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**1. Jamie Montgomery to Visit with Wisconsin Cheesemakers, Dairy Graziers**

The DBIC is pleased to welcome Jamie Montgomery, maker of the award-winning Montgomery's Farmhouse Cheddar from Somerset, England, to Wisconsin in October. Jamie comes from a family of third generation farmers in southwest England. He produces raw milk farmhouse Cheddar from the milk of his 140 Friesian cows. In 2005, Jamie was named "Champion Cheesemaker of the World" at the World Cheese Awards. Montgomery's Cheddar distinct flavor comes in part from the cultures used are the same strains from when the family started cheesemaking 70 years ago.

Although Montgomery's Cheddar stands on its own as an exceptional cheese from England, Jamie is also an active member of the West Country Farmhouse Cheesemakers, a small group of farmers based in southwest England who share a passion for the traditional art of cheesemaking. Cheeses are made on farms from the milk of single herds. The Cheddarmakers of the West Country group have been awarded Protected Designation of Origin (PDO) status for their Westy Country Farmhouse Cheddar, one of a small and exclusive list of British foods protected in this manner. The PDO program was established in 1993 to protect the names of traditional foods in order to preserve their place of origin, traditional methods of production and essential ingredients.

While in Wisconsin, Jamie will be visiting grazing farms and touring cheese plants as he shares his farming and cheesemaking experiences and collective information on British cheeses with Wisconsin producers and processors. He will also be a special guest at a dinner at Harvest Restaurant in Madison on Oct. 3. For more information or to register for dinner, contact Heidi Busse at 608-224-5047.



*Photos courtesy of Neal's Yard Dairy*

*Jamie Montgomery, of Montgomery Cheddar.*



*Jamie Montgomery, left, talks about his herd in England.*

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## 2. DBIC Team Member Monthly Message



This month we hear from Laurie Greenberg, DBIC Research & Training Consultant. Laurie discusses her new study on agritourism.

"Agritourism is the experience of visiting a farm or other agricultural business for recreation, education or for taking part in activities of the business. Agritourism focuses on creating a memorable visit for tourists. Target audiences can include local residents (urban or rural), school groups and out-of-state tourists. Some cheesemakers, dairy processors and dairy farms in Wisconsin already offer tours. Some have retail stores, observation windows and other attractions for tourists. A recent study conducted by DBIC provides insights for dairy processors who want to develop tourism as an income stream.

The DBIC study looked at four different cheese tourism operations outside of Wisconsin. Several key issues emerged: 1) The businesses described are located near large urban areas or highways that have heavy traffic; 2) Personal satisfaction of owners and employees with their work is important; 3) Conserving the unique character and authenticity of the business is attractive to tourists; 4) Assuring there are staff with effective people skills is critical; 5) Allowing staff to get a break from tourists is advised; 6) Opportunities exist to educate the public about their products, production and the industry; and 7) Methods for marketing cheese tourism are different for each business.

The study offers recommendations for dairy processors who are interested in developing new tourism businesses (or expanding existing ones). Businesses are encouraged to: 1) Conduct a feasibility study to determine the potential of their business, location and surrounding landscapes for tourism; 2) Conserve the unique character of their business; 3) Carefully plan facilities and services; 4) Seek advice for strengthening retail stores; 5) Assure positive personal contact with visitors; 6) Attend to regulatory, licensing and insurance requirements; and 7) Connect to a local or state-wide tourism network.

The Appendix of the report provides a list of several websites, agencies and organizations related to agritourism and cheese tourism. For more information on cheese tourism for Wisconsin, see the Cheese Tourism report on the Research & Resources page of DBIC's website [www.dbicusa.org](http://www.dbicusa.org) or contact Laurie Greenberg at [lszgreen@tds.net](mailto:lszgreen@tds.net).

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## 3. Scholarships Available for Dairy and Butter Grading Workshop

The Wisconsin Dairy Products Association is hosting a dairy grading and evaluation clinic on Tuesday, October 3 in Madison during World Dairy Expo. This year, a special afternoon grading session will be offered specifically on butter, including an in-depth talk on the science of butter-making, an exploration of the different types of butter, discussion of USDA and Wisconsin butter grading standards and general information on proper handling, care, packaging and storage of butter.

The morning session will include dairy product evaluations in which expert graders will comprehensively discuss common defects in dairy products and what buyers are looking for. Following this presentation, federal, state and selected industry graders will join attendees as they have the opportunity to evaluate over 40 different samples of cheese, butter, sour cream and whey.



*Photo courtesy Wisconsin Milk Marketing Board*

This clinic and workshop are a must for all segments of the dairy food industry including technicians, salespersons, plant managers, employees, retailers, chefs and farmstead operators. The DBIC is sponsoring six \$75 scholarships for clients to attend this valuable workshop. For more information or a scholarship application, contact Heidi Busse at 608-224-5047. To register for the seminar, contact WDPA directly - ask for Michelle Pribyl or Brad LeGreid - at 608-836-3336.

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#### 4. Wisconsin Artisan Cheesemakers Selected to Attend Terra Madre 2006 in Italy

Several Wisconsin artisan cheesemakers will attend Terra Madre 2006, Slow Food's international gathering of food artisans, in Turin, Italy from October 26-31, 2006. Terra Madre was begun in 2004 as an opportunity to bring together farmers and producers on a grassroots level to discuss a new kind of agriculture and keep their artisan food and farming traditions alive. This select gathering will bring together 5,000 farmers, breeders, fishermen and traditional food producers, 1,000 chefs and 200 universities from five continents. After reviewing thousands of applications, the Terra Madre program accepted Mike and Carol Gingrich, Uplands Cheese; Tony and Julie Hook, Hook's Cheese Company; Willi Lehner and Qui'tas McKnight, Bleu Mont Dairy; and Anne Topham, Fantome Farm. In addition to attending workshops on grazing, raw milk cheese, heritage livestock breeds, cooperative marketing efforts and farmer's markets, the Wisconsin cheesemakers will be presenting the film "Living on the Wedge: Wisconsin's Artisan Cheesemakers" and participating in USA and international cheesemaker events. Congratulations to all!

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#### 5. Industry News

- **2006 National American Dairy Goat Association Conference and Competition:** Plan now to attend and compete in this national conference, held in Milwaukee Oct 17-18, 2006. The cheese competition is open to all cheesemakers using goat's milk and mixed milk. For entries postmarked by Sept. 25, entry fee is \$15 per entry. Entries postmarked between Sept. 26 and Oct. 2 will be accepted at \$30 per entry. All cheeses will be showcased at the Goat Products Awards Ceremony & Reception, open to conference attendees and the public, on Thursday evening, October 19th. For more information, visit ADGA's Conference website, "Moving Dairy Goats Forward in 2006" at: <http://www.movinggoatsforward06.com/> For further details, contact Larry Hedrich at 920-850-4733.
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- **Interested in improving the sustainability of your farm operation?** The North Central Region of the Sustainable Agriculture Research and Education (SARE) Program has released its 2006 Call for Farmer Rancher Proposals. Farmers can apply for grants of up to \$6,000, and groups of three or more farmers can apply for grants up to \$18,000 to support innovative projects on their farms. Proposals must be received at the SARE office on or before December 1, 2006. Download a copy of the Call for Proposals at <http://www.sare.org/ncrsare/prod.htm> . Successful projects address economic, environmental, and social sustainability. For more information, contact Diane Mayerfeld, Wisconsin SARE coordinator, at (608) 262-8188 or [dbmayerfeld@wisc.edu](mailto:dbmayerfeld@wisc.edu) or Joan Benjamin, Farmer-Rancher Grants coordinator, at (402) 472-0809 or [jbenjamin2@unl.edu](mailto:jbenjamin2@unl.edu)
  - **Final Two Future of Farming Forums Offer Citizens Chance to Participate:** Wisconsin citizens have two more opportunities this year to help shape a vision for healthy and sustainable agriculture and rural life in public forums Oct. 13 in Platteville and Oct. 24 in Wausau. The forums are part of the

Future and Farming and Rural Life Project of the Wisconsin Academy of Sciences, Arts and Letters. The forum at UW-Platteville will focus on natural resource conservation on Wisconsin working lands and on the potential and challenges of domestic renewable energy. The Wausau forum at Northcentral Technical College will take a close look at livestock agriculture, immigration issues in rural Wisconsin and the implications of the 2007 Farm Bill. This will conclude the series of six forums that started in May. A final statewide conference May 14-15, 2007, in Madison, will be the culminating event for the project, and a final report with policy recommendations will be issued in mid-2007. The forums are free. Registration details, resources from previous forums and an array of related information can be found at the project Web site, [www.wisconsinacademy.org/idea](http://www.wisconsinacademy.org/idea).

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## 6. Upcoming Important Dates

- **Sept. 21: Goat Bacchanal: A Celebration of Wisconsin's Artisan Goat Cheeses. Milwaukee, Wis.** Join a feast of Wisconsin's finest artisan and specialty goat cheeses at this evening's tribute to the goat in downtown Milwaukee. From 6-9 p.m. at the Milwaukee Center Atrium (111 E. Kilbourn Ave., corner of Water and Kilbourn), this event will feature Wisconsin award-winning goat cheeses and a chance to visit with some of the state's most celebrated cheesemakers. The event will not only be a decadent celebration of great food, but cheesemakers will showcase newly released cheeses giving attendees the first taste. Cost is \$20 per person and includes all tastings, wine, hors d'oeuvres and desserts. Attendance is limited, so contact Steve Ehlers at Larry's Market, 800-236-1307 or email [steve@larrysmarket.com](mailto:steve@larrysmarket.com) now to reserve tickets. The event is sponsored by the Wisconsin Dairy Goat Association and Larry's Market.
- **Sept. 21: Artisanal Local Food Tasting Event. Spring Green, Wis.** A dozen Spring Green area artisanal food and beverage producers will be featured at an Artisanal Local Food Tasting from 6:30 to 8:30 pm at The Shed Restaurant, 123 N. Lexington, in Spring Green. The Shed restaurant will also introduce new menu items that highlight local products. Jean-Marc Richel, renowned French chef now residing in Spring Green, will create the menu for the event. The producers, retailers and restaurateurs who sell and use the products will be on hand to meet and answer questions. Products will be available for sale for attendees to reproduce the dishes they taste. People who wish to host these events in their own community are encouraged to attend. Cost is \$25 per person, which includes all appetizers, salad, soup, entrees, wine, beer and desserts. Attendance is limited so please contact Mary Preuss Olson at 608-588-2230 at Renaissance Farm, or email [pesto@renfarm.com](mailto:pesto@renfarm.com) now to reserve your space. Tickets are also available at the Spring Green General Store, The Shed, and Local Choice Market in Spring Green.
- **Oct 3: Butter Grading Seminar. Madison, Wis.** This seminar will coincide with the Wisconsin Dairy Products Association's annual dairy products evaluation clinic during the World Dairy Expo at the Alliant Energy Center in Madison. This full-day seminar will provide dairy industry and retailing personnel the opportunity to sharpen their grading skills while also gaining a better understanding about present USDA and WI grading standards and how they are applied. The seminar will feature a comprehensive discussion of common defects in butter, what buyers are looking for and how to properly package, handle and grade butter, all in compliance with Wisconsin Food Safety standards. For further information or to register, please visit WDPA's website at [www.wdpa.net](http://www.wdpa.net) or call 608-836-3334. For general inquiries, contact Heidi Busse at 608-224-5047.
- **Oct. 3: Butter Dinner at Harvest Restaurant. Madison, Wisconsin.** Oleo runs, "western grease" and the Babcock test are just a few highlights in the entertaining history of Wisconsin butter. Join Tami Lax and Chef Justin Carlisle as they prepare a 5-course meal and ode to one of our state's

treasures, butter. The evening will include a presentation and guided tasting tour. Cost for the dinner is \$40 per person, with wine pairings extra. For more information or to register, please contact Heidi Busse at 608-224-5047 or [heidi.busse@datcp.state.wi.us](mailto:heidi.busse@datcp.state.wi.us)

- **October 3-7: World Dairy Expo, Madison, Wis.** Four Wisconsin agricultural agencies and organizations will partner and host a joint "Wisconsin is the Best Place to Dairy" booth at World Dairy Expo. Participating organizations are: WI Dept. of Agriculture, Trade & Consumer Protection, Dept. of Commerce, Wisconsin Cheese Makers Association and UW-Extension. Staff will assist visitors with questions and opportunities on how to re-invest in Wisconsin dairying. For more information, contact Jeanne Carpenter at 608-358-7837.
- **October 9: Native Bay Restaurant Hosts An Evening of Cheese, Chippewa Falls, Wis.** Chef Nathan Berg is hosting a film showing of "Living on the Wedge: Wisconsin's Artisan Cheesemakers" along with a dinner featuring cheeses from the six cheesemakers in the film. Join Chef Nathan, the cheesemakers and local producers for this harvest celebration of Wisconsin cheese and local bounties. The evening will begin with a pre-film wine and cheese reception; this reception will display the finest local artisan cheeses from northern Wisconsin. The film will start at 6 p.m., with a six-course dinner to follow. Cost is \$65 per person. For further information or to RSVP, contact Native Bay Restaurant at 715-726-0434 or visit their website at [www.nativebayrestaurant.com](http://www.nativebayrestaurant.com).
- **October 13 & 24: Future of Farming Forums. Platteville & Wausau, Wis.** Wisconsin citizens have two more opportunities this year to help shape a vision for healthy and sustainable agriculture and rural life in public forums Oct. 13 in Platteville and Oct. 24 in Wausau. The forums are part of the Future and Farming and Rural Life Project of the Wisconsin Academy of Sciences, Arts and Letters. The forum at UW-Platteville will focus on natural resource conservation on Wisconsin working lands and on the potential and challenges of domestic renewable energy. The Wausau forum at Northcentral Technical College will take a close look at livestock agriculture, immigration issues in rural Wisconsin and the implications of the 2007 Farm Bill. This will conclude the series of six forums that started in May. A final statewide conference May 14-15, 2007, in Madison, will be the culminating event for the project, and a final report with policy recommendations will be issued in mid-2007. Registration details, resources from previous forums and an array of related information can be found at the project Web site, [www.wisconsinacademy.org/idea](http://www.wisconsinacademy.org/idea).
- **Nov. 4: Caprine Field Day. Arlington Research Farm, Arlington, Wis.** Four educational presentations, informational displays, a goat kid auction, and a youth program will be featured at this year's caprine field day, sponsored by the Wisconsin Dairy Goat Association. The presentations are directed at commercial producers and hobbyists. For more information, contact Clara Hedrich at 920-849-2926 or email [laclare@tcei.com](mailto:laclare@tcei.com).
- **Nov. 9-11: Great Lakes Dairy Sheep Symposium. LaCrosse, Wis.** The Dairy Sheep Association's announces its 12th Great Lakes Dairy Sheep Symposium, to be held in La Crosse, WI on Nov. 9-11. This international event brings together dairy sheep producers, researchers and processors from across North America and Europe to discuss current industry issues. Features of this year's conference include a tour of Carr Valley Cheese and a visit to a farmstead artisan cheesemaker and sheep producer. For more information, visit [www.dsana.org](http://www.dsana.org) or contact Yves Berger at [yberger@facstaff.wisc.edu](mailto:yberger@facstaff.wisc.edu) or 715-635-3735.

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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.*