

In This Issue:

1. Farmstead, Artisan & Specialty Cheese Plants Celebrate Expansions
2. New 2012 Wisconsin Neighborhood Creamery Directory Now Available
3. Focus on Goats Conference Planned for October 21-22
4. Upcoming Events
5. The Last Word With The DBIC's Norm Monsen: End of Summer Round-Up

1. Farmstead, Artisan & Specialty Cheese Plants Celebrate Expansions

Three distinctly different Wisconsin facilities, each crafting farmstead, artisan or specialty dairy products, all celebrated significant operating expansions in August, marking a growing trend in the expansion of Wisconsin dairy.

Arla Foods

On August 17, Arla Foods unveiled its expanded Arla Foods Hollandtown facility in Kaukauna, Wis., with a ribbon-cutting ceremony and open house. The newly expanded cheese plant covers 110,000 square feet and increases the plant's annual capacity from 22 million pounds of cheese to 33 million pounds. The plant produces Havarti, Gouda and several other specialty cheeses, using 265 million pounds of milk a year from 70 different farms. It plans to increase production to 40 million pounds of cheese by 2014.



When Arla purchased the former White Clover Dairy in 2006, the plant employed 85 people. Today, the Arla Hollandtown facility employs 165 people. About 70 percent of its production is Havarti, with Gouda taking another 25 percent, and Edam, Fontina and Muenster filling the gap. Arla first expanded the plant in 2009, doubling production from 11 million to 22 million pounds of cheese and installing a new brine system. The second expansion, started in April 2010 and completed recently, created separate production lines for Havarti and Gouda.

At the Arla Open House on August 17, Susie Moller Hjorth, president and CEO of Arla Foods, Inc., emphasized in her remarks that Arla is happy to be in Wisconsin. "The state has really welcomed us. It has earned and deserves its title as America's Dairyland. Wisconsin has one of the world's best integrated dairy infrastructures and we are very proud to be part of it." With its expansion, Arla is in a better position to meet customer demand for locally produced cheese with a Northern European heritage, she said. "Innovation and providing inspiration continue to be key factors in order for us to meet our ambitious growth targets in the U.S. market," Moller Hjorth said.

Nordic Creamery

On August 19, Nordic Creamery near Westby, Wis., celebrated its new farmstead specialty dairy plant with an open house. More than 200 people helped owners Al and Sarah Bekkum, along with their six children, break in the farm's new retail store, which carries a variety of Wisconsin products along with Nordic Creamery specialty butter, ice cream and cheeses.

The new Nordic Creamery farmstead creamery gives the Bekkums an opportunity to grow production and offer salted, unsalted, flavored, and cultured butter to more stores and chefs. Products include a farm-fresh sweet cream Summer Butter made from April to October, a Harvest Butter made from November to March, a complete line of flavored cow's milk butters, and in the future, goat's milk and mixed milk butters. Also offered will be Spesiell Kremen, a cultured butter churned at specific times of the year. Chefs are already lining up for the cultured butter, as its 85 percent butterfat content melts better for enhancing sauces and delicate desserts.

Bekkum, a 20-year cheesemaking veteran, says building an on-farm creamery is a dream come true. "It allows us to work at home and have more time with the kids. We're growing a family and a business that one day the kids can run if they want to stay on the farm. That's what it's all about," he said.



Seymour Dairy Products

On August 28, Seymour Dairy Products in Seymour, Wis., cut the ribbon on a \$2.5 million addition of its cheese plant. This is the second expansion for the six-year-old company, already considered to be one of the largest blue cheese producers in the country. Governor Scott Walker attended the ceremony, congratulating President and CEO Mike Brennenstuhl on growing Wisconsin's dairy economy.

The 11,000-square-foot addition includes a new 20,000-gallon stainless steel brine tank and manufacturing capacity to increase production from 7 million pounds to 11 million pounds of cheese per year. Brennenstuhl said the plant may reach maximum capacity again in two or three years at the current rate of growth.

The plant employs 65 people and crafts a full line of blue cheeses, including its Danish Style Blue Crest, Italian style Dolce Gorgonzola, German traditional Ader Kase, Ader Kase Reserve, organic Crocker Hills Blue, and Weinlese Cheddar Blue, a partnership with Red Barn Family Farms.



Congratulations to all three Wisconsin dairy plants from the DBIC!

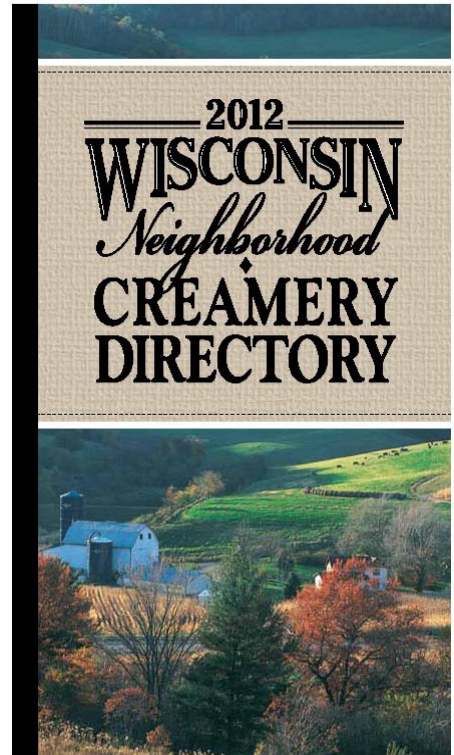
2. New 2012 Wisconsin Neighborhood Creamery Directory Available

Award-winning artisan and specialty cheeses take much of the credit for putting Wisconsin on the map as America's Dairyland. But it's another growing category – the rise of farmstead creameries – that's becoming increasingly responsible for drawing a new generation of dairy entrepreneurs into the land of milk and cheese.

The 2012 Wisconsin Neighborhood Creamery Directory, produced by the Dairy Business Innovation Center, introduces consumers to 12 different Wisconsin farmstead and neighborhood creameries, with information on the products they craft and how to buy them.

Since 2000, nearly a dozen Wisconsin farms have built on-farm creameries to produce fresh dairy products. With more consumers wanting to know where their food comes from, farmers are in an ideal position to meet consumer demands of food transparency as farmstead dairy precuts are made on the same farm from where the animals are milked.

To order your free copy of the directory, visit www.dbicusa.org/directory or email jeanne@wordartisanllc.com and include your name and mailing address.



3. Focus on Goats Conference Planned for October 21-22

Dairy goat producers, cheesemakers and industry leaders from across the nation will gather at the Annual Focus on Goats Conference Oct. 21-22 at the University of Wisconsin-Platteville. The two-day conference features a wide array of speakers and educational seminars, as well as a cheese tasting reception. The event has evolved and grown over the years, as a growing number of dairy goat farms and supportive infrastructure has propelled Wisconsin to lead the nation in the production of goat milk products. In fact, the 2011 U.S. Champion Cheese is a goat's milk cheese produced in Wisconsin.

Topics for the October conference include seminars for both dairy goat producers and dairy processors.

For producers, relevant topics include:

- Goat nutrition calculator (Dr. Steve Hart, Langston University)
- Improving ventilation in goat barns (Dr. David Kammel, UW Extension)
- Introduction to milking machine function (Dr. Doug Reinemann, UW-Madison)
- Claws and inflations for goats (Pete Draeger, Coburn Company)
- Biosecurity measures for goat farms (Dr. Elizabeth Patton, WI-DACTP)
- Disease testing for goats (Dr. Donald Sockett, UW Vet Diagnostic Lab)
- Farm transition planning (Joy Kirpatrick, UW-Madison & Larry Hedrich, LaClare Farms)
- Hiring and retaining employees (Liz Doornink, Jon-De Farm)
- Raising buck kids (Monica Streff, Cargill Animal Nutrition)
- Virtual Farm Tour of three unique feeding and management systems

Topics relevant to processors include:

- Farmstead dairy testing (Dr. Pamela Ruegg, UW-Madison)
- A farmer panel on value-added dairy production (Anne Topham, Dela Ends, Laura Jay)
- Mammary health and milk quality (Dr. Tera Montgomery, UW-Platteville)

In addition, Bob Wills, Cedar Grove Cheese will give the opening keynote address, and one talk by Julia Ela and Katie Baumann will focus on goats and woodland conservation.

Other conference events include a Friday Cheese Reception, featuring award-winning Wisconsin goat milk cheeses, and a Saturday Youth Program hosted by the Wisconsin Dairy Goat Association and University of Platteville students. Saturday will also feature the Wisconsin Dairy Goat Association 'Select Doe and Buck Sale'.



A complete program and registration is available at http://www.dbicusa.org/goats_milk.php.

Registration fees (lunch and breaks included) are \$30 for Friday or Saturday only, \$55 for the entire conference, and \$15 for the youth program (Saturday only). A \$10 late fee will be charged on registrations after October 7.

Organization of the Focus on Goats conference is conducted with the cooperation of the University of Wisconsin-Cooperative Extension, the Dairy Business Innovation Center, the University of Wisconsin-Platteville, and the Wisconsin Dairy Goat Association. For more information, contact Claire Mikolayunas at mikolayunas@wisc.edu or 608-890-3802.

4. Upcoming Events

- **Sept. 20: Wisconsin Local Food Expo. Madison, Wis.**
Join the Institutional Food Market Coalition, Something Special from Wisconsin™, food buyers, distributors, farmers, and local food businesses for a dynamic day of buyer-seller networking. Highlights include one-on-one networking time for buyers and sellers, local food exhibitors, and opening remarks by Dane County Executive Joe Parisi and Tourism Secretary Stephanie Klett. To register, visit: <http://www.ifmwi.org>.
- **Oct. 4 - 8: World Dairy Expo. Madison, Wis.**
World Dairy Expo is the international dairy meeting place, a five day event showcasing the finest in dairy genetics and the newest technologies available to the dairy industry. "Around the World of Dairy in 5 Days" is the theme for the 2011 show, which takes place at the Alliant Energy Center in Madison. For more information, visit <http://www.worlddairyexpo.com>.
- **Nov. 4-5: Third Annual Wisconsin Original Cheese Festival. Madison, Wis.**
Meet your favorite cheesemaker through more than a dozen different events, including creamery and farm tours, cheesemaker dinners, educational and tasting seminars, and a Meet the Cheesemaker Gala. All tickets sold in advance. Visit www.wicheesefest.com to learn more.

- **Nov. 9-10-11: 6th Annual WMMB Expo. Stevens Point, Green Bay & Madison, Wis.**

If you're making or marketing Wisconsin cheese and other dairy products, you can't afford to miss the WMMB Expo, where you'll get a close-up look at the many WMMB programs to help grow your business. You'll learn how to tap into WMMB funds to support labeling, in-store demos, coupons, trade shows and advertising activities, as well as meet one-on-one with WMMB's regional marketing managers. Find out about upcoming trade and consumer show and discover how to access detailed market information to help target your sales. Each expo begins with Registration at 9 a.m., includes a buffet lunch, and wraps up by 3:30 p.m. Dates and locations include:

- Nov.9: Ramada Stevens Point, 1501 North Point Drive, Stevens Point, Wis.
- Nov. 10: Tundra Lodge Resort, 865 Lombardi Ave., Green Bay, Wis.
- Nov. 11: Crowne Plaza, 4402 E. Washington Ave., Madison, Wis.

Register online by Friday, Oct. 14 at www.wmmb.com/expo. Questions? Contact Cathy Hart at chart@wmmb.org or Matt Mathison at mmathison@wmmb.org or call 800-373-9662.

5. The Last Word with Norm Mosen: End of Summer Round-Up



It sure seems like the summer of 2011 went by faster than any before. I'm not sure what made it go so fast, but I do know that many good happenings in dairy helped us all enjoy the ride.

First, my compliments and thanks to the dairy farmers of Wisconsin. The heat of the summer was hard on all but no one feels the effect more than farmers. We recognize that dairy farm families give all they have every day to care for their land, crops, and livestock.

Second, my compliments to all the award winners in the many local, state, national, and international dairy contests. Cheesemakers and Buttermakers, take a little time and pat yourself on the back - you deserve it.

Third, congrats to newlyweds Sid and Lisa Cook at Carr Valley Cheese. Fourth, congrats to Myron for his recognition from UW-Platteville. Fifth, thanks to Mike Barnett and Jim Larson, both recent retirees from DATCP Food Safety. Mike and Jim put in many years of dedicated service and all in dairy benefited.

Last but not least, congrats to all the plant openings and expansions. In the month of August alone, we were proud to celebrate with Arla Foods, Seymour Dairy, and Nordic Creamery on all of their festivities. Here's looking to another busy season ahead.

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.

This publication is made possible through tax-supported funding from USDA, Rural Development.



Committed to the future of rural communities.