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1. Wisconsin Dairy Family Launches Farmstead Yellowstone Cheese & Retail Store

Wisconsin's newest farmstead cheese plant and retail store recently opened its doors to a resounding welcome from the Cadott area.

Jeremy and Heidi Kenealy have dairied since 1994 and currently milk 70 cows. Milk from their own herd goes into a variety of 25 cheeses, available for sale exclusively at their on-farm store at 24105 County Hwy MM near Cadott.

"As young farmers, we searched for options to control the milk price and this seemed like the best opportunity," Heidi said. "We love farming and didn't want to do the same old up and down cycle anymore. This provides some income continuity."

The Kenealys have two young children: Brad, 8 and Brooke, 7. The whole family is involved in the operation, as the retail store is open seven days a week, Mondays through Fridays, 8 a.m. to 7 p.m., and on Saturdays and Sundays from 9 a.m. to 6 p.m.

Cheesemaker Dave Anderson crafts cheese at the Kenealy's farmstead cheese plant three or four days a week. He makes dozens of flavored Colby and Jack cheeses, with favorites thus far being salsa and salami varieties. A signature cheese, Yellowstone Crunch, "tastes like a candy bar but is made of cheese," Heidi says. It includes chocolate, caramel and walnuts.

Yellowstone Cheese on-farm store also sells a variety of Wisconsin-made products including local maple syrup, wine, beer, ice cream, packaged goods and breads. Visitors can watch cheese being made from the retail store through a large viewing window, and can even watch cows grazing nearby during warmer months. For more information, contact the Kenealys at 715-289-3800.



Photo Courtesy Chris Vetter/Eau Claire Leader Telegram

Yellowstone Cheese owners and dairy farm couple Heidi and Jeremy Kenealy enjoy working at their new farmstead cheese plant and farm store near Cadott, Wis.

2. DBIC Team Monthly Message: Laurie Greenberg



This month we hear from **Laurie Greenberg**, DBIC Client Services, Research & Training. Laurie is also a member of the American Cheese Society Board of Directors. She discusses the **2008 American Cheese Society Conference**.

If you're a cheesemaker and you'd like to rub elbows with many of the major players in the world of artisan and specialty cheese, consider attending the American Cheese Society's annual meeting in 2008. On July 23-26, 2008 the American Cheese Society (ACS) will hold its annual conference in Chicago. The American Cheese Society is the premier trade association in the U.S. & Canada for artisanal and specialty cheesemakers and for the people who work with them. The society is dedicated to creating educational and networking opportunities for its members.

Who attends this meeting? Cheesemakers from across the U.S. and Canada. Buyers and sellers of cheese from major, high-end supermarket chains. Owners of specialty cheese shops. People who teach about cheese in shops and cheese schools. Chefs, food writers, cheese enthusiasts. Academics and technical specialists who study cheeses and cheesemaking problems.

This will be a special conference. It will be a celebration of the American Cheese Society's 25th anniversary. In 1983, twenty people created the society to support a handful of farmstead cheesemakers who were in business at the time. Today the American Cheese Society has more than 1,200 members--- hundreds of them are cheesemakers. And we now have an entire infrastructure to support, distribute, buy, sell and teach about artisanal and specialty cheeses. This will also be a conference to attend because it's right in our backyard. The American Cheese Society only comes to the Midwest every three years, so the conference won't be this close to Wisconsin again until 2011.

As a cheesemaker, how can you take advantage of the opportunities the American Cheese Society conference has to offer? Here are a few ideas:

- **Save the dates.** Put July 23-26 on your 2008 calendar right now. If you are an ACS member, the conference agenda and registration materials will be mailed to you in the spring. If you are not a member, consider joining (www.cheesesociety.org) so that you can participate in the 2008 conference.
- **Take advantage of conference sessions & events.** For cheesemakers, sessions cover technical issues on cheesemaking, business planning, sales and much more. Several sessions will involve tasting and pairing cheeses. Another track of sessions is targeted to retailer attendees. Come a day early to take a conference tour. Enjoy Chicago's rich culinary culture and great cheese shops. On Saturday evening at the Festival of Cheeses, see and sample more than 1,000 artisanal and specialty cheeses.
- **Enter your cheese in the contest.** In 2007 there were more than 1,200 entries in the American Cheese Society contest making it the largest cheese competition in the U.S. Awards are very prestigious and well recognized in the industry. Each year both experienced and new cheesemakers take home awards. Enter your cheeses.
- **Volunteer.** Devote a few hours to helping make the conference a success. It's a good way to get better acquainted with the society. If you volunteer for the Festival of Cheeses, you'll get a ticket to the event.

- **Participate in Meet the Cheesemaker.** Are you looking for a chance to showcase your cheese? Would you like to tell your story to buyers, let them taste your products and ask you questions? At Meet the Cheesemaker, the American Cheese Society will provide you with a six-foot table. You bring your products and whatever you need to sample and promote them. You'll have three hours to meet & greet the buyers who are there to meet you and to find cheeses to sell. Be on the lookout early in 2008 for a registration form for Meet the Cheesemaker. Sign up early because space will be limited.

The conference program, registration materials and hotel information will be available in the spring. See if the conference is a good fit for you and your business. If you can't make it to the American Cheese Society conference in 2008, keep an eye on the society's activities at www.cheesesociety.org. If you have questions about the ACS or Meet the Cheesemaker, feel free to contact me at lszgreen@tds.net or Sara Hill at sara.hill@carrvalleycheese.com after January 7, 2008. Have safe, healthy and happy holidays!

3. Regulations for Transporting Milk: Make Sure You're Legal

As more dairy artisans choose the option of transporting milk from their dairy farms to a licensed dairy plant, entrepreneurs must adhere to strict regulations governing the transport of milk in Wisconsin. According to the state Department of Agriculture, Trade and Consumer Protection, if a sanitary pipeline between the farmstead milkhouse and dairy plant is not used, milk may only be transferred from the milkhouse to the on premise dairy plant in a manner that protects the milk and maintains proper temperatures.



Milk that is obtained from other producers by the plant may be picked up and transferred to the dairy plant by a licensed weigher and sampler in a licensed bulk milk tanker. To gain a bulk milk tanker license, the tank must meet the construction requirements in the 3-A Sanitary Standard 05-15 "Stainless Steel Automotive Transportation Tanks." Don't forget road safety concerns for fellow motorists and you may want to check with the Wisconsin Department of Transportation for any rules that may pertain to trailers or trucks used on state roadways.

The transfer of milk by milk cans, totes or other suitable containers is allowed by the producer, as long as the container is of sanitary construction. In addition, the transfer to a suitable container must take place in the milkhouse and milk temperatures must be maintained as detailed in the Wisconsin Administrative Code ATCP 60, section 60.15 (5). Containers must be protected during transport to the dairy plant. Milk received at the dairy plant from the farm in cans, totes or other suitable containers must be separated from the dairy plant process area in a properly constructed room. Administrative rules can be viewed online at <http://datcp.state.wi.us/>.

DATCP encourages dairy entrepreneurs considering the option of transporting milk via bulk containers to contact the Division of Food Safety to make certain all parties are compliant. For more information, contact DATCP at 608-224-4700 to obtain the contact information for the department's Food & Dairy Specialist that covers your geographic area.

4. Sibby's Organic Ice Cream Opens New Ice Cream Parlor in Downtown Viroqua

Debuting with a completely new packaging and brand appeal, Sibby's Premium Organic Ice Cream recently opened an ice cream parlor inside the Viroqua Public Market at 215 South Main Street, Viroqua, Wis.

"My favorite way to eat ice cream is soft serve," says owner Sue "Sibby" Sebion. "So we thought, let's dish it up that way." The result is Sibby's Organic Zone Ice Cream Parlor, featuring her fresh made organic cream. Already a local hit, the parlor also features fair-trade, locally roasted coffee, as well as espresso drinks, soda, tea and treats.



Sebion and partner Dr. Tony Macasaet chose a "warm, George Jetson, Norwegian, eclectic decor" for the parlor. Many of the shop's elements are recycled. For example, the hand painted multi-pane decorative windows come from the barracks at Fort McCoy, while the cork-rubber floor is made from recycled tires. The booths were saved from an old Viroqua cafe. Dr. Macasaet explains, "We wanted a past-present-future feel ... new vintage, if you will."

A 100% woman-owned, independent ice cream manufacturer, Sibby's was founded in 2001. The ice cream factory is tucked into the Sebion family's picturesque 150-year-old Norwegian homestead farm in Vernon County, home to one of the highest concentrations of organic farming in the nation. "The milk in my ice cream comes from right nearby... its age can be measured in minutes," Sibby says proudly.

Sibby's ice cream is gluten free and made without gums or artificial ingredients and additives. It enjoys national distribution through United Natural Foods and is available in all Midwest Whole Foods Markets and many food co-ops and natural food stores across 16 states.

Sebion, whose business survived the devastating floods of August 2007, is proud that "after seven years of struggle, I finally feel prepared for growth and success. My new packaging is incredible, I have the support of Whole Foods and co-ops like Outpost and the Viroqua Food Coop, and we have national distribution. Most importantly, I'm making some amazing ice cream! And of course, I wouldn't be here without my loyal customers." For more information, visit www.SibbysIceCream.com or call 608-634-3828.

5. Industry News

- **Turning Chaos Into Control Conference Successfully Sells Out:** A three-day hands-on cheesemaking conference in November at the University of Wisconsin Falls was a huge success, with 32 participants from six states learning more about crafting continental-style cheeses. Sponsored by the Falcon Foods Dairy Plant and the Dairy Business Innovation Center, the workshop was led by renowned cheesemakers Ranee May and Neville McNaughton, both of whom possess the passion, experience and background to uniquely lead these types of workshops.



- **Wisconsin Cheeses Dominate American Cheesemaker Awards:** Wisconsin cheeses won eight of the 11 top honors handed out at the recent inaugural American Cheesemaker Awards in Newport Beach, California. The competition was the culminating event in a four-day celebration of artisan cheesemaking in America. Wisconsin awards included: Best Blue - Sartori Reserve Dolcina Gorgonzola, **Sartori Artisan Foods**, Plymouth; Best Washed Rind Cow's Milk - Pleasant Ridge Reserve, **Uplands Cheese**, Dodgeville; Best Uniquely American Cheese - Sartori Reserve Bellavitano, Sartori Artisan Foods; Best Fresh Goat Cheese - Montchevré Fresh & Natural Goat Cheese, **Montchevre-Betin**, Belmont; Best Goat Cheese Aged 1 to 2 Months - La Cabrie, Montchevre-Betin; Best Goat Cheese Aged 6 Months & Longer - Aged Cardona, **Carr Valley Cheese**, LaValle; and Best Sheep Milk Cheese - Virgin Pine Native Blue, Carr Valley Cheese, LaValle. Additionally, Sartori Artisan Foods claimed the People's Choice Cheesemaker honors, an award voted on by event attendees.
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5. Upcoming Important Dates

- **January 24-25: Midwest Value Added Conference & Local Foods Summit. Eau Claire, Wis.**
The 10th annual Midwest Value Added Conference this year will be held in conjunction with the Wisconsin Local Food Summit. The Summit celebrates the diverse array of local food initiatives underway in Wisconsin. Last year the first ever Summit was held in January in Stevens Point. Major issues explored included the need to address challenges related to distribution of products. For more information, call Lindsay Raab at 715-834-9672 or visit the DBIC website to download a registration form at: <http://www.dbicusa.org/planningoptions/calendar+of+events/default.asp>
 - **March 11-13: 2008 World Championship Cheese Contest. Madison, Wis.**
Cheesemakers and buttermakers from around the world are invited to compete in the 27th Biennial World Championship Cheese Contest, hosted by the Wisconsin Cheese Makers Association with assistance from dozens of industry volunteers. Since its inception in 1957, the World Championship Cheese Contest has grown rapidly and is now the largest international cheese and butter competition in the world. The most recent Contest in 2006 drew a record-breaking 1,795 entries from 18 nations. The competition is open to public viewing. Key contest dates include:
 - Entry Deadline - February 11, 2008
 - Entries Delivered - March 5, 2008
 - Contest Judging - March 11-13, 2008
 - Awards Banquet - April 24, 2008Download registration forms or learn more at: <http://www.wischeesemakersassn.org>
 - **April 22-24: 2008 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 world at this biennial event. An intensive combination of morning seminars combined with two full afternoons of Expo trade show and evening events, it is the world's largest gathering devoted solely to the multi-billion dollar market for cheese and related dairy products. To learn more, visit: <http://www.wischeesemakersassn.org>
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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.