagerie Tounevent | Chevre Noir | Louis LeFebvre |
| Cow's Milk, Aged Less than 9 Months | Shelburne Farms | Raw Milk Farmhouse | Ross Gagnon |
| Goat's Milk, Aged Less than 9 Months | Cypress Grove Chevre | Goat Milk Cheddar | Mary Keehn |
| Flavor Added | Cabot Creamery | Mediterranean Cheddar | |
| BLUE MOLD CHEESE | | | |
| Blue-Veined, Cow's Milk | Great Hill Dairy Inc. | Great Hill Blue | Great Hill Dairy |
| Blue-Veined, Goat's Milk | Westfield Farm | Classic Blue Log | Robert Stetson |
| HISPANIC & PORTUGUESE-STYLE CHEESE | | | |
| All Milks | Calabro Cheese Corp. | Queso Blanco | Frank Angeloni |
| ITALIAN-TYPE CHEESE | | | |
| Fresh Mozzarella Types | Pollio Dairy Products | Fresh Mozzarella | |
| Grating Types | Arthur Schuman Inc. | Pepato | |
| Mozzarella Types | Pollio Dairy Products | LMPS String Cheese | |
| FETA CHEESE | | | |
| Cow's Milk | Belfiore Cheese Company | Feta | Rick Machado |
| Goat's Milk | Vermont Butter & Cheese | Feta | Allison Hooper |
| LOW FAT/LOW SALT CHEESE | | | |
| All Milks | Cow Girl Creamery | Nonfat Quark | Sue Conley |
| FLAVORED CHEESE | | | |
| Cow's Milk | Gemelli Inc. | Burrino with Crushed Red Pepper | Fred Vincent |
| Goat's Milk | Sea Stars Goat Cheese | Monet | Nancy Gaffney |
| SMOKED CHEESE | | | |
| Cow's Milk | Grafton Village Cheese | Maple Smoked Cheddar | Scott Fletcher |
| Goat's Milk | Westfield Farm | Hickory Smoked Capri | Robert Stetson |
| FARMHOUSE CHEESE | | | |
| Cow's Milk | Shelburne Farms | Raw Milk Farmhouse Clothbound Cheddar | Ross Gagnon |
| Goat's Milk | Doeling Dairy | Goat Milk Camembert | Donna Doe! |
| Sheep's Milk | Vermont Shepherd | Vermont Shepherd | Cindy Major |
| FRESH GOAT'S MILK CHEESE | | | |
| Flavor Added | Westfield Farm | Herbed Capri Log | Robert Stetson |
| Open Category | Highwater Dairy | Fresh Chevre | Paul Trubey |
| FRESH SHEEP'S MILK CHEESE | | | |
| Open Category | Lovetree Farmstead Cheese | Sumac Holmes | Mary Falk |
| Open Category | Lovetree Farmstead Cheese | Black Bear | Mary Falk |
| MARINATED CHEESE | | | |
| Cow's or Goat's Milk | Appleton Creamery | Chevre Buttons in Olive Oil | Caitlin Owen Hunter |
| CULTURED CHEESE PRODUCT | | | |
| Cow's Milk | Vermont Butter & Cheese | Cr me Fraiche | Allison Hooper |
| Goat's or Sheep's Milk | Goat Lady Dairy | Fromage Blanc | Ginnie & Steve Tate |
| BUTTER | | | |
| Cow's Milk | Cabot Creamery | Unsalted Butter | |
| Goat's Milk | Fromagerie Tounevent | Tounevent Goat Butter | Louis LeFebvre |
| CHEESE SPREAD | | | |
| Cow's Milk | CIBO | Basil Roasted Walnut | Deborah Neuse |
| Goat's and Sheep's Milk | Pure Luck Grade A Goat Dairy | Basil Pesto Spread | Sara Borton/Amelia |
| AGED SHEEP'S MILK CHEESE | | | |
| Open Category | Lovetree Farmstead Cheese | Trade Lake Cedar | Mary Falk |
| AGED GOAT'S MILK CHEESE | | | |
| Open Category | Goat's Leap Cheese | Hyku | Barbara Backus |

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continued

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Bow, Wash.

Richard A. Wilson, Rhodia Inc.
Arrey, N.M.

Sponsor, Steve Lidle
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Plymouth, Vt.

Many thanks from all of us to
Debbie Haws and Regi Hise
for the years of service
with the ACS newsletter!

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of Formaggio Kitchen, and Maura O'Sullivan of Smokejacks seemed to take top billing as the conference favorite. Last, but not least, was the international panel on raw milk and mandatory pasteurization, i.e., issues addressed throughout the past year by Codex and panel moderator and task force chair Debra Dickerson of Neal's Yard Dairy. Reflective of the balance that existed throughout the programming, the speakers voiced passion and reason concerning the issues and regulation which affect traditional raw milk cheeses here and around the world.

The Festival of Cheeses crowned the conference. It's always been a *social*, but over the last few years, it's also become a small market;

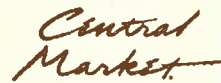
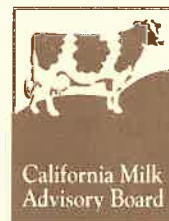
there were a growing number of cheese marketers walking around with pad and pen and jotting down their favorite cheeses. "Do we like this?" one member asked. The fact is that the Festival has been discovered as the place to taste and buy wonderful, real, American cheeses. As Bob Giambalvo of Cheese Works pointed out, the Festival has become a "little NASFT show, but more accessible," and he hopes that next year he might have more time to sample and talk with cheese-makers. Paula Lambert remembers auctioneer Clark Wolf's success at the 1987 auction of award-winning cheeses in Boston and thinks we should revive the auction.

When competition cheeses are at last arranged on Saturday evening, it's fun to watch each person arrive and see table after table tiered

with real American speciality and farmstead cheeses of such quality, range, endeavor and passion. Each of us takes a deep breath and lets the odors of fields and spilled milk, cellars and ripening rooms fill our noses and prepare our taste buds. It's a perfect moment that peaks again with the announcement of the competition winners and, finally, the year's Best of Show. For long-time members like Ricki Carroll, Bernie Horton, and Bob and Letty Kilmoyer, it's memories that anticipate what's to come, and for new members, a surprising first. This is truly the real thing, cheese on the street, from farm to fridge—both winners.

Kudos to our illustrious leader Ruth Flores. Do you know what she's done since the last conference? Become a grandma, started a new business, put together the ACS booth at NASFT, managed the Society, AND co-hosted the conference. Thank You! Taking anything special in the way of vitamins that you'd like to share with us? JS

Thank You 1999 ACS Conference Sponsors!



All Natural Pâtes



The Outlook for the Cheese Industry: 1975-2000

by J.G. Davis

Cheese has been one of the most important foods nutritionally in the western world, and its status and usefulness as a long-keeping high-protein food are likely to increase.

If the main problem in the diet of the future in the developed countries is to be monotony, cheese will become more important as an item of the diet than it is now, because no other type of food is capable of such variation. One has only to think of Cheddar, Grana, Stilton, Camembert, Gouda, Bel Paese, Roquefort, Gruyere, Boursin and Caerphilly, and all the numerous varieties of cheese made from cow, goat and sheep milk to appreciate the enormous range of cheese varieties which are available to make the diet interesting. If meat becomes scarce and expensive, as seems probable, cheese could become the most important appetizing high-protein food in countries of high population density.

The following forecast may be made of the likely course of development during the next 25 years:

- 1 The cheese industry will be constituted overwhelmingly of large factories, each converting large quantities (up to 1 million liters) of milk daily into cheese. In addition there will be some farms and small specialist factories supplying the gourmet market.
- 2 Milk will be collected almost entirely by the bulk tanker system. It will be cooled to 4–5°C immediately after milking. The bacteriological quality will be extremely good.
- 3 There will be adjustment of the chemical composition and new treatments of milk for particular cheese varieties.
- 4 It is generally accepted that the best cheese is produced by an experienced cheesemaker working with freshly produced good-quality raw milk on a farm. If science can solve the problems of using raw milk, we may see the elimination of heat treatment and the restoration of the traditional flavors of raw milk cheese in factories.
- 5 Sheep and goat milk will be used to put 'bite' into cow milk cheese. This trend will be favored by the fall in the cow population.
- 6 Starter, if still used, will be made at a central depot and distributed either frozen or as a cell concentrate. Each cheese variety will have its own appropriate strain of mixed culture.
- 7 The rate of souring of milk in the cheesemaking process will be controlled by a completely reliable scientific procedure....
- 8 There will be considerable development of the use of

special types of microorganisms and enzymes for making a particular cheese....

- 9 The "coagulating enzyme" will be a mixture of enzymes devised to give certain properties....
- 10 All cheesemaking processes will be completely mechanized except possibly the "gourmet types" on farms....
- 11 Cheesemaking will not only be completely mechanized but also automated. One highly trained cheesemaker will sit at a console controlling all operations making only occasional adjustments as may be indicated by a laboratory making very rapid tests for acidity, moisture, [and] changes in protein....
- 12 When all factors—chemical, enzymic, and microbiological—have been brought under control, it will be possible to have a fully automated cheese production system, as is used for ice cream manufacture today.
- 13 Extrapolating by analogy with other branches of the food industry, it can be anticipated that continuous cheesemaking (in the purist sense of the term) methods will steadily render conventional methods obsolete.
- 14 Milk will be converted to powder in regions, and at times of high production, transported to regions of low production, reconstituted and manufactured into cheese.

The greatest danger in respect to cheese quality in the future will be the possibility that mass production, mechanization and automation, coupled with the ever-increasing drive for economy in production, will resolve itself ultimately in the survival of only a few common types or varieties throughout the world, for example, Cheddar, Edam, Emmental, Grana, a blue-veined cheese, a surface mold-ripened cheese and a semi-hard ripened type.

One interesting question to be settled is this: "Do we want an absolutely standard and reproducible flavor, etc. in our cheese, or do we want a reasonable range to make cheese more interesting as food?" and "Do we want all Camembert, all Stilton and all Cheddar cheeses to be alike?"

As cheese technology advances, and economy forces us to process foods on an ever-increasing scale, there is a danger that this will lead to uniformity throughout the world, and all the cheesemaking will be reduced to production of only about seven standard types, all cheese of one type being exactly alike. The biggest problem for the food industry in the year 2000 AD may well be not quantity but monotony. Each country should fight to maintain the integrity of its indigenous cheese varieties.

Work Together to Continue Growth of Artisanal Cheese

by Debra Dickerson, Chairman

The passing of Patrick Rance, whose life work was to raise public awareness of traditional British farmstead cheese, rescuing from extinction Montgomery's Cheddar, among others, gives me pause to reflect on the fragile nature of our industry.

Our challenge in the American Cheese Society, like that of Patrick Rance, is to continue to build the market for artisanal American cheeses. These cheeses currently hold 8-10 percent of the market and are growing. That market supports the 20 percent of our membership who choose to make cheese with raw milk. The retailers and distributors in our membership have agreed that the public demand for raw milk cheese is growing. We advocate for the right of cheesemakers to continue to make

their products with raw milk to maintain the status quo and to give customers the right to choose the products they want to buy. We advocate for choice through information.

This comes at a time when our industry is under scrutiny. The Codex Commission approved the following compromise language in the provision specific to dairy product standards, which maintains the status quo for raw milk cheeses involved in international trade: *From raw material production to the point of consumption, the products covered by this standard should be subject to a combination of control measures, which may*

include, for example, pasteurization, and these should be shown to achieve the appropriate level of public health protection.

This language allows flexibility for each country to produce cheese in any manner deemed appropriate by the standards within that country, and it allows countries to accept or reject product based on their established

level of public health protection. To work on further defining these "appropriate measures," the Codex Commission on Food Hygiene will meet in November in Washington.

Concurrently, the FDA, at the recommendation of the NACMCF, is reviewing its policy to allow raw milk in cheesemaking in cheeses aged over 60 days. This comes at a time when food production is under scrutiny, the regulatory climate is zero tolerance, and reports of food-borne illness from contaminated sandwich meats, sausages, sprouts, and occasionally cheese, cross our headlines. How do we align the issues of health and safety with artisanal cheese production? How can we guarantee the safety of these cheeses?

This is the charge of the ACS Task Force over the next year: to maintain this status quo while addressing the questions of cheese safety and

continuing to educate the public on the benefits of artisanally produced cheese; to highlight the advantages of raw milk cheese made from the milk of a farmstead herd, i.e., the benefits of the short time between milk collection and cheesemaking; the advantages of cheese made by hand under strict sanitary environmental controls in an uncomplicated infrastructure; and benefits to community and sustainable agriculture. We will advocate for our position to local, state, and national elected officials while generating support in the food community. Our work is to safeguard the continued growth of artisanal cheese in America.

"Support those who have a true vocation in the world of dairy farming and cheese, with their love and understanding of the land and the animals which provide the milk for their cheeses, the makers of farmhouse cheese are the best guardians and restorers of the natural countryside. Their products offer the richness and limitless variety of unspoiled local and seasonal flavour and aroma. They raise cheese above the level of an all-year-round standardized utilitarian factory food."

Patrick Rance
Introduction to

The French Cheese Book
©1989, Macmillan London Limited

WHAT WE NEED YOU TO DO

Send letters or postcards to the following, stating your opposition to changes in the current laws concerning raw milk cheese production and advocating the status quo:

Thomas J. Billy
Administrator for Food Safety & Inspection Service
Rm. 2932-S
1400 Independence Ave.
Washington, DC 20250-3799
202-720-9352

Senator Patrick Leahy
433 Russell Senate Office Bldg.
United States Senate
Washington, DC 20250-3799

Duane Spomer
Agricultural Marketing Services
USDA Dairy Standards
Standardization Branch Dairy Programs
1400 Independence Ave. SW MS 0230
Washington, DC 20250-0230
202-720-7473 or 202-720-9382
Fax 202-720-2643

- Encourage your customers/employees to sign the ACS Petition on the facing page →
- Provide an economic argument for sustainable agriculture and regional production through participating in our cheesemaker or retailer survey. Please contact Debra if you have not received one.
- Take a stand. If you don't, the diversity and opportunity for raw milk cheese production, sale, and distribution could be eliminated.

The American Cheese Society

The American Cheese Society

Statement in Opposition to Mandatory Pasteurization

The American Cheese Society (ACS) supports the right of America's cheesemakers to maintain the tradition of specialty cheesemaking, which uses all types of milks to produce safe, healthy and more flavorful cheeses. ACS opposes mandatory pasteurization, which restricts the economic potential of American specialty and farmstead cheesemakers, most of whom are small businesses in rural communities. ACS recommends the development of cheese standards that permit the safe use of all milks. The Vermont Cheese Council, in cooperation with the University of Vermont, is developing a standard of practice code that will allow cheesemakers to work with raw as well as pasteurized milks, while maintaining the rigorous health standards of the FDA and international requirements. ACS expects to support this Vermont standard and recommends that it serves as an accepted model for safe domestic (federal and state) and international (Codex Alimentarius) standards for cheesemaking.

Who We Are

The American Cheese Society is a U.S. non-profit organization dedicated to encouraging the development and appreciation of American-made specialty cheeses. Its 400 members include cheesemakers, farmers, marketers, buyers, brokers, distributors, importers, chefs, culinary educators and journalists.

Goal

Domestic and international cheese standards must not mandate pasteurization and must allow the use of raw as well as pasteurized milk in cheese production.



PLATFORM OF THE AMERICAN CHEESE SOCIETY REGARDING MANDATORY PASTEURIZATION



The American Cheese Society supports the continued democratic option to use both pasteurized and unpasteurized milk to produce America's cheeses.

TENETS

1. The American Cheese Society supports the rights of individual countries to monitor their hygiene practices of their respective dairy industries.
2. The American Cheese Society was founded by dairy scientists and cheesemakers to help America's small scale and specialty cheesemakers make healthy dairy products by using both pasteurized and unpasteurized milks.
3. We support the rights of individuals in all countries to enjoy their own great cheese historically made with unpasteurized milks.
4. We support the rights of America's cheesemakers to build on and create new cheese traditions using all types of milk.
5. The American Cheese Society opposes mandatory pasteurization because it inhibits the economic potential of American specialty and farmstead cheesemaking.
6. We believe that mandatory pasteurization places an unnecessary hardship on those cheesemakers dedicated to safe and healthy practices.

PLEASE SHOW YOUR SUPPORT BY SIGNING BELOW, AND RETURN TO THE ACS OFFICES AT THE ADDRESS BELOW

NAME

ADDRESS

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Return to American Cheese Society, P.O. Box 303, Delavan, WI 53115-0303
262-728-4458 • Fax 262-728-1658 • www.cheesesociety.org

Cut Out This Page and Circulate!





Advocate for Artisanal Cheese Dies at 81

Patrick Rance died August 22, 1999, at age 81. He was survived by seven children. Among four individuals whom the American Cheese Society honored in its American Academy of Cheesemakers, Mr. Rance was author of the authoritative *Great British Cheese Book* and *The French Cheese Book*. He was not only Britain's foremost expert on traditional cheeses, but an important part of their salvation as well. The son of a vicar, he retired from the army after WWII and opened a village shop with his wife, Janet. The shop sold sundries and only three cheeses when the Rances took over in 1954. By 1980, they offered over 180 cheeses, primarily traditional British farmhouse styles that Patrick discovered as he foraged the countryside. Alarmed at the growing production of industrial cheeses following the war, he worked tirelessly to rescue the wonderful, raw milk cheeses that he believed were England's great gifts to humanity—the single Gloucesters, Montgomery and Keene's Cheddar, Appleby's Cheshire and many, many more. He was greatly loved and will be greatly missed. JS

News & Notes

To volunteer ideas, time, contributions, locations for educational forums, provide USDA, FDA, or Dept. of Ag. contacts, the ACS Task Force, please contact Debra Dickerson, 510-524-9325, e-mail: debradickerson@msn.com.

Task Force Committee Members include: Chairman Debra Dickerson, John Eggena, Keeny Jackson, Diana Solari, Daphne Zepos, John Greeley, Gerd Stern, Marsha Echolds, Judy Schad, and Simone Richardson.

Is there anyone out there who doesn't know what a HACCP is? That's OK, we won't tell your Mom! It stands for Hazard Analysis Critical Control Point Program. The Critical Control Points (CCPs, for those of us in the know) are those steps in any food production process, which, if controlled, will reduce or eliminate hazards in production. For more about this and other information concerning good cheesemaking procedure, you might want to write for *The Vermont Cheese Council's Code of Best Practice*. Written for cheesemakers, with the help of Dr. Paul Kindstedt, Britain's Specialist Cheesemaker's Association, and Vermont cheesemakers, *The Code* offers guidelines for dairies and quality assurance programs. Contact the Vermont Cheese Council, 116 State Street, Drawer 20, Montpelier, VT 05620-2901. 1-888-523-7484, e-mail: vtcheese@together.net, website: www.vtcheese.com

Help Wanted: Experienced in full production of an historic cheese. Willingness to interact with public and knowledge of equipment a plus. Competitive salary and benefit package. Grow with us in Plymouth, Vt. Contact Steve or Nancy at 1-888-448-1890 or PO Box 330, Plymouth, VT 05056.

Cliff Harrison and Annie Quatrano, owners of Bacchanalia and Float Away, have plans to open Star Provisions, a new retail store in Atlanta. Doors will open in November. The cheese portion of the store will feature a tiled aging room with marble counters and the largest collection of fine American cheeses in Atlanta! Cliff would love to hear from interested cheesemakers. Contact Cliff Harrison, Star Provisions, 3125 Piedmont Rd., Atlanta, GA 30305, 404-365-0410.

Sister Noella Marcellino participated on the Rind & Reason Panel at Shelburne. Her bright and smiling face, knowledge of rinds and cheeses, and quick wit made her a welcome addition. A Benedictine in the Abbey of Regina Laudis in Bethlehem, Conn., she is responsible for the production of Bethlehem cheese, a fungal, surface-ripened cheese which has been made for 20 years at the Abbey dairy according to an ancient French technique. She is working on a Ph.D. in molecular and cell biology at University of Connecticut. A Fulbright Fellow, she spent four years in France doing research at the Institut National de la Recherche Agronomique, where she characterized and evaluated the biodiversity of native strains of the cheese ripening fungus *Geotrichum candidum*, the focus of her dissertation.

Rob Kaufelt, owner of Murrays Cheese Shop in NYC, and Garret Oliver, Brewmaster of the Brooklyn Brewery, winged their way to Bra, Italy, for the International Slow Food Conference featuring the world's artisanal cheeses. At the Conference and International Quality Cheese Fair, September 17-21, they did two tastings, pairing the following six American farmhouse cheeses with beer counterparts: Vella's Dry Aged Jack, Peluso's Teleme, Major Farm's Vermont Shepherd, Cypress Grove's Humboldt Fog, Capriole's Mt. St. Francis, and Great Hill Dairy's Blue. Conference attendance was predicted to be over 60,000, and several dozen seminars were offered with such colorful topics as: *The Flavors of the Malgog*; *Goat Cheeses and Wines of the Loire*; *Italy vs. France, the Battle of the Washed Rinds*; *A Marriage of Love, Blue Cheeses and Sweet Liqueurs*; and *The Italian Affineur*. You can find out more about the conference and Slow Food at www.slowfood.com. Rob has promised us more on this in the next newsletter.

New ACS Board Member Matthew Rubiner is cheese manager and buyer at Formaggio Kitchen, a fine cheese & Gourmet shop in Cambridge, Mass. He also directs their restaurant sales program, providing artisan cheeses and educational programs to fine restaurants in Massachusetts. He entered the cheese business in 1994 after a career in military policy analysis. Since then he's written and lectured about cheese, trained in the summer of 1995 at Neal's Yard Dairy, and actively supports artisan cheesemaking and food production. He's a member of Chef's Collaborative 2000, the American Rare Breeds Conservancy, and Slow Foods.

Upcoming Issues

Speak Your Mind in Future Issues with Topics that Interest You

1st Quarter 2000

Where are we going? A Prospective on 2000

Get out your crystal ball, please, and let us know where you think our small industry will be in 2025. Will it get larger? More specific? What kind of cheeses will we be producing? How might dairying and agriculture change? Where and how will we be marketing our cheeses? The typical consumer? What role might the Society play?

Deadline for articles and photos: December 1, 1999

2nd Quarter 2000

Farmhouse Cheese

What are they? How does this impact those who make, monger, and serve them? Are they different and how? What is their place in the industry as a whole?

We would like to have input from all cheesemakers who produce 50–100 percent of their own cheesemaking milk! Please contact Judy Schad at 812-923-9408

Deadline for articles and photos: March 1, 2000

3rd Quarter 2000

Terroir

Terroir is not the action of a factional, militaristic group of religious or political fanatics in Texas, the Middle East, or Indonesia. *Terroir* is the idea that place, geology, genealogy, and geography all contribute to a finished product—a great peasant bread, a wine, a cheese. What does it mean to you in your particular corner of the cheese world? Have some thoughts or facts that support or debunk the idea that territory contributes to flavor?

Deadline for articles and photos: May 1, 2000

We invite you to participate in any or all of the upcoming issues. Editor 812-923-1180, or fax 812-923-9408.

continued from front page

This first judging had seven categories divided between goat's and cow's milk cheese. Over 30 cheesemakers entered a total of 89 cheeses (both commercial and home-made). Of course, after the competition, we had a lot of cheeses that people were curious about, so we had our first mini Festival of American Cheeses. This was

This first judging had seven categories divided between goat's and cow's milk cheese. Over 30 cheesemakers entered a total of 89 cheeses...

also the first convention in which we started to receive national recognition from places like the *New York Times*, *The Natural History Museum Magazine*, *The Cheese Reporter*, and local coverage from press and television.

Some of the topics at this convention included: *Overview of Manufacturing and Merchandising*, Jack Phillips of Lancaster County Swiss Cheese; *Sheep Dairying*, Olivia Mills; and *Observations of a Gourmet Retailer*, Elaine Yannuzzi, Essentials Unlimited. In 1986 we moved to Rome, N.Y., where they were reconstructing the New York State Museum of Cheese. We held a wine and cheese tasting at the new site. The Museum consists of the Weeks and Merry Cheese Factory constructed in 1862, dismantled at its site in Verona and brought, board by board, to Rome. There, we held our second cheese judging and decided to eliminate the home cheesemaking category to

make room for all the exciting cheeses appearing on the the market commercially. We increased the categories to 13 and had 68 commercial entries.

We were very excited to see so many excellent domestic cheeses starting to appear in the American marketplace. We thought a lot about the future direction of the Society as a group, and clearly, the cheesemakers needed recognition for their accomplishments. After lengthy conversations about a switch in location from a more rural, academic environment to a city, we decided to try the next convention in Boston.

In 1987 we worked extremely hard to make the convention successful. The cheese competition proved to be the largest to date with 170 entries. Goat, cow, and even some sheep cheeses started to appear. There were 125 attendees from this country and several others, including Mexico, Canada, Ireland, England and France. The 1987 convention was held at the Four Seasons Hotel in Boston. The judging format was changed to feature a unique pairing of technical and aesthetic judges. It was felt that this combination would create a more useful and objective guide for the cheese producers in evaluating their cheeses. We were aiming for the highest of standards in flavor and consistency, along with packaging and saleability. We had our largest ever Cheese Festival at the Four Seasons, and Clark Wolfe auctioned \$800 worth of cheese for the Society.

Also in 1987, the Society put on, in conjunction with Inglenook Napa Valley, its

first directory of cheese, *A Guide to American Specialty and Farmstead Cheese* by Barbara Lang. It was a one-of-a-kind listing of cheeses from over 50 producers throughout the country; it

The judging format was changed to feature a unique pairing of technical and aesthetic judges.

also offered tips on pairing cheese and wine and storing, cooking, and serving cheese.

The Boston convention was well worth the work but created a dilemma about where we should go next. We decided to skip a convention in 1988 and use the year to regroup, catch our breath, look at members' growing needs, and set goals. During this year, with Barbara Lang as our president, we held many cheese tastings, including: events at the Parker Meridian in NYC during the AIWF's 8th National Conference on Gastronomy; at Citrus in Los Angeles for 25 food writers; and in San Francisco for the Professional Food Society.

In 1988, Dr. Dick Kleyn, Professor of Food Science at Rutgers, became the new president. The 1989 convention was held again at Rutgers with a cheese tasting at Elaine Yannuzzi's store, Expressions Unlimited in Warren, N.J. Ari Weinzwieg was in charge of the Cheese Festival, and with a little help, he did an incredible job. Some of the meeting's highlights were: *Experience in the Manufacture and Sale of Cultured Goat Milk Products*, Laura Chenel, Laura Chenel's Chevre; and *Packaging and Storing Cow and Goat Cheeses*, Letty Kilmoyer of

Westfield Farm and David Smith of Smith Country Cheese. Ari was elected president of the Society and started preparing for the 1990 convention in NYC at the Art Directors Club. I've worked with this Society since day one and have seen many people give it a tremendous amount of work, but here I must give extra praise to Ari for his efforts on behalf of the Society. He was in constant communication with the board and started a fabulous newsletter with his own staff at Zingermans. He is a gift to the Society, and I would like to extend a personal note of thanks to him.

The 1990 convention included programs on *Small Production Cheesemaking; Lessons from Great Britain and France* with Patrick Rance, author of *The Great British Cheese Book* and *The French Cheese Book*, and *Technical Clinic: Importing and Evaluating Goat Cheese* by JeanClaude LeJaouen, director of the ITOVIC in France. The Festival was held at the historic warehouse of the Harry Wils & Co.

A paid staff was hired during this time to run the Society office in NYC, and plans were already under way for 1991 and the Society's first West Coast meeting at the Le Meridian Hotel in San Francisco. It included *Home Cheesemaking Clinic* by Bob & Ricki Carroll; *Retailing American Specialty Cheeses*, Ari Weinzwieg; and a panel consisting of Charles Saunders of Cooking from the Heart, Randall Graham of Bonny Doon Vineyard, Narsal David of *Food and Wine* (editor KCBS radio), and Russ McCall of Atlanta Foods International. We also had an

exceptional Cheese Festival at the Anchor Steam Brewery.

In 1992, we held our ninth annual convention in Madison, Wis. Regi Hise of the Wisconsin Milk Marketing Board donated a tremendous amount of time and effort to make it a success. The Festival was smashing, with well over 2,000 pounds of cheese to feast on. Topics ranged from *Affinage*, Chantal Plasse, to *Everything Your Mother Never Told You About How to Taste Milk*. Gerd Stern was elected president in 1992 and, as this is being written, the board is busy preparing for the convention in Shelburne, Vt. I have seen the ACS go through tremendous growth over the last 10 years. Witnessing and participating in the birth and upbringing of this national organization has been a very rewarding experience for me. At the beginning of the decade, I was intimately involved in

Ten years ago, the American Cheese Society was a vision for the future, to create a forum for the exchange of ideas. We've accomplished that goal.

the Society on many levels and spent thousands of hours on its growth and development. During this time, I have worked with so many wonderful people in the industry who have generously contributed their valuable time to promote American cheeses. A few are: Dr. Frank Kosikowski, Dr. Richard Kleyn, Bob LeCompte, Barbara Lang, Bob Carroll,

Angelo Paglia, Bernie Horton, John Greeley, Richard Kahn and numerous others who helped the Society grow from the beginning. Now to see Ari Weinzwieg, Anna Herman, Bridget Watkins, Gerd Stern, Regi Hise, Peter Mohn, and others continue to carry the Society into maturity is just remarkable.

A wise woman recently remarked to me, "Ricki, if you do what you love, it is really not work." Seeing how much energy is directed toward keeping the ACS alive and well into the '90s, I know that we all feel this love of the cheese industry, and it gets us through the trials and tribulations of growing up with the Society.

The Society is run by a group of extremely dedicated people working behind the scenes to bring American specialty cheeses into the public eye. This effort over the last 10 years has been rewarded in the press at a national level. Domestic cheeses have entered supermarkets across the country. They are appearing in larger quantities in specialty food shops. The quality of these cheeses has been excellent. Consumers are not only looking for their favorites, they know which wines to serve with them.

Ten years ago, the American Cheese Society was a vision for the future, to create a forum for the exchange of ideas. We've accomplished that goal. As we continue to grow, let's not forget the path we've taken and share freely with each other the knowledge we have gained over the years, and let's remember that every new success in the industry is a success for us all.

10/08/99

American Cheese Society
Profit and Loss
 August 31, 1998 through August 31, 1999

| | Aug 31, '98 - Aug 31, '99 |
|---|---------------------------|
| Income | |
| 4000 · Membership Dues | |
| 4010 · Newsletter Membership | 300.00 |
| 4020 · Full Membership | 38,732.00 |
| 4030 · Corporate Level | 11,195.00 |
| 4040 · Sponsor Level | 7,500.00 |
| 4000 · Membership Dues - Other | 60.00 |
| Total 4000 · Membership Dues | 57,787.00 |
| 4003 · Interest Earned | 1,652.63 |
| 4005 · Reimbursable Expense | |
| 4006 · NASFT | 5,600.00 |
| 4007 · Bon Appetit | 1,500.00 |
| Total 4005 · Reimbursable Expense | 7,100.00 |
| 4100 · Merchandise | |
| 4101 · Dairy Goat Products | 35.00 |
| 4110 · Books Sold | 366.56 |
| 4130 · T-Shirt Income | 0.00 |
| 4150 · Totes | 15.00 |
| 4180 · Dairy Goat Supplies | 40.00 |
| 4190 · Posters | 380.98 |
| 4100 · Merchandise - Other | 30.00 |
| Total 4100 · Merchandise | 867.54 |
| 4200 · Conference | |
| 4210 · Conference Registrations-98 | |
| 4211 · Conference-Current Yr. | 39,548.00 |
| 4210 · Conference Registrations-98 - Other | 63,085.80 |
| Total 4210 · Conference Registrations-98 | 102,633.80 |
| 4220 · Conference Sponsorships-98 | 13,000.00 |
| 4230 · Conference Seed Money-98 | 5,000.00 |
| 4240 · Competition - 98 | |
| 4241 · Competition-Curr Yr | 450.00 |
| 4240 · Competition - 98 - Other | 0.00 |
| Total 4240 · Competition - 98 | 450.00 |
| 4260 · Conference Merchandise - 98 | 359.97 |
| Total 4200 · Conference | 121,443.77 |
| Total Income | 188,850.94 |
| Cost of Goods Sold | |
| 5000 · Cost of Goods Sold | 395.40 |
| Total COGS | 395.40 |
| Gross Profit | 188,455.54 |
| Expense | |
| 6060 · Bank Charges | 25.00 |
| 6070 · Dues and Subscriptions | 300.00 |
| 6080 · Taxes, Licenses | 15.00 |
| 6600 · Membership | |
| 6602 · Printing | 257.70 |
| 6603 · Office Commission | 1,625.00 |
| Total 6600 · Membership | 1,882.70 |
| 6620 · Printing & Reproduction | |
| 6621 · Directory | -160.00 |
| 6623 · Web Site | 3,633.80 |
| 6624 · Newsletter Exp | |
| 6627 · Shipping charges/Newsletter | 92.51 |
| 6624 · Newsletter Exp - Other | 11,942.64 |
| Total 6624 · Newsletter Exp | 12,035.15 |

10/08/99

American Cheese Society
Profit and Loss
 August 31, 1998 through August 31, 1999

| | <u>Aug 31, '98 - Aug 31, '99</u> |
|--------------------------------------|----------------------------------|
| Total 6620 · Printing & Reproduction | 15,508.95 |
| 6640 · Professional Fees | |
| 6641 · Accounting Fees | 485.00 |
| Total 6640 · Professional Fees | 485.00 |
| 6670 · Conf Exp/Ann Mtg | |
| 6671 · Administration | 16,670.63 |
| 6672 · Postage | 1,673.38 |
| 6673 · Printing | 16,448.47 |
| 6675 · Shipping | 497.86 |
| 6676 · Festival/Award Ceremony | 25,013.96 |
| 6677 · Optional Events | 21,084.02 |
| 6678 · Competition/Judging | 269.18 |
| 6679 · Hotel Expense | 4,280.99 |
| 6680 · Travel | 4,244.78 |
| 6681 · Public Relations | 0.00 |
| Total 6670 · Conf Exp/Ann Mtg | 90,183.27 |
| 6700 · Public Relation | 50.00 |
| 6800 · Administration | |
| 6801 · Contract Labor | 24,000.00 |
| 6804 · Postage/Shipping | 4,288.12 |
| 6805 · Printing | 43.20 |
| 6806 · Supplies | 1,670.69 |
| 6807 · Telephone | 3,376.32 |
| 6808 · Travel Expense | 540.56 |
| Total 6800 · Administration | 33,918.89 |
| 6810 · Bank Card Processing Fee | 2,219.07 |
| 6820 · Events/Committees | |
| 6821 · Bon Appetit | 1,579.76 |
| 6823 · Codex | 6,238.66 |
| 6824 · NASFT | 5,523.66 |
| Total 6820 · Events/Committees | 13,342.08 |
| 6999 · Uncategorized Expenses | 0.00 |
| Total Expense | 157,929.96 |
| Net Income | 30,525.58 |