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1. Kelley Country Creamery Celebrates Grand Opening June 19

A fifth generation Wisconsin dairy farm family will celebrate the grand opening of their farmstead ice cream plant on Saturday, June 19 from Noon to 3 p.m.

Karen and Tim Kelley, along with their five children, have been churning ice cream on their 200-acre farm near Eden, Wis., for years. Three years ago, Karen actively began exploring the feasibility of producing a commercial, value-added dairy product on the farm, and after much research and market investigation, decided to craft an all-natural, non-homogenized premium ice cream. The product is created from milk of the Kelley's 65-cow Holstein herd in a newly-built creamery on their farmstead property.

The Kelleys worked with the Wisconsin Center for Dairy Research to perfect the family's ice cream recipe and then partnered with the Dairy Business Innovation

Center to develop labels and packaging for the farmstead product. The result is an array of premium farmstead ice cream flavors with whimsical names, such as Udderly Comforting Chocolate, Whitewash Vanilla, Pitchfork Pistachio, Country Bumpkin Pumpkin, and dozens of others. Customers can visit the farm and choose a single serving to eat at the shop, or buy tubs to take home. The Kelleys also offer ice cream cakes and pies, baked right in their shop.

Kelley's Country Creamery is located at W521 County Road B, Fond du Lac, Wis., just east of the U.S. Highway 41 interchange. They plan to be open all year, seven days a week, from 11 a.m. to 9 p.m. The June 19 grand opening will feature a brief ceremony at 12 Noon with emcee Jim Gage, of the DBIC, as well as an array of special activities including a "Brain Freeze" ice cream eating contest. Sign up to compete in the day's contests before June 14 online at www.kelleycountrycreamery.com.



2. Entry Forms Due July 9 for 2010 American Cheese Society Contest

Cheesemakers take note: entry forms and fees for the American Cheese Society 26th annual Judging & Competition are due July 9. Cost to participate in the contest is \$55 per entry if forms and payment are received by July 9. Entries received from July 10-16 will be subject to an additional \$25 late fee, and those arriving after July 16 will not be accepted.



The contest will take place in Seattle, Wash., August 24-27, as part of the ACS annual conference. This year's contest features 22 categories with a total of 110 subcategories. For 2010, ACS has added several new subcategories and has redefined or condensed several existing categories. These include more detailed subcategories of fresh unripened cheeses, American Originals, Blue, Farmstead, International-style, Fresh Mozzarella, flavored cheeses, cultured milk products, cheese spreads and washed rind cheeses.

Winners will be announced at the Awards Ceremony on Saturday, Aug. 28 and will be displayed at the Festival of Cheeses directly afterward. Winners present at the ceremony will be presented a temporary ribbon. A permanent awards certificate and ribbon will be sent to each winner after the conference. Shortly after the conference, entrants will be sent a copy of the score sheet for each entry, including judges' comments, overall scores, and the number of entries per category. For questions or additional information, contact ACS's Michelle Lee at 720-328-2788 or via email: mlee@cheesesociety.org View and download all necessary forms at: www.cheesesociety.org

3. WI International Trade Team Announces Seminar, Buyers Mission

The Wisconsin International Trade Team, a collaboration of the state Departments of Commerce and Agriculture, announces two upcoming events for food and agricultural companies.

- **June 23: Export Documentation & Pricing Seminar. Madison, Wis.**
Officials will provide a comprehensive overview of how to successfully navigate the maze of export documentation red tape at this all-day seminar at the Sheraton Hotel in Madison. Learn how to avoid common export documentation errors, as well as how to price your product. Registration deadline is June 16 and fee is \$50 per person. Seminar runs from 8:30 a.m. to 4 p.m. Contact Kelsey Olson at 608-224-5117 or email Kelsey.olson@wi.gov to register.
 - **July 27: Midwest Buyers Mission. Madison, Wis.**
Plan now to attend the 2010 Midwest Buyers Mission and meet one-on-one with up to 10 buyers from countries you select. Qualified importers and retailers representing markets from around the world will attend, including: Brazil, Canada, China, Colombia, Dominican Republic, Guatemala, Honduras, India, Kuwait, Malaysia, Mexico, Netherlands, Philippines, South Korea, Taiwan, Thailand, United Arab Emirates and Vietnam. These exporters have expressed an interest in a wide range of product categories, including private label and specialty/gourmet. Fee is \$100 if you register before June 14. Contact Kelsey Olson at 608-224-5117 or email Kelsey.olson@wi.gov to register.
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4. Upcoming Important Dates

- **June 19: Dairy Goat Field Day. South Beloit, Illinois**

Mark and Ruby Walrath, of South Beloit, Illinois will host a dairy goat field day on June 19. The couple entered the dairy goat business in 2003, after their youngest daughter started showing goats for 4-H. Today, they milk a herd of 180 does and a neighbor raises all of their young stock. Registration begins at 9:30 a.m. and the program runs from 10 a.m. – 2 p.m. Lunch will be available for purchase at the farm, and is hosted by the Tri-River Triers 4-H Club. The event is free, but attendees are asked to register in advance for planning purposes. To register, contact Jeanne Meier, 608-219-4081, jeannemariemeier@gmail.com.



- **July 17: Dairy Goat Field Day. Cross Plains, Wis.**

Owner Diana Murphy will host a field day at her family's diversified dairy goat farm, which also includes pastured poultry and a farmstead cheese plant. Registration begins at 9:30 a.m. and the program runs from 10 a.m. – 2 p.m. Lunch will be available for purchase at the farm. The event is free, but attendees are asked to register in advance for planning purposes. To register, contact Jeanne Meier, 608-219-4081, jeannemariemeier@gmail.com

- **July 20 – 22: Wisconsin Farm Technology Days. River Falls, Wis.**

Farm Technology Days is the largest agriculture exposition in Wisconsin--a three-day outdoor event that showcases the latest improvements in production agriculture. Each year, it is held in a different Wisconsin County on a different host farm. This year, hosting are Roger & Beverly Peterson in Pierce County. Hours: Tuesday & Wednesday 9 a.m. - 5 p.m., Thursday 9 a.m. - 4 p.m. Admission is \$5. More information: <http://www.wifarmtechnologydays.com/>



- **August 14: Dairy Sheep Field Day. Antigo, Wis.**

Eckerman Sheep Company in Antigo, Wis., will host a field day from 1 p.m. – 3 p.m. on Saturday, August 14. Darlene and Steve Eckerman will give a tour of their farm operation, which includes more than 150 dairy ewes milked in a movable stanchion. Paul Jandrin, an AgSource representative, will discuss milk testing of dairy ewes, including how to sample milk and interpret milk analysis results. Location: Eckerman Sheep Company, N681 South Rollwood Road, Antigo, Wis. The field day is free and open to the public, but registration is encouraged for event planning. Call Claire Mikolayunas, DBIC Dairy Sheep Initiative, at 608-332-2889 for more information.

- **August 25 - 28: American Cheese Society Annual Conference. Seattle, Wash.**

Registration is now open for the 27th annual American Cheese Society Annual Conference and cheese competition. The conference includes both cherished annual events such as the Festival of Cheese, as well as newer events such as a Retail Marketing Competition and Meet the Cheesemaker Event. Three full days of educational workshops and networking opportunities await you. More info: <http://www.cheesesociety.org/>

- **Sept. 18: Dairy Goat Field Day. Cleveland, Wis.**

This field day is sponsored by Glacierland RC&D and the DBIC. Mark and Colleen Hansen were early adapters of intensified rotational grazing with dairy cows, and have now transitioned to dairy goats. The day will include a pasture walk and tour of a new milking parlor with "window view" for visitors. Registration begins at 9:30 a.m. and the program runs from 10 a.m. – 2 p.m. Lunch will be available for purchase at the farm. The event is free, but attendees are asked to register in advance for planning purposes. To register, contact Jeanne Meier, 608-219-4081, jeannemariemeier@gmail.com.

- **Oct. 9: Dairy Goat Field Day. Milton, Wis.**

Randy and Mary Adamson have raised purebred breeding stock for sale and show for many years. As former dairy cow producers, a recent opportunity allowed them to return into the dairy business full time with dairy goats. Registration begins at 9:30 a.m. and the program runs from 10 a.m. – 2 p.m. Lunch will be available for purchase at the farm. The event is free, but attendees are asked to register in advance for planning purposes. To register, contact Jeanne Meier, 608-219-4081, jeannemariemeier@gmail.com.

5. The Last Word ... with DBIC Manager Norm Monsen



Wisconsin is home to about 1,250 licensed cheese makers. The average age of our cheese makers is "mature," and every year we only have about 35 new additions to this career area. Given these numbers, we do occasionally hear voices of concern regarding will we have a new generation come along to take over.

The answer to us looks to be – YES – we do have a next generation coming along and the cheese making industry is in good hand, as interest continues to grow in this profession.

With the above in mind, I thought it would be of interest to all to profile four relatively new cheese makers.

- **Jon Metzgi:** Jon grew up watching his father (and Master Cheese Maker) Dave Metzgi make cheese at Union Star. He graduated from the UW-River Falls food science program, worked at Crave Brothers Farmstead, spent two months in Ireland working at Gubbeen Cheese, and now has returned home to Union Star.
- **Kara Kasten-Olson:** Kara grew up on a Brown Swiss dairy farm near Cedarburg. She graduated from UW-Madison, and it was there that she learned the art of cheesemaking from Master Cheese Maker Gary Grossen. She now works as the Sales and Marketing Manager at Sassy Cow Creamery near Sun Prairie, and in exciting news, will soon be making cheese.
- **Fred Faye:** Fred grew up on a dairy farm in Bayfield county. He graduated from the UW-River Falls Food Science program and spent two years serving in the Peace Corps in Ethiopia. He garnered his cheesemaking apprenticeship hours under Dane Huebner. Fred returned to his home farm last year and is in the start up phase of a farmstead goat cheese plant.

- **Ron Henningfield:** Ron grew up on a dairy farm in East Troy. He is a graduate of UW- Madison College of Agriculture and is currently teaching High School Agriculture in Delavan. He studied under Gary Grossen. Ron is quite possibly the first and only Wisconsin High School Teacher to also be licensed as a Wisconsin Cheese Maker.

These four are just a few who are part of the next generation of Wisconsin cheesemakers. Each represents and understands what many feel - that a career as a Wisconsin cheese maker is to have a career that is important, recognized, and distinguished.

*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 at 608-358-7837, email: jeanne@wordartisanllc.com.*

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