

**In This Issue:**

1. Alto Dairy Introduces New Pasture Grazed White Cheddar Cheese
  2. Team Member Monthly Message: Communications Director Jeanne Carpenter
  3. Wisconsin Increases Specialty Cheese Production
  4. Uplands Cheese Wins Top Dairy Prize at Gallo Family 2007 Gold Medal Awards
  5. Industry News
  6. Upcoming Important Dates
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**1. Alto Dairy Introduces New Pasture Grazed White Cheddar Cheese**

Alto Dairy Cooperative's Black Creek Classic brand has introduced Pasture-Grazed White Cheddar Cheese. Made from milk produced by family farmers in Southwest Wisconsin, the new Signature Edition Pasture-Grazed White Cheddar will be available in season from late April through early October, based on pasture quality.



"The pasture grazed product has a unique flavor profile and rich, creamy texture that makes it a wonderful table cheese," said Black Creek Certified Master Cheesemaker Gregg Palubicki. "We're very proud of its delicate, natural flavor as well as the superior nutritional value of the pasture-grazed milk we use in crafting it."

According to the Center for Dairy Research at the University of Wisconsin, Madison, pasture-grazed milk contains higher amounts of protein, Omega-3 fatty acids, flavonoids/antioxidants and more Conjugated Linoleic Acid (CLA). Research by Dr. Michael Pariza also indicates CLA may increase metabolic rate, may help decrease abdominal fat, may enhance muscle growth, helps maintain normal cholesterol and triglyceride levels, helps maintain normal insulin levels, helps make it easier to control weight, and enhances the immune system.

Karen Endres, Black Creek's Director of Communications sums it up best: "It's just plain good and good for you." Endres notes that with the growth in consumer demand for naturally sourced food products, the introduction of Black Creek Pasture-Grazed Natural Cheese clearly responds to those preferences.

Black Creek Pasture-Grazed White Cheddar is available in 9-ounce squares in a distinctive white parchment-like package. Distribution will be through specialty cheese retailers and the specialty cheese and deli departments in grocery stores.

Black Creek Classic Naturally-Aged Cheeses have been produced in Black Creek, Wisconsin for more than 100 years. Crafted under the watchful eyes of Certified Wisconsin Master Cheesemakers, the Black Creek Classic brand is available in Cheddar, Colby and Colby-Jack Cheese varieties.

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## 2. DBIC Team Member Monthly Message: Jeanne Carpenter



This month we hear from Jeanne Carpenter, DBIC Communications Director. She offers a preview of the DBIC Year 3 Annual Report, to be released on May 21.

“The successes celebrated and outlined in this year’s annual report demonstrate Wisconsin’s dedication to innovate and grow its \$20.6 billion dairy industry. With a team roster of 20 world-class dairy experts, the DBIC in Year 3 collaborated with industry partners to provide an array of services to 79 clients and implement 23 industry development projects. The DBIC’s partner organization, the Grow Wisconsin Dairy Team -- a cohesive group of interagency members coordinating resources for dairy farmers and processors -- administered more than \$1 million in grants in Year 3 to the dairy industry and provided technical assistance to 300 farms and 55 dairy processors. This assistance continues to act as a catalyst for reinvestment in the dairy sector.

The DBIC is proud to announce that with technical assistance from members of its team and its many industry partners, 23 new Wisconsin processing plants have opened since 2004, and another 27 have expanded operations. These plants have made more than \$100 million in reinvestments in Wisconsin’s dairy industry.

Wisconsin’s dairy farmers have stepped up to the challenge as well: reinvesting more than \$500 million into their operations since 2004 using a state dairy investment tax credit. Nearly 200 of those dairy farmers have used more than \$2 million in Grow Wisconsin Dairy Team grants during that same time to modernize their businesses, increase milk production and add jobs -- strengthening not only their own family operations, but the economy of their rural communities.

Both the Dairy Business Innovation Center and Grow Wisconsin Dairy Team have targeted their focus to best meet the unique needs of producers and processors. As we progress in our vision to reinvigorate Wisconsin’s dairy industry, we look forward to partnering with you in developing new ideas and new markets to grow America’s Dairyland.

If you would like a copy of the Year 3 Annual Report mailed to you, please contact Jeanne Carpenter at: [jeanne@wordartisanllc.com](mailto:jeanne@wordartisanllc.com) or call 608-358-7837.

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## 3. Wisconsin Increases Specialty Cheese Production; Continues Upward Trend

Wisconsin Agriculture Secretary Rod Nilsestuen announced last week that Wisconsin cheesemakers continue to lead the nation in crafting innovative cheeses. Specialty cheese production in 2006 rose 7 percent above the previous year, totaling 387 million pounds and accounting for 16 percent of the state’s total cheese production.

The study by the National Agricultural Statistics Service confirms the steady increase in Wisconsin’s specialty cheese sector. Specialty cheeses command a premium price for their unique qualities. In 2003 specialty cheese accounted for 12 percent of the total cheese produced in the state.



Wisconsin cheese makers now produce more than 600 styles and types of cheeses, and 80 of the 115 cheese plants in Wisconsin are today manufacturing at least one type of specialty cheese.

The most popular specialty cheeses continue to be Blue, Feta, Hispanic types, specialty Provolone, Parmesan Wheel and Asiago. In 2006, Hispanic types passed specialty Provolone to become the third most popular specialty cheese. Cheeses with an annual growth in production of 10 percent or more were specialty Cheddar, Parmesan wheel and Italian Fontina.

Nilsestuen commended the partners involved in the state's Value Added Dairy Initiative, formed in 2004 to reinvigorate the state's dairy industry by assisting producers and processors in modernizing and launching value-added dairy products, including specialty cheeses.

"I want to recognize the Dairy Business Innovation Center and the Grow Wisconsin Dairy Team for their work in helping to grow artisan and specialty dairy businesses," he said.

The state's dairies help to fuel the Wisconsin economy at the rate of more than \$39,000 per minute. Dairy contributes \$20.6 billion annually to Wisconsin's economy.



Secretary Rod Nilsestuen

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#### 4. Uplands Cheese Wins Top Dairy Prize at Gallo Family 2007 Gold Medal Awards

Thirteen Wisconsin artisan food producers won accolades from the Gallo Family Vineyards 2007 Gold Medal Awards Program, including a Wisconsin farmstead cheesemaker who took the overall Gold Medal for artisanal dairy.

Wisconsin boasted 13 finalists in Gallo's nationwide search for the country's top artisanal food producers. The Gallo family created the Gold Medal Awards to honor like-minded producers across the county for their individual efforts in sustainable agriculture.



Carol and Mike Gingrich, center, are pictured with members of the Gallo Family Gold Medal Awards.

Uplands Cheese of Dodgeville, Wis., took the prestigious 2007 Gallo Family Vineyards Gold Medal for Outstanding Dairy. Mike and Carol Gingrich and Daniel and Jeanne Patenaude craft Pleasant Ridge Reserve, an artisanal farmstead cheese made in the style and tradition of mountain cheeses from the alpine regions of France.

In addition to the top dairy award, 12 Wisconsin finalists competed for the top spot in seven categories and received special recognition from the Gallo award program..

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## 5. Industry News

- **Marion Street Cheese Market Plans June Excursion to Spring Green, Wis:**

Owner Eric Larson, of the Marion Street Cheese Market in Oak Park, Ill, is planning an overnight field trip to Spring Green, Wis. in late June. The trip includes a



stay at the Spring Green Inn, a tour of Frank Lloyd Wright's Taliesin – as well as a private tour of several of the very finest cheesemakers in America today -- including the world-class operation at Uplands Cheese, maker of the multiple award-winning Pleasant Ridge Reserve. An exclusive dinner at LightYears -- a private dining club at a rural farmhouse in southwest Wisconsin which creates entire meals from homegrown foods -- will also be a highlight of the trip. For more information, email Eric Larson at [eric@marionstreetcheesemarket.com](mailto:eric@marionstreetcheesemarket.com)

- **Woolwich Dairy USA Announces Lancaster Plant Job Openings:** Woolwich Dairy USA invites experienced applicants to apply for: Plant Manager, Dairy Field Representative and Human Resources Generalist to work at its new Lancaster, Wisconsin Goat Cheese Facility. For details on necessary qualifications, visit Wisconsin jobnet at: <http://www.dwd.state.wi.us/jobnet/mapWI.htm>. For consideration, mail or email your resume to: Grant County Job Center, Attention: Amy Charles [a.charles@jobcenter.org](mailto:a.charles@jobcenter.org), 1370 N. Water St, P.O. Box 656, Platteville, WI 53818-0656. Please note specific instructions for applying -- phone calls or walk-ins are not allowed.
- **Wisconsin Cheese To Take Center Stage at Brady Street Festival:** Mark Lutz, owner of the West Allis Cheese and Sausage Shoppes, is helping organize and redefine the Cheesefest segment of the Brady Street Festival in Milwaukee, Saturday, July 28. The Cheesefest vision has changed from years past, and this year will focus on Wisconsin Cheese. All Wisconsin cheesemakers are invited to attend and bring their cheese, company heritage, and proud tradition to share with more than 7,000 festival goers. All cheesemakers will be located under a large tent in the middle of the festival. To participate or gain more information, email Mark Lutz at [wacheese@wacheese-gifts.com](mailto:wacheese@wacheese-gifts.com).

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## 6. Upcoming Important Dates

- **May 22: Holland's Family Farm Creamery Grand Opening. Thorp, Wis.**  
One of Wisconsin's newest farmstead cheesemakers will host a grand opening celebration at her farmstead cheese plant from 1 p.m. - 6 p.m. on Tuesday, May 22. Marieke Penterman crafts Gouda in the style of her home country in the family farm's new farmhouse creamery, using milk from the family 480-cow dairy herd. The May 22 grand opening will give the public a chance to see the farmstead operation and will include a 2 p.m. presentation by the DBIC, congratulating the Rolf & Marieke Penterman for their commitment to investing in Wisconsin's dairy industry. Location: N13851 Gorman Ave., Thorp, Wis.



- **May-June 2007: June Dairy Month Breakfast on the Farm. Wisconsin - Statewide.**  
June Dairy Month takes on a whole new dimension in Wisconsin, as more than 40 counties and dairy groups host annual breakfasts on local dairy farms throughout the months of May and June. For a

complete listing of events statewide, visit the Wisconsin Milk Marketing Board website at:  
<http://www.wisdairy.com/SpecialOffers/jdm/totaldisplay.aspx>

- **August 1-4: The American Cheese Society Annual Conference. Burlington, Vermont**  
Considered one of the world's most influential and prestigious competitions in recognizing the art of artisanal and specialty cheesemaking, the American Cheese Society's annual judging competition is held in conjunction with the American Cheese Society's 24th Annual Conference - held this year in beautiful Burlington, Vermont. Watch the ACS website for more announcements regarding conference schedules and competition entry dates: <http://cheesesociety.org/index.cfm>
- **August 21-22: Affinage - The Aging of Cheese Short Course. Madison, Wis.**  
This course, offered by the Wisconsin Center for Dairy Research, will cover the art and science of aging cheeses to develop the texture, flavor and aroma of each unique finished cheese. This short course is intended for all cheesemakers interested in production of unique aged cheeses and for cheese affineurs that finish artisan or specialty cheeses. It is also of value to brokers and distributors handling artisan or specialty cheeses. Learn more by visit:  
<http://www.cdr.wisc.edu/courses/affinage07.html> or call Bill Wendorff at 608-263-2015.
- **November 13-15: Turning Chaos Into Control - Continental Style Cheeses. River Falls, Wis.**  
This three-day conference is for cheesemakers who want to make artisanal cheeses. While Continental Style Cheese has many connotations to many people, it may mean a typical Edam or Gouda from the Netherlands, Saint-Paulin from France, Manchego, a sheep milk cheese from Spain or any other number of European style cheeses. In any case, the manufacturing technology is basically the same. Attendees will examine the most important steps in the cheese making process. Making small manipulations at critical times in the process can result in a unique cheese. Join Neville McNaughton - Consultant Cheesemaker and Rane May - University Wisconsin-River Falls, Dairy Specialist as conference coordinators for an enlightening technology session that can put you in control of your Cheesemaking. For more information, visit <http://www.uwrf.edu/food-science/institutes/artisanalCheese.html> or call 715-425-3704

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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, 608-358-7837.*