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**1. New Original Cheddar Blue Cheese to Debut at Fancy Food Show**

A new original Cheddar Blue cheese handcrafted in micro batches by Seymour Dairy, using premium milk from the small, sustainable dairies of Wisconsin's Red Barn Family Farms, will debut at the Fancy Food Show this month in San Francisco.

Weinlese, which means "vintage" in German, is the result of a unique partnership between Seymour Dairy, a cheese factory in Seymour, Wis., and Red Barn Family Farms, a group of small and sustainable Wisconsin dairy farms certified by the American Humane Association.



The signature cheese, a Wisconsin original, is crafted at Seymour Dairy by cheesemaker Mike Brennenstuhl from rBGH-free milk supplied by Red Barn Family Farms, founded by veterinarian Dr. Terry Homan and his wife, Paula. Each farm is certified for exceptional milk quality and quality animal care. "We aimed to create a Wisconsin original cheese with soul," Brennenstuhl said. "This is the kind of cheese that speaks to you - it starts like a Cheddar and finishes like a Blue."

Featuring a sweet and nutty, creamy and mellow flavor, Weinlese boasts a unique appearance with golden hue and green veins. Its complex flavors make it a perfect table cheese, paired with a Pinot Noir or Stout, and its firm body lends itself to melting on steaks, burgers, or veggies.

"Weinlese is crafted with a passionate consciousness for the earth and the animals who produced the milk," Homan said. "It's a true partnership of premium ingredients: exceptional milk paired with exceptional cheesemaking."

Weinlese will make its debut on Jan. 16-18 at the Fancy Food Show in San Francisco. For more information about Seymour Dairy, contact Mary Beth Hill at 920-296-4452 or visit: [www.seymourdairyproducts.com](http://www.seymourdairyproducts.com). For more information about Red Barn Family Farms, contact Dr. Terry Homan at 920-570-0648 or visit: [www.redbarnfamilyfarms.com](http://www.redbarnfamilyfarms.com)

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## 2. Team Column: America Tops Global Ice Cream Consumption



This month, we hear from **Case Dorresteyn**, DBIC Plant Siting and Dairy Consultant. Case was born and educated in the Netherlands. Before founding New Horizons Agriculture, an agricultural consultancy company offering a wide range of consultancy services, and specializing in relocation assistance to farmers, he was employed by various organizations for 25 years. He spent most of those years in dairy- related jobs in the United States, South America and Africa. As International Marketing Manager of an American milking machine manufacturer, he got involved with dairy projects of all sizes in Europe, the Middle East and Australia. He assists the DBIC with relocation ventures and this month, says **“America Tops Ice Cream Consumption.”**

Ice cream consumption per capita in the United States is four times higher than consumption in my homeland of The Netherlands. Americans cherish their ice cream. Former president Ronald Reagan declared in 1984 the month of July to be “National Ice Cream Month” and the third Sunday is heralded as “National Ice Cream Day”. Total annual sales in the U.S. amount to \$21 billion. However, for the third year in a row, consumption figures in America dropped slightly. The modest decline most likely comes as a result of growing emphasis towards maintaining a healthier bodyweight.

According to a recent study in 13 European countries, ice cream consumption per capita averages just six liters (1.58 gallons), far below the U.S. and New Zealand, where consumption averages 22-23 liters per capita. The figures quoted do not include artisan and soft ice. The highest consumption in Europe is found in Norway and Sweden, with an average of 11.5 liters per capita. Part of the difference may be caused by the fact that Europe has a strong and well established “desert culture”. Ice cream is often substituted by yogurt, cream, quark or other non frozen deserts as produced by companies as Danone or Yoplait and others.

About 75 percent of ice cream is sold by supermarkets and consumed at home. The remainder is marketed through the restaurant businesses. Consumption patterns vary greatly though from country to country. Outdoor consumption in the Mediterranean countries is much higher than in Germany or the UK. Possibly climate plays a role too as in summer tourists from other places take over the beaches of Spain and Greece.

All around the globe, people like ice cream. The most spectacular growth is expected in Brazil and China. From 2002 to 2009, Brazil realized a consumption growth of 39.5 percent. Consumption per capita went up from 4 to 5.2 liters. For the coming years, China expects its ice cream market to grow 7 percent per year and reach 2 billion liters by 2013.

Nestlé and Unilever are the dominant players in the ice cream industry. In many parts of the world, both companies have a strong presence and often compete in the same markets. Recently, Unilever took over the number one position in Brazil from Nestlé, who had been in the lead for 30 years. According to 2007 statistics, Nestlé had a market share of 17.5 percent and Unilever 16 percent, with the rest of the market share strongly fragmented. Both companies are actively seeking growth opportunities through acquisitions.

In 2009, Unilever bought a Romanian ice cream company owned by Friesland Campina. In the same year, they also started construction of an ice cream plant in Russia. In 2010, Unilever took over part of the Norwegian Tine dairy company and acquired brands and distribution network of EVGA in Greece. Nestlé

focuses more on participations in existing operations like in Spain and the Philippines, but also took a participation in Fonterra's ice cream activity in Australia.

### **The future: innovation and product development**

With growing concern about the relation between body weight and health, many initiatives are directed to lower sugar and/or fat content. Another new ice cream area is adding probiotics. An example of such a probiotic ice cream is an American product called "Sweet Scoops". Fonterra in New Zealand is developing a lacto ferine ice cream for chemo patients. The ice cream claims to benefit the digestive system and avoid the type of diarrhea that often comes with chemo treatment.

As part of its focus on sustainability, the ice cream industry is continuously looking to improve its production process. The next revelation of producing ice cream could well be "warm ice". It will be sold as a product to be frozen at the consumer's residence. This concept helps the environment and the ice cream is produced at a lower cost.

The U.S. market leader in the sales of yogurt ice is Dannon, known as Danone in Europe. It recently announced it had reached an agreement with Yocream of Portland, Oregon, to take over Yocream for a purchase price of \$103 million. The companies expect to finalize the deal soon. Yocream's annual turnover is \$58 million.

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## **3. Wisconsin Dairy Processors Invited to ZingTrain Business Seminar**

What is the secret to operating a successful, profitable business? A February workshop organized specifically for Wisconsin dairy processors will unveil the "12 Natural Laws of Business," a ZingTrain seminar in Ann Arbor, Michigan, presented by Zingerman's co-founder Ari Weinzweig.



On Feb. 14-16, the Dairy Business Innovation Center will partner with Zingerman's to offer Wisconsin dairies an opportunity to travel to Ann Arbor, Michigan for a business seminar and tour of Zingerman's businesses. Cost is \$300 per person, which includes the seminar and tours, training materials, round-trip transportation via charter bus, two nights lodging, and most meals.

"This is an exciting and unique opportunity for Wisconsin dairy processors to make a connection with a highly successful retailer of specialty and artisan cheeses, as well as to learn valuable business principles to help make meaningful improvements to their business," said Dan Carter, DBIC Founder and Chairman. "We're confident that attendees will come away energized, inspired, and full of practical ideas to improve and grow their businesses."

The seminar portion of the three-day venture will outline the underlying values and guiding principles that led Zingerman's to achieve such great success. The course will go into depth on each of the laws, offering anecdotal evidence, perspective, and humor to help attendees gain the tools to achieve similar success in their own businesses. Attendees will also tour Zingerman's deli, creamery, and mail order business as part of the DBIC-sponsored experience.

Deadline for registration is Feb. 1, and space is limited, so early registration is recommended. Contact Kathy Brown at [kathy@planningoptionsinc.com](mailto:kathy@planningoptionsinc.com) or call 1-888-623-2269 for registration materials.

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## 4. Industry News

- **Second Wisconsin Dairy Sheep School Planned for April**

Based on the success of the 2010 program, the Spooner Agricultural Research Station will host the second Wisconsin Dairy Sheep School on April 2 - 6. The school is the only program in the country specifically designed for current or aspiring sheep milk producers. It features lectures on weaning and artificial rearing of lambs, mastitis and milk quality, parlor design and milking machine function, ewe nutrition, pasture management, and milk handling regulations. The course also provides hands-on experience in the milking parlor and caring for young lambs. As space in the milking parlor and barn is limited, the course is limited to 16 students. Applications are due by Feb. 18. Enrollment preference will be given to those interested in commercial dairy sheep production. A complete course brochure and application can be found on the University of Wisconsin Small Ruminant Extension Page at: <http://fyi.uwex.edu/wisheepandgoat/programs/>. Contact Yves Berger with questions: [yberger@wisc.edu](mailto:yberger@wisc.edu) or call 715-635-3735.



- **Wisconsin Cheese to be Well-Represented at Fancy Food Show**

A dozen Wisconsin cheesemakers will trek to the 36<sup>th</sup> Winter Fancy Food Show in San Francisco, Jan. 16-18. Each year more than 17,000 attendees discover more than 80,000 products featuring the world's finest foods and beverages from more than 1,300 exhibitors representing 35 countries. The Wisconsin Milk Marketing Board will again have a booth this year, featuring the



following Wisconsin cheese companies: Arthur Schuman, Carr Valley Cheese, Grassland Cheese, Holland's Family Cheese, Park Cheese, Pasture Pride, Seymour Dairy, Sugar Brook Farms, Uplands Cheese and Crave Brothers Farmstead Cheese. Additional companies exhibiting include Saxon Homestead Creamery and BelGioioso Cheese. DBIC consultants Tom Johnson and Laurie Greenberg will both be in attendance at the show and available to meet with clients. Email Tom [rusicdrummer@comcast.net](mailto:rusicdrummer@comcast.net) or Laurie [lszgreen@tds.net](mailto:lszgreen@tds.net) to set up a time to chat.

- **Arla Foods to Acquire Boxholm Mejeri**

Arla Foods, of Aarhus, Denmark has announced it will acquire the private Swedish cheesemaker Boxholm Mejeri. The acquisition is part of Arla's program to grow sales of its branded product in Sweden. The companies already had a business relationship, as Boxholm buys all its milk from Arla. Boxholm processes 44 million pounds of milk annually into 15 different kind of cheeses with annual sales of \$12 million. Details of the agreement will follow soon as the acquisition will take place next month.

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## 5. The Last Word with Norm Monsen: Dairy Doesn't Hibernate



The fall rush of harvesting is complete, the holiday sales season has been managed, and Christmas and New Year celebrations are over.

What happens in the dairy community for the rest of the winter? I think at least part of the world may believe that cows, cheesemakers and farmers all retire for a long winter's nap.

The truth is that cows (and sheep and goats and water buffalo) all still need to be milked and cared for, cheese needs to be made, and this is the time where some of the best dairy plans and ideas are hatched by farmers and cheesemakers for the new year.

Without a doubt, farmers, cheesemakers, buttermakers, and all the rest in dairy are some of the most creative people in the world. And winter is the time – when everything slows down just a little - when new possibilities are thought about, evaluated, and plans for start-ups and expansions are made. I guarantee you there are at least a dozen different dairy entrepreneurs sitting at their kitchen tables and home offices right now, computers and pencils at the ready, running numbers, looking over blueprints, and determining how and when their next big vision – whether that be putting up a new building, launching a new product, or investing in more animals, may or may not happen in 2011.

For dairies, winter is the season of dreaming and planning. So we wish all of you the very best as you continue to grow and create excitement in the business. Use this time well to dream and explore and create, and call the Dairy Business Innovation Center to see how we can help your visions become reality. Best wishes for a productive, interesting, and prosperous New Year.



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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](http://www.dbicusa.org) or contact Jeanne Carpenter at 608-358-7837, email: [jeanne@wordartisanllc.com](mailto:jeanne@wordartisanllc.com).*

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