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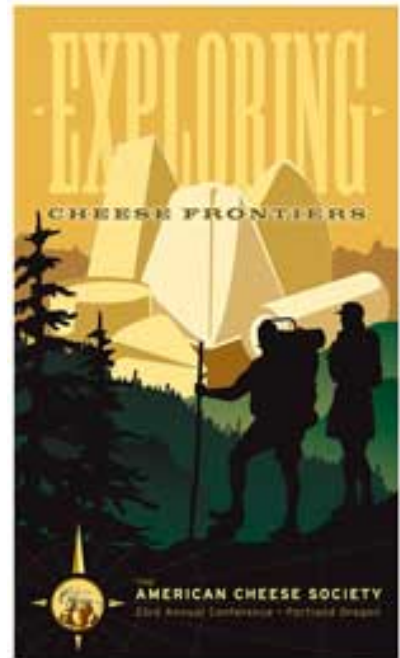
1. Wisconsin Takes One-Quarter of All Awards at 2006 American Cheese Society

Wisconsin cheesemakers took 16 first place awards and captured one-quarter of all awards bestowed at the 2006 American Cheese Society annual conference in Portland, Oregon last week. Several of Wisconsin's newest cheesemakers took the podium for the first time, joining a bevy of veteran Wisconsin artisans to dominate what is one of the most prestigious artisan cheese competitions in the United States.

Although Wisconsin has taken the coveted Best of Show award seven of the last 10 years, the 2006 award went to Cabot Creamery in Montpelier, Vermont for its amazing Cabot Clothbound Cheddar. Wisconsin took home its fair share of ribbons, collecting nearly 70 awards. Wisconsin cheesemaker Sid Cook of Carr Valley Cheese captured 19 ribbons for many of his American originals. A total of 157 producers from 28 states and two Canadian provinces entered an astounding 941 cheeses in the competition - almost 200 more than last year's record number of entries. Even with 22 categories and 91 subcategories, only 283 ribbons were handed out, including several ties for second and third places.

The following Wisconsin cheesemakers took home first place ribbons for their cheeses in the following categories:

- **Arla Foods, Kaukauna.** *Smoked Peppercorn Gouda*, Cheeses Flavored with All Peppers.
- **BelGioioso Cheese Inc, Denmark.** *Parmesan*, Italian Type Cheeses, Grating Types.
- **Bleu Mont Dairy, Blue Mounds.** *Lil Wils Bandaged Cheddar*, Cow's Milk, Cheddar Aged less than 12 months.
- **Carr Valley Cheese, LaValle.** *Colby*, American Originals, Colby; *Cave Aged Mellage*, American Made/International Style, Open Category Made from Sheep's or Mixed Milks; *Riverbend Goat*, Washed Rind Cheeses, Open Category Made from Goat's Milk.
- **Fence Line, LLC at Burnett Dairy Cooperative, Grantsburg.** *Fence Line Lightly Aged Provolone*, Italian Type Cheeses, Pasta Filata Types.
- **Hook's Cheese Inc, Mineral Point.** *10-Year Sharp Cheddar*, Cheddars, Aged Longer than 49 months.



- **Klondike Cheese Company, Monroe.** *Brick*, American Originals, Open Category Made from Cow's Milk; *Peppercorn Feta*, Feta Cheeses, Flavor Added; *Feta*, Cow's Milk.
- **Meister Cheese Company, Muscoda.** *Great Midwest Ranch*, American Originals, Monterey Jack with Flavors - Cow's Milk.
- **Mount Sterling Cheese Cooperative, Mount Sterling.** *Raw Goat Milk Mild Cheddar*, Cheddars, Made from Goat's Milk, Aged less than 12 Months.
- **Pine River Pre Pack Inc, Newton.** *Pine River Horseradish Cold Pack*, Cheese Spreads, Flavor Added.
- **Roth Kase USA, Monroe.** *GranQueso*, Hispanic & Portuguese Style Cheeses, Ripened Category.
- **WI Farmers Union Specialty Cheese Company, Montfort.** *Blue*, Blue Mold Cheeses Made from Cow's Milk.

Congratulations to all American Cheese Society competition winners from the DBIC and its partners!

2. DBIC Team Monthly Message

This month we hear from **Kara Kasten**, a UW-Madison dairy science major working with the DBIC. Kara is spending the summer in Australia, studying its dairy industry.

"Greetings from Down Under -- for those of you who don't know me, I am currently a senior at the University of Wisconsin-Madison majoring in Dairy Science and Life Science Communications. I am also working part time at the Wisconsin Department of Agriculture and with DBIC as a program assistant. But for the summer I am traveling around Australia working on various dairy farms, touring cheese plants and attending meetings. So far I have seen many interesting things that you wouldn't find in Wisconsin.

All of the dairies here graze their cattle and there are no red barns in sight. But many of the producers here face the same dilemmas Wisconsin producers do: low prices, urban sprawl, high land cost, and lack of interest from the next generation. However, the largest problem Australian dairy farmers face is the lack of water. Most places I have visited are experiencing the worst drought in five years - - meaning there is a major shortage on the amount of grass and feed available. Since deregulation from a quota system in 2000, many farmers are faced with the choice of getting bigger or getting out. With the current drought the farming industry is in decline.



Photo courtesy of Graham Barker

Some of the highlights of my trip have included working on a 600-cow dairy, visiting with an artisan cheesemaker who makes her cheese only from Brown Swiss milk, taking feta and camembert cheesemaking workshops and working on a 1,000-cow dairy that bottles its own milk and has a private cheese label. I've visited both the West and East coasts of Australia and many places in

between. Each of the different places I have visited has helped me take a more in-depth look at the dairy industry here. As in Wisconsin, the specialty cheese sector is starting to really grow. Consumers are demanding a higher quality product and want to know where their food comes from. However, even after all the cheeses I have tried in Australia, I still believe Wisconsin cheese is number one and will continue to be in the years ahead. I'm looking forward to returning to Wisconsin!"

3. Wisconsin Artisan Cheesemakers: Sign Up to Be Included in New Cheese Atlas

Jeffrey Roberts, co-founder of the Vermont Institute for Artisan Cheese, is partnering with a publisher to produce a comprehensive atlas of American artisan cheesemakers. With a publication target date of July 1, 2007, the book will be organized by region and state and will include every established quality artisan producer he can identify. The Atlas will also have color photographs throughout the publication. A one- or two-page entry for each cheesemaker will include basic information about his/her business, including additional text to describe history, products and logo, along with a photo of cheeses and/or the cheesemaker and farm. Allison Hooper, president of the American Cheese Society, and Carlo Petrini, founder and president of Slow Food International, will write forewords for this exciting new atlas.

The DBIC encourages all Wisconsin dairy artisan cheesemakers to apply to be included in what promises to be an outstanding resource to be used by retailers, chefs, buyers and consumers across the nation. To be considered for inclusion in this new publication, download the [Questionnaire](#), [Permission Form](#) and [Release Form](#) and a [sample entry](#) by **July 31, 2006**. Send completed forms to:

Jeffrey P. Roberts
5 Emmons Street #2
Montpelier, VT 05602
Office: 802-223-0248, Cell: 802-461-5180
Email: cowcreek@attglobal.net

4. Industry News

- **Wisconsin Cheesemaker Takes Best of Show in the Caribbean:** Tom Torkelson of Natural Valley Cheese walked away recently with the Best of Show Award at the Cayman Classic Culinary Event with his Cave Aged Petenwell Reserve, a new artisan goat's milk cheese that recently also took second place in its Semi-Soft Goat Milk Cheeses category at the 2006 World Cheese Championship.

Tom also took the podium at the 2006 American Cheese Society competition with a second place for his Twin Bluff Select and a third place for Lindina, both original goat's milk cheeses, as well as a third place for his Goat's Milk Feta and a second place for his Redstone Robust, a washed rind goat's milk cheese.

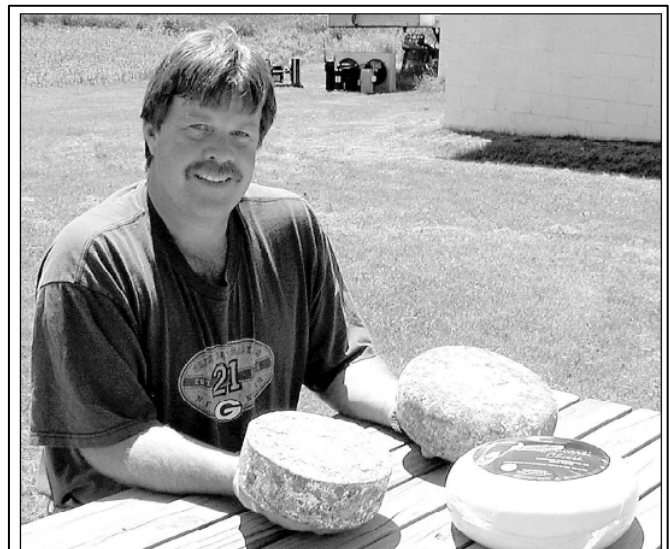


Photo by Karen Parker, courtesy of The Country Today

- **Getting Started in Export Workshop:** On Thursday, Aug. 10, the Wisconsin Department of Agriculture, Trade and Consumer Protection will host a one-day workshop for food and agricultural companies focusing on getting started in exporting. The seminar aims to help determine your company's export readiness; prepare quotes for trade leads; price your products, understand terms-of-sale and payment; and select the best method of distribution for your products and provide resources to assist food companies. Cost is \$50 and includes lunch. For more information, contact Lisa Stout at 608-224-5126 or email: lisa.stout@datcp.state.wi.us. Online registration is available at: <http://www.datcp.state.wi.us/registration/index.jsp>.

- **New Retail Market Provides Unique Outlet for Wisconsin Cheese:** StoneRidge Meat & Country market opened a new 40,000 square foot retail and meat production facility on Hwy 21 east of Wautoma on July 21, replacing a smaller outlet it had successfully run since 2004. The business, with its gigantic log and stone structure, features a special "cheese cellar" showcasing Wisconsin specialty and artisan cheeses. For information on upcoming specials, contact Misty Detjens at 920-787-5444 or visit their website at www.stoneridgemarket.com.

- **DBIC Consumer Focus Groups Assist With Successful Product Launches:** Research shows that about 90 percent of new products fail within the first six months of market launch. Every cheesemaker, yogurt and ice cream processor needs to realize this reality when introducing a new product. One of the important ways that the Dairy Business Innovation Center can assist our partners in launching new products is our consumer focus program. A number of market pitfalls might be elevated by testing your packaging, presentation and quality through this unique process which takes place five times each year. For more information on your possible participation in this program contact your DBIC client manager.



- **Remembering One of Wisconsin's Greatest Visionaries:** Wallace H. Jerome, one of Wisconsin's great agriculture visionaries died late last month at the age of 97. Born in Spooner, Wis. in 1909, Jerome worked on the family farm at an early age, and graduated from Spooner High School. He loved family life and possessed a special passion for turkeys. This led to his founding of Jerome Foods Inc., which later became the Turkey Story Co., headquartered in Barron, Wis. The company became a leader in production, including breeding, packaging and marketing. Throughout his life, Mr. Jerome remained active in 4-H and mentored young farmers. He was presented with the Honorary State Farmer Award in 1973. His mantra: "To make the best better."

6. Upcoming Important Dates

- **July 30: Brady Street Artisan Food Festival. Milwaukee, Wis.** Sample epicurean delights from local restaurants, regional farms and artisan cheesemakers from across the nation on Brady Street in Milwaukee during this one-day event from 10 a.m. to 10 p.m. More than 1,000 pounds of award winning cheese from cheesemakers across the United States will be available for sale, as cheese will be brought in for sale from the American Cheese Society Conference held this year in Portland, Oregon. Event is free. For more information, visit www.bradyst.com
- **Aug. 2: Artisan Cheese Tasting, Finding Wisconsin's Hidden Gems by Dan Strongin. Madison, Wis.** Feeling adventurous? The paths to Wisconsin's cheese plants that sell Cheddar and Colby are well worn, but did you know that Wisconsin also produces some of the world's finest Emmentaler, Fleuri and Cave-Aged Gruyere? What are Wisconsin's artisan cheeses and where can you find them? With more than 30 years experience as a chef, cooking teacher, writer and consultant, Dan Strongin will take guests on a sensory trip through Wisconsin's artisan and farmstead cheeses. The evening will include both educational and culinary delights, as Dan defines artisan cheese and discusses proper care and handling for them. He'll be joined by Tami Lax, owner of Harvest, who will prepare special dishes featuring her favorite Wisconsin cheeses. Cost for the event is \$25 per person. To register, please contact Heidi Busse at 608-224-5047 or email heidi.busse@datcp.state.wi.us.
- **Aug. 3: Living on the Wedge: Wisconsin's Artisanal Cheesemakers" Documentary and Cheese Tasting. Chicago, Ill.** Join Slow Food Chicago for this film showing and cheese reception, showcasing the Wisconsin artisan cheeses featured in a new documentary hosted by Mari Coyne,


Chicago's Farm Forager and Slow Food Chicago board member. The film is a lively romp through Wisconsin's dairyland to meet the people and animals who make Wisconsin artisan cheese. For reservations: www.slowfoodchicago.org Cost is \$32/person Slow Food members, \$42/non-members. Ticket price also includes wine pairings for each of the cheeses. Proceeds from the event will go towards a cheese-making scholarship for Kendall College students and Slow Food Chicago.

- **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 email heidi.busse@datcp.state.wi.us.



- **Aug. 15: Artisan Cheese Seminar. Washington Island, Wis.** Award-winning cheesemaker Mike Gingrich of Uplands Cheese will share his experience in every step of the cheesemaking process from cattle grazing to cheese aging and tasting during this seminar. Also enjoy tasting and learning more about Wisconsin's finest artisan cheeses from Chef Leah Caplan as she demonstrates a fabulous dish or two using Uplands Cheese's Pleasant Ridge Reserve, culminating in a veritable bacchanalia of wine and cheese. Cost for the session is \$55. To register or for further details, please visit www.thewashingtonhotel.com/classes.html or call 920-847-2169.
- **Aug. 15-17: 2006 National SARE Conference. Oconomowoc, Wis.** Wisconsin is proud to host the 2006 national gathering for Sustainable Agriculture Research and Education at the Olympia Resort and Conference Center in Oconomowoc. The conference program will include a variety of topics including: innovative livestock systems; sustainable crop production; direct market successes and renewable energy. Registration information at: <http://www.sare2006.org/registration.html>. For questions and comments about the 2006 SARE conference, contact: Linda Kleinschmit, 402-472-5678, conference committee chair, or Lloyd Yanis, 312-925-7996, conference coordinator.
- **Aug. 23: Farmstead Cheesemaking Seminar: Cheese Cultures and Enzymes. Wisconsin.** This one-day seminar will focus on understanding cultures and enzymes for the production of farmstead and artisan cheeses. Workshop instructors Neville McNaughton, DBIC consultant and president of CheezSorce, and Dave Potter, president of Dairy Connections, Inc., will lead this hands-on event, with the morning session providing an in-depth presentation and discussion of cultures and enzymes, and the afternoon covering hands-on experiments with various cultures and their properties. Location will be the Danisco office in Madison (2802 Walton Commons, Madison, WI). Cost for the workshop is \$100 per person, which covers all instruction materials, hands-on experiments and lunch. Registration is due July 28. To register or for more information, contact Heidi Busse at 608-224-5047 or email heidi.busse@datcp.state.wi.us
- **Sept 11-12: Great Milk Great Markets Conference. LaCrosse, Wis.** Dairy producers and processors from the Upper Midwest concentrating on value-added, high-quality sustainable products should plan now to attend this new UW-Madison CALS conference co-sponsored by The Babcock Institute and Dairy Business Innovation Center. Registration is \$85 if received by Aug. 29. To register, visit <http://www.peopleware.net/index.cfm?siteID=358&eventDisp=7%2D08%2D01> Agenda to include panels on "It all begins with great milk," as well as a look at successful national and international

dairies, successful packaging strategies, great products from grazing cows, and turning value-added products into profit.

- **Sept. 15: Goat Field Day for Southwestern Wisconsin Goat Producers. Richland Center, Wis.** Serenity Springs Farm LLC and Riverdale Ag of Muscoda Wis. are hosting an event for farmers interested in the potential of Wisconsin's goat industry. The field day will be held at the Richland County Fairgrounds from 11 a.m. to 3 p.m. Topics will include: Milking protocols, Understanding Somatic Cell and Bacteria counts, Effective return on the farmer's investment with proactive herd health initiatives, Nutritional information and Improvement of Milk Solids by selective feed forages. Representatives from area goat processors have been invited to talk to producers and answer their questions. Registration is due by Aug. 18. Contact Victoria Kumbier at 608-532-6494 or email skumbier@mhtc.net.
- **Sept. 21: Goat Bacchanal. Milwaukee, Wis.** Save the date now. Come join a feast of Wisconsin's finest artisan and specialty goat cheeses and mingle with Milwaukee's best chefs at this evening's tribute to the goat in downtown Milwaukee. Ticket and more information to be available soon.
- **Oct 3: Butter Grading Seminar. Madison, Wis.** This seminar will coincide with the Wisconsin Dairy Products Association's annual dairy products evaluation clinic during the World Dairy Expo at the Alliant Energy Center in Madison. 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.
- **Oct. 3: Butter Dinner at Harvest Restaurant. Madison, Wisconsin.** Oleo runs, "western grease" and the Babcock test are just a few highlights in the entertaining history of Wisconsin butter. Join Tami Lax and Chef Justin Carlisle as they prepare a 5-course meal and ode to one of our state's treasures, butter. The evening will include a presentation and guided tasting tour. Cost for the dinner is \$40 per person, with wine pairings extra. For more information or to register, please contact Heidi Busse at 608-224-5047 or email heidi.busse@datcp.state.wi.us
- **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.