

Newsletter 4th Quarter 2009

In this issue:

Committee Reports: Page 15
Member News: Page 19
Town Hall Meeting Report: P. 28

New Member: P. 31



This will be the last paper issue of the newsletter and it is jam packed with news. Since ACS has made a commitment to 'go green', our intent is to move to a monthly CheeseWire E-Newsletter and phase out the print version of our newsletter. Although we won't have a print edition quarterly in the future, CheeseWire will continue to provide news and information monthly. This way we will be able to provide frequent news items and stories on a timely basis.

However, we don't want to lose contact with ACS members. If you do not have an e-mail account, please contact ACS Headquarters (info on back page) at your earliest possible convenience. We will make every effort

to be sure that you are included in ACS communications.

Our second big bulletin is that ACS has a new executive director. Marci Wilson, who has done a superb job leading the organization through a real growth spurt, is moving on to work with a new organization. Please read Tony Butler's message on page four. And on page five, we introduce Jeff Allen, who is taking over the staff leadership of ACS.

In addition, we have news from the conference including a story on our Town Hall Meeting.

Finally, we have reports from the various committees who have now begun their work. There's just so much in this issue. Read on!

Liz Campbell

American Cheese Society

The ACS Quarterly Newsletter 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.....

Dear Friends,

The 26th annual conference engaging, educational, meaningful and full of valuable content and opportunities for everyone to interact and discuss current events, challenges and prospects. It also provided great input into the future of our industry and association.

Jim Hightower's opening talk was slightly playful with serious undercurrents that shared deep, meaningful examples of how individuals can be the catalyst for change for the betterment of their community and business. I am happy to report that Jim's words sparked an interest in many of our members to get involved in ACS's cheese community by signing up for committees.

On Saturday Steve Jenkins moderated one of the most informative sessions of the conference. More than 60 pages of transcribed deliberate and conscious thoughts were recorded for moving our association and industry forward. A diverse group of impassioned individuals shared their thoughts and addressed top of mind topics. Thoughts were shared on regulatory issues, education, competition and judging, industry definitions like artisan, and ways to build relationships with regional regulators. This session offered a glimpse into the future for our association and revealed purposeful ideas from our membership that your board of directors is eager to discuss at the annual fall board meeting. Thank you to all who attended and participated.

Another session I attended was a panel discussion on Mexican cheeses, its makers and markets. This was a first for ACS and marks an historic moment and focused expansion of our membership into Mexico. The session included makers from the State of Jalisco in Mexico, who passionately discussed their milk sources, recipes, community, sales, distribution, challenges and opportunities. I want to thank Laurie Greenberg and Dra. Guadalupe Rodriquez-Gómez for their work overcoming the many hurdles of immigration, customs and logistics.

One panelist was not able to attend because of visa issues. This panel represents ACS's commitment to our vision to increase awareness and education about cheeses from all of the Americas.

Each day finished with grand networking opportunities generously sponsored by our 2010 Diamond Sponsors: Dairy Farmers of Oregon, Wisconsin Milk Marketing Board and Whole Foods Market. These were enhanced by our first music and entertainment sponsor, Organic Valley Family of Farms. One of the vocalists, folk singer Chris Brecht, was shopping at the cheese sale on Sunday to support ACS's scholarship fund!

Each of our sponsors personalized the events with regional cheeses, local cuisine emphasizing the theme, "Cheese in the Heart of Texas" and WMMB recruited the Mo Robson Band, who played Texas country music. The music and barbeque at the legendary Stubb's was fantastic.

Conference co-chairs, Cathy Strange and Jodie Wische, brought the first Competition Merchandise to ACS. Graciously sponsored by Emmi - Roth Käse and in-kind sponsorship by Lowes Refrigeration, it emulated the Caseus competition which occurs every other year in France. This competition was founded by Hervé Mons, and he shared the Caseus guidelines and rules for the judging and scoring principles of cheese merchandising, knowledge and wrapping. There were four entries; all were impressively original and thoughtfully presented. Congratulations to this year's winner, Team Oregon - Steve Jones of Steve's Cheese and Tom VanVoorheese of the Rogue Creamery Cheese Shop.

ACS's annual Competition and Judging broke records with 1,327 cheeses Continued on page 3

continued from page 2

and dairy products from Canada, Mexico and the United States. David Grotenstein and members of the competition and judging committee took great care in every process and step associated with handling, documenting and processing this year's entries. I am also happy to report that this committee met budget and broke even. A huge thank you to the many volunteers and Atlanta Foods International for their generous sponsorship of the event. And a huge thanks to both Culture Magazine and Cheese Connoisseur for their exceptional coverage of our conference, its participants and competition winners.

It has been a tradition for me to connect with cheesemakers and retailers nearby the conference. I toured Pure Luck Dairy – a grand experience which included hands-on opportunities to milk a goat, share a beautiful afternoon enjoying lunch prepared by Central Market, and enjoy great cheeses made by Amelia and her sisters in conversation with colleagues. This was preceded by a tour and bountiful breakfast at Whole Foods Market's flagship store and exquisite cheese shop showcasing the largest selection of American cheese I have seen. The day completed with a tour of a Central Market cheese shop with introductions of their American collection by knowledgeable mongers and a reception featuring cheese-based bites and local wine.



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After the conference, Cary Bryant, Liz Campbell and I were invited to visit Brazos Valley Cheese where we were welcomed with a homecooked meal by its cheesemaker, Rebeccah, and a gracious tour by Marc of their magical valley where a homestead community offers activities like pottery, furniture-making, weaving, metal-working, sorghum pressing, cheesemaking and even a granary. This provided time to reflect on the conference, make new friends and share knowledge and ideas of cheesemaking.

It also provided an opportunity to get to know Liz Campbell who has been the ACS's newsletter staff editor and has spent years getting to know all of us. The time I spent with her reinforced what I had anticipated, that she is absolutely passionate about our society, its members and cheese. She has promoted and educated many readers on American cheese with her thoughtful words on these printed pages and other newsletters and magazines she writes for.

This issue marks ACS's last printed newsletter as we move to a digital, greener format – CheeseWire – which will reach a larger readership, eliminate waste and allow printing fees to be invested into content. Liz has been given approval by our new Member Services co-chairs John Eggena and Laurie Greenberg, board of directors and I to make this issue memorable. Liz, Laurie, John and the Member Services committee have worked tirelessly to make this a comprehensive issue for you. Liz will continue to provide invaluable content, member profiles and industry reports while our staff editor position will be held in-house by Maria Chapman. Thank you Liz for all you do for American cheese.

I left Texas with my ACS cheese tote bag full of cheese, mementos and memories to share with our cheesemakers and neighbors back home. I also have a lengthy to-do list inspired by the content and experience that this conference provided. All of this was made possible with the diligent and creative work of our cochairs Cathy Strange and Jodie Wische; Programming and Session chair and 2009 recipient of the ACS Lifetime Achievement Award, Kathleen Shannon Finn; Volunteer chair, Mary Booth and over 600 dedicated, zealous volunteers and our FSA staff and events team. This was one of the most remarkable conferences in so many ways and I am pleased to announce this team's leadership helped ACS build some revenue to support member driven initiatives and work for the coming years.

Thank you for making this a year to be remembered because of the new events, initiatives, year around member benefits and heartfelt member participation. This is your association.

David Gremmels.President

From the desk of the Executive Director.....

Many of you may not realize that the management of the American Cheese Society is provided by a professional association management company, FSA Management Group. As the president of FSA, I believe strongly in our tagline "your success with our support" and our philosophy of customized personal service—both of which call me to wear many hats as I provide the hands-on service for which FSA is known. As such, it has been my pleasure to serve as your Interim Executive Director over the past few weeks.

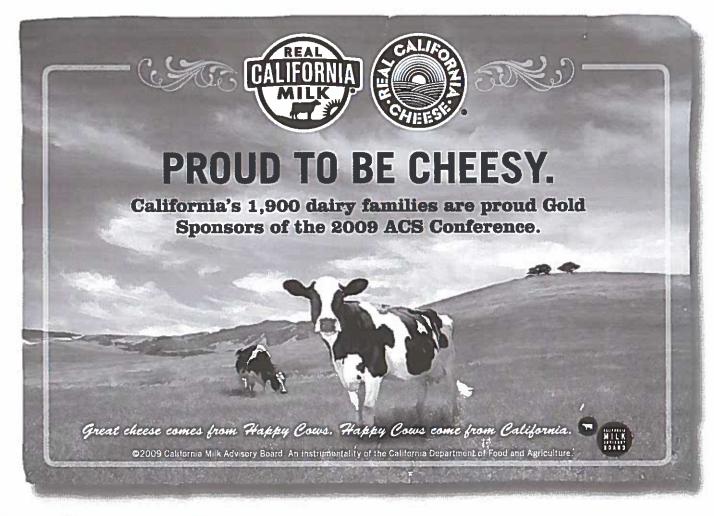
I'm sure you are wondering where Marci Wilson has gone, and I am pleased to say that she has accepted a new challenge within our company, where she now serves as Executive Director for the Association for Healthcare Foodservice. I want to commend Marci for her many contributions to the success of ACS—I know I join the ACS Board of Directors in celebrating her time with you and wishing her much success in the future.

As ACS moves forward, many exciting opportunities await us on the horizon. Your Board of Directors is engaging in a strategic planning process that will focus on the continued growth and success of your

association. Your Board has been focused on providing you, the member, with a 365-day-a-year resource for your professional needs. You will see new programs roll out in the coming months and years, all of which will make ACS an even more valuable professional and personal resource. I am extremely proud of the partnership between ACS and FSA over the past eight years and we look forward to continued growth and success for many years to come.

Naturally, I have been focused on finding a new Executive Director to work with your Board to accomplish your Board's many goals, and I am pleased to report that we have found an excellent candidate. His name is Jeff Allen and he comes to ACS with a wealth of experience in association management. His many accomplishments include successes in the areas of legislative and political affairs, membership outreach, and policy research and development. We are very excited to welcome Jeff to your staff. See the opposite page for more information about Jeff and the experience he brings to ACS. Best wishes for a safe and happy autumn!

Tony Butler
ACS Interim Executive Director,
FSA Management Group President



Meet the New Executive Director

Jeff Allen (Jeffrey Owen Allen)

Hometown: Lexington, KY

Education:

I have a Bachelor of Arts in Political Science from the University of Kentucky. I am finishing up a Master of Public Administration degree from UK's Martin School of Public Policy, which should be completed early next year.

Most recent iob:

Most recently I worked for XMI Association Management in Nashville where I was the executive director of the the American Board of Veterinary Practitioners. the Tennessee Osteopathic Medical Association and the Nashville Junior Chamber of Commerce.

How did you get involved in association work?

My first true professional experience with associations came when I began working for the Kentucky Chamber of Commerce. As Director of Public Affairs. I interacted with dozens of associations and advocacy groups at the local, state and national levels.

That's where I learned the power that associations can have in shaping their environment.

What is your favorite thing about working with associations?

I like working with people who have a passion for their chosen profession or trade. Association leaders take time out of their busy schedule to advance a cause dear to them, all with no pay and little recognition. There is just something I have to respect about that.

Do you belong to any professional associations?

I am a member of the Center for Nonprofit Management, the UK Alumni Association, the Honorable Order of Kentucky Colonels and the American Society of Association Executives.



What brings you to ACS - what interests you about our group?

The opportunity to work for a growing organization made up of people passionate about their craft is all that any association executive can ask for. All of my research suggests that ACS is poised for great success in the future and I want to be a part of that.

What are your favorite ways to prepare cheese at home?

* Warm goat cheese on oven toasted bagels (rubbed with oil, salt and garlic) with a little marinara sauce for dipping.

 Brie baked into crescent rolls with apple butter for dipping.

Do you have any interesting hobbies?

I collect political memorabilia from old presidential campaigns. Campaign buttons are good but it's the more eclectic items that I really keep an eye out for.

You can contact Jeff at: jallen@hqtrs.com or call (502) 574-9950 ext. 248

American Cheese Society

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2010 Sonoma Valley Cheese Conference

By Judy Creighton, Cheese Educator

The 2010 Sonoma Valley Cheese Conference is packed with important cheese people and topics. This year's focus is "The Crafting of Better Cheese in America, Proper Storage, Aging and Handling of Artisan & Farmstead Cheeses." This annual event, now in its 8th year, combines all the essential elements of the cheese business set in a personal venue in charming food-centric Sonoma.

The secret to its success is its host, Sheana Davis of The Epicurean Connection of Sonoma, with her commitment to keeping the event accessible and informative. Working with Ig Vella of Vella Cheese Co. and local sponsors, she keeps the focus on the subject of cheese. With small audiences, there's plenty of opportunity to ask questions and comment. There is ample time to continue discussions during informal moments, lunch on the patio, coffee breaks, cheese and wine time.

The event begins on Saturday with the Winter Artisan Cheese Fair at Ray Bair's Cheese Plus in San Francisco, attended by cheesemakers from around the country. The Cheese School of San Francisco hosts a "Meet the Cheesemakers Night" on Saturday evening. On Sunday, the Winter Artisan Cheese Fair moves to Sonoma. The actual conference is held on Monday and Tuesday and brings together experienced cheese people who those

who want to learn more. Seminars cover many aspects of cheesemaking and sales with experts presenting topics of current and ongoing interest.

This year's main speaker is Max McCalman, Dean of Curriculum at Artisanal Cheese Center in New York City and author of several important cheese books. Also speaking are Ari Weinzweig of the Zingerman's Community of Businesses and artisan cheesemaker, Mateo Kehler from the Cellars at Jasper Hill.

Other sessions will cover many aspects of cheese production and sales. With such a depth of experience, the sessions are sure to be exciting and information-packed. It creates excitement for longtime cheese experts such as Ari Weinzweig who says he looks forward to "taking a lot of notes, gathering information... tasting cheese with people whose palates I have great respect for....and having fun."

Marilyn Wilkinson of Wisconsin Milk Marketing Board comments, "The conference thrives on lively exchanges and frank discussions among cheese professionals from around the country...a refreshing informal format that's extremely educational and thought-provoking." It enables the connection of people, places and cheese. Whether you've been in the business three months or three decades, it offers opportunities for professional growth, engaging people to meet and cheese to taste. This keeps everyone coming back year after year.

For more information or registration materials contact Sheana Davis at sheana@vom.com or visit www.sheanadavis.com

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"The Proper Storage, Aging and Handling
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Max McCalman, Dean of Curriculum at the Artisanal Cheese Center and author of The Cheese Plate; Cheese, a Connoisseur's Guide to the World's Best; and Mastering Cheese

Ari Weinzweig, Co-Founder Partner & CEO, "Zingerman's Community of Businesses"

Mateo Kehler, Cellars at Jasper Hill

\$200 registration includes Sunday Reception, Monday & Tuesday Conference or \$125 per day, each Monday & Tuesday. Additional activities will be available. Conference takes place at MacArthur Place, Sonoma Ca.

For more information and Registration, please contact Sheana Davis sheana@vom.com or www.sheanadavis.com

Sheana Davis
The Epicurean Connection



Upcoming Events

The 15th Great Lakes Dairy Sheep Symposium, hosted by the Dairy Sheep Association of North America (dsana.org). It will be held at the Albany Marriott Hotel in Albany, New York on Nov. 12-14. There will be two days of producer and research speakers including international speakers and one day of farm tours. For more information, visit www.dsana.org or call Terri at 518-859-4268.

The First Annual Wisconsin Original Cheese Festival, held at the Monona Terrace in downtown Madison on Nov. 6-7, will offer attendees the chance to meet dozens of Wisconsin cheesemakers and taste more than 100 of the state's finest artisan, farmstead and specialty cheeses. The two-day festival will feature a variety of events, including a Friday night Meet the Cheesemaker Gala Reception, Saturday morning guided tours and educational seminars, and a Saturday evening Artisan Cheesemaker Dine Around. Advance tickets are required.

Visit www.wicheesefest.com to purchase tickets.



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Reflections on the conference

Andrew Johnson, Shelburne Farms

It was an honor and privilege to attend the 2009 ACS Conference in Austin, Texas! As one of the 2009 Conference Scholarship winners and a first time conference attendee, this event was particularly special for me. I very much valued the opportunity to learn, meet new colleagues and taste delicious cheese from around the country. I was impressed with the range of techniques, variation in operations and breadth of traditions encompassed by

artisanal American cheesemaking. Exercising my palette, it was also fun and interesting to sample new cheeses and exciting styles from near and far. In fact, the tasting sessions and "Meet the Cheesemaker" session had a dazzling array of amazing cheeses.

Although I was not prepared for the 100 degree heat, I enjoyed relaxing in the air conditioned conference rooms, participating in program sessions and learning from conference presenters. The presenters were very knowledgeable and the wide range of topics offered was a big help to a cheesemaker in all aspects of the business and craft. While I brought home so many new ideas and insights, I found the session dedicated to HACCP



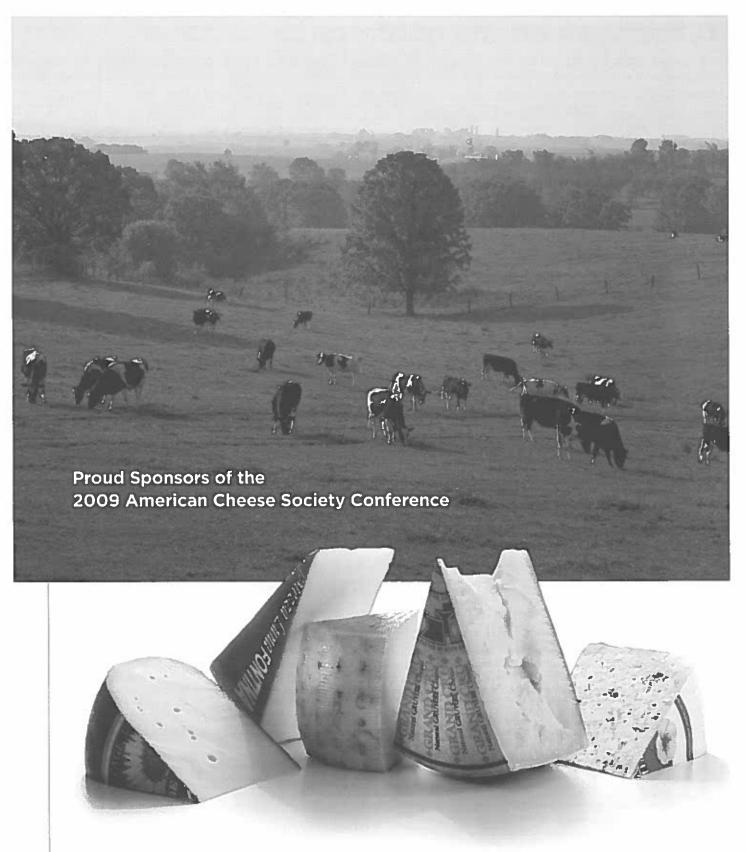
particularly useful for applying to my work at Shelburne Farms. In the weeks following the conference, I utilized this new knowledge as we analyzed our processes for improvement.

During the time between and after the program sessions, I was able to meet and connect with my fellow cheesemakers. Exchanging ideas and techniques, we chatted about how topics covered in the

session might apply to our operations and products. I admired the overall passion and enthusiasm the ACS members exhibited and was delighted to be a part of such an energetic group. It was especially interesting and insightful to visit with older members, and learn how important the ACS has been for American artisanal cheese and where ACS is heading in the future.

Finally, Austin provided a fun and exciting backdrop for the ACS conference! It was a pleasure to explore the city and see the sights. In addition, the party at Stubb's was a night to remember. Overall, the ACS conference was a rich and rewarding experience that I hope to participate in again next year!







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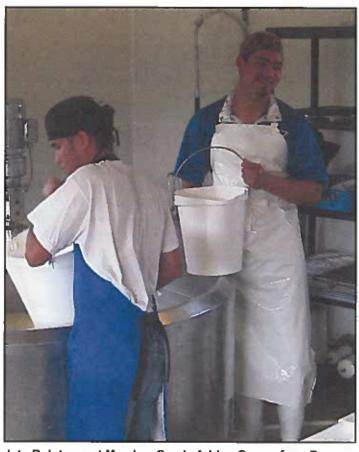
Internship Programs

By Liz Campbell

"Ours is a family business," explains Helen Feete of Meadow Creek Dairy. "Interns bring a different flavor to our little rural place and because they're about the same age as our kids, the family environment makes it easier for them to adjust." Helen has had three interns, all from Central America, for four months during the peak of cheesemaking. Interns can do more than simply meet seasonal needs and, says John Beardmore, a program assistant with The Ohio Program, an international exchange program of Ohio State University specializing in Agricultural and Horticultural Internships, "International interns can help keep regular staff engaged and excited and I have seen cases where the intern has offered a fresh approach."

North America is viewed as having the latest technology. so interns from abroad are keen to come and learn new skills. Many have academic knowledge but not practical experience. Beardmore stresses that this is not "cheap" but affordable labor. And he points out that the program is invaluable if both parties are flexible and willing to put

continued on page 23



L to R: Interns at Meadow Creek, Adrian Guerra from Panama and Frank Carrasco from Nicaragua.

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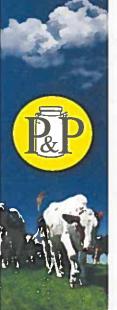
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Page & Pedersen extends sincere congratulations to all those recognized at the 2009 ACS Judging and Competition, with special best wishes to our customers:



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My Trip to Austin, Texas

Chris Roelli, Roelli Cheese Company

Being a newer member of ACS, I have not had the opportunity to attend a conference. Boy, am I glad that I got to go this time. What a spectacle. Everything that is artisan cheese and then some. I had expectations of what I might see, but they were surpassed in every way!

The staff and people that make this conference work were all very polite and accommodating. I felt like a fish out of water, but that soon went away as we met more and more people who share the same passion for cheese that we do. I was fortunate to have my wife accompany me to the show. She helped me take part in the Meet the Cheesemaker event. I thought that this event was a great success. I met many people who liked my cheese, and have already purchased product.

All of the seminars that I attended were top notch and very informative. The casual setting allows people to ask the questions that they want to ask the experts. Seems like they were all there, in one place. The networking was simply invaluable to a small company like mine. We shut our production down for five days to attend this conference.

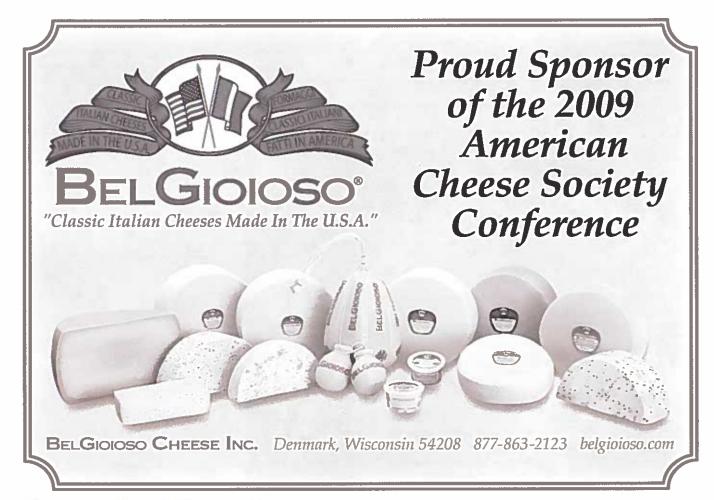
Even though I had won a full scholarship, I still had a considerable investment in attending this conference. Every bit of it was worth it because the network of contacts



Chris Roelli and his dad, Dave, in the cheese shop at Roelli Cheese in Wisconsin. Adolph Roelli came here from Switzerland in the 1920s. Four generations of the Roelli family have been in the cheese business at this location.

that I made will produce results for us for years to come.

The Festival of Cheese is simply indescribable. I can only say, "Wow!" I can't wait to come to Seattle in 2010.



Thou Shalt Not Greenwash!

By Liz Campbell

Waste is a major concern for everyone in the industry. Some creative solutions emerged in two different sessions at the ACS annual conference.

Willamette Valley Cheese Co., Oregon

"There's only so much ricotta you can make with the whey," said Rod Volbeda of Willamette Valley Cheese Co. His waste whey is sent to local vineyards where it is sprayed on the vines to inhibit the growth of powder mold. Currently he provides it for free to 12 wineries for their studies but he may be able to sell it in the future. One man ferments fruit in whey, which he sells to restaurants. And of course, feeding whey to animals (especially pigs) is common. Some whey does go down the drain at Willamette but this goes into a separate pipe which empties into the dairy lagoon.

Grey water is re-used to wash the floors in the dairy barn at the end of the day. This then enters the manure system for the dairy and is tested regularly before being used for nutrient management for the land.

Solid waste is now composted on site, water is squeezed out and the temperature is raised to 180F. It is turned three times during this process to ensure no microbes remain. The compost is sold to local farmers.

Cedar Grove Cheese, Wisconsin

The green supply chain includes using cold weather to cool whey; replacing a conventional boiler with a high efficiency, on-demand system; zone lighting; motion detection lighting; and a Living Machine. This last is a green house 25 X 50 feet which removes impurities from the wash water with no chemicals. About 8,000 gallons a day are cleaned and returned. Septic water is not sent here, just wash from the factory. This contains chemicals but it goes through an equalization tank to neutralize them. It then moves through the Living Machine over nearly three days, eventually ending up in the absorption pond with some overflow into a stream.

"One surprising benefit was that the staff could monitor waste water and see the impact, so they changed their own practices. There were fewer spills. It made transparent what was happening to the wash water and people began caring about waste," explained Bob Wills. "And it has continued to improve; people didn't slide back to old ways."

While the upfront costs are higher, cost reductions were immediate. In fact, ongoing costs are virtually zero, he adds. Plants grown in this environment (including early cucumbers, tomatoes and herbs) can be sold. And the microbes settle and are harvested and dried for use in potting soil. "It's a really wonderful system - it's so easy," says Bob. "You just let nature do its thing."

Cabot Creamery, Vermont,

Jed Davis started with a Life Cycle Assessment to



Cedar Grove Cheese uses a Living Machine to clean water naturally. An extra bonus is the ability to grow plants inside.

determine the carbon footprint of a gallon of milk. Cabot then began reducing energy use, including changing the timing of some practices. The co-operative found a vendor who could recycle dirty plastic, another major waste concern. This went from regular landfill delivery to on-call collection, about every three months!

But, Jed Davis warns, "Merely measuring performance," without context, doesn't answer the question of sustainability. For example, if you are looking at water use, it is great to know that your use has decreased by 30% over a three year period. But if that isn't somehow compared to the available water resources in your area, you can't claim that your use of water is sustainable. As an extreme example, if you were located in an area with very scarce water resources, you could have reduced your water use by 90% but might still be using more than your "fair share" of the local water resources, which clearly wouldn't be considered sustainable. Context is key to truly understanding sustainability; this is endorsed by the Global Reporting Initiative (GRI), the world's leading authority on corporate social responsibility and sustainability reporting. That being said, very few organizations report their results in comparison to a standard of performance."

Provista Specialty Foods Inc., Oregon

At Provista, a large distribution company based in Portland, Ore., the three Rs have become a mantra. Tom Kooiman suggests that the first step is to walk around the facility and make a list of the easy to change things, then expand that list out. Compare lists with others; they may

continued on page 21

Lifetime Achievement

By Liz Campbell

The 2009 Lifetime Achievement Award was presented to "someone who has dedicated her life to cheese and the industry." Kathleen Shannon Finn has given "many times over to our vision and been a steward to our industry and members," said Jodie Wische and Cathy Strange in presenting the award. "She has been a judge, an activist, steward, friend and teacher for many connected to the industry - offering training and counseling. And she has been an ambassador outside the Americas."

Kathleen has served as a past president of the American Cheese Society as well as helping to guide many of its leaders. She has worked tirelessly on behalf of American cheese and ACS.

Because she was unwell, Kathleen's daughter, Erin Freeman, accepted the award for her, saying it was both a pleasure and an honor to do so. "She is the most remarkable woman I know.

She gives freely of her time because she loves what she does."

Kathleen's own words were played. "Lifetime achievement? You know I'm not done yet!" She thanked Ig Vella, Mary Keehn, "they were the first ones I met and they inspired me." And Kathleen added thanks to Cathy Strange, "an inspiration and a consummate professional." Finally she thanked Bob Kelley

and "my precious daughters for graciously indulging my love of cheese for so many years." There wasn't a dry eye in the house.

Best in Show

By Liz Campbell

Cheering columns clapped enthusiastically as the beaming David Gremmels and Cary Bryant made the walk to the podium to accept the Best in Show award.

In 2002, Ig Vella, whose family had been making cheese at Central Point since 1935, hand selected Cary Bryant and David Gremmels as the new owners of what is now known as Rogue Creamery. He wanted to ensure that the tradition of hand-milled cheese would be continued.

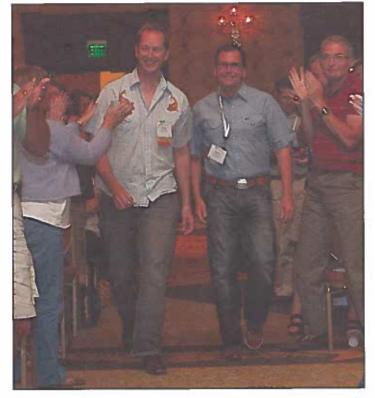
Since its inception, Rogue Creamery has been wowing cheese lovers with superb blue cheeses. And only one year after it began production, Rogue was awarded Best Blue Cheese at the 2003 World Cheese Awards in London, marking the first time a U.S. creamery topped European giants to do so.

Last August, Rogue River Blue impressed the panel of judges enough to walk away with the top honors at the 2009 (ACS) Judging and Competition.

Cary Bryant was fulsome in his praise of those who labor with him to produce their cheeses. "We bring so many people together to create this cheese and they do a wonderful job. I'm really proud of them. I'm also thankful for all the people who support us and enjoy our cheese. Without them we wouldn't be doing it."

David Gremmels, who currently is serving as ACS president, beamed as he commented, "We're just so grateful. It's a huge honor for our team."

The creamery's long list of accomplishments also includes the coveted Best New Product in the World Award for Smokey Blue at the National Association for the Specialty Food Trade (NASFT) Food Show in New York. In the short seven years since they began, they



have garnered four trophies and more than 30 medals and awards.

Second place winner in the Best in Show category was Cowgirl Creamery's Red Hawk; Red Hawk won Best in Show in 2003. And third place was a tie between Carr Valley Cheese's Cave Aged Mellage and Consider Bardwell Farm's Rupert.

The competition's expert judges, drawn from academia and industry, select "Best of Show" and second and third place from among the blue-ribbon winners.

Committee Reports

Judging and Competition Committee

I am happy to report that after concerns about the economy and the heat of Austin in August, we experienced both a record turnout and a substantial budget surplus.

The mechanics of judging are well in hand. This committee has been working together for more than four years and the systems and improvements put in place by Richard and Karen Silverston, Debra Dickerson, Michele Haram, Bill Wendorff and John Greeley run more adeptly every year. They are assisted in no small measure by returning volunteers, who not only know the drills and procedures, but keep contributing to their development.

For 2009, we had anticipated about 1,100 entries, generating a projected \$61,300 in revenues. Instead, cheesemaker members submitted an ACS record of 1,327 cheese and dairy products, raising that figure to almost \$73,000. Even with the addition of newly-needed judges, the expenses that come along with them, and adding more volunteers, we finished with a surplus of about \$9,000. (We're still waiting for a few actual numbers to confirm the final total.)

For Seattle 2010, the cost of the judging is going to be higher. In Austin, we were fortunate to have the judging rooms available at no additional cost to ACS as part of the Hilton package. Further, both HEB and Whole Foods donated refrigerated vehicles that we used for storage.

In Seattle, we'll be working out of the adjacent convention center rather than the hotel. We will need to lease this space for the duration of the judging, perhaps for most of the conference. I'm hoping we will be able to secure a longer trailer (53') than the 48'er we had in Austin. It will help everyone to be able to operate out of one "walk-in". But it remains to be seen if we will be able to secure another donated vehicle.

Additional budgeted expenses this year included an increase in the number of judges (30 judges, making 15 teams) and a slight increase in number of volunteers.

Based on last year's turnout, we've planned for 1,300 entries, generating about \$72K in revenues. We hope NOT to have to increase entry fees this year. At this point, we are still projecting a deficit of about \$2,000. I believe we will be able to make up this shortfall once we get firm numbers on the convention center and refrigeration.

There will be more specifics to report by the end of October, after our visit to Seattle. We expect the standards we've set and reset for the handling of and caring for your cheeses will continue to be raised wherever we see the opportunity and that Judging will be able to sustain itself financially in 2010.

David Grotenstein

Marketing and PR Committee

Christine Hyatt, Juliana Uruburu, Agela Abdullah, Barrie Lynn Krich, Marilyn Wilkinson, Lynne Devereux, Raymond Hook, Jeanne Carpenter, Thalassa Skinner, Nancy Clark and Ken Monteleone have taken the committee to a

fantastic start with its assistance in the development of the ACS Competition Overview insert in the September issue of Culture Magazine. Many thanks to the team at Culture, for their beautiful and thorough showcasing of this year's competition winners. The piece looked wonderful and will surely draw lots of attention to our organization. (And hopefully some new members!)

The committee looks forward to defining its goals and objectives following the Board Strategic Planning Retreat at the end of the month.

Greg O'Neill and Jili Basch

Member Services Committee

Members: John Eggena and Laurie Greenberg, Co-Chairs; Shelley Douthitt and Maria Chapman, ACS Staff; Neville McNaughton; Steve Ehlers

During the first monthly conference call, discussion focused on the committee's principal responsibilities budget, strategic planning and methods to carry out these responsibilities during the upcoming year.

- 1. Committee budget discussed, revised & submitted.
- 2. Recruiting new members for the Member Services Committee (All). Write a description of skills we need on the committee. Include in e-newsletter & website
- 3. E-Newsletter & Website: Laurie will work primarily on CheeseWire content. Coordinate with Marketing/PR Committee on CheeseWire and with Editorial Committee. Liz. Maria, and committee members. Will update ACS website-coordinate with Mktg/PR
 - 4. Administrative Responsibilities (John)

Membership, Recruiting, Directory, New Member Kits, Fees, Applications, Benefits, Budget

Coordinate with FSA staff

5. Committee Calendar (Shelley) - Annual calendar to manage committee work. Prepare for ACS Strategic Planning meeting in Oct.

John Eggena and Laurie Greenberg

Alliances Committee

The Alliances Committee has been meeting via conference call monthly to identify associations, educational institutions, consumer groups and others that could both benefit members of the American Cheese Society and that could benefit from an alliance with the ACS. The committee has chosen four segments of businesses to focus on in the building of ACS alliances. These are: culinary schools/foodservice; trade associations; universities and other educational institutions; consumer organizations and advocacy groups

ACS has expanded its alliance with the National Association for the Specialty Food Trade. There will be an ACS Pavilion at the 2010 Winter Fancy Food Show and 2010 Summer Fancy Food Show. In addition, ACS members receive member prices on NASFT-produced webinars.

Each member of the committee has been assigned an area to investigate so there can be additional alliances developed in 2010.

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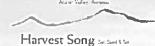


























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Member News

A Quebec goat cheese named Le Cendrillon (Cinderella) has been voted the best cheese in the world at the World Cheese Awards 2009, beating out 2,440 entries from 34 countries. The winner in all categories, made by La Maison Alexis de Portneuf, was announced at a gala in the Canary Islands attended by 300 of the world's top cheese experts. This marks the first time that a Canadian cheesemaker has won the award, a fact that did not go unnoticed in the nation known as the capital of gustatory richesse. "The best cheese in the world is . . . Canadian" announced Le Parisien, France's widely read national newspaper opening with the words, "Whatever the lovers of pate cuite, lait cru and affinages fermiers may think, the best cheese in the world is not French, but Canadian." Produced in St. Raymond de Portneuf, about 50 km northwest of Quebec City, Le Cendrillon is a "vegetable ash-covered, soft surface-ripened soft goat cheese with a semi-strong, slightly sour taste that becomes stronger with age." In addition, the cheesemaker was awarded the coveted Prix du Public at the Selection Caseus 2009. which recognizes Quebec's fine cheeses. La Maison Alexis de Portneuf was purchased by Saputo in 1999.

Cowgirl Creamery's Red Hawk won two ribbons at the 2009 North American Jersey Cheese Competition: a Gold Medal for the seasonal St. Pat and a Silver for Inverness. The North American Regional Jersey Cheese Awards are open to cheeses and butters made in Canada and the United States from 100% Jersey milk.

Inspiration for mouth-watering menu ideas are within



chefs' reach with the new Inspired Creations brochure, courtesy of the Wisconsin Milk Marketing Board (WMMB). The brochure features new photography and chef-inspired menu applications from breakfast to dinner that highlight innovative ways to add Wisconsin Cheese to the menu. Many of Wisconsin's more than 600 varieties, types and styles of cheese are featured throughout

the brochure, offering chefs an easy-to-use resource for discovering and selecting cheeses that will help make their menu a culinary inspiration. The Inspired Creations brochure and recipes can be found at www.EatWisconsinCheese.com/fs.

Maplebrook Farm, makers of handmade artisan Italianstyle cheeses, recently completed a major expansion of their Bennington plant, allowing them to receive milk from Vermont farmers, creating efficiency and supporting local dairy farmers at both ends of the process. The milk is used to produce their award-winning mozzarella, smoked mozzarella and ricotta. The unused whey is then shipped back out to farmers who use it for animal feed. Maplebrook Farm has doubled their employees since the new facility came on line, bringing jobs to southern Vermont. Owners Johann Englert and Michael Scheps joined forces in 2003, making small batches of mozzarella for gourmet shops in Boston. They purchased the current plant in 2005.

Last issue we featured **Ruth Klahsen**'s creative effort to raise funds to move her dairy, a move necessitated by her landlord's increase in rent. **Monforte Dairy**, in Stratford, Ontario, now has more than 500 CSA (Community Shared Agriculture) subscribers and the total funds raised stands at more than \$250,000. Ruth was recently honored at the Stratford Optimism Place 10th Annual Women of the Year Awards. Last year, she won the 2008 Women in Agriculture Award in recognition of her innovative role as a cheesemaker and entrepreneur. The presenter commented "Ruth shows a deep love of her craft, one which is especially suited to women," and that "she has shaken our notion of what great cheese is."

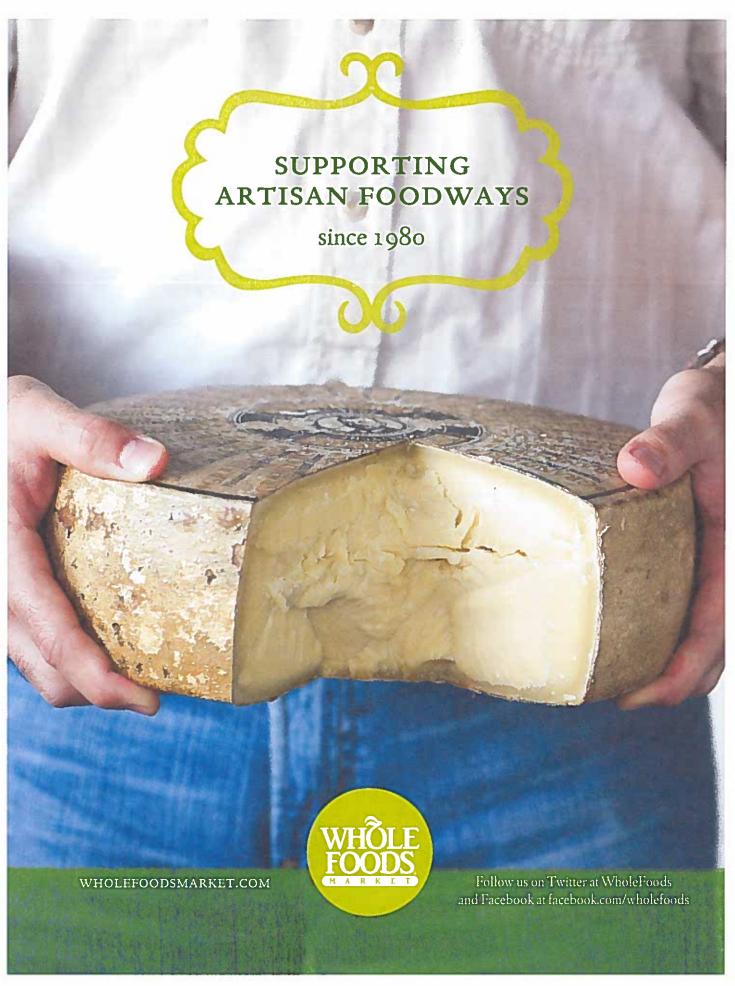
Sonoma County Showcase hosted six Sonoma

County artisan cheesemakers in September at the Mac Murray Ranch. These included Marin French Cheese C o m p a n y serving Melange, Redwood Hill



Farm serving Camellia, Valley Ford Cheese Company serving Estero Gold, Bellwether Farms serving Pepato, The Epicurean Connection serving Delice de la Vallee and Clover Stornetta serving Organic Cheddar. Each cheese company was included in the Artisan Cheese Seminar hosted by cheese expert and author Laura Werlin. Together they each served more than 2,000 guests who enjoyed a taste of Sonoma County Cheeses. The Sonoma County Cheese Tent was created and organized by Sheana Davis, The Epicurean Connection as part of the Sonoma County Showcase 2009.

Marty L. Pullin has joined the **Wisconsin Milk Marketing Board** (WMMB) as regional marketing manager for the Midwest Retail Region. He will work with leading regional retailers, distributors and brokers to promote and market Wisconsin Cheese. He has extensive cheese, sales and management experience, most recently working as territory sales manager for the Wisconsin Cheese Group, Inc. He is based in Madison, WMMB's headquarters, and his territory includes North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Illinois, Indiana and Michigan.



continued from page 13

be doing things you hadn't thought of trying. And don't be afraid to invest in green technology - it pays dividends in the long term.

Clean wood is composted, and clean boxes are repacked. The Rebuilding Center in Portland takes scrap for use in children's art projects and for construction. And scrap metal actually generates revenue. Battery and compact fluorescent bulb recycling was introduced and the company encourages employees to bring in their own.

Lunch is provided for the 45 staff members. "That's 45 cars off the road at lunchtime and it creates a cohesive work environment because everyone stops to eat at noon." All the dishes are washed in a dishwasher.

Even the fleet of trucks came under scrutiny. The company now uses smaller, efficient vehicles, many of which are leased, and biofuel is used where possible. Routes have been consolidated with the cooperation of customers so trucks are fuller and run less distance. Deliveries to restaurants include exchanging wine or olive oil containers for cleaning and refilling. Gel paks are reused, and environmentally-friendly peanuts are now used for packing.

Whole Foods Market

Lee Kane, Eco-Czar at Whole Foods Market, took the discussion to a whole new dimension. The company is moving toward zero waste by 2013 and in some stores, they are already diverting 85-90% of waste to re-use. recycle, or compost. Cardboard and stretch plastic sold for recycling net about a million dollars each year in one region. Feta and pickle buckets become containers for soil amendments.

The list of innovations includes: No. 5 plastics are now being converted to toothbrushes, colanders, etc. under the label Preserve; the salad bar plates are made from bulrushes; a waste cooking oil generator runs their commissary; Styrofoam peanuts are banned (they offer half a dozen alternatives).

Lee suggested that ACS could encourage UPS and Fedex to return boxes and coolers to cheesemakers so they can re-use them for less waste.

Customers are encouraged to join the efforts; they can bring in batteries and compact fluorescents for recycling, and get a discount for their own mug. Brita water filters, which have been notoriously hard to recycle, are now accepted in most stores as well.

As of January 2006, Whole Foods purchased renewable energy credits to offset 100% of the electricity used in all of its stores, facilities, bakehouses, distribution centers, regional offices and national headquarters in the United States and Canada, making it the only Fortune 500 Company purchasing wind energy credits to offset 100% of its electricity use.

H YOUR MIND

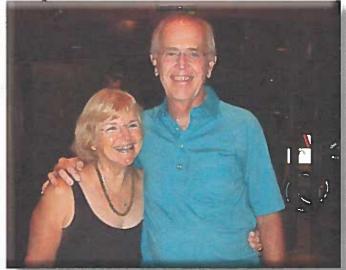
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Lettie and Bob Kilmoyer pioneered the famous Hubbardston Blue and Classic Aged Blue, and both cow and goat milk cheeses. Early members of ACS, they helped the ACS competition spotlight what American cheesemakers were doing by gathering media attention for their cheeses which won awards annually. They gave up their herd in the 90s to concentrate on cheesemaking and supply many fine restaurants as well as the White House. They were an inspiration to Mary Keehn, Judy Schad and many others.

Ind to not know him is a chung shame. ment Love him's to not how Jon of That's Blue His hold determined and opinionated. Sommelied for advice not requestly to see the Will list. I inot now it is. pleasantries. When ordering a bottle of red he reitfer ashorthe (અર્જા મિક્સિક માંક વિમાવાહ. JUS Nicholi M



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forth some personal effort into making the experience a success. For example, introducing the intern to the local area and involving them is helpful. Helen adds, "We have to understand that these are not immigrants, they're visitors. So we have to accept their cultural differences. We have a communal lunch with different foods each day; we find it's a wonderful opportunity to interact and talk."

The Ohio Program suggests other ways to make the experience interesting for the intern: attend a 4-H or FFA meeting, a farm auction, relevant seminars, conferences or trade shows, etc. There are many things an intern can offer. They can build your network nationally and internationally as they keep in touch with fellow students (Twitter and other social networking sites have made this even more likely). They will take back your knowledge and your name. They can prove an interesting means of reviewing your own operation and a means of comparison with peers (Twitter again!). And the program could prove an opportunity to recruit and vet future employees. Finally, it's an investment in the future of the industry. Today's intern could be tomorrow's leader.

What can you offer, you wonder? A home, a training experience, an adventure. Helen describes one student who had never experienced really cold weather, so the

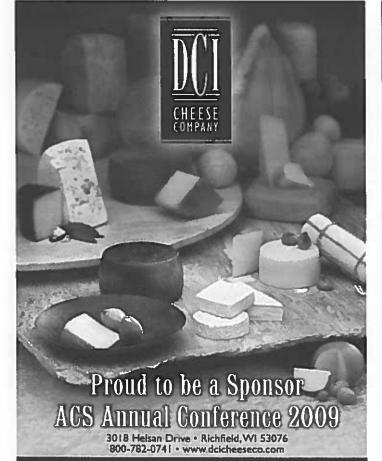
first snowfall had him entranced....with the door wide open to the cold air!

The Ohio Program brings between 300 to 400 trainees from more than 40 countries every year. The host is chosen on the basis of educational background, the success of the host business, appearance of the farm, the family members, clean and adequate housing arrangements, community activities, recommendations of county extension faculty, and prospects that the host will perform well in the program. Other factors considered in matching are background of the intern, family, hobbies, and activity interests, as well as the intern's experience and requested time of placement.

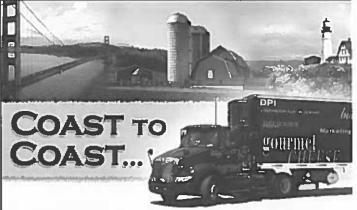
The intern writes an essay which, says Helen, "helps us figure out a lot. We look for similarities to our own values in our Mission Statement." And there's an opportunity for a telephone interview, though she adds, "Don't be too judgemental of English skills - it's harder for them to talk on the phone." At Meadow Creek Dairy, all the procedures are written down so that gives them confidence. But it's important to remember there's a steep learning curve for them too, she suggests.

The experience is positive since many like Helen are repeat hosts.

For more information, visit www.ohioprogram.org.



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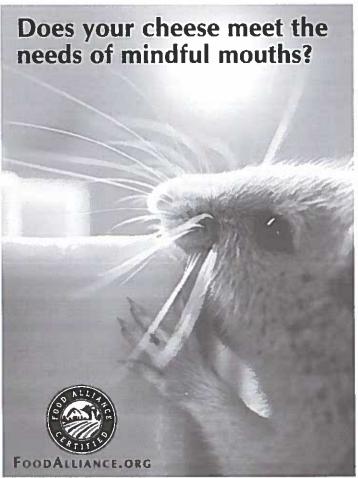
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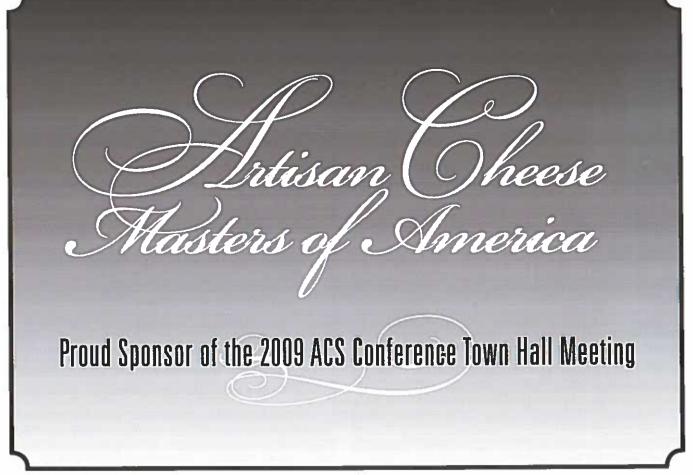
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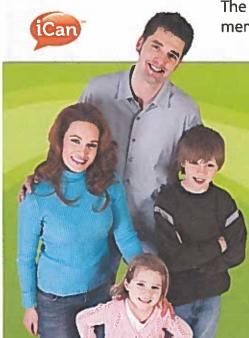




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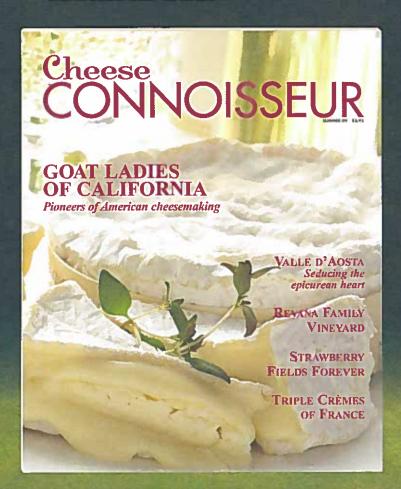
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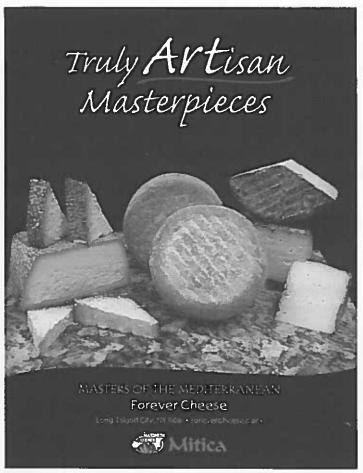
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A Report on the Town Hall Meeting

By Steve Jenkins, Town Hall moderator

Well, this is a report on the Town Hall Meeting we all, most of us, went to at the conference in Austin. It's obvious to me that our wonderful society has morphed, transmogrified. Transmogrify-what a great word to describe what's happened to us. We've changed shape into something fantastic and bizarre.

I was struck dumb by what a lot of you folks had to say. Dumb, in that I was largely speechless at witnessing the thoughtfulness that was evident in so many of your remarks. Like Gordon Edgar saying as how almost all of us are "experts" at one thing or another, and as how the numerous panels seemed to him to have transmogrified into "info-mercials" featuring people who like to hear themselves talk. know I'm one of those people, and I'm not proud of it, but there you are. And as how maybe they'd be a lot more effective if the panel-y meetings were smaller groups that included two or more board members.

We heard about how there are many, many cheese people who can't begin to consider attending an annual conference because it's just too damnably expensive and time-consuming, and that we should make our conference more accessible via the internet - this despite the improbability of internet access for so many of us. So why not an online library of sorts, it was opined. Why not communicate more actively with local guilds? Why not create and support more Steve Jenkinsstyle tasting lectures featuring local cheeses and local personalities and local non-cheese accompaniments and things? We were talking at this ACS Town Hall Meeting, and we were replying and we listened and we thought and thought, and I could hear the wheels turning in our cheesy skulls. But we were not bored!

I was totally struck dumb by the great David Grotenstein who stood up and said "Hey! Stop your belly-aching!" about the judging and the categories, and I'll tell you, David turned me around 180 degrees in my own thinking in about five minutes. David illustrated beautifully for me that the competition must include all types and styles and categories of cheese, and further that it would be folly to exclude whole styles of cheese just because they may not be as "rustic' and 'artisanal," and oddly, thereby less deserving of such scrutiny and judgment than some of the more hoary cheeses in our pantheon. I'm sure some of you disagree with David, and with me, but this Town Hall Meeting surely was effective in bringing this cardinal issue to the fore, throwing down the gauntlet for any and all to pick it up. It is clear to me that John Greeley and David Grotenstein have pulled off the judging and competition in a manner that is a wonder to behold, and I for one am in awe of the job they did. And the judges they chose did an absolutely superb job, too, and I wouldn't change a thing. The 2009 (and prior) ACS judgings and competitions are the crowning glory of our society. This is just my report.



Steve Jenkins and David Gremmels applaud an audience comment at the first ACS Town Hall meeting.

You are perfectly within your rights to disagree.

Our Town Hall Meeting was even more enhanced by the grace of Cathy Strange and Allison Hooper, one following the other, who addressed the quest of ACS to track bovine growth hormone, and further, to define the meaning of "artisan." Sarah Masoni and Vaughn Oborn separately asked that ACS concentrate on ways to engage the inspectors from city and state agencies, and we talked about HAACP procedures and labeling requirements and the notion of having a political action committee to lobby for us. We talked about everything. And while talk is cheap, it was also clear to many of us present that we were on to something.

A big something was that we managed to make the meeting accessible and more comfortable, more at ease; less stiff and droning. The saintly David Gremmels and I had microphones placed in several areas of the room so that people didn't feel like they were in a court of law; nor did they feel the presence of a judge, of a jury; no one was on trial. I walked around the room in an attempt to engage membership rather than preside over it at a lectern. The resultant dynamic changed everything, I believe, and made us all feel closer to each other, both physically and emotionally. I think the realest measure of the result of this Town Hall Meeting will be revealed at the next board meeting, where our board members will doubtless take the measure of the things we talked about on this day. They'll make some decisions and give some mandates. And then, by golly, we will be getting somewhere.

Never give up, cheese people.

Merchandising competition

By Liz Campbell

In 2009, the ACS Conference added a new event. Modeled on the Caseus competition held every second year in France, the merchandising competition challenged four teams to dress a retail case and present their wares knowledgeably. The event is a recognition of the importance of retailers and their presentation of the products lovingly made by cheesemakers.

Cathy Strange introduced the event and the four teams which included two from Whole Foods Market, a duo from The Pasta Shop. and the winning pair of Steve Jones of Steve's Cheese in Portland and Tom Van Voorhees of Rogue

The winners



CI

Creamery's cheese shop. four teams presented beautifully designed cheese cases, accompaniments. accessories

interesting labels to encourage customers to take a second look.

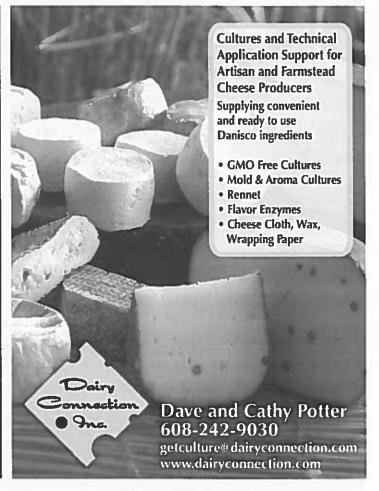
The teams

Each team was challenged to cut and wrap cheese speed and efficiency were judged. Then each had to make a presentation to the judges, which included Hervé Mons, France's premier affineur, who also made a presentation at the conference on aging cheese.



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New Member

Jane Lorberau Lorberau Farms

Janie Lorberau is back on her family farm in Texas. During a stint in cookbook publishing, she earned her MBA from the University of Alabama at Birmingham. It was there that her entrepreneurship professor really empowered her to explore her own interests.

She knew she loved goats and the farm but what could she do with that? On a visit home she decided to take a cheesemaking workshop that just happened to be offered that week at Pure Luck Dairy. "I loved goats and kept them when I was young, but had never been exposed to cheesemaking," says Janie. After that week, a passion was born.

With the support of her parents, Janie and her twoyear-old son, Aiden, have returned to the family farm and started the long preparation to become goat cheese producers. She bought a pair of adults (one of whom was pregnant and has since given birth to two doelings and a buckling) and a handful of kids. They're all registered Nubians and the whole gang is finally coming up on breeding season for the first time so, she says, "With 16 goats, we're about to go full speed ahead."



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There aren't many dairy goat farms in South Texas so it's been a learning experience for both Janie and the inspector assigned to her operation. "He's been very helpful in working with me and this is his first goat dairy," she says, and adds laughing, "It's been a pioneering expedition for both of us!"

She currently makes chevre and wants to make a Camembert-style goat cheese. She has already been experimenting with recipes though there hasn't really been enough milk yet. There aren't many goat cheesemakers in her area so she's hoping to fulfill market demands. The plan is to be licensed and in full production by the spring of 2010.

Currently, management is pretty much a solo operation so when she discovered that the ACS meeting was in Austin this past year, she was excited that she could actually attend. "It was very educational and very useful," she says, although she adds it was too short. "I was so involved in the sessions - always learning and sampling and taking notes - that I wish I had had more time for social networking."

Family sustains her efforts. Janie's parents are the backbone of the operation. Her fiancé has been encouraging since the beginning and his parents have been invaluable with their support. Even little Aiden is enthusiastic. "He loves the goats and always wants to feed them," sge says.

The biggest challenge has been the long process leading up to actually getting started. "You have to invest a lot of time - it's at least a couple of years before you start to make any income," she explains. "It's a big financial and emotional - and physical - commitment." But it's apparently worth it. Janie Lorberau is on track and happy to be fulfilling her dream.

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