

The American Cheese Society

NEWSLETTER 4TH QUARTER 2001

Conference 2001: Excellent!

by Judy Schad, except where noted

The Camberley Brown Hotel and Chef Joe Castro rolled out the carpet, and the bourbon, to give us one of the more memorable

moments in ACS history. Chefs, foodwriters, cheesemakers, sponsors, foreign visitors, marketers, and retailers caught the moment, and the mood was nothing short of glowing.

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.

BOARD PLANNING SESSION TUESDAY, JULY 31

The conference unofficially began with the board of directors assembled unofficially, for their first training session in "policy governance," a system for defining and implementing board structure and function. How can boards become more effective "governors"? Avoid micromanaging? Who owns the American Cheese Society, and how does this ownership affect board policy and goals? Under the guidance of Lynn Winter, a dynamic governance instructor, the board's first assignment for the general board meeting was to define the ownership



of ACS. It was later decided that the board would meet again in October for a more intense two-day work session in policy-making and defining goals.

SUMMARY OF THE ACS BOARD OF DIRECTORS ANNUAL MEETING AUG. 1

After much discussion opening the meeting, the board defined the "owners" of ACS as all of the membership with a particular, but not

exclusive, focus on the specialty and farmstead cheesemakers and the membership network which supports them. Officers present were: Ruth Anne Flore, Chairman of the Board; Kathleen Shannon Finn, president; Bill McKenna, vice president. Members present were: Mary Keehn, Daphne Zepos, Jodie Wische, John Eggena, George Haenlein, John Greeley, Matt

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The American Cheese Society

QUARTERLY NEWSLETTER

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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 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.

2002 Members of the Newsletter Committee are: Kate Sander, Annie Esser, Patrick Geoghegan, Lynne Devereaux.

On Tuesday, September 11, the world changed around us. We, the committee, and the ACS board and officers, send our thoughts and prayers and good wishes to all of you — not as afterthoughts but constant ones. Be safe and be in touch.

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 Delugeau
Arthur Schuman

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

AMERICAN ACADEMY OF CHEESEMAKERS

Patrick Rance
Janet Rance
Frank Kosikowski
Richard Kleyn

From the President...

Up and Coming ACS!



Last year when it was time to renew my membership, I started thinking of all the reasons I stay with ACS. Yes, I love the newsletter, the conference, our booth at NASFT trade shows, networking, meet-

ing and getting to know artisan and specialty American cheesemakers, learning about the works of art they create, and supporting the Cheese of Choice Coalition, to name a few.

This year as president has made me look at what membership means in a different way. As members, we all share in the mission of ACS, especially with these two points: 1) to uphold the highest standards of quality in the making of cheese and related fermented milk products, and 2) to uphold the traditions and preserve the history of American cheesemaking.

The beauty of ACS is that each one of us brings different gifts to our joint interests. And each one of us is important in fulfilling our mission.

This year I encourage you to renew your membership for the reasons I mentioned above. But, I also ask you to stay and be a part of the work that needs to be done. Our cheesemakers face new challenges every day in continuing to craft their art. There are many regulatory issues in the works that will affect the work they do and how they do it. They need our joint voice to ensure that their best interests are protected and advanced. Who among us can say no to helping them continue to craft their cheeses, preserving along the way time-honored techniques, and creating traditions that ensure their future.

Part of your membership dollars goes to support issues that give our cheesemakers a voice in regulatory dialogues that they may not have a chance to address as individuals. In supporting ACS, you are a big part of supporting their endeavors.

So please join me in renewing your membership. And, where possible, join all of us in our work to sustain the future of American artisan and specialty cheesemaking. Together we will continue to make history.

It's easy to renew. You can use the ACS website and renew online by clicking your way to

<https://secure.supplyguys.net/cheesesociety.org/cgi-bin/scgi/membersonly/mainmenu.cgi>. Simply enter your password. Or you can renew by calling the ACS office at (262) 728-4458.

Kathleen Shannon Finn
President, American Cheese Society



As I gathered my thoughts to write this newsletter, I realized that the ACS is moving with a great momentum in so many positive directions.

The scope of what the board has agreed to take on this year is impressive:

Policy Governance

The board will be meeting in San Francisco in October to work on policy governance. For two full days we will be developing a framework that will help us become proactive instead of reactive. Policy governance helps a board: a) connect with owners (cheesemakers/members); b) focus on results; c) emphasize visions; d) control the organization; e) empower the staff; and f) create total accountability. This is a major step for the ACS; we are setting the standard that will focus the ACS on the future.

Board Meetings

Aside from the annual meeting at the conference and meetings at both East Coast and West Coast NASFT, we will be planning to meet for two days every September starting in 2002. Meeting away from the conference, the board will be better able to focus and get things done.

NASFT

We are looking at expanding the San Francisco 2002 NASFT participation from two booths to six booths this year because it was the hottest booth on the floor of the NASFT show last January. This is the first step in moving toward an ACS Pavilion at both East and West Coast NASFT shows.

Fundraising

We are committed to raising \$100,000 this

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We Need Your Input to Make this Newsletter a Useful Tool for Everyone

The newsletter welcomes your thoughts, suggestions, articles, ads and calendar events. If you are interested in contributing, please contact: Judy Schad, 812-923-9408 (phone & fax) or e-mail judygoat@aol.com. While each issue has a focus, we invite other timely and pertinent information. The features for 2002 focus on American traditional cheeses.

The newsletter is now actively soliciting black and white ads.

\$425 full page
\$225 1/2 page
\$130 1/4 page (about 3-1/2" x 5")
\$90 1/6 page (about 2-5/16" x 5")
\$45 about 2-5/16" x 2"
\$30 classified (35 characters or less)

For more information on ad specs and/or to send ad copy, contact Annie Esser at A&E Graphics, 9 Huegel Ct., Madison WI 53719, phone 608-2768801, or e-mail: aegraphics@home.com.

For inquiries regarding special ad rates and discounts for consecutive ads, contact:
Barry King

The American Cheese Society
304 West Liberty Street, Suite 201
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Phone: 502-583-3783 • Fax: 502-589-3602
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Payment can be made via check, MasterCard or Visa to The American Cheese Society at the address above.

In future issues, your contributions may be edited. We welcome information pertinent to cheesemaking, cheese education, or new cheeses; however, we will use editorial discretion to define what may be more appropriate for ad copy and will advise contributors if we feel it should appear in ad form and be accompanied by payment.

Upcoming Issues & Topics

• 1ST QUARTER 2002

California's Dry Aged Jacks

December 1, 2001: Deadline for all articles, photos, ads and information.

• 2ND QUARTER 2002

Washed rinds of Wisconsin.

Contact for this issue is through Patrick Geoghegan. This issue will contain the pre-conference program and registration. E-mail: pgeoghegan@WMMB.org.

March 1, 2002: Deadline for all articles, photos, ads and information.

• 3RD QUARTER 2002

Cheeses of Virginia

What could be more timely for the ACS Conference in Washington, D.C.

June 1, 2002: Deadline for all articles, photos, ads and information.

• 4TH QUARTER 2002

Vermont Cheddar, and post conference report

August 1, 2002: Deadline for all articles, photos, ads and information.

The American Cheese Society

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From the Desk of the Executive Director...

FSA Group at the Helm

Dear members of ACS:

On Aug. 1, during the annual conference in Louisville, the ACS Board of Directors voted to retain FSA Group to manage the affairs of your association. FSA is proud to have been asked to assume this responsibility and excited to add the American Cheese Society to its impressive roster of culinary associations, many of which you might recognize or already be members: the International Association of Culinary Professionals (IACP), Women's Chefs and Restaurateurs (WCR) and the American Institute of Wine and Food (AIWF), among others.

This is a very exciting time to be part of such a dynamic organization of dedicated individuals. As your new executive director, I encourage you to take an active part in your association. Please feel free to contact me with any questions about your membership; any ideas, articles and ads for your newsletter;

suggestions, topics and ideas for your annual conference and suggestions about ways that we may better serve you. I am looking forward to being a part of ACS and hope to have the opportunity to meet you all in the near future.

With best regards,
Barry A. King

The ACS newsletter is still looking for a newsletter editor, and hopefully will be trying out various issues with one or more potential editors in 2002.

The ACS is offering this as a paid position. If interested in this position, please contact Barry King at the ACS office, 502-583-3783, fax 502-589-3602, or e-mail: bking@hqtrs.com

Artisan Cheeses of America Arrive in Europe

Slow Food U.S.A. is a non-profit educational organization dedicated to supporting and celebrating the food traditions of North America. From September 21-24, 90 artisan cheeses made by 52 producers from 17 states represented the United States in the world's largest cheese show, organized by Slow Food International. Slow Food estimated 100,000 people would attend the four-day celebration. For many, it was their first experience sampling and tasting artisan cheeses of the United States. While some U.S. speakers had to cancel their travel plans in the wake of the WTC and Pentagon disasters, others carried the message of American cheeses to Bra. At this point in putting the newsletter in print we are unsure of exactly who was able to make it except for Jeff Roberts (Vermont) and Gregory McClarren (High Desert Oregon), the dedicated organizers of the

U.S. contingent of Cheese '01. They planned to showcase America's great cheese diversity and accomplishment with four workshops featuring 22 American artisan cheeses and one butter paired with beers, hard ciders, and American wines. In addition to the workshops, a USA market stand was to present some of the finest American cheeses during the four-day festival.

Cheese '01 was sponsored by Bandon Cheese-Bandon Coast Foods, Inc., Cabot Creamery, California Milk Advisory Board, Capriole, Inc., Crystal Foods, Grafton Village Cheese Company, The Great Cheeses of New England, Vermont Butter & Cheese Company, Vermont Cheese Council, the Vermont Dairy Promotion Council, and generous contributions from Slow Food USA members. We will follow up on the event in the 1st Quarter 2002 Newsletter.

Morgan, Judy Schad, Regi Hise, Regina McDuffee, David Grotenstein and Paula Lambert. Members not in attendance were: Malory McCurdy, treasurer; Radha Stern; Matt Rubiner; and Kathy Strange.

- Three new members were added to the 2002 Board: Debra Dickerson, Nancy Fletcher and Allison Hooper.
- The officer slate nominated, accepted, and later elected in the general membership meeting on Friday were: Bill McKenna, president; Judy Schad, vice president; Daphne Zepos, secretary; and Paula Lambert, treasurer.
- Food Service Associates (FSA), the organization management group and new office of the ACS was also present. Daniel Maye of FSA noted that FSA would perform the general ledger duties of payables, receivables and monthly financial statements. The new role for the ACS treasurer would be as a liaison with the FSA staff, to review prepared documents and advise how to invest surplus funds. Our representative at FSA is Barry King. By the end of August all records will have been shipped from Delavan, Wis., to the FSA office in Louisville.

COMMITTEE REPORTS

- **Judging & Judging Practices:** John Greeley submitted a written recommendation that the Judging Practices and Procedure Committee needs funding for judging. Daphne commented that the judging has improved and grown considerably but there is still room for

improvement, including better instructions on submitting cheeses. She proposed that Matt Morgan be the new judging chair & the board agreed unanimously.

- **Constitution and Bylaws:** Bill McKenna commented on simple revisions that need to be made to the bylaws — including removing committees, as they are ever-changing. He will submit changes to the board for a vote via e-mail.
- **Sponsorship:** Bill also discussed sponsorship and, this year, asked every board member to raise \$5,000 to fund growth in the society. A discussion ensued regarding the need for a sponsorship “kit” to hand out. All members with any sponsorship material were encouraged to submit it to Bill.
- **Conference:** Judy Schad reported that as of Aug. 1, there were 235 paid registrations. She submitted a detailed budget with which the event was planned.
- **Membership:** Kathleen Shannon-Finn commented Jodie had successfully redefined membership definitions and classifications. With the invitation for multiple-unit (15 or more) stores, Jodie has signed on Whole Foods to this concept. Three regions joined the previous week, and five more plan to join soon (representing a membership increase of up to 135 stores and \$12,000 in membership revenue). Whole Foods stores will display their ACS membership in their retail cases and many store managers attended this year’s con-

ference as Kathy Strange of Whole Foods held her national sales meeting in Louisville. By working closely with Kathy, Jodie was pleased to announce to the board that Whole Foods revised its HAACP standards to receive artisan cheeses at 48 degrees rather than 40 degrees to enable receipt of UPS shipments. Jodie announced a goal of increasing membership to 700 members in 2002. Kathleen reported the directory was not published because the estimated costs were high — \$8,500–\$14,000. However the database is now workable. FSA has sorting tools and can arrange lookups of the directory according to anyone’s needs. Despite the fact that the website is now equipped with the info, it was concluded there was a need to refer to something in print. Kathleen committed to see the directory printed this year.

- **Special Events:** David Grotenstein reported on NASFT events. Turnout at the summer ACS booth was quite low, and more artisanal cheesemakers’ participation and volunteers are needed in the ACS booth and working the counter. The event will now be supported by FSA. David believes in Ruth Flore’s vision to make an ACS pavilion at the NASFT shows, but it will take an advanced effort to organize this, as many participants who have their own booths pre-pay and draw for space a year in advance. Although ACS booth status as a trade organization

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NEW ACS MEMBERS

WELCOME!

Rostom Baghdassarian

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Thomas Baker

Dairy Farmers of America
Turlock, Calif.

Adrienne Burow

Water Oaks Farm
Bryan, Texas

Dr. Cesare Schiavi

Centro Recherche Casearie
SRL
Novara, Italy

Kevin Burkum

Dairy Management, Inc.
Rosemont, Ill.

Janice Cole

Cooking Pleasures Magazine
Minneapolis, Minn.

Karan Collenberg

Collenberg Dairy
Arcata, Calif.

Dennis Cottin

Les Fromages Chaput
Quebec, Canada

Debra Crave

Crave Farmstead Cheese
Waterloo, Wis.

Kitty Dennery

San Diego, Calif.

Michael Dennery

San Diego, Calif.

Paul Deysenroth

Bloomville, N.Y.

Mitch Einhorn

Twisted Spoke
Chicago, Ill.

Mark Furstenburg

The Breadline
Washington, D.C.

Linda Gleason

Kraft Foods Ingredients
Cordova, Tenn.

John Hoyt

Leelanau Cheese Company
Suttons Bay, Mich.

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restricts taking orders at the booth, a better handling of show leads needs to be devised. David also commented on the *Bon Appetit* events. They offer a link of ACS with restaurateurs and chefs and present an opportunity and another showcase for artisanal cheeses.

- **Cheese of Choice**

Coalition: Ruth reported that Dr. Katherine Donnelly of UVM wrote a white paper to FDA regarding the study of raw milk cheeses. As a result of this, FDA admitted that its research was flawed. However, FDA has now come back saying that this flawed research is uncertain. As of September, the Cheese of Choice Coalition is hoping to have a meeting at the USDA offices to see where things stand. A symposium is planned for the CCC. Through this work, ACS is getting involved in HACCP certification with a form of "ACS accreditation," still in the planning stages, with Dr. Donnelly as an advisor.

- **Newsletter:** Judy discussed the need for a professional editor. Articles are coming in, however an editor needs to do re-writes and shorten articles and ensure there is not as much repetition. Judy estimates the cost for this position to be about \$500-\$800 per issue, and will continue the search. (Anyone in the membership interested in this position, should submit a résumé to the committee, via Judy).

- **Caseus:** Roberto Rubino brought 700 issues of the magazine in English for sale at the conference. Judy suggested this work be moved on to a committee. Following the conference, a motion was made to turn



Caseus over to George and to Ricki Carroll for further subscription and distribution. That motion passed, and all copies of the newsletter have been turned over to Ricki Carroll. For more information about subscriptions, please contact Ricki: info@cheesemaking.com. Anyone interested in contributing articles for future issues of *Caseus* should contact George Haenlein, phone 410-648-6990, fax 302-831-2822, e-mail haenlein@udel.edu.

- **Website:** Regina McDuffee presented a map that located ACS cheesemakers throughout the country and some options of map makers to produce an artistic rendition of this for sale. Regina will see to it that the current map is posted on the website. Website chair Ricki Carroll has spent the year updating and inputting 5-year-old membership data so the website could operate as an online office. The intention is to link this info with FSA to be sure the ACS info is owned and updated at the ACS site as well. Ricki proposed written, additional website work for the coming year.

Kathleen commented this would go into the budget review for 2002.

There being no further business, Bill motioned to end the meeting and David seconded. The meeting adjourned at 4:45 PM, and a tour of the FSA offices followed.

CHEESEMAKERS DAY, AUG. 2

by Jim Schott

There had to be a good reason for me to leave my dairy in the middle of the summer with 120 milking does at the peak of production, nine farmers' markets, a new cheese in progress and a building renovation half done. The "Cheesemakers Day" at the 18th Annual Conference of the American Cheese Society was more than reason enough.

The morning started with Mary Falk and Marianne Smukowski taming the dreaded HACCP monster. In two hours they not only summarized the elements and importance of a HACCP program, but gave me the confidence and the motivation to create a plan of my own. Mary, in particular, helped me see that HACCP is common sense in black and white and cheap insurance.

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After two hours of tasting problem cheeses and listening to the panel of Dr. Robert Lindsay, Gerd Stern, Dr. Clair Hicks and Dr. Bob Bradley comment upon and interact with producers of those cheeses, I was ready for two more hours of the same. Opportunities like that do not exist for me in my world. I had the opportunity to both please and disgust the panel with samples of cheeses I submitted. "Smooth texture, bitter, lanolin off note, slightly fermented taste, rancid, musty, too salty" and more made up the language of cheesemakers and panel members as they discussed their products. More time to problem solve would have been even more enlightening.

I did get some help from the ever-curious and wonderfully informative Sister Noella. Sitting outside the meeting room surrounded by cheeses of every description, she identified molds and, in my case, identified the culprit giving my sample of surface-ripened cheese a terrible taste. I am still digesting the avalanche of valuable information about cheese cultures from Margaret Morris.

Fortunately, there were ample handouts to keep me oriented and allow me to do some homework once I returned home. Producing cheese from grass-grazing goats has been a dream of mine. Mike Gingrich and Dave Falk helped me understand that even if I had the land, there were complicated challenges, especially with goats that are not designed for grazing. There is much more to successful grazing than opening the gate and shooing the animals out of the barn. High quality cheese starts with high quality milk. Bill Crist, Joe O'Leary, and Sister Telchide provided par-

ticipants with the guidance they needed to examine and improve the quality of milk they produce whether it comes from goats, cows or sheep.

I missed excellent sessions that provided cheesemakers with useful information and insights. Lunch with the folks from Vermont Butter and Cheese gave information about the "Costing and Getting Paid" session that included Allison Hooper and Paula Lambert. It was hard for me to pass up the "Rinds and Aging." The presenters represented a wide variety of talented cheesemakers including Archangelo Esposito, Miguel Rolo, Beth Carlsen, Cindy Major and my neighbor Kristi Johnson — whom I spent more time with at the conference than I have all year long in Colorado.

When I returned home, the goats were still there, the markets had all been covered, the renovation was still half done and I was rejuvenated by all the interaction with other cheesemakers.

FRIDAY PROGRAMS AUG. 3

Sponsored by the California Milk Advisory Board, the morning began with the ACS membership meeting and continued with two programs celebrating the connection between chef and cheese, the final one a demo from the kitchen of the English Grill with John Ash and the brothers Castro. The mood from the kitchen was warm, welcoming and relaxed. The presence of participating chefs throughout the programming was a reminder of the excitement they've generated for American cheeses on the palates of this country. All were avid supporters of American cheeses as both

ingredients and on cheese trays. Curtis Eargle, Jean Joho, John Ash and Odessa Piper have featured them for over 10 years — from a time when they were not as easy to find, nor generally as good. They were the spark that ignited this conference!

The Friday afternoon program was packed with three sets of four programs each. Sponsored by the New England Dairy Promotion Board, there was so much variety and substance that attendees had difficulty choosing. One of the primary themes of marketing panels was reflected in the "Problems with Selling American Cheese." John Greeley reports that they "took the high road" and tuned into the new day that has dawned on the American specialty cheese landscape. The celebration is going on around us in the nation's dairy and cheese cases. American specialty cheese is under the spotlight of the food press, the gourmet journalists, the chefs and shoppers, and it will be so for some time. Popularity comes from the persistence of the cheesemakers, distributors and retailers and ACS to get the story out there and make some noise. This has worked. The marketing boards were late to the party but fully committed when asked to help. The results are a satisfying curiosity and desire in the cheese forums and retail aisles (not seen 10 years ago). Marketing programs — fired with speakers like Rob Kaufelt, Steve Jenkins, Ari Weinzeig, Raymond Hook, Joe Zuercher and David Grotenstein — had some overlap but also represented consensus on critical issues. How does good product get

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NEW MEMBERS

• *continued* •

Sheila Kaiser
Kowalski's Market
Woodbury, Ind.

Donald Klipstein
Cheesebits.com
Ambler, Pa.

Giuseppe Corfilac
Ragusa, Italy

Alice Mann
Edgewater, Md.

Ranee May
University of Wisconsin
River Falls, Wis.

Mia McWilliams
Edelman Public Relations
Worldwide
Chicago, Ill.

Jenny O'Neal
Fairfield, Conn.

Carlos Valera
Lima, Peru

Carole Palmer
Good Taste Marketing Services
Bethesda, Md.

Karen Paulus
Wisconsin Center for
Dairy Research
Madison, Wis.

Jeff Richards
Trumansburg, N.Y.

Florencio Rodriguez
Lima, Peru

Tim and Mary Tonjes
Callicoon, N.Y.

Courtenay Tylet
Binny's
Chicago, Ill.

Nancy Weiss-Giffels
Holiday Market
Royal Oak, Mich.

Frank Wuerfel
Redwood Hill Farm
San Francisco, Calif.

Philip Yacuk
NY Farms
New York, N.Y.

Judging



Mike and Carol Gingrich, from Uplands Cheese Company in Dodgeville, Wis., take home top honors.

Rookie Cheese Wins Best of Show

Mike and Carol Gingrich of Uplands Cheese Company in Dodgeville, Wis., took top honors for their farmstead cheese, Pleasant Ridge Reserve, at the 18th annual conference of the American Cheese Society held in Louisville, Ky. The "Best of Show" winner is a semi-hard, washed-rind cheese that, amazingly, the Gingriches began making just one year ago. Pleasant Ridge Reserve is made only with spring and summer milk, which the Gingriches consider to be the highest-

quality, best-tasting milk. Great milk means great cheese, so during spring and summer, the cows are grazed on the rich grasses indigenous to the couple's area of southwest Wisconsin. The cows are on a rotational grazing system which means that they are moved to a different part of the pasture each day to allow the grasses they've eaten to re-grow. This ensures a constant supply of their high-quality feed source throughout the season — and award-winning cheese.

A Message From Daphne Zepos

My aim as judging chair was to select and assemble a team of dedicated cheese experts who share with me the following beliefs, and apply them unfailingly to their job as judges:

The primary goal of the judging is to help cheese-makers make a better cheese, and to provide them with knowledgeable feedback regarding the virtues and shortcomings of their product. Each judge must understand that the impact of this competition on the cheese-makers is extraordinary both financially and in terms of prestige within the profession and approach his or her task accordingly.

The secondary goal is to expose the selected judges to the pick of the crop. This day

of focused tasting is an incredible resource of information for the judges and the advisory panel. It naturally becomes a forum for great conversation and ideas, turning the ACS competition into an important reference point for the industry.

The 2001 judging team, advisory panel and judging committee formed a group 34 strong that came from 16 different states, three different countries and every area of expertise within the cheese world. On Thursday, Aug. 2, we joined efforts and proceeded with the running of this 18th annual competition.

You hold in your hands the result of our endeavors.

Daphne Zepos
2001 Judging Chair

Judging Chair: Daphne Zepos

Aesthetic Judges

Sarah Fritschner
Gale Gand
Steve Jenkins
Jean Joho
Lynne Rossetto Kasper
Rob Kaufelt
Kristine Kidd
Kristin Sande
Sofia Solomon
Sarah Stegner
Tina Uljaki
Laura Werlin

Technical Judges

Robert Aschebrock
Marc Bates
Robert Bradley
Dr. Catherine Donnelly
Dr. George Haenlein
Juliet Harbutt
John Loomis
Dave Potter
Roberto Rubino
Bill Schlinsog
Bill Wendorff
Charles White

Advisory Panel

John Greeley and Matt Morgan

Judging Committee

Sheana Davis
Gordon Edgar
Simone Jenkins Morgan
Bill McKenna
Regina McDuffy
Kristin Sande
Nettie Schlinsog
Avice Wilson

Results!

BEST OF SHOW

Pleasant Ridge Reserve

Uplands Cheese Inc.

Michael Gingrich

FRESH UNRIPENED CHEESE

■ Cow's Milk

1st Place: Cowgirl Creamery/
Tomaes Bay Foods, Cottage
Cheese
2nd Place: Calabro Cheese
Corp., Ricotta/Hand-Dipped
3rd Place: The Mozzarella
Company, Crescenza

■ Other Milks

1st Place: Cypress Grove
Chèvre, Chèvre
2nd Place: Old Chatham
Sheepherding Company, Fresh
Ricotta

SOFT RIPENED CHEESE

■ Cow's Milk

1st Place: Marin French Cheese,
La Petite Creme
2nd Place: Les Fromages
Chaput, Vacherin Chaput
3rd Place: Kingsey Cheese, Sir
Laurier

■ Goat's Milk

1st Place: Les Fromages
Chaput, Briquette Chaput
TIE 2nd Place: Montchevre-
Betin Inc., Cabrie
TIE 2nd Place: Pure Luck
Grade A Goat Dairy, Ste. Maure
TIE 3rd Place: Les Fromages
Chaput, Bouleau Chaput
TIE 3rd Place: Les Fromages
Chaput, Cabri

■ Sheep or Mixed Milk

1st Place: Willow Hill Farm,
Alderbrook

■ Flavor Added

1st Place: Marin French Cheese,
Brie/Jalapeño
2nd Place: Marin French
Cheese, Brie/Garlic
3rd Place: Old Chatham
Sheepherding Company, Pepper
Pyramid

AMERICAN ORIGINALS

■ Monterey Jack/All Milks

TIE 1st Place: Tillamook
County Creamery Association,
Monterey Jack
TIE 1st Place: Fagundes Old-
World Cheese, Hanford Jack

■ Open Category, Cow's Milk

1st Place: McCadam Cheese
Company Inc., O/R Muenster

2nd Place: Marin French
Cheese, Schloss
3rd Place: Fiscalini Farms, San
Joaquin Gold

■ Open Category, Goat's Milk

1st Place: Capriole Inc., Mt. St.
Francis
TIE 2nd Place: Cypress Grove
Chèvre, Marble Mountain
TIE 2nd Place: Redwood Hill
Farm, Teleme
TIE 2nd Place: Yerba Santa
Dairy, Shepherd's Cheese

AMERICAN-MADE INTERNATIONAL STYLE

■ Dutch Style, All Milks

(Gouda, Edam, etc)
TIE 1st Place: Oakdale Cheese
& Specialties, Gouda
TIE 1st Place: Calpoly
Creamery, Gouda

■ Open Category, Cow's Milk

1st Place: Vella Cheese Co.,
Mezzo Secco
2nd Place: Roth Käse USA Ltd.,
Knight's Vail
3rd Place: Roth Käse USA Ltd.,
Raclette

■ Open Category, Other Milk

1st Place: Willow Hill Farm,
Summertowne
2nd Place: Fromagerie
Tournevent, Capriati Crottin

CHEDDARS

■ Aged Cheddars (9 months or more)

1st Place: Grafton Village
Cheese Co., Grafton Gold
2nd Place: Tillamook County
Creamery Association, Sharp
Cheddar
3rd Place: Tillamook County
Creamery Association, Sharp

■ Flavor Added, Any Age

1st Place: Cabot Creamery,
Flavored Cheddar: Five
Peppercorn
2nd Place: Spring Hill Jersey
Cheese, Cheddar
3rd Place: Cabot Creamery,
Flavored Cheddar: Garlic & Herb

■ Cow's Milk

(aged less than 9 months)
1st Place: Cabot Creamery, VT
Cheddar
2nd Place: McCadam Cheese
Company Inc., Cheddar
3rd Place: Vella Cheese Co.,
Daisy

■ Goat's Milk

(aged less than 9 months)
TIE 1st Place: Cypress Grove
Chèvre, Cheddar
TIE 1st Place: Stickney Hill
Dairy, Raw Goat's Milk Cheddar

BLUE MOLD CHEESE

■ Blue-Veined Cow's Milk

1st Place: Great Hill Dairy Inc.,
Great Hill Blue
2nd Place: South Mountain
Products, Berkshire Blue
3rd Place: BelGioioso Cheese
Inc., Gorgonzola

■ Blue-Veined Goat's Milk

1st Place: Westfield Farm,
Classic Blue Log

HISPANIC & PORTUGUESE STYLE CHEESE

■ Open Category, All Milks

1st Place: Fagundes Old-World
Cheese, St. John
2nd Place: Spring Hill Jersey
Cheese, Portuguese

■ Flavor Added/All Milks

1st Place: Fagundes Old-World
Cheese, St. John Sante Fe

ITALIAN-TYPE CHEESE

■ Grating Types, Reggiano, Sardo,
domestic Parmesan/All Milks,
Romano Made from Cow's and Goat's
Milk Only

1st Place: Lactalis USA
Inc.—Turlock, Asiago

■ Mozzarella Types, Brick and

Scamorza, All Milks
1st Place: Saputo Cheese USA
Inc., Mozzarella/Part Skim

■ Fresh Mozzarella Types, Ovalini,

Bocconcini, Ciliegine Sizes/All Milks
1st Place: The Mozzarella
Company, Fresh Mozzarella
2nd Place: Mozzarella Fresca,
Mozzarella Fresca/Fresh
Mozzarella

FETA CHEESE

■ Cow's Milk

1st Place: Karoun Dairies Inc.,
Feta

■ Goat's Milk

1st Place: Doeling Dairy, Raw
Milk Feta
2nd Place: Pure Luck Grade A
Goat Dairy, Feta
3rd Place: Vermont Butter &
Cheese, Vermont Goats' Milk Feta

LOW FAT/LOW SALT CHEESES

■ Open Category, All Milks

TIE 1st Place: Cabot Creamery,
Light Cheddar Cheese
TIE 1st Place: Roth Käse USA
Ltd., Lacy Swiss
2nd Place: McCadam Cheese
Company, Inc., Muenster/50%
Reduced Fat

FLAVORED CHEESES

■ Open Category, Cow's Milk

1st Place: Sierra Nevada Cheese
Company, Cream Cheese Jalapeño
2nd Place: Karoun Dairies Inc.,
String Cheese
3rd Place: The Mozzarella
Company, Quesco Blanco
w/Chiles

■ Open Category, Goat's Milk

1st Place: Harley Farms/Sea
Stars Goat Cheese, Monet
2nd Place: Cypress Grove
Chèvre, Pepper Chèvre

■ Open Category, Sheep's Milk

1st Place: Peppared Cheese
Everona Dairy

SMOKED CHEESES

■ Open Category, Cow's Milk

1st Place: Gemelli Inc., Smoked
Scamorza
2nd Place: Tillamook County
Creamery Association, Smoked
3rd Place: Taylor Farm, Maple
Smoked Gouda

■ Open Category, Goat's Milk

1st Place: Westfield Farm,
Smoked Capri

FARMHOUSE CHEESES

■ Open Category, Cow's Milk

1st Place: Uplands Cheese Inc.,
Pleasant Ridge Reserve
2nd Place: Orb Weaver Farm,
Orb Weaver VT Cave Aged
3rd Place: Bellwether Farms,
San Andreas

■ Open Category, Goat's Milk

1st Place: Pure Luck Grade A
Goat Dairy, Basket Molded
Chèvre
2nd Place: Hillman Farm,
Harvest Cheese
3rd Place: Sweet Grass Dairy,
Botana

■ Open Category, Sheep's Milk

1st Place: Love Tree Farmstead
Cheese, Trade Lake Cedar

FRESH GOAT'S MILK CHEESES

■ Open Category

1st Place: Westfield Farm, Plain
Capri
TIE 2nd Place: Redwood Hill
Farm, Chevre
TIE 2nd Place: Iron Bridge
Farm, Iron Bridge Fresh Chèvre
3rd Place: Fromagerie
Tournevent, Biquet

■ Flavor Added

TIE 1st Place: Cypress Grove
Chèvre, Herb Chèvre
TIE 1st Place: Doeling Dairy,
Fresh Chevre/Rosemary
2nd Place: Westfield Farm,
Capri/Herb Garlic
3rd Place: Fromagerie Belle
Chèvre, Cheese Log

FRESH SHEEP'S MILK CHEESES

■ Open Category

1st Place: Love Tree Farmstead
Cheese, Little Holmes

MARINATED CHEESES

■ Open Category, Cow's Milk

1st Place: Marin French Cheese,
Wine Cheese

■ Open Category, Goat's Milk

1st Place: Capriole Inc., Banon

CULTURED CHEESE PRODUCTS

■ Cultured Cow's Milk

1st Place: Karoun Dairies, Inc.,
Labne
TIE 2nd Place: Kendall Farms,
Tied Creme Fraiche
TIE 2nd Place: Bellwether
Farms, Creme Fraiche

■ Cultured Goat's or Sheep's Milk

1st Place: Redwood Hill Farm,
Yogurt
TIE 2nd Place: Fromagerie
Belle Chevre, Fromage Blanc
TIE 2nd Place: Old Chatham
Sheepherding Company, Sheep's
Milk Yogurt

BUTTERS

■ Cow's Milk or Goat's Milk

1st Place: Mt. Sterling Cheese,
Goat Milk Butter
2nd Place: Vermont Butter &
Cheese, Vermont Cultured Butter

CHEESE SPREADS

Open Category/All Milks

1st Place: Old Chatham
Sheepherding Company, Torta
2nd Place: Harley Farms/Sea
Stars Goat Cheese, Garlic Herbs
3rd Place: Spring Hill Jersey
Cheese, Cheese Spread

AGED GOAT'S MILK CHEESES

■ Open Category

1st Place: Vermont Butter &
Cheese, Vermont Bonne-Bouche
2nd Place: Doeling Dairy,
Crottin
3rd Place: Capriole Inc., Old
Kentucky Tomme



Sister Noella Marcellino, left, and Sister Telchide of the Abbey of Regina Laudis.

where it needs to go at the least expense and in the best condition — a problem that continues to plague our huge geography? John Greeley points out that as new cheesemakers and marketers enter the arena, questions like, “How to ship? Distributor or direct? Where do margins come from?” are appearing again in the conversation. We have had whole conference days devoted to these questions in the past. They are part of the ongoing logistics of shipping in America. Out of this and other discussion emerged the conclusion that as more cheesemakers enter the marketplace, methods of distribution are becoming as various and flexible as American cheeses themselves. There are cheeses that never leave the farm unless the customer comes to get them. Local farm markets also offer value-added income for small producers. For some retailers and chefs, direct from the producer creates a connection to producer and product. Regional markets are now more available across the country and offer local awareness and support, while larger producers still require a wider and more efficient distribution network.

Most agreed American cheeses require a knowledge, marketing skill, and commitment on the part of the marketer. Price and lack of established cheese traditions necessitate more understanding for unique cheeses by everyone in the marketing network. “Customers,” John Greeley says, need to know where they “can go to get the story.” Panelists advised customers to talk to them and their staff before trying to access each cheese’s website and/or the growing links from ACS and marketing boards’ websites, but they also noted the great value of these websites to enhance the education of their own staff for getting the story out. The good news, John says, is “the customer wants to have a conversation about cheese and wants to know more from the retailer.” “The Making of Azeitao” had standing room only. Presenter Miguel Rolo, president of the Portuguese Traditional Cheesemakers Association, was one of the conference’s most engaging speakers, and his cheeses were equally inspiring. Azeitao, a traditional sheep’s milk cheese, is set with cardoon. Slides illustrated how those thistle flowers are harvested

(very carefully). One of the most interesting aspects of this cheese is that there is no acid development in the first 48 hours or so of its development. What happens to it after three to four weeks is sheer magic! The interior is soft and oozy and the rind, delicate but firm.

Sister Noella Marcellino, in her program “French Lessons in Fungal Biodiversity: the Strain You Love May be Your Own,” used slides of electron and light micrographs to illustrate the microbial populations that grow on the rind during the ripening process of her Abbey’s Bethlehem cheese, a raw milk St. Nectaire-type cheese made according to an ancient French recipe. Although Bethlehem cheese is made without the addition of commercial cultures of fungi, the genera of fungi on the rind is similar to those found on traditional St. Nectaire in France. These results suggest that the microorganisms are present naturally in the environment and that traditional fabrication techniques are major determinants of the character of a cheese. Sister Noella then shared the results of her doctoral research on the biodiversity of *Geotrichum candidum*, a fungus that colonizes nearly all fungal surface-ripened cheeses during the early stages of ripening. She collected native isolates of the fungus from traditional fabrications of cheeses in seven regions of France, which were then characterized for genetic and biochemical diversity. The study showed a high amount of biodiversity in *G. candidum*. She raised the question: why would a cheesemaker use one of the few commercial strains of *G. candidum* available

when there exists such a wealth of natural diversity? She encouraged American cheesemakers to use techniques that would select for native strains of *G. candidum* with particular attention given to salting, since *G. candidum* is very sensitive to high NaCl concentrations. The first few days of ripening are critical for a good implantation of *G. candidum* on the rind so that *Mucor* and *Penicillium* — which can tolerate 2.0% and 4.0% (w/w) respectively — do not take over. She concluded her presentation with a summary of why biodiversity in a cheese-ripening fungus such as *G. candidum* is desirable. Native strains provide a pool of diverse enzymes whose activities contribute to development of aroma and reduction of bitterness in varying degrees. Since metabolites of some strains of *G. candidum* have been shown to inhibit the pathogen *Listeria monocytogenes*, a screening of American strains for this activity may be valuable.

Two late speaker additions to “Cheese as Aphrodisiac” rounded out this energetic, all-female panel. Mary Falk of Lovetree Farm and Susan Spicer, chef/owner of Bayona restaurant in New Orleans, were joined by Juliet Harbutt, who orchestrates the entire Specialist British Cheesemaker annual judging and program, and Lynne Rossetto Kasper, commentator, author, and program moderator of MPR’s “The Splendid Table.” Mary Falk reports that the more serious side of this program was that “America is realizing how a truly great cheese can simplify life when it is allowed to be

continued next page

the entrée of a meal.”

Sarah Fritschner, food editor and moderator of *What Foodwriters Want*, echoed John Greeley’s comment that old subjects need to be rethought for a new audience. Basic questions from the audience about how to contact and talk with food writers and food professionals are still a concern, and Sarah has offered to become a source if anyone wishes to ask questions about approaching media. As food editor of Louisville’s *Courier Journal* and director of Farmworks, a regional farm market network, she works with producers and publicizes their efforts. She also has a working acquaintance with food writers and media across the country. Because many cheesemakers cannot afford publicists and may feel daunted by press and media, she’s offered to be a source and contact for specific questions on the subject. She can be reached by phone at 502-583-0204 or via e-mail: sfritschner@courier-journal.com.

“Grass Dairying for Flavor,” while designed primarily for cheesemakers and dairymen, attracted a surprising number of retailers and marketers. Organized by Mike Gingrich from Upland Dairy and Bob Lindsay, flavor analyst and professor at University of Wisconsin, the program explained the more practical considerations for intensively grazing dairy animals, as well as the technical ones about how these pasture flavors translate into cheese. Flavor producing elements are primarily present at the younger stages of plant growth, and are also more available to grazing animals because of their water solubility. Plants grazed at this



stage produce higher energy levels than later, woodier growth. Grass dairying often translates into better economic utilization of pasture plants, more flavor, and healthier meat and milk products. The testimonial is the success of panelist Mike Gingrich and his Pleasant Ridge Reserve, winner of the 2001 ACS Best of Show.

“Teaching Cheese to Chefs,” moderated by Regi Hise represented diverse approaches. Sofia Solomon of Tekla in Chicago, a true affineur, educates chefs from her own warehouse and tasting room with the best of what she has available. Odessa Piper, in the kitchen and dining room of L’Etoile, has perhaps educated more customers and young chefs-in-training to the glories of cheese than has anyone. Chris Koetke brings his passion for cheese into the classroom of Kendall College. Regi consults and advises directly to students

and chefs alike and brings with him a rich knowledge of food history and practice, while Nancy Fletcher of CMAB plans and orchestrates extensive educational and marketing programs that reaches a broad base of chefs, culinary students, media, and customers.

“Common Ground — an Update on the Cheese of Choice Coalition” was moderated by Daphne Zepos. The panel included Ruth Flore, Dr. Catherine Donnelly and K. Dun Gifford. Ruth Flore, ACS ex-officio and co-chair of the CCC, updated the membership on last year’s activities. The CCC worked on two fronts, focusing on: a) public awareness and press exposure; and b) communication with FDA. We have given members the full update of our actions in the 3rd quarter, pre-conference newsletter. Most recent developments were offered by Dr. Catherine Donnelly, who presented the results of her scientific report regarding

aged, raw milk cheeses. Dr. Donnelly has served as professor of Nutrition and Food Science at the University of Vermont for 18 years. She is widely regarded as an international expert on the bacterial pathogen *Listeria monocytogenes*.

In December 2000, the CCC retained her to conduct a comprehensive literature review regarding the use of raw milk cheese production, with a concentration on bacterial pathogen controls, as well as a literature review focusing on the epidemiology of outbreaks linked to raw milk cheeses. Upon completion of the literature review, Dr. Donnelly prepared a comprehensive, unbiased report comprising her views and recommendations on the microbiological safety of aged raw milk cheeses.

In its concluding paragraph, Dr. Donnelly’s report states: “In summary, aged raw milk cheeses have a remarkable food safety record as evidenced by the infrequency of large cheese-associated outbreaks.... Based upon this review, it is concluded that confounding parameters other than use of raw milk contributed to the presence of bacterial pathogens in the majority of cheese-related outbreaks of human illness.... This review did not find any compelling data to indicate that mandatory pasteurization would lead to a safer product, especially since post pasteurization contamination of aged cheeses accounts for much of the documented cheese contamination....”

The full report will be published in the *International Dairy Journal*.

continued next page

K. Dun Gifford, president of Oldways Preservation and Exchange Trust and co-founder of CCC, talked about the raw milk cheese discussion hosted by Oldways and Artisanal at Artisanal restaurant in New York City on July 10. In his introductory speech there he said: "This issue of raw milk restrictions is critical to all of us for many reasons. They're not scientifically necessary, they will harm small artisan cheesemakers and dairy farmers, they will extinguish a component of our culinary heritage, and most of all they restrict one of our most basic privileges — our freedom of choice." Dun Gifford also discussed the CCC's plans for a symposium on raw and artisanal cheeses.

Unfortunately, the 50 minutes allotted to the panel were not quite enough for a full discussion or for questions from the audience. After some loud complaining and a fast conclusion, the meeting was adjourned.

[Editor's note: This panel attracted the largest audience of any of the concurrent programming and simply did not have enough time. It was definitely not a breakout program as evidenced by the attendance, and it is also one that needs at least a two-hour time frame. Apologies from me, as conference chair, to all panelists and attendees!]

The "Chefs Choice" program, concurrent with two other sets of programs, set the table with six American cheeses and five wines from sponsor, Brown-Forman. Laura Werlin reports that "as the moderator of the Chef's Choice panel which focused on pairing cheese with wine, I was, as always, thoroughly impressed with John Ash and his ability to be endlessly



informative and, at the same time, entertaining... Juliet Harbutt, a late addition to the panel, delivered information on the restaurant cheese course in her usual wry, humorous manner. The crowd, comprised of both ACS members and the public, seemed to love it..."

Friday afternoon ended with what many said was their favorite program, the "Bourbon and Cheese

Hats off to our many wonderful volunteers for cutting the cheeses and serving the wines for Chef's Choice, then clearing the tables, plating four more cheeses, and three bourbons for over 300 people — all in the space of about 25 minutes! It looked as smooth as the Woodford Reserve we all sipped.

Pairing," hosted by Lincoln Henderson, master distiller at Brown-Forman, and Joe Castro and Jeff Jarfi of the Brown. Hats off to our many wonderful volunteers for cutting the cheeses and serving the wines for Chef's Choice, then clearing the tables, plating four more cheeses, and three bourbons for over 300 people — all in the space of

about 25 minutes! It looked as smooth as the Woodford Reserve we all sipped. Starting with "white lightening," bourbon before it reaches its charred oak barrel, we then compared the caramels, vanillas and fruity flavors in the finished spirit. While our opinionated panel composed of Jean Joho and Steve Jenkins zeroed in on the washed rind as the perfect match, for many in the audience it was the sweet and wonderful Grafton Cheddar, which was both match and foil. A most mellow way to end a full day!

The Friday evening Dine-Around, featuring cheesemakers at 10 local restaurants, took cheese out of the hotel right into the city. Lilly's, featuring the cheeses of the Cowgirl Creamery, was totally booked. A potential logistic nightmare, the Dine-Around would not have been possible without Laura Whelan, our coordinator. She was the oil for the wheels to make the conference turn smoothly.

SATURDAY PROGRAMS

The Wisconsin Milk Marketing Board sponsored a series of Saturday morning programs on how American cheeses play in the larger picture of world cheese tradition. The first panel, moder-

ated by Lynne Rossetto Kasper, began with her description of what tradition actually means in the European sense and how it differs here. Lynn explained that the root of the word "locale" is nostrano, and the word nostro means ours. In an Italian village, everything within the sounds of the bell tower of the local church was ours — the fields and flocks surrounding the village and what was produced from them. A northern Italian housewife preparing a traditional meal would no more consider using a southern Italian cheese than she would American processed cheese slice. The dish, the menu, the occasion would lose its meaning as ours. As Lynne pointed out, this is truly a foreign concept to us. We are a society where innovation and variety rules, but discussion pointed to how these concepts are changing in Europe as the world becomes more global. John T. Edge suggested that the south is perhaps the one area of the country where food tradition runs deep, but those traditions do not really include cheese. We are, as both he and other panelists pointed out, making tradition, and there is something as exciting about this process as there is nostalgia and reverence for the past and other traditions.

In the second panel of the morning, David Grotenstein asked cheesemakers about the positives and negatives of producing and marketing cheeses in an American setting. Allison Hooper pointed out that the current producers face far fewer challenges in marketing their

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Portuguese Traditional Cheesemakers; and Juliet Harbutt of Specialist British Cheesemakers. While these optional Saturday afternoon programs continued,

cheeses than producers who began 10–15 years ago. The final panel, moderated by Sarah Fritschner, echoed the need for commitment to support these products as their own entity with a quality that can stand on their own. Laura Werlin states that, “The natural byproduct of this emphasis is, by definition, an appreciation of American cheese; and with that is coming, slowly but surely, a genuine American cheese tradition.” Saturday afternoon, included as a first at this year’s conference, was an ACS Sponsor and Information Fair where tables included not only association information, but product information that included ingredients, cultures and equipment. Concurrently, Michela Prevot presented a program on the Italian auto-genous cultures produced by Gruppo Mofin Alce in Novara, Italy, and Ali Haidar presented a program outlining the services of Alliance Pastorale in France. For many of us, one of the most exciting elements of this conference was the influx of these foreign visitors, how included they felt in the festivities, and the network of expertise that they represented for the ACS. In addition to those just mentioned, the following spoke during various times in the programming: Roberto Rubino, editor of our first English version of *Caseus*; representatives of the Cheese and Art Festival from Ragusa, Sicily; Miguel Rolo of

an organized group of volunteers, led by Jodie Wische, set up the ballroom for the evening’s Festival of Cheeses, and Joe Castro and a bevy of volunteers and visiting chefs prepared their cheese accompaniments in the kitchen.

The Festival of Cheeses and Cheese Awards, was, as always — and more than ever at this conference — the crowning event of the year for ACS. So many beautiful cheeses, excited people and an atmosphere of electricity! And it could have been no better planned, down to every detail, than it was by Jodie Wische of Old Chatham Shepherding Co. and her crew. For months, she faxed maps of the room layout, worried over preprinting cheese identification cards (even the picks that would hold them) and made detailed volunteer lists. The doors opened at 5:30 for the preview and announcement of the cheese awards, as well as a special thank you to outgoing office administrator, Laura Jacobs-Welch. The room was breathtaking! Forty bales of straw had been stacked on tables to tier the cheeses and were strewn on the floor under the crystal chandeliers of the grand old ballroom. So much is represented on those tables stacked high with cheese — years of work in production and marketing, sacrifice and skill, a work always in

progress, and each year, more impressive than the last. This year, around the edges of the ballroom were visiting chefs paired with cheesemakers: John Ash with Redwood Hills; Ann Cooper with Shelton Cheese; Curtis Eargle with Everona; Gayle Gand with Vermont Butter and Cheese; Joe Castro with Vella and Upland Dairy; John Castro with Yellowbranch; Lynn Winter with Sweet Grass Farms; Odessa Piper with Lovetree Farm; Annie Quatrano with Fromagerie Belle Chevre; Susan Spicer with Bingham Hill; Sarah Stegner with Capriole and Old Chatham Shepherding Co. Complementing the food and cheese were seven tables of wine and bourbon. During this hour the cheese awards were announced, including the Best of Show, Upland Dairy’s Pleasant Ridge Reserve, a surprise for none of us who love this cheese and Mike Gingrich — great cheese and a great guy. Patrick Geoghegan of WMMB said that it was the most exciting cheese event he had ever attended. At 6:30 the doors opened to the Louisville public and the music of a Bluegrass band, and ended with a Cheese Auction and Clark Wolfe as auctioneer. Clark had auctioned the cheese at my very first conference at Rutgers in 1989 and proved this year that he still has the touch.

The Sunday morning trip to Capriole, was, I hope, as much fun for everyone as it was for me. I loved having everyone and the aftermath as well, an afternoon spent with David Grotenstein and Trudy, Miguel and Daphne Zepos. Personally, the joy of this conference was the opportunity to work with Daphne and so many others like her who

give an extraordinary piece of themselves to making ACS work. I have learned a great deal this year about all of you. I like what I have learned.

From the editor:

As I was writing the conference summary for the newsletter, I thought of Lynne Rossetto Kasper’s discussion of tradition, and lack of it in the United States, that sense of locale, of ours. I thank you all for the experience you gave me in Louisville, a sense of excitement and common purpose that brought us all together as a family for a few days, a feeling of ours.

Now the unspeakable has happened, and the world has shrunk impossibly to two gaping holes in the New York landscape and a crushed building on the banks of the Potomac. Differences and distance have disappeared in the space of an hour. Suffering, sorrow, loss and incredible heroism have given us all a new backyard. At this moment I have heard that the Jenkinses, Grotensteins, and Kaufelts are OK. Some of our friends at Windows on the World have not been as fortunate. They were on the 106th floor of the WTC.

I am so grateful we could be together in August to celebrate American cheese, and much more than that — each other and the distances and moments we’ve all traveled together. In the face of hate, boundaries are created for the human spirit and we all become victims of a sort. The cooperation and togetherness we experienced in August as a society, like that we are experiencing as a caring nation, erases boundaries.

Love and peace to all of you, and many, many thanks.

— Judy

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VISIT OUR WEBSITE AT WWW.CAPRIOLEGOATCHEESE.COM

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year, this will enable us to offer more services and be more proactive for our cheesemakers and membership in general.

Conference 2003

We are working on selecting a site either in Wisconsin or the West Coast.

New Administration

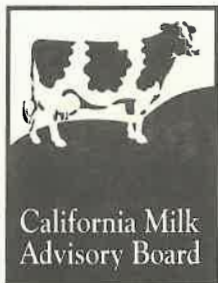
For those of you who could not attend the conference in Louisville, we have hired FSA, a professional management group to take on the daily responsibilities of administering the ACS. FSA has a staff of over 60 people to whom we will have access, in order to make the ACS run smoothly and professionally into the future. Barry King of FSA is now the executive director of the ACS. He is our point person, and I am confident that he will do a great job for the ACS.

I want to take this time to say how lucky I am to have such a committed and dedicated board to work with this year. I am expecting great things for the ACS.

— Bill McKenna

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Columbus was inadvertently left off of the conference materials. The ACS apologizes for the error.

FROM MARTHARIE
INCORPORATED
— CATERING BUREAU FOR SPECIALTY FOODS —



A **cheesemaking trip to France** is being planned by Ricki Carroll of New England Cheesemaking Supply Company for 2002 with the cooperation of Ali Haidar of Alliance Pastorale. There is limited participation, so for more information contact Ricki at New England Cheesemaking Supply Company, 413-628-3808 or at www.cheesemaking.com.

CHEESEMAKER'S APPRENTICE WANTED:

Once upon a time, farmstead cheeses were very hard to find. Sally Jackson needs help in order to continue to breed her sheep and goats and make her incredible cheese. If you're interested in becoming a cheesemaker, and can work for minimum pay in nearly primitive conditions, contact Rob Kaufelt at info@murrayscheese.com and I'll put you in touch with her. It will be an unforgettable experience for someone seriously interested in learning the art of cheesemaking.

Enlist in the Great American Cheese Revolution with the Chicago Chapter of the American Institute of Wine & Food for this special event that will feature cow, sheep and goat milk cheeses at 6 p.m. Thursday, Oct. 18, 2001, at the Chicago Wyndham Hotel, 633 N. St. Clair St., Chicago. The Wyndham featured a month of fabulous American specialty cheese creations in September from Chef John Coletta. Laura Werlin, author of the *The New American Cheese* will introduce the program, followed by a round table of cheesemakers, retailers, restaurateurs and food scientists discussing key issues in a panel led by Regi Hise. The program ends with a sampling from cheese plate courses and an eat-around of featured menu items from some of Chicago's top chefs.

Rob and Patricia Kaufelt at Murrays in NYC are planning an American Cheese Festival in November. Rob has been supplying cheese to volunteers, while Patricia has been at a soup kitchen at ground zero. They are stockpiling cheese because it will take weeks to clean the site and neighborhood, and the authorities are advising those that are contributing food for volunteers working the site to pace themselves, i.e. have products for the long haul. Anyone wishing to contribute may e-mail Rob at: robertkaufelt@hotmail.com or call Murrays at 212-243-3289.

Tom, Mary Ellen, and Cathy Power, owners of the Cheese Shop, Merchant's Square in Williamsburg, Va., are signing a new lease with Colonial Williamsburg for a larger and more prominent location at 410 Duke of Gloucester Street. The new Cheese shop will be retail and an American style bistro. It will be over 5,000 square feet and anticipates opening in Summer 2002.

ACS has a new address!!

304 West Liberty Street, Suite 201
Louisville, KY 40202

Phone: 502.583.3783 • Fax: 502.589.3602

Contact: Barry King
e-mail: bking@hqtrs.com

ACS Calendar

Nov. 5-7, 2001

Pennsylvania State University Pasteurizer Operators Workshop, University Park, Pa.

Contact Pennsylvania State University, 814-865-8301, FAX 814-865-7050, e-mail: shortcourse@psu.edu.

Nov. 5-7, 2001

HACCP: A Basic Concept for Food Protection Short Course, University of California-Davis

Contact University Extension, 800-752-0881, fax 530-757-8558, website: <http://conferences.cas.psu.edu>.

Nov. 8-9, 2001

HACCP: Verification and Validation Advanced Workshop, University of California-Davis

Contact University Extension, 800-752-0881, FAX 530-757-8558.

Nov. 10-13, 2001

International Hotel/Motel & Restaurant Show New York

Contact George Little Management, 914-421-3206, FAX 914-948-6180, website: www.ihmrs.com

Nov. 28-Dec. 1, 2001

Second International Conference and Exhibition on Nutraceuticals and Functional Foods, Portland, Ore.

Contact Dr. Sefa Roseoglu, 979-690-7309, FAX 979-690-7309, e-mail: nutra@tca.net, website: www.worldnutra.com.

Dec. 9-12, 2001

American Dairy Science Association (ADSA) Fifth DISCOVER Conference on Food Animal Agriculture: Milk, Dairy Ingredients and Dairy Foods for the New Decade, Pacific Grove, Calif.

Contact ADSA, 217-356-3182, FAX 217-398-4119, website: www.adsa.org.

January 20-22, 2002

Winter Fancy Food Show NASFT, Moscone Convention Center San Francisco, Calif.

Register online at www.fancyfoodshows.com or call customer service at 708-786-4120.

Feb. 19, 2002

Wisconsin Cheese & Specialty Food Merchants Association Midwest Specialty Food Show, Milwaukee

Contact Wisconsin Cheese & Specialty Food Merchants Association, 608-255-4004, 800-362-9644, FAX 608-255-6600, e-mail: wc&sfma@supranet.net.

August 1-3, 2002

19th Annual American Cheese Society Conference Capitol Hill Hilton, Washington, D.C.

Cathy Strange, Conference Chair: 707-527-7367 or e-mail: cathy.strange@wholefood.com. Contact Cathy with conference suggestions.