

In This Issue:

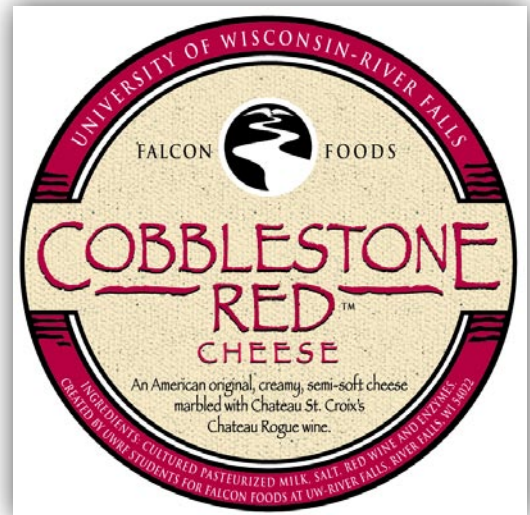
1. UW River Falls Falcon Foods Plant Unveils Cobblestone Red Cheese
2. Team Member Monthly Message: Jane Carter
3. Back in Business: Roelli Cheese Celebrates Grand Opening in Shullsburg
4. Industry News
5. Upcoming Important Dates

1. UW River Falls Falcon Foods Plant Unveils Cobblestone Red Cheese

While food science students at the University of Wisconsin-River Falls Falcon Foods Dairy Plant have crafted cheese and sold it on campus for years, Faculty Associate Ranee May and one of her experiential dairy processing classes have spent the past two years developing a signature artisan cheese they hope to distribute nationwide.

Cobblestone Red, a creamy, semi-soft cheese made with local Chateau St. Croix's Chateau Rogue wine, has been selling briskly on campus and at trade shows. The wine's blend of currants, black cherries and vanilla comes through nicely in the American Original, a cross between a cheddar and a jack. "It's a taste that people get excited about," May said.

The Cobblestone Red is available in one-pound half wheels for \$7 and can be purchased at the Falcon Foods store at the UW River Falls campus. May is currently working with distributors to launch the cheese into retail markets. In addition, the cheese will soon be available via mail order on the web at: <http://www.uwrf.edu/food-science/falconfoods/Cheese.html>.



2. DBIC Team Monthly Message: Jane Carter



This month we hear from **Jane Carter**. Jane talks about the phrase: "Good, Clean and Fair."

Carlo Petrini, founder of the International Slow Food Movement, is promoting the phrase "Good, Clean and Fair" to define a sustainable food system for the entire planet. Considering each of the three words, "Good, Clean and Fair" (which I initially committed to memory as 'good clean air!') we find:

- **"Good"** – A new principle for a new food system, the word is meant to offset today's focus on profit emerging from the mass production of food that ships well but tastes mediocre or worse. As food

becomes less tasty and healthy, producers become less appreciated. “Good” food for eaters – good to the taste, good to the eye, good to health, good to ecology, etc. - provides pleasure to an eater and if a food’s ability to provide pleasure is deep, the demand, and therefore the value, will be high. Producers of “Good” food work with a larger pallet of options as they select species to propagate, secondary foods to produce and unique marketing methods to formulate their storyline. “Good” food, through a delicious seduction, causes eaters to fall in love with producers.

- **“Clean”** – Added to our current appreciation of the cleanness of neat rows of crops, orchard floors devoid of weeds, and sparkling dairies, the new concept of “clean” goes deeper to ensure that harmful chemical residues and poor practices do not foul soil, water, air and living tissues of plants livestock and humans.
- **“Fair”** – The understanding of this word is much broader than the real need to pay a living wage and treat labor with dignity. It also requires sharing the revenue of food sales more equitably up and down the supply chain. “Fair” food is produced in a system that honors the efforts, needs and aspirations of all persons fostering a sense of common mission as they seek to feed all of society.

These thoughts on “Good, Clean and Fair” were presented in a recent issue of Slow , The Magazine of the Slow Food Movement. Those of us who invest ourselves in dairying to the extent that our ‘business’ becomes ‘a way of life’ appreciate the fact that all that is “Good, Clean and Fair” is good, clean and fair for our businesses and for our lives.

3. Back in Business: Roelli Cheese Celebrates Grand Opening in Shullsburg

A Wisconsin cheese factory which sat dormant for 15 years is once again up and running, thanks to a fourth generation cheesemaker and his family who hosted a grand opening last Saturday.

Roelli Cheese, on State Hwy 11 between Shullsburg and Darlington, has long been known as one of southwest Wisconsin’s best retail cheese stores, offering almost every cheese produced in Green County. Today, the store not only offers quality area cheeses, but is also beginning to stock its coolers with its own creations.



DBIC Founder and Chairman Dan Carter congratulates Chris Roelli on reopening his family cheese plant.

Chris Roelli and his father, Dave Roelli, began renovating their family's mothballed cheese factory four months ago. Cheesemaking is in their blood - Dave had a successful run making 40-pound cheddar cheese blocks decades ago, but got out of the industry in 1991 when the cheddar block market was no longer profitable. Today, son Chris is leading the family cheese renaissance and is determined to make Roelli Cheese known for more than its retail store.

The Roellis are starting with what they know best - cheddar. The Roellis make fresh cheddar curd four days a week and promptly sell out each day. They also use their micro-vat – specially ordered from Darlington Dairy Supply – for turning out small quantities of artisan cheese, including a cellar-aged special reserve Swiss cheese and Emmentaler. The Roellis are also working with cheese recipe development experts to create a signature artisan cheese that will be a perfect fit for their family's history.

Congratulations from the DBIC and its partners to the Roelli family for continuing to innovate Wisconsin's dairy industry!



Will Hughes, DATCP Division Administrator, presents a Grow Wisconsin Dairy Team grant for \$13,412 to Dave & Chris Roelli.

4. Industry News

- ❖ **Wisconsin Dairy Dominates VAPG Grants:** Fifteen Wisconsin companies – more than any other state – were recently awarded more than \$3.3 million from the U.S. Department of Agriculture's Rural Development Value-Added Producer Grant program to develop and market value-added agricultural products. Wisconsin dairy-related recipients include:
 - **Brown Swiss Cattle Breeders' Association** of Beloit was awarded \$12,400 to conduct a feasibility study to expand marketing options of a new cheese and to complete a business plan to expand markets.
 - **Burnett Dairy Cooperative** of the Town of Alpha in Burnett County was awarded \$300,000 for working capital to expand its cheese products line.
 - **Crave Brothers Farmstead Cheese** of Waterloo was awarded \$300,000 for working capital to expand their current line of specialty cheeses and increase production of other popular products.
 - **Harmony Specialty Dairy Foods** of Stratford was awarded \$300,000 for working capital to become a value-added cheese company and re-open a cheese plant to produce high-value specialty and kosher products.
 - **Quality Dairy Goat Producers Cooperative of Wisconsin** in Northeastern Wisconsin was awarded \$37,500 for working capital to market quality goat milk.
 - **Saxon Homestead Creamery** of DePere was awarded \$300,000 for working capital to market new and different cheese products.

 - ❖ **Farm Fresh Atlas Website:** Buying local, sustainable food in Wisconsin just got a bit easier. The Center for Integrated Agricultural Systems recently launched a portal page, linking you to the websites for all of Wisconsin's Farm Fresh Atlases. Check it out at <http://www.farmfreshatlas.org/>.
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6. Upcoming Important Dates

- **November 2: Covering Your Brand Assets - Trademarks & Registrations. Madison, Wis.**
This marketing seminar will provide your company with valuable information and tools to help you protect one of your major investments of both time and money: the building of your brand name and the products that are marketed under that name. This DBIC seminar, hosted in conjunction with the Wisconsin Specialty Cheese Institute, will include information on trademarks, steps and benefits of registering a trademark, working through the process by example, and branding and intellectual properties strategies. Hosted from 1 – 4 p.m. in the Wisconsin Dept. of Agriculture, Trade and Consumer Protection Board Room, first floor, 2811 Agriculture Drive, Madison, WI. For more information or to register, contact Kathy Brown, planningoptions@charter.net or phone 262-740-0705.
- **Nov. 3: Caprine Field Day, Arlington, WI.** The ninth annual Caprine Field Day at the Arlington Research Station is an excellent opportunity for dairy goat producers to learn the latest information on goat herd health, breeding and nutrition. Registration begins at 8 a.m. For more information, contact Jeanne Meier at 608-224-5121 or email jeanne.meier@wisconsin.gov
- **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, or any other number of European style cheeses. In any case, the manufacturing technology is basically the same, but making small manipulations at critical times in the process can result in a unique cheese. Join Neville McNaughton, Consultant Cheesemaker, and Ranee May, University Wisconsin-River Falls Dairy Specialist, as conference coordinators for an enlightening technology session that can put you in control of your cheesemaking. More information: <http://www.uwrf.edu/food-science/institutes/artisanalCheese.html>
- **November 15–18: American Cheesemaker Awards. Newport Beach, Calif.**
Join thousands of Southern California foodies and cheesemakers from across the country for this unique event. The four-day conference includes an American Cheesemaker Awards Judging, a forum for cheesemakers to introduce their products to the Southern California market, and breakout sessions. Visit <http://www.cheeseawards.com/> for more information.

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.