

# The American Cheese Society

NEWSLETTER 1ST QUARTER 2008

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## Ireland - The Food Island

By Liz Campbell

*While the shift to artisan food has been growing exponentially in North America, tiny Ireland might be considered a model for the phenomenon. Here, the growth of artisan producers and farmers markets has been nothing short of phenomenal. On a recent visit, I explored Ireland's artisan industry.*

Darina Allen scoops a large handful of earth and tells students at Ballymaloe Cookery School, "This is where it starts. If the soil is good, the food it produces will be good and with good food, you can be a great cook." Allen's message is simple and clear: Food has to be fresh and healthy and that means it has to be eaten as close to the point of production as possible. While cooking is a focus, lost arts like butter- and cheese-making, butchery, charcuterie and smoking are part of the curriculum.

Darina, who was one of the keynote speakers at ACS' conference in San Francisco in 2003, is at the forefront of a major movement in Ireland – the shift to artisan, locally-produced food. It's a worldwide shift in cuisine but in Ireland, under the leadership of chefs like Darina, who has her own television show, it is well-established.

It's significant that Ireland, a tiny country, has more than 170 chefs, including Darina, who are members of Euro-Toques – a European organization committed to defending European culinary heritage: "It is Euro-Toques belief that food is not just a commodity but part of our cultural heritage, the most fragile of all our heritages. Good food is also central to our health and happiness."

The most telling example of this shift in food is the enormous impact that farmers' markets have made on the culinary landscape of Ireland. During the past 10 years, these and with them, the number of artisan producers, have multiplied. For them, such markets are a means of reaching the public with their products at very little cost. And for the many consumers who attend these markets, it's a return to the old ways of doing things – local people selling and buying local produce. Thus the consumer is connected intimately to the producer.

"People buying the food are talking face to face with the people producing it," says Maeve Bracken, senior manager with Bord Bia, the Irish food board which promotes the country under the banner, *Ireland – the Food*

*Island.*

"Darina Allen started the first farmer's market in Middleton, and she got people in Ireland thinking about natural, healthy, local, artisan."

One such local producer is Jane Murphy's Ardsallagh goat farm in County Cork. Her husband, three children and daughter-in-law are all involved in the produc-

tion of goat's milk, yogurt and cheese (both fresh and an aged, pecorino-style washed rind).

They manage a herd of 500 Saanan and Anglo-Nubian goats, most of which have names, and milk about 300 at any time. But they don't cull the herd. "The older ones teach the younger," says Jane. "Goats have an incredible hierarchy so the older ones are vital to the health of the whole herd."

In fact, their goats are reproducing more rapidly than they can handle and Ireland doesn't have any abattoirs capable of butchering goat for meat, so they supply more than 200 young goats annually for Bóthar, an organization which provides animals for African families to help them to be self-sustaining.

From this unpretentious farm have come cheeses which have been served to rich and famous; singer Chris De Burgh is a regular customer and laughs Murphy, "I'm told that three former U.S. presidents and Michael



The Mahon Point Farmer's Market in Cork features cheeses from local producers as well as some from Europe. But the hottest sellers are local.

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# The American Cheese Society

QUARTERLY  
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## Greetings From the President....

As ACS approaches its 25th birthday, I think about ways in which our association has matured. Our membership has grown organically because our industry has grown a lot. ACS has certainly benefited from interest in American-made cheeses.

Growing is important but we need to evolve and stay relevant for our members. Here is just one initiative that has evolved from a boot-strapped idea years ago and is worth celebrating on our 25th.

In the early days of ACS, David Grotenstein, from Union Market, gathered ACS members to create an American Cheese Society booth at the Fancy Food show. ACS bought a membership in the National Association of the Specialty Food Trade (NASFT) and some 20 cheesemakers participated. They shared the cost of the booth, displayed and sampled their cheeses.

With David presiding over the booth, it was an impressive collection of cheeses made in the United States. What's more, it was wildly busy with attendees curious about this new American cheese phenomenon.

As with everything, the cost of the booth got expensive. More cheesemakers were needed to share in the cost and ACS discouraged cheesemakers from displaying in a more crowded venue where there was no longer space for personal selling and sampling.

Cheesemakers seeking more exposure and a focused sampling opportunity moved to purchasing a half booth with their colleagues. Normally, NASFT does not sell half booths but we were able to cajole them with the argument that half booths would become full booths and this was a good marketing tactic for their show.

At the same time the cheesemakers agreed that it was a good idea to stick together in one aisle to create a destination, make it easy for the buyers to see all of the cheesemakers, and treat ourselves to more socializing. This loose

organization of the cheese aisle has picked up new exhibitors each year and NASFT always accommodates our last minute changes.

Last year the ACS Board created an "Alliances" committee to be more strategic in reaching out to likeminded organizations to maximize synergies and scarce resources. A brief meeting with NASFT landed us an invitation to create the "American Cheese Society Pavilion" at the Winter Fancy Food Show in San Diego this January.

NASFT offered to set aside more space and promote the new venue in the PR leading up to the show. Today, a big effort by David Gremmels of Rogue Creamery and Joan Kimball from the Quebec Delegation has added nine new cheesemakers to the Pavilion and members to NASFT. These include MouCo Cheese Company, Fiscalini Farmstead Cheese, Faribault Cheese Company, Point Reyes Farmstead Cheese Company, Tumalo Farms, Beecher's Handmade Cheese, Tournevent Cheese, Carr Valley Cheese and Yancy's Fancy.

The distinguished veteran companies who pioneered the pavilion should also be acknowledged for their continued support for this event. They include Roth Kase, Grafton Village Cheese, Cypress Grove Chevre, Mozzarella Cheese Company, Redwood Hill Creamery, Rogue Creamery, Vermont Butter and Cheese Company and Marin French Cheese Company.

If we behave ourselves maybe we will attract more cheesemakers to the ACS cheese pavilion at the Summer Fancy Food Show in New York next June/July. It could be the kick-off for our 25th anniversary celebrations a month early.

See you at the 25th anniversary celebrations,

~ Allison







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

Dear ACS Members,

A very Happy New Year to all! I hope that your holidays were wonderful and healthy and that 2008 is a prosperous year for you. As we make plans for this New Year, I want to let you know about some exiting items on the ACS agenda for 2008, the 25th anniversary of the American Cheese Society.

2007 was a banner year for the American Cheese Society! Our membership levels reached an all-time high at slightly more than 1,400. The Burlington conference set record attendance with more than 800 members gathering to share knowledge, network with industry leaders and taste some of the most outstanding cheeses on the planet. The American Cheese Society Competition is now the largest competition in the United States. What an achievement.

We also launched our new and improved website, which is sleeker and easier to navigate. Our improvements will

extend into 2008 with the launch of our Member Forums. These forums are designed to facilitate communication and knowledge sharing within the artisanal cheese industry. There are forums for cheesemakers, retailers, distributors, members of the press, hot topics, general industry questions and education and certification. Watch your inboxes for further information on how to join the conversation.

Planning is underway for the 2008 Annual Conference in Chicago, July 23-26. The Hilton Chicago is the venue for celebrating our 25th anniversary. The members of the conference planning committee are committed to providing the best educational sessions, tastings and speakers for the members of ACS. We at headquarters will keep you posted on planning and registration through newsletter reports, blast e-mails and the ACS website.

I look forward to seeing you all in Chicago.

Warm regards,  
Marci

## A New Way to Fight Listeria

In its fight against Listeria, and other dangerous bacteria, the food industry has embraced a "green" solution, using bacteriophages. EBI Food Safety, first-to-market with a commercial bacteriophage product, scooped a Gold medal at FI Europe, the world's largest food ingredients event, for its LISTEX product against *Listeria monocytogenes*, the deadly food pathogens.

"LISTEX is a true innovation, a new approach to an urgent and growing problem that affects both consumers and manufacturers" said Henry Dixon, chairman of the judging committee and director of international food marketing communications agency Barret Dixon Bell.

LISTEX effectively eliminates *Listeria monocytogenes*, without affecting the other properties of the food. It is a safe and natural product, which is easy to apply in a variety of *Listeria*-susceptible products, such as hams and hot dogs, cheese, fish and many RTE-products. It addresses a multi-billion dollar industry

problem, due to *Listeria*'s high mortality (20-30%) and ability to grow at refrigerated temperatures and in low oxygen environments such as packaged foods.

First associated with a food borne outbreak in 1981, killing seven, *Listeria* is now responsible for almost half of all deaths caused by food pathogens. EBI Food Safety is also developing bacteriophage products for other potentially fatal pathogens like *Salmonella*, *Campylobacter* and *E-coli*.

EBI's CEO, Mark Offerhaus said, "We are honored by the judges' decision. This choice is a confirmation from the industry that the use of phages is a logical one."

The largest frozen hamburger producer in the United States went out of business just two weeks after its first-ever product recall. The consequences of a contaminated product reaching the market can be catastrophic. Use of natural phages translates into risk-reduction, valued by shareholders and consumers alike."

For more info: [www.ebifoodsafety.com](http://www.ebifoodsafety.com).

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## Inaugural American Cheese Awards

The winners of the inaugural American Cheese-maker Awards 2007 were announced last November at a gala dinner and ceremony held at the Fairmont Newport Beach in Orange County, California.

Awards were presented in 11 categories before a gathering of 150 industry leaders, cheese aficionados, chefs, food media, specialty food purveyors and industry peers.

The American Cheese-maker Awards ceremony was part of a four-day celebration of artisan cheese-making in America – the first-ever culinary event of its kind in Southern California.

Azmin Ghahreman, chef/owner of the acclaimed Sapphire Laguna in Laguna Beach and visionary creator of The American Cheesemaker Awards said, "We thank all the talented cheesemakers who participated in this inaugural event as well as the esteemed Judging Committee that gave their time and devoted efforts to choose the winners of the 2007 awards. I personally would like to congratulate the winners, and look forward to continuing to pay tribute to the art of cheese-making and commitment to culinary excellence in America in the future."

More than 75 artisan cheeses were judged using a blind tasting process that lasted three hours. A number of ACS members came away with awards including Cantare Foods, California; Uplands Cheese, Wisconsin;

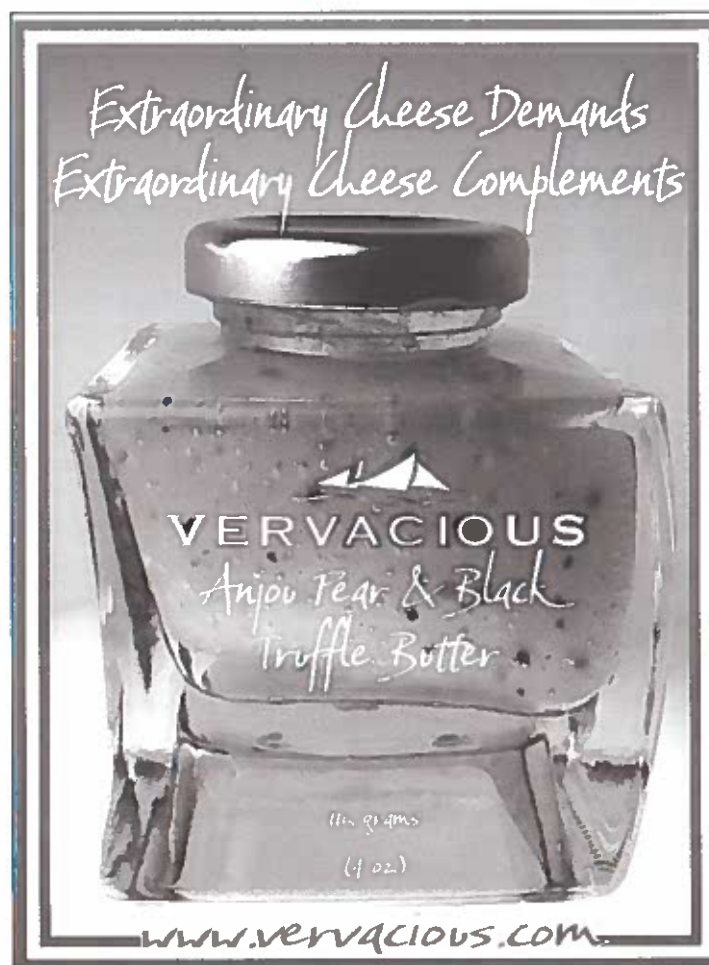


Mike and Carol Gingrich offers tastings of their award-winning Pleasant Ridge Reserve. The opportunity to taste some of America's finest cheeses was an important aspect of the event.

Beecher's Handmade Cheese, Washington; Fiscalini Farmstead Cheese, California; Montchevré Fresh & Natural Goat Cheese, Wisconsin; and

Carr Valley Cheese, Wisconsin.

For information on winners and their cheeses see [www.cheeseawards.com](http://www.cheeseawards.com).





# 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](mailto:campbellliz@rogers.com).*

**Elizabeth Bland**, aka the Cheese Mistress, started a cheese club; the NYC Cheese Lovers Club meets monthly in the metro area to sample cheeses and cheese dishes in restaurants, to attend cheese classes, and to enjoy all that the local cheese shops, cheese experts and cheesemakers have to offer. Visit <http://diningout.meetup.com/474/>.



**Bonnie Blue Farm**, Tennessee's only licensed goat dairy making farmstead cheese, is expanding beyond feta. A new cave is under construction for proper aging of hard and bloomy rind cheeses. They were named the Tennessee State University Small Farmer of the Year and placed 1st at the Tennessee State Fair Dairy Products Competition for Medium Aged Cheddar (goat). Their feta won 1st place at the American Dairy Goat Association.

**California's Artisan Cheese Festival**, celebrating American artisan cheesemakers with a series of educational events and tastings, will take place March 7-10, hosted by the Sheraton Sonoma County – Petaluma. ACS members returning to lead seminars and demos are Laura Werlin, Janet Fletcher, Jill Giacomini Basch and Lynn Giacomini Stray, Clark Wolf, Sara Vivenzio, Liam Callahan, Mary Keehn, Sue Conley and Peggy Smith. [www.artisancheesefestival.com](http://www.artisancheesefestival.com)



Sue Conley (left) and Laura Werlin (Right) talk cheese at the California Artisan Cheese Festival last year.

Tricia Heinrich joined the **California Milk Advisory Board** as vice president of communications. Her primary responsibility is to promote the new Real California Milk seal, as well as the successful Real California Cheese program.

In December, the **Canadian Consulate** in New York hosted the James Beard Foundation. Montreal chef Martin Picard from Le pied de cochon and Ottawa chef Yannick Anton from Le Cordon Bleu were in charge of the menu. Guests enjoyed le Marquis de Temiscouata, a soft bloomy rind cheese made with Jersey milk from Fromagerie Le Detour in Quebec Temiscouata region. It's distributed by Artisanal in New York.

**Glenn Carr** tells us the Bueno Queso Social Club meets monthly in Boston to sample and discuss cheeses, wines and beers. They were featured in The Boston Globe Food Section and even have a website: [buenoqueso.org](http://buenoqueso.org).



The American Dairy Goat Association held a goat milk soap competition at the weeklong conference in Ft. Collins. **Karen Catapano's** Luxurt bar – made with Catapano (N.Y.) fresh goat milk, shea butter and real silk fibers – won third place.



**Consider Bardwell Farm** (Vt.) welcomes Vermont veteran, Peter Dixon, as cheesemaker. He has added three new artisanal cow's milk cheeses (Dorset, Pawlet and Rupert) to the existing farmstead goat's milk cheeses. And Chris Gray has left a music industry career to make cheese and handle sales and marketing. A new cheese cave, which will triple aging space, is nearing completion. *The New York Times*, *The Boston Globe* and *Country Home* magazine mentioned their cheese.

The new Probiotic Cheese line from **County Line** (Ind.) comes in Colby Jack, Pepper Jack, Mild Cheddar and Monterey Jack and contains probiotic cultures, which help to maintain a healthy digestive system and levels of internal bacteria, as well as aid in the activation of the natural immune system.

Two members received awards from the **Dairy Business Innovation Center**. **Sid Cook**, Carr Valley Cheese, received an award for innovation for his work assisting sheep and goat farmers develop markets for their milk and for the development of new American Originals. **Bob Wills**, Cedar Grove Cheese, was honored for his role as an "incubator" for Wisconsin artisan and start-up cheesemakers.

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## More Member News

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**Cypress Grove Chevre** (Calif.) celebrates its 25th Anniversary in 2008. The company began celebrating a bit early when it was awarded Outstanding Product Line at the 2007 Fancy Food Show in New York City. A yearlong celebration is planned with a gala anniversary party in September.



**DCI Cheese Company** (Wis.) launched two new Nikos Feta cheese flavors, due in part to the rising popularity of feta cheese, accounting for 7 percent of national self-serve deli sales.

**Gary Edwards** of Sage Marketing, Sonoma, Calif., has been appointed to COPAC, The California Organic Products Advisory Commission, for a three year term.

**Rhonda Gothberg** of Gothberg Farms (Wash.), one our smaller cheese producers, won 3rd place at American Dairy Goat competition for feta and was the featured cheesemaker at a major wine debut and tasting at Compass Wines in Anacortes, Washington.

The Certified Humane label was awarded by the nonprofit Humane Farm Animal Care to **Grafton Village Cheese** is building a new cheese production plant in southern Vermont. They have donated more than 28,000 pounds of cheese to the Vermont Foodbank in the past six months.



**Hahn's Yogurt and Cream Cheese** (Vt) won 2nd and 3rd places at the 2007 World Dairy Expo.

**Haystack Mountain Goat Dairy**, a farmstead and artisanal cheesemaker based in Colorado, was awarded the Certified Humane label by the nonprofit Humane Farm Animal Care.

**Hidden Springs Creamery** (Wis.) has a new Beaufort mountain-style 100% raw sheep milk cheese, Ocooch Mountain Cheese, cave-aged for 60 days. This artisan farmstead sheep dairy and creamery was completed in 2007.

**Christine Hyatt** recently launched *Cheese TV*, the first web-channel devoted to all things cheese. With an emphasis on demystifying cheese for the interested consumer, segments explore a range of topics including "how to create a cheese plate" and seasonal tastings as well as cheesemaker and retailer interviews. Cheese TV can be found at [www.cheese-chick.com](http://www.cheese-chick.com).



The Cheese Snob, AKA **Wendy M. Levy**, was featured in an alumni profile in the Summer 2007 issue of *Potash Hill*, the alumni magazine for Marlboro College, Vermont. The magazine's publication coincided with a Vermont Artisan-Made Cheese Class and Tasting Ms. Levy presented during the college's 60th anniversary alumni reunion.

**Maplebrook Farm** (Vt.) is using a new Italian machine to stretch fresh mozzarella curd to make ciliegine, bocconcini and ovaline, enabling them to offer "Blue Label" fresh-made mozzarella. A new milk processing plant is under construction in Bennington.

The *Chicago Tribune* asked Eric Larson and Michael Pivoney of **Marion Street Cheese Market** to update the classic cheese ball

recipe. Several ACS cheesemakers were mentioned by name in the ensuing article.

Award-winning **Meyenberg** (Calif.) Goat Jack Cheese will be distributed into 200 military commissaries along with their Grade A quality fresh goat milk.

After spending time with Maine's Cheese Guild, **Louella Hill** returned home to Rhode Island to partner with Mark Federico of Providence Specialty Products to launch RI's first artisan cheese company. **Narragansett Creamery** unveiled Divine Providence, a semi-aged gouda handcrafted in small batches with milk collected from within 50 miles of the make-room.



**Moo Cheese** (Texas) won first and second place for Hispanic cheeses and first and third place for drinkable yogurt at Dairy World Expo 2007.

In December, **Garrett Oliver** and brewer Paul Sayler of the Brooklyn Brewery in NYC hosted an artisanal cheese and beer pairing event at American Flatbread. Five award-winning Vermont artisanal cheeses were paired with a beer from his portfolio.

**Otter Creek Organic Farm's** pesto cheddar and seasonal cheddars have been picked up by Classic Provisions in Minneapolis, with primary sales through Lunds & Byerly's and various wine/cheese shops and food cooperatives in the area. The Madison, Wis.-based farm has garnered attention for its focus on organic, pasture-based cheeses in the media and local food movement.

**The Oxbow Cheese Merchant** is a new cheese shop within a wine

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# Pacific Northwest Storm Hits Cheesemakers Hard

By Tami Parr

An intense storm rocked the Pacific Northwest during the first week of December, causing widespread power outages, extensive wind damage and flooding across the region. Area cheesemakers suffered as a result of the storm and will be spending the winter months repairing and recovering.



The white cheese cave has come to rest against the fence in a sea of mud and water at Black Creek Creamery.

Along the Oregon coast, winds reached speeds in excess of 100

mph, bringing down trees, power lines and damaging buildings. At Rivers Edge Chevre in Logsdon, Ore., the intense winds upended a shelter on the property.

To the north, flood-prone Tillamook County suffered wind damage and saw some high water, but the dairy farmers of Tillamook Cooperative Creamery were prepared after enduring the catastrophic floods of 1996 and managed to avoid major problems.

Jumpin' Good Goat Dairy in Ocean Park, Wash., endured a prolonged five-day power outage and was forced to put down one goat due to injury. Estrella Family Creamery in Montesano, Wash., lost the roof of their goat barn in the gale force winds.

Twin Oaks Creamery, a small farmstead cheesemaker in Adna, Wash., lost but one of all their goats; several cows are either dead or were sickened by enduring the storm and floodwaters.

Inland, severe flooding destroyed homes and businesses in Western Oregon and Washington. Black Sheep Creamery, in Adna, Wash., was hit very hard. Brad and Meg Gregory and their three sons were rescued from their home by jet boat and helicopter as the Chehalis River, adjacent to their property, rose rapidly all around them.

Just 23 of their flock of 80+ sheep survived the flooding. Incredibly, the refrigerated unit that served as their cheese aging facility endured the high water, cheese intact, floating until it became caught up in some nearby fencing.

The Gregorys are currently occupied with a cleanup effort that promises to extend into the New Year. Area volunteers have provided help and equipment as they attempt to extricate themselves from

several feet of mud and muck that have infiltrated their home and barns.

Beecher's Handmade Cheese in Seattle (100 miles north) has stepped in to store and care for Black Sheep's cheese until they are up and running again, and nearby friends are caring for the surviving sheep.

Follow their recovery efforts on their website, <http://www.blacksheepcreamery.com>, under "Musings."

Other cheesemakers in the vicinity managed relatively well. La Ferme De Metras, an operation that hopes to start making cheese commercially as Willapa Hills Sheep Dairy next year, emerged from the storm relatively unscathed. Blue Rose Dairy in Winlock, Wash., suffered some water damage but also managed to avoid extensive problems.

Relief efforts for the region's farmers are ongoing. Local organizations such as Washington Farm Bureau have set up relief funds to benefit farmers most affected by the winds and water. In addition, several Washington retailers, including DeLaurenti's and Madison Market in Seattle and Olympia Food Co-op in Olympia, Wash., are collecting funds for area farmers and cheesemakers. In Portland, plans are underway for a fundraising event to be held in February.

Beecher's Handmade Cheese in Seattle has set up an Account at Bank of America for the benefit of the Gregory Family of Black Sheep Creamery. Donations can be made at any B of A Branch to the Gregory Family Assistance Fund, Account # 11164308. Interested parties may also send checks made out to the Gregory Family Assistance Fund to: Beecher's Handmade Cheese, 104 Pike Street, Suite 200, Seattle, WA 98101 Attn: Ellen Gerber.

## Welcome New Members

Check our list for new members who might be near you. Contact details are on the ACS website.

**Judy Allen**  
Tulsa, OK

**Stacia Badovick**  
Norwalk, OH

**Rick Briggs**  
Demeter & Neher  
Farmington, MI

**Kevin Barker**  
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Oak Park, CA

**Michael Ciola**  
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**Jonathan Clemmer**  
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**Charles Duque**  
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New York, NY

**Heather Fiscali**  
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Modesto, CA

**Peggy Galloup**  
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# New Member

## Sara Kaufmann, The Cheese Lady

"I'm a cheese head, a native of Wisconsin," says Sarah Kaufmann, AKA the Cheese Lady. "I look at cheese and I see colors and textures and shapes, and I want to carve it."

Members who attended the ACS conference in Vermont were impressed by the extraordinary sculptures made by Sarah for the Festival of Cheese as she worked through the evening, carving blocks and wheels of cheese while fascinated visitors watched.

Sarah worked as art and creative director for the Wisconsin Milk Marketing Board (WMMB) from 1981 to 1996, and during that time began carving as a means of promoting cheese in truly unique ways. It has become her métier, a way to express her creativity and a means of earning a living.

But cheese as her art medium is still a powerful way to publicize her favorite food (she's a serious cheese lover – even Gorgonzola!). Sarah sculpts the cheese for her clients into an organization's symbols while delivering key messages, offering product insight and, of course, samples of the cheese. After so many years with WMMB, her knowledge is extensive.

She has been invited to IDDBA many times to carve and promote cheese at the trade show; the National Dairy Board kicked off its Power of Cheese campaign with her carvings and print ads. At the Indiana State Fair's 150th anniversary she was commissioned to carve a 2,400-pound, 4-foot tall, 6-foot wide cheese cow surrounded by 4-H Club children in a salute to the dairy industry of Indiana.

She has carved for celebrities, too. A 300-pound Mount Rushmore was created for Rosie O'Donnell side by side with Tom Cruise, Washington and Lincoln. Her caricature carving of Jay Leno inspired his cheese-themed monologue heard by millions. Sarah and her



Surrounded by her drawings, Sarah concentrates as she carves a giant block of cheese.

carvings have appeared on the *Today Show*, the NFL, the FOODNetwork, ESPN, CNN, college bowl games and more.

Size is no object for the talented Michaelangelo of Mozzarella. Her largest creation, for Central Market in Texas, was a dragon carved into a 12,500-pound mammoth Wisconsin cheddar! It took two and a half days. As she

worked, slabs were cut from the top of the 8-foot diameter wheel, chunked and sold to eager shoppers. The entire 6-ton cheese was sold off in 41 days!

Her smallest cheese carvings? Little 2-inch by 2-inch F-16 jets, carved to land on the cheese deck of a 640-pound, 6-foot, long cheese aircraft carrier!

"I loved working at the ACS conference," she said enthusiastically. "I had no idea I would have so many beautiful colors, textures and kinds of artisan cheeses to work with. It was like letting an artist loose in an art store and telling them to take whatever they wanted. All I can say is, wow!"

Watch for Sarah at the next ACS conference in Chicago because she "wouldn't miss it for the world." Her head is already abuzz with ideas for designs. "There is so much skill and love for the art of cheesemaking at ACS. I want to tell that story of the heart of the cheesemaker through my art," she says. "I'm planning something big for July!"

## Dairy Foods Magazine Launches Farm to Fork

BNP Media, Troy, Mich., publisher of *Dairy Foods* magazine, has acquired the magazine's chief competitor, *Dairy Field*, merging the two. The expanded magazine, will feature an integrated section, *Dairy Field Reports*. In addition, Chief Editor David Phillips has implemented other enhancements including *Farm to Fork*, a short section focusing on artisan and farmstead cheese, organic foods, sustainability and producer-processor issues. The section debuted in January, anchored by an article on Vermont Butter & Cheese Company.

Phillips wants your stories and hopes to include occasional brief profiles of artisan cheesemakers in *Farm to Fork*. He can be contacted at [phillipsd@dairyfoods.com](mailto:phillipsd@dairyfoods.com) or 630/694-4341.

Visit [www.dairyfoods.com](http://www.dairyfoods.com) to find out more. Cheesemakers can apply for a free subscription at <http://www.submag.com/sub/JD?pk=7HOME>.

Indiana State Fair sculpture made from fifty 40-lb blocks of mild Indiana cheddar





continued from page 6 - **Member News**  
shop with a large wine bar that will feature cheese flights alongside wine flights and other tasty cheesey cheesy dishes. It's a collaboration between Thalassa Skinner and Kate Arding, located in downtown Napa. [www.oxbow-cheesemerchant.com](http://www.oxbow-cheesemerchant.com)

**The Purple Tooth Wine Bar** in Annapolis, Md., specializes in small production wine and excellent farmstead and artisanal cheese boards. Owner fromagers, Emmy Harbo and Maureen Fallon (trained at Artisanal in NYC), present each cheese board, educating and informing the customer on cheese type, textures, flavors and perfect wine pairings.



Artisan cheesemakers Jennifer Bice and Peter Kindel of **Redwood Hill Farm & Creamery**, Sebastopol, Calif., have launched a new raw milk aged goat cheese Gravenstein Gold. Ken Strunk (left) has joined Redwood Hill as general manager.

Jeff Williams has come on board as COO and Lori Di Betta as head of product development and QA at **Rising Sun Farms** (Ore.). Lori Di Betta is a master...or is that mistress? of product development. Her Chocolate Mocha Cheese Torta garnered two huge awards before it even hit the marketplace. The website has been redesigned: [www.risingsunfarms.com](http://www.risingsunfarms.com)

**Rumiano Organic Cheeses**, (Calif.) certified humane by the American Humane Association's Free Farmed Certified program, were featured at one of this year's Emmy pre-parties in Hollywood and have won numerous awards this year.

**Marisa Simoes**, owner of **Three Sisters Farmstead Cheese** (Calif.), was nominated by peers for outstanding work ethic and exemplary leadership skills; 29 nominees were submitted during a search for the county's best and brightest "Rising Stars" under the age of 40.

Kate Ardin and cheese



**Smith's Country Cheese, Inc.** received a grant from the Massachusetts Technology Collaborative and the USDA to help with the installation of two 10-kilowatt solar panel systems – one on the roof of their retail store and the other on their manufacturing plant.

**Straub's Market** in St. Louis, Mo., plans to open a fifth location, the first new store in more than 40 years for this fourth generation, family-owned, four-store chain. The new location will feature a full-service cheese department. Gretchen Morfogen has joined Straub's Markets as Director of Culinary Operations, bringing over 27 years of experience in the restaurant and retail food industry.

John and Janine Putnam at **Thistle Hill Farm** were interviewed on National Public Radio about global warming and its potential effects on farming and cheese-making in Vermont. They also were featured in the *Robb Report* and *Cheese Reporter*. Production of Tarentaise, their signature cheese, will increase next summer at Spring Brook Farm in Reading, Vermont, making it a true farmstead cheese.

**Venissimo Cheese** (in San Diego since 2003) recently opened its second location in Del Mar, with more expansion plans to follow. Its web store expanded to include a Cheese of the Month Club program and cheese accoutrements.

*Bon Appetit* magazine honored **Zingerman's** founders – Ari Weinzwieg and Paul Saginaw – with its 2007 Lifetime Achievement Award. The influential dining guide Zagat Survey included zingermans.com among only five other websites to receive the top score for best overall online food retailer. And at the first-ever Food Network Awards (2007), Zingerman's Mail Order's Z-Club received top honors in the Mail Order category of "Delectable Delivery of the Year."



Paul and Ari

## Welcome New Members

Check our list for new members who might be near you. Contact details are on the ACS website.

**James Karela**  
Chicago, IL

**Sarah Kaufmann**  
Sarah Kaufmann  
Sculptures  
West Chester, OH

**Sarah Kelley**  
S. Dartmouth, MA

**Tina Lebar**  
Paradise Pantry  
Ventura, CA

**Jean Mackenzie**  
Mackenzie Creamery  
Hiram, OH

**Jeff Mann**  
Crystal Foods

**Alexandra Marshall**  
Marion Street Cheese  
Market  
Oak Park, IL

**Laura Meagher**  
Charlotte, NC

**Robert Pallotta**  
Tonic  
Chicago, IL

**Merribeth Platt**  
Scotts Valley, CA

**Elizabeth Small**  
Sewickley, PA

**Kendra Scott**  
Houston Dairymaids  
Houston, TX

**Anthony Segretto**  
Marion Street Cheese  
Market  
Oak Park, IL

**Ethan Tavan**  
Cambridge, MA

**Victoria Von Biel**  
Bon Appetit Magazine  
New York, NY

**Ken Wlaschin**  
Beachwood Press  
Palm Springs, CA



# Cheese Myths

We've all heard myths surrounding our favorite food. We thought it might be fun to explore these myths periodically. If you have a myth to explore, please write Liz Campbell, editor, [campbellliz@rogers.com](mailto:campbellliz@rogers.com) and we'll see if we can find an expert to debunk it!

## Lactose Intolerance or Allergy to Cheese?

By Phillip Collman

A potential customer steps up to our booth at the farmers' market and announces, "I'm supposed to be careful about eating dairy, do you think your sheep milk cheeses will be OK?"

I rewind my mental tape and say, "Well, it depends. Do you have lactose intolerance or an allergy to milk?"

The difference is important because lactose intolerance can be very uncomfortable, but allergies can occasionally have much more dire effects.

Assuming the customer has lactose intolerance – which is the most likely outcome – the advice is easy. In spite of what you may have heard, sheep, goat and cow milk have virtually identical amounts of lactose. Think about cutting down on fluid milk and eat aged cheeses.

### Does Goat Milk Have Less Lactose?

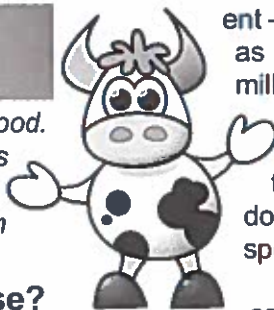
The customer is likely to be surprised that goat milk, in particular, won't help their lactose intolerance, but here we encounter a huge myth which has somehow perpetuated itself, even down to the people who milk the animals and should know better!

A quick look at the amount of lactose in the milk of the different animals counters the myth: depending on which source you read, the lactose content of sheep, goat and cow milk is either 4.5% for all species, or 4.8%, 4.1% and 4.5% respectively – not enough variation to make a difference. Responsible groups, such as the Ontario Goat Milk Producers Association and the Ontario Dairy Sheep Association make it clear in their literature that the basic milk is not any better for lactose-intolerant subjects than cow milk.

However, people with lactose intolerance can still enjoy and get the nutritional benefit from dairy products by using an external source of the enzyme which digests lactose, lactase. If the customer doesn't like taking lactase, then they should stick to dairy products with low levels of lactose. The longer a dairy product has been aged, the more lactose is converted into lactic acid, which doesn't cause any gastrointestinal discomfort. So, look for aged hard cheeses all of which will have lactose levels of 0.1% or even less.

**Milk Allergies**

Milk allergies are a much more complicated subject. Luckily, allergies to any food (not just milk) are relatively uncommon, running at an estimated 12% of the population. Since all mammals have related – yet subtly differ-



ent – milk proteins, it is purely a matter of luck as to whether the customer's allergy to the milk proteins of one species will also react to milk proteins from another species. If you have a severe allergy to milk proteins, you should, of course, talk to your doctor and preferably one who is an allergy specialist before you try any dairy products.

Just because a person has allergies to cow milk products, it does not follow that goat- or sheep- milk products will be safe: they might be, but they also might be equally as bad, and maybe worse!

For the vast majority of the population, milk products from any species do not pose any risk and make nutritious, tasty cheeses. For people with lactose intolerance, aged cheeses provide a reasonable alternative. If you have milk allergies, please talk to a doctor before you try milk from a different species.

### Visit the following websites for more information:

Facts about lactose intolerance from the US National Institutes of Health: <http://digestive.niddk.nih.gov/ddiseases/pubs/lactoseintolerance>

A more detailed site is [www.aboutlids.org/Publications/dietaryGuidelines.html#LI](http://www.aboutlids.org/Publications/dietaryGuidelines.html#LI)

A consumer-oriented site: <http://www.lactose.co.uk/>

Philip Collman has a PhD in gastrointestinal physiology and enjoys chasing his sheep around the Mulmur Hills, Ontario, Canada.

Reprinted courtesy of Ontario Cheese Society newsletter.

*"Vini, vidi, ego caveo..."*  
—Julius Caesar

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Seattle Cheese Festival

DeLaurenti

DPI Northwest

Peters On

**"The Big E"**

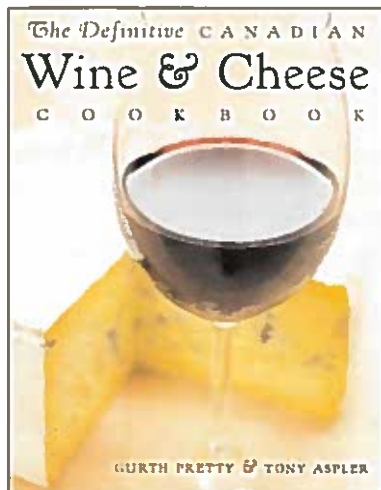
## May 16-18 • Pike Place Market



# Cheese Books

## *The Definitive Canadian Wine & Cheese Cookbook by Gurth Pretty*

Canada's Big Cheese has done it again and this time he's had help. Renowned cheese ambassador, chef, and ACS member, Gurth Pretty, has just published a companion book to his first book *The Definitive Guide to Canadian Artisanal and Fine Cheese*.



Entitled *The Definitive Canadian Wine and Cheese Cookbook*, Gurth and his co-author, famous Wine Guy Tony Aspler, have produced a useful informative guide. Cookbook collectors, foodies, cheese-and-

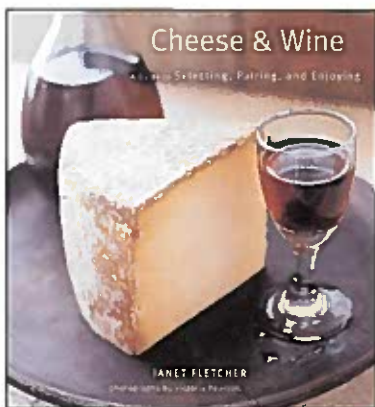
wine lovers and chefs will all find this book useful as a recipe resource and as a quick-reference guide to wine and cheese pairings – Canadian and International. Available at [www.cheeseofcanada.ca](http://www.cheeseofcanada.ca) or online at Amazon.ca: \$35

## *Cheese & Wine: A Guide to Selecting, Pairing and Enjoying by Janet Fletcher*

Food writer for the *San Francisco Chronicle*, Janet Fletcher has published several cookbooks but cheese aficionados know her as the author of the only weekly cheese column in an American newspaper, *The Cheese Course*.

While there are plenty of encyclopedic reference books about cheeses and cheese styles, *Cheese & Wine* focuses on the narrower topic of pairing cheese with wine. It's easy to become overwhelmed with trying to put the two together – just contemplating the task often leads people to give up altogether for fear of not doing it "right." Fletcher offers strategies instead of dictates and suggestions rather than rigid rules. The underlying message – you're not going to mess this up - will encourage readers to explore this realm of inviting culinary experiences.

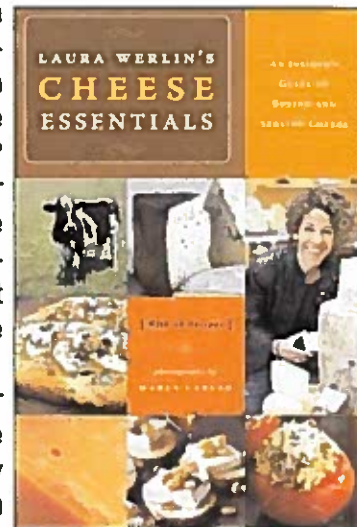
Chronicle Books: \$25.



## *Cheese Essentials: An Insider's Guide to Buying and Serving Cheese by Laura Werlin*

Have you ever wandered down the cheese aisle of your local store or into a cheese shop and felt feelings of dread rather than excitement because of the sheer number of choices? When you have 200 or 300 cheeses to choose from, it's nearly impossible to know where to start unless you're a cheese expert.

Once you make your choices and get the cheese home, you may wonder what, exactly, you should do with it. How do you serve it? Cook with it? Store it? Pair it with wine? All of these "cheese essentials" together with 50 recipes and Maren Caruso's beautiful color photos make up this book designed to help simplify cheese and make it an everyday food you can master and enjoy in just a few short chapters. Available at Amazon.com: \$25.



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# Four Challenges Facing the Cheese Industry

By Dr. Paul S. Kindstedt

During my keynote address in Vermont, I spoke of four challenges that face the artisan cheese community in America. These challenges probably seem distant and esoteric when compared to the urgent practical demands that you face daily. But I would argue that they are worth putting on your radar screen, not as individuals but as a professional society. Collectively, you have much greater capacity to address "big issues" and shape your future than you realize.

## 1) The challenge of being a good neighbor.....

to the conventional dairy farms and cheesemakers in your region and state. Here in Vermont and across America, conventional and alternative dairy farmers and processors are partners in an urgent struggle to maintain our wonderful working agricultural landscapes in places where the pressures to replace them are almost unstoppable. We cannot afford *not* to be on the same team because conventional dairy farms and processors underpin the agricultural infrastructure that farmstead and artisan cheesemakers depend upon. Without a conventional dairy industry, places like Vermont will lose their agricultural infrastructure and working landscapes, and life will become much more difficult for artisan cheesemakers.

That doesn't mean that there won't be times when conventional and alternative agriculture find themselves on opposite sides of important issues. In Vermont, for example, GMO corn was at the center of a very divisive public legislative debate last year. The inevitable portrayal in the popular press of organic dairy farmers desperately trying to keep their corn, and their organic milk, from being tainted with GMOs drifting over from their conventional neighbors was very destructive.

The problem is not with conventional dairy farmers, who are simply using an approved technology that makes perfect sense for them. This is a technical problem with the GMO product. More broadly, it's a problem with the system, because American agriculture now has two tiers that must co-exist. We need a national policy and regulatory framework that provides safeguards for both. GMO crops like corn should not be approved for commercial use until adequate safeguards are in place to prevent cross-pollination and genetic drift. This is a nationwide problem, and thoughtful and effective action should be taken nationally. But in our political system, such changes do not occur unless regulators are made aware of the need for change and the stakes involved in not changing. Organizations like ACS can be instrumental in communicating regulatory needs to those who are

in a position to act. That's where the emphasis should lie – working to change the system for the better, not undermining our conventional partners.

## 2) Safeguard your credibility

In order to participate in the political and regulatory decision-making process, you must protect your credibility in the area of science because so many issues are science-related. ACS participation in the Cheese of Choice Coalition is an example. This coalition had the wisdom to solicit the help of Dr. Catherine Donnelly, an international authority on food safety. She brought enormous credibility because she wielded good science and arguments, the language that policy makers and regulatory authorities understand, respect and respond to.

You want to have top-notch scientists like her on your side, advising and advocating for sound policies. I encourage local cheese guilds, like the Vermont Cheese Council, to establish working relationships with scientists at your local universities. Conversely, you need to distance yourself from organizations that will damage your credibility, such as activist groups that share some goals but use bad science to forward their agenda. ACS should begin working towards the creation of a National Scientific Advisory Board. Future issues will be more complex scientifically, and it could be very helpful in sorting through these to establish credible from bogus science.

## 3) Protect your identity

The identity of artisan cheese, to a significant degree, hinges upon being different from conventional cheese. But what exactly is artisan cheese? These days, "artisan" and "artisanal" are being used indiscriminately, emptying them of their meaning. According to the ACS website: "The word artisan or artisanal implies that a cheese is produced primarily by hand, in small batches, with particular attention paid to the tradition of the cheesemaker's art, and thus using as little mechanization as possible in the production of the cheese."

The implication is that artisan cheeses are hand-crafted to a significant degree. Just how much is necessary to qualify for artisan status is left undefined. The reality is that some of you are a lot larger and more mechanized than others. The term artisan also implies a commitment to the art of traditional cheesemaking. Again, just how closely an artisan cheese must conform to tradition, and where one draws the line when it comes to applying new technologies, is open to debate. Some are strong traditionalists, others are much more comfortable with using new technologies if they seem to make sense. But the bottom line from my perspective is this: Artisan cheese-



continued on page 13



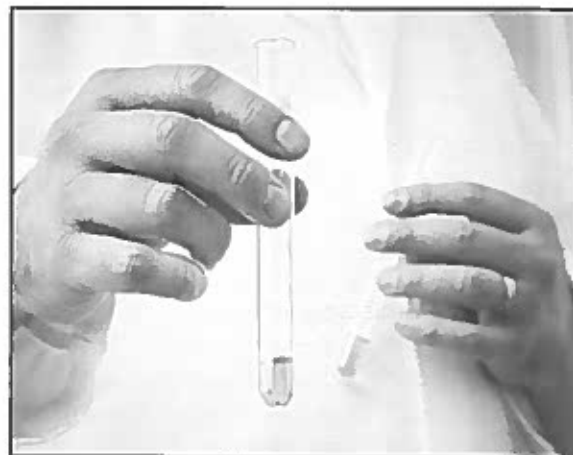
Preserving that difference in the future may not be as easy as you think. The technological choices will continue to expand, become more complex, and in some cases more seductive. Mounting pressure to increase your scale of production can change your perspective on the role of mechanization and technology. The last thing you want, however, is for the term "artisan" or other differentiating terms to lose their meaning. There has to be boundaries and real meaning to descriptive terms, as with the term "organic."

Europe has been struggling with this a lot longer than we have. In France, for example, cheeses are classified into four categories according to scale and conditions of production. This provides the consumer a better picture of what he is purchasing. Do we need more meaningful standards and labels to identify artisan and other cheeses here in America? I don't know, but we do need to think about it because if the

future is about being different, there will need to be credible standards and labeling to communicate what that difference is.

#### 4) Your legacy

There will come a time when a new generation of cheesemakers will be needed to carry this revival on. From where will they come? The technical knowledge behind your cheeses typically resides in a single cheesemaker, a single family, or a single small company. In some countries, groups of cheesemakers in a particular region all make a similar cheese, such that the basic knowledge is cooperatively shared and can be reliably transferred to future generations. In America, it's up to the individual cheesemaker to recruit and train someone to take over or a lifetime of knowledge and expertise could be lost. Thus, there is a need for strategies to recruit, mentor, and finance the start-up costs of the next



generation of cheesemakers, in order to preserve your hard-won knowledge and expertise, to create continuity, and to accrue longstanding histories and traditions. As a community and professional society, you need to think about the next generation NOW, because the clock is ticking.

These are big challenges, too big to take on as individuals. But collectively the time has come, I believe, to shape your destiny and wield the influence that you've worked so hard to earn.



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## Feedback

Hi!

This may be the craziest email you receive today, but I'm hoping you may be able to help. Simply put, the local dairy farmers in Alaska are in trouble. The only buyer for their milk, the Matanuska Maid Corporation, is going out of business. There are a few other options in the works, but there will be at least a several months gap when the farmers' only choices are to dump their milk or slaughter their cows.

So why am I contacting you? Because I believe that if you scatter your seed widely enough, somewhere it just might take root. Sounds crazy, I know. But I was hoping you might have some solutions to all that beautiful raw milk going to waste, or worse. Thanks for listening.

I'm just a concerned Alaskan — not connected to the cows, or the government, or to any of the new ventures that hope to take over from Mat-Maid.

Heather Christensen,  
Eagle River, Alaska



### Mat Maid timeline

**1936** - The new Matanuska farm colony forms cooperative and opens creamery that turns most of the milk into butter.

**1940** - Ice cream production begins.

**1955** - Distribution center moved to Midtown Anchorage

**1962** - Matanuska Maid adopted as company name

**1983** - Declares bankruptcy

**1986** - State assumes ownership

**1986-1989** - Adds low-fat and regular cottage cheese, sour cream, low-fat and non-fat yogurts.

**1995** - Introduces refrigerated

orange juice. Milk, juice, water and yogurt offered in four-ounce containers for schools, military and other institutional buyers.

**1996** - Juneau gets Mat Maid products; GlacierYo cultured drink introduced in Southern California.

**2005** - After seven years of turning a profit, Mat Maid declares a loss of nearly \$180,000.

**2006** - Cooperative ends the year \$580,000 in the red

**June 2007** - State board orders creamery closed. Gov. Sarah Palin acts to keep the dairy open.

**August 2007** - Palin announces creamery will be sold. Board offers it for sale for \$3.35 million. No bids are received.

**Dec. 18** - Last scheduled day of milk processing for Mat Maid.

*Timeline courtesy of The Anchorage Daily News.*

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**Guest Speakers:** Sid Cook, Carr Valley Cheese; Steve Ehlers, Larry's Market, Milwaukee WI; Judy Creighton, Cheese Educator; Franklin Peluso, Franklin Peluso Teleme; Daphne Zepos, Essex Street Cheese Co. NY; Tami Parr, Pacific Northwest Cheese Project; Christine Maguire, Rinconada Dairy; Bill Boersma, Bravo Farms; David Evans, Marin Sun Farms; Keith Ellis, Oregon Culinary Consultant; Sam Mogannam, Bi Rite Market & Creamery; Sara Vivencio, The Cheese School of San Francisco; Ray Bair, Cheese Plus; Laura Werlin, Author; Janet Fletcher, Author; Mark Todd, The Cheese Dude; Juliana Uruburu, The Pasta Shop; Ellie Rilla, University of California Cooperative Extension; Holly George, University of California Cooperative Extension; Donna del Rey, Relish Culinary School; Laura Martinez, The Artisan Palate; Dana Leavitt, Whole Foods Sonoma; Lenny Rice, cookbook author.

Visit [www.sheanadavis.com](http://www.sheanadavis.com) for registration information and a schedule of events ★ Phone & Fax 707 935 7960 ★ [sheana@vom.com](mailto:sheana@vom.com)

Eat Responsibly

Act Locally

Respond Politically



continued from page 1 - Ireland

Douglas had our cheese at the Ryder Cup." She adds with good humor, "I hope they enjoyed it. We stayed up all night getting it ready for them and didn't charge enough to cover our costs." While the business methods might appall a Harvard business grad, there's a happy family making a comfortable living on this farm.

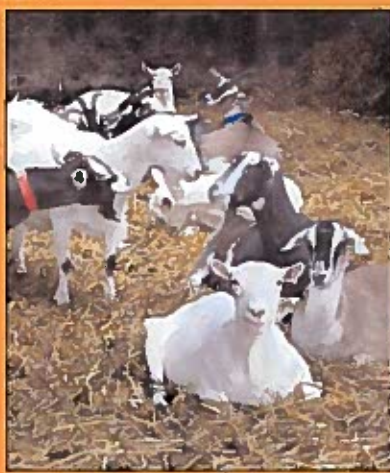
Also in County Cork, Mary Burns and her son Gerald make Ardahan Farmhouse, a semi-soft, washed-rind cheese made with vegetarian rennet. The milk comes from their herd of 140 Friesians; 75% of which is used for cheese production. The cheese is aged for 42 days and sold all over Europe.

It is served on the cheese trays in fine restaurants, like Ballymaloe House, where a 'trolley dolly' offers cheese as a final course to diners. It's included in the price of dinner. Begun by Myrtle Allen, Darina's mother-in-law and the original chef, the purpose was to promote local artisan cheeses. In fact, more than one diner orders a glass of port or liqueur as an accompaniment.

These two are just the tip of the iceberg. A visit to a farmer's market at Mahon Point in County Cork, yields a rich harvest of Irish cheeses at just one of the stalls. We nibble and taste: Coolea has a wonderful Gouda-like richness with a little more bite; St. Brigid's smear-ripened logs are smooth and dissolve on the palate; and you can almost taste the grass in Corleggy hard goat cheese from County Cavan.

Ireland's renaissance in artisan food is symptomatic of a need more and more consumers are expressing – to be connected in some way to what they eat, to eschew agribusiness and to be assured that their food is safe. "If you had talked about Irish food 20 years ago, people would have laughed at you," says Bracken. "It took chefs who had confidence in the produce and people who became concerned about food miles, to bring the whole issue of locally produced food into the minds of consumers. They have the confidence to do it. And when a chef says, 'We source only local products because we serve the best', it makes a huge impact."

One of these is Michelin-starred chef, Ross Lewis who uses local cheeses in his Dublin restaurant, Chapter One. He says, "At the end of the day, local food has authenticity and diversity and good nutritional value." He adds, "Artisan producers here don't get any tax breaks; the only thing that keeps them alive is their passion. Thank God for them!"



TopL: Ardsallagh's goats  
Bottom left: Jane Murphy and her daughters make the cheese and yogurt.  
Top R: Darina and Philip Dennhardt teach the class the basics of butter-making.

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### Benefits of annual membership may include:

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- 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

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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 • 455 South Fourth Street, Suite 650 • 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 \$90** • 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.