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1. Wisconsin Cheesemakers Sweep American Cheese Society Annual Competition

In a stunning victory lap, Wisconsin cheesemakers captured 20 first place ribbons, took home a Best of Show award and celebrated with America's most decorated cheesemaker at the annual American Cheese Society Competition this month in Burlington, Vermont.

Of a record 1,208 total entries, Wisconsin cheesemakers scored more than one quarter of all awards bestowed and more than any other state. America's Dairyland's 74 awards included

20 first, 25 second and 29 third-places. Cheesemakers from more than 200 companies in 24 U.S. states and Canada were represented. Roth Käse USA, Monroe, scored Third Place Best of Show with Roth's Private Reserve, while Master Cheesemaker Sid Cook, of Carr Valley Cheese, LaValle, landed a record 28 ribbons.



★★★★★★
Roth Käse USA took Third Place Best of Show at the 2007 ACS show with its Roth's Private Reserve. Wisconsin cheesemakers took 74 total awards, one-quarter of all awards bestowed and more than any other state represented.
★★★★★★

Wisconsin first place winners included:

- **BelGioioso Cheese Inc.**, Denmark: Mascarpone, Mild Provolone
- **Carr Valley Cheese**, LaValle: Bread Cheese, Cocoa Cardona, Mobay, Chevre au Lait, Cave Aged Cheddar, Black Sheep Truffle, Holiday Cheese, Virgin Pine Native Sheep
- **Cedar Grove Cheese**, Plain: Farmers
- **Dreamfarm**, Cross Plains: Goat's Milk Feta
- **Hidden Springs Creamery**, Westby: Driftless Natural
- **Pine River Pre Pack**, Newton: Pine River Swiss Almond Cold Pack Cheese Food
- **Roth Käse USA**, Monroe: GranQueso, Roth's Private Reserve
- **Saputo Cheese USA**, Waldo: String Cheese
- **Sartori Foods**, Plymouth: Sartori Reserve SarVecchio Parmesan
- **Widmer Cheese Cellars**: Six-Year Aged Cheddar
- **Wisconsin Farmers Union**: Montforte Gorgonzola

In addition, DBIC Founder and Chairman Dan Carter was recognized as the recipient of the American Cheese Society Annual Lifetime Achievement Award. With more than 50 years in the specialty cheesemaking business, Carter is responsible for helping numerous cheese plants succeed in developing and marketing their cheese not only in Wisconsin, but across the nation.

The DBIC and its partners congratulate all winners from the 2007 ACS competition.



★★★★★★
Dan & Jane Carter
carry more than
50 years of
partnership in
helping cheese
plants succeed in
Wisconsin.
★★★★★★

2. DBIC Team Monthly Message: Jeanne Meier

This month we hear from **Jeanne Meier**, Dairy Goat Consultant from the Wisconsin Department of Agriculture, Trade and Consumer Protection. Jeanne updates us on the state's **Dairy Goat Initiative**.

“Aspiring dairy goat producers will have the opportunity to study with the Wisconsin School for Beginning Dairy and Livestock Farmers for the first time this fall. This unique program provides beginners with the skills they need to set up and run a farm business. Students also have the option of doing internships on working

farms to further enhance their management and production skills. Classes are presented over a 15-week period, mid-November through March, on Thursdays from 11:15 a.m.- 12:45 p.m. on the University of Wisconsin-Madison campus, or at live facilitated sites in

Wausau, Reedsburg, Spooner, and northeast Iowa. Archived lectures can also be downloaded 24/7. Applications must be submitted by November 1, 2007. For further information, contact WSBDF at 608-265-6437 or visit the Web site at www.cias.wisc.edu/dairysch.html.

A series of Field Days on farms this year will also cover a variety of topics, including goat

nutrition, raising healthy kids, DHI technology, hand breeding, retrofitting facilities, and pregnancy checking using ultra-sound. The first Field Day in May at the Phillips farm near Juda, Wis., attracted more than 50 people. The second Field Day at the Gerstner farm, near Gays Mills, had 65 people in attendance. The Hedrich farm at Chilton hosts a Field Day on August 23, with the final Field Day of the year to be held on October 10 at the Zimmerman Farm, Fox Lake. Call me at 608-224-5121 for further info or e-mail: jeanne.meier@wisconsin.gov.



The Wisconsin Dairy Goat Initiative is working with the Wisconsin Dairy Goat Association to create a new web site to serve the industry. The website will carry the popular Dairy Goat List Serv in addition to linking to the latest information and publications regarding the industry. Other features will provide information unique to beginning or expanding farmers, sources of financial resources, current best management practices, dairy goat market promotion, market trends, statistics, and information on current research. Users will be able to access information on upcoming events, visit the buy-sell corner, and link to other resources throughout the country and the world.

A series of Discovery Sessions held this summer highlighted the need lenders have for industry norms in order to help clients obtain financing and do better business planning. As a result, DATCP will sponsor a one-day workshop for lenders on October 17, 2007 in the Municipal Building, Village of Randolph. In addition to presentations by lenders with experience in financing dairy goat operations, attendees will hear from a farmer panel, a veterinarian, and a number of goat milk processors.

The DATCP has also launched an effort to publish two manuals within the next several months. One will focus on beginning goat farmers. The second will cover expansion issues. A best practices manual is currently in production and will be completed by early fall. All these publications will be available electronically through the new Dairy Goat Web site, soon to be announced. The Second Annual Focus on Goats conference will be held in October, 2008. Check back for more information as the date draws nearer!”

3. Industry News

❖ **Bleu Mont Dairy Completes Cave Construction:**

Wisconsin artisan cheesemaker Willi Lehner has completed a new 1,600 sq. ft. underground cheese affinage cave on his farm near Blue Mounds, where he plans to age up to 30,000 pounds of artisan cheeses. The entrance - pictured at right -- is above ground but is covered with four feet of dirt and surrounded by rock. Inside, the dome-shaped cave is split into two sections, with different aging conditions. Most of the cheeses will age on wooden boards in the new facility. Lehner plans to utilize his original straw-bale curing room for waxed cheeses such as Gouda, but is most excited about the Farmstead Kase he's currently making at Uplands Cheese near Dodgeville. Look for Willi's original artisan cheeses every Saturday at the Dane County Farmer's Market on the downtown Madison square.



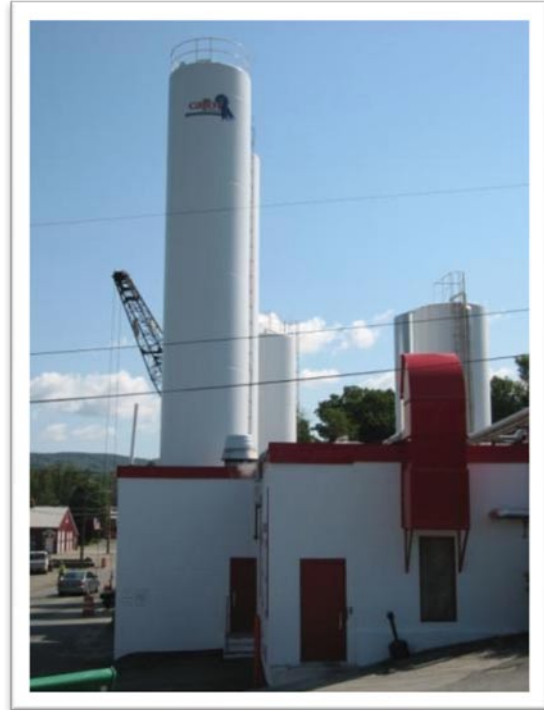
❖ **Seymour Dairy Featured in San Francisco Chronicle:** Famed food writer Janet Fletcher wrote an outstanding review of Ader Kase Reserve, a new blue cheese from Seymour Dairy of Wisconsin. In her Aug. 3 column, Fletcher says the cheese is even better than Cambozola, a Bavarian cheese that Cheesemaker Michael Brennenstuhl, founder of the new Seymour Dairy Products, modeled his new blue after. She writes: “Frankly, I think Ader Kase Reserve far outclasses Cambozola. Nor does the Wisconsin cheese really resemble the German one. Cambozola has a bloomy rind; Ader Kase Reserve is rindless. Cambozola is bland and buttery; Ader Kase Reserve is sweet, nutty and buttery. Brennenstuhl says his intention was to create a mellow, spreadable blue in the manner of Cambozola or Gorgonzola Dolce, not the sort of tangy, crumbly, pungent blue that Americans like in salads. I'd say he nailed it.”

❖ **New Whey Protein Processing Plant Coming to Reedsburg:** The first facility in the country to process whey specifically from organic, goat and sheep cheese is expected to break ground in Reedsburg, Wis. next month. Wisconsin Specialty Protein will operate the plant. The venture is expected to create 20 full-time jobs and piggyback off the success of specialty cheesemakers in the area. CEO Tera Johnson says the facility will be eco-friendly, preserving wetlands on the site and obtaining a Leadership in Energy and Environmental Design certification from the U.S. Green Building Council, a nonprofit environmental organization. The plant's only emissions will be steam, and it will feature passive solar features, the filtering and reuse of water and rain gardens for storm water management.

4. Beyond Wisconsin: Focus on Vermont

With the American Cheese Society annual conference hosted in Burlington, Vermont this year, DBIC Communications Director Jeanne Carpenter traveled to the Green State one day early for a special pre-conference tour of Cabot Creamery and Vermont Butter & Cheese. An excerpt from her travels:

“This is my first trip to Vermont, so half the fun was really seeing the Vermont countryside and driving through villages that looked like museums. I kept wondering -- where are all the Home Depots? Where are all the fast food restaurants? Where the heck do these people buy shoes? But after about two hours I started to appreciate the lack of billboards, lack of chain stores and frankly, the lack of people. There are 650,000 people in this ENTIRE state. Montpelier, the state capital, has 10,000 people - and no, I didn't forget a zero. Vermont may very well be my new favorite place -- second to Wisconsin, of course.



Not only is it picturesque, Vermont has a host of cheesemakers. Jed Davis of Cabot Creamery served as our tour guide for the first half of the trip and was quick to point out that Vermont has more artisan cheesemakers per capita than any other state. However, he also noted that when the population of your state is smaller than most major cities, you can pretty much secure the "most fill in the blank here per capita" titles that you want.

Nonetheless, after touring and meeting with the cheesemakers of both Cabot Creamery and Vermont Butter & Cheese, I felt a sense of pride in a state's dairy industry that I have never experienced before outside Wisconsin. These people are passionate and innovative.



Case in point: Vermont Butter & Cheese owners Allison Hooper and Bob Reese started their company in 1984 with little more than \$2,400 in capital -- \$1,200 each out of their own pockets. Today, Vermont Butter & Cheese supports a network of more than 20 family farms and has earned a worldwide reputation for its goat's milk and cow's milk cheeses. My favorite part of their story has to be their 800-pound butter churn (pictured at left). They

found it abandoned alongside the road. Yes, I'm serious. They refurbished it and now make three churns of butter a day – with up to four churns a day leading up to the December holiday season. Vermont Butter & Cheese was the first American company to make French-style cultured, high-fat butter. More importantly, it's extremely good. I cleaned out the last of it during a tasting following the tour. If I could find this stuff in Wisconsin, I'd buy it by the case.



The story at Cabot Creamery was similar - although quite a bit larger, you can still sense the pride every employee wears inside the plant. Cabot began in 1919 as a cooperative and today has more than 20 million pounds of cheese in storage. Their specialty: cheddar, aged 60 days to 60 months. Cabot makes up to 18 vats of cheese a day, 4,000 pounds per vat. They're innovatively partnering with surrounding cheesemakers as well: their Cabot Clothbound Cheddar, a cooperative venture between cheesemakers at Cabot Creamery and Jasper Hill Farm, was named "Best of Show" at last year's ACS competition.

This year, Cabot Creamery, Vermont Butter & Cheese, as well as 15 additional Vermont cheesemakers, garnered 41 total awards during the 2007 ACS competition, third behind only Wisconsin and California in state award totals, and no doubt also "the most ACS artisan cheesemaker awards per capita in the nation." Thank you Vermont, for hosting hundreds of cheese enthusiasts at this year's ACS!"

5. Upcoming Important Dates

- **August 15: Packaging Trends: What We Can Learn from European Packaging. Madison, Wis.**
Dan Strongin, DBIC Strategy and Marketing Specialist, will give a presentation on the topic of "Packaging Trends: What We Can Learn from European Packaging." This free event will be held in the WI Dept of Agriculture Board Room at 2811 Agriculture Drive, Madison, WI from 12:30 - 2:30 p.m., with time afterward for questions and answers. Registration is not necessary, but is appreciated. Please RSVP to Abby Bachhuber at (608) 658-3392 or email awind23@gmail.com
 - **August 21–22: Affinage - The Aging of Cheese Short Course. Madison, Wis.**
This course, offered by the Wisconsin Center for Dairy Research, will cover the art and science of aging cheeses to develop the texture, flavor and aroma of each unique finished cheese. This short course is intended for all cheesemakers interested in production of unique aged cheeses and for cheese affineurs that finish artisan or specialty cheeses. It is also of value to brokers and distributors handling artisan or specialty cheeses. Visit: <http://www.cdr.wisc.edu/courses/affinage07.html> or call Bill Wendorff at 608-263-2015.
 - **November 13–15: Turning Chaos Into Control - Continental Style Cheeses. River Falls, Wis.**
This three-day conference is for cheesemakers who want to make artisanal cheeses. While Continental Style Cheese has many connotations to many people, it may mean a typical Edam or Gouda from the Netherlands, Saint-Paulin from France, or any other number of European style cheeses. In any case, the manufacturing technology is basically the same, but making small manipulations at critical times in the process can result in a unique cheese. Join Neville McNaughton, Consultant Cheesemaker, and Rane May, University Wisconsin-River Falls Dairy Specialist, as conference coordinators for an enlightening technology session that can put you in control of your cheese making. More information: <http://www.uwrf.edu/food-science/institutes/artisinalCheese.html>
 - **November 15–18: American Cheesemaker Awards. Newport Beach, Calif.**
Join thousands of Southern California foodies and cheesemakers from across the country for this unique event. The four-day conference includes an American Cheesemaker Awards Judging, a forum for cheesemakers to introduce their products to the Southern California market, and breakout sessions. Visit <http://www.cheeseawards.com/> for more information.
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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.