

# The American Cheese Society

NEWSLETTER 2ND QUARTER 2003

## New Kids On the Block



By Liz Campbell

It's extraordinary how often cheesemakers respond to the query, "Why did you start making cheese?" with a comment about finding a cre-

ative outlet which allows them to take control of the milk they already produce. There's little doubt that cheesemaking demands originality, resourcefulness and imagination. It also requires a willingness to take some risk. In the end, it's in the hands of microscopic organisms whose entire temperament may change with minute fluctuations in temperature, humidity and other conditions. But when these all come together in perfect symmetry, extraordinary delights can result.

The American Cheese Society currently boasts 209 cheesemakers, some of whom are brand new in the business. We asked them how and why they became involved in cheesemaking.

Fiscalini, a dairy farmer in Modesto, CA, decided that he would start making cheese. "I never saw what happens to my milk after I ship it," he said. "I couldn't go into the grocery store and say, 'That's my milk there.' I wanted pride of ownership in what I produced." In addition, Fiscalini thought creating a value added product would give him some control over profits. "We haven't realized those yet, of course," he laughs. "We age for so long, there's a lot of inventory."

Last year the farm produced 100,000 pounds of cheddar, and that number may double this year. Fiscalini's San Joachim Gold, which is aged for 12 months, has three times won Bronze in ACS competitions. Bandage-wrapped cheddar is aged 18 months or more and last year took first place in the Farmhouse cheese

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category. Most of the other cheddars, including the flavored varieties, are aged six to eight months. All his cheeses are made with raw milk.

When he first started, Fiscalini intended his new venture to be a family affair with his wife and three children involved. But when his marriage ended just two weeks before starting the first cheese batch, he decided to hire a professional cheesemaker,

### 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.*

### ■ The Color Purple

Two years ago, John

*continued on page 6*

# The American Cheese Society

QUARTERLY NEWSLETTER

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## Greetings From the President...

# Happy Spring to All Cheese Enthusiasts!

The new season continues to bring positive direction to the ACS. I am continually impressed by the energy and enthusiasm surrounding the development of new products and growth in sales of American cheeses. The Winter Fancy Food Show in San Francisco, drew hundreds of attendees to the ACS booth to experience a 'taste of the future.' All of us involved with the Fancy Food Show, and with the ACS meeting that takes place during the show, were energized by the passion and direction in all areas of the specialty food trade.

Your Board is continually working to firmly establish the organization among the most elite food organizations in the world. Plans for the annual conference, which will take place in San Francisco this summer, are in full gear. Committees have taken the challenge to bring the ACS to a higher level of member involvement. The association is about its members, whose needs and interests

evolve over time, and for ACS to be the leader we all envision, we must embrace the changes and meet them with determination and insight. All of this is great news for all of us!

**It is our ongoing goal that support for the cheesemaker members be the key focus at every Board meeting. Without the cheesemakers, there would be no 'rest of us.'**

Most importantly for the Board, current business issues involve the review of the ACS Bylaws. There will be a presentation of the modified bylaws and a vote for approval forthcoming. Among many others, there are committee directions by the Farmstead, Cheesemaker Support and Regional Committees that will benefit the cheesemakers for years to come. It is our ongoing goal that support for the cheesemaker members be the key focus at every Board meeting. Without the cheesemakers, there would be no 'rest of us.'

As we move into a new season, I look forward to tasting and experiencing your new product ideas, and I welcome your thoughts and ideas for the organization as the year develops.

*Yours in cheese, Cathy*

## A Rose By Any Other Name...

Choosing a name for a child can be difficult. Celebrities often bring names into vogue — after the war, Winston and Dwight were enormously popular. Lots of Liams arrived a few years ago after Liam Neeson hit the big screen.

But how many cheesemakers have been so honored? The following is an excerpt of a letter received recently by Mary Keehn of Cypress Grove Chèvre, makers of a wonderful, award winning goat cheese which features a layer of ash:

*"About 10 months ago, my husband and I ordered a cheese plate at a posh hotel in NYC. Among the selections of cheeses was your Humboldt Fog. Not only did we love the cheese, we loved the name. Ten months later we gave birth to a baby boy named: Humboldt Fog. It's a mouthful, to say the least, and his grandparents aren't too*

*thrilled, but we love it. And we love your cheese.*

*Last week we were in Murray's cheese shop in the village and we tried Purple Haze and loved that too...oh oh, perhaps there's a sister for Humboldt Fog."*

Needless to say, Mary sent the happy parents some cheese. "They just sent us some recent pictures of Humboldt Fog so we can keep tabs on him," said Mary. "He's a darling little boy."

We have omitted Humboldt's 11-letter surname but let me hasten to add that it isn't simply Smith.

*Liz Campbell*





# **We'll Leave Our Hearts in San Francisco**

## ***Mark Your Calendars for the Upcoming ACS Conference!***

Dear ACS Members,

Happy Spring! There is much activity here at headquarters these days, as we put the finishing touches on another annual conference, which will be in San Francisco July 31–August 2. Always one of America's premier convention destinations, San Francisco is rolling out the red carpet for the American Cheese Society. Sue Conley and her dedicated committee are guaranteeing this to be one of the best ACS conferences ever, and we just need you to make it complete. So, mark your calendars and make your reservations now. Conference information is included in this issue of the newsletter and registration packets will be arriving in the mail soon.

On an equally happy note, many thanks to all of the cheesemakers who took part in the San Francisco Fancy Food Show and those who did demos of their cheeses. The ACS booth, and our cheesemaker neighbors were a huge hit, as always. It makes me proud to be surrounded by the bounty of your hard work, and I especially like the opportunity to sneak a taste every now and then, and to get to meet ACS members.

There is always news to report, too. At the January Board of Directors meeting much discussion involved future plans for the ACS, both long term and more immediate. Among the short term, and most visible, are plans to improve the ACS website. Regina McDuffee

and her committee are investigating many user-friendly improvements that include chat boards, links to associated businesses and agencies, and more powerful search engines. Hopefully, these updates will take effect very soon. Treasurer Paula Lambert reported that the ACS continues to enjoy a firm financial foundation, and Bill McKenna reported that pledged conference sponsorships are well above expectations.

Finally, the big news from the board meeting is that the ACS Bylaw redraft is almost complete. They new bylaws will be presented for membership approval at the annual conference. With the adoption of Policy Governance as the Society's system of management, the former bylaws needed to be modified to come into compliance with the adopted governance system. The Board has worked diligently to make sure that the new bylaws

reflect the best interests of everyone involved in ACS, not the least of which is you, the member. Expect copies of the revised bylaws in June, and the formal vote will take place during the annual business meeting, during the conference.

As always, many thanks for your continued support and your help. I look forward to seeing you all again in San Francisco.

*Warm regards,  
Barry A. King  
Executive Director*

**San Francisco is rolling  
out the red carpet for the  
American Cheese Society.  
Sue Conley and her  
dedicated committee are  
guaranteeing this to be  
one of the best ACS  
conferences ever, and we  
just need you to make it  
complete.**

## *The American Cheese Society*

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*continued*

**From the Editor...**

## **New Editor Finds Home with ACS Newsletter**

Some of you may know that Judy Schad, our intrepid newsletter editor, has had a crisis on her farm. Since she has her hands full, I will step in with a few comments as the new staff editor.

Last August, as the newly installed newsletter editor, I had the opportunity to meet many of you in Washington. I hope to meet many more as well as renew acquaintances with friends this August in San Francisco. I started this job knowing nothing about cheesemaking, except that I absolutely adore cheese. But through meeting and talking to many of you, as well as through doing this job during the past year, I have learned some things.

Of course, I have learned the essentials of cheesemaking — I can describe the basic methods, the equipment, the aging process — but cheesemaking is more than a process, it's an art. And those who create cheese are artists. I have learned that to make cheese requires dedication, commitment and love and that few people are more dedicated to their craft than artisanal cheesemakers. And I

have learned that these same cheesemakers are some of the quirkiest, most interesting people in the world.

Here I have found business executives who left high-powered careers to move to the countryside and make cheese, a doctor who makes cheese in her 'spare time,' and dozens more assorted characters with unique stories and experiences. Part of what this newsletter is about is to share those stories, so feel free to contact me anytime with one you think is worthy of sharing. My e-mail address is [campbellliz@sympatico.ca](mailto:campbellliz@sympatico.ca).

Thank you to everyone who has made me feel so welcome and worked with me during my first year in the position. I

look forward to learning much more about you all. I hope many of you will take the opportunity to come to the annual meeting in San Francisco. It's a wonderful opportunity to meet fellow artisans, learn from one another and from the speakers, and of course, taste some of the best cheeses in the world. And while you're there, please say hello.

*Liz Campbell*

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## **Laura Werlin Strikes Again!**

**Laura Werlin's newest book is a must for cheese lovers.**

*The All American Cheese and Wine Book* contains suggestions for hundreds of different cheese and wine pairings, in-depth profiles of 50 American cheesemakers and winemakers, and 55 recipes. Written for both the novice and experienced cheese and wine enthusiast, it is a comprehensive celebration of this classic gastronomic marriage.

An appendix offers a detailed glossary and resource

guide. Handsomely designed and produced, the book also features over 100 photographs by Andy Ryan. Werlin encourages readers to taste and experiment for themselves and also offers some tantalizing tips for irresistible pairings.

As with the groundbreaking *The New American Cheese*, Laura Werlin's focus is exclusively American, and she offers highly personal and eye-opening stories and information about artisan cheesemakers and winemakers operating boutique wineries all over the country.

While many of them come from California and the Pacific Northwest, Werlin included cheesemakers from North Carolina, Massachusetts, and Vermont, as well as winemakers from New York, Texas, and Virginia. As the author notes, it is somewhat astonishing that not only is wine made in all 50 states, but cheese is now produced in over 30 states.

*The All American Cheese and Wine Book* is published by Stewart, Tabori & Chang, \$37.50. ☛



# The Great American Cheese Revolution

The Great American Cheese Revolution took place Thursday, February 27, at the Wyndham Chicago Hotel. Sponsored by the local chapter of the American Institute of Wine and Food (AIWF), it featured a panel discussion of cheesemakers, a chef, a distributor, a retailer, and a cheese expert on aging.

On the panel: George Crave, Crave Brothers Farmstead Classics; Beth Carlson, who did a great job; Kieth Janosik, Chalet stores in Chicago; Giles Schnierle, Great American Cheese Collection; Sid Cook, Carr Valley; Tom Johnson, Bingham Hill; Jean Joho, Chief, Everest and Brasserie Jo; and Mark Whitney, Boggy Meadow.

Panelists discussed cheese production, marketing and distribution for specialty and artisanal cheeses. The program included a beautiful cheese display of over 60 award-winning cheeses from across the country. After the panel discussion, attendees were able to sample more cheese

as well as entrées featuring artisanal cheeses prepared by local chefs.

Latest trends mentioned included soft ripened cheeses, multi-layered flavor components, and mold outside and inside the cheese. Chef Jean

**George Crave noted that there was a real interest in artisanal cheeses, raw milk cheeses, and farmstead cheeses. However, he felt that still more education is needed so that the consumer really understands the terms we use and can appreciate how a farm works and what is involved in cheesemaking.**

Joho of the Everest in Chicago discussed the importance of knowing where his cheese comes from and knowing the cheesemaker.

The panelists addressed educating chefs and cheese buyers about new specialty cheeses. They noted that if a cheese has a unique name or is a new variety, more educa-

tion is needed. The panel also discussed trends such as raw milk cheeses and farmstead cheeses and clarified the meaning for attendees. George Crave noted that there was a real interest in artisanal cheeses, raw milk cheeses, and farmstead cheeses. However, he felt that still more education is needed so that the consumer really understands the terms we use and can appreciate how a farm works and what is involved in cheesemaking.

The 1,000 attendees included wine and cheese professionals as well as consumers. Chefs in attendance included Sue Gross of West Town Tavern of Chicago; Eric Aubriot of Aubriot, Chicago; Jason Hammel of Lula Cafe, California; David Swanson of Stanford, Milwaukee; Dean Zanella of 312 Chicago; Allen Sternweiler of Allen's American Cafe; John Manion of MAS; Tom Kenny of Ditka's; Rick Fresh of Caliterra at the Wyndham where the event was held; and Laur Cid of Bombon. ☞

## ACS Corporate Member/Sponsors 2002-2003

• continued •

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Ann Arbor, Mich.

**More than 50 companies representing the Great American Cheese Collection were present with an impressive array of over 250 Farmstead and Artisan cheeses. Cheeses on display included:**



**California:** Bellwether Farms, Bravo Farms, Cow Girl Creamery, Marin, Point Reyes, Vella



**Colorado:** Bingham Hill and Mouco.



**Louisiana:** Bittersweet Plantation



**Georgia:** Sweet Grass Dairy



**Massachusetts:** South Mountain Foods



**Michigan:** Old Europe Cheese



**Minnesota:** Eichten's Hidden Acres



**New Hampshire:** Boggy Meadow



**New York:** Lively Run Dairy



**Vermont:** Green Mountain Farms, Up a Creek, Vermont Shepherd, Willow Hill Farm and Thistle Hill Farm



**Wisconsin:** Crave Brothers, Mindoro, Roth Käse, Salemville, Widmer

Tom Putler. An ex-chef, Putler went back to train as a cheesemaker and it was he who developed the San Joachim Gold. Soon afterward, he heard that premier cheesemaker Mariano Gonzales was available, so he hired him too. The two have developed a great working relationship, says Fiscalini, with the younger Putler able to learn from the master.

And cheese-making has become a family affair after all. His son Brian, a high school senior, spent last summer making cheese while his daughter, Elaine, put her creative talents to use making gift baskets last Christmas. His eldest daughter Laura is finishing college and hopes ultimately to help with sales. And, since January, his fiancée has become involved in sales.

While the cheeses they have developed have been good on the whole, they have faced some notable failures as well. An attempt to make parmesan was scuttled by physical limitations of the operation. Some mold from the cheddar contaminated the parmesan and resulted in their decision to discontinue the product. But, adds Fiscalini, they are looking at adding new cheese in the future. And, having come in third three times with San Joachim Gold, he's started producing this cheese in wheels, hoping this might be aesthetically more pleasing to judges in the future.

Fiscalini echoed another

difficulty many new cheese-makers encounter. They have a great product but must market it. Finding a good distributor is key. "It's like finding hen's teeth," says Fiscalini. "We have a couple of really good ones, but

we've also had ones who wanted a no-competition clause, then did nothing to promote the product." He now has distributors in New York and Atlanta and has just begun working with a new one in Seattle. His cheeses can be found in some notable locations

in the Bay area, like Capriole and Zingerman's. And recently, he developed a new product which is doing very well at Trader Joe's.

He soaks cheddar for a day in Cabernet Sauvignon so that the outside takes on a rich purple hue, while the inside remains creamy white. The process changes the texture somewhat as well. His new cheese is called Purple Moon, and its whimsical logo features a cow sipping a glass of wine. "Purple Moon has become our rising star," he says. "It seems to be what the public wants. A couple of other locations want to stock it, too."

#### ■ **Americans Crave Cheese**

It's been less than one year since the Crave brothers starting producing cheese on their farm in Waterloo, Wis. The four have been dairy farming together for more than 20 years. They were thinking about the next generation of Craves when they decided that, rather than expand by simply adding to the herd, they might consider

a value-added product.

George Crave manages the plant, but since he is not yet licensed, they hired two professional cheesemakers. In fact, Wisconsin regulations require this.

Crave's fresh mozzarella won second place last year at the ACS competition, after only a month in production. The Craves chose to make fresh mozzarella and mascarpone as well as a string cheese they call Farmer's Rope. This last comes in a lasso shape. They chose the fresh cheeses because, said

old. The newly built factory is across the road from the milking barns, and the milk travels underground by pipe directly to the cheesemaking facility. "We milk in the morning and by afternoon, we're making cheese," says Debbie, George's wife, who is involved with the marketing of the cheeses. Indeed, this is very much a family concern.

Currently they produce about 10,000 pounds per week, but the herd produces 50,000 pounds of milk per day, so there's lots of room for expansion. George is enthusiastic about trying to make medium aged farmstead cheeses from raw milk. In fact, they have been exploring the production of a new cheese, similar to St. Nectaire, a French cheese. He visited a number of farms in France last October which make this washed rind cheese in order to learn more about the process. They have already made a trial batch at the university and have named their new cheese Les Frères, French for "the brothers." An aging cave has been added to the facility this summer in preparation for this new venture.

It's been a challenge starting into cheesemaking, but the expertise of the two professionals working with them has made it possible to proceed with confidence. In addition, says Debbie, the University of Wisconsin has provided enormous resources and help. And networking with others in the industry has been invaluable. The biggest problem, says George, has been packaging. "It's the package sizes," he says. "One wants 16 ounces, another 8 ounces. One wants water pack, another vac pack. We have to have two or three types of packaging equipment." Another difficulty



**Cheeses from  
Fiscalini Farms**



**The newly built factory is across the road from the milking barns, and the milk travels underground by pipe directly to the cheesemaking facility. "We milk in the morning and by afternoon, we're making cheese," says Debbie Crave, George's wife, who is involved with the marketing of the cheeses. Indeed, this is very much a family concern. (Photo shows brothers Charles, George, Thomas, and Mark Crave)**

George, "We wanted to really use our fresh milk. The mozzarella has a crisp, clean flavor, and because the cream is only hours old, the mascarpone has a sweet, clean creamy taste." In fact, the milk and cream used in their products really is only hours



# Crave Brothers Farmstead Cheeses

## MASCARPONE

Mascarpone is a fresh, sweet cow's milk cheese used mainly in desserts. You can spread it on wafer cookies, layer it with raspberries or mix it with whipped cream to use for a dip!

**Classification:** Fresh, light, soft cheese.

**Appearance:** Creamy white

**Flavor:** Rich, buttery, sweet, cream-like.

**Age:** Eaten fresh, shelf life 60 days

**Size:** 8 oz., 16 oz. and 5 lbs.

**Fat Content:** 70 percent

**Production:** A mixture of cream and milk are combined and heated to 170 degrees F. The heated mixture is then acidified with an acidulant. After acidification the heated mixture is packaged.

## Crave Brothers Origin/Heritage

Four Crave Brothers, Charles, George, Thomas and Mark own and manage a dairy farm and cheese factory at Waterloo, Wis. Crave Brothers Farmstead Cheese was built in 2001 to produce cheese using the milk from the Crave Brothers Dairy farm. Cheese production began in 2002.

The Crave brothers milk 600 Holstein cows on their dairy farm and have farmed together for over 25 years. The cows are fed homegrown, high quality forages consisting of corn, alfalfa and soybeans. The farm employs the latest technologies with an emphasis on conservation, while consideration is given to what is best for the environment, the cows and the consumer.

The Crave brothers are proud to produce and promote high quality milk and cheese. Through the dairy farm and the cheese factory, they enjoy telling the story of modern dairy-ing that emphasizes cow comfort, quality milk and working in harmony with the land to produce quality milk and cheese.

Crave Brothers Farmstead Classics are specialty cheeses produced on the farm with the fresh, high quality milk from the Crave Brothers Dairy farm. They are crafted with great care, using Old World techniques. Their two licensed cheesemakers combine over 45 years of cheesemaking experience. The cheese factory is integrated from crops to cows, milk to cheese.

The high quality milk from the Crave Brothers Dairy farm is perfect for the production of the fresh cheeses they make.

Crave Brothers Farmstead Cheese, LLC  
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920-478-4887 • Fax: 920-478-4888  
[www.cravecheese.com](http://www.cravecheese.com)

## FRESH MOZZARELLA

Fresh Mozzarella is a Pasta Filata cheese, meaning its curds are stretched and kneaded during production, then formed into balls or logs. It is eaten fresh, only a few days old. This soft cheese is submerged in water to retain its moisture content and preserve its texture. Fresh Mozzarella is ideal for salads, sandwiches and appetizers. Serve it with fresh tomatoes, drizzle with olive oil and sprinkle with fresh basil.

**Classification:** Pasta Filata cheese

**Appearance:** Creamy white

**Flavor:** Mild, delicate, milky

**Age:** Eaten fresh, shelf life 35 days

**Size:** Ciliegine (cherry size), Bocconcini (bite size), Ovoline (egg size), 8oz ball, one pound ball, one pound log.

**Fat content:** 48 percent

**Production:** Raw milk is pasteurized and acidified to a specific pH. When the proper milk temperature is reached, rennet is added and the milk is allowed to set. The curd is then cut into 1/2-inch cubes and allowed to rest. After a short curd agitation the whey is drained and the curd is put into a cooker that heats the curd to 140 degrees F (pasta filata method). The heated or cooked curd is then extruded into the proper size and shape. After the shaped curd is cooled, it is packaged. A light water salt brine solution is also added to the cheese in the package.

## Crave Brothers Farmstead Classics Fresh Mozzarella Tortellini Salad

- 1 pkg. long grain and wild rice mix (6 oz.)
- 9 oz. cheese-filled tortellini
- 16 oz. Crave Brothers Farmstead Classics Fresh Mozzarella, cut into 1/2-inch cubes
- 3 med. Roma tomatoes, chopped
- 2 cups broccoli
- 6 oz. pitted olives, drained
- 1 Tbsp chopped fresh basil
- 1/2 cup chopped red onion
- 1 cup Italian dressing

Cook rice according to package directions and chill in refrigerator for 30 minutes. Cook tortellini according to package directions and chill for 30 minutes. In large salad bowl, mix chilled rice, tortellini, and remainder of ingredients. Toss to blend. Serves 12.

*Recipe by Tina Crave*

# Fiscalini Farmstead Cheese

## DESCRIPTION

- Classification:** Farmhouse, Raw Cows milk, Hard, Aged, English Style
- Appearance:** Tall cylindrical cheese, variable size. Covered with cloth for mold growth. Creamy yellow color inside with close texture, uniformly free from slits or round holes with small mechanical openings. Some mold penetration possible.
- Flavor:** Clean, nutty, earthy, sometimes slightly salty
- Age:** 14–18 months for a mature cheese; 18–26 months for a fully mature cheese.
- Size:** Wheels are about 9–9½ inches tall, 14 inches in diameter, and weigh 50–60 lbs.

## PRODUCTION

Raw milk is heated to about 90° F at which time a mixed culture of lactic organisms is added and the milk is allowed to ripen for roughly an hour, at which point a rennet is added with 5 to 6 times cold clean water (enough rennet so that coagulation time is 30 to 50 minutes). When the curd is firm enough to break clean, cut with a quarter inch curd knife, cutting both ways with both knives, vertical and horizontal, and then vertical across. Stir gently. Scald the curd, increasing the temperature 2° F for the first 5 minutes.

After that, the temperature is increased 3–4° F every 5 minutes until the temperature reaches 102° F. Whey is removed when the texture of the curd is right and the acidity is roughly 6.05–6.10. Push the curd away from the drain and begin draining. When curd is visible, start trenching to allow even flow of whey out of the curd. The compact curd is cut into slabs and piled up according to the rate of acid development (about every 15–20 minutes). Maintain a warm temperature in the curd to encourage bacteria development. When the acidity reaches 0.62–0.68 the curd is ready for milling.

Chop the curd into finger-sized pieces for better absorption of salt. Salt, between 2.8 and 3 percent, is added in three stages. Once the salt is totally dissolved, proceed to moulding. Curd is packed into round moulds that are lined with bandage cloth. Molds are placed in a horizontal press at 50-lb. psi overnight. The next day the cheese is removed from the press and allowed to air dry. A light lard is applied to the surface. The blocks are stored in a turning room where they are turned every day for two weeks at a relative humidity of 80–90 percent and a temperature of 46–48° F.

### Fiscalini Farms

7231 Covert Rd. • Modesto, CA 95358-9741  
209-545-5495 • Fax: 209 545-4110  
[www.fiscalinifarms.com](http://www.fiscalinifarms.com)

## Cheddar and Bacon Gougères with Maple-Black Pepper Dipping Sauce

- 4 oz. thick bacon slices (preferably applewood smoked)—cut into ½-inch squares
- 7 oz. Fiscalini Cheese Bandage-Wrapped Cheddar—4 oz. grated, and 3 oz. cut into ½-inch cubes
- 1 Tb. fresh thyme leaves—chopped
- 1 cup water
- 5 Tb. butter
- 1 Tb. bacon fat
- 1 tsp. salt
- Pinch of nutmeg
- 1 cup all purpose flour—sifted
- 4 large eggs
- Makes about 3 dozen*

Place oven racks in the top and middle positions, and preheat oven to 425° F. Pâte à choux forms the base for these cheese puffs. To make the pâte à choux, bring the water, butter, bacon fat, salt, and nutmeg to a boil in a medium saucepan. When a boil has been reached, pull the pan off the heat, add the flour all at once, and vigorously stir mixture until blended. Place pan over burner at medium-low heat and cook, stirring constantly to dry out paste, about 1 minute, or until paste pulls away from the sides of the pan and forms a shiny ball. Remove pan from heat and begin adding eggs, one at a time, stirring to fully incorporate between each addition. After the last egg has been fully incorporated, gently fold in the bacon, grated cheddar, and thyme until uniformly dispersed throughout the dough — take care not to overmix. The dough may be used immediately, but the gougères are best when the dough has been refrigerated for 6 hours to 1 day.

To bake the gougères, line two baking sheets with parchment. Using a small (½ ounce) ice cream scoop, fill scoop with dough, place a cheddar cube in center of dough, press cheddar lightly to submerge into dough, and pinch top of dough to encase cheddar cube. Drop puffs onto the prepared baking sheets, leaving about an inch in between each puff. Place puffs in oven, one sheet on top rack and the other in the middle, and bake for 26–30 minutes. Switch pan positions in the oven about half way through cooking (15 minutes). The Gougères are done when golden brown, slightly moist on the inside, and cheese has oozed from the center and crisped on the parchment. Serve immediately, or within an hour of baking.

### For the Maple-Black Pepper Dipping Sauce:

- 1 Tb. unsalted butter
- 1 Tb. shallots—peeled and minced
- 2 oz. pure dark maple syrup
- 1½ tsp. corn starch
- 3 oz. warm water
- ½ tsp. sherry vinegar
- ⅛ cup (about ½ ounce) dried sour cherries
- 1 tsp. black pepper—coarsely ground
- Salt to taste

Add butter to a small saucepan over medium heat. When the butter begins to foam, add shallots and cook for one minute, or until soft and translucent. Add the maple syrup and bring to a boil. Thoroughly mix cornstarch into warm water and add to boiling syrup. Reduce heat to a gentle simmer and cook for 3 minutes. Add the sherry vinegar, dried cherries, black pepper, and salt. Remove pan from heat, allow sauce to cool to room temperature, and serve. If making sauce in advance, sauce may be stored refrigerated for up to one week. To serve from refrigerated state, place sauce in microwave-safe container, heat at high setting for 20 seconds, and stir.



is maintaining maximum levels of cleanliness and perfect conditions so that the shelf life of their cheeses can be maximized. Currently, their fresh cheeses boast a 35-day shelf life.

The Craves are very proud of their operation, both the dairy and the cheesemaking facility. "Adding the cheesemaking was a way of involving future generations," says Debbie, who used to work with the Wisconsin Milk Marketing Board. "But more importantly, we're keeping rural America rural."

### ■ A Rogue's Gallery of Cheesemakers

The late Thomas Vella was a man of vision. He came to the Rogue River Valley in southern Oregon in 1935, and decided it was a perfect place to start a creamery. He offered local farmers a cow in exchange for a small stipend and the milk it produced. By year's end, the farmer owned the cow and Vella had assured himself of healthy supplies of milk for his venture.

At its height, his creamery produced one million pounds of cheese per month, including cottage cheese, Jack and their famous cheddars, Rogue Gold and Caveman Brand. Although he had relationships with Kraft and Borden, in later years Tom turned to cre-

ating artisanal cheeses, even traveling to Roquefort, France, to learn the secret of good blue cheese production.

He returned from three months in France with recipes in his head and cultures in his pocket, and in 1957 he introduced the first Oregon blue-veined cheese. Tom later established another creamery in Sonoma Valley, Calif., but maintained a cottage on the Oregon property to which he returned regularly. His son Ignazio, fondly known to all as Ig, started making cheese at age 7, and when his father passed away, he took over the operations, keeping up the high standards of cheesemaking he learned from his parent. But two years ago, Ig decided it was time to let go of the Oregon operation and put it up for sale. And

that's when two young men happened to come across the unusual art deco creamery tucked away in this glorious part of Oregon.

David Gremmels and Cary Bryant were about to open a wine and cheese bar when friends told them of the wonderful cheese from the Rogue River valley. One offered to take them there and introduce them to Ig.

They fell in love with the place. Bryant's background in microbiology and Gremmels' in marketing for one of Oregon's largest pear producers seemed tailor made for a cheesemaking

concern. After negotiations, and despite the fact that they had considerably less financial backing than some of the bidders, Ig decided to let the two take over operation of Rogue Creamery. "Ig has been such a wonderful men-

**Bryant's background in microbiology and Gremmels' in marketing for one of Oregon's largest pear producers seemed tailor made for a cheesemaking concern.**

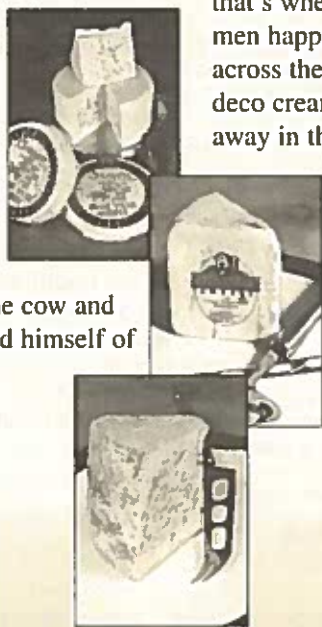
tor and partner in helping us move the creamery forward," says Gremmels, who began his cheesemaking career last July. "He's done everything in his power to help us. We so enjoy the relationship with him. He even comes up one week a month to stay in the cottage and help us develop new cheeses."

The Rogue River Creamery has returned to its roots. Using some of the same equipment first used in 1935 by Tom Vella, they are making Rogue Gold, a hand milled cheddar which strikes a balance between sharp and creamy, sweet and savory. It has become very much a regional favorite in the Pacific Northwest. At present, the cheddars they are releasing for sale are up to five years old and were put up by Ig Vella. These are made with regional raw and pasteurized milk from Umpqua Dairy, which Gremmels says has a beautiful taste. In addition, they offer a range of flavored cheeses with the addition of natural chipotle, Spanish paprika, pesto, rosemary (from their garden), garlic, horseradish and wasabi. These flavors are hand-rolled into the curds, then aged about four months. They are available as both curds and

pressed into 40-lb. blocks.

They have also started producing some blue-veined cheeses. Their Rogue Blue ranked fourth in an international competition in Wisconsin in its first year. And Oregonzola, created by Ig from cultures brought back from Italy, is a creamy, smooth gorgonzola style cheese which still has the spike that gorgonzola brings to the palate. The name was suggested by Ig's daughter, Chickie, who has joined the family tradition in cheesemaking. Two new blues have recently been added. Natural Rind really enhances the regional flavors, says Gremmels and in this cheese you'll find hints of morel, hazelnuts and wild berries. Crater Lake Blue offers deep veins of rich blue when cut and a full robust flavor. They are hoping to enter Crater Lake in the next American Cheese Society competition.

The Rogue Creamery currently produces about 6,000 pounds of cheddar and 8,000 pounds of blues each month. And despite the quantities, they remain firm about one thing — all cheeses are released to taste. "We want it to be right and consistent," says Gremmels. The two cheesemakers have been exploring new directions with the help of Ig Vella. "We enjoy the creative process with Ig," says Gremmels. "We're taking our time deciding what cheeses we should introduce. We're very methodical and detailed in the planning, and we're all equally involved in the process." He adds that the past year has been exciting and simply 'incredible.' And he adds, planning for future developments is 'part of the fun and part of the challenge.' ☺



**Rogue Creamery Cheeses, from top: Oregon Blue Vein, Oregonzola, and Rogue Blue.**

## Welcome New Members!

**Valerie Adamski**  
Wisconsin Dairy Graziers  
Cooperative • Seymour, Wis.

**Hilary Austen**  
Rare Breed Farm  
Sebastopol, Calif.

**Alon Balshan**  
Alon's Bakery • Atlanta, Ga.

**Philip Baltz**  
Baltz & Company • New York, N.Y.

**Patrick Bleck**  
Eurobest Food Industry  
Tualatin, Ore.

**Mindy Brown**  
Shellwood Farm, LLC  
Yazoo City, Miss.

**Rebecca Bryant**  
Council Creek Cheese & Cuisine  
Tulsa, Okla.

**Nelson Carey**  
The Old Vine • Baltimore, Md.

**Petra Cooper**  
McGrawHill Ryerson  
Toronto, Ontario

**La Donna Cullinan**  
La Donna's Fancy Foods, Inc.  
Tulsa, Okla.

**Keith Ellis**  
Market of Choice • Eugene, Ore.

**Bill Felter**  
The Old Vine • Baltimore, Md.

**Elizabeth Finke**  
Oakvale Farm • London, Ohio

**Yoshiko Fukada**  
Chicago, Ill.

**Ross Gagnon**  
Oak Grove Farm • Middleburg, Va.

**Karen Galayda**  
Blythedale Farm • Corinth, Vt.

**Lucille Giroux**  
Fromagerie la Moutonnière  
P. Québec

**Catharine Hamilton**  
Putnam Market  
Saratoga Springs, N.Y.

**John Harrison**  
Sweetwater Valley Farm  
Philadelphia, Tenn.

**Sarah Hoffman**  
Green Dirt Farm • Weston, Mo.

**Jennifer Holmes**  
Lifeline Farm • Victor, Mont.

# Talking a Blue Streak

## FireFly Farms Lights Up the D.C. Area

By Mike Koch

Until recently, goat cheese lovers in Maryland had to rely on out-of-state producers for farmstead goat cheeses. With the official opening of FireFly Farms last season, restaurants and retailers in Baltimore and metropolitan Washington, D.C., now have a local producer of fine artisan goat cheeses to offer consumers, and the buzz has already begun.

Talk to anyone who's made the three-hour drive west from Baltimore to visit the farm and they'll tell you: FireFly Farms is as much a feeling as it is a place. Nestled on the eastern inclines of Meadow Mountain in Western Maryland's Allegheny Plateau, it's actually as far west and as high up as you can go in Maryland. The terrain is rolling and rocky, perfect for dairy farming and cheesemaking.

Like most successful farmstead ventures, FireFly Farms is a collaboration of family, friends, and neighbors. In October 2000, partners Mike Koch and Pablo Solanet convinced their neighbors Ron and Beth Brenneman to join forces in a new goat dairy venture, and FireFly Farms was born in the small town of Bittinger in Garrett County, often called "Maryland's little

Switzerland." The four bring a rather unique set of skills together as a team. Mike is a marketing executive at a Fortune 100 company, Pablo is a trained Chef de Cuisine, Ron is dairy farmer with two decades' experience, and Beth, apart from being a farmer's wife, is a county health department employee.

**The four bring a rather unique set of skills together as a team. Mike is a marketing executive at a Fortune 100 company, Pablo is a trained Chef de Cuisine, Ron is dairy farmer with two decades' experience, and Beth, apart from being a farmer's wife, is a county health department employee. Success came quickly.**

Success came quickly. During their first season, the four managed to win awards for both of their aged goat cheeses — MountainTop Bleu, a first place winner, and Merry Goat Round, a third place winner in the ACS 19th Annual Conference & Judging in Washington, D.C. FireFly Farm's artisan cheeses are all made in the farmstead tradition — pro-

duced with milk from their own goat herds. They shun short cuts and artificial techniques aimed at increasing yield or shelf life at the expense of quality. Instead, they take special care to ensure the purity and quality of the milk. All their cheeses are produced by hand and ripened naturally in a specially constructed aging room. Pablo sums it up best, "We take pride in our respect for the traditions and history of cheesemaking, and have worked hard, through a number of trials and errors, to create unique, high quality cheeses that rival anything we can find elsewhere."

"All cheese starts with raw milk," Ron Brenneman adds, "and there is nothing more important to the quality of the cheese than the quality of the milk. Our goats are fed carefully to support their demanding nutritional needs during lactation and to ensure that no 'stray' flavors are introduced. We make sure they have a constant supply of good mountain water; their feed is a combination of hay — mostly Timothy grass we make on our own land —





and a protein-rich organic dairy ration."

Firefly has focused on three cheeses: MountainTop Bleu, Merry Goat Round, and Allegheny Chèvre.

MountainTop Bleu is a European-style aged goat cheese. It takes its shape from pyramidal Valencay molds imported from France. Delicate blue veining runs through the cheese, and blue and white mold covers its surface. Aged five to eight weeks, its creamy texture is perfectly balanced with a piquant flavor. While it rivals the quality of its European ancestry, this aged goat blue is unique among American artisan goat cheeses.

Merry Goat Round is the foursome's playful approach to a goat's milk Brie, which is aged five to eight weeks. While it resembles that cheese in shape — a 7-inch round about 1½ inches thick — its texture is slightly firmer and its taste has the sharpness of a young cheddar.

Allegheny Chèvre is a traditional fresh goat cheese. Solanet notes, "We owe the richness of our chèvre to our Nubian goat herd. Nubians are known for the high butter fat quantity of their milk, and that translates into a rich and

creamy chèvre we think is difficult to match."

Koch describes how they feel about their venture, "Remember that 4th of July picnic when you were not quite 10 years old? Your Mom let you play outside in the warm summer dusk, and as the light grew dimmer the

fireflies began to sparkle above the yard. You ran about excitedly trying to capture their glow long after you'd been called inside. That's the FireFly feeling: childishly excited, curious, and ambitious — steeped in the smells and tastes of freshness." ☺



"This is a cream cheese that can stand alone."  
—New York Times, October 2002

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## New Members

• continued •

**Helmut F. J. Holzer**  
Culinary Masters Corporation  
Alpharetta, Ga.

**Hugo Huerta**  
Norco, Calif.

**Jeff Kost**  
Watsonville, Calif.

**Christopher Lewer**  
Kansas City, Mo.

**Jennifer Meier**  
Richland, Wash.

**Angela Miller**  
The Miller Agency • New York, N.Y.

**Paul Minnello**  
Baricelli Cheese Co. • Cleveland, Ohio

**Wendy Mortarino**  
Hickory, N.C.

**Laura Murphy**  
Middlebrook Cheese Company  
Middlebrook, Va.

**Ginger Olsen**  
Capricious Cheese • Eureka, Calif.

**Jacquelin Page**  
Page & Pedersen, Inc.  
Hopkinton, Mass.

**Strom Peterson**  
Olives Gourmet Foods  
Edmonds, Wash.

**Chris Pollan**  
The Cheese Store of Silverlake  
Los Angeles, Calif.

**Barbara Reed**  
University of California  
Orland, Calif.

**Christopher Ryding**  
Midwest Pruchasing Coordinator  
Minneapolis, Minn.

**Brian Stone**  
Cricket Creek Farm LLC  
Williamstown, Mass.

**Ralph Stuart**  
Lighthouse Foods Inc.  
Sandpoint, Idaho

**Karen Syrmos**  
Island Epicure  
Honolulu, Hawaii

**James Tucker**  
Whale Jaw Farm  
Edgartown, Mass.

**Sam Ward**  
Hosanna Hills Farm, LLC  
Eureka Springs, Ark.

## ACS NEWSLETTER Advertising Information

*Costs shown are per issue.  
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### Advertising deadlines:

1st Quarter Issue	December 1
2nd Quarter Issue	March 1
3rd Quarter Issue	June 1
4th Quarter Issue	September 1

To submit your ad, contact  
Barry King at ACS for an  
ad submission form.

## Upcoming Topic

■ 3rd Quarter ■

### 5 Little Cheeses & How They Grew

*Five cheesemakers  
describe how they grew,  
challenges then & now*



# You Are Cordially Invited

Join us for the American Cheese Society's  
20th Annual Conference and Judging Competition

July 31–August 2, 2003

Holiday Inn Golden Gateway and Conference Center

San Francisco, California

*Conference and Competition materials will be mailed soon!*

## A Cheese for Every Season

The focus of this year's conference will be on the seasons and the cheeses associated with them. Whether they are winter's rich Blues, spring's complex Washed Rinds, summer's delicate Soft-Ripened or fall's earthy Aged Natural Rind cheeses, there is sure to be much for you to see, to taste, and to learn. Panel discussions will include San Francisco's top chefs, cheese-makers, winemakers and retail specialists.

Additional seminar subjects to include pasture management, breeding, regional marketing, affinage, creating a great cheese display, PR for small cheese makers, scaling up, shipping solutions and many others.

### Networking and special events to include:

- a cheesemaker reception at the Williams-Sonoma flagship store
- the Festival of Cheeses at the newly-restored Ferry Building
- an optional tour of Carneros wineries and barbeque at Cline Cellars Vineyard
- and a fundraising cheese sell-off at the fabulous San Francisco farmer's market

Holiday Inn Golden Gateway and Conference Center

The host hotel and conference center are located at the corner of Van Ness and California, in downtown San Francisco. The special ACS room rate is \$139.00, plus applicable taxes. Their website is [www.holiday-inn.com/sfo-golden](http://www.holiday-inn.com/sfo-golden).

For hotel reservations, call 415-441-4000 or 1-800-465-4329. Be sure that you ask for the "American Cheese Society rate" to receive the discounted group rate.



# Call for Nominations

**Deadline:  
July 1**

The Nominating Committee is seeking nominations  
for opening positions on the 2003–2004 Board of Directors.

Nominations should include a résumé of qualifications and be sent to the attention of:

**Kathleen Shannon Finn, Nominating Committee Chair**

**E-mail: [kfinn@columco.com](mailto:kfinn@columco.com)**

**Fax: 650-637-8313**



# Events Calendar

Thanks to Cheese Market News for kindly providing the listings.

**April 2-4: SIAL Montreal 2003 International Food, Beverage, Wine and Spirits Exhibition**  
Montreal. Contact SIAL, 888-365-5777, 704-365-0041, e-mail: [sial@imexmt.com](mailto:sial@imexmt.com)  
website: [www.sialmontreal.com](http://www.sialmontreal.com)

**April 6-9: Food Automation and Manufacturing Conference and Expo**  
Clearwater Beach, Fla. Contact 630-694-4347, Fax 630-227-0527, e-mail: [whalenm@bnp.com](mailto:whalenm@bnp.com), website: [www.foodengineeringmag.com/conferences/FA2003/2003](http://www.foodengineeringmag.com/conferences/FA2003/2003)

**April 8-9: Plant Operations Conference**  
Chicago. Contact Beverly Posey, IDFA, 202-220-3557, website: [www.idfa.org](http://www.idfa.org).

**April 9: Raw Milk Cheese Day**  
Sonoma, Calif. Contact Sheana Davis, 707-935-7960, e-mail: [sheana@vom.com](mailto:sheana@vom.com)

**April 14-15: Northeast Fresh Foods Alliance**  
Boston. Contact John Scolponeti, NEFFA, 781-963-9726, e-mail: [john@neffa.com](mailto:john@neffa.com)  
website: [www.neffa.com](http://www.neffa.com)

**April 15-16: Oregon Dairy Industries Annual Conference**  
Tigard, Ore. Contact ODI, 541-929-4020, Fax 541-929-4091, e-mail: [reitha@solid-ground.com](mailto:reitha@solid-ground.com), website: [www.oregondairyindustries.org](http://www.oregondairyindustries.org)

**April 15-16: 2003 Wisconsin Cheese Industry Conference**  
La Crosse, Wis. Contact Wisconsin Cheese Makers Association, 608-828-4550.

**April 26-May 1: 112th International Association of Refrigerated Warehouses Annual Convention and Trade Show and the 60th World Food Logistics Organization Annual Meeting**  
Tucson, Ariz. Contact IARW, 301-652-5674, Fax 301-652-7269, e-mail: [email@iarw.org](mailto:email@iarw.org), website: [www.iarw.org](http://www.iarw.org).

**April 26-May 1: National Conference on Interstate Milk Shipments**  
Seattle. Contact Leon Townsend, Executive Secretary, 502-695-0253, e-mail: [ltownsend@ncims.net](mailto:ltownsend@ncims.net), website: [www.ncims.org](http://www.ncims.org).

**April 27-30: American Dairy Products Institute (ADPI) Annual Meeting**  
Chicago. Contact ADPI, 630-530-8700, website: [www.adpi.org](http://www.adpi.org).

**May 1-3: California Cheese and Butter Association Annual Convention**  
Monterey, Calif. Contact CCBA, 925-672-8255, Fax 925-673-0268, e-mail: [director@cacheeseandbutter.org](mailto:director@cacheeseandbutter.org), website: [www.cacheeseandbutter.org](http://www.cacheeseandbutter.org).

**May 4-6: Food Marketing Institute (FMI) Convention & Expo**  
Chicago. Contact FMI, 202-452-8444, Fax 202-429-4519, e-mail: [fmi@fmi.org](mailto:fmi@fmi.org), website: [www.fmi.org](http://www.fmi.org).

**May 4-6: National Association for the Specialty Food Trade (NASFT) Spring Fancy Food Show**  
Chicago. Contact NASFT, 212-482-6440 ext. 250, e-mail: [custserv@fancyfoodshows.com](mailto:custserv@fancyfoodshows.com), website: [www.fancyfoodshows.com](http://www.fancyfoodshows.com).

**May 5-9: Mississippi State University Dairy Technology Workshop**  
Mississippi State, Miss. Contact Food Science and Technology Department, P.O. Box 9805, Mississippi State, MS 39762.

**May 6-8: Packaging Association of Canada (PAC)'s PACex International**  
Toronto. Contact PAC, 416-490-7860, Fax 416-490-7844, e-mail: [pacex@pac.ca](mailto:pacex@pac.ca), website: [www.pac.ca](http://www.pac.ca).

**May 13-14: University of Wisconsin-Madison Applied Dairy Chemistry Short Course**  
Madison, Wis. Contact UW-Madison, 608-263-1672, Fax 608-262-5088, website: [www.wisc.edu/foodsci/](http://www.wisc.edu/foodsci/).

**May 13-16: Center for Professional Advancement Sensory Evaluation Seminar**  
New Brunswick, N.J. Contact Center for Professional Advancement, 732-613-4500, Fax 732-238-9113, website: [www.cfpa.com](http://www.cfpa.com).

**May 17-20: National Restaurant Association's (NRA) Restaurant, Hotel-Motel Show**  
Chicago. Contact NRA, 312-853-2525, Fax 312-853-2548, website: [www.restaurant.org/show](http://www.restaurant.org/show)

**May 20: University of Nebraska-Lincoln From Recipe to Reality Seminar**  
Lincoln, Neb. Contact Arlis Burney, 402-472-8930, Fax 402-472-0244, e-mail: [aburney@unlnotes.unl.edu](mailto:aburney@unlnotes.unl.edu), website: [fpc.unl.edu/marketing/ent.htm](http://fpc.unl.edu/marketing/ent.htm)

**May 20: University of Wisconsin-Madison Contact College of Agricultural and Life Sciences Outreach Services**  
Madison, Wis., 608-263-1672, Fax 608-262-5088.

**May 20-21: Cultured Dairy Products Conference**  
Milwaukee. Contact Beverly Posey, IDFA, 202-220-3557, website: [www.idfa.org](http://www.idfa.org).

**June 1-3: International Dairy-Deli-Bakery Association (IDDBA) Convention and Trade Show**  
Las Vegas. Contact 608-238-7908, Fax 608-238-6330, e-mail: [iddba@iddba.org](mailto:iddba@iddba.org), website: [www.iddba.org](http://www.iddba.org).

**June 9-10: Dairy Cost Accounting Workshop — Introductory and Advanced**  
Rosemont, Ill. Contact Beverly Posey, IDFA, 202-220-3557, website: [www.idfa.org](http://www.idfa.org).

**June 25-26: Washington Conference**  
Washington. Contact Beverly Posey, IDFA, 202-220-3557, website: [www.idfa.org](http://www.idfa.org).

**June 29-July 1: National Association for the Specialty Food Trade (NASFT) Summer Fancy Food Show**  
New York. Contact NASFT, 212-482-6440 ext. 250, e-mail: [custserv@fancyfoodshows.com](mailto:custserv@fancyfoodshows.com), website: [www.fancyfoodshows.com](http://www.fancyfoodshows.com)

**July 9-10: Hawaii Lodging, Hospitality and Foodservice Expo**  
Honolulu, Hawaii. Contact Douglas Trade Shows, 800-525-5275, 808-254-1773, Fax 808-254-3324, website: [www.douglastradeshows.com](http://www.douglastradeshows.com)

**July 12-16: Institute of Food Technologists (IFT) Annual Meeting & Expo**  
Chicago. Contact 312-782-8424, Fax 312-782-8348, e-mail: [info@ift.org](mailto:info@ift.org), website: [www.ift.org](http://www.ift.org).

**July 31-Aug. 3: American Cheese Society Annual Convention**  
San Francisco. Contact ACS, 502-583-3783, e-mail: [acs@hqtrs.com](mailto:acs@hqtrs.com), website: [www.cheesesociety.org](http://www.cheesesociety.org).

**Aug. 1: University of Nebraska-Lincoln From Recipe to Reality Seminar**  
Chicago. Contact Arlis Burney, 402-472-8930, Fax 402-472-0244, e-mail: [aburney@unlnotes.unl.edu](mailto:aburney@unlnotes.unl.edu), website: [fpc.unl.edu/marketing/ent.htm](http://fpc.unl.edu/marketing/ent.htm)

**Aug. 10-13: International Association for Food Protection Annual Meeting**  
New Orleans. Contact Bev Corron, 512-276-3344, 800-369-6337, e-mail: [bcorron@foodprotection.org](mailto:bcorron@foodprotection.org), website: [www.foodprotection.org](http://www.foodprotection.org)

**Aug. 10-12: Wisconsin Dairy Products Association (WDPA) Annual Meeting**  
Lake Geneva, Wis. Contact (WDPA) 608-836-3336, 608-836-3334.

**Aug. 18: University of Nebraska-Lincoln From Recipe to Reality Seminar**  
Lincoln, Neb. Contact Arlis Burney, 402-472-8930, Fax 402-472-0244, e-mail: [aburney@unlnotes.unl.edu](mailto:aburney@unlnotes.unl.edu), website: [fpc.unl.edu/marketing/ent.htm](http://fpc.unl.edu/marketing/ent.htm)

**Sept. 16-18: Marshall Cheese Seminar**  
Visalia, Calif. Contact Joann Sterenberg, 574-264-2557.

**Sept. 30-Oct. 3: Cal Poly 5th Dairy Science and Technology Basics for the Farmstead Cheesemaker**  
San Luis Obispo, Calif. Contact Laurie Jacobson, DPTC, 805-756-6097, website: [www.calpoly.edu/~dptc](http://www.calpoly.edu/~dptc)

**Oct. 13-15: Pack Expo Las Vegas 2003**  
Las Vegas. Contact PMMI, 703-243-8555, Fax: 703-243-8556, e-mail: [expo@pmmi.org](mailto:expo@pmmi.org), website: [www.packexpo.com](http://www.packexpo.com)

**Oct. 21-22: Cal Poly 8th Annual Dairy Cleaning and Sanitation Short Course**  
San Luis Obispo, Calif. Contact Laurie Jacobson, DPTC, 805-756-6097, website: [www.calpoly.edu/~dptc](http://www.calpoly.edu/~dptc).

**Oct. 24: University of Nebraska-Lincoln From Recipe to Reality Seminar**  
Lincoln, Neb. Contact Arlis Burney, 402-472-8930, Fax 402-472-0244, e-mail: [aburney@unlnotes.unl.edu](mailto:aburney@unlnotes.unl.edu), website: [fpc.unl.edu/marketing/ent.htm](http://fpc.unl.edu/marketing/ent.htm)

**Oct. 29-Nov. 1: Worldwide Food Expo**  
Chicago. Contact Convention Management Group, 703-876-0900, website: [www.worldwidefood](http://www.worldwidefood)

**Nov. 12-13: Cal Poly/University of California Davis 10th Annual Milk Processing Technology Short Course**  
San Luis Obispo, Calif. Laurie Jacobson, DPTC, 805-756-6097, website: [www.calpoly.edu/~dptc](http://www.calpoly.edu/~dptc)

**Dec. 7-10: International Maintenance Conference**  
Clearwater, Fla. Contact IMC, 239-985-0317, website: <http://www.inc-2003.com>

# The American Cheese Society

304 W. Liberty St., Ste. 201  
Louisville, KY 40202  
502-583-3783  
Fax 502-589-3602  
Contact: Barry King  
bking@hqtrs.com  
www.cheesesociety.org

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## BECOME

### Benefits of annual membership may include:

- Subscription to the quarterly ACS newsletter
- Discounted registration fees for the annual conference
- Annual membership directory
- Listing on the ACS website, with links to your own website
- Advance notice of special events in your area, including the Bon Appetit Wine and Spirits Focus
- The opportunity for cheesemakers to exhibit their products at the Winter and Spring NASFT Fancy Food Shows, in San Francisco and New York

### YES, I wish to join the ACS at the membership level of:

☐ Associate (\$75) ☐ Individual (\$125) ☐ Corporate (\$750) ☐ Multi-Unit Business (\$1,875)

Company/Organization Name

Mr./Ms. Your First Name Last Name

Title

E-mail Address Website

Street Address

City State Zip Code

Home Telephone Work Telephone

Fax Number

**Professions:**  
☐ Butcher Maker ☐ Academic ☐ Association ☐ Broker  
☐ Dairy ☐ Cheesemaker ☐ Chef/Caterer ☐ Consultant  
☐ Public Relations ☐ Distributor ☐ Enthusiast ☐ Importer  
☐ Trade Publication ☐ Writer/Author ☐ Marketing ☐ Retailer  
☐ Other (Specify) \_\_\_\_\_

### Ways You Can Help ACS and ACS Members:

- ☐ Write an Article for the Newsletter
- ☐ Share Technical Expertise
- ☐ Discount Offers for Members
- ☐ A Website Link to ACS
- ☐ Bringing in New Members
- ☐ Public Cheese Tastings
- ☐ Start an ACS cheese-buying club in your store
- ☐ Write an Article for a Newspaper or Magazine
- ☐ A Link on Your Website to Other Members
- ☐ Help in Meeting the Press
- ☐ Other \_\_\_\_\_
- ☐ Other \_\_\_\_\_

Method of Payment ☐ Check ☐ Money Order ☐ Mastercard ☐ Visa Total Enclosed \$

Name on Card Card Number Exp. Date

Send completed application with your membership or subscription fee to:  
The American Cheese Society • 304 W. Liberty St., Ste. 201 • Louisville, KY 40202

### Short Bio:

### • FOR CHEESEMAKERS ONLY

#### Retail Channel(s) You Use (if any):

☐ Retail Stores ☐ Mail Order ☐ Distributor ☐ On Site ☐ Website ☐ Farmer's Market

#### Cheeses Made:

Corporate Members, you may indicate up to four additional names to be listed as representatives of your company:

- 1.
- 2.
- 3.
- 4.

### ACS Membership Levels

**ASSOCIATE MEMBERSHIP \$75** • The Associate membership is designed for those who want to gain and/or increase their knowledge about the world of cheeses and cheesemaking. This level of membership is not available to those within the trade. Benefits of membership may include: • one-year subscription to the ACS newsletter • discounted registration fees for the annual conference.  
**INDIVIDUAL MEMBERSHIP \$125** • The individual membership includes those individuals and businesses that are involved in the production, distribution, marketing of cheese and/or related products. Individual memberships may also be held by writers, cookbook authors, and academicians in related fields. Includes the Associate benefits above, plus: • membership directory • annual conference report • ACS website listing, link to your own website, and access to members-only area • invitations to selected Society events • voting rights and eligibility for the Board of Directors. For cheesemaker members, also included in the Individual Membership are • reduced judging entry fees for the annual cheese competition • option to participate at Bon Appetit Wine & Spirit Focus • option to participate in NASFT trade shows in New York and San Francisco  
**CORPORATE MEMBERSHIP \$750** • Benefits include those of the Individual member category above, for up to five designated company representatives (a \$625.00 value) and the ability to add additional members at the reduced rate of \$100.00 each, plus: • a one-time one-quarter page ad in the ACS newsletter (all artwork and copy to be supplied by member) • eligibility to advertise in the ACS newsletter.

**MULTI-UNIT BUSINESS MEMBERSHIP: \$1,875** • Designed for multi-unit retail outlets, membership is held by each of the units under the same business heading. All employees of the company would be affiliate members of the ACS via the store membership. This category includes all of the same benefits of the Corporate Membership, plus • each unit listed in the membership directory • eligibility for all employees to receive annual conference discounted rate • access for all employees to the members-only area of the ACS website.