



LAUNCH OF THE THIRD BIENNIAL STATE OF ARTISAN CHEESE INDUSTRY SURVEY

American Cheese Society partnering with University of Missouri again for 2020 survey.

FOR IMMEDIATE RELEASE

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Contact:

Karen Lundquist
Executive Director
American Cheese Society
(720) 328-2788
klundquist@cheesesociety.org

DENVER, CO – The American Cheese Society (ACS) is taking the pulse of artisan and specialty cheesemakers in the United States through its biennial industry survey. It is especially important to understand the shifts and needs of the community that have been heavily impacted by the pandemic and ensuing financial, operational, and individual challenges. For many, the way their products are delivered has changed immediately and dramatically, requiring an equally swift response. Although long-term effects are still emerging, ACS anticipates ongoing profit pressures, the need for vigilance in food safety, and shifts in distribution are topics of interest.

Funding for the survey is generously provided by the nonprofit American Cheese Education Foundation.

"The American Cheese Education Foundation (ACEF) has a deep commitment to the health of this vital American industry," said Brian Keyser, ACEF Board President. "By financially supporting this work, we're able to provide a long-term view of the experience of cheesemakers in the United States, an industry we are pledged to support."

The survey is once again being conducted by researchers at the University of Missouri – Columbia, led by Dr. Annette Kendall, on ACS's behalf. Data collection will continue through July 31, 2020, and any U.S. artisan, farmstead or specialty cheesemaker is invited to respond at https://missouri.qualtrics.com/jfe/form/SV_elpjSN06QHog81T.

"The patterns that emerge will help illuminate the opportunities and challenges cheesemakers are facing," said American Cheese Society Executive Director, Karen Lundquist. "Many of our members are in crisis and handling turbulent transitions, and a clear longitudinal data set can provide a solid foundation and guidance. The data will help clarify the path forward for a treasured community of creative artisans."

In early 2021 digital copies of the three reports will be available for non-ACS members to

purchase on the [ACS website](#) (free to ACS members). Producers who participate in the 2020 survey will receive their choice of one complimentary digital copy of the Key Findings Report via email from the survey research team.

The first biennial State of the U.S. Artisan/Specialty Cheese Industry Survey was held in 2016. It resulted in a Report of Key Findings which provided a snapshot of the small businesses that make up the community of artisan, farmstead, and specialty cheesemakers in America. Additional research released in 2018 reports by ACS expanded significantly upon what has historically been a limited field of data available about these producers.

To donate to support artisan cheese makers, visit www.cheesesociety.org/ace-foundation.

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About the American Cheese Society (ACS)

The American Cheese Society's mission is to build understanding, appreciation, and promotion of artisan, farmstead, and specialty cheeses produced in the Americas. At 2,300 members strong, ACS leads the cheese community through advocacy, education, business development, and networking opportunities. The organization was founded in 1983 by cheesemakers and for cheesemakers. Today, they measure their success by that of their members and the extended industry all while evolving to meet the changing needs of a challenging climate. By offering relevant resources and support, ACS is dedicated to the health and welfare of their constituents throughout the United States. ACS is a 501(c)6 nonprofit association headquartered in Denver, Colo. To learn more about ACS, please visit www.cheesesociety.org or contact 720-328-2788.