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## **1. Woolwich Dairy Celebrates New U.S. Headquarters in Wisconsin**

More than 400 guests, including local and state officials, dairy farmers, cheesemakers, industry leaders, members of the University of Wisconsin Marching Band and even Bucky Badger himself, helped Woolwich Dairy celebrate the grand opening last week of its new U.S. headquarters in Lancaster, Wis.

Woolwich Dairy owners Tony and Olga Dutra told the crowd they were proud to hire 15 full-time local employees and announced they have signed three-year contracts with 125 goat dairy farms from five states, the majority of which are current or start-up goat dairies in Wisconsin.

“It was 22 years ago that Woolwich Dairy exported its first piece of cheese to the United States. Today, we are celebrating the opening of our first plant in the United States, with our U.S. Headquarters right here in Lancaster, Wisconsin,” Tony Dutra said during the grand opening ceremony.



*Photo by Jeanne Carpenter, DBIC*

Agriculture Secretary Rod Nilsestuen, right, presents Woolwich Dairy owners Tony and Olga Dutra with a commendation certificate from Governor Jim Doyle.

The new 28,000 sq. ft. Lancaster cheese plant crafts fresh, soft unripened goat cheese and is the third production facility to be added to Woolwich Dairy's operation. The family-owned company started in 1983 and has additional processing facilities in Ontario and Quebec.

The Dutrás praised the quality and calibre of local people they have worked with in developing, building and now operating the new cheese plant. “The State of Wisconsin is blessed with hardworking, good quality people, and a government that listens to them. This is why Woolwich is here today,” Dutra said.

The Dutrás handed thank yous to several people in the audience, including congressional and local leaders, Agriculture Secretary Rod Nilsestuen, and Dan Carter, Founder and Chairman of the Dairy Business Innovation Center. “A big thank you to Dan Carter, who two years ago put his hand on my



*Photo by Jeanne Carpenter, DBIC*

More than 400 people, including the UW Marching Band and Bucky Badger, gathered to welcome Woolwich Dairy to Lancaster, Wisconsin On May 9.

shoulder and said, ‘Son, you have to come to Wisconsin,’” Tony Dutra said. “Thank you to the DBIC for being a big part of the reason we are here today.”

Agriculture Secretary Rod Nilsestuen called Woolwich Dairy’s grand opening further proof that Wisconsin is THE place to be for dairy farmers, processors and marketers – especially for goat products. “With more than 33,000 dairy goats and 600 operations, Wisconsin leads the nation in this industry,” Nilsestuen said, adding, “We have the momentum here in Wisconsin. We’re not just producing your grandfather’s cheese anymore. Wisconsin is today THE national leader in specialty cheese production, and we look forward to a strong future.”

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## 2. DBIC Monthly Message: Milestones Mark Success of WI Dairy



This month, we hear from **Dan Carter, DBIC Founder & Chairman**. Dan shares information about the many milestones that have taken place in Wisconsin’s dairy industry since the DBIC opened its doors in 2004.

I doubt few can today argue that agriculture, especially the dairy industry, is truly a bright spot in Wisconsin’s economy. We continue to lead the nation in cheese production – producing 2.5 billion pounds of cheese, and more of that is increasingly specialty cheese. According to a report released last week by the National Agricultural Statistics Service, 83 of the state’s 124 cheese plants today manufacture at least one type of specialty cheese.

I am proud to say Wisconsin’s 1,200 licensed cheesemaker craft more than 600 styles, types and varieties of cheese and win more championship cheese awards than any other state or nation. The state’s outstanding dairy farmers are fueling this industry, and have worked hard to increase milk production by nearly 9 percent between 2004 and 2007. These same dairy farmers have invested about \$1 billion in the past five years to modernize their operations, and show no signs of slowing down. Our dairy processors have kept pace as well, investing \$500 million to modernize since 2004. The DBIC and its partners are proud to have assisted in facilitating the opening of 34 new dairy plants and helping with the expansion of 54 more since 2004.

Let's take a trip down memory lane and visit the highlights of Wisconsin's dairy industry since 2004:

- ❖ April, 2004 – **DBIC** officially begins operations.
- ❖ April, 2004 – **Edelweiss Town Hall**, Monticello, begins cheese production.
- ❖ June, 2004 – **Pasture Pride**, Cashton, begins cheese production.
- ❖ August, 2004 - **Uplands Cheese**, Dodgeville, announces decision to build plant on Dodgeville farm.
- ❖ October, 2004 - **Winona Foods**, Green Bay, opens new manufacturing facility.
- ❖ October, 2004 - **Darlington Dairy Supply**, unveils "Cheese on Wheels" facility.
- ❖ December, 2004 - **Sugar River Dairy**, Albany, enters dairy business.
- ❖ January, 2005 – **Lake County Foods**, Turtle Lake, begins production.
- ❖ February, 2005 – **Salemville Cheese Cooperative**, Cambria, completes expansion.
- ❖ March, 2005 – **Widmer's Cheese Cellars**, Theresa, completes expansion.
- ❖ April, 2005 - **Shullsburg Creamery**, Shullsburg, celebrates cheese plant grand opening.
- ❖ May, 2005 - **Castle Rock Organic Farm**, Osseo, launches bottling and marketing of certified organic milk.
- ❖ May, 2005 - **Gingerbread Jersey**, Augusta, begins production of farmhouse cheeses.
- ❖ May, 2005 - **Alto Dairy Cooperative**, Alto, begins marketing aged Cheddar under the Black Creek label.
- ❖ July, 2005 – **Dreamfarm**, Cross Plains, opens goat milk dairy plant.
- ❖ October, 2005 – **Silver Lewis Cheese Co-op**, Monticello, completes plant expansion.
- ❖ November, 2005 – **Westby Cooperative**, Westby, installs yogurt production.
- ❖ December, 2005 – **Blue Marble Family Farm**, Barneveld, begins bottled milk production.
- ❖ December, 2005 – **U.S. Specialty Cheese**, Green Bay, opens new production facility.
- ❖ January, 2006 – **Maple Leaf Cheese Cooperative**, Monroe, completes plant expansion.
- ❖ January, 2006 – **Lovetree Farmstead Cheese**, Grantsburg, completes affinage center.
- ❖ February, 2006 – **BelGioioso Cheese**, Denmark, completes new warehouse facility in Pulaski.
- ❖ February, 2006 – **North Hendren Co-op Dairy**, Willard, completes production expansion.
- ❖ March, 2006 – **Burnett Dairy Cooperative**, Grantsburg, completes production expansion.
- ❖ March, 2006 – **Brunkow Cheese**, Darlington, completes plant expansion.



- ❖ April, 2006 – **Montchevre-Betin**, Belmont, completes total plant renovation.
- ❖ April, 2006 – **K & K Cheese**, Cashton, completes plant expansion.
- ❖ May, 2006 – **Roth Kase USA**, Monroe, completes affinage facility.
- ❖ June, 2006 – **Organic Choice**, Mondovi, dedicates new organic milk receiving station.
- ❖ June, 2006 – **Gingerbread Jersey**, Augusta, announces plant expansion.
- ❖ July, 2006 – **Wisconsin Dairy Sheep Co-op**, Spooner, introduces sheep milk cheese production.
- ❖ August, 2006 - **Hook's Cheese, Mineral Point**, introduces Tilston Point Blue Cheese.
- ❖ September, 2006 – **Crave Brothers Farmstead Cheese**, Waterloo, completes plant expansion.
- ❖ November, 2006 - **Cedar Grove Cheese**, Plain, introduces mixed cow and sheep milk cheeses.
- ❖ November, 2006 – **Dairy Connection**, Madison, expands warehouse and office space.
- ❖ December, 2006 – **W & W Cheese**, Monroe, opens new dairy plant.
- ❖ December, 2006 – **Organic Valley** Family of Farms, LaFarge, opens new warehouse.
- ❖ December, 2006 – **Caprine Supreme**, Black Creek, opens goat milk dairy.
- ❖ January, 2007 – **Maple Leaf Cheese Cooperative**, Monroe, completes warehouse expansion.



- ❖ January, 2007 – **Hidden Springs Creamery**, Westby, opens sheep milk dairy.
- ❖ January, 2007 – **BelGioioso Cheese**, Denmark, opens cheese production plant in Sherwood.
- ❖ January, 2007 – **Winona Foods**, Green Bay, completes plant expansion.
- ❖ April, 2007 – **Cedar Grove**, Plain, completes plant expansion.
- ❖ April, 2007 – **Woolwich Dairy**, Orangeville, Ontario, Canada, breaks ground for goat cheese plant in Lancaster.
- ❖ May, 2007 – **Holland's Family Farm Creamery**, Thorp, celebrates grand opening.
- ❖ May, 2007 – **Henning Cheese**, Kiel, completes plant expansion.
- ❖ June, 2007 – **Otter Creek Organic Farm**, Avoca, launches line of Organic Seasonal Cheddars.
- ❖ June, 2007 – **Kineva Foods**, Green Bay, opens cut and wrap operation.
- ❖ June 2007 – **Harmony-Ho Holsteins**, Edgar, begins cheese production.
- ❖ August, 2007 – **Bleu Mont Dairy**, Blue Mounds, completes underground cheese affinage cave.
- ❖ September, 2007 – **Arla Foods**, Kaukauna, completes plant expansion.
- ❖ October, 2007 – **Fromagination**, Madison, cheese shop opens on Capitol Square.
- ❖ October, 2007 – **UW River Falls** unveils Cobblestone Red cheese label.
- ❖ October, 2007 – **Roelli Cheese**, Shullsburg, celebrates grand opening.



- ❖ December, 2007 – **Yellowstone Cheese**, Cadott, opens farmstead cheese plant. dedicates fifth cheese plant in Freedom, Wis.
- ❖ December, 2007 – **Sibby's Ice Cream**, Westby, opens ice cream parlor in downtown Viroqua.
- ❖ February, 2008 – **Nordic Creamery**, Westby, presents new goat and mixed milk cheeses.
- ❖ March, 2008 – **BelGioioso Cheese**, Denmark,
- ❖ May, 2008 – **Woolwich Dairy**, Lancaster, celebrates new goat cheese plant dedication.
- ❖ May, 2008 – **Silver Lewis Co-op**, Monticello, completes plant expansion.
- ❖ May, 2008 – **Sassy Cow Creamery**, Columbus, dedicates farmstead milk bottling operation.
- ❖ June, 2008 - **Saxon Homestead Creamery**, Cleveland, to celebrate new cheese plant opening.



I'd say we have plenty to celebrate in Wisconsin, and at the same time, we know there is more to do. The DBIC looks forward to continuing our work with the Wisconsin dairy industry and adding to this amazing list of new dairy entrepreneurs and successful, expanding dairy plants in the state. On Wisconsin!

### 3. Cheese Exports: Why the Time is Right to Consider Global Markets

U.S. dairy companies exported \$387 million worth of cheese last year, and 2008 is shaping up to be another banner year for dairy exports. However, cheesemakers must remember it takes time and patience to establish relationships and accounts with buyers, attendees at last week's Wisconsin Specialty Cheese Institute meeting learned.

Angelique Hollister, Director of Cheese and Manufactured Products for the U.S. Dairy Export Council, spoke to more than 50 representatives from cheese companies May 2 during a presentation sponsored by the WSCI and Department of Agriculture. Hollister encouraged cheese companies to consider establishing export accounts while the dollar is low and while a growing global middle class is not only discovering, but demanding American Original cheeses.

"You can totally compete against European products," Hollister said. "Cheesemakers in the United States are making some truly amazing cheeses, and many countries are recognizing American Originals as different and special."

The U.S. Dairy Export Council currently staffs 11 international offices covering 13 markets around the globe, and plans to add an office in Russia this year. In fact, Russia has become the largest importer of cheese in the world, Hollister said, as the country imported 234,000 metric tons (515 million pounds) of cheese last year. The United States captured only 0.02 percent of that market, she said.



In total, the U.S. exported 99,000 metric tons (218 million pounds) of cheese to a variety of countries in 2007, with 34 percent of all exports sold to Mexico, 10 percent to Japan, 9 percent to Canada and 8 percent to Korea. The fastest growing markets for cheeses produced in the United States are the Middle East and Southeast Asia, Hollister said.

Today, the U.S. Dairy Export Council is setting its sights on exporting more American made cheese to Japan, because trends that start in Japan generally trickle to other Southeast Asian countries, Hollister said. In just the past two years, the United State has gone from exporting only cream cheese to exporting dozens of different American made cheeses to the Japanese market. Hollister cautioned, however, that it takes time – much more time than one might think – to establish an exporting relationship with the Japanese.

“You’ll be asked one question, two questions, three questions, and then a month later, you’ll be asked the same questions again,” Hollister said. “It’s very time consuming, but can be very rewarding, because once you gain the trust of the Japanese, they are very loyal customers.”

Cheese companies considering exporting their product should have the necessary paperwork in place before proceeding. For example, if a company wants to export to Europe, a dairy plant must be European Union certified and products must carry different labels than in the U.S. American companies should also consider their target market when crafting cheese with certain ingredients or flavors, as some additives are banned in certain countries, and some flavors are accepted better than others in certain cultures.

Most importantly, American cheesemakers must have patience with the exporting process, Hollister said. “Patience is truly a virtue when selling cheese. It will take time. If you are committed and stick with it, the reward will be great.”

The State of Wisconsin offers an International Trade Team consisting of experts at the Department of Agriculture and Department of Commerce. Assistance is available to companies interested in exploring exporting dairy products, said Jen Pino-Gallagher, international trade consultant with the Department of Agriculture. For more information about Wisconsin resources, contact Pino-Gallagher at 608-224-5125. For more information about the U.S. Dairy Export Council, visit: [www.usdec.org](http://www.usdec.org)

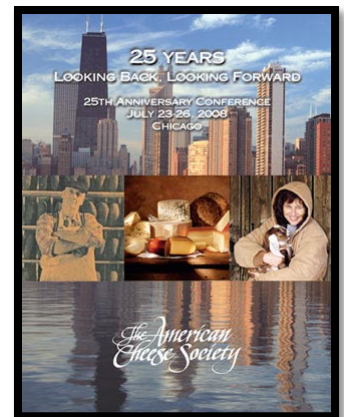
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## 4. DBIC Sponsors Bus Trip to American Cheese Society Conference

With the 25<sup>th</sup> annual American Cheese Society Conference taking place July 23-26 in Chicago, the DBIC is sponsoring a one-day bus trip for new or current cheesemakers, prospective dairy entrepreneurs, or industry representatives to the ACS conference in Chicago on Thursday, July 24.

Plans are in the initial stage for this excursion, but the DBIC has locked in a subsidized per person rate of \$165 for the trip, which includes a one-day pass worth \$240, attendance under the DBIC corporate membership worth at least \$190, round-trip transportation, and all meals. Participants may attend educational sessions and network with industry officials all day Thursday, as well as attend Meet the Cheesemaker Thursday afternoon. All meals and materials are included. If you are interested in attending this one-day bus trip, mark your calendars now. More information and registration materials available soon.



## 5. Wisconsin Hails One New, One Returning Master Cheesemaker

The Wisconsin Master Cheesemaker® Program, the only advanced certification program of its kind outside of Europe, has announced two 2008 graduates. Tom Torkelson of Pasture Pride Cheese, Cashton, is a new Master this year, while Bruce Workman of Edelweiss Creamery, Monticello, is a returning Master who completed certification in two additional cheese varieties.

Torkelson received Master certification in the production of Brick and Muenster cheeses, and Workman added Emmentaler and Specialty Swiss to his Master's portfolio. This is Workman's fourth time through the rigorous three-year program, and he now holds Master certification in the production of seven cheese varieties, more than any cheesemaker in the state. Both men already have applied to go through the program again.

Wisconsin now boasts 44 certified Master Cheesemakers producing a wide variety of cheeses. Some work for large cheesemaking companies while others, such as Torkelson and Workman, own and operate small cheese plants. Many, similar to Workman, have undertaken the Master certification program more than once.

The Wisconsin Master Cheesemaker Program is administered by the Wisconsin Center for Dairy Research and funded by Wisconsin dairy producers, through WMMB. Participants must be active, licensed Wisconsin cheesemakers with at least 10 years experience. Cheesemakers can earn certification in up to two specific cheese varieties each time they enroll and must have been making those varieties as a licensed cheesemaker for a minimum of five years prior to entering the program.

For more information: <http://www.wisdairy.com/AllAboutCheese/Cheesemaking/CheeseMasters.aspx>



*Photo courtesy of the Wisconsin Milk Marketing Board*

*Tom Torkelson and Bruce Workman, the newest graduates of the Wisconsin Master Cheesemaker Program.*

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## 6. Industry News

- ❖ **WMMB Hosts Retail Tradeshows:** The Wisconsin Milk Marketing Board is hosting two specialty cheese retail seminars and tradeshows this month for companies producing cow's milk cheeses. Participating companies will have the opportunity to show new products, introduce cheeses to retailers and discuss possible distribution options with buyers. Before the afternoon tradeshow, companies are invited to attend a morning seminar to learn more about WMMB's tools and resources available to support retail cheese sales. The tradeshows are scheduled for Wednesday, May 14 at the Stoney Creek Inn in Wausau, and Wednesday, May 21 at the Holiday Inn & Suites in Madison. Contact Amanda Ritchie at the WMMB, 800-383-9662, ext. 274, for more information.
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## 7. Upcoming Important Dates

For a complete listing of upcoming events, visit: [www.dbicusa.org](http://www.dbicusa.org) and click on Calendar of Events

- **May 17: Summer Goat Field Day. South Wayne, Wis.**

The Wisconsin Department of Agriculture's Value-Added Dairy Initiative invites you to attend a series of goat farm field days in the coming months. The first farm field day is May 17 from 10 a.m. to 2 p.m. at Gary and Penny Libberton's operation in South Wayne. The day will focus on nutrition and dairy herd improvement. Other on-farm field days scheduled include June 28 at the Aaron Dooley Farm near Brodhead; and Oct. 11 at the Ethel and James Jenson farm in Mt. Horeb. Field days are a great opportunity to ask questions, share information, and learn how different farms operate. All field days are free to the public but advance registration is required. For more information and to register, call 608-224-5121.
- **May 22: Sassy Cow Creamery Grand Opening, Columbus, Wis.**

Sassy Cow Creamery, Wisconsin's newest milk bottling plant, invites the public to its grand opening and open house from 1 to 7 p.m. on Thursday, May 22. A special ceremony will begin at 1:15 p.m., with officials from the Wisconsin Department of Agriculture and DBIC welcoming Sassy Cow to the Wisconsin dairy processor family. Tours will be offered to the public every hour as needed at 1:45, 2:45, 3:45 and beyond. Samples of the creamery's milk and ice cream will be offered. More info: [www.sassycowcreamery.com](http://www.sassycowcreamery.com)
- **June Dairy Breakfasts. Statewide, Wis.**

Dozens of Wisconsin counties and organizations are gearing up to host tens of thousands of Wisconsin families for breakfast on the farm during the month of June. For a listing of events happening across the state, visit: <http://www.wisdairy.com/SpecialOffers/jdm/totaldisplay.aspx>
- **July 15–17: Farm Technology Days. Brown County, Wis.**

Wisconsin Farm Technology Days is the state's largest outdoor agricultural show. The annual three-day event showcases the latest improvements in production agriculture, including practical applications of recent research findings and technological developments. The 2008 Show will be held at Country Aire Farms in southern Brown County. Budd and Lone Gerrits along with their sons, Mike and Tom and their families, will host this event. For more information, visit [www.wifarmtechnologydays.com](http://www.wifarmtechnologydays.com).
- **July 23–26: American Cheese Society 25<sup>th</sup> Annual Conference. Chicago, Ill.**

Register now for the 25<sup>th</sup> 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 new events such as Meet the Cheesemaker. Three full days of educational workshops and networking opportunities await you. More info: <http://www.cheesesociety.org/index.cfm>

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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 at 608-358-7837, email: [Jeanne@wordartisanllc.com](mailto:Jeanne@wordartisanllc.com).*

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