

**In This Issue:**

1. Sassy Cow Creamery Opens Farmstead Retail Store on Monday
2. DBIC Monthly Message: Kicking Off Year V
3. BelGioioso Cheese Celebrates Fifth Plant Opening in Freedom, Wis.
4. Grant Funds Totaling \$300,000 Now Available to Dairy Processors
5. Industry News
6. Upcoming Important Dates

---

---

## **1. Sassy Cow Creamery Opens Farmstead Retail Store on Monday**

Brothers James and Robert Baerwolf, a pair of third generation Wisconsin dairy farmers, have launched a new farmstead milk bottling operation, offering fresh-bottled milk direct to consumers straight from their on-site retail store starting Monday, April 14.

Sassy Cow Creamery, located seven miles north of Sun Prairie, Wis., is a culmination of the Baerwolf family's dedication to connect consumers with farmers. In fact, their brand new, state-of-the-art creamery is designed with the customer in mind, with their farmstead retail store, open to the public, offering a variety of Wisconsin-made products.

"Producing high quality milk has always been our number one priority," said co-owner James Baerwolf. "Before we opened the creamery, our milk was put on a truck, pooled with other farms and that was the last we ever saw of it. Today, we are proud to bring our milk directly to the consumer from our own creamery."



The Baerwolf family will open the Sassy Cow Creamery retail store on Monday, April 14.



Ever since James and Robert first began farming, their milk cows have taken center stage. Their high quality bottled milk is produced from the family's dual nearby dairy herds: a 400-cow traditional dairy and 100-cow organic dairy, located within miles of each other. Sassy Cow Creamery may be the first farmstead operation to offer both traditional and organic bottled milk.

Products include whole, 2 percent and fat-free traditional and organic milk bottled in gallons, half gallons and pints.

Chocolate and strawberry milk, as well as cream are also available. The dairy also plans to soon craft ice cream in a variety of flavors. Consumers can find the products at the creamery's on-farm store at W4192 Bristol Rd., Columbus, WI, or in select local and regional specialty stores. A May 22 grand opening celebration with public tours is also being planned.

"A hearty congratulations to the Baerwolf families and Sassy Cow Creamery for their dedication to growing Wisconsin dairy," said Dan Carter, Founder and Chairman, Dairy Business Innovation Center.

For more information, visit [www.sassycowcreamery.com](http://www.sassycowcreamery.com) or call Kara Kasten at 608-445-2010.

---

---

## 2. DBIC Monthly Message: Kicking Off Year 5



**Jeanne Carpenter**, DBIC Communications Director, shares information about the restructuring of the Dairy Business Innovation Center for Year V and into the future.

In exciting news, April 1, 2008 marked the start of Year V for the Dairy Business Innovation Center, an important and amazing milestone in the evolution of our organization. The past four years have passed quickly – adding credence to the old saying that “*time flies when you’re having fun.*” The 20+ team members and industry partners that make up the DBIC are exceptionally proud to work side-by-side with all of you in your quest to develop, launch and market value-added dairy products.

As we enter Year V, the DBIC is undergoing important organizational changes. As we peer into a very likely future of receiving substantially less federal funding after 2009, the DBIC leadership’s focus will now include not only continuing to assist Wisconsin dairy entrepreneurs but also finding a way to ensure the organization is financially viable for many years to come.

The DBIC is proud to announce that former DBIC Manager Jim Gage has transitioned into a lead role as Grant Writer and Fundraising Coordinator. We are thankful for Jim’s expertise in this area as his work in securing grants and funding for the future of DBIC will be his number one task. Dan Carter, DBIC Founder and Chairman, will continue in his lead role as team visionary, while the day-to-day continuity will transition to a team approach with four people stepping up to a DBIC Management role.

On April 1, 2008, Jim Cisler and Norm Monsen, DBIC Client Services Co-Directors, transitioned into managing client activities, while Kathy Brown, DBIC Administrator, and myself, Jeanne Carpenter, Communications Director, began managing administration, outreach and communication tasks. Because the DBIC has always been a team-centric organization, this “changing of the guard” will likely be a smooth transition for most of you. Please contact any of the four members of DBIC Management with your questions, requests and concerns and we promise to remember that we are here to serve you -- the dairy entrepreneur -- the heart and soul of our state’s dairy industry.

The mission of the DBIC remains the same: to offer technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development: Since 2004, we have worked with 161 clients by providing access to specialized technical assistance through our world class consulting team. We are proud to have helped entrepreneurs start new businesses, develop more than 50 new products and access dozens of new markets. Through workshops and training, the DBIC Team has coordinated more than 110 projects to help the industry obtain market exposure and identify new customers.

The DBIC looks forward to a strong Year V in which we know will include meeting and assisting new clients, continuing to work with dairy producers and processors, developing more marketing relationships and most of all – introducing more and more people across the nation and around the world to the outstanding dairy products that come from America’s Dairyland. On Wisconsin!

---

---

### 3. BelGioioso Cheese Celebrates Fifth Plant Opening in Freedom, Wis.

A Wisconsin cheese company that started from humble beginnings 30 years ago crafting Provolone cheese with 15 employees recently celebrated the grand opening of its fifth and newest cheese plant. BelGioioso Cheese, which today employs 350 people and sources milk from 200 area dairy farms, hosted 100 guests and officials at a grand opening ceremony at its new Freedom plant on March 25. Featured speakers included BelGioioso Cheese President Errico Auricchio, Agriculture Secretary Rod Nilsestuen, and Kim Cates, representing Senator Herb Kohl.

The new 90,000 sq. ft. Freedom cheese plant is the latest addition to BelGioioso Cheese’s growing Wisconsin dairy processing operation. The new plant makes Fresh Mozzarella and Fontina, two of more than 25 Italian specialty cheeses handcrafted by the company.

Congratulations to BelGioioso Cheese from the DBIC and its partners!



*Photo by Jeanne Carpenter, DBIC*

Wisconsin Agriculture Secretary Rod Nilsestuen, right, presents BelGioioso President Errico Auricchio with a plaque on behalf of Governor Jim Doyle, thanking BelGioioso for its commitment to reinvesting in Wisconsin’s dairy industry. Auricchio founded BelGioioso Cheese in 1979, after moving from Italy to Wisconsin to start the company.

---

---

### 4. Grant Funds Totaling \$300,000 Now Available to Dairy Processors

The Wisconsin Department of Agriculture, Trade and Consumer Protection has announced \$300,000 in grant funds are available over the next year to help dairy processors create and sell more products. The first cycle of the Value Added Dairy Initiative (VADI) Dairy Processor Grant program began April 1. Applications are due May 30.

“The quality and reputation of Wisconsin’s dairy sector make it natural for dairy processors to compete at the high end,” said Agriculture Secretary Rod Nilsestuen. “These grants are part of the Grow Wisconsin plan to help companies capture the high-end market.”

Anyone involved with dairy products processing including cheese companies, milk bottlers, artisan and farmstead operations, or yogurt, ice cream or butter makers, is eligible to apply. The maximum grant

award is \$35,000. Grants are available for individuals or groups, businesses or organizations, to help fund projects geared at innovation, market development or modernization of dairy processing.

Eligible project expenses include working capital, marketing expenses, and professional services necessary to implement the project. Grants cannot be used to buy land, buildings, or equipment; pay indirect administrative overhead costs; pay off existing debt; lobbying, or tuition costs.



Applications must be received at the Wisconsin Department of Agriculture, Trade and Consumer Protection office by 4:30 p.m. on the deadline due. Email submissions are preferred; and mailed, faxed and hand-delivered applications are acceptable. Details on the request for grant proposals and application materials are available at [www.datcp.state.wi.us/mktg/business/marketing/val-add/initiative](http://www.datcp.state.wi.us/mktg/business/marketing/val-add/initiative) or call Matt Lange at 608-224-5081.

The second cycle of the VADI Dairy Processor Grant program begins Aug.1 with applications due Sept. 30. The third and last cycle begins Dec. 1 with applications due Jan. 31, 2009.

The dairy processor grant is part of the VADI Year 5 program funding, which Senator Herb Kohl and Representative Dave Obey secured to help support Wisconsin's dairy industry. The Dairy Business Innovation Center and the Grow Wisconsin Dairy Team are key components of the VADI initiative. Since its start-up in April 2004, the VADI program has administered \$2.87 million in grants to 296 producers, processors and local dairy groups.

---

---

## 5. Industry News

- ❖ **Whole Foods Offers Low-Interest Loans:** Whole Foods reports it has awarded more than \$1 million in low-interest loans to artisan cheese makers and small-scale food producers already this year, with another \$9 million still available. The Whole Foods Market Local Producer Loan Program is designed to strengthen the company's partnership with independent and small scale food and dairy products. Eligibility for the loans require: 1) the business has a viable business plan; 2) funds given must be for expansion; 3) company must meet Whole Foods quality standards; 4) company must meet Whole Foods Animal Compassion Standards. Loans vary in amounts between \$1,000 and \$100,000 with fixed interest rates currently between 5 and 9 percent. For more information, visit [www.wholefoodsmarket.com/loans](http://www.wholefoodsmarket.com/loans)
- ❖ **Exporting Specialty Cheese Seminar:** The Wisconsin Specialty Cheese Institute (WSCl) is teaming up with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) to offer a special presentation on "The WHY, HOW and WHO of Exporting Specialty Cheese" on Friday, May 2 in the DATCP board room in Madison, Wis. The program begins at 10 a.m. and is free for WSCl members. Non-members are encouraged to attend for a \$10 fee that includes lunch. Angélique Hollister, Manager of Cheese & Manufactured Products for the U.S. Dairy Export Council (USDEC) will discuss USDEC's international marketing and promotional programs and share her expertise regarding specialty cheese exporting. In addition, Chris Gentine of the Artisan Cheese Exchange, will join talk about his personal exporting experiences. Please RSVP your attendance to Kathy Brown at 866-740-2180.

- ❖ **SARE Grant Window Announced:** The 2008 Call for Preproposals for Professional Development Program Competitive Grants is now available on the North Central Region Sustainable Agriculture Research and Education (SARE) web site at: [http://www.sare.org/ncrsare/PDP/PDP\\_2008\\_CallforPreproposals.pdf](http://www.sare.org/ncrsare/PDP/PDP_2008_CallforPreproposals.pdf). The deadline for submitting a preproposal is May 26, 2008. Changes for the coming grant cycle include: 1) the program is accepting preproposals in any area relevant to sustainable agriculture professional development and 2) the funding cap for an individual grant is set at \$75,000 (up from \$50,000 in 2007). To see examples of SARE grants funded in previous years, go to [http://www.sare.org/reporting/report\\_viewer.asp](http://www.sare.org/reporting/report_viewer.asp) and select "Professional Development Program" in the Project Type pull-down menu.
- 
- 

## 6. Upcoming Important Dates

For a complete listing of upcoming events, visit: [www.dbicusa.org](http://www.dbicusa.org) and click on Calendar of Events

- **April 22–24: International Cheese Technology Exposition. Madison, Wis.**  
The Wisconsin Cheese Makers Association and Wisconsin Center for Dairy Research will host cheese manufacturers and suppliers from across the nation and world at this biennial event. An intensive combination of morning seminars combined with two full afternoons of Expo trade show and evening events, it is the world's largest gathering devoted solely to the multi-billion dollar market for cheese and related dairy products. To learn more, visit: <http://www.wischeesemakersassn.org>
  - **April 28: Tour of Fancy Food Show. Chicago, Ill.**  
If you grow, manufacture, or market food in Wisconsin, plan to attend the Fancy Food Show at McCormick Place in Chicago where more than 2,000 exhibitors from around the world will showcase 150,000 new foods. The WI Dept. of Agriculture and UW Extension are sponsoring a bus tour of the show. The \$45 fee includes transportation and show registration. The bus departs from Madison at 6:45 a.m. on Monday, April 28. Anticipated return is 7 p.m. Call Kara Kasten at 414-531-9404 or email [kara.kasten@wisconsin.gov](mailto:kara.kasten@wisconsin.gov) to register.
  - **July 15–17: Farm Technology Days. Brown County, Wis.**  
Wisconsin Farm Technology Days is the state's largest outdoor agricultural show. The annual three-day event showcases the latest improvements in production agriculture, including practical applications of recent research findings and technological developments. The 2008 Show will be held at Country Aire Farms in southern Brown County. Budd and Ione Gerrits along with their sons, Mike and Tom and their families, will host this event. For more information, visit [www.wifarmtechnologydays.com](http://www.wifarmtechnologydays.com).
  - **July 23–26: American Cheese Society 25<sup>th</sup> Annual Conference. Chicago, Ill.**  
Save these dates for the 25<sup>th</sup> annual ACS conference and world-renowned cheese competition, which culminates in the annual Festival of Cheese. Watch for registration and conference information to be posted soon at: <http://www.cheesesociety.org/index.cfm>
- 
- 

*The Dairy Business Innovation Center offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit [www.dbicusa.org](http://www.dbicusa.org) or contact Jeanne Carpenter at 608-358-7837, email: [Jeanne@wordartisanllc.com](mailto:Jeanne@wordartisanllc.com).*

---

---