

The American Cheese Society

NEWSLETTER 4TH QUARTER 2003

The Art of Selling Cheese

Cheese has a limited shelf life and artisanal cheeses may only be at their best for a relatively short time. How do retailers get customers to buy these while they are at optimum quality? Three San Francisco area retailers, Kate Arding of Tomales Bay Foods, Juliana Uruburu of The Pasta Shop and Gordon

Edgar of Rainbow Grocery, shared their philosophies in a panel presentation at this year's ACS Conference.

Tomales Bay offers both cut and wrapped artisanal cheeses ("for people in a hurry") and a cut-to-order service in their store, according to Kate. "It's important to us to understand where the cheese is coming from and build relationships with the cheesemaker," she said. "It's hugely important because the greatest service we can do to the cheesemaker is to handle their cheese correctly."

Rainbow Grocery sells only ready-cut cheeses. Gordon makes no bones about wanting to provide the best value he can for the cooperative's customers, or about rejecting a trendy cheese if he personally doesn't feel it lives up to its reputation. To broaden patrons'

knowledge of cheeses, Rainbow features a "cheese of the week," offering samplings as well as information. Handling cheeses properly is crucial, he agreed, noting that he appreciates cheesemakers who provide instructions in the package about how best to do this.

The Pasta Shop has two main cheese counters and great care is taken to prevent molds from mixing, Juliana said. Cheeses are never kept in plastic wrap for more than four days, after which they are unwrapped, scraped and re-wrapped. Two-thirds of the store's stock sells out each week. Sampling is a key to building sales: "Once they taste it, they just can't say no," said Juliana. "So we keep the sample bowls filled."

The display strategies of the three operations differ sig-



nificantly. Gordon's cheese case is crowded with product. "Our case isn't a cheese museum," he said. "We cram as much as we can into that area and we make no apologies for this — it works for our aesthetic and our store. My motto is, 'There's always room.'"

The Pasta Shop has color-coded (organic or not), handwritten signs that tells the variety name, the country of origin and whether the cheese comes from pasteurized or raw milk. Cheeses are well spaced with plenty of props — baskets, wooden boxes, marble.

"I like to hit people visually with towers of cheese," said Kate of Tomales Bay. "The case isn't a museum, but every cheese is clearly labeled."

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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.

"Most consumers of specialty cheese are buying it because they know it's been made in small quantities by hand and they love hearing about who made it and how it was made. We can't tell the story if we don't get it from the people who made it."

The American Cheese Society

QUARTERLY NEWSLETTER

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Greetings From the President...

Welcome New Board Members!

Many of us are still recovering from the whirlwind of such a wonderful annual conference in San Francisco. We learned a great deal, reacquainted ourselves with friends from all over the United States, Canada and Europe, and we ate a lot of delicious cheese! Now back at home we are focusing our minds on the fall/holiday season and the exciting direction that the American Cheese Society is taking. The new Board coming into place, working under policy governance and the revised bylaws approved at the conference, will help us to take the organization to places that we weren't able to imagine a few years ago. The July board meeting highlighted the level of interest and enthusiasm among the membership, particularly by wanting to be considered for Board participation. There were many talented individuals nominated for the vacancies, and it was unfortunate that a choice had to be made between those listed on the nomination roster, as all would have been great assets to any organization. I

The July board meeting highlighted the level of interest and enthusiasm among the membership, particularly by wanting to be considered for Board participation.

would like to formally welcome new Board members Sara Hill, Classic Provisions, Inc.; Mike Gingrich, Uplands Cheese; and Carole Palmer, Good Taste Marketing Services. With their talents and assistance, as well as with that of the current group of volunteers, I am convinced that the mission and vision of the Board will continue to grow and prosper. That said, I also would like to invite all ACS members to communicate with the current committee chairs, to voice your opinions and to get more involved with the American Cheese Society. The ACS is working with many organizations to continue to promote North American Cheese. The refinement of the committees, with the added focus of the members, will create a lot of energy around, and recognition for, the quality products available from ACS Cheesemakers.

Thanks so much for your support at the conference, and for the cheeses that were entered in the competition — they were spectacular!

Best to all, Cathy

Cowgirl Lassos 'Best of Show'

By Beth Gengle,
Cheese Market News

Cowgirl Creamery's Red Hawk, a washed rind cheese, came away with the "Best of Show" title at this year's American Cheese Society (ACS) competition.

Cheesemaker Maureen Cunnie, Cowgirl Creamery, Point Reyes Station, Calif., says that she was "pretty surprised" with the "Best of Show" announcement at the society's annual conference. Red Hawk also took first in the washed rind category, which was new to this year's competition.

According to Cunnie, who has been with Cowgirl Creamery for three years, Red Hawk's name was derived

from the number of red hawks in the Point Reyes Station area. The creamery likes to name its cheeses after geographical and other characteristics of the area, she adds.

Cowgirl Creamery is a small facility that was established seven years ago by Sue Conley and Peggy Smith, who together wanted to create a product using the organic milk from the nearby Straus dairy. Friends of the Strauses, Conley and Smith named their business after they were told, "Remember girls, this is the wild, wild west."



Three years ago, Cowgirl Creamery stumbled onto Red Hawk by accident, Cunnie says, and the creamery "fell in love" with the triple cream cheese that is aged six months.

Red Hawk and other Cowgirl Creamery cheeses are sold locally to restaurants and specialty shops and are starting to gain a national following as well.

There's No Place Like Home

Dear ACS Members:

Well, another year has just about come and gone, and this newsletter issue marks my second anniversary with the ACS. In looking back over the past months, I see a great deal in which you should take great pride: a membership growth of nearly 100% in two years, to nearly 900; two successful conferences, with attendance at each numbering over 400; a 300% increase in annual sponsorship dollars, which translates to no annual dues increases and relatively low conference attendee costs; the beginnings of the cheesemaker scholarship fund, which will translate into bringing cheesemakers and experts to the annual conference; your board adopting policy governance as its means of self-management; and a 50% increase in the number of cheeses entered into the annual competition. These are all good things!

On a more personal note, though, my association with the American Cheese Society has deepened my respect for the artistry and craftsmanship involved in the production of fine American cheeses, as well as made me a confirmed "cheeseophile." After the conference, I spent a week of vacation (with 14 friends!) in Burgundy, France, at the La Varenne Cooking School, where we had

kitchen and cooking privileges at the beautiful Chateau du Fey. After scouring the markets and fromageries in the region, we had at one point about 45 cheeses in our "cheese refrigerator."

And while several of the many cheeses we tried were of extraordinary quality, I can safely say that there were many that couldn't hold a

candle to what you, the American cheesemakers, are doing right here at home. It was gratifying to hear my friends say that they've had a lot of American cheeses (your cheeses) at my house that were better than those in front of them. Thus, my

biases were confirmed. Interestingly, just two short years ago, I probably couldn't have told you the difference between one kind of cheese and another, other than if I liked it or not. But that's all changed now, so thank you for guiding me in the intricacies of fine cheese consumption and teaching me a thing or two about good food. It's been a wonderful, and tasty, journey.

Finally, let me say: "Congratulations ACS, on all your achievements!" and "Congratulations to all the winners in the 2003 Competition and Judging, especially those Cowgirls!" You make me very proud to be your representative.

Warm regards, Barry

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The American Cheese Society

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ACS will not process, typeset or edit any copy or artwork, nor can it resize any ads to meet the specifications. All ads are black and white. Fine lines or small print is not recommended. Electronic artwork is preferred. Files must be 300 dpi and saved as EPS or TIFF. Ads created in Microsoft Word are not accepted. A hard copy is required for reference. Advertiser and its agency accepts full responsibility for the contents of all advertising and holds ACS free and clear from any claims, liability or damages arising out of or on behalf of advertiser.

Advertising deadlines:

1st Quarter Issue, December 1 3rd Quarter Issue, June 1
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Upcoming Topic

■ 1st Quarter ■

**The Road Less
Traveled:
Limited Production
and Marketing
Can Work**

*How Some Cheesemakers
Manage to Stay Small...
and Beautiful?*

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OF CHEESEMAKERS**

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2003 Conference Report

The Irish Example: Specialty Food

James O'Donnell, president of Bord Bia, the Irish Food Board, shared with ACS conference attendees an overview of Ireland's specialty food industry today. He noted that the food industry in Ireland is the largest indigenous sector, representing 12% of employment and 10% of exports for the country.

Studies indicate that the main consumers of specialty foods are educated, knowledgeable, cosmopolitan people, and their main reason for purchasing such foods is to indulge themselves or their families (81% percent) or because they're entertaining at home (64%). About 42% do it on a routine basis.

According to O'Donnell, one of the main issues appears to be a yearning for authenticity in their lives, to find their heritage. It would appear that people are confounded by the insecurity in the world, and issues from global warming to genetic modification are contributing to their fears. In many ways, specialty, farmstead foods offer a sense of security, safety and continuity with the past.

The market is expected to grow and broaden, he said. Product composition, taste, packaging and presentation are key factors for growth. Indeed, for many retailers, the presence of specialty foods, such as artisanal cheeses, offer a cachet and provide a draw to bring customers into their shops. Signature foods have been able to redefine a business and can drive up profit margins.

"For Ireland, the combination of tourism and food has been very successful," said O'Donnell. "Our strategy has been to identify with, and support specialists, and to invest in national and international consumer public relations programs to promote them."

The Irish Tourism Board has tailored buyer events and developed a website for purchasers looking for Irish products. These initiatives have been highly successful. From 60 small producers in 1996, Ireland now boasts 310 producers and an industry that has grown from \$90 million to \$450 million annually. Is there a lesson for us in North America? ☺

**Farm Cheese Traditions
and Modern Times:**

A Conversation with Alice Waters and Darina Allen

In 1983, Darina Allen, with her husband Tim, founded the internationally renowned Ballymaloe Cookery School in Shanagarry, Ireland. At the forefront of the Irish natural food movement, Darina has been a tireless campaigner for locally produced foods (including cheese), which she promotes actively through her school.

New Jersey-born, Alice Waters founded Chez Panisse, Berkeley's most acclaimed restaurant, in 1971 and has never deviated from her initial philosophy of serving only the freshest seasonal ingredients. A strong advocate of farmer's markets and a vice-president of Slow Food International, Alice works

indefatigably to promote organic and sustainable agriculture in America.

At the annual meeting, these two remarkable women, with such similar aims but working on two different continents, discussed their efforts. Both grew up with plastic or foil-wrapped cheese and each described how real, artisanal cheese first opened their eyes to the possibilities in the world of food.

Alice spent some time in France in the '60s, a seminal period in her life during which she discovered the joys of shopping daily in the market in Paris. When she returned to America, she began Chez Panisse and set out to find local producers from whom

she could buy the food she would serve. Her first success was locally produced goat's milk cheese; the same baked chèvre remains on her menu more than 30 years later. And the restaurant has an annual week of cheese, during which unique cheeses are brought in and guests have the opportunity to talk with cheesemakers.

Darina's cookery course introduces students to local cheesemakers. Her mother-in-law, Myrtle Allen, has always promoted Irish cheeses with a cheese course as a part of the meal in her restaurant. A "trolley dolly" explains where and from whom the cheeses originate, thereby educating visitors. It's a process that costs them a bit to do, but says Darina, it's a commitment they have made to supporting the industry. In fact, Irish cheesemakers have been responsible for giving the

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Pairing Cheese and Wine

What Wines Pair with Your Cheese?

The ACS San Francisco Conference offered several workshops detailing the art of pairing these two comestibles. Most speakers agreed there are no hard-and-fast rules, but some basic guidelines emerged.

Paul Mugnier of Dow's Port Wine suggested that the denser the protein and the higher the fat content in the cheese, the more acid the wine should be. Port is high in acid, so it stands up to even the strongest of blue cheeses, and fruitier wines work well with pungent cheeses.

Traditionally it was believed that the tongue could distinguish four tastes: sweet, sour, salty and bitter. But a fifth taste, umami, is possibly triggered by compounds of some amino acids, such as glutamates or aspartates, especially the flavor-enhancing substance monosodium glutamate. In Japan, the concept of umami is an old one and hard to translate. It is sometimes associated with a feeling of perfect quality in a taste, or of some special emotional cir-

cumstance in which a taste is experienced. It is also said to involve all the senses, not just that of taste.

Umami, or the sense of completeness of the experience, is what may be lacking when the wrong wine is paired with cheese. "It's important, therefore, to keep the flavors simple and stack the deck," said Peter Kindel, cheesemaker at Listening Rock Farm. "Always go for the bigger wine, not the nuance, because the nuance will get trampled."

Sarah Scott of Robert Mondavi Winery added that wine, like cheese, is a living thing and flavors are not uniform. As such, what works one time may not work the next. Allow for variations in terroir. "It's an adventure," she laughed. "Try new combinations and trust your palate."

Georgianne Brennan, award-winning cookbook author, suggested first tasting the cheese to characterize its flavor. "Is it nutty, grassy, almond, apricot? What flavors can you taste?" she asked. "Then think



about what wine would complement it. How will the two interact on your palate?"

Laura Werlin, freelance writer and award-winning author of two books on cheese, offered a series of rules that might help.

1) Match lighter wines with milder cheeses like fresh goat cheese.

2) Choose fruity wines with creamy cheeses or super-aged cheeses. Note: oak-aged chardonnays, although fruity, don't work.

3) Sparkling wines work well with blues. Blues work best with something sweet, so Port is a safe bet. Port is a 'big' wine so a really 'big' cheese, such as Stilton, is required. Match the degree of saltiness in the blue with the degree of sweetness in the wine. ☺

Our Winning Members!

Vella Cheese Company earned seven gold medals out of seven entries at the Los Angeles County Fair for their handmade cheeses, including the Asiago Pepato, Garlic Jack, Pesto Jack, Rosemary Jack, Jalapeno Jack and Dry Jack. Established in 1931, Vella Cheese Company has



been producing hand made, all-natural cheese in the traditional manner for 73 years! The winning Vella Cheese Company team of cheesemakers includes, Felipe Ramirez, Charley Malkassian, Jeff Catrabone, Roger Rannikar, Francisco Toscano, Louis Gonzalez and (not pictured) Ignazio Vella. ☺

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2003 ACS Conference

Did you miss all the fun at the 2003 ACS Annual Conference in San Francisco?

It featured fascinating seminars on cheesemaking, cheese pairing and cheese selling. Two major foodies — Alice Waters of the United States and Darina Allen of Ireland — discussed how cheese was responsible for their love affair with food. Industry, distributors and cheesemakers found plenty of time to network, to talk and to taste. And of course, there was the Festival of Cheeses. We're already preparing for next year's big meeting in Milwaukee, Wis., July 20–24, 2004. So mark your calendar and plan to be there!



1 Cheese for sale: Paula Lambert and Sue Conley push ACS cheeses to market.

2 After slicing and wrapping all the leftover cheese on Saturday night, the workers posed for a shot.

3 Now that's what I call a cheese display!

4 Shoppers couldn't get enough of our cheeses at San Francisco's farmer's market.

5 Volunteers, including your illustrious editor (Liz), slicing and wrapping cheese for market.



Above: The Festival of Cheeses at the Ferry Building, site of San Francisco's famous market — wonderful creations by our members and great wines from Pacific Wine Partners.

Left: Riding the complimentary shuttle trolley to the market.

Below: San Francisco's Ghirardelli Square — chocolate, fabulous shopping and breathtaking views.



New Members

• continued •

- Mark Ruedrich**
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- Richard Sabot**
Cricket Creek Farm 8 Williamstown, Mass.
- Davita Sampson**
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Madison, Wis.
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Specialty Foods • Sacramento, Calif.
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- Susan Skilling**
My Big Cheese • Friday Harbor, Wash.
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Fresht Seasons Market • Ann Arbor, Mich.
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Central Market/HEB • Plano, Texas
- Nicola Stiff**
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- Trip Straub**
Straub's Market • St. Louis, MO
- Susan Sturman**
Epicurean • Port Washington, N.Y.
- Andrew Sutton**
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- Denise Tate**
Newport Avenue Market • Bend, Ore.
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Upper Marlboro, Md.
- R. Kent Torrey**
The Cheese Shop, Inc. • Carmel, Calif.
- John Van Dyke**
Sonoma, Calif.
- Nicole VandenHeuvel**
Pembroke Pines, Fla.
- Lyle Vaughan**
Walden Foods • Chevy Chase, Md.
- Jim Wallace**
New England Cheesemaking Supply
Company • Shelburne Falls, Mass.
- Len Waters**
Saputo Cheese USA, Inc. • Clayton, Calif.
- Lisa Weber**
C'est Cheese! • Evansville, Ind.
- Pete Weiss**
Rainbow Grocery Cooperative
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- Viviane Woo**
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- Frank Wuertel**
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- Carleton Yoder**
Champlain Valley Creamery
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New York, N.Y.

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LaFarge, Wis.

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Paul W. Marks Company
Everett, Mass.

2003 Conference Winners!

BEST OF SHOW: Red Hawk, Cowgirl Creamery

PLEASE NOTE: SOME PLACES IN SOME CATEGORIES RECEIVED
NO AWARDS, IF NONE IS LISTED, NO AWARD WAS GIVEN

A. FRESH UNRIPENED CHEESES

Mascarpone, Cream Cheese, Neufchâtel, Ricotta, Impostata
Exempt: Fresh Goat Cheese, Queso Blanco types, and
Cottage cheeses

AC: Cheeses made from cow's milk

- 1 Zingerman's Creamery: Cream Cheese
- 2 Calabro Cheese Corp.: Ricotta
- 2 Crave Brothers Farmstead Cheese:
Mascarpone
- 3 Marin French Cheese Co.: Breakfast Cheese

AG: Cheeses made from goat's milk

- 1 Cypress Grove Chèvre: Chèvre Log
- 2 Cypress Grove Chèvre: Fromage Blanc
- 3 Capriole: Fresh Goat Cheese
- 3 Mozzarella Company: Goat Ricotta

AS: Cheeses made from sheep's or mixed milks

- 2 La Moutonniere, Inc.: Neige de Brebis

B. SOFT RIPENED CHEESES

White surface mold ripened cheeses —
Brie, Camembert, Coulommiers, etc.

BC: Cheeses made from cow's milk

- 1 Marin French Cheese Co.:
Triple Cream Brie
- 2 Fromage Cote: Triple Crème
- 3 Sweet Grass Dairy: Velvet Rose

BG: Cheeses made from goat's milk

- 2 Capriole: Pipers Pyramid
- 3 Redwood Hill Farm Goat Dairy: Camellia

BS: Cheeses made from sheep's and/or mixed milks

- 1 Willow Hill Farm: Vermont Brebis
- 2 Old Chatham Sheepherding Company:
Hudson Valley Camembert
- 3 Willow Hill Farm: Cobble Hill

BF: Flavor added — spices, herbs, seasonings, fruits

- 1 Bingham Hill Cheese Co.: Tumbleweed
- 2 Marin French Cheese Co.: Jalapeno Brie
- 3 Marin French Cheese Co.: Garlic Brie

C. AMERICAN ORIGINALS

Cheeses recognized by the Judging Rules and Award
Committee as uniquely American in their original forms.

CJ: Monterey Jack: all milks

- 3 Organic Valley Wisconsin Raw Milk
Cheese: Jack Style

CC: Open Category, made from cow's milk

- 1 Carr Valley Cheese: Virgin Pine Native Blue
- 2 Widmer's Cheese Cellars: Brick
- 3 Cowgirl Creamery: St Pat
- 3 Fromage Cote: Cantonier

CG: Open Category, made from goat's milk

- 2 Cypress Grove Chèvre: Humboldt Fog
Grande
- 3 Cypress Grove Chèvre: Marble Mountain
- 3 Carr Valley Cheese: Cardona

**CS: Open Category, made from sheep's milk
and/or mixed milks**

- 1 Carr Valley Cheese: Mobay
- 2 Carr Valley Cheese: Cave Aged Marisa
- 3 Willow Hill Farm: Autumn Oak

D. AMERICAN MADE/ INTERNATIONAL STYLE

Exempt: all Cheddars, all Italian Type cheeses

DD: Dutch-Style, all milks (Gouda, Edam etc.)

- 1 Winchester Cheese Co. Super Aged Gouda
- 2 Winchester Cheese Co. Sharp Gouda
- 3 Lactalis USA Turlock: Gouda

DC: Open Category, made from cow's milk

- 1 Spring Hill Jersey Cheese: Dry Jack
- 2 Vermont Shepherd: Putney Tomme
- 2 Lcelandau Cheese Co.: Aged Raclette
- 3 Vella Cheese Co.: Mezzo Secco

DG: Open Category, made from goat's milk

- 1 Fromagerie Tournevent: Capriati
- 2 Carr Valley Cheese: Aged Cardona
- 3 Haystack Mountain Goat Dairy: Queso
de Mano

**DS: Open Category,
made from sheep's or mixed milks**

- 3 Carr Valley Cheese: Aged Marisa

E. CHEDDARS

All Cheddars, all milks sources.

EA: Aged Cheddars, all milks, aged 12-14 months

- 2 Widmer's Cheese Cellars: Cheddar
- 3 Cabot Creamery Cooperative: Cabot
Private Stock Cheddar
- 3 Grafton Village Cheese Co. LLC: Classic
Reserve Cheddar
- 3 Fiscalini Cheese Co.: Cheddar

**EF: Flavor-Added — spices, herbs, seasonings,
fruits, etc. (any age)**

- 1 Fiscalini Cheese Co.: Cheddar with
Caraway
- 2 Rogue Creamery: Rosemary Cheddar
- 3 Rogue Creamery: Pesto Cheddar

EC: Cheddar, cow's milk, aged less than 12 months

- 1 Sweet Grass Dairy: Clayburne
- 2 Grafton Village Cheese Co. LLC:
Premium Cheddar
- 3 Organic Valley: Raw Sharp Cheddar
- 3 Carr Valley Cheese: Cave Aged Cheddar

**EG: Cheddar, made from goat's milk, aged less
than 12 months**

- 2 Sweet Grass Dairy: Botana
- 3 Cypress Grove Chèvre: Cheddar

EM: Mature Cheddars, aged over 25 months

- 1 Carr Valley Cheese: 8 Year Cheddar
- 2 Fromagerie Perron: Cheddar 2 Yrs
- 3 Sweet Water Valley Farm: TN Aged
Reserve Cheddar

F. BLUE MOLD CHEESES

All cheeses ripened with *Roqueforti* or *Glaucum Penicillium*.

FG: Blue-Veined, made from cow's milk

- 1 DCI Cheese Co.: Black River Blue
- 2 Marin French Cheese Co.: Petit Bleu
- 3 Rogue Creamery: Rogue River Blue

FG Blue-Veined, made from goat's milk

- 2 Marin French Cheese Co.: Chèvre Bleu
- 3 Pure Luck: Hopelessly Blue

FS: Blue-Veined, made from sheep's or mixed milks

- 2 Bingham Hill: Sheepish Blue

FE: External Blue Molded Cheeses, all milks
No Awards Given

G. HISPANIC & PORTUGUESE STYLE

**GA: Ripened, including Cotija, Flamingo Bola, St.
Jorge, etc., all milks**

- 1 Rizo-Lopez Foods, Inc.: Cotija
- 2 Roth Käse USA LTD: Gran Queso
- 3 Karoun Dairies: Cotija

**GC: Fresh Unripened, including Queso Blanco,
Queso Fresco, etc., all milks**

- 1 Rizo-Lopez Foods, Inc.: Panela
- 2 Karoun Dairies, Inc.: Queso Fresco
- 3 Carr Valley Cheese: Shepherds Blend
- 3 Portuguese Cheese Co.: St. John's Fresh
Cheese

GF: Flavor-Added: spices, herbs, seasonings, fruits

- 1 Karoun Dairies, Inc.: Cotija Chile
- 2 Karoun Dairies, Inc.: Panela Chile
- 3 Mozzarella Company: Queso Blanco
w/Chiles and Epazote

H. ITALIAN TYPE CHEESES

**HP: Pasta Filata types: Provolone, Caciocavallo,
all milks**

- 3 Mozzarella Company: Caciocavallo

**HA: Grating types: Reggiano, Sardo, Domestic
Parmesan, all milks: Romano made from cow &
goat milks only**

- 2 BelGioioso Cheese: Parvegiano

ACS Judging Competition Correction

The Competition Committee is both happy and sad to report an error in the posting of the awards for the 2003 ACS Judging Competition. We are happy to report that due to two (2) ties in the GC Category (Fresh Unripened Hispanic and Portuguese Style Cheese) we have two more winners to announce.

We are also sad that we discovered this omission after the Conference and were unable to honor these two winning cheesemakers during the Awards Ceremony. The Competition Committee and I personally apologize to these cheesemakers for this omission. The new winner in the Second Place tie is Rizo-Lopez Foods Inc. of Riverbank California for their Queso Fresco Cheese. The new winner in the Third Place tie is the Portuguese Cheese Company of Toronto, Canada for their Saint John's Fresh cheese. This was a very competitive category entered by cheesemakers of excellence. The point range between First, Second and Third places was only one (1) point for each Place! Congratulations to both of you — the awards are on their way.

Red Hawk

DESCRIPTION

- Classification:** Hand Made Artisan Cheese, Certified Organic milk from single dairy (Straus Family Creamery), Pasteurized Cows milk, Soft Ripened, Washed Rind, Triple Cream.
- Appearance:** Small irregular rounds. Mottled red and bloomy rind. Soft yellow color inside with creamy, sometimes oozy texture.
- Flavor:** Loud aroma with complex, creamy flavor.
- Age:** 4–6 weeks
- Size:** Rounds are about 1½ to 2 inches tall, 4 inches in diameter, and weigh 12–15 ounces.



PRODUCTION

Red Hawk is made in 200-gallon batches which yield approximately 300 cheeses. Raw milk and cream is received from the Straus dairy and is then vat pasteurized. The milk is cooled to 90°F at which time bulk lactic starter and *penicillium candidum* mold is added. The milk is allowed to ripen, then vegetable rennet is added. We cut the curd into half-inch cubes when it is firm. The curd is then stirred gently and warm water is added slowly to scald the curds. Some of the whey is then removed and more warm water is slowly added. Throughout this process, the curds are gently stirred. Finally, the curds are hand ladled into small cheese forms lined with cheesecloth. When the forms are full, the curds are covered with cheesecloth. The cheeses are lightly weighted in their forms with bus tubs filled with water. They are turned after one hour of pressing and allowed to drain overnight with the same light weight on top.

In the morning the cheeses are taken out of the molds and brined for about six hours. When they are taken out of the brine, the cheeses are placed on stainless steel racks and placed in an aging room with plenty of ventilation to allow the cheeses to dry for two days, turning each day. After a week or so, the candidum mold begins to form and the rind is tough enough for its first wash. The cheeses are washed with a brine solution and placed in rectangle tubs on plastic mats and covered with a lid. These mini aging rooms bring the humidity up to 95% and increase the aging temperature to 55 degrees.

The cheeses are turned every other day and washed two more times in the four-week aging cycle. During this time, *B. linen* bacteria becomes more prominent on the rind and when it is ready to wrap, the rind is mottled red and white, slightly sticky and a bit stinky.

SERVING RED HAWK

The Red Hawk is such a cheese course cheese; I prefer to serve it with dried fruit and nuts in the winter or a ripe pear in the fall. It's also delicious with a quince preserve like Membrillo.

It is good with a spicy wine like a Reisling or a nice sherry.

It is possible to warm the cheese for a crostini, but I would not pair it with meats like ham or Prosciutto. Serve it with bitter greens and toasted walnuts as an appetizer, or as a cheese course with a soft goat cheese like Humboldt Fog and a nutty sheep cheese like Bellwether San Andreas and a bit of walnut bread, perhaps.

Sue Conley
Cowgirl Creamery
P.O. Box 594 • 80 Fourth Street
Point Reyes Station, CA 94956
(415) 663-9335 • Fax (415) 663-5418
www.cowgirlcreamery.com

HM: Mozzarella types—**Brick, & Scamorza, all milks**

- 1 Crave Brothers Farmstead Cheese: Farmers Rope
- 2 F Cappelletto Dairy Products, Inc.: Part Skim Scamorza
- 2 Sierra Cheese Manufacturing, Inc.: String Cheese
- 3 F Cappelletto Dairy Products, Inc.: Whole Milk Mozzarella

HY: Fresh Mozzarella types: Ovalini, Bocconcini, Cologini sizes, all milks

- 1 Calabro Cheese Corp.: Ovaline
- 2 BelGioioso Cheese: Fresh Mozzarella
- 3 Mozzarella Company: Mozzarella

I. FETA CHEESES**IC: Feta, made from cow's milk**

- 2 Lactalis USA, Turlock: Feta Medium HB
- 3 Spring Hill Jersey Cheese: Feta

IG: Feta, made from goat's milk

- 1 Carr Valley Cheese: Feta
- 2 Vermont Butter & Cheese Co.: Vermont Goat's Milk Feta
- 3 Harley Farms, Inc.: Feta

IS: Feta, made from sheep's milk

- 2 Old Chatham Sheep Herding Co.: Feta

IF: Flavor-Added: spices, herbs seasoning, fruits, all milks

- 1 Agropur Fine Cheese Division: Danesborg Olive Feta
- 2 Lactalis USA, Turlock: Feta, Tomato/Basil
- 3 La Moutonniere, Inc.: Feta

J. LOW FAT/LOW SALT CHEESES**JC: Open Category, made from all milks**

- 1 Le Choix du Fromager: Empereur Light
- 2 Roth Käse USA LTD: Reduced Fat Havarti
- 3 Vermont Butter & Cheese Co.: Vermont Fromage Blanc

JF: Flavor-Added: spices, herbs, seasonings, fruits, all milks

- 3 MapleLeaf Cheese Coop: Fiesta Pepper Yogurt Cheese

K. FLAVORED CHEESES

Cheeses in this category include but are not limited to flavored Monterey Jack, Cream Cheese, Cottage Cheese, cheeses with edible flowers and cultured cheese products.

KC: Open Category, made from cow's milk

- 1 BelGioioso Cheese, Inc.: Tiramisu Mascarpone
- 2 Sierra Cheese Co.: Scamorza with Butter
- 2 Taylor Farm: Garlic Gouda
- 3 Zingerman's Creamery: Sharon Hollow
- 3 Oregon Gourmet Cheese: Sublimity Herb de Provence
- 3 McCadam Cheese Co.: McCadam Pepper Jack

KG: Open Category, made from goat's milk

- 1 Cypress Grove Chèvre: Herb Chèvre
- 2 Fromagerie Tournevent: Veloutin SW Red Pepper
- 3 Harley Farms, Inc.: Monet

KS: Open Category, made from sheep's milk

- 3 Everona Dairy: Herb Cheese

L. SMOKED CHEESES**LC: Open Category, made from cow's milk**

- 1 F. Cappelletto Dairy Products: Smoked Braid Mozzarella
- 2 Carr Valley Cheese: Applewood Cheddar
- 2 Belfiore Cheese Co.: Smoked Mozzarella
- 3 Taylor Farm: Maple Smoked Gouda

LG: Open Category, made from goat's milk

- 1 Westfield Farm, Inc.: Smoked Capri
- 2 Haystack Mountain Goat Dairy: Smoked Chèvre

LS: Open Category, made from sheep's milk

- 2 Carr Valley Cheese: Auricho

M. FARMSTEAD CHEESES**MC: Open Category, made from cow's milk**

- 1 Fiscalini Cheese: Bandage Wrap Cheddar
- 2 Thistle Hill Cheese: Tarentaise
- 3 Uplands Cheese: Pleasant Ridge Reserve

MG: Open Category, made from goat's milk

- 1 Hillman Farm: Harvest Cheese
- 2 Sweet Grass Dairy: Lumiere
- 3 Pure Luck Dairy: Basket Molded Chèvre

MS: Open Category, made from sheep's milk

- 1 Woodcock Farm: Weston Wheel
- 2 Farmersville Cheeses LLC: Old Wick Shepherd
- 2 Bellwether Farms: San Andreas
- 3 LoveTree Farmstead Cheese: Baby Cedar

N. FRESH GOAT'S MILK CHEESES

Rindless, unaged, fresh cheeses.

NO: Open Category

- 1 Redwood Hill Farm Goat Dairy: Chèvre
- 1 Sweet Grass Dairy: Fresh Chèvre
- 2 Stickney Hill Dairy: Chèvre
- 2 Hawaii Island Goat Dairy: Big Island Goat Cheese
- 3 Pure Luck Dairy: Pure Luck's Fresh Chèvre

NF: Flavor-Added: spices, herbs, seasonings, fruits.

- 1 Westfield Farms Inc.: Chocolate Capri
- 2 Cypress Grove Chèvre: Purple Haze
- 3 Pure Luck Dairy: Fresh Chive Chèvre
- 3 Pure Luck Dairy: Chipotle Chèvre

O. FRESH SHEEP'S MILK CHEESES

Rindless, unaged, fresh cheeses.

OO: Open Category

- 2 Carr Valley Cheese: Marisa
- 3 LoveTree Farmstead Cheese: Artesian Spring

OF: Flavor-Added: spices, herbs, seasonings, fruits

No entries

P. MARINATED CHEESES**PC: Open Category, made from cow's milk**

- 1 F. Cappelletto Dairy Products, Inc.: Cappelletto Marinated Braided Mozzarella
- 2 F. Cappelletto Dairy Products, Inc.: Tomato/Basil Braided Mozzarella
- 3 Cantare Foods: Mediterranean Salad

PG: Open Category, made from goat's milk

- 1 Appleton Creamery: Basil Chèvre in Oil
- 2 Capriole: Banon

PS: Open Category, made from sheep's milk

- 1 Carr Valley Cheese: Gran Canaria

PF: Flavor added: spices, herbs, seasonings, fruits: all milks

- 2 Fromagerie Belle Chèvre: Chèvre De Provence

Q. CULTURED CHEESE PRODUCTS

Limited to Plain Yogurt, Creme Fraiche, Fromage Blanc, Quark, Kefir, Lobno

QC: Cultured Products, made from cow's milk

- 1 Bellwether Farms: Crème Fraiche
- 2 Mozzarella Company: Crème Fraiche
- 3 Spring Hill Jersey Cheese: Crème Fraiche

QG: Cultured Products, made from goat's milk

- 1 Harley Farms, Inc.: Fromage Blanc
- 2 Redwood Hill Farm Goat Dairy: Yogurt
- 3 Fromagerie Belle Chèvre: Fromage Blanc

QS: Cultured Products made from sheep's milk

- 2 Willow Hill Farm: Organic Sheep Yogurt
- 3 Old Chatham Sheep Herding Co.: Sheep's Milk Yogurt

R. BUTTERS

Whey Butter, Salted Butter, Sweet Butter, Cultured Butter, etc.

RC: Butter, made from cow's milk

- 1 Vermont Butter & Cheese Co.: Vermont Cultured Butter Lightly Salted
- 2 Vermont Butter & Cheese Co.: Vermont Cultured Butter Unsalted
- 3 Cabot Creamery Cooperative: Cabot Unsalted Butter

RG: Butter, made from goat's milk

- 3 Fromagerie Tournevent: Goat Butter

RS: Butter, made from sheep's milk

RF: Flavor added: spices, herbs, seasonings, fruits: all milks — No Entries

S. CHEESE SPREADS

Cold Pack, Cheddar based, Cream Cheese and Yogurt based spreads and dips.

SC: Open Category, made from cow's milk

- 1 Sierra Nevada Cheese Co.: Gina Marie
- 2 Rogue Creamery: Oregon Blue Veined Spread
- 3 Roth Käse USA Ltd.: Brie & Blue Spread

SG: Open Category, made from goat's milk

- 2 Cypress Grove Chèvre: Garlic Fromage

SS: Open Category, made from sheep's milk

No entries

SF: Flavor-Added: spices, herbs, seasonings, fruits, all milks

- 2 Rising Sun Farms: Pesto Dried Tomato Cheese Torta
- 3 Rising sun Farms: Key Lime Cheese Torta

T. AGED SHEEP'S MILK CHEESES

Caciotta, Romano, Manchego, Table Cheeses, etc.

TO: Open Category

- 2 Vermont Shepherd: Vermont Shepherd
- 3 LoveTree Farmstead Cheese: Big Holmes

U. AGED GOAT'S MILK CHEESES

Taupineres, rindled Logs & Pyramid Types, etc.

UG: Open Category

- 1 Hillman Farm: Hilltown Wheel
- 2 Carr Valley Cheese: River Bend Goat
- 3 Cypress Grove Chèvre: Mt. McKinley

V. WASHED RIND CHEESES

Cheeses with a rind or crust washed in salted brine, whey, beer, wine, or other alcohol, grape lees that exhibit an obvious smeared or sticky rind and/or crust. Exempt: All Washed Curd Cheeses

VG: Open Category, made from cow's milk

- 1 Cowgirl Creamery: Red Hawk
- 2 Westminster Dairy at Livewater Farm: Livewater Toma
- 3 Green Mountain Blue Cheese: Brother Laurent VG

VG: Open Category, made from goat's milk

- 1 Le Choix du Fromager: Chevrochon

VS: Open Category, sheep's milk

- 1 Carr Valley Cheese: River Bend Sheep

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Crave Brothers Farmstead Cheese
LoveTree Farmstead Cheese
Maple Leaf Cheese
DCI Cheese/North Hendren
Organic Valley
Roth Käse USA
Uplands Cheese
Widmer's Cheese Cellars**

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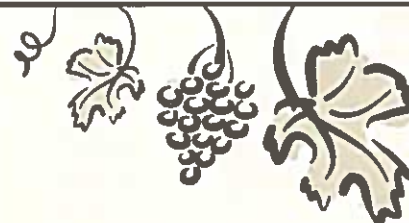
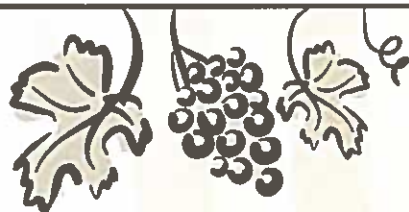
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continued from front page

Product Sourcing, Education Ongoing

All three retailers move large volumes of artisanal cheeses, so they constantly seek out quality products to add to the mix. To do this they visit other shops, talk to distributors and come to ACS events. "That little membership booklet is a bible," laughed Gordon.

Each agreed that telling their customers about the cheeses they sell is an integral part of the process. One

method of introducing customers to new products, Kate said, is to simply offer a waiting customer a piece of the cheese you are cutting for someone else, with the words, "Try this one, it's from such and such a place."

And talk to the customers about the cheese, she suggested. "Vermont Shepherd describes the pasture from which the milk was produced with every shipment — for example, they were grazing on fields of dandelions. Wow!" she said. "We

told the customers and we sold that batch in 10 minutes!"

Juliana agreed, "We feel it's important to pass along information about the story behind the cheeses." Most consumers of specialty cheese are buying it because they know it's been made in small quantities by hand and they love hearing about who made it and how it was made. We can't tell the story if we don't get it from the people who made it."

**Are you listening
cheesemakers?**



Events Calendar

Thanks to Cheese Market News for kindly providing the listings.

Oct. 13-17: University of Wisconsin-Madison Department of Food Science Wisconsin Cheese Technology Short Course
Madison, Wis. Contact University of Wisconsin-Madison, 608-262-3046, fax 608-262-6872, e-mail: foodsci@facstaff.wisc.edu, website: www.wisc.edu/foodsci/conted/

Oct. 19-22: University of Wisconsin-River Falls 23rd Annual Food Microbiology Symposium
River Falls, Wis. Contact University of Wisconsin-River Falls Animal and Food Science Department, 715-425-3704, e-mail: foodmicro@uwrf.edu, website: www.uwrf.edu/food-science/foodmicrosymposium/welcome.html

Oct. 21-22: University of Wisconsin-Madison Department of Food Science Whey and Whey Utilization Short Course
Madison, Wis. Contact University of Wisconsin-Madison, 608-262-3046, fax 608-262-6872, e-mail: foodsci@facstaff.wisc.edu, website: www.wisc.edu/foodsci/conted/

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

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, website: fpc.unl.edu/marketing/ent.htm

Oct. 25-28: American Dietetic Association's 2003 Food & Nutrition Conference & Expo
San Antonio. Contact CompuSystems Inc., 866-451-6444, fax 708-344-4444, website: www.eatright.org

Oct. 29-31: Sixth Annual Farmer Cooperatives Conference "Executing Vision & Strategy for Success"
Kansas City, Mo. Contact Dawn Danz-Hale, 608-262-3981, e-mail: danz-hale@aae.wisc.edu

Oct. 29-Nov. 1: Worldwide Food Expo
Chicago. Contact Convention Management Group, 703-876-0900, website: www.worldwidefood

Nov. 4-5: University of Wisconsin-Madison Department of Food Science Wisconsin Cheese Grading Short Course
Madison, Wis. Contact University of Wisconsin-Madison, 608-262-3046,

fax 608-262-6872, e-mail: foodsci@facstaff.wisc.edu, website: www.wisc.edu/foodsci/conted/

Nov. 5-6: University of Wisconsin-Madison Cheese Grading and Evaluation Short Course
Madison, Wis. Contact College of Agriculture and Life Sciences Outreach Services, 608-263-1672, fax 608-262-5088, website: www.wisc.edu/foodsci

Nov. 10-12: Pennsylvania State University Pasteurizer Operators Workshop
State College, Pa. Contact Penn State, 814-865-8301, fax 814-865-7050, e-mail: shortcourse@psu.edu, website: conferences.cas.psu.edu/

Nov. 10-11: American Dairy Products Institute's Lactose Utilization Seminar
Atlanta. Contact 630-530-8700, e-mail: info@adpi.org, website: www.adpi.org

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

Nov. 15-22: British Empire Cheese Show
Bellefonte, ON, Canada. Convention with speakers on issues in the industry, international competition and sale of cheeses. Contact Al Gibbons: 905-377-1029, e-mail: a.gibbons@sympatico.ca

Jan. 18-21, 2004: 20th Annual U.S. Dairy Forum
Boca Raton, Fla. Contact International Dairy Foods Association, 202-737-4332, fax 202-331-7820, website: www.idfa.org

March 1-2, 2004: New York State Cheese Manufacturers Annual Meeting
Syracuse, N.Y. Contact Janene Lucia, 607-255-2892, fax 607-255-7619, e-mail: jgg3@cornell.edu

March 16-18, 2004: Pizza Expo 2004
Las Vegas. Contact Pizza Expo, 800-489-8324, website: www.pizzaexpo.com/2004/

April 18-21, 2004: American Dairy Products Institute (ADPI) Annual Meeting
Chicago. Contact ADPI, 630-530-8700, fax 630-530-8707, website: www.adpi.org

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PO Box 462 • Corinth VT 05039-0462
blythedalefarm@valley.net

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continued from page 4

entire Irish food industry a kick start says Darina.

"There's a deep craving for artisanal food," she says. "And slowly, the Irish government is beginning to realize there are benefits to be had from this small industry. Irish cheeses are putting Irish food up in lights."

Alice agreed. "It's about the values that come with food," she said. "People crave the authenticity and connection to real people. But we have to be careful because large companies are trying to pick it up and incorporate it into promotion of their cheeses. We have to distinguish what is real."

Both speakers agreed that it's important to make the public understand what is entailed in the creation of traditional foods like artisanal cheeses. Alice takes this a step further with a program called The Edible Schoolyard, which takes the school lunch program in one school in Berkeley and teaches children about the origins of the foods they consume.

Darina added that it's not only important to educate people about what such producers are doing, it's also important to pay them fairly for their labors. "We have to make people understand the value and pay for the food. We have to pay them enough to make a decent living so they will keep doing it, not drop them if someone else does it for a few cents less," she said. "Cheap food is a myth. We pay for it in socio-economic and health terms. We pay for it on the shelf and with subsidies, but then we pay for it in cleaning up the health and environmental problems."

Alice echoed this concern. "We're talking about the precious future of our kids. Every decision you make you have to ask yourself if you're supporting the right people who are doing the right thing." She added with a twinkle, "Fortunately, this is a delicious thing to do!"



4TH QUARTER 2003

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Fax 502-589-3602
Contact: Barry King
bking@hqtrs.com
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Short Bio:

• FOR CHEESEMAKERS ONLY

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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.