

CHEESE MARKET NEWS®

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NFU leads coalition calling for Senate floor vote on farm bill

INSIDE

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WASHINGTON — The National Farmers Union (NFU) and a coalition of agricultural stakeholders this week sent a letter to Senate leadership urging them to bring the 2012 Farm Bill to the Senate floor as soon as possible.

NFU led the effort, which was supported by more than 125 organizations including the American Farm Bureau Federation, the Midwest Dairy Coalition, National Farmers Organization, National Milk Producers Federation and United Dairymen of Arizona.

"This is one piece of legislation upon which all Americans depend, urban as well as rural," the letter says. "With limited time remaining before the ex-

piration of current program authorities, time is of the essence."

The 2012 Farm Bill passed the Senate Agriculture Committee on April 26 by a 16-5 vote. (See "Senate Agriculture Committee votes to approve 2012 Farm Bill" in the April 27, 2012, issue of Cheese Market News.)

"Some farm bill programs have already expired, and the rest expire on Sept. 30," says Roger Johnson, NFU president. "It is critical to pass a farm bill as soon as possible so that Americans have the agriculture, conservation, environmental, forestry, hunger and rural development programs that they need."

The dairy portion of the bill in its current form is largely based on the Dairy Security Act (DSA), a controversial piece of legislation introduced last year by Rep. Collin Peterson, D-Minn. Several industry stakeholders are opposed to measures included in the bill, such as a provision to require producers enrolled in margin insurance protection to also enroll in a controversial supply management program.

The International Dairy Foods Association (IDFA), which opposes the DSA, this week noted that two dairy economists recently released

reports which indicate that dairy stakeholders may not be "getting their fair share of farm bill outlays" and that the Dairy Market Stabilization Program included in the bill would have limited the milk supply to processors nearly one-fifth of the time over the last five years.

The two economists — Andrew Novakovic, E.V. Baker professor of agricultural economics at Cornell University, and Mark Stephenson, director of dairy policy analysis at the University of Wisconsin, Madison — together provide an information letter series and occasional briefing on dairy policy developments for educators and industry, IDFA says.

In "The Challenge of the Congressional Dairy Baseline," Novakovic notes that dairy's share of gross farm cash receipts projected for the next 10 years is 24 percent, yet the projected share of government spending for dairy is "virtually undetectable" at 0.1 percent.

"As Congress continues to look for that fair balance that levels the playing field, participants in the dairy industry could understandably question whether or not they are getting their fair share and just how much of their current, small baseline they

should give up for the greater good," Novakovic says.

In "Dairy Provisions of the Senate Agriculture Reform, Food and Jobs Act of 2012 — An Estimation of Farm-Level Impacts," Stephenson and Novakovic review what might have been had the supply management program included in the farm bill been in place from 2007-2012.

The report shows that the Dairy Market Stabilization Program would have been active for 16 months during January 2007 through December 2010, meaning the program would have been active about 19 percent of the time, the economists say.

"This frequent interruption of free markets is more than double the amount of time that was mentioned by Scott Brown at the House subcommittee hearing in April," says Jerry Slominski, IDFA senior vice president of legislative and economic affairs.

Brown, assistant research professor at the University of Missouri, had estimated that the supply management program would be triggered only 7.5 percent of time. (See "Studies eye effects of milk supply control" in the April 27, 2012, issue of Cheese Market News.) CMN

CCFN applauds rejection of Gruyere trademarks by PTO

WASHINGTON — The Consortium for Common Food Names (CCFN) this week sent a letter to the U.S. Patent and Trademark Office (PTO) commending its decision to reject the trademark applications for "Le Gruyere" and "Le Gruyere Switzerland AOC."

In its rejection notice, PTO says that "... the evidence of record clearly shows that the U.S. consumer views Gruyere as a style of cheese that can be made anywhere and is not just a cheese from Gruyere, Switzerland."

CCFN says it commends PTO's work in evaluating the facts of the case and drawing a conclusion that is based on a common sense approach to generic names that protects both consumers and producers.

In March, PTO found that "the existence of seven U.S. cheese manufacturers of Gruyere cheese and the widespread generic internet and dictionary usage made of record clearly demonstrates that Gruyere has lost its geographical significance and is now viewed as a genus of cheese."

Other generic indication elements CCFN pointed to in its letter to PTO include the long-term existence of a U.S. standard of identity for Gruyere; the presence of a Gruyere category which is open to all applicants in the World Championship Cheese Contest, held biannually in Wisconsin; citation by the World Customs Organization as an example of a type of cheese category; and specific mention by name in multiple countries' tariff schedules in a manner that does not restrict imports under those lines solely to Switzerland.

In rejecting the applications, PTO pointed out the need for the applicant, the Interprofession du Gruyère, to disclaim use of "gruyere." A disclaimer is a statement to attest that the applicant of a trademark does not claim exclusive rights to an unregistrable component of a trademark (i.e. to the generic term "gruyere" in this case). CCFN would not, in principle, be opposed to a trademark for "Le Gruyere

Turn to GRUYERE, page 10 ⇨

Protest planned at Minn. trial over raw milk sales

MINNEAPOLIS — Farmer and buying club manager Alvin Schlangen of Freeport, Minn., is scheduled to be tried Monday in a Hennepin County District Court on four criminal misdemeanor counts related to the sale of raw milk. Schlangen also is scheduled June 11 to have a pretrial hearing at a Stearns County District Court, where he is facing six more charges for violations of the state food and dairy laws.

Minnesota law prohibits the sale of raw milk for human consumption, with the exception of raw milk occasionally secured or purchased for personal use at the place or farm where the milk is produced.

Schlangen, in addition to selling poultry and eggs from his farm, also manages the Freedom Farms Co-op, a private food club that delivers raw dairy products and other foods to club members,

Turn to PROTEST, page 11 ⇨

USDA increases forecast on U.S. milk production

WASHINGTON — U.S. milk production in 2012 is forecast to total 201.9 billion pounds, up 800 million pounds from the forecast last month, USDA says in its latest "World Agricultural Supply and Demand Estimates" report released Thursday. In the report's first projections for 2013, milk production is forecast at 202.6 billion pounds.

Turn to WASDE, page 11 ⇨

MARKET INDICATORS



Chicago Mercantile Exchange

Cash prices for the week ended May 11, 2012

| | Monday May 7 | Tuesday May 8 | Wednesday May 9 | Thursday May 10 | Friday May 11 |
|----------------------------|-----------------|------------------|--------------------|--------------------|------------------|
| Cheese Barrels | | | | | |
| Price | \$1.4675 | \$1.4525 | \$1.4525 | \$1.4475 | \$1.4500 |
| Change | -1/4 | -1 1/2 | NC | -1/2 | +1/4 |
| Cheese 40-lb. block | | | | | |
| Price | \$1.5350 | \$1.4925 | \$1.4925 | \$1.4925 | \$1.5000 |
| Change | NC | -4 1/4 | NC | NC | +3/4 |

Weekly average (May 7-11): Barrels: \$1.4540(-.0115); 40-lb. Blocks: \$1.5025(-.0325).

Weekly ave. one year ago (May 9-13, 2011): Barrels: \$1.6525; 40-lb. Blocks: \$1.6315.

| | Monday May 7 | Tuesday May 8 | Wednesday May 9 | Thursday May 10 | Friday May 11 |
|------------------------|-----------------|------------------|--------------------|--------------------|------------------|
| Extra Grade NDM | | | | | |
| Price | \$1.0975 | \$1.0875 | \$1.0825 | \$1.0825 | \$1.0825 |
| Change | -1 | -1 | -1/2 | NC | NC |
| Grade A NDM | | | | | |
| Price | \$1.1375 | \$1.1275 | \$1.1225 | \$1.1225 | \$1.1225 |
| Change | -1 | -1 | -1/2 | NC | NC |

Weekly average (May 7-11): Extra Grade: \$1.0865(-.0210); Grade A: \$1.1265(-.0210).

| | Monday May 7 | Tuesday May 8 | Wednesday May 9 | Thursday May 10 | Friday May 11 |
|------------------------|-----------------|------------------|--------------------|--------------------|------------------|
| Grade AA Butter | | | | | |
| Price | \$1.3100 | \$1.3000 | \$1.3000 | \$1.3025 | \$1.3200 |
| Change | NC | -1 | NC | +1/4 | +1 3/4 |

Weekly average (May 7-11): Grade AA: \$1.3065(-.0355).

Class II Cream (Major Northeast Cities): \$1.5433(-.0489)-\$1.6775(-.0531).

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CHEESE FUTURES for the week ended May 10, 2012

(Listings for each day by month, settling price and open interest)

| | Fri., May 4 | Mon., May 7 | Tues., May 8 | Wed., May 9 | Thurs., May 10 |
|--|-------------|-------------|--------------|-------------|----------------|
| MAY12 | 1.504 1,700 | 1.512 1,700 | 1.512 1,700 | 1.512 1,700 | 1.512 1,700 |
| JUN12 | 1.464 1,705 | 1.478 1,707 | 1.472 1,707 | 1.480 1,712 | 1.470 1,715 |
| JUL12 | 1.487 1,341 | 1.495 1,351 | 1.488 1,355 | 1.496 1,387 | 1.490 1,404 |
| AUG12 | 1.552 1,152 | 1.557 1,162 | 1.549 1,171 | 1.545 1,204 | 1.540 1,220 |
| SEP12 | 1.610 1,003 | 1.616 1,011 | 1.610 1,022 | 1.611 1,038 | 1.599 1,040 |
| OCT12 | 1.630 805 | 1.631 816 | 1.621 830 | 1.621 846 | 1.620 896 |
| NOV12 | 1.622 827 | 1.625 857 | 1.620 871 | 1.620 883 | 1.620 912 |
| DEC12 | 1.626 892 | 1.633 900 | 1.623 917 | 1.623 933 | 1.626 955 |
| JAN13 | 1.650 114 | 1.650 114 | 1.650 114 | 1.650 115 | 1.650 115 |
| FEB13 | 1.652 9 | 1.652 9 | 1.652 9 | 1.652 10 | 1.652 10 |
| MAR13 | 1.694 1 | 1.685 1 | 1.685 1 | 1.685 2 | 1.685 2 |
| Total Contracts Traded/ Open Interest | 85/9,549 | 158/9,628 | 150/9,697 | 179/9,830 | 234/9,969 |

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

DRY WHEY FUTURES for the week ended May 10, 2012

(Listings for each day by month, settling price and open interest)

| | Fri., May 4 | Mon., May 7 | Tues., May 8 | Wed., May 9 | Thurs., May 10 |
|--|-------------|-------------|--------------|-------------|----------------|
| MAY12 | 53.50 423 | 53.50 423 | 53.50 423 | 53.50 423 | 54.50 423 |
| JUN12 | 43.50 431 | 44.00 430 | 44.78 429 | 46.00 433 | 48.50 436 |
| JUL12 | 40.50 265 | 41.45 266 | 42.95 265 | 42.98 269 | 46.00 273 |
| AUG12 | 40.25 274 | 41.00 275 | 43.00 277 | 42.50 277 | 45.00 279 |
| SEP12 | 41.00 240 | 41.00 240 | 41.00 241 | 41.00 241 | 44.00 244 |
| OCT12 | 41.50 204 | 41.50 204 | 41.50 205 | 41.50 205 | 44.48 210 |
| NOV12 | 41.50 178 | 41.50 178 | 41.50 178 | 41.50 178 | 43.00 188 |
| DEC12 | 41.00 169 | 41.25 171 | 41.25 171 | 41.50 172 | 43.50 173 |
| JAN13 | 41.00 5 | 41.00 5 | 41.00 5 | 41.00 5 | 41.00 5 |
| Total Contracts Traded/ Open Interest | 9/2,189 | 27/2,192 | 7/2,194 | 24/2,203 | 43/2,231 |

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

Weekly Cold Storage Holdings

May 7, 2012

| | On hand Monday | Week Change | Change since May 1 Pounds | Percent | Last Year Pounds | Change |
|---------------|-------------------|----------------|------------------------------|---------|---------------------|--------|
| Butter | 10,304 | +503 | +402 | +4 | 8,022 | +2,282 |
| Cheese | 131,862 | +1,164 | +931 | +1 | 127,098 | +4,764 |

(These data, which includes government stocks and is reported in thousands of pounds, are based on reports from a limited sample of cold storage centers across the country. This chart is designed to help the dairy industry see the trends in cold storage between the release of the National Agricultural Statistics Service's monthly cold storage reports.)

CLASS III PRICE

(Dollars per hundredweight, 3.5% butterfat test)

| YEAR | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2006 | 13.39 | 12.20 | 11.11 | 10.93 | 10.83 | 11.29 | 10.92 | 11.06 | 12.29 | 12.32 | 12.84 | 13.47 |
| 2007 | 13.56 | 14.18 | 15.09 | 16.09 | 17.60 | 20.17 | 21.38 | 19.83 | 20.07 | 18.70 | 19.22 | 20.60 |
| 2008 | 19.32 | 17.03 | 18.00 | 16.76 | 18.18 | 20.25 | 18.24 | 17.32 | 16.28 | 17.06 | 15.51 | 15.28 |
| 2009 | 10.78 | 9.31 | 10.44 | 10.78 | 9.84 | 9.97 | 9.97 | 11.20 | 12.11 | 12.82 | 14.08 | 14.98 |
| 2010 | 14.50 | 14.28 | 12.78 | 12.92 | 13.38 | 13.62 | 13.74 | 15.18 | 16.26 | 16.94 | 15.44 | 13.83 |
| 2011 | 13.48 | 17.00 | 19.40 | 16.87 | 16.52 | 19.11 | 21.39 | 21.67 | 19.07 | 18.03 | 19.07 | 18.77 |
| 2012 | 17.05 | 16.06 | 15.72 | 15.72 | | | | | | | | |

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Dry Products*

May 11, 2012

NONFAT DRY MILK

Central & East: low/medium heat \$1.0700(-3)-\$1.2900(-2); mostly \$1.0900(-3)-\$1.2700.

West: high heat \$1.2500(-3)-\$1.3400(-2); low/medium heat \$1.0000(-5)-\$1.2500(-3); mostly \$1.0500(-5)-\$1.1900(-2).

Calif. manufacturing plants: extra grade/grade A weighted ave. \$1.2531(+.0189) based on 14,961,545 lbs. Sales to CCC: 0 lbs.

WHOLE MILK POWDER (National): \$1.4700(-6)-\$1.5600.

EDIBLE LACTOSE

(FOB)Central and West: \$.8500-\$1.0050; mostly \$.8900-\$1.9400.

DRY WHEY

Central: nonhygroscopic \$.3000-\$1.6000(-1); mostly \$.4750-\$1.5350.

West: nonhygroscopic \$.3000-\$1.5925(-2); mostly \$.4600-\$1.5325.

(FOB) Northeast: extra grade/grade A \$.5450(+1/2)-\$.6200(-1 1/2).

ANIMAL FEED (Central): Whey spray milk replacer \$.3775(-2 1/4)-\$.4800.

WHEY PROTEIN CONCENTRATE (34 percent): \$1.0000-\$1.4800(-6 1/2); mostly \$1.2500-\$1.4325.

DRY BUTTERMILK

(FOB)Central & East: \$.9500-\$1.1050(-7 1/2).

(FOB) West: \$1.0500-\$1.1300(-2); mostly \$1.0800-\$1.1050(-2 1/2).

CASEIN: Rennet \$3.9500-\$4.7000; Acid \$4.3000-\$4.9000.

*Source: USDA's Dairy Market News



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MARKET INDICATORS



International Dairy Markets

May 11, 2012

Western and Eastern Europe

Butter: 82 percent butterfat \$3,125(-175)-\$3,350(-200);
99 percent butterfat \$3,775(-175)-\$3,975(-200).

Skim Milk Powder: 1.25 percent butterfat \$2,475(-50)-\$2,675(-50).

Whole Milk Powder: 26 percent butterfat \$3,075(-125)-\$3,250(-175).

Whey Powder: Nonhygroscopic \$1,025(-50)-\$1,225(-75).

Oceania

Butter: 82 percent butterfat \$2,900(-100)-\$3,500(-100).

Cheddar Cheese: 39 percent maximum moisture \$3,200-\$4,100.

Skim Milk Powder: 1.25 percent butterfat \$2,675(-125)-\$3,000.

Whole Milk Powder: 26 percent butterfat \$2,750(-200)-\$3,400.

* Source: Dairy Market News. Prices reported in U.S. dollars per metric ton, F.O.B. port. To convert to price per pound: divide price by 2,204.6 pounds.

CME FUTURES for the week ended May 10, 2012

Class III Milk[#]

| | Fri., May 4 | | Mon., May 7 | | Tues., May 8 | | Wed., May 9 | | Thurs., May 10 | |
|--|-------------|-------|-------------|-------|--------------|-------|-------------|-------|----------------|-------|
| MAY12 | 15.10 | 4,885 | 15.17 | 4,890 | 15.09 | 4,903 | 15.12 | 4,912 | 15.24 | 4,852 |
| JUN12 | 14.09 | 4,555 | 14.26 | 4,601 | 14.25 | 4,650 | 14.38 | 4,642 | 14.42 | 4,663 |
| JUL12 | 14.18 | 3,269 | 14.27 | 3,271 | 14.27 | 3,270 | 14.35 | 3,293 | 14.54 | 3,318 |
| AUG12 | 14.71 | 3,037 | 14.80 | 3,058 | 14.78 | 3,059 | 14.75 | 3,076 | 14.82 | 3,098 |
| SEP12 | 15.31 | 2,726 | 15.35 | 2,738 | 15.34 | 2,744 | 15.32 | 2,747 | 15.35 | 2,749 |
| OCT12 | 15.41 | 2,368 | 15.43 | 2,369 | 15.42 | 2,377 | 15.39 | 2,379 | 15.46 | 2,397 |
| NOV12 | 15.50 | 2,226 | 15.45 | 2,228 | 15.47 | 2,229 | 15.47 | 2,229 | 15.54 | 2,247 |
| DEC12 | 15.39 | 2,139 | 15.38 | 2,144 | 15.42 | 2,151 | 15.43 | 2,155 | 15.50 | 2,178 |
| JAN13 | 15.40 | 327 | 15.40 | 328 | 15.50 | 329 | 15.50 | 329 | 15.49 | 329 |
| FEB13 | 15.43 | 192 | 15.43 | 193 | 15.50 | 194 | 15.50 | 194 | 15.44 | 194 |
| MAR13 | 15.60 | 157 | 15.60 | 158 | 15.65 | 160 | 15.65 | 160 | 15.65 | 160 |
| APR13 | 15.84 | 113 | 15.82 | 114 | 15.82 | 114 | 15.82 | 114 | 15.68 | 118 |
| MAY13 | 15.72 | 55 | 15.72 | 56 | 15.72 | 60 | 15.72 | 60 | 15.65 | 63 |
| JUN13 | 15.61 | 44 | 15.61 | 45 | 15.61 | 45 | 15.61 | 45 | 15.56 | 45 |
| JUL13 | 16.00 | 28 | 16.00 | 29 | 16.00 | 29 | 16.00 | 29 | 16.00 | 29 |
| AUG13 | 15.81 | 22 | 15.90 | 25 | 15.90 | 25 | 15.90 | 25 | 15.90 | 25 |
| SEP13 | 16.00 | 14 | 16.00 | 15 | 16.00 | 15 | 16.00 | 15 | 16.00 | 15 |
| OCT13 | 15.83 | 12 | 15.83 | 13 | 15.83 | 13 | 15.83 | 13 | 15.83 | 13 |
| NOV13 | 15.82 | 11 | 15.82 | 12 | 15.82 | 12 | 15.82 | 12 | 15.82 | 12 |
| Total Contracts Traded/ Open Interest | 749/26,187 | | 525/26,295 | | 533/26,387 | | 526/26,437 | | 876/26,513 | |

Class IV Milk

| | Fri., May 4 | | Mon., May 7 | | Tues., May 8 | | Wed., May 9 | | Thurs., May 10 [*] | |
|--|-------------|-----|-------------|-----|--------------|-----|-------------|-----|-----------------------------|-----|
| MAY12 | 13.70 | 287 | 13.70 | 287 | 13.55 | 287 | 13.55 | 287 | 13.55 | 287 |
| JUN12 | 13.59 | 243 | 13.49 | 243 | 13.45 | 243 | 13.45 | 243 | 13.45 | 243 |
| JUL12 | 13.75 | 83 | 13.50 | 83 | 13.40 | 83 | 13.40 | 83 | 13.40 | 83 |
| AUG12 | 13.75 | 67 | 13.60 | 67 | 13.50 | 67 | 13.50 | 67 | 13.61 | 64 |
| SEP12 | 14.08 | 61 | 14.00 | 61 | 13.80 | 61 | 13.80 | 61 | 13.80 | 59 |
| OCT12 | 14.99 | 72 | 14.99 | 72 | 14.50 | 72 | 14.40 | 72 | 14.40 | 68 |
| NOV12 | 15.00 | 62 | 15.00 | 62 | 14.60 | 62 | 14.50 | 62 | 14.30 | 58 |
| DEC12 | 15.50 | 59 | 15.50 | 59 | 15.00 | 59 | 14.80 | 59 | 14.60 | 57 |
| Total Contracts Traded/ Open Interest | 2/934 | | 0/934 | | 5/934 | | 0/934 | | 27/922 | |

Cash-Settled NDM

| | Fri., May 4 | | Mon., May 7 | | Tues., May 8 | | Wed., May 9 | | Thurs., May 10 | |
|--|-------------|-----|-------------|-----|--------------|-----|-------------|-----|----------------|-----|
| MAY12 | 118.00 | 303 | 118.00 | 303 | 118.00 | 303 | 118.00 | 303 | 119.00 | 303 |
| JUN12 | 114.75 | 402 | 114.50 | 402 | 112.00 | 402 | 112.25 | 402 | 113.50 | 402 |
| JUL12 | 112.00 | 365 | 109.75 | 365 | 110.00 | 369 | 110.00 | 369 | 112.50 | 371 |
| AUG12 | 113.50 | 380 | 112.00 | 380 | 112.00 | 380 | 112.00 | 380 | 114.50 | 380 |
| SEP12 | 116.25 | 332 | 115.00 | 333 | 115.00 | 333 | 115.25 | 333 | 117.75 | 334 |
| OCT12 | 118.28 | 276 | 118.28 | 276 | 118.28 | 276 | 118.28 | 276 | 119.50 | 276 |
| NOV12 | 122.50 | 186 | 120.50 | 186 | 120.50 | 186 | 120.50 | 186 | 121.03 | 186 |
| DEC12 | 124.50 | 126 | 123.00 | 126 | 123.00 | 126 | 123.00 | 126 | 123.00 | 126 |
| Total Contracts Traded/ Open Interest | 1/2,370 | | 17/2,371 | | 15/2,375 | | 3/2,375 | | 18/2,378 | |

Cash-Settled Butter

| | Fri., May 4 | | Mon., May 7 | | Tues., May 8 | | Wed., May 9 | | Thurs., May 10 | |
|--|-------------|-----|-------------|-----|--------------|-----|-------------|-----|----------------|-----|
| MAY12 | 133.00 | 617 | 133.00 | 617 | 133.00 | 617 | 133.00 | 617 | 133.00 | 615 |
| JUN12 | 131.00 | 780 | 130.75 | 780 | 131.50 | 775 | 131.33 | 775 | 132.28 | 775 |
| JUL12 | 135.00 | 678 | 135.00 | 678 | 135.00 | 680 | 134.00 | 684 | 136.00 | 685 |
| AUG12 | 137.00 | 655 | 137.00 | 655 | 137.75 | 655 | 136.25 | 661 | 140.00 | 662 |
| SEP12 | 136.50 | 620 | 136.50 | 621 | 137.80 | 621 | 136.25 | 627 | 138.00 | 631 |
| OCT12 | 140.00 | 618 | 140.00 | 618 | 140.00 | 618 | 138.50 | 612 | 139.50 | 613 |
| NOV12 | 142.98 | 599 | 142.75 | 599 | 142.75 | 603 | 141.50 | 607 | 142.50 | 607 |
| DEC12 | 143.50 | 465 | 143.50 | 465 | 143.50 | 464 | 142.25 | 474 | 143.50 | 474 |
| JAN13 | 145.50 | 5 | 145.50 | 5 | 145.50 | 5 | 145.50 | 5 | 145.50 | 9 |
| Total Contracts Traded/ Open Interest | 25/5,037 | | 18/5,038 | | 54/5,038 | | 87/5,062 | | 31/5,071 | |

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.
#The total contracts traded for Class III milk includes electronically-traded contract volumes.
*Total Contracts Traded/Open Interest reflect an additional month not included in this chart.

NEWS/BUSINESS



Norseland relocates headquarters in Conn.

DARIEN, Conn. — Norseland Inc., the exclusive sales and marketing agent for Jarlsberg, is relocating its headquarters from its current location in Stamford, Conn., to 3 Parklands Drive, Suite 102, Darien, Conn.

According to Norseland President and CEO John Sullivan, the move is tied to a strategic decision to seek and take advantage of growth opportunities. The company has made some key hires and foresees additional hiring going forward.

"We were pleased to find high qual-

ity space, conveniently located for our employees and visitors, that will meet our needs for the foreseeable future," Sullivan says. The company will be leasing 16,000 square feet of office space.

In addition to Jarlsberg products, Norseland markets a number of other well-known brands including Ilchester, Garcia Baquero, Old Amsterdam, the Lotito Foods family of specialty Italian cheeses, and Woolwich Dairy's fresh goat's milk cheeses. CMN

CWT assists with 1.3 million pounds of exports

ARLINGTON, Va. — Cooperatives Working Together (CWT) has accepted 10 requests for export assistance from Dairy Farmers of America, Darigold, Maryland & Virginia Milk Producers Cooperative and United Dairymen of Arizona to sell a total of 340 metric tons (749,572 pounds) of Cheddar and Monterey Jack and 235

metric tons (518,086 pounds) of butter to customers in North Africa, Asia and the Middle East. The product will be delivered May through July 2012.

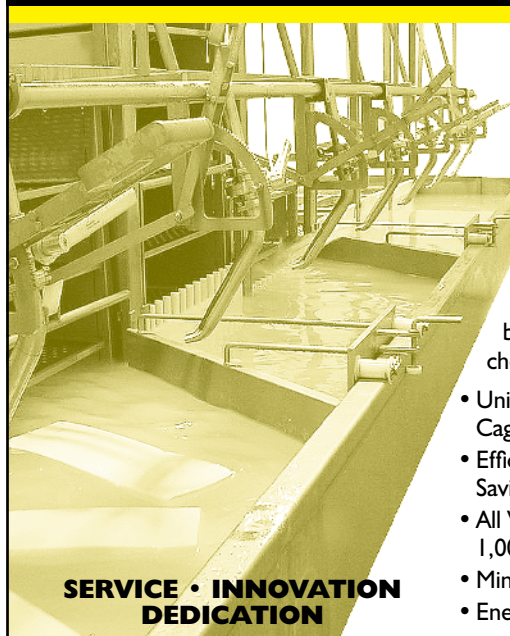
CWT will pay export bonuses to the bidders when delivery of the product is verified by the submission of the required documentation. CMN

National Dairy Products Sales Report

| For the week ended: | 5/5/12 | 4/28/12 | 4/21/12 | 4/14/12 |
|--------------------------------|------------|-------------|-------------|------------|
| Cheese 40-lb. Blocks: | | | | |
| Average price ¹ | \$1.5169 | \$1.5030 | \$1.5045 | \$1.5190 |
| Sales volume ² | 10,309,396 | 11,686,869 | 11,582,788 | 10,202,237 |
| Cheese 500-lb. Barrels: | | | | |
| Average price ¹ | \$1.5574 | *\$1.5663 | \$1.5694 | \$1.5919 |
| Adj. price to 38% moisture | \$1.4835 | *\$1.4906 | \$1.4891 | \$1.5107 |
| Sales volume ² | 9,512,620 | *11,685,181 | 13,052,960 | 11,520,767 |
| Moisture content | 34.91 | *34.85 | 34.66 | 34.67 |
| Butter: | | | | |
| Average price ¹ | \$1.4133 | \$1.4268 | \$1.4401 | \$1.4481 |
| Sales volume ² | 4,765,791 | 4,130,975 | 2,901,903 | 2,586,156 |
| Nonfat Dry Milk: | | | | |
| Average price ¹ | \$1.2169 | *\$1.2175 | *\$1.2413 | \$1.2667 |
| Sales volume ² | 21,910,537 | *27,499,359 | *26,308,955 | 25,589,619 |
| Dry Whey: | | | | |
| Average price ¹ | 0.5697 | *\$0.5686 | \$0.5911 | \$0.5928 |
| Sales volume ² | 6,656,512 | *9,213,590 | 8,359,069 | 8,088,382 |

¹/Revised. ²/Prices weighted by volumes reported. ³/Sales as reported by participating manufacturers. Reported in pounds. More information is available by calling AMS at 202-720-4392.

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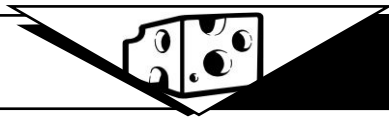
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EXPORT TOOL KIT



CMN Exclusive!



Perspective: Export Expertise

Angelique Hollister is vice president, cheese and consumer products, for the U.S. Dairy Export Council. She contributes this column exclusively for *Cheese Market News*®.

Foodservice drives Asian cheese demand

Every week, stories of international foodservice expansion pepper the U.S. media. The forces of globalization have created larger, more urbanized populations with more disposable income and less time to shop for and cook meals. Mass media, the Internet and travel (the World Trade Organization estimates the number of tourists crossing international borders will top 1 billion for the first time this year), not to mention restaurant marketing campaigns, have made cheeseburgers and pizza as familiar to consumers in Shanghai as in Cincinnati.

For U.S. cheese suppliers, reports of soaring restaurant profits in China or same-store sales growth in South Korea or new unit construction in Southeast Asia spell opportunity — and a sizable one at that.

Three new cheese foodservice and bakery research studies produced by the U.S. Dairy Export Council (USDEC) examined the foodservice and bakery markets in Korea, China and a select group of Association of Southeast Asian Nations (ASEAN) countries, specifically, Indonesia, Malaysia, the

Philippines, Singapore, Thailand and Vietnam—also known as the “ASEAN 6.”

Three positive cheese growth messages emerged:

- Cheese consumption in each market is booming. The report forecasts 10 percent annual gains for the ASEAN 6 over the next five years, creating the need for an additional 110 million pounds of cheese. China’s cheese market is expanding about 20 percent per year, which should push total volume to more than 125 million pounds by 2015. South Korea’s market is expanding more sporadically but grew 30 percent to 194 million pounds from 2006-2011 and further expansion is ahead.

- The foodservice and bakery channels are driving the gains, accounting for 80-90 percent of cheese use, depending on the country.

- Imports account for more than 70 percent of Korean cheese consumption, around 85 percent of ASEAN 6 consumption and a whopping 98 percent of Chinese consumption. And that situation is not expected to change soon due to scant cheesemaking capacity and no plans to invest on the horizon.

Conditions are ripe for growth, and foodservice chains — primarily pizza and fast-food operators — will lay the groundwork. Thousands of new outlets are on the drawing boards over the next decade, and the menus, though tailored to local tastes, still use plenty of cheese. ASEAN 6 foodservice operators questioned in one of the reports forecast 10-25 percent increased cheese usage per year for the next 3-5 years.

Among the many notable findings in the studies, including opinions on U.S. commitment to exports (improving but still insufficient) and the impact of free trade agreements (U.S.-Korea beneficial, ASEAN-New Zealand-Australia detrimental), a few of them stand out:

- Despite Oceania being the first to seriously serve the ASEAN 6, Chinese and South Korean markets and the one to establish cheese taste, texture and color preferences, the United States has been gaining ground.

U.S. suppliers have earned recognition for efforts to meet buyer specs, particularly in Korea, and U.S. cheeses boast a reputation for quality. However, U.S. mozzarella is still viewed by many consumers as too white, and salt content is often an issue. Despite progress a perception lingers among some that U.S. product is behind that of Oceania and Europe.

- There still exists a gap in basic cheese knowledge in all three regions that limits the uptake to the most popular varieties — mozzarella, cream cheese and processed cheese.

Buyers often rely on distributors and suppliers to provide cheese information. Yet distributors themselves lack sufficient knowledge on applications and even handling cheese, disregarding humidity and temperature requirements.

Foodservice users in China are hesitant to switch from Oceania product because they feel any change in specs might require significant time and investment.

Korea, the most advanced in terms of cheese use, is an example of what cheese education can accomplish. The country

imported no gouda in 2007. In 2011, gouda was gaining on cream cheese as the third largest seller by variety after pizza chains began incorporating it as a topping.

- It is impossible to overemphasize the importance of producing Halal cheese if you want to develop business in Southeast Asia. Most Muslim consumers currently do not actively participate in the cheese market because they are not confident that imported cheese is Halal. More than half of urban consumers in the ASEAN 6 — the prime target market — are Muslim. If the Muslim market could be enticed into the sector, it could expand cheese demand by an additional 77-100 million pounds over the next five years. Products must have clear Halal labels. Cheese suppliers who can supply Halal cheese invariably have an edge over the competition.

(Cheese suppliers interested in having their products Halal certified can contact the Islamic Food And Nutrition Council of America at 847-993-0034 or www.ifanca.org or Islamic Information Center of America at 847-541-8141 or www.iica.org. USDEC has worked with both organizations, but others also provide Halal certification. Prior to shipping, always check with the destination country, since some recognize certain Halal organizations but not others.)

The United States is on the right track. U.S. sales have been rising to all three regions. In 2011, U.S. cheese sales to Southeast Asia, Korea and China/Hong Kong grew 46, 85 and 117 percent, respectively, to a combined 122 million pounds. Targeting foodservice opportunities could drive those gains significantly in the years ahead and USDEC’s marketing programs will continue to lay the groundwork to build image and increase the overall sector’s recognition of the United States as a quality and committed cheese supplier. **CMN**

The views expressed by CMN’s guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.

NEWS/BUSINESS



Meeting, research address Wisconsin retail cheese curd sales, regulations, safety

By Rena Archwamety

PLAIN, Wis. — A recent meeting here of about 20 people, including cheesemakers, state officials and food scientists, addressed confusion over Wisconsin’s regulations of retail cheese curd sales. The meeting, held April 26, was organized by Bob Wills of Cedar Grove Cheese, with administrative support provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and the Dairy Business Innovation Center (DBIC).

“There are a lot of companies that are making cheese curds, and several of us had been running into issues between retailers and inspectors over what the

rules were and how they were being enforced,” Wills says. “They had been given a couple sets of interpretations that weren’t entirely clear or consistent.”

Unlike most other cheeses, cheese curds often are sold fresh, before they have completely cooled, instead of being refrigerated prior to sale. The primary confusion over the regulations is over what length of time the rules say fresh cheese curds could be left out of refrigeration before disposal. Some rules say 24-hours, while others say the curds needed to be pulled at the end of the day.

Wills says the meeting’s aim was to stimulate discussion with DATCP over the intent of the rules and to find if there is a way to make the rules more

science-based and consistent so that both inspectors and distributors understand and can work with them.

“What we concluded about the intention was that if the curds are time-stamped, they can go 24 hours. If they are not time stamped, they have to be pulled at the end of the day,” Wills says.

In addition to helping to clarify this interpretation, the meeting also drew attention to the need for more scientific evidence addressing how long cheese curds can safely be left without refrigeration.

Also at the meeting was Marianne Smukowski of the Wisconsin Center for Dairy Research (CDR), who will be working with Barb Ingham from the University of Wisconsin Department of

Food Science on a study into how long fresh cheese curds are good to eat when left outside of refrigeration. Smukowski says a similar study already has started using traditional cheese, and so far it has yielded good results.

“It’s a unique situation here in Wisconsin, where we make a tremendous amount of cheese curds,” Smukowski says. “We have some that are stored outside of refrigeration, because people like them fresh.”

Smukowski says the UW Department of Food Science still is working on the logistics of starting the study with cheese curds, and she anticipates about 4-6 months before the results of this study will be available. **CMN**



Retail WATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

MCT Dairies brings best of Australia to U.S. with Old Croc aged Cheddar

By Aaron Martin

MILLBURN, N.J. — Australian Cheddar is regarded as a premium import in European and Japanese retail markets; however, cheese from the land down under isn't on many store shelves in the United States.

Ken Meyers, CEO of MCT Dairies, is working to change that with the launch of Old Croc, a new line of aged white Australian Cheddar, through Trugman Nash LLC, an affiliate of MCT Dairies.

"With the growing demand for bolder, more flavorful cheeses, we're very excited to introduce this new brand of specialty Australian Cheddar to the U.S. market," he says.

"Today's specialty cheese consumer is becoming more and more educated about the products they buy."

Ken Meyers
MCT DAIRIES

Branded with the playful warning, "Careful. It bites," Old Croc will be available in sharp and extra sharp varieties in 7- and 24-ounce exact weight blocks and in 10- to 11-pound random weight loaves. Meyers says he's enlisted top-notch cheesemakers in Australia to produce the all-natural cheese using milk from pasture-fed cows that doesn't contain added hormones.

"Today's speciality cheese consumer is becoming more and more educated about the products they buy. While taste will always be paramount in their purchase decision, the demand for healthy, all natural products is also becoming increasingly important. We are extremely confident that Old Croc will delight even the most discriminating cheese buyer in both taste and healthy ingredients," Meyers says. "On a proposition basis it's being put together as a really well-manufactured, well-crafted, properly matured Cheddar that comes with those

healthy benefits."

The sharp and extra sharp varieties — which have a smooth, yet sharp bite and a creamy texture — will be aged nine and 18 months, respectively. Some of the aging will be done in Australia, and some of the aging will be done at a proper aging warehouse in Wisconsin, Meyers adds.

Meyers is no stranger to importing cheese from Australia. MCT Dairies' Trugman Nash division has been the largest importer of Australian cheese since 1948. Previously, however, the Cheddar imported from Australia hasn't been marketed in the United States as a consumer-branded product, so MCT Dairies is building the imported Australian Cheddar retail market from the ground up.

"(The Australian cheese market) is under served, and in many ways, people are uneducated about it," Meyers says. "I've had people tell me they were unaware that Australia is so well known for Cheddar."

Globally, however, the Australian Cheddar market is well established. Meyers says the bulk of the country's exports go to England and Japan.

"In the world market, Australia is really known as a high-quality Cheddar. They sell their product as a specialty aged Cheddar. In the U.S., most (Australian) Cheddar has been imported as processing quality Cheddar, but the world market has changed. That's not even viable on a cost basis anymore because Australia has a higher cost market than the U.S.," Meyers says. "Australians trade their Cheddar at a higher price than New Zealand does. (Australian Cheddar) is considered the premium consumer product out of Oceania."

When it comes to building a market for Australian Cheddar domestically, Meyers points to the burgeoning Australian wine import market that has developed in the United States in recent years.

"Australian wines were not known here in America just a few years ago. Now there are some really high-end Australian wines that have gained prominence around the world, not just in Oceania," Meyers says. "With Old Croc, we're bringing the best of Australia to the U.S. and creating a fully-branded program that's never been done before — we're



AUS-SOME CHEDDAR — Old Croc, a new line of aged white Australian Cheddar, will be available in 9-month sharp and 18-month extra-sharp varieties. The line will be available through Trugman Nash LLC, an affiliate of MCT Dairies.

developing a market."

According to Bob Constantino, who has been involved in developing the Old Croc brand, forging a new retail market for Old Croc comes down to the quality

"With Old Croc, we're bringing the best of Australia to the U.S. and creating a fully-branded program that's never been done before."

Ken Meyers
MCT DAIRIES

and uniqueness of the product, as well as the familiarity Trugman Nash has with Australian cheese markets.

"Ken has come up with a very interesting aged Cheddar product from Australia with a great flavor and taste profile," Constantino says. "The Cheddar market is a huge market, and there are not a lot of really good imported Cheddars in the marketplace."

Old Croc's snappy logo, motto and

packaging aim to catch consumers' attention and help make a splash in the imported Cheddar market.

"Old Croc is something new and different from a country that is well thought of by the American public. It can enter the market playing off its Australian heritage, the cleanliness of the product and that it's an all-natural product," Constantino says. "Consumers are looking for all natural products, they're looking for flavorful, upscale products for entertaining guests, and it fits that consumer trend."

Old Croc is uniquely positioned to attract consumers who opt for organic or all-natural products.

"One of the real advantages of our product is that in Australia cows are all pasture fed, so Old Croc is all natural and hormone free," Meyers says. "Australia has really good classical dairy and classical cheesemaking. They take safety seriously; these are quality manufacturers."

Australia's reputation for high-quality, natural dairy may help draw consumers to Old Croc — but Meyers believes its unique flavor profile will keep consumers coming back.

"People like good, clean extra sharp Cheddars. They want to try different kinds of cheeses, they want a variety from mild to extra sharp," Meyers says.

Turn to OLD CROC, page 7 ⇨

Also in **Retail WATCH:**

WSU Creamery offers Oreganato ... Page 6

Crystal Farms launches stand-up pouch ... Page 8

Consorzio del Formaggio Parmigiano-Reggiano launches new Parmesan.com website

SYRACUSE, N.Y. and REGGIO EMILIA, Italy —The Consorzio del Formaggio Parmigiano-Reggiano has launched Parmesan.com, its new consumer website.

Parmesan.com features more than 100 recipes and other features on Parmesan's history, craftsmanship and health benefits. The site allows consumers to submit and rate recipes, link to Par-

mesan.com's blog and Facebook page, and register for special promotions and giveaways.

"Parmesan.com is the centerpiece of the Consorzio del Formaggio Parmigiano-Reggiano's renewed commitment to engaging with and educating the public about their unique cheese," says Nancy Radke, director of the U.S.

Information Office. "In April, the first month of social media engagement, nearly 17,000 people joined Parmesan.com's Facebook page, demonstrating the passion people have for Parmigiano Reggiano."

Simone Ficarelli, foreign market manager of the Consorzio, notes that Parmigiano Reggiano comes exclusively

from a specific geographical region in Italy near Parma, Reggio, Modena and parts of the provinces of Bologna and Mantua.

"We have been making and enjoying this cheese for more than 800 years," he says. "There is nothing like it."

For more information, visit www.Parmesan.com. CMN

Cheese tops specialty food sales in 2011; yogurt, kefir among fastest-growing groups

NEWYORK—With \$3.44 billion in sales, cheese and cheese alternatives was the largest specialty food category in 2011, according to the National Association for the Specialty Food Trade's (NASFT) report, *The State of the Specialty Food Industry 2012*. In this report, NASFT works with market research and information companies Mintel International and SPINS to track sales of specialty foods through supermarkets, natural food stores and specialty food retailers.

According to the NASFT report, total sales of specialty foods in 2011 were \$75.14 billion, with \$59.74 billion in retail sales. Specialty foods represent 13.7 percent of all food sales at retail.

Shelf-stable functional beverages are the fastest-growing specialty food category, followed by yogurt and kefir.

New product introductions were down

6.2 percent in 2011 and lag behind 2009 introductions, NASFT says. Premium private-label introductions continue to drop, down 11 percent in 2011 to 410 products.

The leading claim for new specialty food products is "kosher," followed by "all-natural." Three-quarters of retailers say that "local" is the most influential product claim today, and two-thirds predict this claim will grow the most in the next three years.

In 2011, 41 percent of specialty food manufacturers reported more than a 20 percent increase in sales. Manufacturers say specialty food stores and natural supermarkets are the fastest growing retail channels for specialty foods. Natural food stores are the fastest growing retail channel, the report says, with sales increasing 19.8 percent between 2009 and 2011. CMN

WSU Creamery names new cheese Oreganato

PULLMAN, Wash. — Washington State University (WSU) Creamery on Valentine's Day released a new cheese flavor, Oreganato, in limited quantities.

WSU Creamery developed the cheese, which includes tomato and oregano, more than a year ago, and it was formally named last fall following a cheese naming contest. Hundreds of ideas were submitted, and in November, customers voted for their favorite cheese name.

Haley Hitchcock of Bozeman, Mont., a business major at Colorado State University in Fort Collins, submitted the winning name for the cheese. Hitchcock had visited WSU's Ferdinand's Ice Cream Shoppe last year, when she submitted her idea for naming the new cheese flavor "Oreganato."

For submitting the winning name, Hitchcock received some cans of cheese from the WSU Creamery in time for the winter holidays. CMN

Cabot highlights 'lactose free' on Cheddar

CABOT, Vt. — Cabot Creamery Cooperative recently launched new Lactose Free Mild Cheddar, wrapped in bright blue and green packaging and prominently labeled "lactose free."

Cabot Creamery notes that in the cheesemaking process, natural aging breaks down remaining lactose, so aged cheeses like Cheddar contain zero grams of lactose.

The company notes that lactose intolerance is the inability to adequately digest the natural sugar (lactose) that occurs in milk. According to the National Dairy Council, the true prevalence of lactose intolerance is unknown, but many experts suggest that at least 25 percent of the nation's population experiences some form of lactose maldigestion with

Asian, Hispanic, Native and African Americans being the most heavily affected.

"While we may not know exactly how many people are truly affected by lactose intolerance, what we do know is that they are hungry for great tasting, lactose free dairy foods," says Regan Jones, Cabot's national nutrition communications manager and registered dietitian. "Sales of lactose-free milk have increased rapidly in recent years. Cabot's new Lactose Free Mild Cheddar is the perfect cheese choice for these consumers."

The cheese is now available at Winn-Dixie and Walmart stores throughout Florida and Winn-Dixie stores throughout Louisiana and Birmingham, Ala., as well as online at www.CabotCheese.coop. CMN

Stonyfield scavenger hunt engages foodies

LONDONDERRY, N.H. — Stonyfield Farms has launched the Great Food Find, an interactive online scavenger hunt to find organic and natural foods around the web with opportunities to win prizes and get to know more about food.

The Great Food Find is part of Stonyfield's yearlong Know Your Food campaign, which taps into people's desire to know more about the food they eat.

Clues on www.iwillknowmyfood.com and Stonyfield's Facebook page will lead

scavenger hunters to nearly a dozen food websites — including Annie's Homegrown, Nature's Path and Sambazon. Participants will be encouraged to discover natural and organic food products to fill their virtual tote bag with.

The Great Food Find began May 7 and continues until May 21. Participants will be rewarded with coupons from Stonyfield and participating companies and one grand prize winner will receive a kitchen makeover worth \$15,000. CMN

Kraft launches granola bars with real milk

GLENVIEW, Ill. — Kraft Foods has introduced MilkBite Milk & Granola Bars, the first-ever product to introduce real milk in granola bar form, the company says.

MilkBite Milk & Granola Bars deliver the calcium equivalent of an 8-ounce glass of milk, and also contain 5 grams of protein and fiber, and 7 grams of whole grains. They do not contain artificial colors or preservatives.

"With MilkBite, we saw an opportunity to change the status quo and introduce milk into snacking in a whole new way," says Michelle Lorge, senior brand manager, MilkBite. "By combining real

milk and other wholesome ingredients, we designed MilkBite to help satisfy the demand for snack options that are better for you and also taste good."

Kraft Foods launched a national advertising campaign in February that featured Mel the MilkBite, a character developed in conjunction with Jim Henson Studios.

The new granola bars can be found in the dairy aisle or refrigerated cases of retail stores for a suggested retail price of \$3.49. Available flavors are Chocolate, Strawberry, Peanut Butter, Oatmeal Raisin and Mixed Berry. CMN

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New research encourages retailers to pair dairy items with other 'meal-building' products

ROSEMONT, Ill. — Retailers experience significant sales increases by pairing dairy with other meal-building products, according to new research from the Innovation Center for U.S. Dairy.

The findings are a result of a nationwide retail pilot test that developed and implemented several concepts to identify best practices and validate consumer acceptance of a meal solutions program.

"Meal solution merchandising provides a focused approach that presents a powerful, consumer-desired opportunity for retailers by grouping products needed for a specific recipe or eating occasion," says Rebecca MacKay, vice president of strategy, insights and planning, Innovation Center for U.S. Dairy. "On average, the pilot concepts drove a 19.2-percent increase in units sold and a 20.5-percent increase in dollar sales without promotional pricing or additional marketing support."

MacKay says the pilot concepts are rooted in a number of consumer trends that draw on dairy's strengths, which helped to maximize purchase-driving potential.

The merchandising concepts extended dairy outside of the traditional department perimeter to locations that encouraged meal building by pairing dairy with other products.

According to the Innovation Center, this approach serves as an important tool to satisfy shoppers' needs for meal solutions and maximizes key consumer drivers, such as delivering health and wellness benefits, answering a desire for homemade meals and prioritizing convenience.

Initial research tested 16 meal solution concepts, centering on breakfast, dinner and snacking eating occasions. Consumer input guided the strongest concepts for five in-store pilot tests:

- **Breakfast Zone** — A section adjacent to the dairy department highlight-

ing quick, satisfying breakfast recipes for easy weekday preparation.

- **Fuel Your Day** — A snacking area near pre-made meals and the deli, highlighting nutritious, hunger-satisfying options for between or with meals, including protein-packed dairy products.

- **What's for Dinner** — An endcap that creates one-stop shopping for a creative, family-pleasing dinner that's easy to prepare.

- **Chef's Creation** — A mobile merchandising area that showcases restaurant-quality meal solutions for the adventurous at-home chef.

- **Perfect Pairings** — Cross-merchandiser in produce with complementary dairy products to provide well-balanced snack options.

Research notes that breakfast, dinner and snacking occasions present prime opportunities for retailers to build increased sales by better addressing consumer needs and providing easy solutions.

Dairy, in particular, is a strong player for these efforts because it is a key component of meal-building baskets, as well as its sales-driving capabilities and its healthy halo, research says.

"By offering consumers more information about their food and by highlighting usage ideas, the concepts provide retailers with differentiating options to help grow overall dairy sales," says Bill Bishop, chair of Willard Bishop and chief architect of Brick Meets Click. "Focused excitement around dairy is new and can be very impactful."

Each concept was evaluated for units sold, dollar sales and consumer perceptions. Test store employees also provided insights throughout the retail tests. Six basic practices were uncovered, including:

- **Convenience** — Include convenience as a core consideration for all solutions merchandising executions,

as consumers demonstrated a strong interest in convenience.

- **Location** — Location is a key success factor, as displays need to be in a place that makes intuitive sense to the shopper. Situate displays earlier in the shopping process to position them as a solution provider vs. an afterthought.

- **Visibility** — Ensure that consumers can clearly see all signage, which will help grow their understanding of the concept.

- **Specificity** — Identify and include only products that truly address the merchandising concept's specific need. Extraneous SKUs are a distraction.

- **Simplicity** — Keep the product mix and the number of SKUs simple to help enhance consumer acceptance.

- **Long-term solution** — Initiate a long-term solutions merchandising program that is refreshed often vs. a shorter campaign as it takes time, exposure and planning for consumers to adjust their behavior.

"The pilots made shopping easier for consumers while also adding vari-

ety. They were engaged, purchased the showcased products and understood the purpose and simplicity," says Scott Poole, pilot participant and vice president of center store sales at K-VA-T/Food City. "This shows that consumers are reactive to the ideas and concepts that we provided and are open to additional ways to incorporate dairy products into their meals."

The premise of these meal solutions stemmed from the learnings of the Dairy Department of the Future, a body of work that presented retailers with a \$1 billion opportunity to reinvent the dairy department by enhancing the shopper experience. (See "Effort under way to 'reinvent' dairy department, raise sales" in the Nov. 6, 2009, issue of Cheese Market News.)

The five meal solution merchandising pilot tests were implemented at select Brookshire's, Harris Teeter, K-VA-T, Roche Bros., Save Mart and Weis Markets stores.

For more information, visit www.USDairy.com/Retailers. CMN

Darigold Montana offers cream-on-top milk

BOZEMAN, Mont. — In a quest to create a product that takes people back to a time when milk was delivered to the doorstep with a layer of cream on top, Darigold Montana Inc. says it has begun producing its first Cream-on-Top milk.

Stores throughout Montana and northern Wyoming are the first to carry Darigold's Cream-on-Top products — made in Darigold's Bozeman plant with milk from Montana dairies.

"We have 31 dairy farmers in the state who supply us with the best product we could ask for," says Scott Kiilsgaard, Bozeman plant manager. "And the Cream-on-Top milk allows us to maintain the milk's most natural qualities."

Cream-on-Top milk is pasteurized, like all Darigold's dairy products, but not homogenized. Skipping the homogenization process, which breaks up the milk's fat cells by applying hydraulic pressure, allows the fat (or cream) to rise to the top of the milk, the company says.

"The milk's appearance, taste and smell is bringing back all kinds of feelings of nostalgia — if you're old enough to remember a time when the milk man brought a bottle to your door," says Vern Bowden, sales account manager, Darigold Montana. "If you're not (old enough to remember), you'll still appreciate its natural flavor and full-body taste."

For more information, visit <http://consumer.darigold.com>. CMN

OLD CROC

Continued from page 5

Also, Meyers thinks the already strong demand for sharp Cheddars could grow as the population in the United States grows older. As people age their taste buds grow duller, and foods with a sharp flavor profile could appeal to that demographic.

A multi-faceted advertising campaign will be deployed to introduce consumers to Old Croc in the coming months.

"It'll be a grass roots campaign," Meyers says. "We'll be using social media and some fun in-store promotions."

The product will be sold nationwide, but with a focus on a number of targeted markets.

"It will be a target market approach that is on a national basis," Constantino says. "It's not going to be shown to every customer in the country."

Plans call for the Old Croc line to launch in June and go into national distribution in December. CMN

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Dean Dairy Products awards \$100 gift cards

PITTSBURGH, Pa. — Dean Dairy Products this month is awarding one \$100 grocery gift card each week through Mother's Day, Sunday, May 13.

"We know our consumers, many of whom are moms, have a lot to worry about," says Jed Davis, general manager, Dean Dairy Products. "That's why we enforce our 5-point purity checklist and why we're launching the \$100 grocery gift card giveaway and rewarding one consumer each week."

Dean Dairy's 5-point purity checklist for its milk includes:

- Farmers pledge not to use artificial growth hormones;
- Milk comes from cows fed a nutritious diet;
- Any milk containing commonly-

used antibiotics is rejected;

- Milk is continuously tested for quality; and
- Milk is cold-shipped from dairy to store within hours.

Davis says the company hopes the checklist and promotion will provide consumers with "one less thing to worry about."

The sweepstakes is open to residents of Maryland, Pennsylvania, West Virginia and Ohio. Consumers may enter by visiting Dean Dairy's Facebook page where they also will have the opportunity to connect with the brand and be the first to hear about news, contest announcements and special promotions.

For more information, visit www.facebook.com/DeanDairy. CMN

Farm Rich adds new Queso Cheese bites to line of frozen snacks for 'Queso on the go'

ST. SIMONS ISLAND, Ga. — Farm Rich, a brand of Buffalo, N.Y.-based Rich Products Corp., recently added new Queso Cheese bites to its line up of frozen snacks and appetizers. The bite-sized snacks are filled with creamy, white Queso cheese.

"We started with creamy, Queso cheese and created a zesty, bite-sized snack with a slight 'kick' so our customers can enjoy tasty Queso on

the go when they can't get to their favorite Mexican restaurant," says Jennifer Meetz, director of marketing, Farm Rich.

Available nationwide at Walmart stores and other Farm Rich grocery retailers for an average retail price of \$6.99, each bag of Farm Rich Queso Cheese bites contains 53-56 pieces.

For more information, visit www.farmrich.com. CMN

Crystal Farms rolls out stand-up pouch for cheese using 20-percent less packaging

MINNETONKA, Minn. — Crystal Farms will use a new stand-up pouch for its 8-ounce shredded cheese line that requires 20 percent less packaging.

"Our new stand-up design allows consumers to set the bag upright when cooking, and saves space in the refrigerator," says Hollie Schroeder, marketing manager for Crystal Farms Cheese. "I believe this is the biggest innovation in shredded cheese packaging since the zipper closure."

Schroeder adds that the stand-up pouch is more functional, easier to pour and features a new premium twin track

zipper for better closing and improved freshness. The environmentally-friendly design delivers the same two cups of cheese while using 20 percent less packaging.

In addition to the consumer benefits, the package's facing has been reduced by 30 percent, allowing more items to fit on retail shelves. The smaller packaging also provides greater efficiency during transportation, saving significant fuel and shipping costs, the company says.

For more information visit www.crystalfarmscheese.com/products. CMN

VBCC offers new packaging for Bijou cheese

WEBSTERVILLE, Vt. — Vermont Butter & Cheese Creamery (VBCC) recently announced its aged goat cheese, Bijou, now is available in new and improved retail packaging. The specially-designed container will help protect the cheese and allow it to continue to age once it leaves the creamery.

VBCC says Bijou's wrinkly geotrichum rind is very fragile and can be easily damaged by film touching the surface. The uniquely-designed clam-shell-style container allows for proper air movement around the cheese and better storage at the store as well as

at home, while the clear container also is ideal to show off the cheese's signature wrinkly rind, the company says.

Bijou, meaning "jewel" in French, has been a standard in the company's line of soft-ripened goat cheeses since the line's introduction 2006.

"Our aged cheeses are very unique as they have a distinctive geotrichum rind that gives the cheese a delicate, wrinkly surface and sweet, yeasty taste," says VBCC co-founder Allison Hooper. "The Bijou is our rendition of the small aged goat cheese crottins found in France."

For more information, visit www.vermontcreamery.com. CMN

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NEWS/BUSINESS



Restaurant Performance Index closes first quarter at post-recession high, topping December

WASHINGTON — In March, the National Restaurant Association's Restaurant Performance Index (RPI) topped the post-recession high that was recorded in December.

The RPI stood at 102.2 in March, up 0.3 percent from February. The RPI stood above 100 for the fifth consecutive month in March, which signifies expansion in the index of key industry indicators.

"The first quarter finished strong with a solid majority of restaurant operators reporting higher same-store sales and customer traffic levels in March," says Hudson Riehle, senior vice president of the Research and Knowledge Group for the National Restaurant Association. "In addition, restaurant operators are solidly optimistic about sales growth and the economy in the months ahead, which

propelled the expectations component of the RPI to its highest level in 15 months."

Bolstered by improving sales and traffic results, restaurant operators' outlook for capital spending reached its highest level in more than four years.

The RPI consists of two components: the Current Situation Index and the Expectations Index.

The Current Situation Index, which measures current trends in same-store sales, traffic, labor and capital expenditures, stood at 102.0 in March — up 0.1 percent from February's level of 101.9. The Current Situation Index remained above 100 for the fifth consecutive month, which signifies expansion in the current situation indicators.

Restaurant operators reported positive same-store sales for the 10th consecutive month in March, with sales results similar to February's. Sixty-five percent of restaurant operators reported a same-store sales gain between March 2011 and March 2012, up slightly from 63 percent who reported a sales gain in February. Meanwhile, 21 percent of operators reported lower same-store sales in March, compared to 18 percent who reported similarly in February.

Restaurant operators also reported positive customer traffic results in March. Fifty-five percent of restaurant operators reported higher customer traffic levels between March 2011 and March 2012, while 24 percent reported a traffic decline. In February, 55 percent of operators reported higher customer traffic, while 19 percent reported a traffic decline.

Buoyed by improving sales and traffic levels, restaurant operators continued to report solid capital spending activity. Forty-eight percent of operators said they made a capital expenditure for equipment, expansion or remodeling during the last three

months, which ties for the highest level reported since before the recession.

The Expectations Index, which measures restaurant operators' six-month outlook for same-store sales, employees, capital expenditures and business conditions stood at 102.4 in March — up 0.4 percent from February and the strongest level in 15 months. March also represented the seventh consecutive month that the Expectations Index stood above 100, which signifies a positive outlook among restaurant operators for business conditions in the months ahead.

For the fourth consecutive month, a majority of restaurant operators expect their sales to be higher in the months ahead. Fifty-three percent of restaurant operators expect to have higher sales in six months (compared to the same period in the previous year), matching the proportion who reported similarly last month. In comparison, only nine percent of restaurant operators expect their sales volume in six months to be lower than it was during the same period in the previous year, also unchanged from last month.

For the sixth consecutive month, restaurant operators reported higher expectations for staffing levels in the months ahead. Twenty-seven percent of restaurant operators plan to increase staffing levels in six months (compared to the same period in the previous year), while just 10 percent said they expect to reduce staffing levels in six months.

Along with a positive outlook for sales growth and the economy, restaurant operators are boosting their plans for capital spending in the months ahead. Fifty-six percent of restaurant operators plan to make a capital expenditure for equipment, expansion or remodeling in the next six months, up from 49 percent last month and the strongest level in more than four years. **CMN**

FDA releases new report highlighting strategies to transform to global agency

WASHINGTON — FDA Commissioner Margaret A. Hamburg recently released the agency's "Global Engagement Report," detailing the many activities and strategies FDA is using to transform from a domestic to a global public health agency.

The report describes the steps FDA is taking to ensure that imported food, drugs, medical devices and other regulated products meet the same standards for safety and quality as those manufactured domestically.

"As our world transforms and becomes increasingly globalized, we must come together in new, unprecedented, even unexpected, ways to build a public health safety net for consumers around the world," Hamburg says.

Global production of FDA-regulated goods and materials has increased over the last decade and continues to grow, she notes. FDA-regulated products originate from more than 150 countries, 130,000 importers and 300,000 foreign facilities.

Each year from 2005-2011, food imports have grown by an average of 10 percent, while imports of pharmaceutical products have increased at nearly 13 percent and device imports have grown more than 10 percent. Approximately 50 percent of fresh fruits and 20 percent of fresh vegetables, as well as 80 percent of the seafood consumed in America come from abroad.

Similarly, more than 80 percent of the active pharmaceutical ingredients used to make medicines are imported.

The report outlines a variety of engagement strategies FDA is using in partnership with other agencies, organizations and coalitions around the world to strengthen global, regulatory capacity-building efforts; develop and harmonize science-based regulatory standards; increase awareness about the importance of regulatory systems; and share information and data globally to facilitate rapid identification of and response to public health emergencies.

Through its international offices in Africa, Asia, Europe, Latin America and the Middle East, FDA is increasing its knowledge base about local regulatory systems and landscapes, Hamburg says. The agency also is increasing the understanding of foreign governments and industry of FDA regulations and standards for products destined for U.S. consumers, and collaborating to strengthen regulatory science and evidenced-based approaches to product safety and quality.

Hamburg notes that all of this furthers FDA's implementation of its global strategy, set forth in the agency's special report, Pathway to Global Product Safety and Quality, released last year.

To view the Global Engagement Report, visit www.fda.gov/global. **CMN**

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GRUYERE

Continued from page 1

Switzerland AOC," but this would be contingent on the application including a specific disclaimer for "gruyere" to reflect its generic status and preserve the right of anyone to make this type of cheese.

A core part of CCFN's mission is to promote a common ground approach to food name protections. The pursuit of trademarks or geographical indications that protect compound terms (e.g. Le Gruyere Switzerland AOC) while clearly affirming the right to broad use of the common element in that term (e.g. gruyere) would grant producers of truly distinctive products the ability to protect that product while also making room for the fair use of generic terms,

CCFN says.

PTO's logical finding is an important victory, not just for producers of Gruyere outside of Switzerland, but for producers of all types of common name products, CCFN says.

"It is heartening to know that PTO is carefully assessing these cases with an eye towards protecting the rights of all stakeholders," the group says.

However, "this is just one of many pending actions, in the U.S. and abroad, that concerns common food products with similar name profiles," CCFN notes. "CCFN will continue to work with and monitor the decisions of bodies such as PTO to ensure that future regulatory actions that affect the producers and consumers of generic products, such as Gruyere, will not go forward without their voice being heard." **CMN**

NEWS/BUSINESS



PROTEST

Continued from page 1

most of whom live in the St.-Paul and Minneapolis metropolitan area. The raw dairy products that Schlangen delivers to members come from cows that are "leased" by members of the co-op.

The Hennepin County charges against Schlangen include a labeling violation for the raw milk and milk products distributed, selling food that is adulterated or misbranded, distributing foods without a food handler's permit and distributing raw milk at a place other than the farm where the milk is produced. In Stearns County, he faces the same charges except for the milk labeling charge, as well as charges relating to other food sales.

Schlangen contends that the transactions of the private food club are not under the jurisdiction of the state.

The Farm Food Freedom Coalition is sponsoring a rally outside the Minneapolis courthouse on the first day of Schlangen's trial. Among those protesting Minnesota's raw milk enforcement are state residents who have received warning notices from the Minnesota Department of Agriculture (MDA) for organizing access and participating in the sale of raw milk.

MDA sent a notice of warning April 26 to Brad and Melinda Olson, Richfield, Minn., informing them that in March 2012, MDA concluded an investigation that revealed they participated in the sale of unpasteurized milk by operating as a drop site for a Gibbon, Minn., farm. MDA's warning says if the Olsons continue to sell or distribute unpasteurized or other foods illegally in the future, they will be subject to administrative penalties, criminal prosecution or other enforcement remedies. It also offers assistance with food safety and facility licensing requirements if they wish to continue selling food.

Melinda Olson calls the MDA actions "harassment" and says it is her right to contract privately with a farmer for the food of her choice.

"It is absolutely outrageous that during this time of economic crisis our state government is investigating and sending warning letters to mothers and putting

farmers on trial who are helping provide communities with fresh foods," says Melinda Olson. "We plan to ignore this warning and continue operating as we are."

While the Schlangen trial does not include any complaints of illnesses linked to raw milk, other states continue to investigate *E. coli* outbreaks that are suspected to be linked to the consumption of raw milk. (See "Raw milk eyed in Missouri *E. coli* infections" and "Raw milk linked to Oregon *E. coli* outbreak" in the April 20, 2012, issue of Cheese Market News.)

The Missouri Department of Health and Senior Services recently narrowed its investigation of a recent *E. coli* outbreak to focus on 12 cases with similar lab results, geographic proximity and case history. Two children were hospitalized with hemolytic uremic syndrome. At least eight of the individuals reported consuming raw milk or products made with raw milk obtained from Stroupe Farm in Howard County, Mo. Food samples from the farm so far have tested negative for *E. coli* 0157:H7, and the owner of the farm has discontinued the sale of raw dairy products.

In Oregon, as many as 21 illnesses are suspected to be linked to the consumption of raw milk from Foundation Farm in Clackamas County, while at least five children, ages 1 to 14, have laboratory-confirmed cases of *E. coli*. Four of these children have been hospitalized, three with hemolytic uremic syndrome.

Prompted by these recent outbreaks and hospitalizations, Minneapolis-based attorney Fred Pritzker, whose firm, PritzkerOlsen, P.A., specializes in food poisoning cases across the country, has called for a ban on the consumption of raw milk by children. Regulating a child's consumption of unhealthy products is an accepted function of good government, he says, adding that these recent incidents illustrate the necessity of protecting the most vulnerable citizens.

"Raw milk is dangerous for anyone, but especially for children," Pritzker says. "Their immune systems are not strong enough to fight off the pathogens often found in raw milk. It's bad enough when adults make ill-informed decisions about consuming dangerous product; there is simply no excuse for giving it to a child." CMN

lower in this month's report vs. last month's report. The cheese price now is forecast to average \$1.555-\$1.605 per pound in 2012, down from \$1.590-\$1.640 forecast last month. The dry whey forecast is up a penny from last month to \$0.560-\$0.590.

The 2012 Class III milk price is forecast to average \$15.80-\$16.30 per hundred-weight in 2012, down from \$16.10-\$16.60 last month. The Class IV price is forecast at \$14.50-\$15.10, down from \$15.35-\$15.95 last month. The 2012 all-milk price is forecast at \$16.90-\$17.40, down from \$17.25-\$17.75 forecast last month.

USDA projects the 2013 all-milk price will average in the \$17.25-\$18.25 range. CMN

WASDE

Continued from page 1

Forecast milk production in 2012 is raised from last month due to a slower decline in cow numbers and slightly faster growth in milk per cow. High feed prices and weakening milk prices during 2012 are expected to pressure producer returns, leading to declines in 2013 cow numbers. However, improvements in returns during 2013 will moderate the rate of decline, the report says. Milk per cow is expected to continue to grow, supporting increased milk production.

Cheese, butter and nonfat dry milk commodity prices for 2012 are forecast

PEOPLE



CIAA announces 2012 election results

WASHINGTON — The Cheese Importers Association of America (CIAA) has announced the results of its 2012 election of officers and directors.

Thomas Gellert, Atalanta Corp., has been named president; Dominique Delugeau, DCI Cheese Co., has been named first vice president; Linda Karaffa, Norseland Cheese Inc., has been named second vice president; Ken Olsson, A.V. Olsson Trading Co., has been named treasurer; Philip Marfuggi, the Ambriola Co. Inc., has been named secretary.

New directors elected to a three-year terms are: Patrick Bleck, DPI Specialty Foods Inc.; Lee Davis, Pacific Cheese Co.; Barry Elkins, World Import Distributors Inc.; Kurt Epprecht, Great Lakes Cheese; Susie Moller Hjorth, Arla Foods Inc.; Ralph Hoffman, Arthur Schuman Inc.; Jens Bang Pedersen, Bang & Soderlund Inc.; David Raff, MCT Dairies; and Alain Voss, Schratte Foods Inc./Anco

Fine Cheese.

Also individuals who remain on the CIAA board include: John Angiolillo, Icco Cheese Company Inc.; Neil Cox Irish Dairy Board; Todd Druhot, Atlanta Foods International; Fiona Hutchinson, Fonterra USA; Phil Musco, Musco Foods Corp.; Craig Newman, Schreiber Foods; Jordan Phiebig, Galaxy Dairy Products; Ken Preuss, Global Sales and Marketing LLC; Mike Restivo, Finlandia Cheese Inc.; Jim Robinson, Jana Foods; Paul Schilt, Mifroma USA; Daniel Schnyder, Emmi Roth USA; and Philippe Surget, Lactalis Deli Inc.

CIAA Inc. is a non-profit trade association formed more than 36 ago whose membership comprises the vast majority of the firms engaged in the business of importing, selling, promoting, and distributing cheese and cheese products in the United States.

For more information, visit www.theciaa.org, or call (202) 547-0899. CMN



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NEWS/BUSINESS



Land O'Lakes initiates base reduction measures in Western region; 17 dairies have closed

TULARE, Calif. — Several Land O'Lakes member dairies in the Western region recently closed as the cooperative has implemented a program for members in the central San Joaquin Valley to cut production.

"Due to a variety of factors, including warm weather, California is experiencing a significant over-supply of milk production," says Jeanne Forbis, director of corporate communications, Land O'Lakes Inc. "To address the situation, and because our California dairy foods facility is running at full capacity, Land O'Lakes offered its California members a number of options, which have been successful in meeting reduction targets."

In a letter to co-op members dated March 16, 2012, from Pete Garbani, director of Milk Supply Western Region, Land O'Lakes, the co-op noted it is initiating the following supplemental base reduction measures:

- Consistent with a letter from the cooperative dated March 5, 2012, members who produce above their newly-revised base volume will be assessed \$10 per hundredweight.

- Effective April 1, 2012, all Tulare and Southern California members will

be required to reduce production by an additional 6 percent.

"We intend to use the lower of your recently revised base volume or March 1-7 average daily volume as the starting volume for reduction purposes," the letter says. "In return for reducing production to your temporary base volume, Land O'Lakes will increase your premium by 30 cents per hundredweight (above any existing premium) on your remaining production."

The letter notes that members will be eligible for this premium if and only if they achieve the targeted volume reduction at their dairies.

- Volume will be measured on a monthly average basis.

- The temporary base volume will be in place for three months beginning April 1, 2012, and extending through June 30, 2012. Beginning July 1, Land O'Lakes will revert back to its normal base production volumes and the additional premium of 30 cents per hundredweight will end.

Members also have the option to surrender their base and offer their herds to a buyout in exchange for 30 days of paid milk production, says Tom Barcellos,

"Land O'Lakes offered its California members a number of options, which have been successful in meeting reduction targets."

Jeanne Forbis
LAND O'LAKES INC.

a member of Land O'Lakes based in Porterville, Calif., and president of the board of Western United Dairymen.

In testimony during a farm bill hearing held April 26, Barcellos noted that "in just the last month alone, 17 local dairies shipping to my co-op went out of business and several others sold their dairies ahead of bankruptcy. Three filed for bankruptcy protection in just the last two weeks."

Speaking with *Cheese Market News* this week, Barcellos says that additional dairies have filed for bankruptcy since the farm bill hearing in April.

"Basically, the western region was faced with a perfect storm starting last fall with ideal weather and good feed quality that led to strong milk production," he says. "The milk supply just exceeded plant capacity."

Barcellos says that he chose the option of reducing his milk supply by 6 percent and received the 30-cents-per-hundredweight premium for doing so.

In the March 16 letter, Garbani notes that going forward, it is Land O'Lakes intention to annually review its members' production as it relates to their base volumes and adjust accordingly.

"We recognize the stress these measures may have on your dairy and our effort is to achieve the necessary reduction in milk production while trying to mitigate some of the financial implications to your operations," he says. CMN

ACS seeks volunteers for annual conference

DENVER, Colo. — The American Cheese Society (ACS) is currently seeking individuals to volunteer at its annual conference and cheese competition, which will be held Aug. 1-4 in Raleigh, N.C.

Individuals or groups can volunteer from July 31-Aug. 5. Volunteers can assist with many aspects of ACS's events, including but not limited to: volunteering with the ACS Judging and Competition, assisting at the conference registration desk, preparing cheeses for educational tasting sessions and

sponsored events and helping to set up the Festival of Cheese, ACS's signature "foodie" event featuring more than 1,600 cheeses and samples of gourmet foods, wine and craft beer.

Volunteers will receive an ACS T-shirt, a ticket to the Festival of Cheese and any meals that coincide with their shift(s). Shifts vary in length, and volunteers must be age 18 or older.

To sign up to volunteer, visit www.shiftboard.com/cheesesociety, or contact Jana Hemphill at 720-328-2788, e-mail: jhemphill@cheesesociety.org. CMN

EVENTS



International Dairy Show, PROCESS EXPO to co-locate Nov. 3-6, 2013, in Chicago

MCLEAN, Va. — The Food Processing Suppliers Association (FPSA) and the International Dairy Foods Association (IDFA) have announced that the PROCESS EXPO and the International Dairy Show will be co-located at McCormick Place in Chicago beginning in 2013.

The two shows will take place Nov. 3-6, 2013. More than 800 exhibitors and 15,000 industry professionals are expected to attend.

"We are very excited to co-locate PROCESS EXPO with IDFA's Interna-

tional Dairy Show, as it truly is the nation's premier trade event for the dairy industry," says David Seckman, president and CEO of FPSA. "Considering the explosive growth we experienced at our last show, we are confident that this co-location will help us to continue building PROCESS EXPO into an event that simply can't be missed."

Staff from the two organizations will continue to be responsible for their respective shows, including conducting sales and marketing activities, developing educational programs and meeting the operational needs of their exhibitors.

"IDFA considers co-location with PROCESS EXPO a great way to enhance and expand our show without sacrificing the dairy focus that is so important to all of our stakeholders. It will allow us to bring to exhibitors even higher numbers of qualified buyers while helping exhibitors make the most of their marketing expenditures," says Connie Tipton, IDFA president and CEO. "By returning to Chicago, selecting a later fall date and teaming with FPSA, we have achieved the best blend for 2013."

Exhibit space sales for both the International Dairy Show and PROCESS EXPO are under way. For information regarding PROCESS EXPO, visit www.myprocessexpo.com; to reserve space, contact Grace Cular Yee, FPSA sales director, at gyc@fpsa.org.

For information regarding the International Dairy Show, visit www.dairyshow.com; to reserve space, contact Katherine Madison, International Dairy Show sales executive, at exhibit@dairyshow.com. CMN

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