

In This Issue:

1. Wisconsin Public Television to Air New Artisan Cheesemaking Film; Gala Event Planned
 2. Exclusive Dairy Artisan Merchandising Seminar Offered by DBIC & Zingerman's in June
 3. Announcing 2006 DBIC Farmstead Field Days & Educational Workshops
 4. Future of Farming and Rural Life in Wisconsin Project Launches May 23 With Forums
 5. Industry News
 6. Upcoming Important Dates
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1. Wisconsin Public Television to Air Artisan Cheesemaking Film; Gala Event Planned

Wisconsin artisan cheesemakers will take the spotlight on **Thursday, May 4**, as Wisconsin Public Television debuts "Living on the Wedge: Wisconsin's Artisan Cheesemakers" at 7:30 p.m., with a repeat airing on Wednesday, May 10 at 9:30 p.m. The 30-minute documentary takes viewers on a journey through America's Dairyland to meet some of the state's most skilled and passionate cheesemakers.



Photo Courtesy of Wisconsin Milk Marketing Board

Sponsored by the Dairy Business Innovation Center and the Wisconsin Milk Marketing Board, the film was produced by independent film makers Mariana Coyne and Gaylon Emerzian, of Trillium Productions.

"The film showcases the rich diversity of Wisconsin artisan cheesemaking," says Jim Gage, DBIC Manager. "Viewers will meet some incredible cheesemakers and have a rare chance to visit their farmsteads and aging cellars. It's an opportunity to learn more about the heritage of America's Dairyland."

Later in May, the public will have an opportunity to meet several of the featured artisan cheesemakers and view an extended 60-minute version of the film at a gala event at the Orpheum Theater. Scheduled for **Wednesday, May 24** in Madison, the event will feature dishes prepared by six Wisconsin chefs paired with the six Wisconsin cheesemakers featured in the 60-minute version of the film. The event runs from 6 p.m. to 9 p.m. Tickets are \$15 and may be purchased at the door or in advance by calling the Orpheum Box Office at 608-255-6005. Box office is open Fridays, Saturdays and Sundays between 4:30-9:30 p.m. For more information, contact Jeanne Carpenter at 608-358-7837.

2. Dairy Artisan Merchandising Seminar Offered by DBIC & Zingerman's in June

Are you constantly on the hunt for fabulous new Wisconsin artisan and farmstead dairy products? Are you looking for more high-impact, cost-effective ways to share your enthusiasm for artisan cheeses and dairy products with your customers? If so, the DBIC has a training opportunity you can't afford to miss -- a customized ZingTrain & DBIC seminar for specialty retailers, food co-ops, chefs and DBIC clients with retail stores. The training will be held on **Friday, June 16 from 9 a.m. - 3 p.m. at Whole Foods in**

Madison, Wis. Zingerman's Founder and CEO Ari Weinzweig and Steve Ehlers of Larry's Market, Brown Deer, will help you learn how to source and develop relationships with artisan producers, properly handle and care for cheese, create effective displays and discuss selling tips. Registration is due May 19 and space is limited. Fee is \$90 per person or \$150 for two people from the same company. For an additional fee, attend an optional hands-on farmstead cheesemaking workshop with pioneer goat cheesemaker Anne Topham of Fantome Farm on her farmstead on Thursday, June 15. For more information or to register contact Heidi Busse at 608-224-5047 or email heidi.busse@datcp.state.wi.us.

3. Announcing 2006 Farmstead Field Days & Educational Workshops

The Wisconsin Department of Agriculture, Trade and Consumer Protection and the Dairy Business Innovation Center are proud to present several upcoming Farmstead Field Days & Educational Workshops to experience hands-on training on a variety of topics. The events include:



June 13-15: Dairy Goat Workshops, Wisconsin

The Wisconsin Department of Agriculture, Trade and Consumer Protection will hold two and one-half days of training for extension agents, agriculture instructors, veterinarians, lenders and other service providers on the production, processing and marketing of dairy goat milk and milk products. A one-day training will be held in the northwestern part of the state on June 13. That training will be repeated on June 14 in Madison. An optional half-day on June 15th will include production and on-farm processing on a farm near Madison. A goat specialist from Langston University will lead the training team, along with trainers from the University of Wisconsin, UW-EX, producers, a marketer, and processors. Sponsors include the Department, the University of Wisconsin Extension, Technical College System, and the Dairy Business Innovation Center, among others. For more info, contact Jeanne Meier, DATCP, 608-224-5121.

Aug. 10: DBIC Farmstead Field Days, Crystal Ball Farms, Troy DeRosier, Osceola, Wis.

Crystal Ball Farms is a farmstead operation that opened in the fall of 2003. Using the milk from its 100-cow herd, Crystal Ball Farms produces cream-line bottled milk, hand-packed butter, cheese curds and ice cream and markets its products regionally and in the Twin Cities. The Aug. 10 hands-on Field Day, with a tour of the facility, is scheduled from 11 a.m. to 2 p.m. Topics will include: facility design and funding options for value-added dairy processors, sourcing small-scale dairy equipment, marketing options for farmstead operations, organic production, labeling and packaging requirements. Limit of 30 participants. Fee is \$25. For more information or to register, contact Heidi Busse, 608-224-5047 or heidi.busse@datcp.state.wi.us.

Oct 3: Butter Grading Seminar, Madison, Wis (Revised Date)

Please update your calendars with a new date for the Butter Grading Seminar: The DBIC and its partners have rescheduled the date for the Butter Grading seminar, now to be held with the Wisconsin Dairy Products Association's annual dairy products evaluation clinic during the World Dairy Expo. The new date is set for October 3, 2006 at the Alliant Energy Center in Madison, WI. This full-day seminar will provide dairy industry and retailing personnel the opportunity to sharpen their grading skills while also gaining a better understanding about present USDA and WI grading standards and how they are applied. The seminar will feature a comprehensive discussion of common defects in butter, what buyers are looking for and how to properly package, handle and grade butter, all in compliance with Wisconsin Food Safety standards. For further information or to register, please visit WDPA's website at www.wdpa.net or call 608-836-3334. For general inquiries, contact Heidi Busse at 608-224-5047.

4. Future of Farming and Rural Life in Wisconsin Project Launches May 23 With Forums

A "Future of Farming and Rural Life in Wisconsin" project hits the road with six regional forums to be held across the state beginning May 23. Led by the Wisconsin Academy of Sciences, Art and Letters, with support from a wide range of partners, the project seeks to engage state residents in the development of a new vision for the future of agriculture and rural life in Wisconsin.

The first public forum on May 23 will take place in Menomonie at the University of Wisconsin-Stout campus, followed by five additional forums between July - October in different regions of the state. The forums aim to engage attendees in key topics such as Agricultural Policy and Government Influence; Economic, Cultural and Social Issues; Food Systems; Natural Resources Conservation; and Production Agriculture. Forums generally will include both presentations and small-group breakout sessions and will all provide ample opportunity for participants to voice their thoughts and ideas. The project is hoping to draw a wide spectrum of attendees with the hopes of accurately capturing the diverse views on the future of agriculture in the state.

"These forums will engage people from across the state in efforts to explore how Wisconsin residents can set a reasoned and promising course for the future of our rural economies, lifestyles, and communities," said Wisconsin Academy Executive Director, Michael Strigel.

In addition to the six forums, The Future of Farming and Rural Life in Wisconsin project will include arts and cultural expositions and events, a final statewide conference and a comprehensive final report. "The forums are central to the mission of this project, that is to engage citizens from throughout the state in helping to set a course for farming and rural life in Wisconsin," said project co-chair Stan Gruszynski, who directs the Rural Leadership and Community Development Program in the Global Environmental Management Center of the College of Natural Resources at the University of Wisconsin- Stevens Point. "The Academy is the convener of these activities, but the people will decide how to move forward."

For more information about the project, the forums, and how to register, visit www.wisconsinacademy.org.

5. Industry News

- **Wisconsin Welcomes Newly Licensed Cheesemaker:** The DBIC and its partners welcome a newly licensed cheesemaker to the industry. In March, Vicky Simpkins of Shepherd's Ridge Farm in St. Croix Falls passed her exam, completing years of training, cheesemaking classes and a 240-hour apprenticeship. Vicky is a third generation cheesemaker. She and her husband raise sheep on their farm in northwest Wisconsin and are starting a farmstead cheese plant where they will craft artisan cheeses made from sheep and sheep/cow blends.
- **Montchevré Fresh Chèvre Takes Second in International Fresh Goat Cheese Tasting Panel:** A Montchevré fresh goat cheese, made in Belmont, Wis., rated second in a tasting panel featured in the May 2006 issue of *Fine Cooking*. The magazine ranked the cheese ahead of other well-known American fresh goat cheeses, including Cypress Grove, Vermont Butter & Cheese and Laura Chenel. The magazine's top pick was a fresh Chèvre from Ile De France. Montchevré Chèvre placed fifth in this year's World Cheese Championship.
- **American Cheese Society Annual Competition:** It's not too early to start planning your entries for the 2006 American Cheese Society annual conference, held this year in Portland, Oregon. All entry forms must be postmarked by **Friday, June 2, 2006**. The ACS is one of the world's largest and most



influential competitions for American-made specialty cheeses. This year's judging is scheduled for July 18–19 and will coincide with the conference on July 20–22. For complete information on competition rules, 2006 entry categories, or to download an entry form, visit <http://www.cheesesociety.org/displaycommon.cfm?an=5> or phone 502-583-3783. In addition, the DBIC sponsors a small number of Wisconsin artisan cheesemakers and dairy producers to attend the ACS conference. For more information on attending the conference as an educational and networking opportunity, contact Heidi Busse at 608-224-5047.

- **Wisconsin Master Cheesemaker Program Announces Six Graduates**



The Wisconsin Master Cheesemaker Program, a rigorous three-year course open only to licensed cheesemakers with 10 years experience, is proud to announce its 2006 graduates, including three new master cheesemakers: *Jim Demeter*, Trega Foods, certified in Feta; *Bruce Willis*, Burnett Dairy Cooperative, certified in Cheddar and Colby; and *David Buholzer*, Klondike Cheese, certified in Feta and Muenster. Three Masters received certification for additional cheeses - they include: *Steve Stettler*, Decatur Dairy, certified in Brick and Farmers Cheeses; *Carie Wagner*, Foremost Farms, certified in Cheddar and Monterey Jack; and *Randy LaGrander*, LaGrander's Hillside Dairy, Cheddar. The program is administered by the Center for Dairy Research and funded by the Wisconsin Milk Marketing Board. Congratulations to all!



- **Annual Farmstead Producer-Food Safety Meeting:** The DBIC is coordinating Wisconsin's second annual Farmstead Producer-Food Safety meeting, to be held on Tuesday, June 27 from 10 a.m. to 1 p.m. in Eau Claire. The purpose of this meeting is to bring together producers and food safety officials to discuss current issues specific to farmstead producers. This meeting provides current farmstead producers with the opportunity to get updates on recent licensing requirements and regulations, and share any questions they may have about the processes. For further information or to register, please contact Heidi Busse at 608-224-5047 or heidi.busse@datcp.state.wi.us.
 - **Wisconsin Cheeses Spotlitged at 2006 IACP Conference:** Wisconsin added the distinctive flavor of America's Dairyland to the 2006 International Association of Culinary Professionals (IACP) conference in Seattle in late March. More than 1,600 cookbook writers, food editors, caterers, chefs, culinary instructors and other foodies enjoyed a special cheese sampling from four Wisconsin cheesemakers who have won Best of Show in the American Cheese Society's annual competition. Sponsored by the Wisconsin Milk Marketing Board, attendees enjoyed cheeses from Uplands Cheese, Dodgeville; Carr Valley Cheese, LaValle; Roth Kase USA, Monroe and LoveTree Farmstead Cheese, Grantsburg. In addition, DBIC Consultant Dana Tanyeri led a packed educational session titled "Cheese: Innovations in One of the World's Oldest Foods." Featured in that session were cheeses from Cedar Grove, Plain; Crave Brothers Farmstead Cheese, Waterloo; and Carr Valley, LaValle. Joining Tanyeri on the panel from Wisconsin was Sid Cook, award-winning cheesemaker from Carr Valley.
 - **WMMB & USDEC to Assist with World Cheese Awards Entries:** The Wisconsin Milk Marketing Board and the U.S. Dairy Export Council have teamed up to provide assistance to U.S. companies entering products in the June 14 World Cheese Awards in London. WMMB will pay for the product shipping of cow's milk cheese to the consolidation point in New York and USDEC will pay the shipping to London. All cheesemakers need to do is select the categories they would like to enter and then mail or email the entry form to the World Cheese Contest organizers by May 20. Contest organizers will then send cheesemakers product shipping information. Once contest cheese is shipped, send WMMB a copy of the freight bill to New York and WMMB will reimburse those costs. Click on the links below for the contest information forms. The forms can also be found on the website of the contest organizers: The Guild of Fine Food Retailers <http://finefoodworld.co.uk> or on USDEC's website, www.usdec.org
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6. Upcoming Important Dates

A full Calendar of Events, updated weekly, is also posted on the DBIC website at www.dbicusa.org.

- **April 25-27: 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 around the world. The DBIC and WCMA are co-sponsoring a panel of internationally recognized experts in cheese making and marketing, called "Making Cheese, Making Profits: A Market Perspective." The session, featuring Stephanie Anderton of King Island Dairy in Melbourne, Australia; David Gremmels, Rogue Creamery, Oregon; Tony Dutra, Woolwich Dairy, Canada; and moderated by Sara Hill, The Cheeseguru, Minnesota, will take place on Wednesday, April 26 from 10:30 a.m. to noon at the Alliant Energy Center in Madison, Wis. This international panel of prominent leaders of the industry will offer insights from their business experiences in developing distinctive products and innovative marketing strategies for adding value to quality cheeses. For more info, visit <http://www.wischeesemakersassn.org/ishow/2006/index.html>
- **May 1-4: Cheese Utilization Short Course, Madison Wis.** A new four-day hands-on course for culinary professionals, end users, brokers, distributors, retailers, and marketers aims to educate participants in the art and science of cheesemaking. Developed and sponsored by the UW Center for Dairy Research, UW Department of Food Science and the Wisconsin Milk Marketing Board, this course will feature seminars covering cheesemaking, cheese handling and display, packaging fundamentals, cheese economics, and basics of cheese grading and evaluation. The hands on sessions include cheesemaking, grading labs and cheese functionality demos. It is a survey course for participants and is not designed to address technical research. Cost is \$500 and enrollment is limited to 50 participants - register now for a few open seats! For more information, visit http://www.cdr.wisc.edu/courses/cheese_util.html or call Dean Sommer at 608-265-6469.
- **May 8: Fancy Food Show, Chicago, Ill.** Don't miss an opportunity to see the latest marketing trends at one of the largest trade shows dedicated to the specialty food industry: the Chicago Fancy Food Show. The Wisconsin Department of Agriculture, Trade and Consumer Protection is partnering with the UW Extension Emerging Agriculture Market team to sponsor a bus tour to the show for food producers, educators and marketers. Participants will go by bus from Madison to the McCormick Place in Chicago, Ill. where more than 2,000 exhibitors from around the world will distribute samples of 150,000 foods. Cost is \$45 and includes round trip transportation and show registration. Register by April 17 by contacting Kara Kasten at 608-224-5131. The bus departs on May 8 at 6:45 a.m. from the DATCP building at 2811 Agriculture Drive, Madison. Anticipated return from Chicago is 6:30 p.m.
- **May 12: WI Specialty Cheese Institute Meeting, Madison, Wis.**  

The next WSCI meeting will be held on Friday, May 12 at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), 2811 Agriculture Drive, Madison, WI, beginning at 10 a.m. The agenda includes several industry updates, two guest speakers and ends with lunch. Guest speakers Laurie Greenberg of the DBIC and Scott Rankin of UW-Madison will present the results of a study on cheeses made with milk from grass-based cheeses vs. cheeses made with milk from more conventional feeding systems. Then, Steve Ehlers, owner of Larry's Market in Brown Deer, will present information on what retailers are looking for regarding labels, packaging, brochures, ads, copies of websites and more. To RSVP, email Kathy Brown at planningoptions@charter.net or call 866.740.2180.

- **June 3, 2006 - July 5, 2007: The Story of Wisconsin Cheese, Green Bay, Wis.** From the farmer's herd to the cheese factory, visitors of all ages will be engaged by an extensive, all-new Wisconsin Cheesemaking History Exhibit at the Neville Public Museum of Brown County, featured June 3, 2006 - July 5, 2007. Visitors will explore the past and future of cheesemaking in Wisconsin through hands-on activities and historic artifacts and photos, see how milk is transformed into different varieties of cheese and gain a new appreciation about the importance of the dairy industry. For more information, call 920-448-4460 or visit the museum at 210 Museum Place in Green Bay.
- **Sept. 17-23: Europe in Your Backyard Cycling Tour, Wisconsin.** Bicyclists on this fall's Europe in your backyard celebration of Wisconsin's European heritage will include a tour of Blue Marble Family Farm, a new farmstead milk bottling operation. The 2006 tour begins and ends in Fitchburg and will highlight Wisconsin's dairy culture with a community-wide finale wine and cheese pairing on Friday, Sept. 22. To register or for more information, call 800-546-8520 or 800-233-4340.
- **Nov. 9-11: Great Lakes Dairy Sheep Symposium, LaCrosse, Wis.** The Dairy Sheep Association's announces its 12th Great Lakes Dairy Sheep Symposium, to be held in La Crosse, WI on Nov. 9-11. This international event brings together dairy sheep producers, researchers and processors from across North America and Europe to discuss current industry issues. Features of this year's conference include a tour of Carr Valley Cheese and a visit to a farmstead artisan cheesemaker and sheep producer. For more information, visit www.dsana.org or contact Yves Berger at yberger@facstaff.wisc.edu or 715-635-3735.

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, 608-358-7837.