

In This Issue:

1. Woolwich Dairy Names Lancaster, Wisconsin as U.S. Headquarters
 2. DBIC Board of Directors Elects Officers, Appoints New Members
 3. DBIC Team Member Monthly Message: Patrick Geoghegan
 4. Wisconsin Captures Nearly One-Third of all U.S. Medals at 2006 World Cheese Awards
 5. Industry News
 6. Upcoming Important Dates
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1. Canadian Woolwich Dairy Selects Lancaster, Wisconsin as U.S. Headquarters

Woolwich Dairy, Canada's largest goat cheese processor, announced yesterday it has selected Lancaster, Wisconsin as its U.S. headquarters.

CEO Tony Dutra told a crowd of 150 people gathered at a press event in Lancaster that Woolwich Dairy plans to build a new 30,000 sq. ft. goat cheese production facility encompassing more than five acres in Lancaster's new industrial park. He expects to create 30 new full-time jobs in the plant's first year and build up to 100 jobs by 2012. The company will break ground this fall and open the facility in summer 2007.



Pictured from left: Woolwich Dairy CEO Tony Dutra; DATCP Secretary Rod Nilsestuen; Olaa Dutra; Governor Jim Doyle.

"Our new Lancaster facility is strategically situated to serve the expanding U.S. consumer base while providing access to new markets," Dutra said. "We look forward to this expansion to assure long-term economic success for both Woolwich Dairy and the Lancaster community – we feel exceptionally welcomed by the community."

Governor Jim Doyle, Ag Secretary Rod Nilsestuen and Lancaster Mayor Jerry Wehrle welcomed Woolwich to Wisconsin. "By positioning our dairy industry to compete at the high-end, we have made Wisconsin the best place for innovative businesses like Woolwich to invest," Governor Doyle said.

Secretary Nilsestuen said the Woolwich plant is an example of how the people of Lancaster, Grant County and state agencies can work together on a regional basis to create something that is greater than the sum of its parts. "Plant openings are one of the showy parts of economic development, but this really reflects the strategy that southwest Wisconsin has in terms of economic development," he said.

Officials also recognized the efforts of the Dairy Business Innovation Center, which worked to partner the City of Lancaster with Woolwich Dairy and assisted the Canadian producer in selecting Wisconsin as its U.S. headquarters. Woolwich Dairy currently has two production facilities in operation in Ontario and Quebec and is known for its innovative and award winning goat cheese products. The DBIC and its partners are proud to welcome Woolwich to Wisconsin.

2. DBIC Board of Directors Elects Officers, Appoints New Members

The Dairy Business Innovation Center Board of Directors recently elected officers for Year 3 and appointed two new members to its board.

Serving as officers are:

- **Patrick Geoghegan**, Sr. Vice President of Corporate Communications at the Wisconsin Milk Marketing Board, was re-elected President, his third consecutive term.
- **John Umhoefer**, Executive Director of the Wisconsin Cheese Makers Association, was elected vice-president.
- **Sam Miller**, Sr. Vice President of Agribusiness Banking for M&I Bank in Wisconsin and newly-appointed DBIC board member, was elected Secretary/Treasurer.

Additional Board Members include:

- **Steve Ehlers**, President of Larry's Market in Brown Deer, Wis.
- **Sara Hill**, newly-appointed member and a Specialty Cheese Marketer.
- **Mark Johnson**, Senior Scientist at the UW Center for Dairy Research
- **Ben Miller**, Assistant Dean of the College of Agriculture and Life Sciences at UW-Madison.

3. DBIC Team Monthly Message

This month we hear from **Patrick Geoghegan**, President of DBIC Board of Directors. Patrick says: "**Wisconsin's Dairy Impact is Growing.**"

Much has changed in Wisconsin's dairy business over the past half decade. Wisconsin is once again on the dairy offensive and through the efforts of a wide spectrum of organizations and individuals our industry has been rejuvenated. We've seen broad re-investment into our existing dairy infrastructure from farms to our processing facilities. We've seen significant expansion of cheese production facilities in the state with several new green field plants built, and modernization of numerous existing facilities.

Dairy's Economic Impact



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And more is on the way. Milk production is up and cow numbers have increased for the first time in 16 years. Maybe the most significant change is the change in attitude Wisconsinites have about the dairy industry and its future here. Some of that may be attributable to the Wisconsin Dairy Impact initiative, an effort developed by the Wisconsin Milk Marketing Board in 2001 to remind – and in some cases – educate for the first time -- Wisconsinites about the importance of the dairy industry from an economic, cultural and historical standpoint.

Recent consumer surveys show that support for Wisconsin's dairy industry is extremely positive and that residents want to see dairying continue to be an important part of our culture. For example, 88% of respondents said they would miss seeing Wisconsin farms if too much land was developed into housing communities and commercial

buildings. Some 64% of those surveyed said agriculture is Wisconsin's most important industry – up from 58% two years ago. And understanding among consumers that Wisconsin's dairy industry generates a lot of money for the Wisconsin economy is also up – 75% agreed with that statement compared to 72% two years ago. And more people today believe it's vital that Wisconsin's dairy farms remain family owned than two years ago. Eighty percent of consumers say it is "important" to them that Wisconsin dairy farms remain family owned.

Yet we have much left to do in terms of educating consumers. Twenty-five percent of consumers believe that the Wisconsin dairy industry is becoming outdated. And 54% of respondents agreed with the statement that the importance of the dairy industry to the state of Wisconsin is declining. Product loyalty, however, is not an issue. Eighty-seven percent of consumers disagreed with the comment, "I don't really care if my cheese comes from Wisconsin or California."

The Wisconsin Dairy Impact initiative has caught on with local promotion organizations, private businesses, cooperatives and has also caught the eye of several other state dairy promotion organizations. WMMB is happy to share information and approaches we have developed with whoever wants to promote the dairy industry.

4. Wisconsin Captures Nearly One-Third of all U.S. Medals at 2006 World Cheese Awards in London

The United States, and especially Wisconsin, brought its best game to Europe last week, taking 43 medals at the prestigious 2006 World Cheese Awards in London. Wisconsin captured nearly one-third of all U.S. medals, claiming 15 awards that included six gold, four silver and five bronze. The competition attracted more than 1,500 entries from four continents. Winners from Wisconsin included:



Photo Courtesy of Wisconsin Milk Marketing Board

- **Antigo Cheese Company:** One gold medal -- *Stravecchio Parmesan* - specially aged with a creamy, sweet, nutty flavor.
- **Carr Valley Cheese:** Three gold medals -- *Marisa & Cave Aged Marisa*, both sheep's milk cheeses and *Canaria*, a mixed milk cheese. Two bronze medals -- *Gran Canaria*, a mixed milk cheese and *Billy Blue*, a goat's milk cheese.
- **Crave Brothers Farmstead Cheese:** One silver medal -- *Petit Frere*, a new washed-rind cheese. One bronze medal -- *Mascarpone*, a cow's milk cheese.
- **DCI Cheese Company:** One gold medal -- *Great Midwest Smokey Jack*. One silver medal -- *Black Diamond Extra Sharp Cheddar Cold Pack Spread*.
- **Roth Kase USA:** One gold medal -- *Granqueso*, a Roth Kase original. One silver medal -- *Rofumo*, a hickory smoked cheese. One bronze medal -- *Vintage Van Gogh*, a full-cream gouda.
- **Uplands Cheese:** One silver medal -- *Pleasant Ridge Reserve*, a Beaufort-style cheese.
- **Widmer's Cheese Cellars:** One bronze medal -- *Washed-Rind Brick Cheese*.

Congratulations to all Wisconsin winners from the DBIC and its partners.

5. Industry News

- **Carr Valley Cheese Opens New Location:** The LaValle-based specialty cheese business opened its fifth retail store last week next to Interstate 94 in Mauston. Its factory store on Highway 12/16 will remain open, as well as its stores in La Valle, Sauk City and Fennimore. The store in Sauk City was also recently renovated to include a new retail outlet and demo cooking center.

- **Grass Point Farms Schedules Pasture Walk:** Take a day for walking a managed rotational grass family dairy farm in the center of Wisconsin that has set the standard for grass fed, pasture-raised dairying. Meet other graziers, learn more about pasture raised dairy cows, and discuss how the organic milk supply shortage can be brought into balance. To register, contact Tali Hylen at 810/730-0032 or Katie McDougall at 630/661-3169.



- **Three WI Cheesemakers Selected to Attend Terra Madre in Italy:** Three Wisconsin artisan cheesemakers will attend Terra Madre 2006 in Turin, Italy, a select gathering of 1,500 food communities from five continents, 5,000 farmers, breeders, fishermen and traditional food producers, 1,000 cooks and 200 universities. Attendees will share experiences and discuss the development of a new concept of agriculture and good, clean and fair food. After reviewing thousand of applications, the Terra Madre program selected Mike Gingrich, Uplands Cheese; Anne Topham, Fantome Farm; and Willi Lehner, Bleu Mont Dairy to represent Wisconsin. Congratulations to all!

- **Wisconsin Dairy Expertise Reaches Montenegro:** Gerhard Haggemueller, DBIC Technical Analyst, is spending six weeks working as a consultant for the U.S. Agency for International Development to support agribusiness in newly-independent Montenegro, once part of Yugoslavia. He is providing technical assistance to the country's agriculture industry in an effort to increase economic growth and boost prosperity for its rural landscape. Currently, Gerhard is conducting workshops on producing cheese, recommending best practices regarding food safety and packaging.

- **LoveTree Farmstead Cheese Report:** Mary and David Falk of LoveTree Farmstead Cheese describe their visit to artisan and farmstead cheesemakers in Spain and Portugal as part of the Wisconsin Dairy Artisan Research Program, a joint venture between the DBIC and The Babcock Institute. Read about their findings and experiences in this newly-released report, available at: <http://www.dbicusa.com/resources/falksizingdownviaspainandportugal.pdf>



6. Upcoming Important Dates

- **June 27: Annual Farmstead Producer-Food Safety Meeting. Eau Claire, Wis:** The DBIC is coordinating Wisconsin's second annual Farmstead Producer-Food Safety meeting, to be held on Tuesday, June 27 from 10 a.m. to 1 p.m. in Eau Claire. The purpose of this meeting is to bring together producers and food safety officials to discuss current issues specific to farmstead producers. This meeting provides current farmstead producers with the opportunity to get updates on recent licensing requirements and regulations, and share any questions they may have about the processes. For further information, please contact Heidi Busse at 608-224-5047 or heidi.busse@datcp.state.wi.us.
- **July 19-23: American Cheese Society Annual Conference. Portland, Ore.:** This year's conference theme, Exploring Cheese Frontiers, magnifies what North American artisan cheesemakers have achieved and continue to explore - a tradition enriched each year as the U.S. finds its place among

cheesemaking traditions worldwide. The conference features an educational program, workshops and the renowned "Festival of Cheese." For more information, visit <http://www.cheesesociety.org/>

- **Aug. 2: Artisan Cheese Tasting, Finding Wisconsin's Hidden Gems by Dan Strongin. Madison, Wis.** 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 and farmstead cheeses and helps guests identify great Wisconsin cheeses and understand how to properly store and care for them. The event runs from 7 - 9 p.m. at Harvest Restaurant at 21 N. Pinckney St in Madison, WI. Cost for the event is \$25 person, wine pairings an additional \$15 per person. To register, please contact Heidi Busse at 608-224-5047 or heidi.busse@datcp.state.wi.us.
- **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 heidi.busse@datcp.state.wi.us.
- **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 include Neville McNaughton, DBIC consultant and president of CheezSorce, and Dave Potter, president of Dairy Connections, Inc. The workshop will combine lectures with hands-on cheesemaking. There is a fee for this seminar and registration is due by July 19th. To register or for more information, please contact Heidi Busse at 608-224-5047 or 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. 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.

- **Sept. 17-23: Europe in Your Backyard Cycling Tour. Wisconsin.** Bicyclists on this fall's Europe in your backyard celebration of Wisconsin's European heritage will include a tour of Blue Marble Family Farm, a new farmstead milk bottling operation. The 2006 tour begins and ends in Fitchburg and will highlight Wisconsin's dairy culture with a community-wide finale wine and cheese pairing on Friday, Sept. 22. To register or for more information, call 800-546-8520 or 800-233-4340.
- **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 heidi.busse@datcp.state.wi.us
- **Oct 4: DBIC Farmstead Field Day and Pasture Walk. Belleville, Wisconsin.** This field day is being hosted with the Dane-Green County Graziers group, and will be hosted at the farm of Bert Paris. Join grazier Bert Paris as he gives a tour of his grass-based farm, discusses breed selection and reproduction, paddocks development, how seasonality affects milk quality and value-added options. Limit of 15 people. To register, contact Heidi Busse at 608-224-5047 or 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.