

The American Cheese Society

NEWSLETTER

2ND QUARTER 2006

Crisis of Prices

Rising costs are cutting profits of goat dairy farmers

by **Judy Kapture**

Compared with 30 years ago, America's goat milk industry is a picture of success today. Goat cheese is now mainstream, found in stores and restaurants everywhere, and has received favorable publicity. There is a dramatic increase in the number of farms producing milk commercially. New processors are getting into the business. In short, this is "a dream come true" for those who know how small the industry was in the 1970s, before the "cheese revolution" began in the early 1980s.

But the dream picture isn't per-



Feed is just one of the many costs associated with raising goats.

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.

fect. There is a high turnover among the farms producing milk, and many are out of business within three years. In one case, a list of patrons shipping milk to a cheese plant showed more than 60 farms in January, 2003; in December 2004, only 30 of those farms remained on the list. Many new farms have joined the ranks, but half of the older producers have decided to quit milking goats. Problems are typically financial, with farmers often struggling with debt and needing outside jobs to provide family income and benefits. Just getting the farm bills paid can be a headache.

But, isn't this normal for farm-

ing? Farmers aren't supposed to make any money, are they? Some would say that those failing goat farmers need to learn to be more efficient. If they knew what they were doing and did it right, they could become wealthy.

The situation with goat production is more complex than it seems

continued on page 8

Big Oops!!

In our 3rd Quarter 05 issue we ran a wonderful story on Shopping for Cheese in New York by Rachel Vessey but I neglected her byline. We are very grateful to good writers like Rachel who generously contribute their time and talent.

The American Cheese Society

QUARTERLY NEWSLETTER

GENERAL EDITOR

Joan Kimball, Quebec Delegation,
Chicago

STAFF EDITOR

Liz Campbell
campbellliz@sympatico.ca

COPY EDITOR

Kate Sander, *Cheese Market News*

GRAPHIC DESIGN/LAYOUT

Liz Campbell

COPY DEADLINES

February Issue: December 1

May Issue: March 1

July Issue: May 1

November Issue: September 1

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

Newsletter Committee:

Kate Sander, Joan Kimball, Alison Hooper,

BOARD OF DIRECTORS 2005-2006 DIRECTORS

Allison Hooper, President

Vermont Butter & Cheese

Pitman Road

Websterville, VT 05678

800-884-6287 • Fax 802-479-3674

AllisonRHooper@aol.com

Committee: Conference Planning

Jennifer Bice, Vice-President

Redwood Hill Farm

2016 Coffee Lane

Sebastopol, CA 95472

707-823-8250

707-823-6976 (fax)

rdhill@sonic.net

Carole Palmer, Secretary

Good Taste Marketing Services

4977 Battery Lane, Ste. 506

Bethesda, MD 20814

(301) 654-5887 ;

(240) 465-0234 (fax)

cpalmer@goodtastemarketing.com

Paula Lambert, Treasurer

Mozzarella Company

2944 Elm Street • Dallas, TX 75226

214-741-4072 • Fax 214-741-4076

Toll Free 800-798-2954

paula@mozzco.com

Committee: Own Backyard

Greetings From the President.....

The market for American artisanal and specialty cheese is growing. And milk for cheese – be it organic, pasture fed, goat, or sheep – is very much in demand. In fact, the demand for American artisanal and specialty cheese is growing faster than the supply. At last summer's conference in Louisville, I spoke with farmstead cheesemakers who were expanding their businesses and seeking farmer suppliers.

In the Northeast, the demand for organic milk is great. Vermont and Maine farmers are transitioning to organic with the hope of improving profitability on the farm. Initially organic dairying was a philosophy. Today it is being positioned as an economic opportunity. The processors have commissioned a study to understand the economics of organic dairy farming. As a result, the price of organic milk has increased to provide incentives for farmers to produce it. The old adage of "what we don't know won't hurt us" has perhaps kept milk and cheese prices artificially low. Understanding the cost of production has driven the milk price higher.

In this issue, Judy Kapture writes about the economic struggle of goat farming in the U.S. Demand for goats' milk products, especially cheese, has grown steadily over the last two decades not only in the U.S. but in Europe as well. France is

working hard to convert surpluses of cows' milk to goats' milk in order to meet their shortfall.

How do we build our commercial goat industry in the U.S. where we need management expertise and support? Like the organic industry, efforts in Wisconsin, Vermont, and California are under way to understand the real economics of goat farming. Reliable cost of production figures will align milk pricing for a more stable and growing supply.

It is important to sensitize our trade to the need for high-quality raw materials for the high-quality products we want to produce and buy. An increase of just 1 cent per pound in the price of milk equals and increase of approximately 6 cents in the cost of a pound of goat cheese. But 1 cent per pound for a good goat that produces 2,000 lbs a year is still only \$20 per goat per year. While it may not seem like a lot, that few cents increase per pound is a step in the right direction. Farmers respond to incentives provided there is enough margin to invest and grow.

~ Allison



Want to reach America's top cheesemakers with your company's message?

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: December 1 2nd Quarter: March 1

3rd Quarter: June 1 4th Quarter: September 1

To submit your ad, contact
Marci Wilson at ACS: 502-583-3783

or mwilson@hqtrs.com

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

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



Spring is finally here and conference planning is moving ahead at full steam. As you may have heard, ACS has chosen Portland for the 2006 Annual Conference and Competition, offering a diverse and rich city to explore new cheese frontiers. Conference planning committee chair Jodie Wische and the entire planning committee have spent countless hours putting together the diverse educational sessions full of relevant information for cheesemakers to take home and put into practice. Topics range from cheesemaker certification and dairy science to packaging and pairings and tastings. And there's a new feature: the ACS Chef's Cheese Cook-Off.

Networking events include a Portland Dine Around, pairing local chefs with ACS cheesemakers, the opening reception at the Portland Art Museum and a special keynote address by Juliet Harbutt, one of the world's leading

authorities on cheese. And then there's the Competition...and the Annual Judging Awards...and the Festival of Cheese....

Optional tours during the conference only suggest a taste of what the "City of Roses" has in store for visitors. This year's tour offerings include a sunset cruise along the Willamette River on the Portland Spirit, visits to Willamette Valley wineries, and a tour of some of Portland's finest retail cheese and specialty shops. The conference is an excellent opportunity for attendees to network, and Portland offers a blend of magnificent scenery and metropolitan appeal that make for an enjoyable break.

The conference hotel is the Portland Hilton and Executive Tower in the heart of the action downtown. Registration information is due to be mailed and go live on our website in late April. It's going to be a knockout three days! I'll see you in Portland.....

~Marci

See you in Portland....

Where do the mountains meet the vineyards and the sunset cruises meet the fine artisanal cheese shops? Portland, that's where! There's something for everyone in this green city.

Portland's picturesque Pearl District is brimming with creative cuisine and historic storefronts. And a trip to the city would not be complete without a visit to the famous Portland Rose Gardens at Washington Park; indeed, the Japanese Garden at Washington Park is the most authentic outside Japan. If you are looking for a more historic frontier, a scenic drive to Oregon's tallest peak, Mount Hood, parallels the Barlow Trail - the original track taken by pioneers crossing the Oregon Trail. Our opening reception is at the Portland Art Museum which showcases impressive touring exhibitions and permanent collections of American, European, Asian, Native American and contemporary art. In Portland, traveling is easy via public trans-



Majestic Mount Hood forms the backdrop for a walk through Washington Park.

portation; the "City of Roses" stays clean and green by using both Light Rail and streetcars.

Portland is bursting with culture and has an endless variety of activities to enjoy. Visit ACS at www.cheesesociety.org for links to these and other Portland attractions. See you in Portland!

*The American
Cheese Society*

2005-2006
BOARD OF DIRECTORS

Jodie Wische , Board Chair
Roth Kase USA, Ltd.
409 Viewmont Road
Germantown, NY 12526
518-537-5616 (office)
518-755-1897 (cell)
wische@valstar.net
Committee: Conference Planning

Cathy Strange , Ex-Officio
Whole Foods Market
2700 Wilson Blvd.
Arlington, Virginia 22201
703-527-7367
703-527-7359 (fax)
cathy.strange@wholefoods.com

Kurt Dammeler
Beecher's Handmade Cheese
104 Pike Street, #200
Seattle, WA 98101
206-322-1644
206-749-0269
kurt@sugarmtn.net

Steve Ehlers
Larry's Market
8737 North Deerwood Drive
Milwaukee, WI 53209
414-365-9650
414-357-4629 (fax)
sehlers@mac.com
Committee: Festival

Michael Gingrich
Uplands Cheese, Inc.
4540 County Road ZZ
Dodgeville, WI 53533
608-935-3414 • 608-935-7030
gingrich@mhtc.net
Committee: Cheesemaker Support,
Sponsorship

David Gremmels
Rogue Creamery
P.O. Box 3606
Central Point, OR 97502
541-665-1155
541-665-1133
david@roguecreamery.com

David Grotenstein
Food and Image
210 West 101st Street
New York, NY 10025
212-222-4578
212-222-4592 (fax)
foodandimage@aol.com
Committee: Judging, Rules &
Awards

continued from page 1

at the surface, as indicated by the financial records of dairy farms. Typical studies calculate "cost of production," looking only at the expenses involved in producing the goat milk. This is the money spent for such necessities as feed, electricity, supplies, veterinary care, taxes and insurance, replacement milking does, etc. This cost does not include labor and any farm-raised feeds are calculated at market value.

The cost of production for goat milk is a lot higher than most people would expect – twice as high as the production cost for cow milk. A University of Wisconsin study of 2004 data calculated cow milk expenses at \$12.50/cwt when depreciation and interest is included. Costs to produce goat milk were typically \$23 to \$26/cwt for most farms, with a good average at \$24/cwt. Data was derived from experienced farms that had good records, not beginning goatkeepers who were still "lost in the woods."

The high costs were not a total surprise. In 1993, I did an informal study of goat dairies that showed, for most farms, that the cost to them was at least \$20/cwt to produce the milk they were shipping to processors. More recent data shows that the costs have gone up since 1993.

The average "mailbox price" paid to farmers for their goat milk is about \$28/cwt in the United States. Most of the processors are paying \$27/cwt to \$29/cwt. Some pay more, but not very many of them.

In terms of basic math: \$28 pay minus \$24 in costs equals \$4 in income for a cwt of milk. From this income, the farmer must pay hired help, make payments on loans and pay himself.

Put in terms of basic facts: One person working full time with no additional help might be able to care for a herd that includes 150 milking does. The total herd size, including young stock and replacement milkers, would be 200 ani-

mals or so. Some argue the labor of more than one person is needed for this many goats, but for this illustration a typically overworked farmer will be used.

The milking does produce an average of 5 pounds of milk per day per doe in the bulk tank on a year-around basis. Optimistically, that is 750 lbs of milk a day. This calculates to 1,825 lbs of milk per doe per year. For the purpose of a business plan, a production estimate of 1,500 lbs to 1,600 lbs per doe is a more realistic estimate.

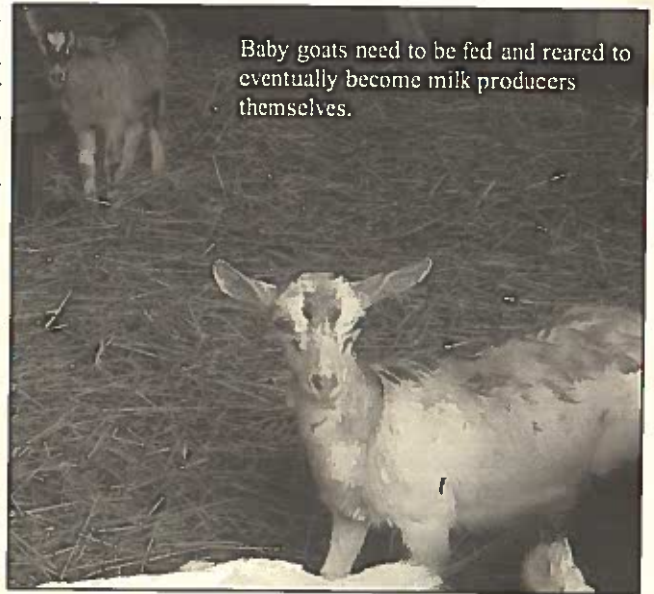
With 150 does producing 5 lbs of milk a day, that's 750 lbs of milk per day in the bulk tank. With a net income of \$4/cwt that's \$30 per day total. Based on 365 days in a year, that's an annual income of \$10,900. All for a full-time, 10-12 hours (or more) a day, seven days a week, job.

If you have to hire help, 10 hours a week of labor would probably cost \$5,200 a year with taxes. Now the owner's income is reduced to \$5,750 for the year; this might pay for health insurance. If there is a loan of \$40,000 to buy the milking does and build the milking parlor, the monthly payment would be about \$450, a total of \$5,400 a year. Now the owner has just \$350 a year for his income. Sorry, no health insurance.

One processor, obviously aware of the problems, summed it up as follows, "To be successful the farmers must raise all their own feed, they can not hire any help, and they can not take out any large loans."

Is it any wonder why people quit milking goats after a few years?

There is no easy way to reduce the basic cost of production. That \$23-26/cwt is for herds of 60 does and for herds of 500 does. It's the cost for herds with 1,500 lbs aver-



Baby goats need to be fed and reared to eventually become milk producers themselves.

age milk production as well as herds with 2,200 lbs milk production. These cost estimates just don't budge. Trying to lower the cost is like trying to get 45 miles per gallon of gas out of your one-ton 4-wheel-drive pickup truck.

For goat milk producers to have more income, they must receive more for the milk. To have net earnings of \$20,000 annually, one would need \$31.30/cwt. To earn \$24,000, the pay would be \$32.76/cwt. For \$30,000, the pay is estimated at \$34.95/cwt price. Does anyone feel the farmer should earn \$30,000 and also have a bit of hired help and also be able to pay off loans? It would take \$38/cwt milk to do it.

This of course creates a problem for the processor who wants to do right by his customers, who wants to keep a reliable and adequate supply of milk for his cheese plant, and who also wants to stay in business. If he must raise cheese prices to support higher pay for the milk, he could price himself out of the marketplace.

Why are prices low

If the current prices for goat milk are too low, how did they get to be that way?

From the beginning, goat milk prices were seldom based on a real understanding of production costs. In one case I know, a cheesemaker

continued on page 9

continued from page 8

started buying goat milk and guessed – too low – at what the price should be. The farmers accepted it and learned to live with it. Then another processor came along and started buying goat milk. He presumed the first processor was paying enough and copied the pay rate. Along came another processor to pay the “going price” for goat milk. Today most processors are paying about the same; they copy one another.

Costs vs. prices

But we have rapidly rising costs. The expenses of goat milk production have risen dramatically while the pay for the milk has changed very little or not at all.

In Wisconsin, Daniel Considine has been operating a commercial goat dairy in Columbia County since the early 1960's. He has been calculating production costs for 40 years. In 1981, those costs were \$16/cwt. In 1992 they were \$18/cwt. That's an increase of 12.5% in 11 years. In 2003 the costs were \$24/cwt. That's an increase of 33% in 11 years.

Larry Hedrich is a long-time goat raiser in Calumet County, Wisconsin. His children had dairy goats as 4-H projects and the family started shipping commercially in 1996. In 2000, Larry quit his construction job to become a full-time goat dairyman. Fortunately his wife, Clara, kept her job as a schoolteacher. “In 2000, all the numbers looked good and the goat dairy was a money-making business,” Larry said. “But then the costs started going up and there was no increase in the pay for the milk. It became a struggle just to keep operating.” Larry and other goat farmers formed a co-op to find new buyers who would pay better prices for their milk.

Last year the University of California at Davis released a “cost study” for a hypothetical 500-doe commercial dairy producing milk for cheesemaking in northern

California. The detailed data was based on interviews with actual operating goat dairies. It was a report that would encourage anyone to get into goat dairying. The price paid for the milk was \$2.50 per gallon (\$29.06/cwt). The dairy generated \$32,000 in profit to pay for hired help during the year and another \$66,000 in profit to pay the owner's family draw.

But something looked wrong. Many people milking large herds and selling milk at that price are not making that kind of money. When we studied the expenses, their cost of production was only \$16/cwt. At least \$58,000 in basic expenses was missing from the report. A data entry error under-reported the grain fed to the milking herd by \$61,000. There was no cost for electricity, which would be \$8,000 a year for a farm of this size. The number of replacement milkers needed each year was too low, and there were other missing items. These omissions were e-mailed to UC-Davis.

The cost study has now been revised and the missing costs have been included. The hypothetical dairy is still profitable, the owners are still earning a good income from their \$400,000 investment, and the owners are still paying for hired help. In order to do that the hypothetical pay for the milk had to be raised to \$3.00 per gallon, close to \$35/cwt.

That hypothetical goat dairy showed exactly the same thing seen in real goat dairies in the Wisconsin area and elsewhere. The “typical” pay for goat milk is not enough to make goat dairying a rational business decision in most cases.

I won't blame the processors for paying too little, nor blame the goat dairymen for accepting less than adequate pay. This is a brand new ball game and there is a lack of good guiding decisions. To understand this, take a look at the history of goat dairies in this country.

Thirty years ago a couple of

dozen farms, most of them small, were marketing fluid milk. Evaporated milk was produced in California and Arkansas. A few farms were producing hard cheeses for local markets. The total volume of goat milk used was less than 5 million pounds a year.

Today large volumes of milk are being produced and processed in California and in the Midwestern Wisconsin area. There are processors in Pennsylvania, Colorado, Michigan, Missouri, Arkansas, New York and Vermont. There are farmstead-type operations in many other states. Since the 1980s, when commercial goat milk production topped 10 million pounds it has grown. Today, more than 70 million pounds are being processed.

Here in Wisconsin in 1975, two farms sold milk for Grade A use and produced some cheddar-type goat cheese. A small co-op began to market hard cheeses to the health foods market. About a dozen farms produced the goat milk used in these endeavors. Today there are six cheese plants processing goat milk in the area. Milk to make these cheeses is being purchased from some 250 farms in Wisconsin, Iowa, Minnesota, and northern Illinois. Together they are processing 35 to 40 million pounds of goat milk a year. Perhaps half of the goat cheese being manufactured in the United States is produced in the Wisconsin-area plants.

The growth is impressive. But for it to continue, more farmers will have to see a goat dairy as a good and potentially profitable, business.

Presented at the Dairy Goat Steering Committee Meeting, Department of Agriculture, Trade, and Consumer Protection (DATCP), Madison, Wis. Feb 27, 2006.

Judy Kapture milks 150 dairy goats near Portage, Wis. and has been involved in industry operations and policy for over 30 years. Correspondence can be addressed to: PO Box 294, Portage, WI 53900, or via email write to portageprinting@aol.com.

2006 Food Futures Forecast-There's Gold in American-Made Cheese

The passionate romance with cheeses made in America continues. In fact, it has become a serious relationship.

The movement to artisan, farmstead, ethnic and organic type cheeses continues to gain strength, according to the Wisconsin Milk Marketing Board (WMMB), a dairy farmer-funded organization that promotes Wisconsin cheese nationally. In Wisconsin, for example, specialty cheese production rose by 9 percent in 2004 to 331 million pounds. The National Association for the Specialty Food Trade found sales of specialty cheese were up 29.1 percent in 2004 from 2002, to \$905 million, excluding sales of Wal-Mart.

Why? Aside from the obvious (they taste so good), a number of trends, fads and events are promoting this:

Farm-friendly foods are very attractive to today's premium shoppers and diners. In a further refinement on the desire to know more about who makes our food, the farm element adds the dimension of traditional agriculture and connotes family and hands-on care. Cheese fits the definition – especially the more upscale artisan cheeses that often have a story to tell about their makers or how they're made.

Seeking local foods is part of a growing preference for eating seasonal foods, but when it comes to cheese, "local" can mean small, uniquely-crafted products. Farmstead cheeses, made on the same premises that nurture the cows, can take on a "local" aspect, even in a distant geography.

Cheese courses are de rigueur for pace-setting, white tablecloth restaurants – good news for American specialty cheeses. For example, the AAA Five Diamond American Club in Kohler, Wis., offers a "Cheddar flight," with cheeses aged from one to 10 years.

Contemporary American Cuisine, a medley of ethnic, cultural and trendy American inputs, as well as Asian and Latin cuisines, continue to



flourish. Chef James Campbell Caruso at El Farol in Santa Fe has created a fitting multi-faceted dish with his Jamon Serrano-Wrapped Quail with Roasted Butternut Squash and Wisconsin Gruyere Cream for his popular tapas destination.

The "in" term is "fresh." Americans are still aware of carbs, fats and calories but they are interpreting "healthy" more broadly. Technomic, Inc., a market research firm, reports that health-conscious restaurant customers care less about fat or calories than freshness. Foods without preservatives – such as natural cheeses – fit.

Convenience still reigns, with drive dining common reports NPD. The number of meals purchased at a restaurant and eaten in a car has gone from 19 per person per year in 1985 to 32 per person today. What could be easier to eat one-handed than a wedge of aged Cheddar? Perhaps a wedge of chipotle-infused Monterey Jack? Or, a buttery, smoked Gouda?

These overriding trends affecting cheese give way to a number of predictions; less scientific perhaps, but fun to conjecture. Gazing into the cheese ball:

> Chefs will be offering cheese ice creams, not just for dessert. Chef Seth Daugherty at Cosmos, in Minneapolis, enhances foie gras with Wisconsin Mascarpone and maple gelato. Chef Guillermo Pernot at ¡Pasion! in Philadelphia has developed a house-cured fresh tuna with brick cheese spread ice cream.

> Supermarkets will feature ready-

to-go cheese courses and wines for home entertaining, complete with cheese descriptions and "stories."

> More cheeses will take on fanciful, one-of-a-kind names, a practice becoming common with American artisanal cheeses, e.g. Homestead or Pleasant Ridge Reserve.

> Latin food will travel. Fresh, milky cheeses, popular in Central and South American cuisines, will flourish.

> Upscale restaurants will offer kids' menus, and the cheese won't be processed!

> Could this be the new taste sensation? Hudson Valley TV chef Ric Orlando of *New World Home Cooking* recently served a truffle of goat cheese and bittersweet chocolate to a Culinary Institute of America gathering. And Vosges Haut Chocolat, with sophisticated boutiques in New York, Chicago and Las Vegas, includes a Rooster truffle in its Italian Collection – Taleggio cheese and organic walnuts enrobed in bittersweet dark chocolate.

> Cheese curds, those squeaky, fresh nuggets, will (slowly) sweep the country. Long popular in the Upper Midwest and northeastern U.S., curds are finding fans elsewhere. Improved packaging protects their freshness and preserves the squeak, absolutely necessary to curds aficionados. In Canada, *poutine* (French fries topped with gravy and curds) continues to spread from Quebec across the country.

> Upscale soups, the perfect vehicle for cheese, will gain popularity, with some supermarkets developing their own private labels.

> A new, parchment-like wrapper has been introduced and will improve specialty cheese preservation during transport.

If oil prices impose harder times, food will be the affordable luxury, and cheese will be golden. One of the ultimate indulgences, a full-flavored, distinctive cheese can add a little luxury to any lifestyle.

Story courtesy of the WMMB.

Events Calendar

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

MARK YOUR CALENDAR

July 20-22, 2005

23rd Annual American Cheese Society Conference and Competition

The Portland Hilton and Executive Tower,
Portland, Oregon

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

April 30-May 2: American Dairy Products Institute (ADPI)/American Butter Institute Annual Meeting and Expo, Chicago. Contact Beth Sutton, ADPI, 740-828-3060.

May 1-4: Cheese Utilization Short Course, Madison, Wis. Contact College of Agricultural and Life Sciences, 608-263-1672.

May 1-4: Dairy Technology Workshop, Birmingham, Ala. Contact Randolph Associates Inc., 205-595-6455, e-mail: us@randolphconsulting.com.

May 6-9: All Things Organic, Chicago. Website, www.organic-expo.com.

May 7-9: Food Marketing Institute Convention & Expo, Chicago. Contact Food Marketing Institute, 202-452-8444.

May 9: Wisconsin Cleaning & Sanitation Workshop, Madison, Wis. Contact Bill Wendorff, 608-263-2015.

May 10: Dairy Hazard Analysis Critical Control Point Workshop, Madison, Wis. Contact Bill Wendorff, 608-263-2015.

May 10-14: Cheese World 2006, Munich, Germany. Website: www.cheeseworld.de.

May 10: Dairy Hazard Analysis and Critical Control Point (HACCP) Workshop, Madison, Wis. Call Marianne Smukowski, 608-265-6346.

May 12-14: Seattle Cheese Festival, Seattle. Website: www.seattlecheesefestival.com.

May 14-18: International Dairy Federation (IDF) Symposium on Lactose & Lactose Derivatives, Moscow. Contact www.fil-idf.org.

May 16-17: Dairy Cost Accounting Workshop, Rosemont, Ill. Contact International Dairy Foods Association, 202-220-3557, website: www.idfa.org.

May 16-17: Applied Dairy Chemistry Short Course, Madison, Wis. Contact Scott Rankin, 608-263-2008.

May 16-18: An Introduction to Ingredients and Ingredient Functionality, Lincoln, Neb. Contact University of Nebraska, 402-472-9751, www.fpc.unl.edu.

May 23-24: Cultured Dairy Products Conference, Minneapolis, Contact International Dairy Foods Association, 202-220-

3557, website: www.idfa.org.

June 5-6: Award-winning Merchandizing, Ann Arbor, Mich. Contact Zingerman's Delicatessen, 734-930-1919, website: www.zing-train.com.

June 6-7: Wisconsin Cheese Grading & Evaluation Short Course, Madison, Wis. Contact Scott Rankin, 608-263-2008.

June 6-7: Clean-In-Place Short Course, East Lansing, Mich. Contact Linda Young, 517-355-8474, ext. 114, youngli@msu.edu.

June 11-13: International Dairy-Deli-Bakery Association (IDDBA) Convention and Expo, Orlando, Fla. Contact IDDBA, 608-238-7908.

June 14-15: Washington Conference, Washington. Contact International Dairy Foods Association, 202-220-3557, website: www.idfa.org.

June 24-28: Institute of Food Technologists (IFT) Annual Meeting & Food Expo, Orlando, Fla. Contact IFT, 312-782-8424, e-mail info@ift.org, www.ift.org.

Aug. 8-9, 2006: Milk Pasteurization and Control School, Madison, Wis. Contact Scott Rankin, 608-263-2008.

Aug. 10-11, 2006: Idaho Milk Processors Association (IMPA) Annual Meeting, Sun Valley, Idaho. Contact: 208-385-9510.

Host a MAST International Trainee

Need help at your cheese factory or dairy? Are you interested in cultural exchange? You might enjoy hosting a qualified international intern in your cheese or dairy enterprise.

MAST International is an agricultural exchange program at the University of Minnesota, providing practical and academic training in American agricultural and horticultural production. MAST's mission is to improve global understanding by providing educational and cultural enrichment through international exchange

Share your knowledge while gaining new ideas and an international perspective. Placements are generally four to

12 months in length and trainees can live in your home or in other arranged housing. Trainees typically have conversational English skills, two years of post-secondary education and practical experience in their field of interest.

As a special opportunity, participants may attend one semester of study at the University of Minnesota to gain additional training in their subject area.

Interested? Contact: MAST International, University of Minnesota, R395 VoTech Bldg., 1954 Buford Ave., St. Paul MN 55108 or call 612-624-3740 or 800-346-6278 or e-mail: mast@umn.edu The website for MAST International Mission is <http://mast.coafes.umn.edu/>.



2ND QUARTER 2006

PRE-SORTED
FIRST CLASS
U.S. POSTAGE
PAID
Madison, WI
Permit No. 1

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

BECOME A MEMBER!

Benefits of annual membership may include:

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

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

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

Company/Organization Name _____

Mr/Ms Your First Name Last Name _____

Title _____

E-mail Address Website _____

Street Address _____

City State Zip Code _____

Home Telephone Work Telephone _____

Fax Number _____

- Profession: Academic Association Broker
 Buttermaker Cheesemaker Chef/Caterer Consultant
 Dairy Distributor Enthusiast Importer
 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 Other _____

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

Name on Card Card Number Exp. Date _____

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

FOR CHEESEMAKERS ONLY

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

- Retail Stores Mail Order Distributor On Site Website Farmer's Market
Cheeses Made: _____

Short Bio: _____

CORPORATE MEMBERS

You may indicate up to four additional names to be listed as representatives of your company:

1. _____ 2. _____
3. _____ 4. _____

ACS Membership Levels

ASSOCIATE MEMBERSHIP \$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.