

The American Cheese Society

NEWSLETTER 3RD QUARTER 2005

Shopping NYC for Cheese

Headed to New York for the Fancy Food show this July? If so, be sure to build some time into your trip to sample the city's burgeoning specialty cheese retailing scene. In New York, great cheese shops abound, and you're certain to learn as much from them as from the show itself.

Here are three cheese-friendly suggestions:

Head downtown and wan-

der the fun and funky West Village area while visiting two great cheese stores.

Take a quick subway ride to Brooklyn to explore some impressive cheese and specialty foods stores.

Head uptown and step into some of New York's most venerable cheese shops.

West Village

To try some great cheese while seeing one of New York's most interesting areas, head down to the West Village. First stop: **Murray's Cheese**, one of New York City's major players and most renowned cheese shops. Murray's moved into new digs on the same street in November 2004, doubling its retail space and adding a number of new features. The store now contains underground caves for maturing and storing cheeses, an expanded retail area, and a classroom for cheese education sessions.

Murray's now regularly holds classes taught by in-house staff, cheesemakers, authors and chefs. Check out the store's website



The shelves and counters at Murray's Cheese overflow with artisanal cheeses from around the world.

(<http://www.murrayscheese.com>) for details. The store stocks about 250 cheeses at any given time, including a number of artisan American cheeses. (Note: If you can't make it downtown, you can and should squeeze in a visit to Grand Central Market in the famous midtown train station, where Murray's operates a second, always-bustling cheese counter. This European-style market also houses specialty produce, floral, chocolate, bread and other specialty food shops, and is a must-see for visiting foodies.)

While you're in the West

Village, consider walking over to the SoHo outpost of **Vintage New York**, located just a short distance from Murray's. This unique store specializes in New York wines and foods. In fact, it is the only store in the city with a winery license, making it the only wine shop here that is permitted to sell food products. At the same time, because of its winery license, it is limited to selling New York state products. The store carries more than 200 bottles of New York wines and stocks a small selection of cheeses, as well as New York-made salsas,

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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.

The American Cheese Society

QUARTERLY NEWSLETTER

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November Issue: September 1

The ACS Quarterly Newsletter is published by ACS and contains articles and information pertaining to its members. Views of contributors do not necessarily reflect those of the ACS. We encourage you to submit articles, letters, news items or photos for consideration.

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Cathy Strange, Ex-Officio

Greetings From the President.....

Dear ACS members,

Wow!!!! I started out this year thinking, "My, we've grown," but the truth is, the American Cheese Society has grown up too.

This year has proven to be an interesting adventure and I have had the pleasure of working with a marvelous group of people on this journey. With our outreach program and board member involvement implemented, our Board of Directors as well as the members within our organization have taken on active roles in various committees. This has enabled us to bring this organization to where we are today.

The American Cheese Society flows with passion. Our cooperative efforts have achieved record dollars raised by sponsorship. We have participated through coordination of the "Own Backyard Committee" in regional events all across the country during this calendar year. At these, our members' cheeses have been highlighted. Our membership committee has newly defined member benefits and an active member recruitment program is now in place. And finally, our new Member Directory should be arriving shortly; if you haven't already received this wonderful tool.

Our conference planning committee has successfully put together an exciting program for this year's annual conference in Louisville, Kentucky. I have received many phone calls complimenting us on the look of our brochure, so thanks are due to

Matt, our designer, who has created an impressive booklet.

We're hoping all of you have been enticed by one session or another that you just can't afford to miss. And we hope you will be joining us in Louisville this July 21 - 23 for a celebration of cheese. Our theme, *Creating Traditions*, is one that touches the cheese industry more than any other and we're aware, from comments made, that it resonates with many of you.

I understand the competition entries are all in now, and the judging committee has been diligent once again in making sure that they have created a platform to equitably critique the cheeses you produce.

Finally, the culmination of this year's judging results is being actively organized by the festival committee. They are still seeking volunteers to help with this year's Festival of Cheese. All 705 cheeses entered will be showcased. So if you would like to participate, please get in touch with Dana Tanyeri, our volunteer coordinator, with contact information and availability.

Most importantly, I look forward to meeting all of you in Louisville.

Be well, safe travels and eat cheese,

Jodie Wische



Nominations to the Board of Directors

The following people have been nominated to the board of directors:

Kurt Dammeier, Beecher's Handmade Cheese

Patrick Geoghegan, Wisconsin Milk Marketing Board

David Gremmels, Rogue Creamery

Michelle Martino, The Cheese Works

Neville McNaughton, CheezSorce

Linda Hook, DCI Cheese Company

Lee Smith, *Deli Business Magazine*

Upcoming Topic

4th quarter 2005

Pathogen Paranoia

Are Current Testing Standards of Raw Milk Cheeses Enough to Protect Consumers?

We welcome your comments and suggestions on this topic and on any story in the newsletter. Contact: Liz Campbell, editor: 416-207-9150, campbellliz@sympatico.ca



From the Desk of the Executive Director.....

Dear ACS Members,

By the time you receive this newsletter, summer will be in full bloom and we are in "conference mode" here at ACS headquarters. I hope that you have made your plans to attend the annual conference. It will be my pleasure to welcome you to my hometown, where we have been busily putting the final touches on what promises to be an exciting and informative conference.

If the advance press is any indication, Louisville is excited to have you here, and calls about the Festival of Cheese are coming in at a blistering pace. At present, we will have guests from St. Louis, Cincinnati, Nashville and Chicago coming in just for the festival. With more than 700 entries (and counting!) in the competition, we know that they won't go home hungry.

It's going to be another banner year for conference attendance and competition entries, and I hope that each and every one of you will come to soak up some Southern hospitality, good times with friends and associates, and a little

Kentucky Bourbon – I can promise you that all will flow freely!

Things have been very busy this past quarter and ACS is humming along very nicely, thanks to many dedicated people that work very hard behind the scenes. When you see the members of your board of directors, conference planning committee, competition committee and the sponsorship committee at the conference, please be sure to thank them for all of their efforts this past year. The organization could not run efficiently without them.

To that end, there are three board members who will be stepping down from the board this year, due to term limits: Bill McKenna, John Greeley and John Eggena. I would like to thank them for everything that they have done, both for ACS and for me personally. I admire their dedication greatly and I will miss them very much. Theirs will be hard shoes to fill, but the slate of board nominees is impressive and ACS will continue to be served well.

That's it for now, and I look forward to seeing you next month.
Best regards,

Barry King

The American Cheese Society

Board of Directors, continued

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2004-2005

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ACS NEWSLETTER Advertising Information

Interested in getting your company's marketing message out to the ACS membership via advertising?

Mechanical Requirements:

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 are 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

2nd Quarter Issue: March 1

3rd Quarter Issue: June 1

4th Quarter Issue: September 1

To submit your ad, contact Barry King at ACS.

Costs shown are per issue. 20% discount for consecutive ads in two or four issues.

Ad Size	W x H	Member Cost
Full Page	7.5" x 10"	\$425.00
Half page	7.5" x 4.94"	225.00
1/4 page	3.69" x 4.94"	130.00
1/6 page	3.69" x 3.25"	90.00
1/8 page	3.69" x 2.4"	45.00
Classified Ad (35-word max.)		35.00



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Highlights of 2005 ACS Conference

Whether you're a specialty cheese professional – a cheesemaker or cheese retailer, a distributor or marketer, a food writer or chef – or simply an enthusiastic cheese-lover, you can't afford to miss the annual ACS conference! Meet the major figures in the cheese world – the producers, the buyers, and the sellers.

AGENDA HIGHLIGHTS:

Wednesday, July 20:
Optional tours around the Louisville area including:
Capriole Farm Tour and
Huber Winery Wine Tasting;
Shaker Village at Pleasant
Hill; Labrot & Graham
Distillery and Kentucky
Horse Park Tours

Thursday to Saturday, July 21-23:

Educational Sessions:
* Milk Quality: Great
Cheese Starts With Great
Milk
* Creating Markets Through
Education
* Creating a Successful

Cheese Business: Dreams
and Realities

* Regional Voices in
Artisanal Cheesemaking
* All About Flavor: Aged
Raw Milk Cheese
Production
* Nurturing Terroir:
Encouraging Local
Influences to Create Unique
Cheeses
* Inconsistent Cheese:
Artisan Asset or Market
Liability
* Scaling Up: Increasing
Production Without
Compromising Quality

General Sessions:

* Cheddar and Ale Tasting
Farmstead Cheese
Traditions
* Southern Food Traditions

Networking Events:

* New Member/First Time
Attendee Mixer
* Opening Reception at The
Glassworks
* Focused Tastings and Breaks
Saturday, July 23, 6 p.m.:
**The Gala Festival of
American Cheese**
Seelbach Hilton Hotel.

Not to be missed! Over 700
cheeses will be on display
and available for tasting,
along with specialty foods,
wines and dishes prepared
by some of Louisville's pre-
mier chefs.

Cheese Sale at Whole Foods Market-Louisville Sunday, July 24 noon -3p.m..

Your chance to buy fabulous
cheeses from the ACS
Cheese Competition
Volunteers needed for:
* cutting and wrapping the
cheeses during the Festival
Setup

* wrapping and cutting the
cheeses following the
Festival
* loading and unloading the
cheeses at the Sale on
Sunday morning
* selling cheeses

Please let us know if you
would like to help. Contact
paula@mozzco.com or
sueconley@cowgirlcream-ery.com

Cheese donations gladly
and gratefully accepted! (Be
sure to mark cheeses that
you send "For Sale Only").

Academie de Fromage educates about cheese

The Academie de Fromage in
Sarasota, FL, is offering a
series of classes designed to edu-
cate and share the common love of
cheese, food and wine. Students
can discover the joys of cheese by
exploring the textures, aromas and
history of cheeses from around the world.

An important focus will be on the flourish-
ing number of American cheese producers.
Fine artisanal cheese producers across the
United States are growing in numbers, cre-
ating a wide selection of excellent choices

Inspired by avid food and wine lovers
John Biddinger and Bill Chastain, the
Academie will hold five series of five semi-
nars each. Morton's Gourmet Market will
host Academie seminars to be presented
and conducted by Epicurean Life Corporate



Executive Chef, Mario Martinez
and Epicurean Life Director of
Wines and Spirits, Graham
Thomson.

The Academie's five series
syllabus will begin by covering
cheese basics of production,

styles, purchasing, storing and serving
cheeses made from cow, sheep, lamb and
goat milk. Further series will cover major
cheese producing regions of Europe and
the United States and feature special guest
cheesemakers, cheesemongers, somme-
liers, winemakers, chefs, food industry and
restaurant professionals. Other topics
include cooking with cheese and wine sem-
inars by Certified Sommeliers. A selection
of wines chosen to complement the
cheeses will be featured.

Awards & Accolades

With more cheeses from more countries worldwide than any other competition, the London-based **World Cheese Awards** is respected by cheesemakers, retailers, and consumers alike. This year, more than 200 cheeses from the United States were judged side by side with more than 1,000 cheeses from Europe, Australia, South Africa and New Zealand.

Bingham Hill won 10 medals for its cow, goat and sheep milk cheeses. Bingham Hill's awards ranged from gold and silver medals in the "blue veined cheeses" category (Rustic Blue and Sheepish Blue) to a literal sweep of the "fresh cheese" category, where the company won six medals. Bingham Hill's Sweet Clover, a 100 percent sheep's milk cheese, earned its first award, while Harvest Moon, a washed rind cheese, medaled for the second year in a row.

At the same awards, **Vermont Butter & Cheese Co.** won a gold medal for its Mascarpone and silver for Quark cheese, while **Crave Bros.** was awarded silver for Mascarpone. And **Gran Queso** from **Roth Käse** won gold in the hard cheese category.

Fiscalini Farmstead Cheese took gold for the second year in a row for San Joaquin Gold. And **Rogue River Creamery** won gold in the Blue Made Outside UK class for their Oregon Blue Vein. **Organic Valley** was awarded a bronze medal for its raw milk sharp cheddar.

At the U.S. Championship Cheese Contest, the top award for U.S. Champion was given to Emmentaler from **Fair Oaks Dairy**, while first runner-up was given to a raclette from **Leelanau Cheese Company** and second runner-up was awarded to **Cocoa Cardona** from **Carr Valley Cheese**.

Welcome

New Members

Shana Adams
Meyenberg Goat Milk, Turlock, CA

Patsy Barich
California Milk Advisory Board

Lenny Bass
Lactalis USA - Turlock, CA

Lucinda Beddow
Decatur, AL

Nancy Carson
Riverbend Farm, Morgantown, WV

Jennifer Chowning
Washington, DC

Stewart Christensen
Beehive Cheese Co., Uintah, UT

Ed Christian
Saga Communications,
Grosse Point Farm, MI

Tim Cronin
F. Cappiello Dairy Products, Inc.
Schenectady, NY

Edouard Damez
Central Market, Austin, TX

Stephen Davids
Amarillo, TX

Edgar Diaz
Moo Cheeses, Garland, TX

Alan Donatiello
Andes Foods US, Bricktown, NJ

Margaret Ecker
Los Angeles, CA

Debbie Endres
The Gourmet Cellar, Livingston, MT

Kieran Freitag
California Milk Advisory Board

Naomi Fujinaka
Fromartharic, Inc., Newberg, OR

David Giambalvo
The Cheeseworks Ltd., Ringwood, NJ

Elizabeth Gladstein
Whole Foods Market, Manhasset, NY

Mirga Harmon
Arlington, VA

Laima Harmon
Los Angeles, CA

Tyler Hawes
Artisanal Cheese, LLC, New York, NY

Margaretha Henry
Indianapolis, IN

M. Henry
Savannah, GA

Mark Ibañez
Andes Foods US, Vitacura, CHILE

Ronald Johnson
White, Johnson & Hatcher
Louisville, KY

Jennifer Jones
Pacific Wine Partners, Gonzales, CA

Teri Jones
Winchester, VA

Glen Kanwit
Foley & Lardner, Chicago, IL

Geoff Keeney
Market of Choice, Eugene, OR

Dale and Jean King
Oakvale Farm Cheese,
London, OH

Thanks to 2005 ACS Conference Sponsors

Diamond Level

**Wisconsin Milk Marketing
Board**

Gold Level

Roth Käse, USA Ltd.
Vermont Cheese Council
Whole Foods Market

Supporting Level

Allegro Coffee Company
Atlanta Foods International
Food Match
New England Dairy Promotion Board
**Quebec Ministry of Agriculture, Fisheries
and Food**
Wisconsin Specialty Cheese Institute

Festival/Cheese Trade Level

34 Degrees Foods with Latitude
Columbus Distributing Co.
Fabrique Delices
Fromagex
Fromartharic, Inc.
La Panzanella
Les Trois Petits Cochons
Mt. Vikos
Murray's Cheese
The Cheese Works Ltd.
Vermont Institute for Artisan Cheese

Friend of ACS Level

3D Cheese
CIBO
Dan & Jane Carter
McLeod Creamery

Silver Level

California Milk Advisory Board
Cheezwhse.com

Bronze Level

Central Market
BelGioioso Cheese Co.
DCI Cheese Company
Mozzarella Fresca
Pacific Wine Partners

Cheesemaker Level

Bittersweet Plantation Dairy
Cabot Creamery
Carr Valley Cheese Co.
Cowgirl Creamery
Cypress Grove Chevre
Dairy Connection, Inc.
FireFly Farms
Fiscalini Cheese Company
Glengarry Cheesemaking
Grafton Village Cheese Company
Montchevre Betin
Old Chatham Sheepherding Co.
Organic Valley
Redwood Hill Farm & Creamery
Rogue Creamery
Seacrest Foods
Straus Family Creamery
Vermont Butter and Cheese Co.
Widmer's Cheese Cellars
Zingerman's Delicatessen

New Members cont'd

Karen Krasne
San Diego, CA

Hans Kunisch
Domestic Cheese Company, Inc.
San Francisco, CA

Molly Lawrence
California Milk Advisory Board

Kenneth Liss
Minneapolis, MN

Christie London
Sacramento, CA

Gloria Lopez
Moo Cheeses, Garland, TX

Christopher Lotito
Lotito Foods Inc., Edison, NJ

Michelle Martino
The Cheese Works, Mashpee, MA

Jesse Meerman
Grassfields Cheese, Coopersville, MI

Todd Moore
Moo Cheeses, Garland, TX

Todd Moore
Lavon Farms, Plano, TX

Brian Nelson
Forestwood Farms LLC
Grantsburg, WI

Grayson Norquist
Ridgeland, MS

William Oglethorpe
Neal's Yard Dairy, London, UK

Margaret Pagliarulo
Plantation Plenty, LLC, Darien, CT

Charles Parant
Fanny Mason Farmstead Cheese
Walpole, NH

Renato Poblete
Andes Foods US, Vitacura, CHILE

Rick Pruneau
Meyenberg Goat Milk, Turlock, CA

David Quisenberry
Richmond, TX

Steven Satterfield
Decatur, GA

Susan Scovell
The Wine Source, Baltimore, MD

Paula Sleeman
Market of Choice, Portland, OR

Susan Southcott
Los Angeles, CA

Todd Stillman
San Anselmo, CA

Ken Strunk
Meyenberg Goat Milk, Turlock, CA

Ruth Taggart
Market of Choice, Eugene, OR

Gayle Tanner
Bonnie Blue Farm
Waynesboro, TN

Claire Varrelmann
Wisconsin Milk Marketing Board
Madison, WI

William Vella
Bloomingdale, NJ

Tim Welsh
Beehive Cheese Company, Uintah, UT

Larry Zimmerman
Stew Leonards, Yonkers, NY

New Members

Candace Yancey grew up with cheese. Her grandfather started the Heluva Good Cheese Company, selling his cheeses from a roadside stand in Corfu, New York. His son, Candace's dad, John, worked with him and the company grew over the years.

In 1998 John Yancey and his long time business associate Mike Wimble bought Kutter's Cheese, a successful business and factory. Yancey, Wimble, and Kutter's master cheesemaker, Brian Bailey, created Yancey's Fancy®. Bailey has studied in countries like Finland, Denmark, Holland, France, Sweden, and Germany, learning traditional European cheesemaking.

The creative trio has launched new and exciting varieties of cheeses and has reintroduced the famous New York handcrafted cheddars of years past.

When she graduated from

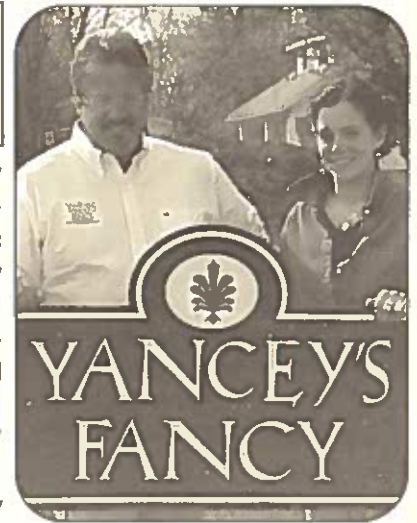
college, Candace, now 23, became the company's marketing and public relations director. "I grew up with this cheese and I love it," she says enthusiastically. "I couldn't stand behind it if I didn't. And I wouldn't enjoy selling it." But she adds with a grin, "I have to keep up my gym membership because I eat it all the time."

Yancey's Fancy makes a number of raw milk cheddars, aged for up to a minimum of 18 months. This last, their Triple Extra Sharp Aged Cheddar, says Candace, has such a definite bite that it compares favorably with many three-year aged cheeses. In addition, the company offers a variety of flavored cheddars including horseradish, roasted garlic, jalapeno and habanero and Buffalo hot wing sauce.

Bailey's overseas exposure has resulted in a number of interesting European-style cheeses including

Edam, Gouda, an aged Gouda and Bergenost™, a triple cream Norwegian-style butter cheese, which remains a Yancey's Fancy exclusive.

Candace goes to consumer shows and samples cheeses for the public. "When they taste it, they're surprised at how good, how complex the flavor of a cheddar can be," she says. "The cheese sells itself." Because its popularity has grown, you'll find Yancey's Fancy in large supermarkets like Wegmans and Tops as well as in smaller independent cheese shops.



The Concept of Terroir

By Dominique Delugeau

With a winemaker as a grandfather, I was exposed to the notion of *terroir* early on. I have always tried to understand what makes a region worthy. Is it more fiction than fact? Can't every wine be the same with the proper technology? Can't every cheese be the same with the proper know-how?

In my quest for an answer, visiting many regions throughout Europe, it has become apparent to me that mankind, working in harmony with nature and harnessing its many gifts, can really benefit from an exceptional *terroir*.

Last October, I was again offered the opportunity to put my senses to the test

when my friend Alex Hubert invited me to visit the Isigny Sainte-Mere Dairy Cooperative.

In 1985, Isigny Sainte-Mere was awarded an AOC (Appellation d'Origine Contrôlée), the French term for DOP (Designated Origin of Production) for its butter and cream.

How did this small region get such a distinction?

The pure concept of the AOC, links specific characteristics and qualities of a product to the physical and human geography of the area. To understand Isigny's butter and cream, one has to know the region topography and history.

In Isigny, two different landscapes meet; the marshland (at or below sea level) and



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Let's build ACS membership together

by John Eggena

ACS Membership Committee Chair

One of our committee's mandates is to review the membership fee structure and recommend adjustments if necessary. Our fees had not been reviewed within the last three years and a re-alignment was evident in order to meet the normal evolution of our expenses and to cover our ongoing activities.

The bad news is that we had to raise our membership fees; the good news is that we'll be able to continue and hopefully even improve on the services and benefits we share.

Here is the fee structure proposition that was approved unanimously by the ACS board on May 3.

The new fee structure will come into effect July 1, 2005, and we'll try our best to maintain this at least for another three years. All present benefits remain in place.

The proposal includes a membership retention and recruitment drive that with everyone's help and involvement will not only bring in new members, it will also make us more interactive as a group. We have already initiated a direct mailing with the goal of increasing membership of ACS by 15 percent in 2005. We're looking for your input in this process. Please send your suggestions for potential new members, and we will send them membership materials.

Note that the small business, corpo-

rate and multi-unit categories have specific membership definitions; see the ACS web site for details.

We've kept our fee increases to a minimum to cover our services and strove for a just balance for all.



New membership fee structure:

Associate member	\$ 95
Individual	\$ 160
Small Business	\$ 450
Corporate	\$ 790
Multi-Unit	\$1,975

continued from page 6

the "bocage"— a typical term from Western France (up to 200m above sea level).

Centuries ago, this peaceful landscape was not always hospitable. Many travelers disappeared each year in quicksand or were carried off by waves in the bay. In the mid-1700s, the building of flood gates along the marshes held back the sea. Then, during the reign of Napoleon, thousands of acres were reclaimed from the sea. Farming and salt production flourished. This was the beginning of a famous product in Isigny: salted butter.

Today, this region called "Bessin" has some of the finest grazing land in France though only 1.45 percent of the total French dairying area. Natural conditions: prevailing sea winds, salty mist and rain coupled with the nature of the soil (clay) produces superb grass, both in quality and quantity. The old Normandy saying, "The water makes the grass and the grass makes the milk" can only attest to this symbiosis. The cattle have fresh grass all year round, yielding very homogeneous milk with consistent vitamins content.

Using biochemical analysis of milk samples, it was established that a number of specific elements are consistently present in milk from the Isigny area, and only found there. It is high in beta carotene (giving the butter its golden color), iodine, oleic acid (con-



Isigny's famous butter is all about *terroir* (contributing to the butter soft and creamy texture) and diacetyl (an essential element in the flavor of butter).

But *terroir* refers to more than the physical environment, it also refers to the history, tradition and gastronomic heritage of the region.

The ancient Greeks and Romans regarded butter with disdain. The introduction of butter to this region most likely came with warrior herdsmen from Central Asia and perhaps the Viking invasions. In different places, butter was considered to have magical and cultural qualities. It played an important role in Celtic rituals. The Bretons placed a block of butter near those who were sick to draw out the illness. If the person died, the butter was buried with the dead.

In the 15th century, Isigny butter was already famous. Basically, butter making has changed little over the years and even over the centuries. In the 16th century, butter became fashionable and was included in *haute cuisine*. The Bretons, Normans, Flemish and Icelanders had an excellent reputation for their butter, which was widely exported. In the 18th Century, Isigny butter was salted to preserve it and transported in buckets as far as Brazil.

Our early habits and even our relationship with food have changed dramatically.

Today this AOC is monitored closely for the making of more than 4,000 tons of butter a year in the region. Systematic microbiological and organoleptic tests are conducted to ensure the quality standards. A bad mark results in a warning, three warnings will mean a permanent loss of certification for the company. AOC butters cannot be reconstituted. Frozen or deep-frozen cream cannot be added, nor may any colorants or anti-oxidants.

The concept of *Terroir* has both an economic and cultural significance to perpetuate traditions to future generations.

Dominique Delugeau is with DCI Cheese Co and has been a board member of ACS.

continued from page 1

chocolates, applesauce and sausages. Co-owner Robert Ransom says he has carried Old Chatham and Coach Farm cheeses for a long time, but is also proud that he supports a number of very small farmstead cheesemakers, including Nettle Meadow, Sprout Creek Farm and Northland Sheep Dairy.

This shop also offers monthly classes and tastings that focus on the foods and wines of New York state. Adjacent to the SoHo shop is a brand-new wine bar. Visitors can sample the wines sold in the store and eat what Ransom calls "wine friendly New York tapas." (There's also an offshoot of Vintage New York on the Upper West Side if you choose instead to head to that part of town.)

Brooklyn Bound

If you feel like venturing a bit further afield, make time to head out to the borough of Brooklyn. Before you board the Brooklyn-bound subway at Union Square, check out the farmer's market, www.cenyc.org/HTMLGM/maingm.htm for information. With one stroll around the market, you can pick up fresh breads, delicious homemade chutney from Beth's Farm Kitchen and cheeses from Cato Corner Farm.

After wandering the market, hop on the L train to Brooklyn and get off at the Bedford Avenue stop in Williamsburg in order to visit **Bedford Cheese**. Cheesemonger Greg Blais, who has worked in the top shops in the city, is Bedford Cheese's friendly expert. He carries 100 to 150 cheeses at a time and claims that the inventory is primarily logged in his head. Blais says that he loves having a small shop because he is able to know everything in it and ensure that everything he sells is top quality.

According to Blais, Bedford Cheese lives up to its name — it is "cheese-centric" with a well-rounded selection of cheeses from around the United States and the world. Blais carries cheeses from a number of artisan producers, including Redwood Hill, Upland's Cheese, Vermont Shepherd, Westfield Farms, Orb Weaver, Jasper Hill, Carr Valley, Grafton Village and Gray Hill. Blais knows many producers from the New York and New England area and works directly with them, purchasing their products and giving them feedback as he sees his customers' reactions to their cheeses.

There are two other shops worth a



trip to Brooklyn. **Blue Apron Foods** and **Bierkraft**, both near Union Street in the Park Slope neighborhood, offer a great selection of cheeses. Blue Apron, owned by former Dean & DeLuca managers, carries chocolates, olives, meats and cheeses. The store carries a broad selection of cheeses from around the country, including Vermont Butter & Cheese, Rogue Creamery, Cypress Grove and Taylor Farm. The store is popular with local residents and the friendly staff is helpful and knowledgeable.

Bierkraft, also in Park Slope, is a beer lover's paradise with more than 600 kinds of beer. It also carries a vast array of nearly 300 cheeses, as well as gourmet chocolates, vinegars, chutneys and pastas. The selection of cheeses includes products from Jasper Hill, Blythedale Farms, Redwood Hill, Cowgirl Creamery and more. Bierkraft holds free tastings every Tuesday. Classes have included visits by local brew masters and a themed class on stinky cheeses and beers that complement them. There are a number of great restaurants on Bierkraft's street, so you definitely won't go home hungry (or thirsty) after this foray into one of the city's outer boroughs.

Uptown Power Plays

If you'd rather stay in Manhattan, consider wandering through the city's oldest (and newest) power players. Begin with a meal at **Artisanal Brasserie & Fromagerie**. Artisanal, a bistro-fromagerie-wine bar, boasts both an extensive cheese counter and a top-rated restaurant. You may also enjoy taking a class at the **Artisanal Cheese Center**, the restaurant's educational off-shoot on Manhattan's west side. The classes, taught by Fromager Max McCalman, affineur Daphne Zepos and other experts, cover topics such as "Wine & Cheese 101," "Old World Cheeses and New World Wines," and "One Hit

Wonders for Entertaining." See www.artisanalcheese.com for more information.

From either Artisanal's restaurant or the Artisanal Cheese Center, it's just a short cab ride to the new **Whole Foods Market** at Columbus Circle, Manhattan's largest supermarket. This store has a large cheese section and includes a section devoted to American artisan cheeses. If you have never been to the **Fairway** and **Zabar's**, exit Whole Foods and stroll north through Central Park to the Upper West Side, where you can visit these two venerable NYC institutions.

New York is a fascinating place to explore, and its cheese shops are a great example of its incredible diversity. They range from small to large, neighborhood joints to national icons, the up-and-coming to the tried-and-true. Whatever their niche, the shops are all linked by a common devotion to high-quality products and, especially, to farmstead and artisan cheesemakers. Your visit to the city will enable you to explore and find your own favorite shop — and while you're at it, to sample some of the country's best cheeses — and chocolates and chutneys and beers, oh my!

Where the cheese is

Murray's Cheese (West Village)

254 Bleecker St., between 6th and 7th Ave.; 888-MYCHEEZ

Bedford Cheese Shop (Williamsburg,

Brooklyn) 218 Bedford Ave.; 718-599-7588

Bierkraft (Park Slope, (Brooklyn) 191 5th Avenue, at Union St.; (718) 230-7600

Blue Apron Foods (Park Slope, Brooklyn) 814 Union Street, at 7th Ave. 718-230-3180

Artisanal Cheese Center (Javitz Center vicinity) 500 West 37th St., 2nd Fl.

(enter on 10th Ave.); 877-797-1200

Artisanal Brasserie & Fromagerie

(Midtown, central) 2 Park Avenue, at 32nd Street; 212-725-8585

Whole Foods Market (Columbus Circle)

Broadway, between 58th & 60th St Concourse Level, within the Time Warner Center; 212-823-9600

Fairway (Upper West Side) 2127

Broadway, between West 74th and West 75th St.; 212-595-1888

Zabar's (Upper West Side) 2245 Broadway, at West 80th St.; 212-787-2000

In Our Own Backyard: American Cheese

A Blueprint for a Tasting

Editor's Note: The ACS's "Own Backyard Committee" was established to encourage members to showcase their cheeses and create excitement about American cheeses via consumer events in their own regions, or "backyards." Several such events have been staged over the past two years, including a great one in Dallas in March. Karen Silverstein, an ACS and Slow Food member, pulled it together and offers her blueprint for OBY event success. Karen can be reached at Karen@one-mail.net for more information on OBY event planning.

By Karen Silverston

Our event, titled, *In Our Own Backyard: American Cheese*, showcased five North Texas cheesemakers with a panel discussion and tasting of local cheeses and a selection of ACS award-winning cheeses. The grassroots event sold out two weeks in advance. It benefited the ACS and the Slow Food USA table at the upcoming, biennial international cheese conference in Italy this September. All told, \$500 dollars was raised for each organization.

The vision for the event was to get local cheesemakers to bring their cheeses, taste each other's cheeses and to taste ACS award-winning cheeses while guests listened, tasted along and asked questions of the cheesemakers.

While sampling each local cheese, the moderator asked the cheesemakers how they learned to make cheese, how they made the cheese we tasted, how they test their milk, what affects the quality of the ingredients and what distinguishes their cheeses from mass-market varieties. Featured Texas cheeses were Chateau de Fromage Fresh Chevre and Triple Creme Chevre from Claudine Martyn; Deborah's Ft. Worth Farmstead Ash and Herb from Deborah Rogers; Full Quiver Farm Jalapeno Cheese Spread and Fresh Mozzarella from Michael and Debbie Sams; and Mozzarella Company Montasio Festivo and Blanca Bianca from Paula Lambert.

As we tasted the ACS award winners, which represented a diversity of cheese-making regions, the moderator presented



comments from interviews with each cheesemaker. Award-winning cheeses included Green Hill from Sweet Grass Dairy (Georgia), Piper's Pyramid from Capriole (Indiana); Mt. McKinley from Cypress Grove Chevre (California); Marisa from Carr Valley Cheese (Wisconsin); Premium Reserve 18-month Bandaged Cheddar from Fiscalini Cheese (California); and Crater Lake Blue from Rogue Creamery (Oregon).

The rare opportunity to taste cheeses in peak condition and to question experts at the same time attracted enthusiasts and thoughtful food professionals.

I encourage you to embrace an 'Own Back Yard' (OBY) tasting in your own region. If good cheese is not supported, it will disappear. Those of us who love and appreciate cheese must promote it and teach about it to protect traditional practices and authentic flavors that otherwise may be lost.

New! Toolkit Available

To help you get started, we've developed an OBY Toolkit, available to all ACS members. It includes a planning checklist, budget spreadsheet, suggested panelist questions, a press release format and a copy of our Dallas program for ref-

erence. Contact Barry King, ACS executive director, at 502-583-3783 or e-mail bking@hqtrs.com to request your Toolkit.

A word about donations: Viking donated the venue and Central Market contributed support. Slow Food USA advocates that convivia pay small producers for products utilized for an event. We asked each cheesemaker to allow us to purchase the cheese at the wholesale price.

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Reading Corner

Cheese: A Connoisseur's Guide to the World's Best By Max McCalman and David Gibbons

Clarkson Potter: \$32.50, hardcover On sale 8/30/2005

In the last decade American palates shifted from the once ubiquitous, green cardboard shaker of Parmesan to a growing appreciation of the fine artisanal cheeses increasingly available in restaurants and food markets. At the forefront of this cheese revolution, Max McCalman helped demystify the world of fine cheeses for nearly 30,000 buyers and fans with his 2002 book, *The Cheese Plate*, an introduction to serving the world's most distinctive cheeses.

Cheese brings cheese lovers up-to-date and delves even deeper into the upper echelons of cheese, focusing on



the 200 best varieties—each ranked at or near the top of a 100-point quality scale.

In addition to the history, provenance, producers, production, strength, appearance and quality of each alphabetical entry,

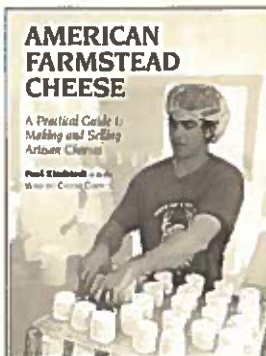
Cheese recommends the best wine pairings, tips for shopping and storage, even advice on assembling a perfect cheese plate.

Max McCalman, the maître fromager at New York's Picholine, developed the cheese program for Artisanal Brasserie and is a consultant for the Artisanal Cheese Center, the first center for cheese distribution, aging and storage, and education in the United States. Writer David Gibbons collaborated on *Overstreet's New Wine Guide* and Colin Cowie's *Dinner After Dark*

AMERICAN FARMSTEAD CHEESE

A Practical Guide to Making and Selling Artisan Cheeses

Paul Kindstedt with the Vermont Cheese Council



American Farmstead Cheese: The Complete Guide to Making and Selling Artisan Cheeses By Paul Kindstedt with the Vermont Cheese Council

This book combines the art, business and history of farmstead and artisan cheesemaking with easy-to-understand information on the science of cheesemaking.

Here you see Peter Dixon's creative spirit as he shares his process of cheesemaking. Alison Hooper, co-founder of Vermont Butter & Cheese Company, shares her experience — both mistakes and successes — of her thriving business.

Sales of artisan cheeses have exploded in recent years, up more than 500 percent; people are eager for the most current and applicable methods, recipes and other information.

Terrance Brennan, chef-owner of the restaurant, Artisanal, in New York, says: "This is a must have for anyone who is a cheesemaker, cheesemonger, or simply a cheese lover. Encompassing everything from the finer points of artisanal affinage to the historical significance of cheese in society, this book has it all. Mr. Kindstedt certainly knows his curd!"

Ragusano, Heritage and Landscape: The Art of Traditional Cheese-making

by Francesco Amata, Giuseppe Licitra and Diego Mormorio
Published by Federico Motta Editore, Milan, Italy - 2000 Price: Euro 50.61

Review by Roberto Gautier

A collection of essays by three researchers documents artisanal practices surrounding the cheese named Ragusano from the town of Ragusa, Sicily. Illustrated with 110 of Giuseppe Leone's black and white photographs, the book is a passionate expression of love for the traditions and artisan heritage that produce Ragusano, a raw, cow milk, *pasta filata* (pulled curd) cheese.

The authors describe how this "king" of Sicilian cheeses emerged from rocky, aromatic pastures filled with 100 native plant species. The power of this cheese derives not only from the landscape, but also from the indigenous breed of Modica cow, the

wooden and copper traditional cheese-making tools and the farmer/cheesemaker's social relationships and agricultural traditions. Imagine writing about Velveeta in this way!

Giuseppe Licitra's essays praise Ragusano cheese as a work of art. For him, cheesemakers are artists who compose on palates of herb-rich pastures. He sees the farmer/cheesemaker as a model for national agricultural policy. Coming from a multi-generational system and an artisanal culture, they are presented as protectors of the environment and practitioners of sustainable agriculture.

Ragusano, a caciocavallo-type cheese, uses the equation: Landscape + Raw Milk + Pasture. In 1995, it received a Denomination of Origin (D.O.) status. The next year, Ragusano joined the ranks of Parmigiano Reggiano, Taleggio, and other masterpieces in the D.O.P (Denomination of Protected Origin) category with 29 other big *formaggi*.

Licitra's essay on the Ragusano consortium, formed in 1996, can be instructive for the new batch of American artisanal cheesemakers. It is a support structure for small to middle-sized enterprises. The consortium has links with dairy research entities in New York, France, Portugal and key institutes in Italy, such as Roberto Rubino's ANFOSC in Potenza, Basilicata. Its applied research arm funnels data and quality control findings to working dairies. Rural farm families benefit from the marketing and educational efforts of the Ragusano consortium.

The text provides technical information about Ragusano: milk temperatures, pH values, cooking times, rennet measurements, coagulation times, curd size, brining and aging points. Photographs of the cheesemaking process and the use of ropes to suspend blocks of Ragusano in the curing phase are priceless. This book champions non-industrial, sustainable farming and pays homage to high-quality pasture and the hands of artisans.

Events Calendar

Thanks to *Cheese Market News* for kindly providing the listings

MARK YOUR CALENDAR

July 21-23, 2005

22nd Annual

American Cheese Society

(ACS) Conference,

Seelbach Hilton Hotel

Louisville, Kentucky

For more information, contact ACS,
502-583-3783, FAX 502-589-3602,
website: www.cheesesociety.org.

Aug. 2-4: Advanced HACCP Short Course for the California Dairy Industry, San Luis Obispo, Calif. Contact Jennifer Giambroni, 415-254-4549, e-mail: jgiambroni@sbcglobal.net.

Aug. 8: "Recipe to Reality" Seminar, Lincoln, Neb. Contact Jill Gifford, 402-472-2819, e-mail: jgifford1@unl.edu.

Aug. 11-12: Idaho Milk Processors Association (IMPA) Annual Meeting, Sun Valley, Idaho. Contact Pat Moloney, 208-385-9510.

Aug. 12: "Recipe to Reality"

Seminar, Chicago, Ill. Contact Jill Gifford, 402-472-2819; jgifford1@unl.edu.

Sept. 5-7: Pasture to Palate: The Art of Cheesemaking, Shelburne, Vt. Contact Hilary Sunderland, special events coordinator, 802-985-8498, e-mail: hsunderland@shelburnefarms.org, website: www.shelburnefarms.org.

Sept. 11-14: 4th Annual Whey Conference, Chicago, Ill. For more information, visit www.iwc-2005.org.

Sept. 17-22: International Dairy Federation World Dairy Summit, Vancouver, Canada. Contact www.fil-idf.org/content/default.asp.

Sept. 27-30: 7th Annual Dairy Science and Technology Basics for the Artisan/Farmstead Cheesemaker, San Luis Obispo, Calif. Contact Laurie Jacobson, 805-756-6097, website: www.calpoly.edu/~dptc.

Oct. 6: "Recipe to Reality" Seminar, Lincoln, Neb. Contact

Jill Gifford, 402-472-2819, e-mail: jgifford1@unl.edu.

Oct. 15-19: University of Wisconsin-River Falls 25th Food Microbiology Symposium: "Current Concepts in Foodborne Pathogens and Rapid and Automated Methods in Food Microbiology," River Falls, Wis. Contact UW-River Falls Animal and Food Science Department, 715-425-3704, website: www.uwrf.edu/food-science.

Oct. 18-19: 10th Annual Dairy Cleaning and Sanitation Short Course, San Luis Obispo, Calif. Contact Laurie Jacobson, 805-756-6097, website: www.calpoly.edu/~dptc.

Oct. 26-29: International Dairy Foods Association (IDFA) Worldwide Food Expo '05, Chicago, Ill. Contact IDFA, 202-737-4332, www.idfa.org.

Oct. 26-27: Connecticut Restaurant Show, Hartford, Conn. Contact Jeff Reszetylo,

202-925-2100 ext. 111.

Nov. 7-10: 6th Annual Frozen Dairy Desserts

Manufacturing Short Course, San Luis Obispo, Calif. Contact Laurie Jacobson, 805-756-6097, www.calpoly.edu/~dptc.

Nov. 8-10: "Turing Chaos Into Control: Milk to Artisan Masterpiece," River Falls, Wis. Contact Jeanne Carpenter, 608-224-5115, jeanne.carpenter@datcp.state.wi.us.

Nov. 10-11: International Symposium: Milk Genomics & Human Health, Napa, Calif. Contact Jennifer Giambroni, 415-254-4549, e-mail: jgiambroni@sbcglobal.net.

Nov. 29-Dec. 2: National Dairy Board/National Milk Producers Federation/United Dairy Industry Association Joint Annual Meeting, San Francisco, Calif. Contact National Milk Producers Federation, 703-243-6111, FAX 703-841-9328, www.nmpf.org.

Maine Cheeses will be on show in October

Maine cheesemakers craft exciting new and traditional cheeses from local goat, sheep and cow milk. These truly reflect the season and region: tangy goat cheese pyramids that crumble on the tongue; sharp full-bodied aged cheeses made from sheep, cow, and goat milk; delicate scoops of fresh cheese mixed with herbs; rustic blue cheeses.

State farmers' markets, shops and restaurants feature these and other handmade cheeses that "...rival the best of any cheeses produced in Europe," according to *DownEast Magazine*, while *The New York Times* recently declared: "New England has become the most important center of American cheese craft east of California. While California has more sunshine, New England has better

grass - the finest pasture land in the country, some say."

The third annual Maine Cheese and Wine Festival at the Samoset Resort in Rockport, Maine on October 15 will feature Maine's premium cheeses and wines, seminars about Maine cheesemaking and cooking demonstrations.

This year, Maine's wine makers join the festivities, highlighting their growing industry and products, as well as offering advice on the proper pairing of wine and cheese. Jeffrey Roberts of the Vermont Institute for Artisanal Cheese will give a keynote address: "Terroir: The Taste of Place."

Many of Maine's premier and award-winning artisan cheesemakers will be on hand to sample and sell their cheeses, as well as answer questions.

Look for live demonstrations on

making cheese as well as other artisanal milk products such as yogurt and butter.

Examples of dairy breeds along with the farmers who tend them will be on hand. And antique cheesemaking tools and fixtures will be on display. Other information, such as books about cheeses and cheesemaking, from beginning to technically advanced, will also be available for browsing and for sale.

On Sunday, October 16, many of the participating cheesemakers and winemakers will host Open Farms, Wineries and Creameries, a chance to see how artisan cheeses and wines are made right on the farm.

Visit www.mainecheeseguild.org, for more information about the Maine Cheese Guild or call 207-785-443.



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- 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:

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☐ Public Relations ☐ Writer/Author ☐ Marketing ☐ Retailer
☐ Trade Publication ☐ Other (Specify) _____

Ways You Can Help ACS and ACS Members:

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

ASSOCIATE MEMBERSHIP \$95 • 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 \$160 • 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.

SMALL BUSINESS MEMBERSHIP \$450 • Benefits include those of the Individual member category for up to three designated company representatives.

CORPORATE MEMBERSHIP \$790 • 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 \$1,975 • 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.