



PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Wisconsin's Dan Carter to be Awarded American Cheese Society
Annual Lifetime Achievement Award**

BURLINGTON, VT – Specialty cheese marketing pioneer Dan Carter, Mayville, Wis., has been named the 2007 recipient of the American Cheese Society Annual Lifetime Achievement Award.

Carter was nominated for the award by his fellow team members at the Dairy Business Innovation Center, a Wisconsin-based non profit group he founded after retiring from his own specialty cheese marketing business in 2003. Carter has served as a staunch advocate of the American cheese business community for more than 50 years.

“Dan Carter is a dedicated educator, communicator and innovator for marketing and promoting American specialty cheeses,” said ACS Board President Allison Hooper. “Without his help, many small and medium-sized American farmstead and artisan creameries would not be where they are today.”

Carter will accept the ACS Lifetime Achievement Award during the American Cheese Society's 24th annual conference in Burlington, Vermont, Aug. 1-4. “I am accepting this honor on behalf of the Dairy Business Innovation Center team that continues to accomplish the near impossible in growing the artisan cheese industry” says Dan Carter. For more information about the ACS, visit <http://www.cheesesociety.org/>

Recognized today as a premier national and international specialty cheese marketer, Carter was raised in Peshtigo, Wis. He graduated from the University of Wisconsin-Madison with a B.S. in political science, followed by two years of law school and then transferred to Georgetown University, where he graduated with a B.S. from the School of Foreign Services.

However, his passion for American cheese did not begin until he married Jane Royer Carter, whose family was a pioneer in the creation of specialty cheesemaking in

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AMERICAN CHEESE SOCIETY LIFETIME AWARD, cont.

Wisconsin. Carter joined Purity Cheese Company as Eastern Sales Representative in 1958. The Carters, with son Brad and daughter Susan, returned to Wisconsin in 1965 when Dan was named the National Marketing Director for the Mayville, Wis., producer of bulk and consumer sized Gouda, Edam, Noekkelost, Kuminost, pineapple shaped Aged Cheddar, and other specialty cheeses.

In 1975, in a move that would further their dedication to U.S. cheesemakers, Dan and Jane formed Dan Carter, Inc., a unique marketing business that championed small to medium-sized cheese factories in Wisconsin. Over the next 25 years, the Carters went on to create and build a company that has been recognized as a chief innovator in the U.S. Specialty cheese industry.

Carter retired in 2003, but in typical style, immediately went to Washington, D.C. where he championed, with Laurie Greenberg, an idea by which Senator Herb Kohl and Congressman Dave Obey could direct USDA funding to perpetuate rural dairy production and milk processing excellence in Wisconsin and the nation.

As a result, in 2004, the Dairy Business Innovation Center – a non-profit Wisconsin organization dedicated to assisting with the start-up and expansion of specialty dairy plants – was created. With the help of Carter’s leadership, the DBIC team and its industry partners have assisted 23 new artisan and specialty Wisconsin dairy plants to open in the past four years, and assisted 27 others in expanding operations. Today, 55 artisan and farmstead dairy plants dot the Wisconsin landscape, with 77 of the state’s total 115 cheese plants producing at least one type of specialty cheese.

“From sales and marketing, to assisting artisan and specialty Wisconsin dairy plants to open, Dan Carter has had a hand in helping move Wisconsin’s – as well as the entire country’s – cheese industry forward,” said Senator Herb Kohl, D-Wis. “He truly has been a moving force.”

Specialty food marketer Steve Ehlers agrees. “Dan’s passionate involvement in all facets of America’s dairy industry has gained him respect from a varied and large scope of supporters nationally and internationally.” Ehlers owns Larry’s Market of Brown Deer, Wis., and serves on both the ACS and DBIC Boards of Directors.

Each year, the ACS honors individuals for the significant contributions he or she has made in supporting and promoting American cheese. The Board of Directors reviews nominations and selects a member to receive the award and celebrate that individual’s lifetime of accomplishments.

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