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What I Did On My Summer Vacation: (Again and Again...)

By Greg O'Neill

YEAR 1: MILWAUKEE, WISCONSIN

That first time, in 2004, was kind of a hardship to go, on so many levels. But I did, and boy, am I glad!

We were three weeks late from our planned opening – so the stress was high, the money was low and the trip was a sacrifice, to put it mildly. But I soon learned that I was far from alone. Making a sacrifice to attend the annual ACS conference was something that many did and I soon learned why.

Milwaukee is right up the road, but to a would-be retailer short on time, money and patience, it might as well have been 1,000 miles away. My partner Ken and I made it up for only one day. But attending the Festival of Cheese, meeting industry luminaries and, most importantly, a lot of folks like us, made it a trip worth taking. And who could resist stopping at the Mars Cheese Castle on the way back!

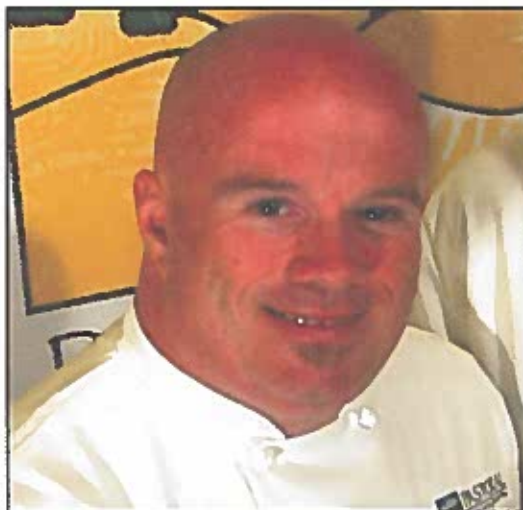
Those 24 hours were the shot in the arm that we needed, and Ken and I promised ourselves that at least one of us would do what it took to make it to the full conference the next year, regardless of the cost. Three weeks later, we opened our first store. Having met many of the people who toiled to make the wonderful small production cheeses we were serving, we had first-hand stories to tell and new cheeses to share. We had also met folks whose brains we picked and with whom we established connections that have lasted.

That was what passed for summer vacation in 2004 – short but sweet!

YEAR 2: LOUISVILLE, KENTUCKY

Reality bites. Despite our best efforts to get the two of us to Louisville, only one of us could get away in 2005, and I had been asked to participate on a retailer panel so I was the lucky one.

I felt a bit like a fish out of water, but never in my life have I felt so welcome so quickly. During my first day I met retailers – small and large, new and established



– from established dairy lands to emerging regions and everything in between. I met cheesemakers I knew and admired and folks I had never heard of, and I tasted amazing cheese from all over. I soon realized that the formal program of ACS is only the half of it. Enjoying a bourbon in the bar with new friends at the Seelbach was every bit as helpful and enjoyable as the sessions. The sessions were informative and topical in way that I couldn't get at home,

and with honesty and a generosity of sharing that I never experienced in Fortune 100 America. Folks did not view success as mutually exclusive and, as the Mastercard commercial says, it was "priceless." The cheesemaker dinner at Chef Edward Lee's 610 Magnolia was a night I will not soon forget, with brew masters, chefs, cheesemakers and retailers all living "high on the cheese."

Capping it all off with drinks and a BBQ at Judy Schad's beautiful farm, Capriole, was the icing on the cake. Here I met folks whose books I had read, who made cheeses I had savored and whose opinions and creations I greatly admired. Once again, I came back to Chicago inspired, invigorated and ready for more retail fun, applying what I had learned and making the most of the connections I had made. Ken and I made a pact that the next year we were going together!

YEAR 3: PORTLAND, OREGON

With a little under two years under our belt by summer 2006, though not appreciably richer, we planned our trip to Portland. We each wanted to take advantage of the program for our personal development, to continue to meet our industry. To go out into the country to visit producers was the perfect capstone!

As I learned, ACS seems to attract all the heat

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American Cheese Society

The ACS Quarterly Newsletter is published by ACS and contains articles and information pertaining to its members. Views of contributors do not necessarily reflect those of the ACS.

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A message from the president.....

Greetings ACS Members,

It has been a dynamic winter with weather, government, markets, economy and dairy. I, along with other colleagues, have found ourselves in a relentless cycle reviewing forecasts, make schedules, inventory and budgets, and adjusting them in anticipation of evolutionary economic times.

Perhaps I've touched a chord. I don't think I am alone in this process. There promises to be a lot of valuable information shared at the annual conference in Austin, Tx to help everyone find some answers. The conference is always a great place to reconnect with those you have met through the years and build new alliances. There is invaluable information slated for presentation this year and many more opportunities for networking and identifying challenges and opportunities in our industry for retailers, distributors and cheesemakers.

The conference programming is absolutely fantastic. A huge "thank you" to the conference co-chairs, Cathy Strange and Jodie Wische. They have worked diligently for many months with committee chairs, Kathleen Shannon Finn, Mary Keehn, and many enthusiastic volunteers – supported by devoted sponsors – to build a comprehensive conference packed with informed speakers and essential topics that represent our member surveys and the state of our industry in today's climate.

The conference will commence on Wednesday, offering a warm welcome back to CHEESEMAKER DAY! It has been a few years since we have had an industry specific day. Based on the content it looks like it will be an overwhelming success packed full of great information and experiences. In addition, favorites like the retail and farm tour and 'meet the cheesemaker' events will be featured as well as a crucial, timely short course on HACCP for both cheesemakers and cheese retailers. Those attending this will receive certification.

The captivating crew from Zingerman's deli will be offering their inspiring and motivating "Zing Train" teaching for retailers and there is a timely follow-up session to Accounting for Cheesemakers.

The next day commences with a keynote from Jim Hightower, national radio commentator and writer. His message promises to stimulate thoughts and ideas for business, community, government and environment and rouse our energy for the days to follow.

As we become more eco-conscious as an industry, topics such as green packaging, green approaches to business and sustainable business models for cheese makers, affinage, retail and distribution will prove important. And there is so much more: profitable retail strategies, the science of flavor, successes in affinage, politics of cheese, insights in operating in this economy and a new competition focused on merchandising. We thank Roth Kase-Emmi for the pilot sponsorship of this new competition – Cheesemongers look for details coming soon.

Planning for the acclaimed annual cheese judging and completion is underway and we graciously thank Atlanta Foods International for their continued platinum sponsorship. The American Cheese Society board is excited to host its first town hall meeting sponsored by Artisan Cheese Masters and moderated by Steve Jenkins. You are invited to bring your ideas and participate in committee reports and define ACS's strategic initiatives.

Each day culminates with a special themed event, from the Opening Reception to Dinner at Stubb's, and culminating in the Festival of Cheese.

We appreciate the generous sponsorship of these events by the three ACS 2009 Diamond sponsors: **Dairy Farmers of Oregon, Wisconsin Milk Marketing Board, and Whole Foods Market.**

Make your plans early to attend this valuable, comprehensive and meaningful conference, **Cheese in the Heart of Texas.**

I look forward to seeing you there.

David Gremmels
President



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

Dear Members,

This year we venture to the sunny Southwest to host our 2009 Annual Conference. For the first time in our history we will converge in Austin to celebrate "Cheese in the Heart of Texas." Conference planning has been placed in the capable hands of co-chairs Cathy Strange and Jodie Wische – both deeply rooted in the history of ACS. On behalf of the membership, thank you to these two for their hard work and long hours planning an enticing conference with outstanding content designed to help our members more than ever in these pressing economic times.

As the economy and surviving these tough times weighs on all of our minds, I want to assure you that American Cheese Society keeps the management of your membership dollars at the top of mind. As stewards of your association, the board is keenly aware that providing you with quality education, collaboration, networking opportunities and benefits is more important now than ever. That is why we are preparing to launch several new member benefits to help our members succeed on all levels of the industry.

The Social Networking Task Force has worked for several months to create

an American Cheese Society social networking community aimed at becoming the quintessential site for networking in the artisan cheese industry. Offering users the ability to blog, share photos and announcements and generally link us together with the latest and greatest industry goings on, this exciting project is due to launch next week so watch your inboxes.

Another member benefit that ACS has been investigating for several months is providing a platform for members to purchase health insurance – both individual and group. We all know that universal access to quality medical coverage is a greater problem than we can solve. However, our goal is to provide a link to better rates that benefit most members. We plan to announce the fruits of our efforts later this summer.

So check out the conference information in this newsletter and send in your registration forms! We can't wait to see you in Austin.

All best regards,
Marci Wilson



American Cheese Society

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Sponsorship

2009 ACS SCHOLARSHIPS

Cheesemaker, Student, Retailer and Chef!

Cheesemaker: Each year, the American Cheese Society awards conference scholarships to deserving cheesemaker members. Cheesemakers are our core, and we want to ensure attendance of as many cheesemakers as possible at our annual conference. Both full and partial scholarships will be awarded. A full scholarship recipient receives a complimentary ACS conference registration, four nights hotel and \$500 toward travel expenses to attend the conference, held this year in Austin, Texas, Aug. 5-8. The partial scholarships include complimentary ACS Conference registration, a \$425 value.

Student/Chef: In 2009 we are introducing two new scholarships – one full scholarship to a student member of ACS and one partial scholarship to a chef, a \$425 value for each.

These three categories of scholarships will be awarded based on need and merit. Use the essay requirement to let the committee know more about yourself, why you want to attend, and why you should be chosen! To learn more about requirements, contact ACS headquarters or download an application from the ACS website, www.cheesesociety.org. Applications are due by April 30, 2009. Winners will be notified soon after June 5 so that plans can be made. Complete your application and plan to attend to gain cheesemaking knowledge, learn sales tips and strategies, and network with those in our cheesemaking industry.

Retailer: The John Crompton Memorial Scholarship, created in honor of our friend and colleague, John Crompton, who passed away in August 2006, is earmarked for ACS members of the specialty food retail trade exhibiting enthusiasm and dedication to the cheese industry and a desire to further their education in the field. Selected recipient(s) will receive a complimentary conference registration and a one-year ACS membership. Also included is four night hotel reservations for the 2009 conference and need-based funding towards travel and meals. The deadline for application is May 1, 2009.

American Cheese Society

NEW MEMBERS

Please welcome new members in your area:

Angela Abdullah
Pastoral Artisan Cheese,
Bread and Wine
Chicago, IL

Frank Abralle
Vermont Water Buffalo Co.
South Woodstock, VT

Cort Ballard
Volpi Foods
St. Louis, MO

Wendy Buckley
Pug Cellars, LLC
Arlington, VA

Luke Buholzer
Klondike Cheese Company
Monroe, WI

Gary Corbett
Fair Oaks Dairy Products,
LLC
Fair Oaks, IN

Seana Doughty
Venissimo Cheese
Sacramento, CA

Gerhard Drechsler
Volpi Foods
St. Louis, MO

Richard Hayne
Philadelphia, PA

Glenn Hills Jr.
Greene Grape Provisions
Brooklyn, NY

Adisa Kalkan
Volpi Foods
St. Louis, MO

Jody Lagorio
C'est le Cheese
Sacramento, CA

Andrea (Andy) Maguire
Spotted Goat Farm
Red Rock, TX

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that Mother Nature can muster – even in temperate Northern Oregon! On this trip, the conference developed a rhythm – one part professional sabbatical, one part social/professional networking and one part well-earned vacation. We valued each part and they overlapped in so many ways. ACS had grown so meteorically from Louisville to Portland that the collective lot of us seemed to be in shock. All those folks who came to last year's conference promising to start making cheese or to open their little cheese shop had made good and showed up to retool for the year ahead. Those, like ourselves, who had weathered two years, discussed what lay ahead over a beer with others in the same boat. And we received the counsel of long-established colleagues. The recurring theme: openness, generosity and a sincere desire to help others (and our industry) to grow and prosper. A deeply satisfying (if downright sweltering) trip was perfected with wonderful trips to Rogue Creamery, Pholia Farm and a slew of excellent Oregon wine producers!

YEAR 4: BURLINGTON, VERMONT

2007 was another crazy year for us, and a true sacrifice was required to make it to the annual conference. Our second store was soon to open and we were up to our ears in sawdust. Ken was master of construction, so off to ACS I went.

Excited about the prospect of the conference coming to Chicago the following year, I was thrilled to be able to serve on the Conference Planning Committee, where I saw how much work actually goes into bringing these things to life. Suffice it to say that I got a true understanding and respect for the commitment that conference co-chairs give to their colleagues! But all that commitment paid off and the program was strong and informative, and the sense of community was real. ACS was now large, vibrant and trying to sustain its future. Vermont, one of my favorite places since childhood, delivered that

shot in the arm I needed – even in the tent or Shelburne Farms Barn in the 95 degree heat. Mother Nature sent the temperature soaring in time for ACS again!

YEAR 5: CHICAGO, ILLINOIS

Last year, the sacrifice was very different. I got to sleep in my own bed and did not have to get on a plane, but I had signed up to co-chair the conference after really attending it fully only three times. So much for easing myself in!

The sacrifice on the part of my co-chairs, our staff and their significant others was patent, but greatly exceeded by our pride and excitement to host the world of American Artisan Cheese in our own backyard. Backyard? Maybe. More like our rooftop downtown, where we dove into a kick-off of Burgers & Blues, welcoming whoever got into town early with our evening thank you for previous hospitality extended.

The economy had already taken a turn and the sacrifices to get away (especially for smaller producers/retailers) were even more acute than in previous years. Was 2008, our organization's 25th Anniversary, ACS's first true test of sustainability for the future?

While I chewed my nails and prayed for the best, having the conference in a larger, end-user market could prove to be a challenge. And while it was on the one hand, the inspiration came in droves. I saw our sense of community – sitting on a rooftop sharing laughs, stories and beers, over coffee between spirited sessions, or watching the delight of my employees and customers as they attended their first Festival of Cheese. Now I have a slew of employees who have told me what THEY are dying to do for their summer vacation this year. So look out Austin, this thing seems to be growing. You know where I'll be; ready to learn and rejuvenate with friends old and new. See you there!

Greg O'Neill is co-owner of Pastoral Artisan Cheese, Bread & Wine in Chicago, IL.

Fair Trade

By Liz Campbell

For about eight years, Michael Miller, owner and cheesemaker at Berkshire Cheese Makers LLC, sold his award-winning Berkshire Blue cheese to a Chicago distributor regularly. "He was always changing warehouses and carriers," says Miller. "But I valued his business. Sometimes it took a while, but I always got paid eventually until...."

When Miller's landlord moved out of town, he lost the use of a full-time shipping and receiving department so he had to change his usual distribution channel. He set up with a small regional distributor instead and sent a letter to all his customers. "This one called back; he was furious," says Miller. "And when my new distributor sent him the last order for \$3,000, he paid only \$500 on it." He adds with astonishment, "When we repeatedly asked him for the balance, he said he wouldn't pay because he didn't like our attitude!"

Miller didn't take this lying down. He went to the distributor's website and found 38 other cheesemakers he claimed to represent. So Miller set to work with his ACS directory and Google, and contacted all of them.

A few refused to discuss numbers, but told him that they have now cut off supplies, refusing to deal with someone who was so far in arrears. These include members of ACS like Dr. Pat Elliott whose sheep milk cheeses have won awards. "I cut him off in 2003. He is charismatic and convincing," she says. "And he did eventually pay me all he owed but he is far too slow for me!" However, she adds, I learned a valuable lesson. "I don't send people more cheese until they have paid for the previous order, unless I know them," she explains. "We check credit applications unless I know the buyer and know it is an established business. We

send invoices monthly and call people who are a couple of months behind."

Jeff Jirik of Faribault Dairy, an active member of ACS, was another of the cheesemakers who found themselves out of pocket when the same distributor defaulted. "Miller contacted us to ask about our experience. He is doing a real service to small cheesemakers," he said. "And this is a great example of how being a member of ACS can be a big help in being made more aware of such issues."

Of the 38 Miller contacted, 18 responded quickly indicating that they had provided more than \$39,000 worth of cheese that hadn't been paid for and

were in arrears for more than six months. No one cheesemaker was owed more than a few thousand dollars. But that number is rising each day as more people respond—Miller says it currently stands at \$47,100.

John Fiscalini, another award-winning ACS member, dealt with this same distributor until he defaulted on \$6,500 worth of cheese.

When pressed for payment, "He said some very unpleasant things about my sales staff and stopped ordering ...and payment," says Fiscalini. "After legal letters, he eventually paid about \$500 per month but then stopped completely, leaving a balance owing of \$1,000." He feels distributors like this one take advantage of the trusting nature of cheesemakers. And, he says, he has lost more than the original sum, "This doesn't count interest at all; I have lost the use of the money for a couple of years as well."

In fact, Miller points out, the \$47,100 figure represents the wholesale price. He gets \$7.50 per pound for his own cheese which retails in Beverley Hills for \$30. So this distributor—the middle man between



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American Cheese Society

New Members Cont'd

Gary Marshall
Cultura Cheese Company
San Jose, CA

Laura Murphy
Middlebrook Cheese Co.
Middlebrook, VA

Cesar Olivares
Pastoral Artisan Cheese,
Bread & Wine
Chicago, IL

Lorenza Pasetti
Vicki Pavy
Volpi Foods
St. Louis, MO

Cathy Power Pattisall
The Cheese Shop of
Virginia, Inc.
Williamsburg, VA

Chuck Pruett
Greenlife Grocery
Chattanooga, TN

Lois Reichert
Reichert's Dairy Air
Knoxville, IA

Christopher Roelli
Roelli Cheese Company Inc.
Shullsburg, WI

Josef (Joe) Rudat
GreenLife Grocery
Chattanooga, TN

Beth Sammon
Faribault Dairy Company,
Inc
Faribault, MN

Bob Sweitzer
Cooperstown Cheese
Company
Milford, NY

Sharon Tomaselli
Cooperstown Cheese
Company
Milford, NY

Chad Underwood
Greenlife Grocery
Asheville, NC

NEW MEMBER

By Liz Campbell

Frank Abralle was born in Frosinone, Italy, "a half hour from the water buffalos." He grew up eating fresh mozzarella made from the milk of those buffalos, and like many of Italian origin, believes mozzarella made with the milk of water buffalos is the most delicious.

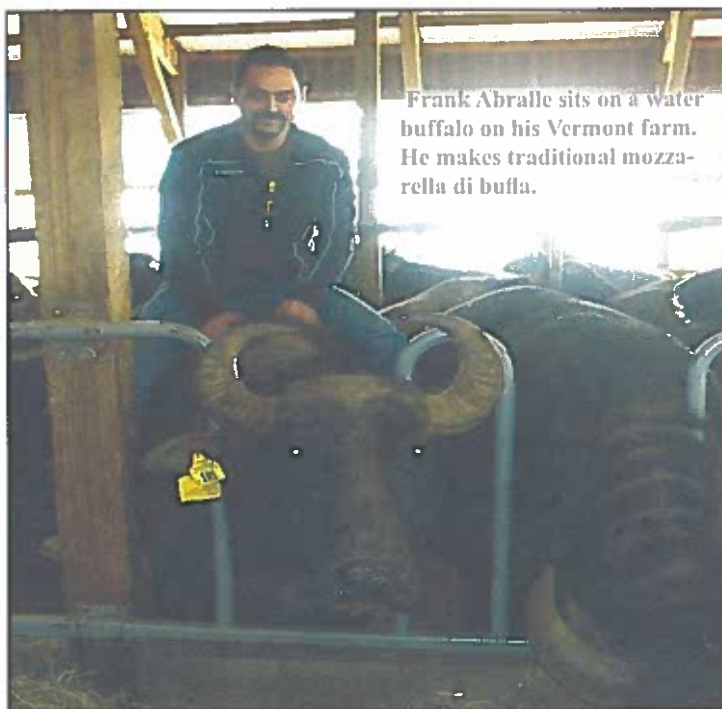
Frank was living in Toronto when he and his sons, Vince and Paul, decided to build a water buffalo farm in King City, just north of the city. In the midst of acquiring stock from Australia and Arkansas, however, he discovered that Woodstock Water Buffalo Farm in Vermont was for sale.

He didn't hesitate. He bought the farm and the 700 strong herd. About 100 of the young females have been sent to a Quebec farm and the hope is that these will be ready to produce in a year.

Frank tends the herd himself. "You have to have the right consistency of feed and the right people looking after the animals," he says. "That's where I spend my time." Water buffalo have a reputation for being difficult to milk but Frank demurs. "They are very gentle. If you let them mix with people inside, they're like pets," he explains. "If you leave them outside all the time, they become wilder and harder to handle."

The Woodstock farm is one of only three water buffalo dairies and the largest water buffalo farmstead creamery in America. Theirs is a family operation. Vince and Paul are in charge of making cheese and yogurt. Indeed, recently Vince went to Italy to study traditional methods of making buffalo milk cheese. And one of his professors is returning to ensure that they are making theirs as authentically as possible.

In the meantime, they have already begun



Frank Abralle sits on a water buffalo on his Vermont farm. He makes traditional mozzarella di bufala.

production of fresh mozzarella and yogurt. The cheese is made Thursday night, then travels to New York City's Greenmarket in time for the 6 a.m. opening. Many New York chefs have become regular customers. "Fresh Mozzarella is like fresh bread," says Frank. "It's best the first day – the fresher it is, the better it is."

They are also making Asiago, Romano, Parmesan and Stracchino cheese at their creamery. And their yogurt, which needs no preservatives, can be found at Whole Foods and a host of other stores.

Frank joined ACS last year in order to network and meet other cheesemakers. One outcome was that they are now aging parmesan cheese at Jasper Hill's caves in Vermont. But they haven't entered their cheese in the competition. "I'm waiting to see how it turns out when the professor comes," says Frank. "If I'm happy with the result, we'll be there."



New research from the University of California, Davis apparently indicates that anyone who eats cheese first will find it nearly impossible to distinguish the subtle tastes which are the hallmarks of a quality wine. According to a report in *New Scientist*, UC Davis scientists Bernice Madrigal-Galan and Hildegard Heymann, the taste of cheese suppresses the flavors of most wines.

Trained wine tasters were presented with four varieties of cheap and expensive wine. The strength of flavors and aromas in each type of wine was tested by the tasters, both alone and preceded by eight different

Wine and Cheese

cheeses. Berry and oak flavors, as well as sourness and astringency, were suppressed by the taste of the cheese. The only flavor that was enhanced was butter, probably because cheese contains the molecule which is responsible for a buttery wine aroma.

Chardonnay from the Burgundy region of France or California's Carneros District is one wine which has a buttery aroma and flavor. Bourgeron is another such. So if you want to eat cheese with wine, it appears one of these would be the best choice. Their research revealed that the flavor of wine is suppressed more by stronger cheese. So, if you host a wine and cheese party, serve cheaper wine and your guests probably won't know.

CHEESE IN THE HEART OF TEXAS CELEBRATING 20 YEARS

REGISTRATION INFORMATION



AUGUST 5-8, 2009 • AUSTIN, TEXAS

Amelia Sweethardt

Thursday Opening Keynote



Jim Hightower

National radio commentator, writer, public speaker and author of the book, "Swim Against The Current: Even A Dead Fish Can Go With The Flow," Jim Hightower has spent three decades battling the Powers That Be on behalf of the Powers That Ought To Be - consumers, working

families, environmentalists, small businesses and just plain folks. Twice elected Texas Agriculture Commissioner, Hightower believes that the true political spectrum is not right to left but top to bottom, and he has become a leading national voice for the 80 percent of the public who no longer find themselves within shouting distance of the Washington and Wall Street powers at the top. Hightower is a New York Times best-selling author. His newspaper column is distributed nationally by Creators Syndicate. Hightower frequently appears on television and radio programs, bringing a hard-hitting populist viewpoint that rarely gets into the mass media.

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Available online at www.cheesesociety.org

HIGHLIGHTS

Wednesday

NEW! Cheesemakers and Retailers Day

Kick off the conference with in-depth, focused sessions designed for cheesemakers and retailers alike. Details of this special addition to the conference program are on the following page.

Cheese in the Heart of Texas Takes to the Road!

Sponsored by Central Market

Tour the finer cheese sites around the Austin area. Amelia Sweethardt will host a tour of Pure Luck Dairy, minutes outside of Austin. Her family's 100 goats service the greater Austin area with award winning cheeses. Central Market, our tour sponsor, will provide a chef-prepared picnic-style lunch box as you tour their flagship store, sample from each department and take in the incredible open-air Austin patio. Whole Foods Market, a leader in natural and organic since 1980, will host our visit to their flagship Lamar location, which is also home to their global support offices.

Friday

NEW! Merchandising Competition

Sponsored by Roth Käse - Emmi USA

Merchandising is a skill! The sexier the display, the better the cheese sells. This competition is targeting retailers who display the highest level of merchandising expertise. A contest around specific criteria showcasing the best models of proficiency will be on display for you to enjoy! Lowe Refrigeration provides the cases and our competitors provide the skill for this soon-to-be classic competition.

Saturday

NEW! Town Hall Meeting

Sponsored by Artisan Cheese Masters of America

The Town Hall meeting format creates a lively, inviting and interactive environment where the members and board participate in meaningful dialogue addressing ACS current direction and relevant issues. Steven Jenkins, an ACS Lifetime Achievement Award recipient, will moderate the question and answer session where everyone will have the opportunity to engage the board one on one. Ask your questions, share your thoughts and walk away with a clearer understanding of the inner workings, current path and future goals of the American Cheese Society.

Festival of Cheese

Sponsored by Whole Foods Market

Experience the culmination of a week of celebrating the best of American cheese! The premiere cheese event in the United States showcases all of the cheeses entered in the annual cheese judging and competition. Described as "the most outrageous display of cheeses ever experienced," you have to see it to believe it. Whole Foods Market invites you to join in this amazing celebration!

2009 SPONSORS

(as of Friday, April 13, 2009)

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In-Kind

The Steritech Group

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Networking Salon

DPI Specialty Foods

Forever Cheese

Supporting Trade Equipment Suppliers

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New England Cheesemaking Supply Company

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Supporting Trade Wine & Spirits

Rogue Ales, Reserve Flight

Jackson-Triggs Icewine, Premium Flight

Festival Marketplace

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Columbus Foods
DPI Specialty Foods
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John Wm. Macy's CheeseSticks

Le Panzanella, LLC
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Mt. Vikos
Partners, a tasteful cracker

Cheese Board I

Beecher's Handmade Cheese

Cabot Creamery Cooperative

Redwood Hill Farm & Creamery

Cheese Board II

Beehive Cheese Co.
Cowgirl Creamery
Crave Brothers Farmstead Cheese
Cypress Grove Chevre

Delice de la Vallée &
The Epicurian Connection
Faribault Dairy
Laura Chenet's Chèvre

Rogue Creamery
Uplands Cheese Co.
Vermont Butter & Cheese Company
Widmers Cheese Cellars

Friends of ACS

Jane & Dan Carter
Cheese Underground Blog

The Cheese Works Ltd
Nelson-Jameson

Ig Vella

Register today at www.cheesesociety.org Questions? (502) 574-9950



Wed., Aug. 5

Steritech Cheesemaker Session

This three hour training is designed to help cheesemakers understand what is required to develop a HACCP program and the necessity of implementing pre-requisite programs. Instruction includes assessing the hazards associated with manufacturing raw milk cheeses, thermalized cheeses and pasteurized milk cheeses.

Waste Management - Going Green

We all want to do what we can to lessen our footprint and dispose of our dairy and cheese wastes in the best possible way. Our panelists will share a variety of innovative solutions for managing and improving our environmental footprint.

Intern Programs - Do They Work?

An option for help in the dairy or on the farm, intern programs have worked for many cheesemakers, but aren't for everyone. Learn how it is a way to give training and share expertise while benefitting from enthusiastic help.

Sharing Financials Without the Numbers

Get an update on last year's discussions of Financials Without the Numbers.

Thurs., Aug. 6

Soft-Ripened Cheese From Production to Consumer

Walk through the production process from milk source to packaged goods. Learn from three industry producers of cow, goat and sheep milk what they have done to keep their rinds bloomy and their product consistent.

First Timers Track - Cheesemakers

So you want to make cheese... now what? Hear personal experiences of the steps necessary to take a vision into reality. Come away understanding business models that work and where to find technical advice.

Cheesemonger Strategies

So many cheeses, so little room! Learn from small, medium and large sized retailers what strategies they employ to create successful and profitable cheese cases.

Fri., Aug. 7

Raw Milk Cheese From Farm to Table

Learn the protocols for producing, transporting, storing and retailing raw milk cheeses. Hear the results of a study focused on Consumers Preference for Raw Milk Cheese.

Affinage - Featuring Herve Mons

Learn what traditional affinage truly is from international and domestic experts who will also explain the differences between affinage and aging. Take advantage of this opportunity to ask questions about your own issues with affinage and aging and how to improve your business.

Economic Strategies in a Down Market

The answer is YES, WE CAN! Share experiences and insights that support successful strategies to address the current economic challenges.

Sat., Aug. 8

Characteristics of Milk

Learn from the experts the different flavor profiles and characteristics of sheep, goat and cow's milk.

Cheese at Retail - Published Studies

Hear from published academics who have conducted studies on Displaying Cheese Safely at Retail, The Role of Retail Cheesemongers and more.

Building Grass Roots Momentum

Discover the effectiveness of regional grass roots efforts by innovative people and companies who have helped create a buzz with consumers about cheese.

Ripened Cheeses - Aging Rooms

Hear an experienced panel focus on the production of ripening cheese. Topics include the care and feeding of ripened cheese, molds, their requirements, conditions, facilities design and more.

Identifying and Describing Flavors

Participate in a facilitated tasting and have an open discussion about the flavors, how to describe them and how to recognize various attributes and faults.

Zing Train Retailer Session - Featuring Ari Weinzwelg

Zingerman's has developed an approach to training that supports employee and organizational success, without creating a bureaucracy of extra staff and lots of paperwork. This seminar will give you a step-by-step approach and the tools you need to get started.

Steritech Retailer Session

This three hour training session is designed to help cheesemongers understand what is required to retail cheese products safely by identifying Critical Control Points in a HACCP program and the necessity of implementing pre-requisite programs.

Getting Off the Grid - Green Conversion

Can we all get off the grid? This panel of presenters has done it. Hear them describe what it takes.

Mexican Artisan Cheese

Who are the Mexican producers and what are they doing? This is a unique opportunity for us to showcase what is being done south of the border with traditionally produced products.

Starter Culture Cocktails - Featuring Val Bines

Learn about the mother cultures in the make room and their effects on the finished goods. Re-discover traditional heritage cultures. Are the necessary ingredients in this country to make the cheeses we envision? What is "forced aging" and its impact on cheesemaking today?

The Educated Palate

Do you have good taste? Learn what we taste and why we taste what we do. The aesthetic sensory aspects and science of flavor will be explored.

Politics of American Cheese

How does the block market work and how does it affect cheese pricing? What are the factors that impact the economy of American cheese?

Marketing to the Media

How do you prepare your company to market effectively? The panel will be structured to help cheesemakers and retailers understand the value and cost associated with marketing to the various forms of media.

Chef Smart

Hear from four local chefs on how they use and cook with American cheese. Hear about their challenges in sourcing, what they need from cheesemakers and distributors.

Cheese and Chocolate

Just when you think you've done it all - here is the new direction from artisanal chocolate producers - experience pairing their creations with a variety of our American cheeses.

Texas Terroir

Local Texas artisan cheesemakers and microbrewers mix it up. Taste Texas Terroir when the brewmasters and cheesemakers pair their unique specialties.

★ ★ Special Events ★ ★

Wednesday

Meet the Cheesemaker

Meet the Cheesemaker returns to offer another opportunity for distributors, restaurateurs, editors, retailers and enthusiasts to meet and greet the cheesemaker members of the association. This is a chance to establish business contacts, while sampling the finest specialty and artisanal cheeses from across North America.

Thursday

Opening Reception

Sponsored by Dairy Farmers of Oregon

Once a year the passionate group of cheesemakers, retailers, distributors and aficionados get together to honor the best of American cheese producers and learn about the new developments in the industry. The opening reception is a great time to meet friends, new and old, and to share in all of the accomplishments of the past year. The Dairy Farmers of Oregon host this kick-off party and welcome you to the conference.

Friday

Dinner at Stubb's

Sponsored by Wisconsin Milk Marketing Board

Come join the "I love Stubb's Club" with the Wisconsin Milk Marketing Board. Stubb's is a local BBQ joint known for 2-things: Legendary BBQ and Legendary Music. Willie Nelson to the Pretenders have played here and even Tom T: Hall has written a song that tells the story of a game of pool taking place in this amazing venue. Let's "Keep Austin Weird" by supporting the local spots!

Sunday

Cheese Sale

Be sure to stick around to snag some of the best souvenirs from the 2009 conference. The annual Cheese Sale is your last chance to take home a piece of handcrafted cheese entered into the ACS Competition so you can own a tasty memory of the conference. This sale gives attendees and locals a chance to buy fantastic cheeses at head-turning prices. Proceeds from the sale will benefit the ACS Cheesemaker Scholarship Fund.



Registration Information

August 5-8, 2009 - Austin, TX

Please complete all information and return this form to:
455 South Fourth Street, Suite 650
Louisville, Kentucky 40202 USA
Phone: (502) 574-9950
Fax: (502) 589-3602
Email: acs@hqtrs.com
www.cheesesociety.org

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Member ID: _____
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Confirmation Date: _____
☐ Fax ☐ Mail ☐ Online

☐ Mr. ☐ Ms. ☐ Mrs. Full Name: _____

Nickname for Badge: _____

Position/Title: _____

Company Name: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____

Country: _____

Phone: _____

Fax: _____

E-Mail: _____

Web Site Address: _____

Attendance Policy

Attendance at the annual conference is open to those who maintain current membership in ACS. If you are not currently a member of ACS, you must return a completed membership application in order to attend the conference. You may submit a membership application along with this registration form or join ACS online at www.cheesesociety.org. To request a membership application, contact Shelley Douthitt at (502) 574-9950 or sdouthitt@hqtrs.com.

Please check all of the boxes that apply

- ☐ I am a new ACS member. ☐ This is my first ACS Annual Conference. ☐ I am a full-time member of the press/media.

Special Services

- ☐ Please check here if you would prefer ovo-lacto vegetarian meals.
☐ Please check here if you require special accommodations to participate fully. (Attach a written description of your needs.)

Please indicate below the category that best describes your primary area of professional activity. (Select only one.)

- | | | | | | | |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|--|---------------------------------------|--|
| <input type="radio"/> Academic | <input type="radio"/> Association | <input type="radio"/> Broker | <input type="radio"/> Butter Maker | <input type="radio"/> Cheesemaker | <input type="radio"/> Cheese Educator | <input type="radio"/> Chef/Caterer |
| <input type="radio"/> Consultant | <input type="radio"/> Dairy | <input type="radio"/> Distributor | <input type="radio"/> Enthusiast | <input type="radio"/> Importer | <input type="radio"/> Marketing | <input type="radio"/> Public Relations |
| <input type="radio"/> Retailer | <input type="radio"/> Student | <input type="radio"/> Trade Pub | <input type="radio"/> Writer/Author | <input type="radio"/> Other (please specify) _____ | | |

EMERGENCY CONTACT (Please provide the following in case of an emergency during the conference.)

Name: _____

Daytime Phone: _____

Evening Phone: _____

REGISTRATION FEES (Primary Attendees Only)

To ensure that your registration is received in time for advance processing, forms should be postmarked no later than July 14, 2009. After that date, registrations will only be accepted and processed at the ACS Conference Registration Desk and only at the Late Registration price. To expedite on-site registrations, please bring your completed form. Registration packages and additional ticket sales will not be processed without full payment at the time of registration.

Day Pass Registration Packages

A one-day registration package is available to ACS members for each of the conference days and provides access to all workshops, general sessions, breakfast, lunch, breaks and events included as part of the daily conference agenda. All official general sessions, seminars and conference events for the day that the pass is purchased are included as part of the day pass registration, with the exception of the tour on Wednesday. Please indicate your seminar and event choices for the day you select.

Regular Rate \$240

- ☐ Wednesday, August 5 Only (Includes Registrant's Meet The Cheesemaker Admission)
☐ Thursday, August 6 Only
☐ Friday, August 7 Only
☐ Saturday, August 8 Only (Includes Registrant's Festival of Cheese Ticket)

Late/On-site Rate \$265

- ☐ Wednesday, August 5 Only (Includes Registrant's Meet The Cheesemaker Admission)
☐ Thursday, August 6 Only
☐ Friday, August 7 Only
☐ Saturday, August 8 Only (Includes Registrant's Festival of Cheese Ticket)

Full Conference Registration Packages

The Full Conference registration fee covers all presentations, workshops, social events and meals that are planned as part of the conference agenda, beginning on Wednesday, August 5 through Saturday, August 8, including the Festival of Cheese. The fee does not include the tour on Wednesday.

EARLY Registration (postmarked no later than June 12)

☐ \$425

REGULAR Registration (postmarked June 13-July 6)

☐ \$525

LATE Registration (postmarked July 7-July 14)

☐ \$695

Full or Day Pass Registration Fees Total: \$ _____

NEW! WEDNESDAY CHEESEMAKERS AND RETAILERS DAY / TEXAS CHEESE TOUR (Primary Attendees Only)

Please indicate your planned attendance and choice of seminars below. By making your selections in advance, you help us with planning for adequate seating, printed materials and unnecessary wastes of natural and financial resources. The tour below may be purchased separately and is not included in any of the registration packages.

AM Sessions, 8:00 a.m.-11:30 a.m.

- ☐ Steritech Cheesemaker Session
☐ Waste Management/Intern Programs/Sharing Financials
☐ Zing Train Retailer Session

PM Sessions, 1:00 p.m.-4:30 p.m.

- ☐ Ripened Cheeses/Identifying Flavors
☐ Steritech Retailer Session

8:00 a.m.-3:00 p.m.

- ☐ Cheese in the Heart of Texas Tour \$50

Tour Total: \$ _____

Continued on back ►

Copy this form to keep the information on hand after you've submitted your registration.

FIRST TIME ATTENDEE / NEW MEMBER RECEPTION**Thursday, August 6, 5:30 p.m. - 6:30 p.m.**☐ First Time Attendee / New Member Reception *(Please note: The event is open only to new ACS members and those attending an ACS conference for the first time.)***CONCURRENT SESSIONS (Primary Attendee Only)**

Please indicate your planned attendance and choice of seminars below. By making your selections in advance, you help us with planning for adequate seating, printed materials and unnecessary wastes of natural and financial resources.

Rank your concurrent session choices 1-3 in order of preference, 1 being most preferred and 3 being least preferred. ACS will do its best to accommodate your choices. An official confirmation letter from ACS, which indicates your session assignments will be sent to you. See session description online.**Thursday, August 6, 10:15 a.m.-12:15 p.m.****1st 2nd 3rd Session**

- ☐ ☐ ☐ Soft-Ripened Cheese From Production to Consumer (Tasting)
- ☐ ☐ ☐ First Timers Track for Cheesemakers
- ☐ ☐ ☐ Cheesemonger Strategies

Thursday, August 6, 2:15 p.m.-4:15 p.m.**1st 2nd 3rd Session**

- ☐ ☐ ☐ Getting Off the Grid - Green Conversion
- ☐ ☐ ☐ Mexican Artisan Cheese (Tasting)
- ☐ ☐ ☐ Starter Culture Cocktails

Friday, August 7, 8:00 a.m.-10:00 a.m.**1st 2nd 3rd Session**

- ☐ ☐ ☐ Raw Milk Cheese From Farm to Table (Tasting)
- ☐ ☐ ☐ Affinage
- ☐ ☐ ☐ Economic Strategies in a Down Economy

Friday, August 7, 1:45 p.m.-3:45 p.m.**1st 2nd 3rd Session**

- ☐ ☐ ☐ The Educated Palate (Tasting)
- ☐ ☐ ☐ Politics of American Cheese
- ☐ ☐ ☐ Marketing to the Media

Saturday, August 8, 8:00 a.m.-10:00 a.m.**1st 2nd 3rd Session**

- ☐ ☐ ☐ Characteristics of Milk (Tasting)
- ☐ ☐ ☐ Cheese at Retail - Published Studies
- ☐ ☐ ☐ Building Grass Roots Momentum

Saturday, August 8, 2:00 p.m.-4:00 p.m.**1st 2nd 3rd Session**

- ☐ ☐ ☐ Chef Smart
- ☐ ☐ ☐ Cheese and Chocolate (Tasting)
- ☐ ☐ ☐ Texas Terroir (Tasting)

FESTIVAL OF CHEESE - SATURDAY, AUGUST 8**This event is included in the Full Conference and Saturday Day Pass registration packages. If you wish to purchase additional tickets, this event is also open to non-registrants and to the public.**ACS Members and their invited guests not attending the conference. ☐ \$60 (each) Number of Tickets _____ Festival of Cheese Total: \$ _____**SPOUSE/GUEST OPTIONS**

For spouses or guests of Full Conference and Day Pass registrants, individual tickets are available for the following meals and optional events. Please indicate the additional tickets desired, the full name of your guest and include the additional fee along with your remittance.

Spouse/Guest Name (required): _____

Company Name: _____

Address: _____ City: _____ State/Province: _____ Zip: _____

WEDNESDAY, AUGUST 5

- ☐ Cheese in the Heart of Texas Tour - \$50
- ☐ Lunch - \$50
- ☐ Meet the Cheesemaker - \$35

THURSDAY, AUGUST 6

- ☐ Breakfast - \$40
- ☐ Lunch - \$50
- ☐ Opening Reception - \$85

FRIDAY, AUGUST 7

- ☐ Breakfast - \$40
- ☐ Business Meeting Lunch - \$50
- ☐ Dinner at Stubb's - No Charge

SATURDAY, AUGUST 8

- ☐ Breakfast - \$40
- ☐ Lunch - \$50

Spouse/Guest Options Total: \$ _____

SUMMARY OF PAYMENT

Please indicate totals on the appropriate lines. This registration form shall serve as your invoice. All fees must be paid in U.S. dollars and must accompany the registration form. Please note deadlines on page one with regard to full conference registration fees; registrations will not be processed without correct payment.

REGISTRATION FEES TOTAL: \$ _____

WEDNESDAY TOUR TOTAL: \$ _____

FESTIVAL OF CHEESE TICKET TOTAL: \$ _____

SPOUSE / GUEST OPTIONS TOTAL: \$ _____

GRAND TOTAL: \$ _____☐ Check/Money order payable to ACS enclosedPlease charge my: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card Number _____

Expiration Date _____

Signature _____

CONFIRMATION POLICY:

Conference registrations will be confirmed once your completed form has been fully processed. ACS will send you an initial email informing you that your registration form has been received. Following this email, ACS will process your registration form. A confirmation letter will then be sent to you that indicates your complete conference itinerary.

CANCELLATION POLICY:Written notice of cancellation must be received at ACS Headquarters no later than **Friday, July 24**, in order to receive a full refund less a \$75 processing fee. There will be no refunds for cancellations after this date. All refunds will be processed after August 31, 2009. **No shows will be charged at the full conference rate.**

Copy this form to keep the information on hand after you've submitted your registration.

MEMBER NEWS

The Cheese School of San Francisco is offering a Three-Day Intensive Cheese Education Program aimed at working and aspiring cheese and other food professionals. Led by **Daphne Zepos** who has previously taught 'Master Class' programs at Artisanal Premium Cheese Center in New York City, the program at The Cheese School will run May 3 to 5 and is designed to equip attendees with the knowledge they need to procure, sell, care for and serve premium cheeses at a professional level. The Three-Day Intensive includes modules covering the history and techniques of cheesemaking, milk types and cheese classification, affinage, regional specialties and variations, flavor profiles and food and beverage pairings, proper care and handling of cheese, service and presentation, and other related topics. Registration is limited to 20 students. The cost (\$980) includes all classroom instruction, an opening night dinner, two breakfasts, two lunches, and classroom as well as take-home materials. Call or visit online: 415-346-7530 or www.cheeseschoolsf.com/curriculum/intensive.html.

Crave Brothers Farmstead Classics won the Best of Class Award for Retail Packaging for 8-ounce Petit Frère cheese at the 2009 U.S. Championship Cheese Contest. The keepsake, round wooden box is decorated with original artwork depicting a young boy and a cow.

The Dairy Business Innovation Center and the Babcock Institute are helping to sponsor a young Wisconsin cheesemaker's trip across Ireland, England, Germany and Switzerland as he spends two months learning Old World traditions through the Wisconsin Dairy Artisan Research Program. Jon Metzger grew up on top of his family's cheese factory, Union Star, near Fremont, Wis. He earned his cheesemaker's license while still in high school, then obtained a degree in Agriculture Business and Food Science at UW. He currently works as a cheesemaker at **Crave Brothers Farmstead Cheese** near Waterloo, Wis., and hopes to learn more about traditional cheese making – especially washed rind cheese. He will spend seven weeks at Gubbeen Cheese in West Cork, Ireland, working with Giana and Tom Ferguson, and will then visit cheddar factories in Somerset, England to learn more about bandaged cheddar. The trip concludes with visits to local cheese factories, affinage facilities and dairy farms in Switzerland and Germany. Visit So You Want to Be A Cheesemaker, at: <http://cheesemakerjournal.blogspot.com/>; the blog allows Jon to share his findings with the industry.

Everona Dairy's new creamery and store are scheduled

to open this May. To celebrate, **Dr. Pat Elliott** has created a new cheese - Blue Ridge - a semi-soft blue cheese made with the same sheep milk used in their other cheeses.

Thanks to some experimentation and a little "goofing around," **Faribault Dairy Co.** has created three new cheeses. **Jeff Jirik** describes the process of making new cheese varieties as being like a piano keyboard – you have to pair the right things together to form a chord in the flavor palate. The newest version of St. Pete's Select blue is soaked, bathed and spritzed with Summit Winter Ale. A second new cheese – Wisconsin cheddar that spends up to 14 months in the dairy's sandstone caves for additional aging – is called Fini. The third is a combination of St. Peter's Special and premium Vermont cheddar from the **Grafton Village Cheese Co.** The layered cheese is called Grafton Duet and takes three to four weeks to meld. The three cheeses sell for between \$15 and \$22 per pound. Grafton Duet is available online at grafftonvillagecheese.com; Fini and Winter Blues are available in **Lunds and Byerly's** stores.

Finger Lakes Dexter Creamery has recently been awarded the "Animal Welfare Approved" seal for high-welfare animal husbandry. This is a free certification



Rose Marie Belforti

granted to family farmers adhering to the high animal welfare husbandry standards outlined by the non-profit program. Accredited farms use the logo on their products, assuring consumers that the animals were raised humanely on pasture and allowed to exhibit natural behavior with minimal environmental impact. Animal Welfare Approved is "setting the standard for how farm animals should be taken care of," according

to Robert. F. Kennedy, Jr. and was recently endorsed by the World Society for the Protection of Animals as having "the most stringent" animal welfare standards of any third-party certifier. **Rose Marie Belforti** raises her herd of Irish Dexter cattle, one of the world's smallest breeds, on pasture and allows calves to stay with their mothers until they are weaned. She keeps a small herd so that she can do everything by hand. The dairy's premier product is its Kefir cheese, currently the only cheese made in America cultured from Kefir grains, a matrix of living microbial lactic bacterium and yeasts that have been used for centuries to culture milk. The cheese is naturally pro-biotic and easily digested.

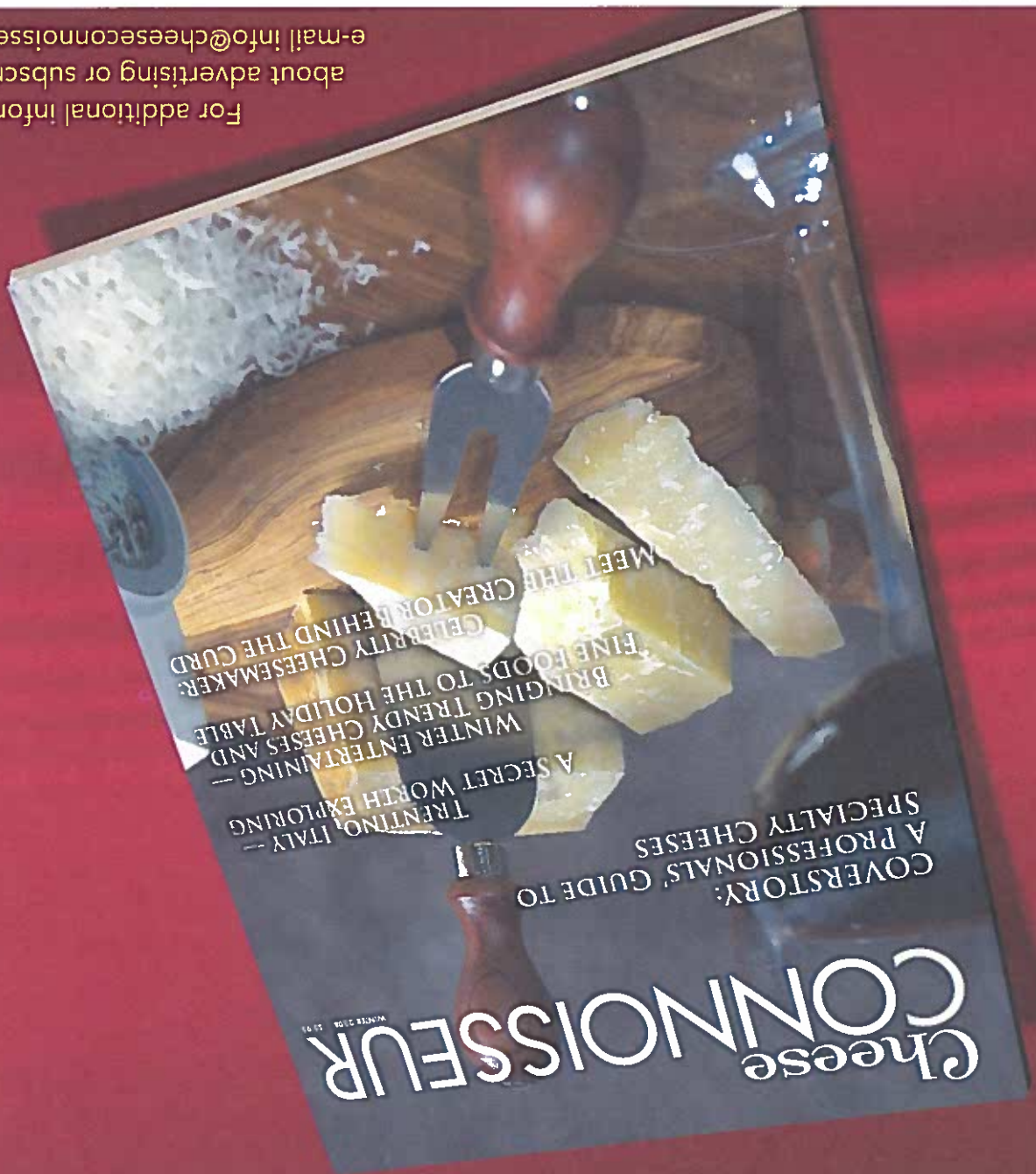
Jackie Rebideau of **Fromage to Yours** is hoping to establish an American Artisan Cheese Festival in Denver. She wants to determine the interest in such an event. Currently, she is looking at Oct.10, 2009, as the date

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Premier Issue Now Available

A new lifestyle publication for cheese enthusiasts and industry professionals. Available in retail stores around the country.

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cheesemaker and retailer — has patently done very well from the labors of a large number of small producers.

Miller was determined to stop others from making the same mistake. He sent out a "Dealer Alert" to a large number of cheesemakers to warn them. As a result, he has been threatened with a lawsuit. Undaunted, he is continuing his crusade. "After all, we pay for milk and rent and salaries up front, and we have 30 days on utilities," explains Miller. "I feel as if I've been mugged!"

Sadly, this distributor isn't alone. "I have every reason to believe there are others out there with the same MO of building trust and then placing a large order with no intention of paying for it," Miller added. "I'm looking into two others whose names have come up in my telephoning and e-mailing around."

Miller suggests ACS could serve as a central clearing house by maintaining a directory of the vast majority of reputable distributors who pay on time and treat their cheesemaker clients fairly. "I'd be happy to supply the names of the 12 with whom I work, and to whom I am very grateful," he said.

Indeed, most cheesemakers agree that most distributors are fair. Dr. Elliot says, "This is only the second person who has been that way with me [the first was actually a restaurant who purchased her cheese and closed leaving her out of pocket]. It's unfortunate because distributors like him do a disservice to others who treat cheesemakers fairly."

If you would like to contact Mike Miller to assist him with his research, he can be reached at: office@berkshireblue.com

Lessons Learned

By the cheesemaker

Jeff Jirik of Fairbault Dairy offered the following:

While we still choose to trust people by nature we've realized that:

- 1) It's not only "okay" but plain good business to require new customers requesting terms to fill out a credit application including bank and trade references
- 2) It's okay to ask for an advance payment on their initial order — if they have worked with small cheesemakers successfully in the past they should understand
- 3) If you aren't firm on your credit terms (e.g. account current prior next ship) you will get burned sooner or later.

While we would all prefer to be "nice" and not bring up money issues with our customers, the fact is that in order to be sustainable we have to be profitable long term. Bad characters like the one in this article are especially devastating to small companies and here's why: Let's say in a good year your company can retain \$5 of net profit for every \$100 of sales (which is probably average). If a bad character stiffes you for \$1,000 you have to sell another \$20,000 worth of cheese at a profit just to get back to even!

The American dairy industry as a whole requires trust and integrity to continue providing safe and wholesome food. It's in everybody's best interest that those characters lacking trustworthiness or integrity are exposed.

By the distributor

Dick Roe of Atlanta Foods International offers some insights from the distributor's perspective:

There are two sides to the relationship. To my mind, it's a relationship with eyes open on both sides. Do your homework and talk to others who have relationships and are happy with the service they receive, happy with the accounting and happy with the customer base. There has to be a financial commitment from both sides that you're going to make it work.

It helps the distributor to have these cheeses in our portfolio even though they may not have significant quantities available. And it's fun to help get artisan cheeses to market — that's the part of the business we enjoy most.

I think it's appropriate and probably prudent for a small community like artisan cheesemakers to ask for references before doing business with a distributor. Then check them.

However, remember that we're the middle guy. Recently a major food retailer went bankrupt and left us, and many others like us, holding the bag. They were not an upscale chain but they sold lots of cheese made by ACS members. They have left us with significant exposure which we will absorb. And there's no question that we will continue to pay our cheesemakers. One of the many costs of doing business as a distributor!

Canadian Cheese Regulations Highlights

By Kathy Guidi

The Government of Canada's proposal to clarify and harmonize the federal compositional standards for cheese went into effect in December 2008.

Some key highlights from the new regulations:

Cheddar must have 83 percent casein derived from milk, and must be made using the cheddar process, or a process that produces a cheese of the same properties. Aged Cheddar Cheese is introduced and can be used if 100 percent made from milk, skim milk (ultrafiltered versions) and cream; has been aged at least nine months, and the period for which it has been aged is specified on the principal display panel of the label.

- Cheeses such as Brick, Munster, Colby, Farmers', Jack, Monterey and Mozzarella must have 83 percent of their casein derived from milk
- Cheeses such as Asiago, Brie, Camembert, Edam, Gouda and Provolone must have 95 percent of their casein derived from milk.
- A new category has been created for Pizza Mozzarella and Part Skim Pizza Mozzarella, which both must have 63 percent of casein derived from milk. These cheeses will be available at retail.
- Canadians will still have a wide choice in the variety and the fat content of the cheese they buy (i.e. lower fat cheeses will continue to be available to consumers.) For instance, the casein ratios cited in the regulation are reduced by 5 percent for low fat and reduced fat cheeses (i.e. 78 percent instead of 83 percent and 90 percent instead of 95 percent) to facilitate the specific make-process for these cheeses.
- Imported cheese will still be available and will meet Canadian standards.
- The cost of cheese ingredients is expected to increase by 24 cents per kilogram. Dairy Farmers of Canada believes that the regulations will not result in higher prices for cheese, as the regulations will not require processors to move from current

industry practice. However, DFC cannot predict what pricing strategies processors and retailers will adopt in light of this announcement.

- Processed cheese must be made from cheese that meets the new regulations.

Why these regulations are a positive step in ensuring consistency and integrity of the cheese sold in Canada:

- 98 percent of Canadian households eat cheese. Families expect that milk is the main ingredient in cheese. Clear standards will ensure Canadians consistently get what they expect when it comes to the taste, texture and nutritional value of the cheese they buy anywhere in Canada.
- Consumers identified that "having uniform product names, with certain defined characteristics, is important to facilitate their purchase decision making as it allows them to distinguish one cheese from another." (Canada Gazette Part II)
- Virtually all of the major cheese-producing countries of the world have clear standards that must be met for cheesemakers to use specific cheese names. Canada has standards for more than 300 other foods and drinks from ketchup and mayonnaise to chocolate and whisky.
- Canada has a growing and vibrant cheesemaking industry. Updated standards will maintain consumer confidence in traditional cheeses and enable continued innovation in the development of new cheeses.

The new harmonized regulations brought forward by the government are good for consumers and good for cheesemakers. As the Canadian cheese industry continues to grow, clearly defined standards for each type of cheese will play a critical role in maintaining consumer confidence and growing markets. Visit www.realcheese.ca to learn more about the new Canadian standards.

American Cheese Abroad

By Liz Campbell

American artisanal cheese is making itself known around the globe. This picture was taken last October in Three-Sixty, an organic and natural food chain in Hong Kong.

The cheeses displayed hail from UK, Denmark and the United States. Cheddar, Pepper Jack and Monterey Jack from ACS member, Organic Valley, sells there for HK\$25 per 100 grams (about \$16 per pound). The store's cheese buyer tells me American cheese, especially Mozzarella, is very popular with his customers.



Ask Dr. Cheez

Not your regular old cow milk

By Neville MacNaughton

Due to its relative rarity, the time I spend making cheese with sheep milk is limited. But judging by the level of interest on the part of farmers and cheesemakers in the production of high quality raw sheep milk cheese, it appears there will be a lot more domestic sheep milk and cheeses in the future. The range is complete – white mold styles, blue styles, alpine and soft. In moving from variety to variety I am constantly reminded that sheep milk is very different.

As solids rise and culture levels need to increase to meet the challenge of extra buffering, rennet needs to decrease in response to higher solids. This is fine but for the fact that rennet plays a role in flavor and body development in some of the cheese styles. So a bit of a rethink is necessary when rennet addition is being contemplated. Because sheep milk is concentrated and forms a good gel very easily, the tendency is to add less rennet. A suggestion is to consider lowering the setting temperature to permit the rennet levels to stay up, and thus, not rob the cheese of this valuable component during its days and months of ripening. I would not go below 86°F.

Calcium Chloride: If the milk is to be processed raw, I see no need for the addition of Calcium Chloride but

if the milk is pasteurized, I would encourage the use of a little. My experience is that calcium adds a very important property to curd – elasticity. This allows the curd to be manipulated without breaking, a very valuable attribute. Because Sheep milk is dense, there is less moisture to be lost to achieve the right solids level at whey separation. This permits the use of a larger cut. But this can lead to a very fragile curd in the period after cut, one that is easily damaged by agitation.

While on the subject of sheep milk cheese, I have, over the years, seen many pictures and more recently watched video of both modern and fairly primitive cheesemaking procedures. I've often wondered why some of the curd breaking Vs cutting the curd is so rough on the curd. The only conclusion I can offer is that those cheesemakers did not have access to fine metal tools such as good curd knives. In the past, spinos made from branches – bundles of sticks which look like a poor man's whisk – have been used to create curd particles. And then there are curds broken by hand into smaller curd particles. I wouldn't recommend either practice. The result of these crude cutting methods is loss of fat and protein as fines in the whey. So, cut your curd with great care and understand what size curd particle you need to make the cheese of your dreams.

With 300% duty on Roquefort from France, perhaps this is the cheese of your dreams.

Continued from Page 7

for the festival. She's asking members who feel this event might be of interest – either to exhibit or attend – to please contact her at 720-220-3210 or email her at jackie@echeese.com or denverjackie@hotmail.com.

Two Wisconsin cheese companies have been recognized by the Dairy Business Innovation Center

for their leadership and dedication to growing Wisconsin's dairy industry. Cheesemaker owner **Brenda Jensen** of **Hidden Springs Creamery** was recognized for her leadership in the creation of new Wisconsin artisan sheep's milk cheeses. She and her husband, Dean, farm the old-fashioned way, with horses at their farmstead near Westby. **Roth Käse USA**, of Monroe was honored for its continuing excellence in not only crafting and marketing its own award-winning cheeses, but for acting as a marketing partner with other Wisconsin companies to increase market share for Wisconsin cheese.

Three Sisters Farmstead Cheese and **Hilarides**



DBIC presents awards to two Wisconsin cheese companies, Hidden Springs Creamery and Roth Käse, for their leadership and dedication.

Dairy are using the methane gas generated on their dairy to fuel natural gas trucks to haul their milk. The Biomethane for Vehicle Fuel Project will reduce the emission of two greenhouse gases, both from the reduction in diesel emissions (CO₂) and by recapturing methane from dairy farms. An estimated 650 gallons less diesel fuel will be used per day. The two dairies have been using methane gas to provide electricity for dairy operations since 2005. This helps reduce the strain on the California power grid. And the electricity they generate from biogas reduces the need to purchase power from power plants that run on fossil fuels. It's all part of how California dairymen are daily demonstrating their commitment to being good neighbors and practicing environmental stewardship.

At the recent World Cheese Awards in Wisconsin, the top honor of U.S. Champion was awarded to **SarVecchio®** Parmesan, an extra-aged style made by **Sartori Food Corp.** in Antigo, Wis. **SarVecchio**, the recipient of numerous awards since its creation, has a crumbly texture with deep nutty and sweet overtones.

*American
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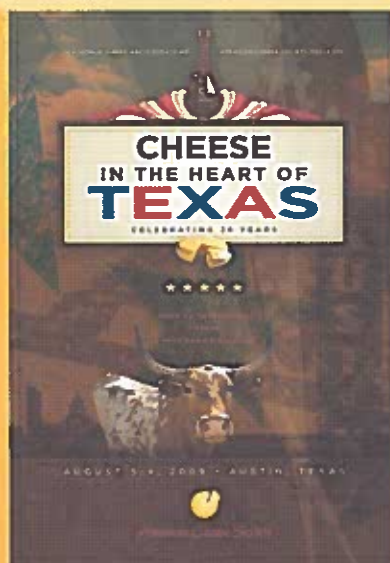
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- Associate (students and enthusiasts).

Join the American Cheese Society at www.cheesesociety.org