

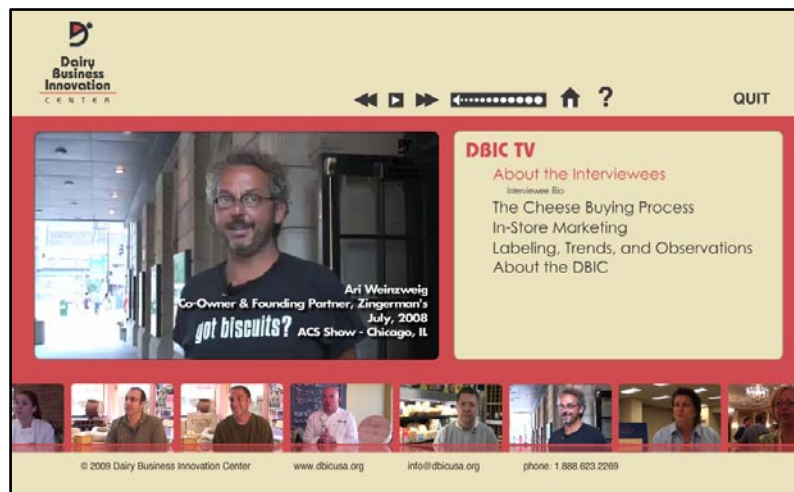
In This Issue:

1. Fundamentals of Cheese Distribution Seminar to be Presented in May
2. DBIC Monthly Message: Dan Carter, Founder & Chairman
3. So You Want to be a Cheesemaker Blog: Follow the Travels of Jon Metzig
4. Industry News
5. Upcoming Important Dates

1. DBIC to Present Fundamentals of Cheese Distribution Seminars in May

Specialty cheese companies interested in increasing sales and improving buyer relationships should plan to attend one of two upcoming seminars sponsored by the Dairy Business Innovation Center.

The DBIC will present “Fundamentals of Cheese Distribution: How to Gain and Retain Distribution of Specialty & Artisan Cheese” at two seminars in May. The events are open to all dairy companies and will be held on May 19 in Madison and May 20 in River Falls. Cost is \$75 to attend.



Participants will be the first in the industry to view an interactive DVD, featuring more than 25 national retailers, distributors, chefs and cheese marketers, all who graciously sat down with the DBIC on camera and provided detailed answers on how to:

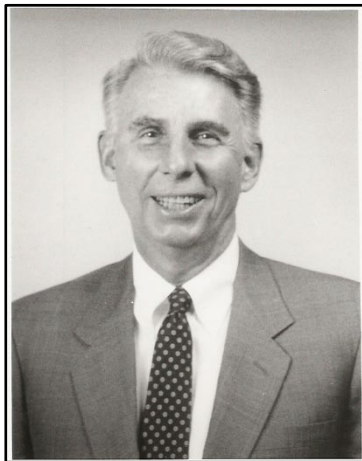
- Prepare for initial contacts with a retailer, distributor or foodservice operation
- What to consider when designing or updating cheese packaging
- Who makes the buying decision and what criteria they use
- What types of in-store merchandising support are effective and why
- Critiques of cheese labeling and packaging

“Whether you’re an experienced cheese marketer or at the initial stages of creating a specialty cheese, we think you’ll gain valuable insights that will help you avoid the most common and costly mistakes of introducing or expanding distribution of your product,” said Andrea Neu, DBIC Client Brand Positioning Director.

Companies interested in purchasing a copy of the Fundamentals of Cheese Distribution DVD, produced by the DBIC, will be required to attend either one of the seminars, or sign up for one-on-one training. Participants will have the option at the end of each seminar to purchase the DVD for an additional \$75. Optional one-on-one training, including the DVD, will cost \$500.

Pre-registration is required for both seminars. The May 19 seminar in Madison will be held at the Wisconsin Department of Agriculture at 2811 Agriculture Drive from 8:30 a.m. to Noon. The May 20 seminar in River Falls will be held on the UW River Falls campus from 1 to 4:30 p.m. To register, contact Kathy Brown, DBIC, 888-623-2269 or email planningoptions@charter.net Registration is due May 12.

2. DBIC Monthly Message: Dan Carter, Founder & Chairman



This month, we hear from Dan Carter, DBIC Founder and Chairman.

On April 1, 2009, the Dairy Business Innovation Center, a key component of the Value Added Dairy Initiative, will begin its sixth year. Since its start in 2004, the DBIC has assisted more than 170 clients – groups and individuals who have requested technical services – resulting in 65 new specialty dairy products launched to market.

In addition, during that same period, 43 new processing plants have opened and 69 more have expanded operations. Specialty cheese production has increased 20 percent in Wisconsin since 2004 and today, 99 of the state's 136 cheese plants craft at least one type of specialty cheese, up from 77 plants just three years ago.

While part of the story we have to tell comes through those kinds of statistics, the fact of the matter is that the DBIC has had the honor to develop personal relationships with every one of those 170 clients. This is the best part of our job, and frankly, numbers alone don't tell the entire story. That's why it is my privilege to list each of the new Wisconsin dairy enterprises we've played a part in since 2004:

Blue Marble Family Farm
Caprine Supreme
Castle Rock Organic Dairy
Cheese on Wheels
Dreamfarm
Edelweiss Creamery
Family Fresh Pack
FenceLine
Gingerbread Jersey
Grassway Farm
Gronndal Springs
Harmony Specialty Dairy
Hidden Springs Creamery
High Pressure Solutions

Holland's Family Cheese
Kineva Foods
LW Dairy
Lake Country Foods
Next Generation Cheese
Nordic Creamery
Organic Choice
Organic Farm Marketing
Otter Creek Organic Farm
Red Barn Family Farms
Roelli Cheese
Sassy Cow Creamery
Saxon Homestead Creamery
Schunk's Jersey Cheese

Shullsburg Creamery
Shepherd's Ridge
Shooting Star Farm
Springbrook Organic Dairy
Sugar River Cheese
Sugar River Dairy
Three D Cheese
Uplands Cheese
W & W Cheese
Wisconsin Specialty Whey
Winona Foods
Woolwich Dairy
Xact Pact
Yellowstone Cheese

In addition to new dairy facilities, Wisconsin has welcomed more than 70 dairy expansions during these past five years, including:

Alliance Enterprises
 Arla Foods
 Beechwood Cheese
 BelGioioso Cheese
 Blaser's
 Bleu Mont Dairy
 Blue Marble Family Farm
 Brunkow Cheese
 Cady Creek Farms
 Capri Cheese
 Carr Valley Cheese
 Cedar Grove Cheese
 Crave Brothers
 Crystal Ball Farms
 Dairy Connection
 Danisco
 Decatur Dairy
 Ellsworth Co-op Creamery
 Falcon Foods
 Foremost Farms

Green Bay Cheese
 Highfield Creamery
 Kelly Country Creamery
 Kelly Ingredients
 Klondike Cheese Company
 Koepke Farms
 Lovetree Farmstead Cheese
 Lactalis USA
 Master Gallery Foods, Inc.
 Maple Leaf Cheese Co-op
 Maul's Dairy
 Main Street Ingredients
 May Fell Family Farms
 Meister Cheese
 Montchevre Betin
 North Hendren Co-op Dairy
 Organic Valley
 Packerland Whey
 Pastureland
 Pasture Pride/Natural Valley

Pine River Prepack
 Potter Family Farms
 Quality Dairy Goat Producers
 Roth Kase USA
 Salemville Cheese Co-op
 Saputo Cheese USA
 Sargento Foods
 Sartori Food Corporation
 Seymour Dairy Products
 Silver & Lewis Cheese Co-op
 Swiss Valley Farms Mindoro
 Tetzner Dairy
 U.S. Specialty Cheese
 UW Provisions
 Union Star
 Westby Co-op Creamery
 Weber Farm
 Weyauwega Star
 Widmer's Cheese Cellars
 WI Sheep Dairy Cooperative

The DBIC has also been proud to assist with the relocation of six companies outside the United States, all desiring location or partnerships in Wisconsin. Those companies include: Arla Foods, Inc./Denmark, Patrick's Pure World Limited/New Zealand, Valcrest/France, Vodgourmet/Sweden, Woolwich Dairy/Canada, Fonterra/New Zealand.

Our clients often tell me that DBIC and VADI team vision, knowledge, and quality of resources have facilitated many of the improvements in their existing and/or emerging facilities. In addition to these



indispensable team members, vital roles for success have been played by each member of the DBIC Board of Directors with Patrick Geoghegan, WMMB, serving as initial and current President; inspiration from the College of Agriculture, Center for Dairy Research, Babcock Institute, UW River Falls, Wisconsin Milk Marketing Board, and Wisconsin Cheese Makers Association; leadership from Senator Herb Kohl, Congressman Dave Obey, and Governor Jim Doyle, and last, but far from least, thank you for the advisement and actualization from staff at DATCP including, but definitely not limited to: Secretary Rod Nilsestuen, Will Hughes, Jim Cisler, Norm Monsen and Food Safety.

In summary, a core group, including all of the folks listed above, as well as too many industry organizations and individual leaders to list here by name, are partnering to make America's Dairyland stronger. Wisconsin's heritage and future are directly linked to dairy. With more than 13,000 family-owned dairy farms, 1.24 million dairy cows, 1,214 cheesemakers and 211 dairy plants, the state's dairy industry continues to serve as the state's economic backbone. The DBIC believes in its future and is building it with one new dairy plant, one new specialty cheese and one new national market at a time.

3. So You Want to be a Cheesemaker: Follow the Travels of Jon Metzig

The Dairy Business Innovation Center and the Babcock Institute are happy to help sponsor a young Wisconsin cheesemaker's trip across Ireland, England, Germany and Switzerland, as he spends time learning Old World traditions through the Wisconsin Dairy Artisan Research Program.



Jon Metzig grew up - literally - on top of his family's cheese factory, Union Star, near Fremont, Wis. As young as seven years old, he would help out in the cheese factory. He earned his cheesemakers license while still in high school, and then attended UW- River Falls, where he studied under Rane May and worked in the pilot plant on campus, earning a degree in Agriculture Business and Food Science. Today, he works as a cheesemaker at Crave Brothers Farmstead Cheese near Waterloo, Wis.

During this two month trip, Jon hopes to learn more about traditional cheese making -- especially washed rind cheese. He will spend seven weeks at Gubbeen Cheese in West Cork, Ireland, working with Giana and Tom Ferguson, and will then plan on visiting cheddar factories in Somerset, England to learn more about bandaged cheddar. He'll wrap up his trip with visits in Switzerland and Germany to local cheese factories, affinage facilities and dairy farms.

You're invited to follow Jon along on his trip on So You Want to Be A Cheesemaker, found at: <http://cheesemakerjournal.blogspot.com/>, a blog set up to allow Jon to share his findings with the rest of the industry. Upon his return, Jon will make a presentation and publish a paper with his findings. Best of luck to Jon on his journey and we look forward to welcoming him back home to Wisconsin in May!

4. Industry News

- ❖ **New Website Links Grocers to Producers:** A new website where local producers and growers can find grocery stores looking for local products to stock their aisles has been launched. The site, www.GrocersBuyLocal.com was developed with funding provided to the Wisconsin Grocers Association by the Wisconsin Department of Agriculture. Its main feature is an interactive map of Wisconsin which, when a user clicks on a county, produces a list of grocery stores in that county that buy and sell local products. Consumers will find it useful, too, to locate grocery stores in their areas that sell local products. A recent study of the Buy Local Buy Wisconsin program showed the state's support of the program is bearing fruit, with \$2 returned in increased local food sales for every \$1 of state funds invested.
- ❖ **Cheese Enthusiasts Find a Home:** With more Wisconsin cheesemakers shining in the national spotlight and propelling the state to the forefront of the farmstead, artisan and specialty cheese movement, a new organization aims to share information with consumers about Wisconsin original cheeses and the people who craft them. Launched earlier this month, Wisconsin Cheese Originals is a consumer-based organization that will host educational seminars, tasting receptions and meet the cheesemaker events for members



year-round. The organization will also sponsor a Wisconsin Original Cheese Festival, scheduled for Nov. 6-7 at the Monona Terrace in Madison, Wis. Learn more at:

www.wisconsincheeseoriginals.com

5. Upcoming Important Dates

- **March 17–18: PDPW Annual Business Conference. Madison, Wis.**
Register now for the PDPW Annual Business Conference at the Alliant Energy Center in Madison, Wis. You'll be "Adding Passion, Multiplying Profits" during this two-day conference that features more than 35 world-renowned experts and producer panelists, 18 specialty sessions, multiple producer panels with firsthand advice and unlimited networking opportunities. Register online at www.pdpw.org or call 800-947-7379. PDPW educational programs are open to anyone involved with the dairy industry.
- **March 17–19: U.S. Championship Cheese Contest. Green Bay, Wis.**
The 2009 United States Championship Cheese Contest® offers cheese and butter makers from around the United States the opportunity to vie for prestigious awards in 65 classes. This year's contest will be held in the stunning new Atrium of Lambeau Field in Green Bay, Wisconsin. Learn more at: www.wischeesemakersassn.org
- **April 22: Export Seminar - From the Basics and Beyond. Appleton, Wis.**
Whether your firm is new to exporting or in need of a refresher on the latest ideas and techniques, this comprehensive seminar at the Fox Valley Technical College in Appleton provides the nuts-and-bolts information you need to successfully export products. For more information, contact Jen Pino-Gallagher, Wisconsin Department of Agriculture, 608-224-5125 or email jen.pinogallagher@wi.gov
- **April 22 – 23: Wisconsin Cheese Industry Conference. La Crosse, Wis.**
The 2009 Wisconsin Cheese Industry Conference will be held at the La Crosse Center. The WCIC, co-sponsored by the Wisconsin Cheese Makers Association and the Wisconsin Center for Dairy Research, will be the largest cheese industry show in 2009. Learn more at www.wischeesemakersassn.org

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.

