

The American Cheese Society

NEWSLETTER 3RD QUARTER 2001

ACS Conference Time!

By Editor Judy Schad, Capriole

It's that time of year again to make your plans for the ACS Conference, August 2-5, and this year, in Louvall, my real "home-town." So this is a special invitation to all of you to join the party.

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 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.

I am whipping this newsletter out to you in record time, because it's also your conference mailing. There will not be another — except to confirm your registrations. I am minus Matthew Rubiner in this issue. After his very accomplished, but brief foray into the stimulating arena of newsletter editing, he decided that getting married at the end of May at Shelburne Farm was more important! He is missed but will be back.

I think this year's conference will be wonderful. The hotel is grand and you will immediately like our "poster chef" Joe Castro — talented, warm and a cheesehound. He's put on several cheese events in August, and last year pulled over 200 attendees to a tasting of American cheese and wine with very little pre-event publicity. The program is larger this year with three focused breakout sessions on Friday afternoon of four panels each. You will have to choose one from

each of the four, and it will be difficult. They are all exciting. The addition of chefs has made this a dynamic production. I think many would agree that it was the chef in support of local goat cheesemakers which launched a revolution in American specialty and farmstead cheeses. This conference is a celebration of that connection. On Friday evening, August 3, visiting cheesemakers will be in local restaurants, schmoozing cheese and involving the community in the ACS and conference events. This will replace our usual reception/dinner, and you can choose from an assortment of restaurants and cheesemakers as you dine about town. On Saturday evening, August 4, the Festival of Cheeses will be held in the ballroom of the Brown Hotel. We have a stunning array of visiting chefs, primarily from the South and Midwest, who have one important qualifica-

tion for participating—they are active promoters of American, artisan cheeses in their own restaurants. So the festival, guided by Jodie Wische, will pair again the cheesemaker and visiting chef, and also provide wonderful food and wine to compliment the groaning tables of award-winning cheeses.

The 2001 conference has offered me a wider vista on the state of American cheeses. Several years ago there was a pronounced sense of "big guy" vs. "small guy," and "commodity" vs. "specialty." With a better sense of our own identity, a growing market for our cheeses, and the recognition and support of milk marketing boards, we are now in a different place. This issue points to some of the work of these boards over the last few years. It is significant! Artisanal cheeses are becoming the "poster children" that sell cheese, and marketing boards

See Conference, page 14

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From the President...

Don't Forget to Pack Your Ideas, Questions and Insight



LOUISVILLE, KENTUCKY – AUGUST 2001! Join me! Judy Schad of Capriole has put together a terrific program with great cheese karma. It's going to take me until the end of June to decide what concurrent panels to sign up for on Friday — the choices are substantial!

Our conference is a pivotal annual event for ACS. It is a reflection of the year's dynamics — What's new? What are the trends? What are the regulatory issues? How can we improve in our specific fields? We always know we will come away from the conference taking insights with us. Those insights come from the moderators and panelists, yes, but more is added when we have active participation from the rest of us attending the conference. We are a diverse membership. Each of us brings a unique perspective that should be shared. I encourage you to bring that voice to the conference this year and be a part of the dialogue. The society is but a sum of many voices and each must be heard.

Thank you, Judy Schad, for your boundless energy and your engaging southern charm. We appreciate the personal and professional sacrifices you have made — on our behalf — to put this conference together. Special thanks, also, to Ditty Vella and Gary Edwards for spearheading our ACS participation in the *Bon Appetit* San Francisco event. We are grateful for your volunteering without hesitation and being of service to ACS.

See y'all in Louisville! — Kathleen Shannon Finn

American Cheese Takes Center Stage

The New American Cheese by Laura Werlin Wins Prestigious IACP Award

American cheese captured the spotlight at the recent conference of the International Association of Culinary Professionals (IACP) held in Minneapolis. There, the book, *The New American Cheese: Profiles of America's Great Cheesemakers and Recipes for Cooking With Cheese*, (Stewart, Tabori & Chang 2000), by Laura Werlin, was honored with the award for best American cookbook.

As the *New York Times* wrote in its review, "It would have been impossible to produce a book like *The New American Cheese* 20

years ago," because back then only a handful of American cheesemakers existed. A decade later, American cheese is the center of attention, and the IACP award underscores that.

The book tells the stories of 55 American cheesemakers, and includes recipes for cooking with cheese. In addition, *The New American Cheese* has chapters on the history of cheesemaking in America, how cheese is made, pairing cheese with wine, creating a cheese course, how to buy and store cheese, and much more. The 200-word glossary and the list of

retailers and other cheese-makers makes it a handy resource for everyone interested in cheese.

Every year, the IACP conference, which attracts more than 1,200 culinary professionals from around the world, culminates in its prestigious cookbook awards. This year, more than 300 books were submitted for consideration in one of 10 categories. This is the first time an American cheese book has won an IACP award. Accepting her award, Ms. Werlin announced that it was really one that belonged to the American cheesemakers!

Cheesemakers Make Their Mark



Wisconsin cheesemakers have a unique opportunity to distinguish their careers and improve their cheesemaking skills through the state's singular Master Cheesemaker program.

The Wisconsin Master Cheesemaker® program is designed to build and reinforce the quality standards that have become synonymous with Wisconsin cheese and the state's cheesemaking heritage. It is the nation's only master cheesemaking program. Established in 1994 by the Wisconsin Milk Marketing Board, the Wisconsin Center for Dairy Research and the University of Wisconsin Extension Service, the program allows its graduates to use the Master's Mark®, which signifies to consumers that the cheese has been made by a cheesemaker who excels in the fine art of cheesemaking.

The Wisconsin Master Cheesemaker® program is a rigorous three-year program that encompasses cheese

grading and quality assurance, cheese technology and artisanship. In addition, cheesemakers choose other areas of study such as business and marketing, whey and whey utilization and applied dairy chemistry. Master Cheesemakers also must complete a simultaneous three-year apprenticeship for the cheese variety for which he or she wants to become certified. Cheesemakers can be certified for up to two cheeses each time they enroll in the program.

The 2001 class of graduates includes the program's first woman as well as two returning Wisconsin Master Cheesemakers receiving certification for additional varieties. These Masters include Scott Erickson of Bass Lake Cheese in Somerset, Wis., (newly certified for Monterey Jack and Muenster) and Joe Widmer of Theresa (newly certified for Cheddar).

Participants in the Master Cheesemaker® program must be active Wisconsin licensed

cheesemakers with at least 10 years experience working at a plant which participates in the Quality Assurance Program and must have been making the cheese which they are to be certified in for at least five years. The Wisconsin Master Cheesemaker® program is administered from the UW-Madison campus.

The Wisconsin Milk Marketing Board, a non-profit organization funded by the state's nearly 20,000 dairy producers, promotes the awareness and consumption of Wisconsin-made cheeses and other dairy products. ☺

2001 Wisconsin Master Cheesemakers® Graduates

- **David Lindgren**, Sorrento Lactalis, Inc., Arpin, Wis., Certified for Provolone and Mozzarella
- **David Metzger**, Union Star Corporation, Fremont, Wis., Certified for Cheddar
- **Duane Peterson**, White Clover Dairy, Inc., Hollandtown, Wis., Certified for Gouda and Edam
- **Carie Wagner**, Foremost Farms USA Cooperative, Sauk City, Wis., Certified for Havarti and Asadero

Old Chatham Wins Big

They Dominated the 2001 United States Championship Cheese Contest

Old Chatham Sheepherding Company dominated the awards in the Mixed Milk and Sheep's Milk Cheese categories at the 2001 United States Championship Cheese Contest held in Green Bay, Wis., on March 14. Old Chatham Sheepherding Company's Hudson Valley Camembert was not only named "Best of Class" in the Mixed Milk category, it also received the honor of being awarded "United States Champion." This year about 660 dairy products were entered in the competition. In addition to the top award, Old Chatham Sheepherding Co.'s Fresh Ricotta placed second in the Mixed Milk category and its Mini Wheel and Pepper Pyramid won second and third place, respectively, in the Sheep's Milk category.

Located in New York State's Hudson River Valley region, and owned by J. Thomas & Nancy Clark, Old Chatham Sheepherding Company is the largest sheep dairy farm in the country. The Clarks started their operation in 1994 with a flock of 150 sheep. There are now more than 1,000 East Friesian crossbred sheep on 600 acres of rolling farmland.

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The American Cheese Society

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From Laura's Desk...

Conference 2001!

It is truly that time of year again! The excitement is palpable, and I hope you have made your travel plans to attend this year's educational conference in Louisville, Ky. Are you still asking, "Do I really need to attend?" Let me reassure you with a couple of thoughts regarding Conference 2000's participants.

Fifty-six cheesemakers (we have a current count of 116 active cheesemaker members) were present, which means they were there, folks! Where else will you find this many cheesemakers present and accounted for in one location at one time? Are you a new cheesemaker looking for a bit of support from your colleagues? Or an answer to that nagging question — mold, plant issues, even employee issues. I have known our charter cheesemaker members for a few years now, and they are very excited to have you join the fold! You cannot afford not to attend this conference! You also cannot afford to miss the opportunity of meeting with the nation's top retailers (57

members representing 32 companies were in attendance last year); or distributors (12 of our 45 member companies were present). And that doesn't list the number of media, consultants, brokers, academics (need I go on?) that find the ACS experience of value.

Maybe you are a retailer or distributor member. Was there some new prospect you were thinking of contacting, a new cheese you'd like to offer in your shop or to your retail customers? We have truly enjoyed a number of excellent cheeses from new cheesemakers in the past two years, as well as the incredible and familiar "stand-bys." Were you at last year's conference? Can you afford not to meet this many cheesemakers all in one place? I think not, so I will be leading the charge! I want to see you there! As the old song says — "We'll lift a glass of 'bourbon' dear." On to Louisville!

Laura Jacobs - Welch

CCC Advocates for Raw Milk Cheese

By Daphne Zepos

Here is, briefly, an update on the recent actions of the Cheese of Choice Coalition (CCC) and the raw milk cheese issue.

- **In November 2000**, the CCC hired Dr. Catherine W. Donnelly, professor of Nutrition and Food Sciences at the University of Vermont, to review the factors associated with the microbiological safety of cheese prepared from raw milk.
- **In December of 2000**, the CCC and the Cheese Importers of America met with officials from the Food and Drug Administration. Jack Mowbray, a safety analyst for the FDA, announced that research studies on raw milk cheese will be

conducted for at least another year, and that the FDA will not come to any decision for at least two years.

- **On April 19, 2001**, Ruth Flore was one of the speakers at the "Pasteurized, Heat Treated or Raw: the Future of Cheesemilk" Seminar, at the Wisconsin Cheese Industry Conference in Green Bay, Wis. She talked about the views of the CCC and the American Cheese Society's commitment to provide to its members the information and resources necessary for HACCP implementation.
- **On April 25, 2001**, Daphne Zepos was one of the panelists at the International Association of Culinary Professionals' (IACP) Master Class "Cheese: A

Culinary Revolution." She presented the CCC's position on raw milk cheeses and outlined the CCC's future plans.

- **Later that month**, the ACS co-chairs, Debra Dickerson, Ruth Flore, and Daphne Zepos, met in Boston with Oldways Preservation Trust to assess the achievements of the CCC's first year and to develop the program for the three-day conference that will take place in Boston during the last week of October in the future. The title of the conference is "Raw Milk Cheeses: The Right To Choose."
- **Finally**, the results of Dr. Catherine Donnelly's review proved to be very encouraging. Dr. Donnelly will be presenting her review at the Louisville conference.

PULL-OUT CONFERENCE SECTION

18th Annual Conference of the American Cheese Society On the Table: the Chef and the Cheese The Camberley Brown Hotel, August 2-5, 2001

AIWF • Brown-Forman • California Milk Advisory Board • The Camberley Brown Hotel • Dan Carter Inc.
Domestic Cheese • Fromartharie • New England Dairy Promotion Board, Inc. • Wisconsin Milk Marketing Board, Inc.

*All programs & meetings will be held at the Brown Hotel
unless noted otherwise*

Tuesday, July 31

8:00 AM–5:00 PM

ACS Board: Goal Setting and Planning Session

Wednesday, August 1

8:00 AM–5:00 PM: ACS General Board Meeting

Set-up for Judging & Catalog of Competition Cheeses

Thursday, August 2

8:00 AM–4:30 PM

Annual Judging of Cheese Competition

8:00 AM–5:00 PM: Cheesemaker Program

Primarily for cheesemakers; available to all.

Program Participants:

Beth Carlsen, C.E. Zuercher Co.

Bill Crist, milking system specialist, Animal Science, University of Ky.

Peter Dixon

Archangelo Esposito, public relations, Caseus

Dave & Mary Falk, cheesemaker/graziers, Lovetree Farm

Mike Gingrich, cheesemaker/grazier, Upland Dairy

Juliet Harbutt, Specialist British Cheesemakers

Bernard Horton, Horton International Inc.

Dr. Clair Hicks, Dairy Chemistry, University of Kentucky

Allison Hooper, Vermont Butter & Cheese Co.

Kristine Johnson, Bingham Hill Cheese

Paula Lambert, author/Cheesemaker, Mozzarella Co.

Dr. Robert Lindsay, flavor analyst, University of Wisconsin

Malory McCurdy, cheesemaker/VP, Cypress Grove Chevre

Margaret Morris, Glengarry Cheesemaking Supply

Sister Noella Marcellino, cheesemaker, Abby of Regina Laudis

Sister Telchide, dairyman, Abby of Regina Laudis

Joe O'Leary, Food Science, University of Kentucky

Suzanne Pingree, Ag. Journalism, CALS, University of Wisconsin

Miguel Rolo, cheesemaker/president, Portuguese Cheesemakers Assoc.

Matthew Rubiner, retailer/consultant

Marianne Smukowski, dairy safety/quality applications coordinator,

Wisconsin Center for Dairy Research

Gerd Stern, cheesemaker consultant, Etcetera

8:00 AM–5:00 PM: Conference Registration

8:00–10:00 AM: HACCP Program

Mary Falk and Marianne Smukowski have designed a working HACCP model for small cheese plants. Through text, illustrations and slides, they identify general HACCP principles, specifically apply them to Mary's cheesemaking operation and open the program to questions and answers as to how these same principles can be applied and modified to other productions. This program is a logical, physical conclusion to the HACCP programs that have been presented at ACS conferences over the past three years.

10:10 AM–12:00 NOON: Evaluating Problem Cheeses

Cheesemakers are encouraged to bring anonymous, problem cheeses to this panel of technical and aesthetic expertise. Panelists include: Dr. Robert Lindsay, Gerd Stern, Dr. Clair Hicks and Bernard Horton.

12:00 NOON–1:00 PM: Lunch

1:00–3:00 PM: Two rotations of 60 min. discussion groups
Choose two:

CM1: Milk Quality/Troubleshooting in the Dairy: Bill Crist, Joe O'Leary, Sister Telchide and Peter Dixon

CM2: Designing a Website That Works: Suzanne Pingree

CM3: Costing & Getting Paid: Malory McCurdy, Allison Hooper, Matt Rubiner and Paula Lambert

CM4: Rinds & Aging: Archangelo Esposito, Miguel Rolo, Beth Carlsen and Kristine Johnson

3:00–5:00 PM: Two rotations of 60 min. discussion groups
Choose two:

CM5: Commercial & Non-Commercial Cultures: Margaret Morris

CM6: Grass Dairying & Intensive Grazing Practices: Mike Gingrich and Dave Falk

CM7: On & Off Site Testing for Cheese Quality: Joe O'Leary, Peter Dixon and Dr. Clair Hicks

8:00 AM–10:00 AM & 3:00–5:00 PM

Bring your cheeses and book a spot with Sister Noella and her magic microscope to identify quixotic molds

7:00 PM–8:30 PM

Chef/Cheesemaker Dine-Around Louisville

Cheesemakers and chefs pair at local restaurants around town in a special cheesemaker dinner for conference attendees and the public. Louisville has wonderful restaurants and loves cheese. This is not to be missed!

Friday, August 3

Celebrating the Chef

Morning Program Session Sponsored by the California Milk Advisory Board

Participants:

John Ash, author From the Earth to the Table, and culinary director, Fetzer Vineyards

Alyce Birchenough, cheesemaker, Sweet Home Farm

Joe Castro, Executive Chef, The Brown Hotel

John Castro, chef/instructor, Sullivan University

Sue Conley, cheesemaker/retailer, Cowgirl Creamery

Lynne Devereux, cheese education, California Milk Advisory Board

Donna Doel, cheesemaker, Doeling Dairy

Catherine Donnelly, Ph.D., Microbiological Consultant

Arcangelo Esposito, public relations, Caseus

Jamie Estes, director of public relations, Food Service Associates

Mary Falk, cheesemaker, Lovetree Farm

Ruth Flore, Flore and Associates

Nancy Fletcher, California Milk Advisory Board

Sarah Freedman-Izquierdo, cheese buyer, Epicure Market

Sarah Fritschner, food editor, Louisville Courier-Journal

Dunn Gifford, founder and president, Oldways

Mike Gingrich, dairyman and cheesemaker, Upland Dairy

John Greeley, Sheila Marie Imports

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Raymond Hook, retailer, Star Provisions

Barbara Hoover, cheese department manager, Central Market

Jeff Jarfi, director of food and beverages, The Brown Hotel

Steve Jenkins, author, The Cheese Primer, and owner, Fairway Market

Jean Joho, executive chef, The Everest Room

Lynne Rosseto Kasper, commentator, MPR's "The Splendid Table"

Rob Kaufelt, owner, Murray's Cheese Shop

Chris Koetke, chef/instructor, Kendall College

Paula Lambert, cheesemaker, Mozzarella Co., and author, The Cheese Lover's Cookbook

John Law, vice president of strategic alliances and promotion development, Brown-Forman Wine Group

Dr. Robert Lindsay, flavor analyst, University of Wisconsin

Max McCalman, maitre fromage, Picholine

Sister Noella Marcellino, cheesemaker, Abby of Regina Laudis

Malory McCurdy, cheesemaker/VP, Cypress Grove Chevre

Regina McDuffee, distributor, Cheese Works

Robert Morey, retailer, New Pioneer Co-op

Odessa Piper, chef/owner, L'Etoile

Annie Quatrano, chef/owner, Floataway and Star Provisions

Miguel Rolo, cheesemaker, Azeitao, Portugal

Matthew Rubiner, retailer/Consultant

Roberto Rubino, editor, Caseus

Reysa Samuels, retailer, Marcy Street Market at Sam's Wine and Spirits

Kristin Sande, retailer/distributor, Great Chao

Sofia Solomon, Tekla Inc.

Susan Spicer, chef/owner, Bayona

Jim Schott, cheesemaker, Haystack Mountain Dairy

Dannie Ray Sullins, retail cheese manager, Fox and Obel

Sofia Solomon, distributor, Tekla

Sarah Stegner, chef, The Dining Room, The Ritz Carlton Chicago

Anne Topham, cheesemaker, Fantome Farm

Tina Ujlaki, executive food editor, Food & Wine Magazine

Ari Weinzwieg, Zingerman's

Laura Werlin, food commentator/author, The New American Cheese

Jim Yonkus, cheese buyer, Martin Wine

Daphne Zepos, chef/food consultant, San Francisco

Joe Zuercher, owner/distributor & importer, C.E. Zuercher & Co.

7:00 AM–5:00 PM: Conference Registration

Morning Breakfast set-up

7:30 AM–8:30 AM: ACS General Membership Meeting

9:15 AM–9:30 AM: Opening Remarks

The Chef and the Cheese

9:30 AM–10:30 AM: Great Lovers Tell All

Great chefs describe their love affair with a few, favorite American cheeses and tell us how their choices work for them in their restaurants. Moderator: Lynn Devereux.

Panelists: John Ash, Jean Joho, Sarah Stegner, et.al.

10:30 AM–10:45 AM: Morning Break

Featuring The Cheeses of California

10:45 AM–12:00 NOON: Chef Demo on the Big Screen

John Ash and brothers Joe and John Castro demonstrate a little cheese magic from the kitchen of the Brown's four-star English Grill

12:00 NOON–1:30 PM: Lunch—and a good one!

1:30 PM–5:00 PM: Concurrent Programs

Choose one from each time period

1:30 PM–2:15 PM

1A: "What's New?" — A question cheesemakers hate to hear and retailers love to ask. Retailers and cheesemakers address what's missing in the retail market in terms of the cheeses, they sell, the people who sell them, how they're distributed and the latest and hottest issues affecting their sale.

Moderator: Rob Kaufelt. Panelists: Dannie Ray Sullins, Malory McCurdy, Barbara Hoover et.al.

1B: Cheese as Aphrodisiac — Incredibly Sexy Pairings. A picnic, a dinner, after dinner by the fire and, of course, breakfast in bed. Mary Falk lovingly sets the stage for this production, while Steve Jenkins and Susan Spicer set the table with the cheeses.

1C: Teaching Cheese to Chefs & Learning from Experience — Great things happen when creative teacher and student pair to learn about cheese. This program addresses a number

of ways in which cheese knowledge reaches chefs and potential chefs, and the basics that prevail regardless of the method. Moderator: Regi Hise. Panelists: John Castro, Nancy Fletcher, Chris Koetke, Sofia Solomon and Odessa Piper.

1D: The Making of Azeitao — In the tiny, estuary town of Azeitao, a quick leap from modern Lisbon, magic is still practiced by alchemist/cheesemaker Miguel Rolo. A sweet-sour, unctious, oozing wonder, Azeitao is produced by only a handful of cheesemakers. None do it better than Miguel. You will want to know more about this fabulous cheese, and you might decide to milk sheep, grow cardoon and sing Fado! Speaker: Miguel Rolo.

2:15–2:30 PM: Afternoon Break

Sponsored by The New England Dairy Promotion Board
Featuring The Great Cheeses of New England

2:30–3:15 PM

2A: Common Ground — Update on the Cheese of Choice Coalition. Daphne Zepos, Dunn Gifford, Catherine Donnelly et.al., offer a status report on the affiliated activities of the American Cheese Society, Cheese Importers Association and Oldways, and present an encouraging report for the future of unpasteurized cheeses.

2B: What Foodwriters Want — What are the elements of a good story? Do different formats require unique information and approach? The women who have the answers are: food commentator Lynne Rossetto Kasper; publicist Jamie Estes; *Food and Wine* editor Tina Ujlaki; newspaper food writer and moderator Sarah Fritschner; and a woman who always tells her story well, Paula Lambert.

2C: Problems with Selling American Cheese — John Greeley, panel moderator, asks “Do we need to create an urgency within the public mind that the great cheeses of America are well-kept secrets within their own land?” What are the real problems of selling American cheese and how do we solve them? Panelists: Sarah Freedman Izquierdo, Regina McDuffee, Matthew Rubiner and Reysa Samuels.

2D: A Matter of Distinction — Grass Dairying for Flavor. Tradition and romance tell us that that the distinctive flavors of the fields translate into a unique cheese. Panelists discuss how science and practice support the romance of flavor, and why intensive grass dairying and grass management is gaining popularity in the U.S. among dairyman and scientist alike. Moderator: Bob Lindsay. Panelists: Archangelo Esposito, Mike Gingrich, Roberto Rubino, George Haenlein.

2:30–4:00 PM: Chef’s Choice

(Optional event, not included in regular conference registration) Learn from the best! Sponsored by Brown Forman, this program and tasting is designed for the public, enthusiasts, and local attendees, but it will be instructive to even the most experienced cheese hounds! What should you look for or avoid when buying a blue-veined cheese? What wines pair best with a Vella Jack or Hudson Valley Camembert? How and when should you serve them? Can you eat that rind? This dynamite panel of expert palates keeps the magic but takes

the mystery out of selecting, pairing and serving American cheeses and wines. Moderator: Laura Werlin. Panelists: John Ash, John Law, Max McCalman, Annie Quatrano, and Jim Yonkus.

3:15–4:00 PM

3A: French Lessons in Fungal Biodiversity — The strain you love may be your own. Diversity of flavor and texture in the thousands of cheeses made world-wide is due partly to the biochemical activities of microorganisms growing naturally in and on ripening cheeses. As cheesemaking becomes more centralized with the use of commercial cultures of bacteria and fungi, indigenous microbial populations that developed in concert with each region’s cheese is at risk. Sister Noella presents results gleaned from a six-year study of the biodiversity of the cheese-ripening fungus *Geotrichum candidum*. The story is not totally scientific and is told through slides of the cheesemakers, land and animals, as well as the lore and history of the regions which reflect the cultural diversity of populations from which local cheeses arose. Speakers: Sister Noella Marcellino (and D. R. Benson).

3B: The “Great American Cheese Collection” — Retailers frequently offer a collection of the great cheeses of France or Britain. Distributors offer pre-order programs of Spanish and Italian cheeses. Where is the Great American Collection? Should we even want one? Moderator David Grotenstein asks, “Are we experiencing a change in the nation’s perception of American farmstead cheeses?” Retailers frequently offer a collection of the great cheeses of France and Britain. Distributors offer pre-order programs of Spanish and Italian cheeses. Where is Great American Cheese collection? Should we even want one — now or in the future? Panelists: Kirstin Hinds, Matthew Rubiner and Joe Zuercher.

3C: Value Added — Farm Markets & the Cheesemaker: Cheesemakers describe how selling cheeses from their own “backyards” works for them. Do farm markets have disadvantages? What makes a great one? Moderator: Anne Topham. Panelists: Alyce Birchenough, Donna Doel and Jim Schott.

3D: Best Sellers — Retailers and Distributors Discuss What Sells Best & Why. There are American, artisan cheeses that leap over the counter and almost sell themselves. Retailers identify their best sellers and look for the common elements provided by each of these success stories—from taste profiles and consumer preferences to presentation, packaging and marketing. Ultimately, what do these customer favorites tell us about the current state of the American cheese palate and where it might be going next? Moderator: Raymond Hook. Panelists: Robert Morey, Kristin Sande and Ari Weinzwieg.

4:15–5:00 PM

Great Spirits: Great Bourbon and Cheese Pairings
Sponsor: Brown Forman

You’ve just arrived in Kentucky, figured out how to say “Louvall,” and now it’s time to go for the burn. Everything here goes with bourbon. The salty country hams of Trigg County, the peaches of summer, the sugary mint in a julep. A great bourbon is like a good book — its flavors unfold in layers and wrap themselves around a big, wonderful cheese. This

program begins with a vertical tasting of Woodford Reserve Bourbon from the Labrot and Graham distillery near Frankfort and is guided by master distiller Lincoln Henderson. It proceeds to a happy, relaxed ending with a paired tasting of cheese selections from Joe Castro, Jeff Jarfi, Steve Jenkins and John Joho. Welcome to Kentucky! Cigars are available from the bar in the main lobby!

7:00–9:00 PM: “Dine-Around Louisville”

(Optional event, not included in regular conference registration). This was originally listed as a reception/dinner, but we had a better idea. Louisville loves good cheese and has very good restaurants. On this evening, cheesemakers and local chefs pair in restaurants around the city to provide an evening “dine-around” that celebrates the chef and cheesemaker, and acquaints attendees and the public to the pleasures of a cheese-focused meal. These cheese dinners will be happening at 15 local restaurants. When you register for this optional evening at any of them, you will get a three-course meal in which cheese is either an ingredient or part of a cheese course. A portion of the price of each meal comes back to the ACS. Reserve your choice on the registration form:

Asiatique. East meets West, but refined, reworked and extended to include everything in between. It’s amazing how well Chef Louie has managed to expertly include cheese, especially goat cheese, into a refreshing menu where all ingredients speak simply for themselves. Paired with the award winning, Pure Luck Texas Chèvre. 106 Sears Ave. Web: www.asiatique.bigstep.com

The English Grill. The English Grill repeatedly is honored as Louisville’s best restaurant and has been designated a AAA Four-Diamond restaurant. The fare in its wood-paneled dining room combines the “haute-est” of cuisine with country staples such as country ham, greens, grits and black-eyed peas. Chef Joe Castro is one of the city’s culinary giants. “Perfection is possible” says the *Courier Journal*. Paired for the evening with one of his cheesiest friends, Mary Keehn of Cypress Grove Chevre. Camberley Brown Hotel, 335 West Broadway.

Equus. “Equus” is Latin for “horse,” and it’s hard to imagine a much more appropriate name for this stylish favorite, a comfortably elegant dining room with an equestrian theme that evokes a bit of Churchill Downs and a hint of the Bluegrass. It offers the best mashed potatoes and sweet breads in the world and always a selection of American cheeses included in the menu or on the cheese board. Paired with a personal favorite from Vermont, Grafton Cheddar. 122 Sears Ave., St. Matthews.

Jack Fry’s. The original namesake and owner, Jack Fry, started a neighborhood tavern with the repeal of Prohibition in 1933 and ran it as a local institution until the late ’70s, whereupon — gentrifying in step with the neighborhood it’s in — it went upscale. And suddenly it’s been 20 years or more, and the “new” Jack Fry’s has earned a place in Louisville’s heart. American cheeses are always a feature on Susan Seiler’s friendly menu. What better duet than with Cindy Major, and the ACS 2000 Best of Show Cheese, Major Farm’s Vermont Shepherd? 1007 Bardstown Rd. Louisville, KY 40204.

Napa River Grill. You don’t have to travel far to enjoy California gourmet cuisine. Check out the lemongrass halibut and other Napa Valley-inspired dishes. Paired for the evening with Donna Doel and the Arkansas Chèvres of Doeling Dairy. 3938 DuPont Circle.

The Oak Room at The Seelbach Hilton. James Beard Great Hotel Chefs of America, Jim Gerhardt and Restaurant Director Adam Seger (“Spirits Guru” *Food & Wine Magazine*) welcome you to Kentucky’s first and only AAA Five-Diamond Restaurant. From Chef Jim’s French Rib Chop of Pork with Green Tomato PawPaw Relish and Country Ham

Jus to Seger’s 1,200+ selection-deep wine cellar, you’ll savor the best of the bluegrass. Plus, the bar, stocked with 40+ bourbons, has been named one of the top 50 bars in the world by London’s *The Independent*. The Oakroom pairs for the evening with long-time friend Paula Lambert, of the Mozzarella Co. The Seelbach Hilton Hotel 500 South 4th St.

Le Relais. This restaurant at Bowman Field Airport is one of the city’s most romantic dining spots, and the classically inclined cooking reminds you — without losing a contemporary feel — that French food and fine dining were once synonymous. Chef Anthony requested “something French” and we have complied with the closest thing to a Frenchmen we could find, John Eggena, and his award-winning assortment of Chèvres in the French manner from Fromagerie Tournevent! Bowman Field.

Lilly’s. “The most influential and celebrated Louisville restaurant of the past decade continues its eclectic, seasonally changing, local-produce-loving ways” — *Louisville Magazine Dining Guide*. Lilly’s creative chef/owner Kentuckian, Kathy Carey, creates magic every day from what is available locally and this has long included a menu and cheese tray featuring American cheeses. Paired with the cheeses of the Cowgirl Creamery, Point Reyes, Calif. 1147 Bardstown Road.

211 Clover Lane. Blessed with an atmospheric setting and a loyal crowd of “regulars,” 211 Clover Lane has the potential to rank among the city’s top restaurants; and many of those regular patrons would argue that it meets that lofty goal. “A tucked-away treasure serving scrumptious and beautifully presented entrees California-style,” says the *Louisville Magazine Dining Guide*. “Always” American cheeses as well, including Old Chatham’s Nancy, by request for the evening. 211 Clover Lane (Colony Center), web: www.211cloverlane.com.

Vincenzo’s. Italian food in the grand style, with the Sicilian-born Gabriele brothers — Vincenzo hosts, Agostino cooks — creating one of the city’s most luxurious dining experiences. And what better pairing for the evening than Calabro’s assortment of wonderful Italian cheeses? Sicilians one and all! 150 S. Fifth St.

Winston’s Restaurant at Sullivan College. The enthusiasm of young chefs, tempered by the incredible expertise of executive chef John Castro (the other Castro brother) animates the ambitious fare in this elegant dining room staffed by Sullivan College culinary students. Chef John uses his cheese board to teach both his students and his patrons the joys of American cheeses and is paired for the evening with Roth Käse’s 1999 ACS Best of Show, Grand Cru Gruyere. 3101 Bardstown Road.

Z’s Oyster Bar & Steakhouse. Extraordinary fresh seafood, the best in Louisville, as well as steaks offered in a clubby ambience with attentive service and a creative spirit, Z’s goal is to simply let the best ingredients stand alone, and that includes its wonderful American cheese course offered with a great selection of fine wines and Kentucky bourbons. Bingham Hill’s Rustic Blue will be paired for the evening with with a fine selection of single barrel bourbons. 101 Whittington Parkway.

Saturday, August 4

American Cheese: Aesthetic and Reality

Morning Program Session Sponsored by the Wisconsin Milk Marketing Board

Program Participants:

Dan Carter, Dan Carter Inc.

Anne Cooper, chef/instructor and author, Bitter Harvest

John T. Edge, director, Southern Foodways Alliance

Sarah Fritschner, food editor, Louisville Courier Journal

David Grotenstein, consultant, Food and Image

Allison Hooper, cheesemaker/owner, Vermont Butter & Cheese.

Steve Jenkins, author, The Cheese Primer, and owner, Fairway Market

Lynne Rossetto Kasper, commentator, MPR’s “The Splendid Table”

Cindy Major, cheesemaker/owner, Major Farms

Odessa Piper, chef/owner, L’Etoile

Judy Schad, cheesemaker/owner, Capriole

Tina Ujlaki, food editor, Food and Wine Magazine

Laura Werlin, commentator/author, The New American Cheese

8:00-9:30 AM: Food for Thought

Food show host and commentator Lynne Rosetto Kasper of "The Splendid Table" is passionate about food, especially cheese. She begins the morning's discussion with the profile of a European cheese tradition, specifically, Reggiano — how the tradition was shaped by culture and taste and how it's changed in the last 25 years. Leading a discussion of "food thinkers," she questions the part that tradition plays in our own food thought. How does it really affect our expectations of cheeses, particularly American cheeses? Moderator: Lynne Rosetto Kasper. Panelists: John T. Edge, David Grotenstein, Tina Ujlaki, Odessa Piper, Anne Cooper and Steven Jenkins.

9:30-9:45 AM: Morning Break**Featuring The Cheeses of Wisconsin****9:45-10:45 AM: Reality at Ground Level**

Besides lambies cavorting on hillsides and Mozart wafting from the aging room, what is really happening on small farms and in small cheese plants? Is lack of cheese tradition an impediment in artisanal productions? What are the real threats to the existence of farmstead cheeses — from the cheesemaker's point of view? How do our geography, economy, agriculture, consumer attitudes and regulatory environment shape production of these cheeses and affect costs? Are American cheeses really more expensive than European ones? In a global economy, are these problems unique to the United States? Moderator: David Grotenstein. Panelists: Dan Carter, Allison Hooper, Judy Schad, Laura Werlin, et.al.

11:00 AM- 12:00 NOON**Where to Next, in the Big Picture, the Long View?**

Are sustainable farms a future reality? Without them can artisanal cheeses survive? Could we handle a sudden, swift recognition and demand for American farmstead product? Where are the alternative markets? Could we possibly handle it — the cheesemaker, the marketer, the food writer, the chef? In a less than perfect world, at a time when there is growing production, recognition and market for American cheeses, what will keep American cheeses alive and well? Moderator: Sarah Fritschner. Panelists: Odessa Piper, Allison Hooper, David Grotenstein and Dan Carter.

12:00-3:00 PM: ACS SPONSOR FAIR

For the first time this year we are offering tables to conference sponsors. This will be an excellent place to learn more about what sponsors and their programs accomplish, and it is also open to vendors who have cheese related products to display.

12:00 -5:00 PM: Set-up for all volunteers helping with Festival of American Cheeses

12:30-4:30 PM

Bus Tour departs to Labrot & Graham Distillery and includes lunch. (Optional event, not included in regular conference registration.)

1:30-3:30 PM

We have a few break out rooms for anyone that wants to design a program or hold discussion — cheesemakers, food-writers, retailers, distributors, etc. Can have open or closed sessions. Currently scheduled are:

1:30-2:30 PM — Update on *Caseus*. Since this conference will preview the first English version of this wonderful magazine, Roberto Rubino and Arcangelo Esposito invite you to discuss its future, and how you can participate.

2:30-3:30 PM — Cheesemakers only: Stacy Kinsley from Dan Carter Inc. leads a discussion about what makes a good and poor customer, and reports on the tally of a cheesemaker's ballot for a "Best Customer" award.

5:30-6:30 PM**Festival of Cheeses and Chefs — 18th Annual Cheese Competition Awards**

Held in the Crystal Ballroom of the Brown Hotel. (Open only to conference registrants and AIWF members)

6:30-9:30 PM**Festival opens to the public**

This event pairs the "cheese friendly" specialties of visiting chefs with cheesemakers and their selections. Don't make dinner plans! Wonderful food will abound, along with wine and bourbon! Our visiting chefs are some of the best of the region and the country, and all are active supporters of American cheeses in their own restaurants. They are: John Ash, John Ash & Co., Santa Rosa, Calif.; Anne Cooper, Putney Inn, Putney, Vt.; Curtis Eargle, Maryland Club, Baltimore; Gayle Gand, Tru, Chicago; John Guattery, Clyde's Restaurants, Washington D.C./Va.; Jean Joho, Everest Room, Chicago; Max McCalman, Picholine, New York City; Louis Osteen, Louis's Restaurants, Charleston S.C.; Odessa Piper, L'Etoile, Madison, Wis.; Susan Spicer, Bayona, New Orleans; Sarah Stegner, Dining Room at Ritz Carlton, Chicago.

8:30 PM: Clark Wolf Cheese Auction

A revival! The opportunity for festival attendees to take home the best of the festival cheeses!

Sunday, August 5**7:30-9:00 AM: Breakfast****9:30-12:30 PM: Sunday Tour???**

The Capriole tour is temporarily canceled. The farm is closed to visitors because of the foot-and-mouth disease crisis in Europe and the extremely contagious nature of the disease, which can be transmitted to animals by humans. There will be a number of self tours to some scenic and beautiful Kentucky destinations, however, so don't leave too soon.

See next page for Transportation Information

TRANSPORTATION

While most airlines fly into Louisville, the following airlines are offering discounts for travel to and from Louisville International Airport. To get these discount rates for travel, follow the instructions exactly:

- **Delta Air Lines** is offering special rates, allowing a 5% discount off Delta's published round trip fares within the continental U.S. Call Delta Meeting Network reservations at 800-241-6760 and refer to file Number 177975A.
- **Southwest Airlines** is offering a 10% discount on most of its already low fares for air travel to and from the event. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at 1-800-433-5368 and reference the code R6637. Reservation sales agents are available 8:00 AM– 5:00 PM, Monday – Friday, or 9:30 AM–3:30 PM Saturday and Sunday. You must make reservations five or more days prior to travel to take advantage of this offer.
- **U.S. Airways** is offering 10% off 7-day advance reservations off applicable "Y" published fares from July 30–August 9, 2001. Call the U.S. Airways Group and Meeting Reservation Office at 877-874-7687 and refer to Gold File Number 60672009.

A Camberley Brown Hotel shuttle runs every ten minutes from the airport to the hotel. Please use a courtesy phone, located in baggage claim, to let the hotel know you have arrived.

If you are driving, the Brown Hotel is on the corner of 4th & Broadway in downtown Louisville with valet parking on the 4th St. side:

From Indianapolis/Chicago follow 65 south. Take the Jefferson Street exit, 136-C immediately over the bridge. Keep right at the fork in the ramp. Proceed straight on Jefferson Street three blocks to 3rd St. Left on 3rd to Broadway. Right onto Broadway and then right again onto 4th St.

From Knoxville/Lexington follow 64 into Louisville and exit onto 71/St. Louis. Follow 71 to the 3rd St. exit. Follow the signs onto the 3rd St. exit, 5B. Follow 3rd 7 blocks. Turn right onto Broadway and then right again onto 4th St.

From Cincinnati take 71 into Louisville. Merge onto 64 West toward St. Louis. Take the 3rd St. exit, 5B. Follow 3rd Street 7 blocks. Turn right onto Broadway and then right again onto 4th St.

From Atlanta/Nashville take 65 north into Louisville and exit at the Broadway exit. Come off the exit and go straight to Broadway. Turn left on Broadway, go to 4th, and turn right.

From St. Louis/Evansville take 64 east through Indiana and across the Minton Bridge into Kentucky. Remain on 64 and exit at 9th St. Follow 9th to Broadway, turn left and left again onto 4th.

CALLING ALL CHEESEMAKERS!

Entering Your Cheese This Year? Read This Important Information!

The judging committee is hard at work on the 18th Annual Judging of Competition Cheeses. Deadlines for competition entries have tightened. More time is needed to receive and organize entries so that cheeses can be handled properly, and information can be generated for displaying cheeses effectively at the Festival of Cheeses. Following is a brief calendar of when you should expect to receive information and when you must return it. Note that there are significant penalties for not entering cheeses in a timely manner, and that the deadlines for regular and late entries have changed.

June 4 Competition entry information mailed to cheesemakers. Please fill out entry forms and return upon receipt.

July 5 Regular competition entries returned.
ALSO cut-off date to receive regular competition entries. \$50 late fee must accompany entries received after this date.

July 15 Cut off date for late competition entries!
No entries will be accepted after July 15!

July 21 Cheese labels for entry cheeses mailed out to cheesemakers, first class.

Reminders:

- Mail or e-mail forms used in cheese plant, HACCP plans, make sheets, cheeseroom plans, etc., to be copied for handout on Cheesemaker Day to Mary Keehn at Cypress Grove Chevre, 4600 Dows Prairie Road, McKinleyville, CA 95519. E-mail: cypgrove@aol.com
- If you would like to have a problem cheese evaluated on Cheesemaker Day, please contact Kristine Johnson, 1716 Heath Parkway, Fort Collins, CO 80524. Phone 970-472-0702, Fax 970-472-0622. E-mail: khj@mbj-law.com



**18TH ANNUAL CONFERENCE
AUGUST 2-5, 2001**

**THE CAMBERLEY BROWN HOTEL
LOUISVILLE, KENTUCKY**

2001 CONFERENCE REGISTRATION FORM

Name _____ Phone _____

Affiliation _____ Fax _____

Address _____

E-mail _____ AIWF Member? ☐ No ☐ Yes (Chapter) _____

EARLY REGISTRATION DEADLINE IS JUNE 30, 2001.

Friday Breakout Sessions

Please mark your 1st (1) and 2nd (2) choice in each of the following sections, indicating which of the concurrent programs you wish to attend.

I. 1:30-2:15 PM

- ____ **1A.** What's New — the Question
Cheese Makers Hate to Hear &
Retailers Always Ask!
____ **1B.** Cheese as Aphrodisiac:
Incredibly Sexy Pairings
____ **1C.** Teaching Cheese to Chefs
____ **1D.** The Making of Azeitao

II. 2:30-3:15 PM

- ____ **2A.** Common Ground: The Cheese
of Choice Coalition & the Battle to
Save Raw Milk Cheeses
____ **2B.** What Food Writers Want
____ **2C.** Problems with Selling American
Cheese
____ **2D.** A Matter of Distinction:
Diversity, Flavor & Grass Dairying

III. 3:30-4:15 PM

- ____ **3A.** French Lessons in Fungal
Biodiversity
____ **3B.** Great American Cheese
Collection
____ **3C.** Value Added: Farm Markets &
the CheeseMaker
____ **3D.** Best Sellers

IV. 2:30-4:15 PM

- ____ **Chefs Choice:** Choosing & Pairing
American Cheeses & Wines. Selection
of this program would eliminate
sign-up in II and III above and the
cost of this program is additional.

Hotel Information

To make hotel reservations, please contact
The Camberley Brown Hotel and request
the American Cheese Society Conference
rate at 502-583-1234.

Additional Information

For more information about the 2001
conference, call the American Cheese
Society 262-728-4458. To register online
visit us at www.cheesesociety.org.

Full Conference Registration

Includes Friday/Saturday conference: breakfast & lunch Friday; Saturday breakfast;
Festival of Cheeses & Chefs; Cheese Competition Awards; and Sunday coffee & rolls.
Friday Dine-Around and tours additional.

- ☐ \$250 ACS Member Early Registration
☐ \$275 ACS Member Registration after June 30

The following includes a \$125 one-year Membership in the ACS:

- ☐ \$350 AIWF Member* Early Registration
☐ \$375 AIWF Member* Registration after June 30
☐ \$360 Non-Member Early Registration
☐ \$385 Non-Member Registration after June 30

Day Pass Registration

Thursday, August 2: Cheesemaker Program: includes breakfast & lunch

Check TWO Programs from EACH of the following two groups:

- 1:00-3:00 PM: ☐ Milk Quality ☐ Website ☐ Costing/Getting Pd. ☐ Rinds
3:00-5:00 PM: ☐ Cultures ☐ Grass Dairying ☐ Cheese Quality

- ☐ \$75 ACS Member
☐ \$100 AIWF Member*
☐ \$125 Non-Member

Friday, August 3: Programs, breakfast & lunch. Does not include Dine-Around.

- ☐ \$150 ACS Member
☐ \$165 AIWF Member*
☐ \$170 Non-Member

Saturday, August 4: Programs, breakfast & admission to the Festival of Cheeses

- ☐ \$170 ACS Member
☐ \$180 AIWF Member*
☐ \$195 Non-Member

Conference Events

Friday, August 3, 2:30-4:15 PM, "Chefs Choice: Choosing & Pairing Cheese & Wine"

- ☐ \$45 ACS/AIWF* Member
☐ \$55 Non-Member

Friday, August 3: Dine-Around Louisville. Indicate 1st and 2nd Restaurant choices from
page 8: 1st Choice _____ 2nd Choice _____

- ☐ \$60 ACS Member
☐ \$65 AIWF Member*
☐ \$75 Non-Member

Saturday, August 4: Festival of Cheeses and Chefs

- ☐ \$65 ACS/AIWF Member* (5:30-6:30 PM "Festival Preview")
☐ \$75 Non-Member (6:30 PM Festival)

Saturday, August 4: Tour to Labrot & Graham Distillery, includes lunch

- ☐ \$55 ACS/AIWF* Member
☐ \$60 Non-Member

TOTAL FOR ALL ACTIVITIES

\$ _____

Payment Information

Please return this form (or a photocopy for each registrant) with your check, MasterCard or VISA information to The
American Cheese Society, P.O.Box 303, Delavan, WI 53115. Please make all checks payable to The American Cheese
Society 2001 Conference. Fax registrations, along with your MasterCard or VISA information to The American
Cheese Society at 262-728-1658.

☐ Check OR ☐ MC ☐ Visa Card # _____ Exp. date _____

Cardholder name _____ Signature _____

Cancellations received after July 20 and prior to July 30 incur a \$25 Event Cancellation Fee.

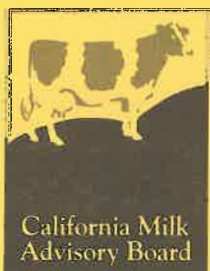
Cancellations received after July 30 forfeit 50% of their total registration fees.



See You at ACS Conference 2001!

The California Milk Advisory Board

*Is Proud to Support
The American Cheese Society
In It's Continuing Efforts to Encourage
The Growth Of Great American Cheese.*



*We Look Forward To
Joining You At The 18th
Annual Conference.*



Cheese Class for Chefs Debuts Online

A special online program to help chefs and restaurant staff capitalize on the growing artisan and specialty cheese trend was launched in May. The California Milk Advisory Board has introduced an informative online curriculum for professionals dealing with all aspects of cooking, serving and enjoying cheese. It includes an introduction to the many artisan and farmstead cheeses produced in California and includes videos showing a number of California cheesemakers talking about the art of fine cheesemaking.

The course was developed as an industry service by The Culinary Institute of America™ for the California Milk Advisory Board and is available to restaurant and food professionals without charge. The course, titled "The Professional Chef Discovers California Cheese,"

can be accessed at www.ciaprochef.com. The curriculum is presented in six modules, each containing considerable information on different aspects of understanding cheese and creating a restaurant cheese program. The modules can be accessed in sequence as part of a course of study, or a chef can go to a particular section for specific information about cheese or cheese service. Completion of the course entitles the student to receive 1.5 IACET Continuing Education Units from the Culinary Institute of America™.

"We find that restaurants are really interested in fine cheeses and cheesemaking," says Nancy Fletcher, Director of Communications for the California Milk Advisory Board. "We have had a cheese class for working chefs at the CIA in Napa for several years, and we've seen interest in the

class grow tremendously. Our recent classes there earlier this year had more chefs applying than we could accommodate."

"In the online class we've covered all of the areas that chefs typically ask us about concerning artisan cheeses, such as storage and handling, setting up a cheese service, even ideas for creating a cheese course. In addition to giving chefs information about cheese and cheese use, the course is a great way to train restaurant staff about cheese service," she says.

"The Professional Chef Discovers California Cheese" includes a number of video demonstrations on how to cook with cheese and prepare composed cheese courses. It also invites course participants, for a small charge, to order special samplers of California artisan and farmstead cheeses for a guided cheese tasting.



Bill Briwa, chef-instructor at the Culinary Institute of America at Greystone in Napa, California, demonstrates techniques for cooking with cheese and cheese course preparation in videos presented as part of the new online class, "The Professional Chef Discovers California Cheese." The class was developed for professional chefs as an industry service by The Culinary Institute of America™ for the California Milk Advisory Board.

The six modules are:

What is Cheese and How It's Made
Appreciating Cheese (sensory evaluation)
Sourcing, Storing and Handling Cheese
New Techniques for Cooking with Cheese
Creating a Cheese Course for the Menu
Merchandising and Marketing Cheese in the Restaurant

NEW ACS MEMBERS

WELCOME!

Ron Davis

McCadam Cheese Co., Inc.
Chateaugay, N.Y.

Michael Koch

Firefly Farms Organic Inc.
Bittering, Md.

Warren Dawkins

Vista International
Packaging Inc.
Kenosha, Wis.

Brian Lee

McCadam Cheese Co., Inc.
Heuvelton, N.Y.

Nicholas Lemiere

Faveder (USA) Inc.
Kenilworth, N.J.

Linda Merinoff

Glendale, Calif.

James Pierce

Wyoming County Chamber of
Commerce • Perry, N.Y.

Don Thompson

Agri-Service
Hagerstown, Md.

Will Whitlow

Central Market
Fort Worth, Texas

ACS Cheeses Rule at Chicago "Meals on Wheels"

On Sunday April 22, 2001, eight cheeses from ACS members were presented in a cheese course served at the 13th Annual Celebrity Chef Brunch to benefit Chicago Fund's Meals on Wheels. The event was held in two Versailles-like ballrooms at the Hilton Hotel and Towers, and the cheeses were presented via Fox & Obel Food Market, a new full-service specialty shop opening in late July 2001.

Cheeses were either donated or provided at cost by the cheesemakers below, and many more offered the same (thank you all!). All cheeses were plated out and served to 75 tables, 10 to 12 diners per table, and information about the cheese was presented with each serving. We were the only restaurant/purveyor at the event to serve every table and let me tell you...there were more oohs and aahs than a Fourth of July Statue of Liberty

Fireworks show.

The cheeses were (in plated order, no preferences here): Old Chatham's Hudson Valley Camembert, Grafton Village's 4-Star Cheddar, Bingham Hill's Rustic Blue, Coach Farm's Fresh Chevre with Dill, The Mozzarella Co.'s Deep Ellum Blue, Vermont Butter and Cheese's Goat Fontina, Sontheim's Soft Tilsit and Bass Lake's Canasta Pardo.

Our thanks to Ari Fox and Ken Obel for providing this grand opportunity to our cheesemakers, and they, in turn, express their gratitude to the ACS for its help with the event. And we look forward to a grand American presence at Fox & Obel's world-class cheese counter this summer. Thanks, too, to Meme and Gary Hopmayer of Meals on Wheels, and to Cary Attar, Fox & Obel's GM, who orchestrated us through the event and, as always, to Laura Jacobs-Welch.

Conference, from front page

are actively lending PR and financial support wherever possible. A major breakthrough has occurred in Vermont with the Vermont Cheese Council's inclusion in their promotional material of cheeses made from other-species' milk — goat and sheep milk. Other boards must see changes in legislation before this is possible, since it is check-off money from cow's milk producers that supports those boards. But on every level, there is excitement in the wind. Are we, as Laura Werlin suggests, where the wine industry was 20 years ago? Will we look back in 5 or 10 years and say "that's when it all really happened"? This year the board of the American Cheese Society, at their own expense, will gather early in Louisville for a board planning session to re-examine our goals and how to achieve them organizationally. We are, I believe, coming of age, and our conference in "Lou-vall" will both examine who we are and celebrate how we got here.

The ACS would like to thank those members who have stepped forward in our past year to support our organization with a Corporate or Sponsor Level of Membership.

• Corporate Level Members •

Edward T. Baum
Project Truffle • San Francisco, Calif.
Miles Cahn
Coach Farm Inc. • Pine Plains, N.Y.
Dan Carter
Dan Carter Inc. • Mayville, Wis.
Fred R. Charley
Eurobest Food Industry • Tualatin, Ore.
Jed Davis
Cabot Creamery • Cabot, Vt.
Ron Davis
McCadam Cheese Co. Inc. • Chateaugay, N.Y.
Linda Funk
WMMB • Madison, Wis.
Bob Giambalvo
The Cheeseworks Ltd. • Ringwood, N.J.
Wendy Hallgren
Provisions International Ltd.
White River Jct., Vt.
Connie Halula
The Perfect Pantry • Oakland, Calif.

Randolph Hodgson

Neal's Yard Dairy • London, England
Allison Hooper
Vermont Butter & Cheese • Websterville, Vt.
Michael Koch
Firefly Farms Organic Inc. • Bittering, Md.
Dona Laumann
Land O Lakes • St. Paul, Minn.
Andrea London
World of Cheese • Scotts Valley, Calif.
Tracy Lynch
NE Dairy Promotion Board • Worcester, Mass.
Julianne Cappiello Miranda
F. Cappiello Dairy Products Inc.
Schenectady, N.Y.
Peter Mohn
Grafton Village Cheese Co. • Grafton, Vt.
Deborah Mullin
Oakville Grocery • Healdsburg, Calif.
Jennifer Panchenko
Lund Food Holdings Inc. • Edina, Minn.
Cathy Potter
Dairy Connection Inc. • Middleton, Wis.

John Rumiano

Rumiano Cheese Co. • Willows, Calif.
Jeffrey Silver
Lioni Latticini Mozzarella Co. • Roselle, N.J.
Sini Pierluigi
Sini Fulvi Usa Inc. • Astoria, N.Y.
Peggy Smith
Tomas Bay Foods/Cowgirl Creamery
Point Reyes Station, Calif.
Vince Staiger
Tholstrup Cheese USA • Warren, N.J.
Philippe Surget
Lactalis Groupe USA Inc. • New York, N.Y.
David Viviani
Sonoma Cheese Factory • Sonoma, Calif.
Eric M. White
Tulare Specialty Cheese Complex Inc.
Tulare, Calif.
Sara Wilson
The Pasta Shop • Oakland, Calif.
Jodie Wische
Old Chatham Sheepherding
Old Chatham, N.Y.

• Sponsor Level Members •

Sherwin Alpert
Peterson Company • Auburn, Wash.
Michael Austin
Atlanta Food International • Atlanta, Ga.
Walter D'Agostino
D'Agostino Supermarket Inc.
Larchmont, N.Y.
John Greeley
Sheila Marie Imports Ltd. • Medford, Mass.
William S. Hennings
Swissrose International Inc. • Moonachie, N.J.
Robert I. Kaufelt
Murray's Cheese Shop • New York, N.Y.
Ron Schinbeckler
Fromatharie Inc. • Warren, N.J.
Thom Sehnert
The Smoke House Market • Chesterfield, Mo.
Jerry Weil
Swiss American Inc. • St. Louis, Mo.
Joseph Zuercher
C.E. Zuercher & Co. Inc. • Chicago, Ill.

News & Notes

Audition of the ACS Sponsor Fair. On August 4, from 12:00–3:00 at the ACS conference, we have invited sponsors to display information about their programs and products. This program is open to sponsors and appropriate vendors who support the ACS with sponsorship of \$500 or more. This will be an excellent place to learn more about what sponsors and their programs accomplish, and it offers vendors of ingredients, packaging and equipment an opportunity to reach interested customers. Since this is a first for the ACS, we urge you to participate. Please contact the sponsor chair, Bill McKenna. Phone: 415-647-8088.

Definitely "A Class Act." Remember the note in the 1st Quarter Newsletter about Cindy Major's mother, Linda Kline, whose play, "A Class Act," has been running on Broadway? The Broadway update is the play has five Tony nominations — Best Musical, Best Book, Best Score, Best Actress, and Best Orchestrations! The awards are June 3. Watch them on CNN!

Kristin Sande, formerly manager of the Cheese Department of Whole Foods, Minneapolis, has joined the staff of Great Chao, a distributor in the same city.

Danny Ray Sullins, former manager of the Cheese Department of Whole Foods/Gold Coast in Chicago, will be managing the cheese department of Fox & Obel, a new specialty store to open there at the end of July.

Mariano Gonzales, former cheesemaker at Shelburne Farm, has just begun production of a bandaged Cheddar and a Parmesan at Fiscalini Farms in Modesto, Calif. Neither will be ready for some months but he is currently producing a farmstead, Fontina-style, raw milk cheese, salt-rubbed called San Joaquin Gold and available now. For more information call Fiscalini Farms at 209-545-5495.

SPONSORS ARE STILL NEEDED FOR THE 2001 ACS CONFERENCE.

It is still not too late to be listed in the conference program and secure a table at the Sponsor Information Fair.

Please contact the office for sponsor forms or talk with Bill McKenna for more information. Phone: 415-647-8088. E-mail: billmckenna@msn.com

LAST CHANCE!

You only have a few days to update your company information on the ACS website at www.cheesesociety.org!

In order to do this you must use your member code name/password to enter and make changes in your company or personal information. If you do not know your password, contact Ricki Carroll and ask for it now!

The ACS Membership Directory is going to print in time for the 2001 Conference.

ACS Calendar

June 23–24, 2001

Making Soft-Ripened Cheeses of France
Cornish Flat, N.H.

Contact: Suzanne Lupien, 603-542-8635
www.uvm.edu/~susagctr/sp99calendar.html

June 30 and July 1, 2001

Making Sheep & Goat Milk Cheeses, Cornish Flat, N.H.

Contact: Suzanne Lupien, 603-542-8635
www.uvm.edu/~susagctr/sp99calendar.html

August 2–5, 2001

18th Annual Conference

The Chef and the Cheese — On The Table

We welcome you to the Camberley Brown Hotel in Louisville, Ky. It will be a grand celebration of the artisan chef, the cheesemaker and the creativity that has inspired the recent growth of great American cheeses. There is no more appropriate place to celebrate quality, regionality and craft than in Louisville, a city of fine restaurants and deep food traditions.

Contact: ACS office at 262-728-4458

**Look us up at the ACS booth
July 8–10 in New York!
Booths 2880 & 2881!**

