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1. White Jasmine Launches New Line of Specialty Cheeses with Spices

A Wisconsin company dedicated to providing fresh and natural flavors for authentic Pakistani cuisine has launched a bold, new line of specialty cheeses infused with its signature spices.

White Jasmine, a family business based in Madison, was founded in 2003 by Huma Siddiqui and her son, Samir Karimi, Vice President of Sales. Together, they strive to run a company that represents a unique blend of celebrating family rituals, traditions and customs in life.



“Food is an integral part of every culture, bringing family and friends together across the world,” Siddiqui said. “Specialty cheese is the heart and soul of Wisconsin cooking, so it was only natural to combine my exclusive spices with the state’s award-winning, specialty cheeses.”

An entire line of White Jasmine specialty cheeses debuts this week at Metcalfe Sentry in Madison and will soon be featured on Siddiqui’s weekly cooking show, which airs on NBC-15 on Sundays at 10:30 p.m. Cheese varieties include:

- **Cumin Gouda:** this cheese showcases what fresh spices and great cheese can do together, offering the perfect combination of heat and flavor. Great with sweet wines, grilled cheese sandwiches, baked potatoes and salads. Featuring whole Cumin seeds and red chili flakes.
- **Tandoori Gouda:** representing the flavor of Tandoor (a traditional clay oven used in Pakistan & India to add smoky flavor to dishes), this table cheese is perfect with burgers, pasta and baked vegetables. Featuring Turmeric, chili powder, tomato powder, beetroot powder, lemon peel, paprika, garlic and red chili flakes.

- **Sajji BBQ Gouda:** this cheese features a classic, deep, barbecue flavor. Great on chicken BBQ pizza, quesadillas and tacos. Featuring chipotle flakes, chipotle powder, Mexican oregano, onion, garlic and red chili flakes.

All White Jasmine spices and blends are available in Metcalfe Sentry in Madison, Sendiks stores in Milwaukee, as well as Whole Foods in Madison, Milwaukee, Minneapolis, Chicago and Ann Arbor, Mich. For more information, visit www.whitejasmine.com.

2. Team Column: Win With Consistency



This month, we hear from **Kelton Greenway, DBIC Production Specialist & Client Manager**. Raised at his family's business, Summit Cheese Factory in St. Croix County, Wis., Kelton has more than 25 years experience in managing dairy plants, including the Wisconsin Dairies/Foremost Farms plant from 1992 – 2007. He has extensive experience in American and Italian cheese production, as well as all aspects of operating a cheese plant. He is also a licensed cheese grader and certified wastewater operator. Kelton offers technical expertise to clients in dairy manufacturing processes and documentation systems. This month, Kelton shares advice on how to **“Win With Consistency.”**

Results from the recent 2010 World Championship Cheese Contest confirmed the excellence of products made in Wisconsin. Our cheese makers stood up against very stiff competition and carried home a basket full of awards. These high profile awards are a great boost for the winning companies and for the entire state dairy industry. But there are more important awards that every producer must work to earn. The most important awards come in the form of sales orders for your dairy products.

Once you have earned your first sales order from a customer, the real test begins. You must perform up to expectations. Consistently producing high quality products is essential to maintaining strong sales to your customers. Delivering inconsistent quality products to your customers will soon lead to problems getting new sales orders.

Whether your plant is large or small, the path to consistent quality shares several key steps:

1. Develop Product Specifications: Before beginning to produce something, you need to have a good idea of what the end result will be. Product specifications are blueprints that clearly detail the key attributes of your products. Cheese specifications typically include ranges for moisture, fat, salt and pH. Bacteriological limits commonly listed include total coliform and yeast and mold. Beyond these basics, the specifications may address flavor, color, texture, shelf life or packaging to name a few. Keep in mind that your specifications can change over time.

2. Establish Make Procedures: Make procedures detail the production steps necessary to assure that your final product is within the specification limits. Ingredients, sequence times, temperatures, in-process testing and process adjustments are all documented in order to support consistent, repeatable production.

3. Product Testing: Don't assume that your product meets your specifications and is ready to ship. Sample and test it to be certain. Make sure that your sampling procedures are appropriate for the product. Most cheese requires days or weeks of aging before a good representative sample can be taken. Remember that inaccurate analytical results are of little value. Whether the analyses are performed at the plant or by an outside lab, be certain the testing is accurate and reliable. Make a commitment to run a minimum battery of tests on every batch produced.



4. Evaluate and Adjust: By performing regular sampling and testing, you will know when your production is out of specification limits. With this information, you can make an informed decision on shipping or holding the product. A bigger benefit is that the test results show if your results are trending toward non-conformance. By evaluating the test results, you are able to make adjustments to your make procedures and stay within the specification limits.

You have many challenges as a dairy product manufacturer. None are more important than keeping your customers satisfied. Like all of us, they expect their next purchase to perform like their last. Review what you can do to improve the consistency of your products. The work you do in this area will help you to win a long string of awards, new sales orders.

3. DBIC Offers New & Expanded Communication Services

In an effort to partner with existing organizations and expand nationwide support of the Wisconsin dairy industry, the DBIC proudly announces it is expanding its media relations services to include not only Wisconsin, but media outlets throughout the United States. After a pilot project launching Wisconsin Specialty Protein's new product, teraswhey™, in the Northern California market, the DBIC communications team is poised to assist in the introduction of new client products throughout the country.

DBIC has always provided media relations services to connect its clients to editors, but its services will now include press release preparation with the DBIC logo to its extensive statewide and/or national media contacts, up to 25 media outlets. Though DBIC consultants cannot ensure media coverage, follow up calls are made to encourage placement. For clients with additional out-of-state media relations needs, the DBIC puts to use its national media database to acquire coverage in major city markets.

Eligibility for the DBIC's new, expanded out-of-state media campaigns requires:

- A new product, service or industry news of significant interest to the out-of-state media and its audience
- A spokesperson/owner available to travel to city for media interviews where media coverage is requested
- Hosting open-to-the-public events and speaking engagements in the target city to ensure a successful media campaign.

In addition to the new media relations services, DBIC also offers support in the development of marketing plans, sales and marketing materials, brand development, press releases and focus groups. Please contact your client manager for more information and eligibility.

4. Industry News

- **Dairy Goat Industry Focus of April 12 Lecture:** The DBIC's Jeanne Meier, who taught the Ecuadorian community of San Bernardo how to build its own dairy goat farm, will give the 25th annual John Kenneth Kyle Lecture at the University of Wisconsin-Whitewater tonight. She will speak about "**Goat Milk: Connecting Wisconsin's Dairy Resources to the World**" at 7 p.m. in the Summers Auditorium in the James R. Connor University Center. The lecture is free and open to the public.



"Jeanne's story is an interesting one because it's about a woman who grew up on a farm in Wisconsin, much like many of our students, and has gone on to have a global impact," said Susan Johnson, chair of the Political Science Department and Kyle lecture series coordinator. Johnson said professors often struggle to convince students that they will have an impact on the world, and that Meier provides a perfect example. Meier is a member of the management team of the DBIC and the coordinator of the center's Dairy Goat Project. She provides local, national and international outreach and training in the promotion of Wisconsin's dairy goat industry.

- **Wisconsin Master Cheesemaker Program Announces 2010 Graduates:** The nation's only advanced training course of its kind for veteran cheesemakers has graduated six new Master Cheesemakers. With the new graduates, Wisconsin now has 49 Masters actively working in the state, representing 30 companies and holding certification for 34 cheese varieties. In addition, the 2010 class includes three previous Master Cheesemakers who graduated a second time with certification for additional cheese varieties. New Wisconsin Master Cheesemakers are:
 - **Mark Frederixon**, Associated Milk Producers, Inc. in Blair, certified in Cheddar.
 - **Mark Gustafson**, Sartori Food in Plymouth, certified in Asiago and Parmesan.
 - **Steve Hurd**, Park Cheese in Brownsville, certified in Fontina and Provolone.
 - **Brian Jackson**, Foremost Farms USA in Marshfield, certified in Monterey Jack and Cheddar.
 - **Jim Johnson**, Foremost Farms USA in Alma Center, certified in Mozzarella.
 - **Randy Pitman**, Mill Creek Cheese Co. in Arena, certified in Muenster and Quesadilla.



Wisconsin Masters who completed the program a second time with the 2010 class are **Paul Reigle**, Maple Leaf Cheese Cooperative, previously certified in Yogurt Cheese and now certified as well in Monterey Jack and Gouda; **Bruce Willis**, Burnett Dairy Cooperative, Grantsburg, previously certified in Cheddar and Colby and now certified as well in Mozzarella and Monterey Jack; and **Ken Heiman**, Nasonville Dairy, Marshfield, previously certified in Feta and now also certified in Monterey Jack.

The Wisconsin Master Cheesemaker® program is the most formal, advanced training program in the country. Patterned after European standards, it is administered by the Wisconsin Center for Dairy Research and funded by Wisconsin dairy producers, through the Wisconsin Milk Marketing Board. Applicants to the program must be active, licensed Wisconsin cheesemakers with at least 10 years of experience. Once certified, they're entitled to use the distinctive Master's Mark® on their product labels and in other marketing materials.

5. Upcoming Important Dates

- **April 20 - 22: International Cheese Technology Exposition. Madison, Wis.**
The Wisconsin Cheese Makers Association and numerous industry partners will host cheese manufacturers and suppliers from across the nation and around the world in April at the biennial International Cheese Technology Exposition. An intensive combination of morning seminars, two full afternoons of uninterrupted Expo and evening social affairs, it is the world's largest gathering devoted solely to the multi-billion dollar market for cheese and related dairy products. More info: <http://www.cheeseexpo.org/>
- **April 24 & 27: DBIC Cheesemaking Seminars with French Expert Ivan Larcher**
Cheesemakers interested in learning more about crafting European and sheep milk cheeses are invited to attend one of two workshops sponsored by the DBIC in April with French cheesemaker Ivan Larcher. Larcher, a highly-respected technical advisor for cheesemakers in the United States, France, Slovenia, Israel, United Kingdom, Croatia, and Spain, will travel to Wisconsin in April and provide lectures and technical hands-on training at two separate all-day seminars. The workshops are intended for cheesemakers or aspiring cheesemakers and each session is limited to 15 participants. Cost for each seminar is \$125.
 - **Saturday, April 24 at UW-River Falls:** this hands-on technical workshop will cover “European Cheeses Not Yet Discovered by American Cheesemakers” and will focus on crafting a soft, Alsatian Munster-style cheese with cow’s milk. Seminar runs from 9 a.m. to 3 p.m.
 - **Tuesday, April 27 at Cedar Grove Cheese in Plain, Wis.:** this hands-on technical workshop will focus on “Soft, Lightly-Washed Sheep’s Milk Cheeses.” Seminar runs from 9 a.m. to 3 p.m.

Those interested in registering for the workshops should contact Kathy Brown, DBIC Administrator. Call 262-740-0705 or email planningoptions@charter.net.

*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.*

