

The American Cheese Society

NEWSLETTER 4TH QUARTER 2000

Question of Mandatory Pasteurization Remains

PRICKLY

ACS Mission Statement

To uphold the highest standards of quality in the making of cheese and related fermented milk products.

To uphold the traditions and preserve the history of American cheesemaking.

To be an educational resource for American cheesemakers and the public through sharing knowledge and experience on cheesemaking as a hobby or as a commercial enterprise, with special attention given to Specialty and Farmhouse cheeses made from all types of milk, including goat's, goat's and sheep's milk.

To encourage consumption through better education on the sensory pleasures of cheese and its healthful and nutritional values.

By Kate Sander
Chief Editor
Cheese Market News

Whether cheese should be allowed to be made with milk that isn't pasteurized remains a prickly debate, with no resolution forthcoming anytime soon.

It's not an easy issue to resolve. Some believe that there may be health reasons to require milk used for cheese to be pasteurized, while others believe that such a requirement would not only destroy the flavor of artisanal cheeses but also the livelihoods of those who make them. And the issue transcends political boundaries, with debate at the interna-

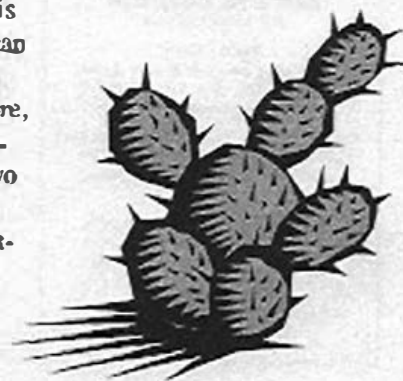
tional level as well as at the domestic level.

Domestically, nothing particularly new has happened in recent months, with FDA continuing its lengthy review of whether a mandatory 60-day aging period is enough to kill pathogens in cheeses made with unpasteurized milk, says Jack Mowbray, policy analyst, FDA.

Among the newest data is data released at the American Dairy Science Association meeting in July in Baltimore, which found that naturally-occurring coliforms and two forms of *E. coli* (O157:H7 and the streptomycin-resistant K12) can survive the minimum 60-day aging process of hard cheeses

made from unpasteurized milk. Researchers at the National Center for Food Safety and Technology who conducted the study cite previous studies that have indicated *Listeria monocytogenes* and *Salmonella typhimurium* have been shown to survive from five to 15 months in aged hard cheese.

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We've Got a Lot on Our Plate

So much to do, so little time! That's the challenge laid down in California at this year's ACS conference to both the board, committees and members.

This year many of us left the conference feeling that ACS is beginning to realize the potential of its own membership. In a volunteer organization where positions frequently change from year to year, the problem is sometimes whether volunteers spend time doing the job, or structuring it to involve other volunteers. Frequently, there's not time to do both. Taking over the newsletter for the first time last fall, I spent most of 2000 developing some sort of formula; this year will be spent creating a committee structure that can help develop focus and expand the formula and include more of the membership.

Sponsor/ads for the ACS newsletter

The newsletter is taking on several new directions this year. We plan to solicit sponsorships in the form of tasteful 2" x 2" ads, which we hope will make us somewhat self-supporting by the end of the year.

Caseus

Another focus for the year is to try to produce an additional, English-language version of the wonderful Italian magazine *Caseus*. The artful layout and photography, and the substantive, semi-technical articles which comprise *Caseus* are produced by Dr. Roberto Rubino, director of Small Ruminant Research Institute, Bella-Potenza, Italy. Dr. Rubino proposes to devote a significant portion of *Caseus* to American cheeses and include articles about origins and production, marketing and other issues. Articles we contribute to

Caseus would certainly represent our face in a more international cheese world and a wealth of

international information to our cheesemakers and other members. We hope to present the first issue at the 2001 Conference in Louisville, and we are looking for sponsorships to fund the production. If you are interested in becoming a sponsor, please contact me for further details at 812-923-9408 or e-mail judygoat@aol.com.

Newsletter Additions

With the help of an active committee, we are adding two new columns to the newsletter in 2001 that will become a part of our standard format. One is Ask the Experts, a column in which readers can submit questions that can then be channeled to specific "experts" within ACS. Matt Rubiner will be the committee person anxiously awaiting your questions, and information on how to contact him follows. In addition, we'll be adding a Cheese/Cheesemaker Article with a specific format about the origins and history of a specific American cheese, an outline of its production, and other information about the cheese and the cheesemaker producing it. We are still looking for an article for the March 1 newsletter deadline, so contact me if you are interested.

Artwork and Photos

The newsletter needs both! We have no archive of this material and are trying to include some. So if you have photographs or artwork you would like to share, please send them to me, with some notation of who, what, where, and when they are — cheese photos, farm and animal photos, people doing things photos — and any artwork that is not copyrighted.

Would you like to become a sponsor and show your support for the ACS newsletter, advertise your company, your product, your services? The cost is an investment! Please contact me for a copy of ad rates and information.

Judy Schad
Phone & fax 812-923-9408
E-mail judygoat@aol.com

The American Cheese Society

QUARTERLY NEWSLETTER

EDITOR

Judy Schad, Capriole Cheese

COPY EDITOR

Kate Sander, Cheese Market News

GRAPHIC DESIGN/LAYOUT

Annie Esser, A&E Graphics

COPY DEADLINES

February Issue: December 1

May Issue: March 1

July Issue: May 1

November Issue: September 1

The ACS Quarterly Newsletter is published by the ACS and contains articles and information pertaining to its members. Views of contributors do not necessarily reflect those of the ACS. We encourage you to submit articles, letters, news items or photos to the editor for consideration. Please direct newsletter submissions and requests for ad information to: Judy Schad, ACS Newsletter P.O. Box 117 Greenville, IN 47124 812-923-1180 Fax 812-923-9408

AD RATES

1/6 page vertical ad, 2 1/2" x 5" \$75
Classified, 50 words, 1 1/2" x 2" \$25

PAST PRESIDENTS OF ACS

Joan Snyder

Ari Weinzwieg
Zingerman's

Gerd Stern
Etcetera

Daniel Strongin
Access to Tradition

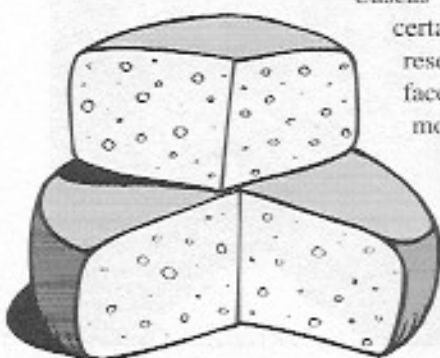
*Stacy Kinsley, '01
Dan Carter, Inc.

*Dominique Delugean
Arthur Schuman

*Ruth Anne Flore, '01
Flore, Price & Assoc.

AMERICAN ACADEMY OF CHEESEMAKERS

Patrick Rance
Janet Rance
Frank Kosikowski
Richard Kleyn



filled with technical details that I don't normally hear as a retailer. There was some very interesting discussion of feeding regimens and grazing habits and their effect on cheese flavors and nutritional profiles. I'd love to see more of this blend of science and aesthetics programmed into future ACS conferences. After all, most of our cheesemaker members produce food that goes above and beyond being considered 'essential,' or 'staple' foods into the realm of specialty luxury items. With that in mind, concentrating on using technology and farming techniques to enhance the flavor qualities of cheeses is essential to competing in a world market.

Of course, the panel that many were waiting for was the Cheese of Choice Coalition update. With the help of Oldways, ACS is pushing to prevent further restrictions on raw milk cheesemaking. As a retailer, this is in my interest, as our selection would be greatly affected. As a food lover, I think that the loss of traditionally made unpasteurized cheese would be crushing. Our two organizations, together with the American cheese importers, are working hard to educate lawmakers and the public on the realities surrounding raw milk cheeses. The presence of our two partners will be helpful financially, and the commitment Oldways brings of using well-documented science to lobby its case will be invaluable.

My overall impression of the conference was that it was well-organized, the panels began and ended very close to their scheduled times, and we heard some meaty issues discussed. This is the fourth conference I've attended, and each time I can see the progress the ACS makes as an organization.

I'm looking forward to Louisville. ☺

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2. Communication throughout the year.

As one retailer put it, "Great conference, then what?" Ongoing dialogues were requested: cheesemaker to cheesemaker; cheesemaker to retailer/distributor; retailer to retailer.

3. Regulatory Issues: HAACCP/Raw Milk/Cheese of Choice Coalition

We will use this information as a guideline for our work this year. So many of these things are already in motion as you will see when you read about committee work.

Some of my goals for the year are:

1. Regional Marketing/

Education Programs in 2001.

2. ACS Point of Sale Kit for retailers featuring American Specialty Cheesemakers.

3. Support Cheese of Choice Coalition in its quest for scientific validation.

4. Support growth of our newsletter

5. Cheesemaker e-mail address list: To be used as a way for cheesemakers to talk to each other about specific needs, such as equipment, suppliers, manufacturing questions, etc.

6. Cheesemaker Mentor Program: What cheesemakers are interested in "mentoring" a new cheesemaker?

7. Cheesemaking Internship Program: What cheesemakers are interested in working with cheesemaking "interns" looking to learn their craft? Would include "future" cheesemakers and cheesemongers looking for extended education.

WHEW! We have our work cut out for us. I am determined to stand before you at next year's conference (in Louisville, Ky.!) able to say, "You spoke. We listened. We followed through." — Kathleen Shannon Finn

NEW ACS MEMBERS

WELCOME!

- Edward T. Baum** 48
San Francisco, Calif.
- Connie Halula** 48
The Perfect Pantry • Oakland, Calif.
- Stephanie Mitro** 48
Oakland Grocery • Napa, Calif.
- Jennifer Panchenko** 48
Lund Food Holdings, Inc.
Edina, Minn.
- Eric M. White** 48
Tulare Specialty Cheese Complex,
Tulare, Calif.
- Raquel Arroyo** 48
Oliver's Market • Santa Rosa, Calif.
- Inhyu Bae** 48
Suncheon National University
Suncheon, R.O. Korea
- Vicki Beitz** 48
Redwood Grove
Pope Valley, Calif.
- Alison Bravener** 48
Austin, Texas
- Theresa Brown Gold** 48
Just Food by BrownGold
Buckingham, Pa.
- Virgilio Cicconi** 48
Bubalus Bubalis • Gardena, Calif.
- Kate Collier** 48
foodfilms.com • Marshall, Va.
- Jacqui Craig-Mickel** 48
Turtles' Rest Farm
Olympia, Wied.
- Debra Crave** 48
WMMB • Madison, Wis.
- Arthur Cunyngname** 48
Paxton & Whitfield
London, England
- Jean d'Alos** 48
Jean d'Alos Fromager
Bordeaux, France
- Daphne Derven** 48
The American Center for Wine
Napa, Calif.
- Olga Dominquez** 48
Sunshine Wholesale • New York, N.Y.
- Shaun Doty** 48
Mumbo Jumbo • Atlanta, Ga.
- Alexandra Eisler** 48
British Consulate General
San Francisco, Calif.
- Nana Farkye** 48
Calpoly Creamery • San Luis, Calif.
- Charlie Ferrin** 48
HK Instrument Systems
Pittsburgh, Pa.
- Jim Ford** 48
Saputo Cheese USA, Inc.
Tulare, Calif.
- Joanne Gauthier** 48
Wisconsin Center for Dairy
Madison, Wis.

ACS Calendar

September 29–October 8, 2000

The British Cheese Awards

Looking for a trip overseas? Contact: 01608 659 325, or visit the web site: www.thecheeseweek.com

October 27, 2000

Annual Bon Appetit Wine & Spirit Focus

Chicago

If you would like to have your products featured at this event at the Field Museum please call Laura Jacobs-Welch at the ACS office: 262-728-4458

January 21–23, 2001

Winter Fancy Food Show

San Francisco

Moscone Convention Center, San Francisco. Register online at www.fancyfoodshows.com or call customer service at 708-786-4120

February 23, 2001

Annual Bon Appetit Wine & Spirit Focus

San Francisco

One Market Restaurant & Concourse. If you would like to have your products featured at this event, please call Laura Jacobs-Welch at the ACS office: 262-728-4458

September 6–9, 2001

American Cheese Society Conference 2001

Plan now for the 2001 Conference in Louisville at the historic Camberly Brown Hotel. Great cheese, great chefs, and great bourbon! We love to eat in Lou-vall! For more information call Judy Schad, fax & phone: 812-923-9408 or e-mail judygoat@aol.com

The Complete Results!

Fresh Unripened Cheese

Cow's Milk

- Ricotta *F. Cappiello Dairy Products, Ed Ida*
 Mascarpone *Belfiore Cheese, Richard Machado*
 Ricotta *Calabro Cheese Corp., Frank Angeloni*

Goat's Milk

- Ricotta *Harley Farms/Sea Stars Goat Cheese, Dee Harley*

Soft Ripened Cheese

Cow's Milk

- Sir Laurus *Kingsley Cheese, George Cote*
 Camembert *Marie French Cheese, Marie French Cheese*
 Chevalier Lactic *Woolwich Dairy, Jacques Lorange*

Goat's Milk or Sheep's Milk

- Hudson Valley *Old Chatham, Benoit Maillot*
 Chèvre Camembert *Goat Lady Dairy, Ginnie & Steve Tate*
 Pee Wee Pyramid *Cypress Grove Chèvre, Mary Keelin*

American Originals

Open Category Cow's Milk

- Mountain Cheese *Blythedale Farm, Karen Galayda/Tom*
 Mezzo Sero *Vella Cheese Co., Charles Malkusian*
 Monterey Jack *Spring Hill Jersey, Larry Peter*

Open Category Goat's Milk

- Classic Blue Log *Westfield Farm, Inc., Robert Stetson*
 Shepherd's *Verba Santa Dairy, Jan Eckert*
 Bluebarnet *Westfield Farm, Inc., Robert Stetson*

Open Category Sheep's Milk

- Autumn Oak *Willow Hill Farm, Willow Smart*

American Made International Style

Havarti, All Milks/All Flavors OR Open Category Cow's Milk

- Dolino Havarti *Arta Foods, Inc., Keren Jeyran*
 Havarti *LeRaysville Cheese, Jim Amory*
 Knight's Vail *Roth Kite U.S.A., Ltd., Bruce Workman*

Dutch style, all milks

- Gouda *Cal Poly Creamery, Emilio Medrano*

Open category, goat's milk

- Fontina *Vermont Butter & Cheese, Allison Hooper*

Cheddars

Aged Cheddars (9 months or more)

- Black Diamond Cheddar *Black Diamond Cheddar, Rajean Galipeau*
 Aged Cheddar *Widner's Cheese, Joseph Widner*
 Raw Milk Farmhouse *Shelburne Farm, Ross Gagnon*

Aged Cheddars (less than 9 months)

- Sharp Cheddar *Organic Valley/CROPP, Helen Jo Gudgren*
 Medium Cheddar *Strass Family Creamery, Bob Laffranchi*
 White Cheddar *Spring Hill Jersey, Larry Peter*

Flavor Added/Any Age

- Merlot Cheddar *Bass Lake Cheese, Scott Erickson*
 Green Olive Cheddar *Cabot Creamery, Cabot Creamery*
 Sage Cheddar *Grafton Village Cheese, Rick Woods*

Goat's Milk (aged less than 9 months)

- Chèvre Noir *Fromagerie Tournant, Louis LeFebvre*
 Goat Milk Cheddar *Cypress Grove Chèvre, Mary Keelin*
 Cheddar *Redwood Hill Farm, Jennifer Bico/Nasko*

Blue Mold Cheese — Blue-Veined Cow's Milk

- Rustic Blue *Bingham Hill, Kristi Johnson*
 Great Hill Blue *Great Hill Dairy, Inc., John Tobbe*
 Jersey Blue *Blythedale Farm, Karen Galayda/Tom*

Hispanic & Portuguese Style Cheese — All Milks

- Queso Blanco *Calabro Cheese Corp., Frank Angeloni*

Italian Type Cheese

Fresh Mozzarella/All Milks

- Fior di Latte *Belfiore Cheese, Richard Machado*
 Fresh Mozzarella *Fresca/Ital Cheese, Richard Roughton*
 D'Celli Fresh Mozzarella *Woolwich Dairy, Dale Long*

Mozzarella Types/All Milks

- Mozzarella Whole Milk *Saputo Cheese USA, Jim Ford/Mike Harris*
 Scamorza *Calabro Cheese Corp., Frank Angeloni*
 Mozzarella Part Skim *Saputo Cheese USA, Jim Ford/Mike Harris*

Pasta Filata Types/All Milks

- Provolone Unsmoked *Saputo Cheese USA, Jim Ford/Mike Harris*
 LMPs Mozzarella String *Pollio Italian Cheese, Lori Otto*
 Burrino w/ Gorgonzola *Genelli, Inc., Fred Vincent*

Feta Cheeses — Goat's Milk

- Feta *Harley Farms/Sea Stars Goat Cheese, Dee Harley*
 Feta *Skyhill Napa Valley, Heath Benson*
 Feta *Vermont Butter & Cheese, Allison Hooper*

Low Fat/Low Salt Cheeses

All Milks OR Flavor Added/All Milks

- Dace Kase *Roth Kite U.S.A., Ltd., Bruce Workman*
 Reduced-Fat Lacey *Cal Poly Creamery, Emilio Medrano*
 Feta Fat Free Medit. *Lactalis USA, Inc., Remy Colas*

Flavored Cheeses — Open Category Cow's Milk

- Jalapeno Farmstead *Winchester Cheese Company, Viterio/David Thomas*
 St. John Santa Fe *Fagundes Old-World, John Fagundes*
 Basil Torta *Vermont Butter & Cheese, Allison Hooper*

Smoked Cheeses

Open Category Cow's Milk

- Smoked Cheddar *Shelburne Farm, Ross Gagnon*
 Maple Smoked Cheddar *Grafton Village Cheese, Rick Woods*
 Maple Smoked Gouda *Taylor Farm, Kate Wright*

Open Category Goat's Milk and Sheep's Milk

- Everona Aged Sheep *Everona Dairy, Pat Elliott*

Farmhouse Cheeses

Open Category Cow's Milk

- Orb Weaver Cave *Orb Weaver Farm, Pollack/Saaman*
 Raw Milk Farmhouse *Shelburne Farm, Ross Gagnon*
 Saremah *Three Sisters, Marissa Helarides*

Open Category Goat's Milk

- California Crotin *Redwood Hill Farm, Jennifer Bico/Nasko*
 Shepherd's Xtra Dry *Verba Santa Dairy, Jan Eckert*
 Le Petit Tomme *Lazy Lady Farm, Laine Fondiller*

Open Category Sheep's Milk

- Vermont Shepherd *Vermont Shepherd, Ellen & Bruce Clement*

Fresh Goat's Milk

Fresh Goat's Milk Cheese Flavor Added

- Boulder Chèvre with Rosemary *Haystack Mountain Goat Dairy, Jim Schott*
 Pepper Chèvre *Cypress Grove Chèvre, Mary Keelin*
 Lemon Pepper Goat *Goat Hill Farm & Dairy, Steven Maeller*

Open Category

- Fresh Goat Cheese *Pure Lact Goat Dairy, Sara Bolton/Amelia*
 Boulder Chèvre *Haystack Mountain Goat Dairy, Jim Schott*
 Plain Goat Cheese *Goat Hill Farm & Dairy, Steven Maeller*

Fresh Sheep's Milk — Open Category and Flavor Added

- Little Holmes *Lovetree Farmstead, Mary Falk*
 Samae Holmes *Lovetree Farmstead, Mary Falk*
 Cub *Lovetree Farmstead, Mary Falk*

Marinated Cheese

Open Category Goat's Milk OR Flavor Added/All Milks

- Banon *Capriole, Judith Schod*
 Chèvre en marinade *Haystack Mountain Goat Dairy, Jim Schott*
 Chèvre/foie *Harley Farms/Sea Stars Goat Cheese, Dee Harley*

Cultured Cheese Products

Cow's milk

- Quark *Vermont Butter & Cheese, Allison Hooper*
 Crème Fraiche *Bellweather Farm, Liam Callahan*
 Crème Fraiche *Tomasz Bay, Fons Smith/Sue*

Goat's Milk

- Yogurt *Redwood Hill Farm, Jennifer Bico/Nasko*
 Fromage Blanc *Harley Farms/Sea Stars Goat Cheese, Dee Harley*
 Plain Yogurt *Skyhill Napa Valley, Heath Benson*

Butters — Cow's or Goat's Milk

- Cultured Butter *Vermont Butter & Cheese, Allison Hooper*
 Goat Milk Butter *Mt. Sterling Cheese, Dan Ludwig*
 Sweet Butter *Strass Family, Albert Strass*

Cheese Spread

Open Category/Cow's Milk

- Cheese Spread *Shelburne Farm, Ross Gagnon*
 Fresh Herb & Garlic *CIBO, Deborah Nease*
 Cream Cheese *Rondel Specialty Foods, Dave Zielazowski*

Open Category Goat's Milk OR Open Category Sheep's Milk

- Fromage Blanc/Garlic *Cypress Grove Chèvre, Mary Keelin*
 Chèvre spread/green *Haystack Mountain, Jim Schott*
 Garlic & Herb *Old Chatham Sheepherding Co., Benoit Maillot*

Aged Goat's Milk Cheeses

- Cheddar Style Goat *Mt. Sterling Cheese, Dan Ludwig*
 Mt. McKinley *Cypress Grove Chèvre, Mary Keelin*
 Silk Hope *Celebrity Dairy, Fleming Pfann*

NEW ACS MEMBERS

Continued

Athos Pittas

Pittas Dairies • Nicosia, Cyprus

Suzanne Reifers

Laura Chenel's Chèvre
 Carmichael, Calif.

Hans Reitsma

Antes Dairy Farm • Corcoran, Calif.

Roxanne Reitsma

Antes Dairy Farm • Corcoran, Calif.

Jeffrey Roberts

Slow Food International
 Montpelier, Vt.

Geoffrey C. Ryan

Whole Foods Market
 Sherman, Calif.

Maxx Sherman

Bill McKenna & Assoc.
 San Francisco, Calif.

Ken Skovron

Darien Cheese & Fine Foods
 Darien, Conn.

Tim Smith

SH Anco Fine Cheese
 Fairfield, N.J.

Andrew Smith

Gourm-E-Co Imports
 Sterling, Va.

Margo Souza

MooMilk.com/DairyBiz.com
 Turlock, Calif.

William Stephan

Stephan Dairy • Huntington, Ind.

Larry Stone

Boston, Mass.

Barbara Story

Club Resources, LLC
 Philadelphia, Pa.

William Studd

Fromagut Aust. PIL
 Port, Australia

Richard Tarlov

San Francisco, Calif.

Mark Todd

Northwest Cheese Distributor
 Santa Rosa, Calif.

Maria Walley

Hyde Park Specialty Food
 Cincinnati, Ohio

Floyd Walters

Iron Bridge Farm • Glen Moore, Pa.

Roger Weschler

Samish Bay Cheese • Bow, Wash.

John Williams

Frog's Leap Winery
 Rutherford, Calif.

Kate Wright

Taylor Farm • Londonderry, Vt.

Martin Young

In The Pink
 Williston, Fla.

Judging

Daphne Zepos, Chairperson
415-647-0738 or dzepos1999@aol.com

The Judging Committee is responsible for all aspects of the annual judging competition. This committee handles all details, including working with the administrator to coordinate the coding of all entries, scheduling of shipping and receiving of cheeses for competition, oversees and assigns the aesthetic and technical judge pairings which this year consisted of 19 people, puts together an advisory committee, and oversees the computer program that compiles scores.

Judging Practices and Procedures

John Greely, Chairperson
781-393-9100 or
sheilamariemports@worldnet.att.net

This year the committee will poll the judges for sources of bias — packaging, identifying markings, telltale shapes and how to present 40-lb. block Cheddars and spreads, culture products out of their containers — revise the score sheets, develop the Hall of Fame, develop the American Cheese Classics category and put together a nationwide list of potential judges for future conferences.

Membership

Jodie Wische, Chairperson
518-794-7733 or
wische@blacksheepcheese.com

Aside from building the membership, the goal for this year is to publish the Directory of Members and for the members to be able to interface with the website to update their information. Additionally, membership is putting together a new member welcoming packet and redefining the membership benefits. This committee is looking for people and ideas to help increase our membership.

NASFT

Ruth Flore, Chairperson

This committee's (subcommittee of Regional Marketing Committee) focus is to grow the presence of the ACS at the NASFT shows. This past July we had two booths at the summer show, and we are planning two booths at the upcoming winter show. The ACS is planning to eventually have an ACS pavilion at the NASFT shows. The pavilion would be located on the main floor of the show where the international pavilions are. The ACS cheesemaker members could take booths within our pavilion so that we could have a united force on the show floor. This could be used to increase the strength and membership of the ACS. This committee is looking for people who are willing to help organize and work the shows.

Newsletter

Judy Schad, Chairperson
812-923-9408 or judygoat@aol.com

This committee puts together the wonderful piece you are reading right now. The newsletter is produced quarterly for our membership. The goal for this year is to make the newsletter pay for itself. This committee is looking for people to sell ad space, solicit membership for articles and help with editing.

Trade Advisory

Matt Rubiner, Chairperson
617-547-0562 or rubiner@mediaone.net

The focus of this new committee will be to expand communications between the trade and cheesemakers on issues of quality and marketability. The ideal would be for this committee to be made up of a retailer, a distributor, an importer, a chef, an academic, a food writer and a broker. The committee will invite cheesemakers to submit cheeses for examination; the committee will provide comments on flavor, packaging and possible marketing suggestions. This will be a valuable committee for our cheesemakers and our future cheesemakers to use as a sounding board with their new product development.

Website

Ricki Carroll, Chairperson
413-628-3808 or
info@cheesemaking.com

Ricki is now handling the ACS website. She is actively working on ways to make our website as user-friendly and useful to our members as possible. At the website, members will be able to register for the annual conference and purchase ACS merchandise. It will be a valuable tool to entice new members. Anyone with suggestions or ideas should contact Ricki.

The American Cheese Society

**We need your help and your input — this is
YOUR organization. Get involved and participate!**

which is widely used in very dry areas in France for mostly goat cheese making, to make something like St. Marcellin. Within about three months, I produced something edible, and I got the order when I brought some samples to get practical feedback from the local cheese vendors. I started selling very small quantities of cheese just before Christmas of last year.

When I started getting steady orders in January this year, my whole life was controlled by my cheesemaking schedule. My work started before 4 AM and ended after a minimum 200-mile drive — a full day of cheesemaking and deliveries. To produce the best quality cheese, I picked up warm Jersey cow milk before 5 AM in Petaluma and started pasteurizing within an hour in St. Helena.

Since my production was extremely limited by the size of the plant, Barbara's production schedule, and a maximum of 45 gallons of milk per week for cheesemaking, I had to make many kinds of cheese from one vat of curd to maximize my sales. At first, I used many different shapes of cheese molds and changed the aging time depending on the shape. As I designed the pyramid-shaped cheese, Nocturne, which was named after the paintings of J. Whistler and Chopin's piano pieces, I had a very personal vision of the product before I made the product itself. A combination of white *P.*

Candidum growth and black charcoal gave the signature bluish-gray color of the cheese, and its delicate flavor and slow making process were reminiscent to me of the gentle movement of Chopin's piano pieces.

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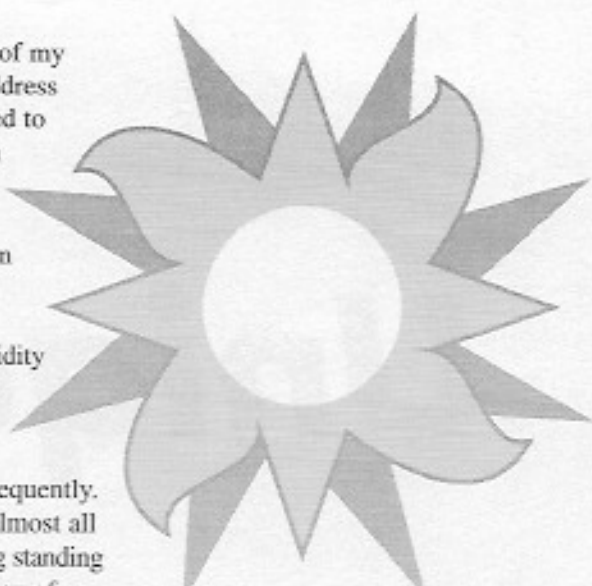
within an hour in St. Helena.

The labels were printed out of my computer printer on generic address labels, and scotch tape was used to give more water resistance. On weekends, I drove from my home in San Francisco to St. Helena and back, simply to turn the cheese or to check if the cheese was doing well. And I learned how to control the humidity for the proper ripening process in the limited climate-controlled environment by wrapping and unwrapping cheese frequently. After six months, I could sell almost all cheese I made and started getting standing orders, so I could plan how many of which pieces I needed to make in advance. Barbara and I also developed the mixed-milk cheese, *Mélange*.

Being a soloist in business without an accompanist has not been easy, but it gave me the chance to learn many valuable lessons. Cheesemaking was more like having a very demanding lover. It required a lot of attention. For example, insufficient turning made cheese stick on the matings, becoming unsaleable. It also called for total dedication; I could get cold milk from the tank in order to sleep a little bit more, but the amount of the separated fat on the top of the curd increased dramatically by doing that, and the final texture was inferior. I could increase the vat temperature setting in order to shorten curdling time, but the final flavor told me that I could do better. There were so many temptations to take shortcuts, which I ultimately had to resist because the final product always told me what I'd done wrong.

Every morning after setting up for the long-set curd-making night before, I would make the drive up to St. Helena with extreme nervousness as if I was going to get the final sentence when I arrived. But well formed curd made me forget all anxiety.

For the markets, I must admit that I was very lucky to be living in Northern California. In the beginning, Barbara introduced me to her best customers, including Oakville Grocery. Local markets were always open, and I could drive around to introduce my product easily. The personal contact with cheese sellers



and chefs gave me lots of ideas for new products. I learned the characteristics of the clientele of the specific stores, which could minimize the amount of leftovers. Even though mine were often the most expensive cow's milk cheeses in the market, no seller complained about the price, and, often, those cheese sellers guided me to increase the price.

In March I started selling to distributors, so I could expand my market without adding more driving time. In April, I added one more item, *Piccolo*, which was a triple-cream cheese, by mixing the curd with my dear friend Sadie Kendall's Kendall Farms' *Crème Fraîche*.

By end of July, almost all Bay Area specialty stores carried my cheese, but

*continued on
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In their initial study, which officials say is just the first phase of an ongoing project, naturally-occurring coliforms showed less than a 1 log reduction from their original level in cheese made from raw milk after 60 days of aging at 7 degrees Celsius. Less than a 2 log reduction in the level of the organisms was observed after 180 days of aging at 7 degrees Celsius. Streptomycin-resistant *E. coli* K12 was next used as a surrogate organism during the cheesemaking process and subsequent aging. Cheese made from raw milk inoculated with 100,000 CFU per milliliter of streptomycin-resistant *E. coli* K12 strain showed less than a 1 log reduction in numbers after 60 days of aging at 7 degrees Celsius.

According to the researchers, preliminary results of the study appear to confirm prior reports of the inadequacy of aging periods for cheese made from unpasteurized milk by demonstrating that the inoculated bacteria levels may not decrease enough during the 60-day aging process. Researchers also found survival of the inoculated bacteria in hard cheeses at 90, 180 and 240 days of aging.

Unpasteurized milk was inoculated with 10⁵ cells/ml of a five-strain cocktail of *E. coli* O157:H7. Levels increased to 10⁶ in the drained curd. Levels increased to 10⁷ at milling and pressing. Unpasteurized milk cheese, inoculated with a five-strain cocktail of *E. coli* O157:H7, showed a 1 log reduction by 60 days. By 90 days, unpasteurized milk cheese showed a 1 to 2 log reduction.

While there has been concern raised about the survivability of *E. coli* in aged cheeses, Dr. George Haenlein, retired University of Delaware professor, suggests that the reductions shown are significant. He points to the fact that a 1 log reduction is a reduction of 10 times, while a 2 log reduction is a reduction of 100 times.

Haenlein also notes that the study used artificial conditions and numbers which are not normally found on the farm or at the cheesemaking level. Best Management Practices and regular inspection on the farm, in transport, and at the processing plant can have the net effect of a clean

raw milk to start with, not a product that is contaminated and needs "clean-up" through pasteurization, he says.

The researchers also recognize that the research used high levels of bacteria. While the first phase of the research used levels of organisms that wouldn't normally be found in raw milk, these high levels were necessary to be able to facilitate the enumeration of levels at the end of the aging period, Mowbray says.

The [National Cheese Institute's] stance is that pasteurization or an equivalent process is needed to treat milk before it is made into cheese; however, of course, the sticking point still needing definition is what an equivalent process is.

The next step will be to inoculate at lower levels. Mowbray further notes that subpasteurization heat treatment combined with 60-day aging will be evaluated as part of the research project.

The research into 60-day aging and pasteurization is far from over. Mowbray says FDA continues to work to assess to what degree the use of unpasteurized milk in cheesemaking poses a hazard. He adds that the agency is working with USDA's Agricultural Research Service to better understand how farm practices affect the level of pathogens in unpasteurized milk.

For his part, Haenlein also suggests that other research be conducted, such as a study of 1,000 domestic cheeses and 1,000 imported cheeses, to determine what microorganisms are found in these products. If any levels are positively identified in a number of the cheeses, it also needs to be studied which cheeses they are affected and what the pathogenic levels are for people eating 3-4 ounces a day. He also would like to see of all potentially pathogenic microorganisms, especially in their spore form, subjected to pasteurization to determine how many and which ones survive this procedure.

Meanwhile, the International Dairy Foods Association (IDFA), representing many of the nation's largest cheese manufacturers, also is addressing pasteurization as it watches the studies being conducted. Dr. Gordon Brown, senior

vice president, scientific regulatory affairs, IDFA, says that IDFA's constituent organization, the National Cheese Institute, has its regulatory committee examining what regulations need to be in place to protect public safety while at the same time maximizing the flexibility of processors. The organization's stance is that pasteurization or an equivalent process is needed to treat milk before it is made into cheese; however, of course, the sticking point still needing definition is what an equivalent process is. It's not just domestically, though, that there are concerns about whether pasteurization should be mandatory. This month, the Codex Committee on Food Hygiene again will take up the code of hygienic practice for milk and milk products, a code which addresses the topic of pasteurization in dairy products, a longtime bone of contention for the countries involved. A few years ago, the countries involved in Codex — the body which develops international food standards that are used in international trade and in settling trade disputes — agreed to the principle that "from raw material production to the point of consumption, products covered by the Codex code should be subject to a combination of control measures and these control measures should be shown to achieve the appropriate level of public health protection." As part of that agreement, language has been developed that does not require pasteurization but also provides for importing countries to maintain requirements for certain control measures necessary to produce a safe product. This means that if a country were to require pasteurization for domestic and imported products, it still would be compliant with the code, Mowbray says.

A draft of the code recently was finished and now is being circulated among the countries for comment. However, it should be noted that this too is far from final — the draft currently is at step three of the eight-step Codex process. Mowbray says the code, which addresses more than just pasteurization, still needs additional work and likely won't move to the next step at the next Codex Committee on Food Hygiene meeting this month. ☞

GOOD FAT: On June 15, 2000, an interesting article by Julianne Remington on "good fats," appeared on the website www.healthsurfing.com. It suggested that "dairy foods like butter contain an essential fat that may help reduce disease" and quoted research by Dr. Tilak Dhiman as well as other sources, that indicates a high level of a fat called CLA (conjugated linoleic acid) found in dairy products like butter and some meats are associated with a lower incidence of cancer, atherosclerosis, and diabetes in animals studies and that human studies are beginning to show similar findings. CLA, Dr. Dhiman says, occurs naturally in many foods, but especially in the milk and meat from animals with rumens where the fatty acid is produced by bacteria. Dr. Dhiman's most interesting conclusion was that "Americans inadvertently cut their consumption of CLA when farmers changed the way they feed cattle, when dairymen began to utilize more controlled feeding programs instead of animals mostly grazed on pasture. Now their feed is controlled, which might be having a negative impact. In addition to cutting our CLA intake by taking cows off pasture and feeding them conserved forage, many Americans have also made CLA intake a casualty of their war on fat."

Dr. Larry Satter, director of the U.S. Dairy Forage Research Center in Madison, also found that the level of CLA in milk increased as much as five times in cows eating only grass. While researchers don't know why

cows that are grazed produce more CLA in their milk, Satter's theory is that linoleic acid, which is the primary fatty acid in grass, is a "precursor" to the production of CLA in the rumen. Even though there's no direct evidence of this hypothesis, Satter feels it could be that grazing cows have different microbes in their rumen than cows fed a total mixed ration, and these might be responsible for the higher levels of CLA. Satter suggests "that the more unsaturated fat available to the rumen in a slug, the more CLA is allowed to pass through the system without becoming saturated." Dr. Michael Pariza, director of the Food Research Institute at UW-Madison's College of Agricultural and Life Sciences believes CLA is working through the immune system to prevent cancer and heart disease and that CLA works to reduce fat composition in two ways: some of the fat is reduced by the regulation of the metabolism through the immune system and CLA regulates several enzymes within fat cells. The enzymes induce lipolysis so that fat cells release fat into the blood instead of accumulating it in the cell. Then, Pariza says "Skeletal muscle can then burn the fat transported through blood."

Nutritionists at CALS are planning human clinical trials studying CLA's effects on body fat.

For more information, contact Larry Satter, 608-263-2030, office@dfrc.wisc.edu; Dr. Mike Pariza, 608-263-7777, mwpariza@facstaff.wisc.edu

Introducing ASK THE EXPERT, a new service to our readers. The American Cheese Society is an unrivaled collection of cheese expertise. Do you have a question? Ask the experts. In each issue, our board of experts will provide answers to questions submitted by our readers. Questions may cover any subject related to cheese, cheesemaking and the cheese trade. Please submit questions to Matthew Rubiner, fax 617.576.1612, e-mail rubiner@mediaone.net

Would love to have your input on the kind of programs we want to see at the 2001 Conference. If you have general thoughts or specific ideas & speakers in mind, contact Judy Schad, phone & fax 812-923-9408. E-mail judygoat@aol.com.

Bon Appetit — New York

Thanks to the cheesemakers who helped us out with the Bon Appetit in New York on Monday, Sept. 25. Thanks to Cheeseworks for accepting the cheese for us! We had a great night! Plenty of help...and the crowd was the usual joe public crazy...Allison Hooper brought chef friend Herve Riou, and they traded off most of the time so they could network, which was nice. David Grotenstein orchestrated a beautiful display of cheese as usual, and of course we had way too much left over. The crackers were supplied by Bremner this year. Two or three pounds of each cheese is certainly enough... especially when we have so many great ones to feature!

Regina McElroy, Co-Coordinator

Belgioioso Cheese, Inc.	Creamy Gorgonzola
Bingham Hill	Rustic Blue
Cabot Creamery	3# wheel Cheddar
	3# wheel Green Olive Cheddar
Caprine Estates	
	Garlic & Dill Fromage de Chèvre (N.Y.)
Capriole Inc.	Mt. St. Francis
	Blue River Buttons
F. Capiello	Smoked Mozzarella
	Marinated Mozzarella
Fagundes	St. John
	St. John Santa Fe
Fanny Mason	Baby Swiss
	Smoked Baby Swiss
	Farmstead Jack
Grafton Village	Grafton Gold
	Classic Reserve
Lioni Latticini	Fresh Mozzarella
	Smoked Mozzarella (N.Y.)
Mozzarella Company	Deep Ellum Blue
Maytag Dairy Farm	Maytag Blue
	Mt. Sterling Cheese
	Raw Goat Milk Cheddar
	Country Jack
Vermont Butter and Cheese	Butter, cheese
Widmer's Cheese	Foil Aged Brick
	Milk Brick

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From the President...

Just Do It

We've Got Great Ideas, Let's Put Them to Use!



What a great year to be a part of the American Cheese Society. After our conference in Rohnert Park, Calif., I spoke with a cheesemaker, a distributor and a retailer and was awestruck to hear one common theme echo in their thoughts — they were inspired by the conference to return to their work with a renewed and refreshed commitment to the future of American Specialty Cheese.

Riding the wave of momentum from our conference this year, your Executive Board and Board of Directors is committed to accomplishing a great deal. We will work to "de-mystify" the working of ACS, by providing much broader inclusion and communication levels. An article written by Vice

President Bill McKenna for this edition of the newsletter will explain our committees and their work. Each newsletter will provide updates from each committee. You will find a list of the Executive Board, Board of Directors and Committee Chairs with their contact numbers. We are inviting you to participate with us. We look forward to hearing from you with your concerns and suggestions for the work we are doing and what you think needs to be done in the future. Please do not wait to be called to join a committee. We welcome you to join in the work of a committee that speaks to your passion and interests.

Each segment of our diverse membership has specific needs, but we are joined and guided by common goals:

Our Mission Statement

To uphold the highest standards of quality in the making of cheese and related fermented milk products.

To uphold the traditions and preserve the history of American cheesemaking.

To be an educational resource for American cheesemakers and the public through sharing

knowledge and experience on cheesemaking as a hobby or as a commercial enterprise with special attention given to Specialty and Farmhouse cheeses made from all types of milk, including cow's, goat's and sheep's milk. To encourage consumption through better education on the sensory pleasures of cheese and its healthful and nutritional values.

If we sometimes question what we are doing or why, we will go back to these for guidance.

At the conference, we asked attendees to complete a survey about ACS. We wanted to know: Why did you join ACS? What is the best way to communicate with you? How often do you want to hear from us? What priorities should ACS have this year, etc.? (If you are interested in completing a survey, please e-mail me at: kfinn@columbus.com or call Laura at the ACS office.) Forty-nine people responded

We look forward to hearing from you with your concerns and suggestions for the work we are doing and what you think needs to be done in the future. ... We welcome you to join in the work of a committee that speaks to your passion and interests.

to date: 14 cheesemakers and 2 "future" cheesemakers; 12 retailers; 10 marketing/consultants; 8 distributor/importers; and 3 academic/enthusiasts. This is a good cross-section of our membership. I was surprised by unanimity of the responses crossing all segments of our membership:

Why we joined: Education, networking and newsletter/conference/access to cheesemakers constituted a virtual three-way tie. Several others such as member directory/social reasons, etc., made up the last category.

Best way to communicate with you? The answers were in this order: newsletter; e-mail; annual conference. **How Often?** Half answered monthly, while the other half answered quarterly.

Priorities:

1. Education. There were many requests for regional events for cheesemakers and retailers. Cheesemakers asked for more technical information. Retailers, distributors, etc., wanted to hear the cheesemakers' stories and learn about each cheese.

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Impressions of the 2000

American Cheese Society Conference



Judges evaluate competition cheese.

By Matt Morgan, Zingerman's
Rohnert Park, California

Theme of the Conference

The conference theme was *terroir*, a French word taken to mean 'sense of place.' The ACS tried to address what helps to define a sense of place with American cheeses, and what cheesemakers can do to more strongly imbue their cheeses with a sense of place.

Judging, and the Competitive Field of Cheeses

The judging took place at the picturesque Greystone Cellars in Napa Valley (St. Helena) where the Culinary Institute of America has a culinary arts school. The countryside is verdant and peaceful, and filled with burgeoning grapevines. The Greystone Cellars are a pseudo-medieval castle, with dramatically high ceilings and very warm interior furnishings. There were 367 cheeses judged, as opposed to about 290 last year. There were also more judges, so we were able to finish evaluating the entries in about eight hours.

I had a chance to do some judging with Roberto Rubino, our VIP editor of *Caseus* from Italy. He and I discussed the finer points of Mozzarella and tasted

entries from the category. His overall comments were that Mozzarella really should be consumed as fresh as possible, and he pointed out the positive and negative qualities of each type. I also learned some interesting things about butter: coconut smells result from lactones, which are produced when milk is pasteurized, and

it is possible to make butter smell cultured without culturing it. This process involves culturing milk, then distilling the volatile compounds into an additive that can be introduced to fresh milk during the butter making process. How this is faster or cheaper than culturing milk escapes me, but it was a technique used by some creameries. The distillate makes butter smell cultured, but not taste cultured. The presence of this distillate can be detected by noting the palate of the butters — cultured butter typically has a slightly acidic palate, with a lingering tangy aftertaste. Butter prepared with the distillate is usually bland on the palate with no noticeable aftertaste.

The Panel Discussions

The *terroir* panel was interesting, although it didn't address the issue of 'sense of place' in the way I would use it as a food lover. The focus seemed to

be on land preservation and social history. Cindy Major did speak to how Vermont Shepherd tries to keep production methods as simple as possible in order to allow the land to express itself in their cheeses. I would like to have seen more discussion along these lines, i.e., how can American cheesemakers make authentic full-flavored products that fully reflect the indigenous flavors of the area from which the cheeses come. Maybe next time!!

The cheese.com panel may have discouraged some potential e-tailers of cheese when all participants claimed that their websites were money-losing ventures. Some (including Zingerman's) are looking at their website as a way to provide service to current customers, and not necessarily as a viable separate business. It was nice to see some discussion of fulfillment costs, getting down to the nuts and bolts of the business.

Roberto Rubino's presentation was



Matt Morgan discusses the Best of Show cheese candidates.

NEW ACS MEMBERS

Continued

Vito Girardi

Gioia Cheese Co., Inc.
Pico Rivera, Calif.

Susan Gortra

Glenville, N.Y.

Susi Guzella

The Perfect Pantry • Oakland, Calif.

David Haberkorn

Sysco Corporation • Houston, Texas

Raphael Herrise

Tomales Bay Foods/Cowgirl
Point Reyes, Calif.

Kirsten Hindes

Whole Foods Market
Alexandria, Va.

Caroline Hoel

Plymouth, Calif.

Scott Hungerford

Feenix Brokerage Ltd.
Albany, N.Y.

Linda Johnson

Redwood Hill Farm
Sebastopol, Calif.

Rob Katona

Bend, Ore.

Paul Loday

Arthur Schuman, Inc.
Fullerton, Calif.

Deborah Leone

Oliver's Market • Santa Rosa, Calif.

Suzanne Lery

Dean & DeLuca • Leeswood, Kan.

Fred Lohring

Lubling View Farm
Londonville, Ohio

Susan Martelli

Grand Cru Wine Cellar • Tampa, Fla.

Gerard S. Matteis

Cognati Cheese Co., Inc.
Montclair, N.J.

Paul McShane

Roth Kase USA Ltd.
Brookfield, Wis.

Mary Beth Merari

Sunday Brunch Radio
Shoreline, Ill.

Michael Miller

Lepore, Mass.

Brook Moore

Stonehaven Farm • Cornish, N.H.

Charles R. Norman

Rennysbrook Farm Dairy
Pine Plains, N.Y.

Tim Pedrozo

Pedrozo Dairy & Cheese Co.
Orland, Calif.

Larry Peter

Spring Hill Jersey Cheese
Petaluma, Calif.

Fleming Pfann

Celebrity Dairy • Siler City, N.C.

Vermont Shepherd Cheese takes top Honors at the 17th Annual Conference

An aged, Pyrenees-style sheep's milk from Putney, Vt., has walked away with "Best of Show" honors at the 17th annual conference of the American Cheese Society.

The winning entry was a joint effort between two farms — it was made by Ellen and Bruce Clement of Highlands Sheep Dairy of Westmoreland, N.H., and was aged, owned and exhibited by Cindy and David Major of Vermont Shepherd of Putney, Vt.

The Majors' system of associated dairying means that in addition to making the cheese themselves, specially selected sheep's milk farmers in their area also make the cheese after undergoing extensive training. In this case, the Clements' particular expertise in raising dairy sheep, establishing excellent pasture for their sheep (and by extension, excellent milk), and making the cheese were essential to earning the "Best of Show" distinction. The Majors' sophisticated techniques for caring for the cheese and aging it for at least four months in their specially-constructed underground caves brought the joint effort full circle.

The 2000 American Cheese Society conference was held in Rohnert Park, Calif., in the heart of the Sonoma County wine country. With 360 participants, this year's conference had the largest attendance in the organization's history.

Attendees at the three-day conference included cheesemakers, cheese retailers, distributors, food journalists, restaurateurs, and cheese aficionados who listened to panelists speak on issues that included the importance of *terroir*, or the physical environment (soil, topography, climate, and pasture), to the quality of the cheese; the challenges of finding farmland as well as good quality milk with which to make artisan cheese; the issue



BEST OF SHOW: Highlands Sheep Dairy and Vermont Shepherd win with their joint effort

of the government's consideration of whether the sale of raw milk cheese can continue; the future of sheep cheesemaking in America; how cheese is used in gourmet foods markets and supermarkets; the viability of selling cheese over the Internet; how to pair cheese with wine; and how cheese is used in restaurants.

The number of cheeses submitted for judging in the annual competition also broke an American Cheese Society record. An impressive 367 cheeses were entered by 85 cheesemakers across the country. Along with Vermont Shepherd's prestigious award for "Best of Show," Blythedale Farm of Corinth, Vt., won a blue ribbon in the "American Originals" category for its Mountain Cheese made from Jersey cow milk. A newcomer to the American cheesemaking scene, Bingham Hill of Fort Collins, Colo., won a blue ribbon for its blue cheese called Rustic Blue, while Vermont Butter & Cheese took top honors for both its goats' milk Fontina and its cultured butter.

The main sponsors of the conference included the California Milk Advisory Board, the Wisconsin Milk Marketing Board and Cheeses of New England. Over two dozen other organizations lent their support as well. The 2001 conference will be held in Louisville, Ky., August 2-6, 2000. ☺

Who Are We *and* What Are We Doing?

Bill McKenna
ACS Vice President

This article is to familiarize our membership with who is who and what they are doing within the organization.

The ACS is a volunteer organization that sets goals and accomplishes them through committees that report to the Board of Directors. I would like everyone to know what is going on with each of the committees and ask those of you who want to get involved with a committee to step forward and offer their help at this time. In an ongoing effort to make the ACS a better organization for all our members, we need your help. Outlined below are each of the committees, what their current goals are and who the chairperson is. If you are interested in being involved, think about what and how you can contribute and contact the chairperson of the committee(s) that you want to be involved with.

Executive Committee

President: Kathleen Shannon Finn
510-439-6860 or kfinn@columbo.com

Vice President: Bill McKenna
415-647-8088 or billmckenna@msn.com

Secretary: Stacy Kinsley, 920-387-5740
or skinsley@dancarterinc.com

Treasurer: Malorie McCurdy
707-839-3168 or malatcyp@aol.com

Chairman of the Board: Ruth Flore
802-660-9914 or ruth@floreprice.com

Bon Appetit

Ruth Flore, Chairperson

This committee (subcommittee of the regional marketing committee) is responsible for participating in *Bon Appetit* tastings that we participate in around the country. We usually participate in the San Francisco, Chicago and New York events, and we have been asked to participate in the Los Angeles and the Atlanta events. The *Bon Appetit* events are open to all cheesemakers that want to participate; the organizers will display the cheeses and work the ACS table to educate the public about our organization. This committee is looking for people who would be willing to help organize and work the events.

Cheese of Choice Coalition

Ruth Flore, Chairperson

The ACS, in conjunction with Oldways Preservation and Exchange Trust and the Cheese Importers of America, is planning a symposium to compile scientific data in order to preserve our ability to manufacture and import raw milk cheeses under the existing guidelines. Currently there is consideration at the international level of enforcing mandatory pasteurization for all cheeses. The focus of this committee is to supply factual data to the U.S. government and the World Trade Organization that cheeses made with raw milk are not a health risk as long as the cheeses are manufactured under sanitary conditions with a focus on HACCP and proper aging.

Conference Committee

Bill McKenna, Chairperson
415-647-8088 or billmckenna@msn.com

This committee will be responsible for setting up guidelines and parameters for our annual conference. We will be looking to set up future conferences on a long-term basis by selecting cities and working with hotel chains so that we can get better room and airfare rates. This committee is looking for people who have experience setting up trade shows and working with hotel chains.

Finance

Malorie McCurdy, Chairperson
707-839-6138 or malatcyp@aol.com

The plan of the Finance Committee is to create a new format for the society's financial documents that will be beneficial to the society and its members. A procedural format will be designed that can be passed along to each new treasurer and aid in the day-to-day responsibilities of the administrator.


Public Relations

Laura Werlin, Chairperson
510-486-0213 or foodflaura@aol.com

This committee will expand upon our current press list and handle all press releases. This committee also will handle the publishing of posters and note cards of previous winners of the annual judging competition.

One Year

As a Cheesemaker



By Soyoung Scanlon,
Andante Dairy

It has been almost one year since I started making cheese under my "Andante Dairy" label. There have been a lot of changes. I am ready to drop many words from "scientist" and "cheesemaker-wanna-be" to call myself simply a "cheesemaker," and I now know my cheesemaking business can be sustainable.

Many people ask me why I, who was born, raised, and educated in Korea, would want to become a cheesemaker. They simply assume that most Asians are not very familiar with cheese. It is not a part of our traditional culture. Even though I had some exposure to western dairy products through my world-traveling father, cheese had been almost mysterious for me before I came to the United States.

My long path to cheesemaking started with the decision not to spend rest of my life being a biochemist, and to settle in

the U.S. after marrying the American man whom I met at Boston Symphony Hall two weeks after I arrived here. While I was having a forced break — by the long immigration process following my marriage and my lack of skill in speaking English — I had time to read a lot about Western food and the history of American farming.

For an outsider like me, the idea of homesteading was fascinating, and its realistic limitations in modern society led me to the concept of sustainable farming. I thought it might be possible to have a small, sustainable farm by adding value to the raw product through small-scale, on-site food production. And I had enough knowledge to design such a system from studying food engineering for a B.S. in biotechnology in graduate school.

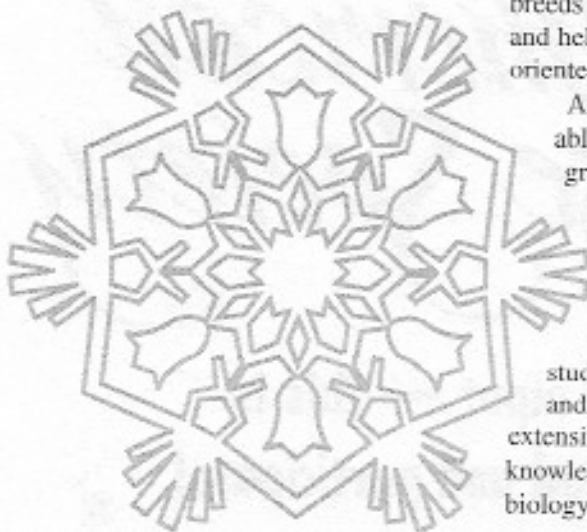
My next step was the choice of items to produce. On my frequent trips to France and Italy with my husband, I had tasted some truly wonderful cheese, and the relatively limited access to really good cheese in the States gave me the idea of making French-style cheese here. Given that the price of cow's milk is decided only by the composition and microbial count of the milk, making unique cheese from high quality milk from diverse breeds could both protect those breeds and help the fight against productivity-oriented food production in the States.

After moving to California, I was able to attend the dairy science program at Cal Poly graduate school in San Luis Obispo on a scholarship from the California Dairy Research Foundation; I worked on a lowfat cheese-making project. While I was studying about milk as an ingredient and the cheesemaking process extensively, I tried to draw upon my knowledge of food engineering, microbiology and biochemistry to make a

high quality cheese. Whenever I tasted any good cheese, I tried to understand how it had been made. I also visited many very small cheese plants in France and met many cheesemakers. From observing their careful handling of milk and their pride in traditional craftsmanship, I began to understand the basis of the proper cheesemaking. After two years of studying, I moved to join my husband in San Francisco.

Before I started making my own cheese, I worked for a small dairy farm in Petaluma, Calif., to set up a cheese-making facility at the farm, and I had a chance to observe the realities of life on a small American dairy farm. My enthusiasm for helping the dairy farmer to build his own business by itself wasn't enough to overcome my lack of experience in business and the farmer's lack of financial resources.

As I was looking for a plant to experiment with making my own cheese, I met Barbara and Rex Backus in St. Helena, and they allowed me to make small amounts of cheese at their dairy, "Goat's Leap." I started playing with milk to understand what I could do with it. I thought soft-ripened cow's milk cheese would be a good target since this kind of cheese doesn't travel well, and I knew how good it could be in France. But the actual Opus #1 was a raw mixed-milk hard wheel from cow's and goat's milks, which Barbara and I called Mimela. This cheese was made whenever Barbara had extra goat's milk. As you might imagine, my first few weeks of experimenting gave me real frustration. When I tried to make a Camembert-like cheese, the short-set curd dried out too quickly in the September air of the Napa Valley, and the limited climate control in the plant made me give up making that style cheese totally. So I chose a more versatile "long-set" lactic curd-making process,



Uniqueness of Comte Cheeses

By Dr. George F. W. Haenlein,
University of Delaware

In her article in the last ACS newsletter, Judy Schad coined for us the French term, *terroir*, which is hard to pronounce for non-Frenchmen and even harder to dissociate from the similar-sounding "terror." Judy reported a definition for *terroir*, which is hard to improve or replace by another word: "...the idea that the character of cheeses from a particular area is a reflection of the climate, geology, flora, and animal genetics of that area, as well as the savoir faire of the cheesemakers of the region, i.e. their talent and ability to develop and historically maintain a distinctive cheese...."

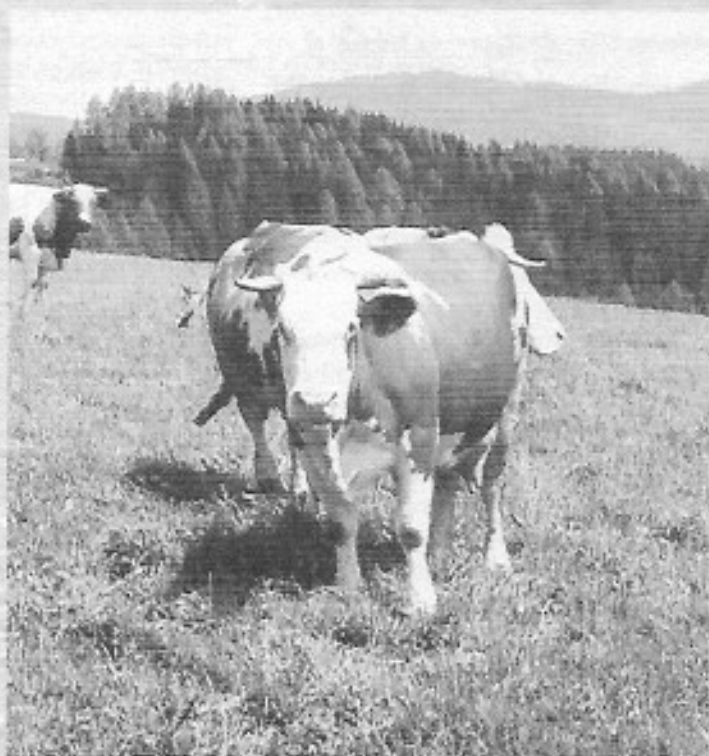
In support of all this comes a new research paper from France which is very interesting. It is published in the *Journal of Dairy Science*, Volume 83, August 2000, pages 1692-1704, and authored by J.C. Monnet (University Franche-Comte, Besancon), F. Berodier and P.M. Badot. The title is:

"Characterization and localization of a cheese georegion using edaphic criteria (Jura mountains, France)."

The study chose a region in central eastern France, in the Jura mountains next to Switzerland, which is called Franche Comte, where the people are mainly dairy farmers and have made hard cheese, called Comte, in their many-centuries-old traditions. The farmers belong to about 200 cheese-making cooperatives, who have strict

rules for their members, such as no silage feeding, only one particular breed of dairy cattle, the Montbeliard, raw untreated milk, etc., and these rules are codified as legislation governing the production of Comte cheese with distinctive designations of uniqueness, called DOC (designation of origin of cheese) or AOC (appellation of origin control). Nevertheless, this Comte cheese has different tastes,

depending on season (grass or hay feeding), and in which of the 200 cooperatives it is made. Connoisseurs have been able to identify the origin of different Comte cheeses by production site. This has been explained by factors, which have been recognized for a long time among wine producers, such as the influence of soil and geology on the natural environment together with the microclimate under which the wine and the cheese is produced. This natural environment determines the variety of plants, grassland, meadows and their nutritional composition on which the cows feed under the individual man-



agement of the different farmers. The milk produced is then subject to the individual technology expertise and microbial cultures of the different cooperative technicians. The end results are different tastes for the same generic type of Comte cheese.

The study undertook two approaches — sensory organoleptic analyses of different representative Comte cheeses and edaphic analyses of the natural environment, climate, soil and vegetation, and how these two analytical approaches may relate to each other. This meant that the study had to identify

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Upcoming Issues

Speak Your Mind in Future Issues with Topics that Interest You

The newsletter welcomes your thoughts, suggestions, and articles. Following are the topics and deadlines for newsletters in 2001. If you are interested in contributing please contact: Judy Schad, 10329 Newcut Rd., Greenville, IN 47124; Phone and Fax 812-923-9408; e-mail judygoat@aol.com.

1st Quarter 2001:

Focus on the ACS Competition

Origin and Development. Perspectives on what it means and could mean to cheesemaker, marketer and customers. What you like about it. What you don't. Suggestions on how to make it better. Should it be divided. *Deadline for articles, info and photos is December 1.*

2nd Quarter 2001:

Selling American Cheese

Problems, tips, cost, and strategies. *Deadline for articles, info and photos is March 1, 2001.*

3rd Quarter 2001: Creating an American Cheese Consciousness

We love Parm and Stilton, but let's get on with it! We're good! Why don't we say so? Who's doing American cheese trays? What retailers concentrate on American cheeses in their cheese cases? Also the pre-NASFT & pre-Conference issue. *Deadline for articles, info and photos is May 1, 2001.*

Caseus

We are soliciting substantive articles for this issue as well as cheese and cheesemaker profiles. *Deadline for articles, info and photos is April 1, 2001.*

4th Quarter 2001:

Post-Conference Wrap-Up & Business

Included with Caseus mailing. *Deadline for articles, info and photos is Sept. 7, 2001.*

One Year as a Cheesemaker, continued from page 11

my production had to be stopped, because Barbara's production needs didn't allow me to make cheese in her plant anymore. Sadly, the cheese at my display table at the ACS conference were the last pieces I've had from the first stage of my cheesemaking business. At the Festival of Cheese, there were so many people who wanted to buy my cheese that I was tired of telling them I didn't know when I could start making

cheese again. My first recital became the last one for an uncertain length of time. After the last day of the conference, the familiar road from CIA to San Francisco seemed darker than ever.

Despite a lot of lessons, I've gotten through being a cheesemaker for a year. The most important changes were catalyzed by many fabulous people I met through my business. There were many store owners and cheese sellers who encouraged me with their openness and orders: Colette Hatch and Georgeanne Levine at Whole Foods, and Vicky Grott at Palisades Market to name a few. My best distributor, The Cheese Works, worried about me when I couldn't fill the order instead of complaining about the inconsistent supply. If Barbara and Rex Backus hadn't opened the doors to their cheese plant, I don't know where I would be. They know how very grateful I am to them. My dear friend Sadie Kendall at Kendall Farms, who makes the best creme fraiche on the American market, gave me all sorts of advice on cheesemaking and business. She and her husband Jeff have also been my most critical tasters of my cheese. And Lynn Alley and Daphne Zepos deserve special thanks. Their warm voices through the phone gave me enough strength to endure any hard-working days. In the restaurant industry, I especially thank the people at The French Laundry and Bouchon, who impressed me by their pride and sincerity.

Now my cheesemaking is temporarily on hold while I look for the space to set up my own cheese plant in Northern

California. My first year of cheesemaking has been the blueprint for my future production. And I know that those wonderful people composed the real *terroir* for my cheesemaking in addition to nature itself. I have more confidence of the value of cheesemaking on the sustainability of the traditional dairy farms in America, and my next project will be the confirming process of my belief. At least I have met my first goal; the abbreviated "cheesemaker" suits me best. ☺

I have more confidence of the value of cheesemaking on the sustainability of the traditional small dairy farms in America, and my next project will be the confirming process of my belief.

Comte Cheese, from page 12

in great detail each cooperative location geologically and likewise create a dictionary of identifiable terms for distinctive cheese tastes, aromas, odors, flavors, textures and their intensities and persistence. For this purpose a group of 20 experienced and specially trained cheese technicians, restaurant chefs, wine makers and gourmets were employed.

As a result of this study, sensory profiles were actually obtained for Comte cheeses from 20 of the 200 cooperatives, which then were classified into nine sensory groups. Likewise eight different geographic edaphic sectors were identified. Each of these nine sensory groups was thus characterized by a repeatable type of cheese taste specific and unique to one or several cooperatives.

When the sensory groups were plotted on a map of the total region, they overlapped very significantly to 85 percent with the identified geographic sectors. Thus, the term *terroir* may actually represent to a considerable degree the georegion, microclimate and the vegetation fed to cheesemilk producing animals, in this case, cows. The study proves the existence of *terroir* for cheese production, as has been accepted for a long time for wine production. It also provides a factual basis for the claims of "uniqueness" of local cheeses. ☺



4TH QUARTER 2000

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The American Cheese Society is an active, not-for-profit organization which encourages the understanding, appreciation and promotion of America's farmstead and natural specialty cheeses.

By providing an educational forum for cheesemakers and cheese enthusiasts, the society fills an important gap in today's specialty food world.

You can be a part of this dynamic period in American cheesemaking by joining the American Cheese Society now!

☐ **YES, I wish to join the American Cheese Society at the membership level indicated. Send American Cheese Society literature and updates to me at the following address:**

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The American Cheese Society

NEWSLETTER 3RD QUARTER 2000

Terroir Terror

"Words that engender things..." — Willy the Shake

By Daniel Strongin

Daniel Strongin is a consultant and entrepreneur. He began his professional career as a cook in 1972 and worked at hotels and restaurants like the Ritz, Carlton, Boston and the Claremont Resort Hotel, where he was Executive Chef. In 1984 he helped lead the revolution in freshly prepared food into supermarkets while Corporate Executive Chef and Director of Operations for Andronico's Markets based in Berkeley, Calif., where he was responsible for buying their specialty cheese. A past president of the American Cheese Society, he organized the first international conference on farmstead cheese held in Metsovo, Greece. He currently consults with marketers, cheesemakers and restaurateurs. He and his wife also operate an import/wholesale/retail business in the Home and Garden space called Access Tradition.

One of the most enlightening things about the U.S. is what Harry Truman called "plain speaking." Our best

writers, like Twain and Menken, are known for "telling it like it is." Except for a few privileged pockets, there is distrust of elitism ingrained in our culture, and for good reason. I, for one, am deeply concerned about the recent trend in the American Cheese Society toward a creeping lingoism. A lingo that reeks of exclusivity.

Dr. Kosikowski warned prophetically at the first-ever ACS conference about those who could pervert the aims of the ACS to their own personal ends.

Working as a cook back when we worked for minimum wage, before the rise of "Food as Fashion" and its concomitant crudities, "Plate Painting" and "Food that goes Up," I have the deepest respect for the French. I say "cook" because the word "chef" no longer carries the honor and dignity it once implied in a

day when everyone who ever worked in a kitchen calls himself or herself a chef. The chefs I worked for were chefs in the biggest sense of the word. Mostly French, none of them had an elitist bone in their bodies. It is difficult to put on airs when your grandmother can cook circles around you.

While working at the Ritz in Boston in the early '70s, we cooks would admonish each other when one of us got too fussy with "what do you think, you're working for the Pope?" Another day I overheard the chef tell one of his fellow Frenchman, in French, to give a particularly mediocre dish a French name, "Americans will like anything as long as it has a French name."

My concern began with the word "artisan." I fought it and lost. I preferred "handmade" or "natural." Though not perfect,

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The litmus test for me is:

does a word help democratize

the appeal of the well made

cheese or does it serve the

elitists among us, making

cheese more exclusive,

something only real aficionados

can truly understand?

Afficionados who, by the way,

charge a hefty price to

"de-mystify" for the

"untutored" the very terms

they themselves created.

The American Cheese Society

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