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1. Ian's Pizza Partners with Wisconsin Dairy Artisans to Craft New Product

Just in time for warmer weather, Ian's Pizza in Madison, Wis., debuts the Dairy State's newest artisan product -- frozen yogurt made from local Sugar River Dairy yogurt and fresh Blue Marble Family Farm milk, both located in southwest Wisconsin. The frozen yogurt will be available in 8-ounce cups beginning Monday, April 20, at Ian's Pizza by the Slice on Frances St in Madison. It will always be available in original or vanilla flavors, along with specialty flavors that will reflect the seasons.

At a time when everyone along the food chain is experiencing the effects of market forces, Ian's Pizza's shows how local farmers, local businesses, and chefs consumers can work together to create an innovative, local specialty food.

"Since Sugar River Yogurt is so flavorful, we knew it would make an excellent base as we were developing our frozen yogurt," says Cindy Gross, head chef at Ian's Pizza. "Using just their plain yogurt and sugar during the initial testing phase, everyone on staff was blown away by just how good real frozen yogurt can taste. And our employees are definitely some of our toughest critics!"



Chef Cindy Gross at Ian's Pizza in Madison, Wis.

Sugar River Dairy is Wisconsin's only artisan cow's milk yogurt producer and, until now, nobody was making a locally-identified frozen yogurt.

"Local businesses and creative chefs are leading the local food movement because they are creating new items like this one," says Rachel Armstrong, coordinator of the Madison-based Buy Fresh Buy Local program.

Chef Cindy Gross has been carefully formulating her recipe and testing batch after batch of real frozen yogurt. "One of the things I'm happiest about, aside

from how good it is, is how good for you it is. The yogurt cultures stay alive during the freezing process, so in addition to enjoying a sweet, cool, creamy treat, you also are getting all the benefits of a live-culture yogurt.”

Chef Gross is currently perfecting both a maple and a honey frozen yogurt recipe, and plans to offer seasonal flavors, such as choke cherry, this summer. She’s working with a local farmer to develop fruits and flavorings designed to specifically compliment Sugar River Dairy yogurt in a frozen form. She is also developing in-house toppings, such as granola and organic chocolate, to accompany individual servings.

“Since a big part of our company vision is to lessen the impact we have on the environment, incorporating more locally-produced food into our menu makes a lot of sense to us,” notes Ian Gurfield, founder of Ian’s Pizza. “Plus we get to support other area small businesses, and the food just tastes better. Not only that, but we’ve found that our food costs have, in some cases, actually fallen since we started actively pursuing more Southern Wisconsin-based products.” Congratulations from the DBIC to all of the dedicated partners who made this collaboration happen!

2. DBIC Monthly Message: Focus on Financial Side of Business



This month we hear from **Rich Scheuerman**, DBIC Consultant and former President and CEO of Alto Dairy Cooperative.

I have been fortunate in my 30+ year career to have been exposed to a number of different business models, from a Fortune 500 company, a mid-sized family-owned cheese company, a large regional dairy co-operative and now, in my DBIC consulting role, a number of small dairy processors. Aside from the Fortune 500 company, a common issue I have seen in all the companies I have spent time with is the lack of focus on the financial side of their business.

As a numbers guy, a math major and a MBA in finance, I see the world as a set of financial statements. However, I am also a businessman. I recognize the need for great people and products to make a successful business, but the financial side cannot be ignored. I admire the passion of small business owners, but worry that unless they understand the financial side of the business, they may be putting their personal net worth at risk.

I hate surprises. More importantly, bankers hate surprises. That is why a well-crafted business plan and on-going tracking against that plan is essential to avoid financial stress. Even before the first pound of milk is processed, the financial worthiness of a business venture should to be assessed, including volume potentials, realistic pricing assumptions, solid cost of production estimates and capital requirements (fixed assets and working capital). Once you’re up and running, ongoing monitoring of those assumptions is necessary. I am also a strong believer in preparing an annual budget, although I have been quite surprised how rarely it is done, even among larger companies.

DBIC can provide the resources to assist you in preparing your initial business plan, assessing your current financial situation, and providing guidance in setting up ongoing financial tracking systems. I encourage current and potential DBIC clients to increase their financial IQ and take advantage of these resources.

3. Wisconsin Tops Awards in U.S. Championship Cheese Contest

Wisconsin took top honors at the 2009 U.S. Championship Cheese Contest, held March 19, as SarVecchio® Parmesan, crafted by John Griffiths of Sartori Food Corp. in Antigo, Wis, was named Grand Champion. Wisconsin dominated the contest's 64 categories with 115 total awards, including:

- 41 Best of Class Awards
- 38 Second Awards
- 35 Third Awards
- 20 Categories in which Wisconsin dairy processors swept the top three places

The U.S. Championship Cheese Contest is the nation's oldest and largest cheese and butter competition. Wisconsin cheesemakers have earned 11 of the 15 Champion titles since the competition began in 1981. A record 1,360 entries from 32 states vied for this year's title at Lambeau Field in Green Bay, Wis. From March 17-19, expert judges from across the United States tested the flavor, body, texture, salt, color, finish and packaging of each entry. Based on the average score given by each judge, cheeses are awarded a Gold, Silver or Bronze medal.

Gold medal Best of Class distinctions were won by Wisconsin cheesemakers and dairy producers in 41 of 65 categories, including:

- Cheddar, mild –**Trega Foods**, Weyauwega
- Cheddar, sharp –**Trega Foods**, Weyauwega
- Cheddar, aged 1-2 years –**Trega Foods**, Little Chute
- Bandaged Cheddar - **Springside Cheese**, Oconto Falls
- Colby – **La Grander's Hillside Dairy**, Stanley
- Swiss Style Cheese – **Roth Käse USA**, Monroe, Petite Swiss
- Mozzarella – **Foremost Farms**, Appleton
- Mozzarella, Part Skim – **Foremost Farms**, Alma Center
- Provolone, mild – **Trega Foods**, Luxemburg
- Parmesan – **Sartori Food Corporation**, Antigo, SarVecchio Parmesan
- Baby Swiss Style – **Chalet Cheese Co-op**, Monroe
- Feta – **Trega Foods**, Weyauwega
- Feta, flavored – **Trega Foods**, Weyauwega, Feta with Basil & Tomato
- Havarti – **Klondike Cheese**, Monroe
- Havarti, flavored – **Arla Foods**, Kaukauna, Havarti with Dill
- Gorgonzola – **Sartori Food Corp**, Linden, Dolcina Gorgonzola



- Blue Veined – **Sartori Food Corp**, Linden
- Brick, Muenster - **Klondike Cheese**, Monroe, Brick
- Brie, Camembert – **Lactalis USA**, Belmont, Brie
- Edam, Gouda – **Babcock Dairy Plant**, Madison, Gouda
- Quesos para Fundir – **Decatur Dairy**, Brodhead
- Smear Ripened Cheeses – **Bleu Mont Dairy**, Blue Mounds, Lil Wills Big Cheese
- Pepper Flavored American Styles – **AMPI**, Jim Falls, Cheddar with Chipotle Chiles
- Pepper Flavored Other Styles – **Burnett Dairy Cooperative**, Grantsburg, Pepper String
- Flavored Hard Cheeses – **Henning Cheese**, Kiel, Cheddar Daisy with Cracked Peppercorn
- Open Class Soft Cheeses – **Lake Country Dairy**, Turtle Lake, Fresh Mascarpone
- Cold Pack Cheese – **Bel Brands USA**, Kaukauna, Port Wine
- Spreadable Cheeses – **Kraft Foods**, Beaver Dam, Cream Cheese
- Pasteurized Process Cheeses – **Lactalis USA**, Belmont, Wee Brie
- Semi-Soft Goat's Milk Cheeses – **Montchevre Betin Inc.**, Belmont, Bucheron
- Flavored Semi-Soft Goat's Milk – **Carr Valley Cheese**, La Valle, Cocoa Cardona
- Soft & Semi-Soft Sheep's Milk – **Hidden Springs Creamery**, Westby, Driftless
- Flavored Soft & Semi-Soft Sheep's – **Hidden Springs Creamery**, Westby, Driftless-Honey/Lavender
- Hard Sheep's Milk Cheeses – **Carr Valley Cheese**, La Valle, Virgin Pine Native Sheep
- Flavored Soft/Semi-Soft Mixed Milk – **Nordic Creamery**, Plain, Sarah Select with Peppers
- Surface Ripened Mixed Milk – **Carr Valley Cheese**, La Valle, Cave Aged Mellage
- Hard Mixed Milk Cheeses – **Nordic Creamery**, Plain, Smoked Capriko
- Salted Butter – **Grassland Dairy**, Greenwood
- Unsalted Butter – **Grassland Dairy**, Greenwood
- Retail Packaging – **Crave Brothers Farmstead Cheese**, Waterloo, Petit Frere
- Open Class Shredded Cheese – **Masters Gallery Foods**, Plymouth, Shredded Reduced Fat Cheddar Cheese

The United States Cheese Championship is hosted biennially by the Wisconsin Cheese Makers Association. For more information about the contest, visit www.wischeesemakersassn.org

4. Industry News

- ❖ **Wisconsin Dairy Production Growth Likely to Continue:** Wisconsin dairy processors are investing in their plants and dairy production will continue to grow, according to a new study from the Wisconsin Field Office of the National Agricultural Statistics Service. The 2009 Dairy Plant Investment Survey shows Wisconsin dairy plants invested \$1.24 billion in their equipment and facilities in the past five years. Those same plants plan to invest an additional \$781 million in the next five years.
- ❖ **Master Cheesemaker Ranks Grow:** The Wisconsin Master Cheesemaker® program announces its 2009 graduating class, including one newly certified Wisconsin Master Cheesemaker and three Masters who completed the three-year program a second time to earn certification for additional cheese varieties. This year's new Master is Ken Heiman of Nasonville Dairy in Marshfield. He is now certified as a Wisconsin Master Cheesemaker for Feta cheese and is the 44th of the state's more than 1,200 licensed cheesemakers to be actively working under that title.



Returning for certification as Masters in additional cheese varieties this year are graduates Sid Cook of Carr Valley Cheese, LaValle, Wis.; Gary Grossen, lead cheesemaker at the University of Wisconsin-Madison's Babcock Hall dairy plant; and Steven Tollers of Burnett Dairy Cooperative, Grantsburg, Wis. Cook, who previously earned certification as a Wisconsin Master Cheesemaker for Cheddar and Fontina, this year becomes the first Wisconsin cheesemaker to become a Master in mixed-milk cheeses. His artisanal American Original varieties Gran Canaria and Mobay may now carry the distinctive Master's Mark® on their labels. Grossen, who already holds Master's certification for the production of Brick and Muenster, has now earned additional certification for Cheddar. And Tollers, a Master in Mozzarella and Provolone, now adds Colby and Cheddar to the varieties for which he's certified as a Wisconsin Master Cheesemaker. He's one of two Masters at Burnett Dairy, located in the far Northwest corner of the state. Congratulations to all.

5. Upcoming Important Dates

- **April 22: Export Seminar - From the Basics and Beyond. Appleton, Wis.**
Whether your firm is new to exporting or in need of a refresher on the latest ideas and techniques, this comprehensive seminar at the Fox Valley Technical College in Appleton provides the nuts-and-bolts information you need to successfully export products. For more information, contact Jen Pino-Gallagher, Wisconsin Department of Agriculture, 608-224-5125 or email jen.pinogallagher@wi.gov
- **April 22 – 23: Wisconsin Cheese Industry Conference. La Crosse, Wis.**
The 2009 Wisconsin Cheese Industry Conference will be held at the La Crosse Center. The WCIC, co-sponsored by the Wisconsin Cheese Makers Association and the Wisconsin Center for Dairy Research, will be the largest cheese industry show in 2009. Learn more at www.wischeesemakersassn.org
- **May 19 – 20: Fundamentals of Cheese Distribution Seminars. Madison & River Falls, Wis.**
Specialty cheese companies interested in increasing sales and improving buyer relationships should plan to attend the DBIC's Fundamentals of Cheese Distribution: How to Gain and Retain Distribution of Specialty & Artisan Cheese at two seminars in May. Cost is \$75 to attend. Companies interested in purchasing a copy of the DVD will be required to attend either one of the seminars, or sign up for one-on-one training. Participants will have the option at the end of each seminar to purchase the DVD for an additional \$75. Optional one-on-one training, including the DVD, will cost \$500. Pre-registration is required for both seminars. The May 19 seminar in Madison will be held at the Wisconsin Department of Agriculture at 2811 Agriculture Drive from 8:30 a.m. to Noon. The May 20 seminar in River Falls will be held on the UW River Falls campus from 1 to 4:30 p.m. To register, contact Kathy Brown, DBIC, 888-623-2269 or email planningoptions@charter.net. Registration is due May 12.

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 or contact Jeanne Carpenter at 608-358-7837, email: Jeanne@wordartisanllc.com.

