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The Guided Edge

By Petra Cooper

If you aspire to become a doctor, lawyer or even real estate agent, you can be accepted into a well-juried program and eventually graduate with full credentials from one of the many schools which offer these. Indeed, for some trades, hundreds of 2-year or 4-year institutions exist across the continent.

But what if you want to become a master cheesemaker? Well, your options are far more limited. In fact, there are only a handful of formal courses offered by 2-year and 4-year institutions. And, as many aspiring cheesemakers are in rural areas, the place-bound nature of these programs often makes them inaccessible.

So if you want to learn how to make cheese or gain some edge by improving your skills by learning from others, your best bet is to find and join the closest cheesemaker's guild. Fortunately, there are a growing number of cheese guilds across North America.

What is a Guild?

Guilds have a long, long history in the pre-industrial world and were essentially associations based on a particular craft or trade. In fact, the earliest guilds were said to have been formed in India in 2000 B.C. Examples of some well-known past and modern day guilds include the Freemasons, the Screen Actors Guild, and the American Writers Guild. Historians note that that the craft-based guilds of the Middle Ages not only served as forerunners of modern organizations but they also determined how we define modern trade unions and the structure of modern corporations today. The guild's ability to wield power to protect its specialized knowledge was also the precursor to our patent and trademark system.

At its best, the guild system offered confraternity, worked for the advancement of the craft, assured quality workmanship, and ensured that the skills and knowledge acquired by the masters of the trade were handed down to the next generation. At their worst, they engaged in territorial struggles that hindered competition, stifled innovation, and restricted access to knowledge for fear that this would weaken the value of their craft.

Today's cheesemaker guilds however, are examples of guilds at their best.

Guilds Today: Keepers of the Light

In the U.S., there are a growing number of artisan cheese guilds. And thanks to the work of Sue Conley and Jennifer Bice, the first meeting of regional guilds was held at the American Cheese Society's 2006 conference. The goal was to enable guild organizers to get to know each other, to find common ground, and to leverage one another's initiatives for the betterment of the whole.

Seven guilds were represented including the Vermont Cheese Council, the Oregon Cheese-maker's Guild, Washington State Cheesemaker's Guild, the New York State Farmstead and Artisan Cheesemaker's Guild, the California Artisan Cheesemaker's Guild, as well as the Dairy Business

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GUILD LIST

California Cheese Guild: www.cacheseeguild.org
Maine Cheese Guild: www.maincheeseguild.org
New England Cheese Council: www.newenglandcheese.org
New York State Farmstead and Artisan Cheese Maker's Guild: www.nyfarmcheese.org
Oregon Cheese Maker's Guild: (no website yet)
Ohio Farmstead and Artisan Cheese Guild: www.ohcheeseguild.com
Ontario Cheese Society: www.ontariocheese.org
Pacific North West Cheese Project: <http://pnwcheese.typepad.com>
Societe des Fromage Fins du Quebec: <http://www.societedesfromages.com>
Southern Cheese Maker's Guild: www.southerncheese.com
Washington State Cheese Makers: www.washingtoncheesemakers.org
Vermont Cheese Council: www.vtcheese.com

The American Cheese Society

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Greetings From the President....

Happy New Year to all. 2006 was a great year for ACS with growth and new activity in our industry. A year ago the ACS Board allocated some funds to hire a facilitator to help us create a 3-5 year strategic plan. To that end Laurie Greenberg and Carole Palmer developed a membership needs assessment. This is the questionnaire that 30% of you filled out. What a great return! Thank you. Your comments were thoughtful and included in the planning process. The data told us why members join and what is important to them. This really validated many of the hunches that the BOD had about how to govern our organization and gave us the confidence to focus on what we agree is most important to you.

In September the board met for a day to clarify the vision statement which is that the ACS promotes and supports American Cheeses. This vision drives all of our activities. Those activities support our mission statement to uphold quality standards, traditions, to be an education resource both internally for our members as well as our consuming public. With growth and change ACS needs to remain true to the core values on which we were founded: networking and informal sharing of best practices, being a resource for successful cheesemaking and selling, and a commitment to sustainability.

Debi Benedetti, our fearless facilitator, led us through all of the usual exercises of identifying strengths, weaknesses, opportunities and threats. A few observations surfaced that really helped us to prioritize our work. Our annual conference is clearly our greatest strength. They get better and better and everyone leaves feeling energized. Our annual conference is also a source of our greatest weakness and threat. If you attend the conference, your member benefits are great. Many of our cheesemaker members and small retail operators do not attend the conference. For them the

membership benefits are less tangible. ACS relies heavily on conference sponsorship for our revenue. We bank on "good weather" all around days before our event. The conference-centric nature of the ACS caused us to consider re-allocating our human capital to work on new initiatives that could serve our members and build our brand.

Today we have a new committee structure that we believe is more aligned with the priorities of the ACS. Yes, we are planning a great conference in Burlington next August and future conferences will be as well attended and an important source of revenue. We simply need to begin to diversify our activities. We have folded some of the existing committees into three new committees. The first is Member Services. This committee's focus is on providing benefits to members through the website, newsletter, scholarships, and education. The second committee is Marketing and PR. This committee is charged with defining and managing the ACS brand through external communications with the media and consumer education. The third new committee is the Alliances Committee. This committee reaches out to our industry partners in the cheese and food world to find synergy and leverage our vision and mission. Of course Competition, Sponsorship, Conference Planning, Cheese of Choice and Cheese Certification all remain as hard working committees of the ACS.

Look for more details on the new committees and how you can get involved in the Spring newsletter.

~ Allison



How to Update Your Member Profile

Just moved? New Email Address?

Did you know that you can update your contact information online by going to the ACS Web site? Simply go to www.cheesesociety.org and click on the "Members Only" tab on the left hand menu bar.

At the bottom of the page there is a link to update your membership profile. There you will be asked to sign in as a member.

You will then be taken directly to your membership profile, to which you can make any number of changes,

such as name, address, phone, email, Web site and even your user ID and password.

Keeping your membership information up to date, especially your email address, is critical as this is often how we at headquarters communicate with members.



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

Dear ACS Members,

A very Happy New Year to all! I hope that the holiday season found you healthy and joyful and that with the New Year, prosperity abounds for each of you.

With the New Year, a new face has come to headquarters. Cari Edwards is our new member services representative. Cari joined us in November, replacing Yolanda Jackson, who had served ACS for the past three years. We wish Yolanda well with her new endeavors.

A special thank you to all who took the member needs survey last August. In an effort to keep pace with our members' needs, and assure that our member benefits are hitting the mark in this dynamic and growing industry, the board of directors used this important information for their strategic planning session in last Fall. You told us what is important to you – education, knowledge-sharing and the annual conference. The strategic direction will concentrate our efforts and resources on improving the ways in which we provide networking and knowledge-sharing opportunities, as well as strengthening the educational offerings at the annual conference and through new avenues such as webinars.

Other goals of the board include a focus on three main areas – member services, marketing and public relations and industry alliances. In the coming year, you will see these goals come to life in the form of an updated newsletter, enhanced website, improved annu-

al conference and other avenues of knowledge-sharing, education and networking opportunities. Marketing and public relations will concentrate on communicating the mission of ACS to the industry as a whole, as well as to consumers, educators and the press. We also hope to forge alliances with complementary associations to broaden our presence in the industry.

Later this month, we will ask that you, our members, help to fill the positions of our newly-revamped committee structure. With all the talent and interest among you, we are excited about the fresh ideas and commitment to the association you will bring.

I am delighted to report that planning for the 2007 Annual Conference and Competition is well underway. The Sheraton Burlington in beautiful Burlington, VT is the venue for the August 1-4 conference. Members of the conference planning committee are dedicated to providing the best educational sessions, tastings and speakers. We at headquarters will keep you posted on planning and registration through blast emails and the website.

On a personal note, in September I celebrated my first anniversary with ACS. What a phenomenal year it has been! The industry and association are experiencing tremendous growth and recognition. We promise to keep pace with the demands of such a dynamic professional society.

Best wishes for a healthy and prosperous 2007!

Warm regards,
Marci

*The American
Cheese Society*

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4th Quarter: September 1

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mwilson@hqtrs.com

Visiting The Vermont Cheese Trail

By Ellen Ecker Ogden

It was the spring of 2002 when I first met Henry Tewksbury, standing in front of the cheese counter at the Brattleboro Food Coop in Vermont. He was 79, wearing his signature Greek fisherman hat with a formal, striped dress shirt tucked into dark blue jeans. A crisp, white, double-breasted chef's jacket protected his attire, but by noon it no longer looked fresh. Velcro sneakers gave away the truth about his job - he rarely sat down. Known affectionately as "Henry the Cheeseman", he was the man to talk to if you love cheese.

Holding a wedge of creamy, yellow Brie wrapped in plastic, the rich interior oozing along the edges beyond its tidy triangle, his voice sang with approval, "Now this is a truly deliciously ripe cheese!" He turned it over in his hands, admiringly. "But most people would look at this and think it was way beyond its prime. Cheese is alive and it tastes better the older it gets. This one is just getting started!"

Tewksbury knew firsthand that nothing sells cheese like eating it. On the day I visited with him at the cheese counter, he proved his point. A man approached with a shopping basket containing two bottles of red wine. He was buying for a dinner party and picked up the ripening Brie, studying it. Tewksbury immediately offered, "Would you like to taste it?" Like the fairy tale image of Snow White and the Seven Dwarfs, angling for an

opportunity to enchant, he knew that no amount of sniffing through plastic wrap could work the magic as swiftly as sending a message directly to the palate. "If I see someone trying to decide what to buy, I always ask if they would like to taste a sample," he winked. "How else are they ever going to know what they like?"

Tewksbury, author of *The Cheeses of Vermont* (Countryman Press 2002) passed away in the spring of 2003, yet the growing interest in artisan and farmstead cheese have put him in the limelight as both a local and a national authority. "Let's get the vocabulary right," he explained, as he guided me over to admire a six-footlong cooler that held strictly Vermont-made cheese. "Farmstead cheese is made on the farm where the animals are raised. Artisan cheese is handmade, but the milk is brought in from nearby farms. And then, there is factory made, where no human hands touch the product."

Making cheese is part of a Vermont tradition. Two hundred years ago, every farm had an average of a dozen cows and made their own butter and cheese. During the mid- 1800's, milk was brought to cheese co-ops. These centrally located factories elevated operations to a more commercial level. They turned milk into butter and cheese, primarily Cheddar, as a way to extend the season and preserve milk that would otherwise spoil.

Chunks of ice were the only forms of refrigeration in the early 1900's, until the refrigerated truck entered the scene after World War II. Starting in 1952, milk was collected by truck and bottled for redistribution throughout New England. Lately cheese making has again become a farmhouse activity. Only a few of the original cheesemakers, such as Crowley Cheese (est. 1824), and Grafton Cheese Company (est. 1892), Cabot Creamery (est. 1893), remain.

During the summer of 2006, I traveled



Making cheese from cow's milk are part of an old Vermont tradition.

3,000 miles to every corner of Vermont to visit cheesemakers on their farms for my own book, *The Vermont Cheese Book* (Countryman Press - July, 2007). As a food writer and organic gardener, I was curious to see how farmers cultivated their passion for farming, while producing cheese that brings so much pleasure to the table. I wanted to see for myself how the whole amazing turn of events has encouraged dairy farmers to make cheese, and how it has influenced an unexpectedly robust cheese industry in Vermont, saving the landscape of family farms.

I followed the Vermont Cheese Trail, a guide produced by the Vermont Cheese Council, a trade organization of nearly three dozen Vermont farmers and cheesemakers designed to help travelers to explore the geography, discover the history, and encounter the local agriculture and the farm experience.

Tasting cheese on the farm is quite a different experience than in a store, a restaurant or standing at your kitchen counter. Here you have the smell of the animals in the barn and the view from the cheese room to distant verdant fields as farmers move fences for crop rotation, or tenderly usher their animals into milking stalls. These are the primary ingredients behind what makes Vermont cheese so exceptional. Making cheese starts with a basic formula, but Vermont cheesemakers are proving that cheese goes beyond a recipe; it takes nurturing of both the soil and the flock, tribe or herd, along with a healthy respect for the process of turning milk into cheese.



This collection of Vermont cheeses are all made from goat's milk.

And you think you have troubles

Bands of thieves are hijacking trucks containing Parmesan cheese in northern Italy and selling on the products for hard cash, adding to the woes of a struggling industry.

It sounds like the script of an eccentric film, but Parmigiano Reggiano cheese leaving Italy has become a genuine target for gangs with suspected links to the mafia.

A whole wheel of the hard cheese, more commonly known as Parmesan, is worth about \$1,500, making one truckload a relatively soft and lucrative target for thieves – but a costly loss for producers.

“It often happens near the border with France. When the driver stops, they gas him to knock him out and then take the cheese,” Alison Crouch, who jointly runs the UK-based Parmesan Cheese Company, told DairyRepor-ter.com, a UK-based, free daily online news service that provides daily and weekly newsletters to subscribers.

Crouch had a delivery of 20 wheels stolen this way earlier in the year, though other hijackings have reportedly seen more than 100 stolen. “We’d only been in business for a year so we were thinking maybe this kind of thing happens quite regularly, but it’s maybe only happened one other time so far.”

Once taken, gangs are able to sell the cheese on as if legitimate suppliers. “Each producer has their own identification number on the cheese, but as long as you get rid of that, you would never know. It’s quite easy,” said Crouch.

The spate of hijackings has added to economic problems building up in front of Parmesan makers on the home market. Producers were boosted when the European Union granted the cheese Protected Designation of Origin (PDO) status, meaning only those in a tight zone around Parma and Reggio Emilia in Italy could use the Parmigiano Reggiano name. But that has not stopped a growing tide of copycat products.

Crouch, who visits producers regularly, said, “The industry is struggling at the moment. Italians are becoming more and



more obsessed with supermarkets and they’re getting a lot of imports from Eastern Europe of Parmesan-style cheese, which costs a quarter of the price.”

Her company sources from two privately-owned producers, of which one is organic, but she said she regularly heard complaints about the plight of similar businesses.

“I was there [with one of our producers] quite recently. We stood on the hill where his dairy is looking around at different farmhouses that have closed down.”

Numbers have been dwindling since the end of World War Two, when there were more than 2,000 producers huddled on the small pocket of northern Italy.

Now there are 492, down from more than 500 last year, according to the official Parmigiano Reggiano Consortium. Only a handful of truly independent businesses remain in this bloc too, after many pooled their resources in co-operatives to reduce costs and increase profits.

Export markets are perhaps the biggest hope. There was 15,000 tonnes more Parmesan going abroad in 2005 than in 2001, Consortium figures show, with gains in both the developed world and emerging markets.

Part of the export challenge is about changing consumer attitudes in foreign countries, according to Crouch. “People in the UK have no idea about eating Parmesan as a table cheese. We are educating people on the different ways you can eat it.”

But then, the borders are being watched.

Reprinted from DairyReporter.com

Welcome New Members

Check our list for new members who might be near you. You'll find contact details on the ACS website.

John Aylward
Tecumseh, MI

Wanda Barras
St. Martinsville, LA

Diane Bothfeld
Montpelier, VT

John Boutin
Hanover, NH

Kathleen Calnan
Arlington, VA

Rocco Cardinale
So Burlington, VT

Maureen Cornelia
Petaluma, CA

Jeanine Creighton
San Francisco, CA

John Delago
Merrill, WI

Bruce Follett
Hanover, NH

Maryann Frazier
Mount Union, PA

Josh Frey
Springboro, OH

Timothy Gaddis
Atlanta, GA

Thomas Gellert
Elizabeth, NJ

Olaf Glaser
Englewood Cliffs, NJ

Carol Graci
Houston, TX

Alicia Green
San Rafael, CA

Don Griffiths
Turlock, CA

Nicki Grover
Bellevue, WA

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Atlanta, GA

Mike Lutz
Louisville, KY

Annie MacDonald
Hanover, NH

Burt McCullough
Atlanta, GA

Lesley Milch
Woodmere, NY

Aina Morana
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Philippe Surget
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Ari Sussman
Ann Arbor, MI

Deborah Szajngarten
Sloatsburg, NY

Doug Thomson
Minneapolis, MN

John Yancey
Corfu, NY

New Member Profile

What do you get when you put an organic farmer, an engineer in the craft beer industry and an MBA? Mt. Townsend Creamery, that's what. Will O'Donnell, Ryan Trail and Matt Day met while attending childbirth classes three years ago in Washington's Olympic Peninsula and discovered they all had a common interest in cheese.

Although none of them had any commercial experience making cheese, they decided to become partners on this new venture. After more than two years of research, planning and construction, Mt. Townsend began production in March of this year. "Getting started took more labor and time than we anticipated," said Ryan.

They produce three cheeses: Trailhead is a natural rind, pasteurized cow's milk, tomme-style cheese aged for two to three months. A raw milk version of Trailhead has not yet been released. Cirrus is a 5.5-ounce traditional French Camembert-style cheese which uses a rustic

mold strain that is quite delicate. "It's harder to work with," admits Ryan, "but it gives the flavor profile we are looking for." The third cheese is Seastack, a soft-ripened, lactic curd cow's milk cheese they created themselves and named for a local geographic formation. It's hand-ladled into forms, rolled in vegetable ash, dry salted with sea salt and aged about three weeks. It comes in an 8 ounce size.

They have been producing about 220 pounds of Cirrus, 290 pounds of Seastack and 300 lbs of Trailhead per week. The milk comes from two local farmers, one of whom has an all-Jersey herd. Both pasture their cows and neither use hormones.

Will and Ryan share the cheesemaking responsibilities. The decision to make French style cheeses grew out of the fact that they simply weren't being made locally. "This is our first year and we're learning a lot about our products and defining the characteristics we want," says Ryan. We haven't yet undergone an entire year of seasonal changes in milk composition, and we are constantly monitoring and reacting to how this affects our cheesemaking. Like most cheesemakers, they've supplied lots of cheese for the local pigs. "Our experience this year will better prepare us to anticipate



seasonal changes next year. By starting in farm-er's markets, we had a great test market where consistency is not as crucial as it is in the retail market," he adds. "The local community has been incredibly supportive. Now we have a much better handle on consistency."

Another challenge has been managing time and labor. "We kind of over-estimated how much we could do ourselves," he admits. "We had to hire help. We were lucky to find good people interested in cheesemaking."

The ACS conference in Portland was a great opportunity to network and learn. DPI hosted a break and featured one of their cheeses. And while they were too late to enter this year, they plan to enter in Vermont. In the meantime, increases in production are planned, subject to space restraints, in order to support their three families and employees.

"Currently, our biggest hurdle now is to move from direct sales to distribution of our cheeses," says Ryan. "There are a lot of unknowns. How much can they move? How do we make it work better?" The ACS network will certainly be able to help.

SALES & MARKETING MANAGER FOR ARTISAN CHEESES

BelGioioso Cheese Inc., leader in Italian specialty cheeses, is expanding the Artisan cheese line. We have an exciting opportunity for the right individual. Strategic thinking, understanding public relations and working with chefs will be very important for success in the position.

The position is located in Denmark, WI, just outside of Green Bay. Compensation based on the value you bring to the organization as well as growth of the category.



Contact:
BelGioioso Cheese Inc.
Attn: Barb Altschwager
5810 County Road NW, Denmark, WI 54208
or Email barba@belgioioso.com

A Year in Comte

By Lisbeth Goddick

Five months ago, my family and I packed our suitcases and moved to France where I am spending a 12-month sabbatical from Oregon State University, studying production of French raw milk cheeses. I chose this because I want to help the farmstead/artisan cheesemakers in Oregon. The plan is to bring back the knowledge I gain here.

We live in the Franche-Comte region of Eastern France, which is scarcely populated with one million people and 600,000 cows. Our three children have been very brave because it wasn't easy to start in the local French schools without speaking the language. However they've settled in well and speak quite good French by now. My daughters, aged 10 and 11, have found good friends and are doing well in school. My 13-year-old son is having a harder time because he misses his friends at home. But he enjoys playing on the local soccer and basketball teams. My husband sells US environmental technology in Europe, so for him, it is an opportunity to be closer to his clients.

One interesting fact about the French dairy industry is the Appellation d'Origine Contrôlée (AOC), legislation that specifies where and how 42 French dairy products are produced. AOC impacts everyone from the dairy farm to the distribution sector. The first cheese to get the AOC label was Roquefort in 1925. In the Franche Comte region the Comte is one of three AOC cheeses. Comte can only

be produced with milk from Montbeliarde cows which can not be fed silage and which must have at least 1ha (about 2.5 acres) of pasture per cow. The milk must be collected and transformed into curd within 24 hours of milking.

The process is strictly regulated and specifies shape and type of cheese vats, rates of heating, pressure, ripening conditions, etc. Each processor must receive milk from at least two producers and all producers must be located within 12 km (seven miles) of the processor. This requirement, which limits the distance to the dairy plant, is one of the latest changes to the Comte AOC specifications. It was implemented to try to prevent large dairy companies such as Lactalis from monopolizing the production of Comte.

There are today 3200 dairy farms which deliver milk to 190 Comte plants, which in turn supply cheese to 20 ripening centers. Together they produce 50,000 tons of Comte annually. Each town has its own dairy plant and the landscape is dotted by the brown and white Montbeliarde cows. As a strong proponent of family farming and sustainable rural economies, it is a pleasure for me to observe the impact of the AOC legislation.

Using legislation to promote the family farm is common in Europe. The short term benefits are obvious; the long term impact of such market manipulation remains unknown.



Lisbeth Goddick is using her sabbatical year at Oregon State University to learn cheesemaking techniques in Franche-Comte.

The French cheesemakers have been incredibly kind and very willing to train me to become a good cheesemaker. They are all amazed that Americans actually make raw milk cheese. They still think we make commodity Cheddar or cheese that comes out of a

can, so we've got some PR work ahead of us.

Lisbeth Goddick, Ph.D is ODI-Bodyfelt Professor at Oregon State University and their dairy processing specialist. E-mail: lisbeth.goddik@oregonstate.edu

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Thank you for the sharing, caring and celebrating

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Stewart Christensen, Beehive Cheese
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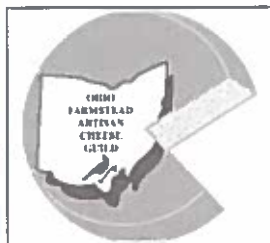
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Jill Giacomini Basch, Point Reyes Farmstead Cheese Company
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Straus Creamery
Lenny Rice, Tomales Bay Foods
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David Major, Vermont Shepherd
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Grande Cheese Company
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Mark Todd, Research Resources

continued from page 1

Innovation Center from Wisconsin (DBIC). In large part, DBIC performs the role of a guild for its constituents. Also in attendance were two representatives from Canadian guilds, Société des Fromage Fins du Québec and the Ontario Cheese Society.

As the group went around the table describing their organization and programs, it was clear they had one key goal in common: to help artisan cheesemakers make and sell high quality, great tasting cheese.

All were not-for-profit organizations. Many of the guilds have associate member categories in order to remain open to other stakeholder groups - local retailers, wholesalers and enthusiasts - all necessary to the success of the craft.



Some were able to obtain grant funding to start up. Others began simply by the sweat equity of the members.



improve industry conditions.

Many had newsletters and websites. Some guilds stayed focused on the craft itself, and others sought, in addition, to wield influence over local policy makers to



All offer cheesemakers opportunities to better their craft by creating cheesemaker training events or communication forums for them to learn from one another. The key issue for most is sustainable funding.

Criteria for membership as a cheesemaker varies somewhat but most require that a cheesemaker member be in the business of making and selling cheese.

The goal of the



Guild meeting at ACS was to bring the guilds together

in a room to facilitate cross-guild dialogue, find common ground, leverage each other's work where possible and also discuss how ACS could better serve the needs of regional guilds.

Several ideas were discussed including a guild page on the ACS website, where members could quickly find all cheese guilds. And in the future,

you might even see a regular update column by the Guilds in the ACS newsletter.

But for now, if you are a cheesemaker or even if you are simply a cheese lover, make sure to look for and join your local cheese maker guild.



continued from page 4

Our state flower, the red clover, is symbolic of the diversity of wild flora that thrives in this healthy soil, providing nourishment to the animals. And it is ultimately reflected in the terroir and flavours of Vermont cheese, making the ultimate connection from pasture to palate. Vermont cheesemakers have made a commitment to a lifestyle and the result is award-winning artisan and farmstead cheese that reflects tradition, dedication and a sense of place.

Vermont cheesemakers are revitalizing the landscape and re-igniting the fires of the cheesemaking art, while at the same time saving the family farm. Behind every wedge of soft-ripened, gently seasoned, or firm wheel of natu-

rally-aged Vermont cheese is a passionate cheesemaker and a farm, and hopefully someone like Tewksbury who will slice off a corner and say, "Here, have a taste."

For more information about *The Vermont Cheese Book* visit: www.vermontcheesebook.com or to visit the Vermont Cheese Trail check out www.vtcheese.com



Sheep farmers offer wonderful artisan cheeses.

Vermont food and garden writer Ellen Ecker Ogden is from Manchester Village, Vermont. She is the author of *From the Cook's Garden* cookbook (Harper Collins 2003) and her upcoming *The Vermont Cheese Book*, to be published by Countryman Press in July 2007.

Events Calendar

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

**Mark Your
Calendar
ACS Annual
Meeting
August 1-4
Burlington, Vermont**
For more information,
check the website:
www.cheesesociety.org

**Feb. 1-3: 16th Annual
Pennsylvania Association
for Sustain-able
Agriculture Farm-ing for
the Future**

Conference: State College,
Pa. www.pasafarming.org.
**Feb. 4-8: Dairy Techno-
logy Workshop**, Birming-
ham, Ala. Randolph
Associates Inc., 205-595-
6455.

**Feb. 6-7: Quality Milk
Conference**, Madison, Wis.
Contact Scott Rankin, 608-
263-2008.

**Feb. 8-10: Great Lakes
Dairy Conference**,
Frankenmuth, Mich.
www.glrldc.msu.edu.

**Feb. 20-22: Farmstead
Cheesemaking Course**,
Pullman, Wash.

www.wsu.edu/creamery.

**Feb. 27-28: Wisconsin
Process Cheese Short
Course**, Madison, Wis.
Contact Bill Wendorff, 608-
263-2008 or John Jaeggi,
608-263-2015.

**March 1-2: USDA's 83rd
Agricultural Outlook
Forum**, Arlington, Va.
www.usda.gov/oce/forum.

**March 5-8: Washington
State University
Cheesemaking Short
Course**, Pullman, Wash.
www.wsu.edu/creamery.

March 6-8: Fifth Annual

**Opportunities and
Challenges Conference**,
Sonoma, Calif. Contact
Sheana Davis, 707-935-
7960, e-mail:

sheana@vom.com,

www.sheanadavis.com.

**March 12-14, 2007: 2007
United States**

**Championship Cheese
Contest**, Milwaukee.

Wisconsin Cheesemakers
Assoc., 608-828-4550,
[www.wischeesemaker-
sassn.org](http://www.wischeesemaker-
sassn.org).

March 14-15:

SmartMarketing 2007,

Las Vegas. Contact

International Dairy Foods
Association, 202-220-3557,
website: www.idfa.org.

**March 26-30: Wisconsin
Cheese Technology Short
Course**, Madison, Wis.

Contact Bill Wendorff, 608-
263-2015.

March 27-28: Milk

Procurement Workshop,

Rosemont, Ill. Contact
International Dairy Foods
Association, 220-3557,
website: www.idfa.org.

April 18-19: 2007

Wisconsin Cheese

Industry Conference, La

Crosse, Wis. Contact

Wisconsin Cheese Makers
Association, 608-828-4550,
website: [www.wischeese-
makersassn.org](http://www.wischeese-
makersassn.org).

April 18-20: 5th

**International Symposium
on the Challenge to Sheep
and Goat's Milk Sectors**,

Sardinia, Italy. Website:

[http://sheepgoatsmilk.fil-
idf-pr.com](http://sheepgoatsmilk.fil-
idf-pr.com).

April 24-25: Dairy

Product Safety

Conference, Chicago.

Contact International Dairy
Foods Association, 220-
3557, website:

www.idfa.org.

**April 30-May 3: Cheese
Utilization Short Course**,
Madison, Wis. Contact
Dean Sommer, 608-265-
6469.

May 8: Wisconsin

Cleaning and Sanitation

Workshop, Madison, Wis.

Contact Bill Wendorff, 608-
263-2015.

May 9: Dairy Hazard

**Analysis Critical Control
Point Workshop**, Madison,
Wis. Contact Marianne

Smukowski, 608-265-6436.

May 22-23, 2007:

Cultured Dairy Products

Conference, Minneapolis.

Contact International Dairy
Foods Association, 202-
220-3557, website:

www.idfa.org.

**May 2007: New Horizons
study tour:** including visits
to farmstead cheesemakers
(goat, sheep and cow) and
processors (yogurt and
dairy desserts) in the
Netherlands, with stops at
famous tourist attractions
(flower exposition the
"Keukenhof", Anne Frank
museum, Van Gogh muse-
um). For details visit
www.newhorizonstours.info
Go to "tours" and click on
the tour link. An experi-
enced cheesemaker who
can explain technical
aspects of the process will
accompany the group. The
tour will accept a minimum
of 20 and maximum of 35
participants.

Sheana Davis The Epicurean Connection *presents the 5th annual conference* **Cheesemaking Opportunities and Challenges**

**Sustainability for the
Manufacturer, Vendor and Retailer**

Featuring: Moshe Rosenberg, D.Sc., UC Davis
Leslie "Bees" Butler, Marketing Specialist, UC Davis
Gordon Edgar, Rainbow Grocery Cooperative
Ig Vella, CEO Vella Cheese; Sheana Davis

March 6, 7 & 8, 2007

Sonoma Valley Inn

550 Second Street West, Sonoma CA



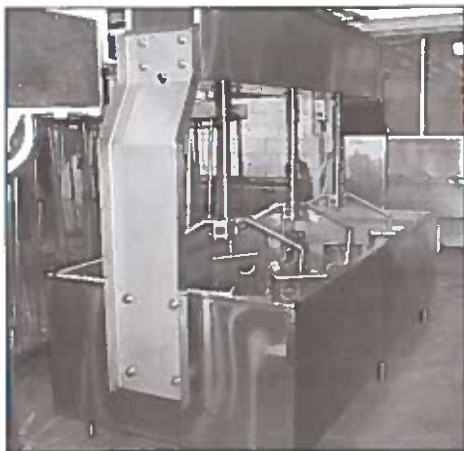
For registration
information visit
www.sheanadavis.com

GOURMET NEWS

Member News

ACS members who produce, market, support or serve American cheese, share what they're doing. If you have news you'd like to share with us, please send it to the editor, Liz Campbell at campbellliz@rogers.com.

Annapolis, Maryland is the lucky home of the new Tastings Gourmet Market & Artisanal Cheese Center owned and operated by **Stacey Zier**, a new member of the American Cheese Society. Stacey attended her first conference in Portland this summer and was inspired by the new cheeses she tasted and the enthusiasm of the attendees. Her shop is adjacent to The Wine Cellars with a large archway opening between the two stores. Stacey is gearing up to educate customers on raw versus pasteurized cheeses and to offering cheese education classes, including wine and cheese pairings. www.tastingsgourmet-market.com



From **Neville McNaughton**, proprietor of CheezSorce, LLC, comes news of a new style cheese vat. These vats are designed to make all cheeses but can be used to make semi-soft Trappist style, Gouda/Edam styles, and Parmesan-type cheeses. It permits pressing under the whey for Gouda and Edam types as well as Gruyere. The agitation is continuous, never dropping the curd and ploughing back through it like the traveling agitators on cheddar vats, which don't exist in continental Europe.

The vats are designed so that women and those of smaller stature can operate comfortably. It is narrower than most alternative vat options, gives highly control-

lable curd particle size, and is gentler than conventional square-ended vats. This vat is available in a range of sizes up to 5000# from Agri-Service in Hagerstown, MD. Contact Marlin Wampler (301) 223-6877.

Carole Palmer, owner of Good Taste Marketing Services, touted the American Cheese Society in an interview with the magazine *USAE News*, the online publication for Associations and Convention and Visitors Bureaus. Carole presented her collection of American artisan cheeses at a meeting of the nation's top meeting planners at the Washington, DC Convention Center. Also interviewed for the article were **Allison Hooper**, ACS President and co-owner of Vermont Butter & Cheese Company and **Marisa Simoes**, founder of Three Sisters Farmstead.

Allison Hooper and **Bob Reese**, co-owners of Vermont Butter & Cheese Company, recently hired a dairy goat specialist from France, Jordan Leroux. Jordan will work with their small group of 25 family farms to help the farmers become more sustainable and improve their milk quality, sort of a goat farmer "super-nanny".

Ricki Carroll and **Jim Wallace** provide articles and features to the cheesemaking community through their free Online Newsletter, published four times a year. Features include photo-visits with cheesemakers, a special featured cheese layout with photos and details of the entire process, details on many other aspects of the cheesemaking process such as natural rind development, cave aging, and cultures, and tips and recipes on making cheese. Link to their latest Fall Newsletter 2006 at www.cheesemaking.com/includes/modules/jWallace/OnLineNews/News_06_11.html

Kurt Dammeier, owner of Beecher's Handmade Cheese, recently opened Bennett's Pure Food Bistro in Mercer Island, Washington. In addition to serving pure, all natural, additive free food with an emphasis on ingredients from the Cascadia region, Bennett's offers an extensive list of Northwest artisan cheeses. Guests may choose one of three Artisan Cheese Plates or create their own from the À La Carte Artisan Cheese

Menu. Check: www.bennettbistro.com

Sara Hill reports that Carr Valley made *Saveur* magazine's list of Eight Edible Gifts.

"Wisconsin based cheese maker **Sid Cook**'s company Carr Valley Cheese consistently takes home top honors from the American Cheese Society," notes the magazine. The featured sample pack includes Cocoa Cardona and Gran Canaria.

Steve Ehlers, co-owner of Larry's Market in Brown Deer, Wisconsin, was featured in the Milwaukee Journal Sentinel online. In the article "Make room on cheese board for both varieties", Steve recommends using goat cheese on cheese boards and suggests both sweet and savory accompaniments. And **Laura Werlin**, author of two award-winning books on American cheese, offered Sauvignon Blanc as the classic pairing with goat cheese, because the acidity of this white wine parallels the high acid level of fresh goat cheese.

Anne Topham of Fantome Farm shared her baked goat cheese serving suggestion. For the complete article: <http://www.jsonline.com/story/index.aspx?id=510984>

Tom Kooiman is manager of ProVista's satellite cheese program – a self-sufficient mobile cheese-selling truck that services restaurants and retailers. During the busy 4th quarter Tom and his "shop-on-wheels" has been making five to six stops each day. Look for more on mobile cheese-selling trucks in the next issue.

Oops!

In the last newsletter, we forgot to acknowledge **Mark Elmore** of **Kowalski's Market** as the moderator of the "Farmstead Cheesemaking and the American Cow" panel. **Mark**, thank you for your contribution to this informative discussion.



Cheesy Stamps

On Aug 23, 2006, a new series of 51-cent postage stamps (postage within Canada) honoring Canadian Wine and Cheese, was launched at Inniskillin Wines in Niagara-on-the-Lake, Ontario.

This is the first stamp of its kind and ACS member Kathy Guidi was on hand to represent the cheese industry on behalf of the Dairy Farmers of Canada. "Cheese and wine, represent the diverse culture of Canada. Thus a stamp celebrating wine and cheese, distinctive fruits of our land, is something all Canadians, coast to coast, can relate to and be proud of," said Guidi in her address to the audience.

A popular highlight of the occasion was the Canadian cheese station where guests could taste cheese from Ontario

Stamp Facts:

Issue date: August 23 2006

Stamp type: commemorative (limited print run)

Quantity printed: five million

Denomination: 51 cents (domestic rate)

Designer: Derwyn Goodall

Photography: Robert Wigington



ACS member, Kathy Guidi and John Polak regional general manager of operations, Canada Post, pose in front of a poster of the new stamps.

(Aged Pepato), Quebec (Alfred le Fermier), and Manitoba (Maple Smoked 2-year Cheddar) along with VQA wines.

Shaped as cheese wedges or wine labels, two of the four stamps are situational compositions which blend location and studio shots to create images which appear as though they are in one place. Photographer Robert Wigington worked with accessories of the wine and cheese industries to create an elegant look which toasts Canada's hearty cultural heritage.

The designer, Derwyn Goodall commented, "The challenge was to create something unique, with a classic artistic feel. We went to Quebec fromageries and toured wineries in the Niagara district. In many cases, labeling was part of the visual language of product presentation and so, it became the impetus behind our design approach."

The booklet features four beautiful stamps, two for wine and two for cheese. These are available at all Canada Post outlets.

Terre Madre News

By Mike Gingrich

Carol and Mike Gingrich (Uplands Cheese), Willi Lehner (Bleu Mont Dairy), Ann Topham (Fantome Farms) and Tony and Julie Hook (Hooks Cheese) attended the five-day Terre Madre Slow Food Conference in Turin Italy. The six comprised a community of Southwest Wisconsin cheesemakers representing the local Madison WI Slow Food Convivium. The event was attended by 6000 delegates (comprising 5,000 artisanal food producers, 750 chefs, and 250 university people) from 148 countries.

This was the second Terra Madre conference; the first was in 2004, also in Turin, and the next will be in 2008. It was held at the same time and place as the Salone del Gusto, Europe's largest artisanal food show with 1,000 producers of cheese, cured meats, chocolate, wine, beer, bread and other foods sampling and selling. Terra Madre itself consisted of three days of meetings on various topics. Usually there were about six con-



You might see a few familiar faces in this photo, taken at Terre Madre in Italy.

current sessions and all were translated into nine different languages.

It was a wonderful opportunity to learn about production methods and food traditions in other countries. There were also sessions about the problems associated with GMO foods and agricultural subsidies, and how they threaten food traditions and communities in other parts of the world. It is always a useful learning experience to find out how other cultures live and how our policies and practices affect one another.



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

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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
☐ Butter Maker ☐ 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 ☐ 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 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.