

CHEESE MARKET NEWS®

The Weekly Newspaper Of The Nation's Cheese And Dairy/Deli Business



Scan this code
for breaking
news and the
latest markets!

Demand for specialty cheeses grows in deli, dairy retail case

By Alyssa Sowerwine

MADISON, Wis. — As consumers look to add new flavor variety to even once-basic meals such as sandwiches and salads, demand for specialty cheese in the deli and dairy sections of grocery stores continues to grow.

Melissa Bunch, director of prepared foods, deli, cheese, at Schnucks — a privately-held chain of more than 90 supermarkets in St. Louis and the Midwest — says that cheese selection varies by store location, but it is not uncommon to find more than 300 varieties of cheese in Schnucks' specialty section.

"Specialty cheese is a strong category that weathered the economic downturn surpris-

ingly well," she says. "There's always new and exciting cheeses entering the market. More than ever, customers are willing to experiment with food and stretch beyond the basics."

A sales review released June 1 from Nielsen Perishables Group (NPG), Chicago, notes that between 2007 and 2011, deli cheese dollar sales increased 12.5 percent on a per-store, per-week basis (results are compiled from grocery stores nationwide).

During the 52 weeks ended Feb. 25, 2012, deli cheese represented 12.7 percent of deli department sales as dollar sales increased 6.6 percent from the prior year, demonstrating cheese's importance to the deli department, NPG says.

Weekly sales for specialty cheese remained fairly steady throughout the year, with sales spiking at the Easter, Thanksgiving and Christmas holidays, with the highest sales for specialty cheese occurring the week of Dec. 24, NPG says.

NPG notes that the specialty cheese category contains 33 varieties of cheese, though sales are dominated by the top 10 varieties, which include Cheddar, Parmesan, Mozzarella, Feta, Hispanic, Swiss, Brie, Blue and Gouda and other flavored chee-

ses. These varieties represent 73 percent of category sales, while the remaining 23 varieties account for 3.3 percent or less of category sales, NPG says.

Within the specialty cheese category, other flavored cheese, including cheese spreads with flavoring and snack cheese, accounted for 14.5 percent of category sales, NPG notes.

Patrick Tinder, deli manager at Hy-Vee, Madison, Wis., says the deli offers several varieties of cheese such as Cheddar, Colby Jack, Provolone and Swiss, as well as specialty varieties including Smoked Gouda, Smoked Havarti, Pepper Colby Jack and a very popular Chipotle Cheddar.

He notes that there is a strong demand for specialty cheeses at the store, and Hy-Vee runs a lot of programs in the store to grow that trend, such as offering customers who buy a pound of lunch meat a free half-pound of cheese.

"Consumers are getting more adventurous with tastes, so I think the specialty cheese category will keep growing," Tinder says.

While a positive area of growth for retailers, specialty cheese growth also offers an opportunity for cheesemakers to expand their flavor offerings

and/or begin offering specialty cheeses in formats for the deli and dairy case.

Jay Allison, vice president of sales and marketing, Tillamook County Creamery Association (TCCA), Tillamook, Ore., notes that TCCA offers a wide variety of options for its retail partners, such as specialty cheese in 8-ounce chunk sizes as well as 8-ounce slices.

TCCA also produces 5-pound and 40-pound chunk items for cut-to-order deli programs, he adds.

"By offering more Tillamook products in the deli case, retailers can give their customers what they want by providing a natural, healthy, high quality cheese option," Allison says.

Allison notes that more people are continuing to eat at home but are not willing to sacrifice the quality of their ingredients or their finished product.

"For example, a traditional grilled cheese sandwich may now include aged Cheddar, flavored cheese, pesto, prosciutto, kale or other non-traditional ingredients," he says. "With a more diverse population of consumers, people are creating more unique recipes and dishes with a modern twist on

Turn to DELI, page 8 ⇨

INSIDE

◆ **Producers, processors testify at CDFA milk pricing hearing.**

For details, see page 6.

◆ **McCully Group to provide consulting services for dairy companies.**

For details, see page 10.

◆ **Exclusive: CMN's annual 'Key Players' profiles:**

For details, see pages 11-54.

◆ **Darigold to close Salt Lake City processing plant.**

For details, see page 58.

Key Players 2012

By the staff of *Cheese Market News*

The U.S. dairy industry may not agree on pricing and policy issues, but one thing is for certain: Despite ups and downs and bumps in the road, the cheese industry is growing.

U.S. cheese production in 2011 totaled 10.6 billion pounds, up 1.5 percent over a year earlier, and U.S. cheese exports in 2011 grew 29 percent to a record 224,306 metric tons. Driving that growth was a healthy milk supply from dairymen and cheese plants focused on expanding production and pursuing new products and new markets.

This year's "Key Players," *Cheese Market News'* exclusive profile of who's who in the North American cheese business, looks at 50 companies who are an important part of driving industry growth.

Each year "Key Players" highlights an array of companies — co-op and privately-held, small and large — all with one thing in common: they are newsmakers, companies that are changing the cheese industry landscape one pound of cheese at a time.

While each profile provides insight into a specific company, in its entirety "Key Players" provides you with a snapshot of the industry in 2012. This year, you will read about both new plants and expansion projects, new leadership at the helm of several companies, and ongoing product development. You will learn what companies are doing to improve food safety and how companies are blending a variety of marketing techniques to reach consumers.

Whenever possible, we have provided sales and production data because we know that having an understanding of a company's size and scope is helpful in understanding a company's positioning in the industry. However, you will notice we have not ranked the companies by size. This is because they each are making an important and unique contribution to the growth of the industry.

To find out more about the profiled companies' past year and where they are headed, please read on ...

Turn to KEY PLAYERS, page 11 ⇨

Senate votes to bring 2012 Farm Bill to floor for debate

WASHINGTON — The U.S. Senate began consideration of the 2012 Farm Bill this week, and on Thursday, 90 senators voted in favor of bringing the bill to the floor for further consideration, as dairy and agriculture industry groups continue to reinforce their positions in the debate to reform federal dairy policy.

The measure now proceeds to the full Senate floor for debate and amendments, a process that could take several weeks before a final vote is taken, says the National Milk Producers Federation (NMPF). The House Agriculture Committee is expected to mark up its version of the farm bill later this month.

Jerry Kozak, president and CEO of NMPF, says that Thursday's action "greatly increases the chances that we can get our dairy reform proposal through the Senate, as well as the House, and passed into law this year."

Turn to FARM BILL, page 10 ⇨

Production of U.S. cheese increases 2 percent in April

WASHINGTON — Total U.S. cheese production, excluding cottage cheese, was 902.6 million pounds in April, 2.1 percent above April 2011, according to data recently released by USDA's National Agricultural Statistics Service (NASS). (All figures are rounded. Please see CMN's Dairy Production chart on page 8.)

April 2012 cheese
Turn to NASS, page 8 ⇨



MARKET INDICATORS

Chicago Mercantile Exchange

Cash prices for the week ended June 8, 2012

	Monday June 4	Tuesday June 5	Wednesday June 6	Thursday June 7	Friday June 8
Cheese Barrels					
Price	\$1.5325	\$1.5225	\$1.5225	\$1.5225	\$1.5225
Change	NC	-1	NC	NC	NC
Cheese 40-lb. block					
Price	\$1.5925	\$1.5800	\$1.6025	\$1.6500	\$1.6150
Change	-5 3/4	-1 1/4	+2 1/4	+4 3/4	-3 1/2

Weekly average (June 4-8): Barrels: \$1.5245(+.0007); 40-lb. Blocks: \$1.6080(-.0020).

Weekly ave. one year ago (June 6-10, 2011): Barrels: \$2.0605; 40-lb. Blocks: \$2.1105.

	Monday June 4	Tuesday June 5	Wednesday June 6	Thursday June 7	Friday June 8
Extra Grade NDM					
Price	\$1.0900	\$1.0900	\$1.1200	\$1.1200	\$1.1200
Change	NC	NC	+3	NC	NC
Grade A NDM					
Price	\$1.1850	\$1.1900	\$1.1900	\$1.1900	\$1.2100
Change	NC	+1/2	NC	NC	+2

Weekly average (June 4-8): Extra Grade: \$1.1080(+.0180); Grade A: \$1.1930(+.0249).

	Monday June 4	Tuesday June 5	Wednesday June 6	Thursday June 7	Friday June 8
Grade AA Butter					
Price	\$1.4000	\$1.4100	\$1.4050	\$1.4100	\$1.4175
Change	NC	+1	-1/2	+1/2	+3/4

Weekly average (June 4-8): Grade AA: \$1.4085(+.0104).

Class II Cream (Major Northeast Cities): \$1.8595(+.1547)-\$1.9573(+.0723).

Sign up for our daily fax or e-mail service for just \$104 a year. Call us at 608-288-9090.

Weekly Cold Storage Holdings June 4, 2012

	On hand	Week	Change since June 1		Last Year	
	Monday	Change	Pounds	Percent	Pounds	Change
Butter	11,889	+367	+73	+1	8,000	+3,889
Cheese	129,887	-390	-78	NC	125,471	+4,416

(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	15.23							

STAFF

Susan Quarne, Publisher
(PH 608/831-6002; FAX 608/831-1004)
e-mail: squarne@cheesemarketnews.com

Kate Sander, Editorial Director
(PH 509/962-4026; FAX 509/962-4027)
e-mail: ksander@cheesemarketnews.com

Alyssa Sowerwine, Senior Editor
(PH 608/288-9090; FAX 608/288-9093)
e-mail: asowerwine@cheesemarketnews.com

Rena Archwamety, News/Web Editor
(PH 608/288-9090; FAX 608/288-9093)
e-mail: rena@cheesemarketnews.com

Aaron Martin, News Editor
(PH 608/288-9090; FAX 608/288-9093)
e-mail: amartin@cheesemarketnews.com

REGULAR CONTRIBUTORS

John Umhoefer, Downes-O'Neill LLC, International Dairy Foods Association, National Milk Producers Federation

SUBSCRIPTIONS & BUSINESS STAFF

Subscription/advertising rates available upon request
Contact: Susan Quarne - Publisher
P.O. Box 628254, Middleton, WI 53562
PHONE 608/831-6002 • FAX 608/831-1004

WEBSITE: www.cheesemarketnews.com

SUBSCRIPTION INFORMATION

Cheese Market News®, Publication #0598-030, (ISSN 0891-1509), is published weekly by Quarne Publishing LLC, 4692 Signature Drive, Middleton, WI 53562; Phone 608/831-6002; FAX 608/831-1004. Periodicals postage paid at Madison, WI. Circulation records are maintained by Quarne Publishing LLC, 4692 Signature Drive, Middleton, WI 53562. **POSTMASTER: Send address changes to Cheese Market News®, Subscriber Services, P. O. Box 628254, Middleton, WI 53562; Form 3579 requested; or call direct at 608/831-6002.** All rights reserved under the United States International and Pan-American Copyright Conventions. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photocopying, electronic recording or otherwise, without the prior written permission of Quarne Publishing LLC. Opinions expressed in articles are those of the authors and do not necessarily reflect those of Quarne Publishing LLC dba Cheese Market News®. Cheese Market News® does not endorse the products of any advertiser and does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever. Copyright 2012 by Quarne Publishing LLC.
Subscriptions: \$135 for U.S., second-class delivery; \$190 for U.S. first-class delivery including Canada and \$330 International rate to all others. Printed in U.S.A.

CHEESE FUTURES for the week ended June 7, 2012

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

	Fri., June 1	Mon., June 4	Tues., June 5	Wed., June 6	Thurs., June 7
JUN12	1.563 1,775	1.551 1,773	1.559 1,774	1.550 1,775	1.556 1,775
JUL12	1.608 1,445	1.585 1,438	1.621 1,440	1.614 1,441	1.642 1,441
AUG12	1.618 1,335	1.606 1,349	1.659 1,351	1.647 1,351	1.660 1,347
SEP12	1.649 1,220	1.633 1,236	1.674 1,235	1.674 1,236	1.675 1,272
OCT12	1.670 1,019	1.658 1,019	1.658 1,020	1.674 1,033	1.683 1,065
NOV12	1.664 1,043	1.664 1,043	1.664 1,043	1.675 1,048	1.679 1,058
DEC12	1.667 1,070	1.667 1,070	1.667 1,070	1.668 1,073	1.673 1,073
JAN13	1.670 146	1.670 146	1.670 146	1.670 146	1.670 146
FEB13	1.645 29	1.645 29	1.645 29	1.665 29	1.665 29
MAR13	1.660 14	1.660 14	1.660 14	1.665 14	1.665 14
APR13	1.680 8	1.680 8	1.680 8	1.680 8	1.680 8
Total Contracts Traded/ Open Interest	189/9,104	76/9,125	47/9,130	41/9,154	160/9,228

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

DRY WHEY FUTURES for the week ended June 7, 2012

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

	Fri., June 1	Mon., June 4	Tues., June 5	Wed., June 6	Thurs., June 7
JUN12	50.75 465	50.25 463	51.00 463	51.00 449	51.05 449
JUL12	49.60 312	49.55 313	50.00 313	51.00 315	51.00 314
AUG12	47.50 271	46.75 281	48.25 279	49.25 281	50.00 286
SEP12	46.70 267	46.25 270	47.25 275	48.90 285	50.68 293
OCT12	45.75 222	45.50 223	47.08 228	48.00 235	49.30 246
NOV12	45.00 191	44.75 193	46.00 198	46.75 206	47.00 212
DEC12	43.50 183	43.25 186	43.50 190	45.53 211	45.53 211
JAN13	42.50 8	42.50 8	42.50 8	42.50 8	42.50 8
FEB13	40.00 3	40.00 3	40.00 3	40.00 3	40.00 3
MAR13	39.50 3	39.50 3	39.50 3	39.50 3	39.50 3
APR13	38.50 2	38.50 2	38.50 2	38.50 2	38.50 2
MAY13	38.00 1	38.00 1	38.00 1	38.00 1	38.00 1
Total Contracts Traded/ Open Interest	41/1,928	33/1,946	40/1,963	73/1,999	75/2,028

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

Dry Products*

June 8, 2012

NONFAT DRY MILK

Central & East:

low/medium heat \$1.1600-\$1.2175(+1/4);
mostly \$1.1800(+2)-\$1.2000.

West:

high heat \$1.2400(+4)-\$1.2700(+1/2).
low/medium heat \$1.0900(+4)-\$1.2000(+2);
mostly \$1.1000(+3)-\$1.1500(+2 1/2).
high heat \$1.1350(+2)-\$1.2400(-2).

Calif. manufacturing plants: extra grade/grade A weighted ave. \$1.1040(-.0262)
based on 16,578,191 lbs. Sales to CCC: 0 lbs.

WHOLE MILK POWDER (National):

\$1.3900-\$1.4400.

EDIBLE LACTOSE

(FOB) Central and West: \$.7500(-1)-\$1.0350(-1); mostly \$.8500-\$9200(-2).

DRY WHEY

Central:

nonhygroscopic \$.4000-\$5700;
mostly \$.4450-\$5225.

West:

nonhygroscopic \$.4400(+1)-\$.5450(-1 3/4);
mostly \$.4500-\$5175.

(FOB) Northeast:

extra grade/grade A \$.4750(-1 1/2)-\$.5700(-1 3/4).

ANIMAL FEED (Central): Whey spray milk replacer \$.3625(-1/4)-\$.4850(+2 1/2).

WHEY PROTEIN CONCENTRATE (34 percent): \$.9000-\$1.4200;
mostly \$1.2000-\$1.2850(-3/4).

DRY BUTTERMILK

(FOB) Central & East: \$.9500-\$1.1000.

(FOB) West: \$.9700(+2)-\$1.0700; mostly \$.9700-\$1.0400.

CASEIN:

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

*Source: USDA's Dairy Market News



Stay Ahead of Your Competition...

Subscribe today for the latest industry developments.

Call Susan at 608-831-6002

MARKET INDICATORS



International Dairy Markets

June 8, 2012

Western and Eastern Europe

Butter: 82 percent butterfat \$3,100(-25)-\$3,375(+25);
99 percent butterfat \$3,750(-25)-\$4,000(+25).
Skim Milk Powder: 1.25 percent butterfat \$2,450(-25)-\$2,750(+75).
Whole Milk Powder: 26 percent butterfat \$2,875(-200)-\$3,150(-100).
Whey Powder: Nonhygroscopic \$1,050(+25)-\$1,225(-75).

Oceania

Butter: 82 percent butterfat \$2,700(-100)-\$3,200.
Cheddar Cheese: 39 percent maximum moisture \$3,100-\$4,100.
Skim Milk Powder: 1.25 percent butterfat \$2,600(+50)-\$3,000.
Whole Milk Powder: 26 percent butterfat \$2,500-\$3,000(-350).

*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 June 7, 2012

Class III Milk#

	Fri., June 1		Mon., June 4		Tues., June 5		Wed., June 6		Thurs., June 7	
JUN12	15.62	4,567	15.39	4,479	15.53	4,442	15.47	4,407	15.59	4,457
JUL12	15.93	4,273	15.71	4,312	16.20	4,351	16.11	4,278	16.38	4,242
AUG12	15.80	3,379	15.66	3,428	16.17	3,421	16.09	3,426	16.41	3,490
SEP12	15.98	2,961	15.90	2,955	16.25	2,967	16.37	2,969	16.52	3,035
OCT12	16.12	2,488	16.03	2,494	16.20	2,519	16.25	2,534	16.53	2,588
NOV12	16.00	2,337	15.95	2,361	16.10	2,377	16.25	2,398	16.37	2,410
DEC12	15.95	2,251	15.98	2,267	16.09	2,289	16.24	2,307	16.30	2,309
JAN13	15.96	399	15.98	402	16.00	403	16.10	415	16.13	423
FEB13	15.58	238	15.65	242	15.69	242	15.74	241	15.76	246
MAR13	15.69	182	15.69	182	15.70	186	15.75	187	15.75	187
APR13	15.88	120	15.88	120	15.88	120	15.88	120	15.88	124
MAY13	16.15	100	16.15	100	16.15	100	16.10	104	16.10	105
JUN13	16.05	63	16.05	63	16.05	63	16.08	67	16.10	79
JUL13	15.63	30	15.93	30	15.93	30	15.94	30	15.94	30
AUG13	16.10	30	16.10	30	16.10	30	16.10	30	16.10	30
SEP13	16.08	22	16.08	22	16.08	22	16.08	22	16.08	22
OCT13	16.00	14	16.00	14	16.00	14	16.10	15	16.10	15
NOV13	16.00	16	16.00	16	16.00	16	16.00	16	16.00	16
DEC13	16.08	11	16.08	11	16.08	11	16.08	11	16.08	11
Total Contracts Traded/ Open Interest	946/23,481		924/23,528		1,037/23,603		696/23,577		1,048/23,819	

Class IV Milk*

	Fri., June 1		Mon., June 4		Tues., June 5		Wed., June 6		Thurs., June 7	
JUN12	13.75	273	13.75	273	13.75	273	13.75	283	13.55	283
JUL12	13.90	92	13.90	92	13.90	92	13.95	92	13.95	92
AUG12	14.10	74	14.10	74	14.12	74	14.15	74	14.15	74
SEP12	14.50	77	14.51	77	14.53	77	14.64	77	14.64	77
OCT12	14.40	67	14.40	67	14.41	67	14.44	67	14.44	67
NOV12	14.36	58	14.36	58	14.36	58	14.41	58	14.41	58
DEC12	14.60	57	14.60	57	14.60	57	14.60	57	14.60	57
JAN13	15.50	6	15.50	6	15.50	6	15.50	6	15.50	6
FEB13	15.50	1	15.50	1	15.50	1	15.50	1	15.50	1
MAR13	15.50	2	15.50	2	15.50	2	15.50	2	15.50	2
Total Contracts Traded/ Open Interest	12/713		0/713		0/713		10/723		0/723	

Cash-Settled NDM

	Fri., June 1		Mon., June 4		Tues., June 5		Wed., June 6		Thurs., June 7	
JUN12	114.03	403	114.03	403	114.03	403	114.10	407	114.00	407
JUL12	115.50	375	115.50	375	115.50	375	115.50	375	115.50	375
AUG12	117.00	389	117.00	389	117.00	389	117.00	389	117.00	389
SEP12	121.10	338	121.10	338	121.10	338	121.50	338	121.50	338
OCT12	120.35	276	120.35	276	120.35	276	121.00	276	121.00	276
NOV12	123.53	186	123.53	186	125.00	186	125.00	186	125.00	186
DEC12	125.00	128	125.00	128	125.00	128	125.00	128	125.00	128
Total Contracts Traded/ Open Interest	0/2,095		0/2,095		2/2,095		7/2,099		0/2,099	

Cash-Settled Butter

	Fri., June 1		Mon., June 4		Tues., June 5		Wed., June 6		Thurs., June 7	
JUN12	142.00	768	142.00	768	142.00	768	141.50	770	141.50	770
JUL12	145.00	668	146.00	668	146.00	670	145.50	670	144.28	674
AUG12	146.25	700	146.25	702	148.00	707	147.50	722	147.50	728
SEP12	148.25	645	150.00	646	151.25	647	150.50	649	150.00	649
OCT12	150.00	612	150.75	613	151.50	613	151.00	614	151.00	614
NOV12	151.50	591	151.50	591	151.50	592	151.50	582	151.50	577
DEC12	152.00	483	152.25	486	153.00	490	153.00	495	153.00	495
JAN13	153.75	9	153.75	9	153.75	9	153.75	9	153.75	9
FEB13	150.00	1	150.00	1	152.00	1	153.00	1	153.00	1
MAR13	150.00	1	150.00	1	152.00	1	153.00	1	153.00	1
Total Contracts Traded/ Open Interest	62/4,478		16/4,485		66/4,498		45/4,512		23/4,518	

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 additional months not included in this chart.

NEWS/BUSINESS



CWT assists with exporting 1.8 million pounds of cheese to Asia, Middle East, North Africa

ARLINGTON, Va. — Cooperatives Working Together (CWT) has accepted eight requests for export assistance from Bongards, Darigold, Foremost Farms and United Dairy-men of Arizona to sell a total of 879 metric tons (1.94 million pounds) of Cheddar and Monterey Jack to customers in Asia, North Africa and the Middle East. The product will be delivered June through November 2012.

In 2012, CWT has assisted member cooperatives in making export sales of Cheddar, Monterey Jack and Gouda totaling 56.6 million pounds, and butter and anhydrous milkfat totaling 44.3 million pounds to 27 countries on four continents. The butter total has been adjusted due to cancellations.

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

California Minimum Prices

Released June 1, 2012

	Butterfat	SNF	Equivalent
Class 4a	\$ 1.3628/lb.	\$ 0.9972/lb.	\$ 13.45/cwt.
Class 4b	\$ 1.3628/lb.	\$ 1.0100/lb.	\$ 13.56/cwt.

National Dairy Products Sales Report

For the week ended:	6/2/12	5/26/12	5/19/12	5/12/12
Cheese 40-lb. Blocks:				
Average price ¹	\$1.5163	\$1.5210	\$1.5271	\$1.5269
Sales volume ²	10,383,891	10,220,592	9,298,953	12,204,502
Cheese 500-lb. Barrels:				
Average price ¹	\$1.5723	*\$1.5678	\$1.5686	*\$1.5667
Adj. price to 38% moisture	\$1.4995	*\$1.4933	\$1.4887	*\$1.4939
Sales volume ²	9,189,977	*9,015,572	9,654,533	*11,368,626
Moisture content	34.99	34.91	34.67	34.98
Butter:				
Average price ¹	\$1.3652	\$1.3450	\$1.3352	*\$1.3701
Sales volume ²	4,695,548	5,219,019	4,440,673	*3,513,340
Nonfat Dry Milk:				
Average price ¹	\$1.0957	*\$1.1316	\$1.1448	*\$1.1473
Sales volume ²	30,601,990	*34,500,264	32,695,694	*27,024,186
Dry Whey:				
Average price ¹	0.5166	*0.5231	0.5416	*0.5274
Sales volume ²	7,390,394	*9,029,514	7,569,202	*7,257,827

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

CUSTOM MACHINERY

DEDICATED TO THE CHEESE & DAIRY INDUSTRIES FOR OVER FOUR DECADES!

We are a complete design and fabrication of machinery, Johnson Industries Incorporated, a leader in custom machinery for various industries to meet customer specific application requirements.

Our commitment to quality and service is reflected in our equipment and the dedication of our highly skilled staff of all our manufacturing units. Precision, flexibility and quality are found in every machine we design and fabricate.

Services include:

- Blenders • Creamers • Sifters
- CWT Transfer Conveyors • Sifters
- Case Packing Systems • Case Packers
- Mixing & Drilling Systems • Trough Packers
- Inspection Systems • Processing Systems
- Sorting Systems • Weighing Systems
- Bagging • Truck Weighs

• REPAIRS • REMOVAL FROM • DEMOLITION

Your partner in ensuring dry setting

Johnson Industries International Inc.

For more information please visit www.johnsonindint.com

GUEST COLUMNIST



Perspective: Dairy Marketing

Jennifer Giambroni is director of communications for the California Milk Advisory Board. She is a guest columnist for this week's *Cheese Market News*®.

affair with channels like Food Network and Cooking Channel has given birth to a curious, creative and adventurous home cook who's looking to get their Top Chef on while at the same time keeping the family budget in mind.

Dairy continues to top trend lists because it offers a unique combination of attributes—value, nutritional delivery, diversity and performance.

What does that mean? It's hard to beat the value of dairy and what it delivers in one cup of milk, ounce of cheese or carton of yogurt. That value is more than just monetary—where else can you fit so much taste and nutrition into one sip or bite? Variety-wise, dairy comes in countless forms, flavors and even fat levels making it a fit for every lifestyle. On the retail end, that diversity means the same specialty cheese that gave a kick to the deli sandwich of the month also can be featured in a bulk salad or even take-home pizza. And does dairy perform? Just ask any chef or home cook—dairy is a dream ingredient to work with.

From ethnic foods to farm-to-table to shared meal experiences, dairy fits them all.

A recent California Milk Advisory Board (CMAB) survey indicates that the ethnic food consumers most often make at home is Mexican. The Hispanic

dairy category alone, with its affordable cheeses, table creams and drinkable yogurts, offers an extraordinary opportunity for retailers to tap into that passion for Latin flavors by merchandising those products beyond the "Mexican Food" section.

Farm-to-table means consumers are still interested in where their food comes from. Our Real California Milk and Cheese seals are an indication that products are made with 100 percent California milk. Organizations like the CMAB, Wisconsin Milk Marketing Board and other dairy check off organizations throughout the United States are doing a terrific job of telling the stories behind these farm families and tapping into social media to help deliver those messages directly to consumers. Retailers can leverage those tools to populate their own social assets and help their customers be better informed.

Food has always been a social experience—from the first meals shared over fire to the family dinner table. Today's social media tools are making it easier to share than ever before. Yesterday's coffee klatch recipe exchange has been replaced by today's Pinterest page. Consumers want to learn and to share their own knowledge; it's important for

Turn to CMAB, page 5 ⇨

Tasty trends starring California dairy

Welcome to June—summertime AND showtime for dairy. With the return of summer vacations, celebrations of brides, dads and grads and the International Dairy Deli Bakery Association (IDDBA) show, dairy will be front and center all month long as consumers, retailers and anyone associated with the food business puts the spotlight on this diverse category.

We enjoy June because it is also Dairy Month—a celebration of all

things dairy and the farmers who bring this essential food to the table. Dairy is part of every day for consumers, from the milk on their cereal to the cheese topping their pizza. It is an essential and profitable retail category.

IDDBA gives attendees an opportunity to check out the food trends consumers are talking about, sharing and looking to participate in. Food is a contact sport and consumers are getting involved more than ever before. Our love

Come Visit Our "California Pavilion"

- WA Street Cheese, Booth #11111
- Alpine Milk, Booth #11112
- California Dairies, Inc., Booth #11113
- Flavored Cheese Co., Booth #11114
- Kasey Dairies, Booth #11115
- Lactalis USA, Booth #11116
- Maple Street Cheese, Booth #11117
- Pacific Cheese Company, Booth #11118
- Peta's Royal Farmstead Cheese, Booth #11119
- Shepherd's Star, Booth #11120
- Sun Light Foods, Booth #11121
- Sunway Cheese Company, Booth #11122
- Santa Monica Cheese Company, Booth #11123
- Sunway Foods, Booth #11124
- Sunway Dairies, Booth #11125
- Sunway Cheese Company, Booth #11126
- Sunway, Booth #11127

For more information please visit www.realcaliforniamilk.com

NEWS/BUSINESS



National Farmers Union expresses disappointment following House markup of 2013 ag bill

WASHINGTON — The U.S. House Appropriations Committee Subcommittee on Agriculture, Rural Development, FDA and Related Agencies on Wednesday marked up a fiscal year 2013 agriculture appropriations bill, which was approved by voice vote and now moves to the House Appropriations Committee.

The bill includes \$19.4 billion in discretionary funding, which represents a cut of \$365 million from last year's level and falls \$1.7 billion short of President Obama's request, according to the National Farmers Union (NFU).

"Compared to some of the proposals that this committee has produced in recent years, the fiscal year 2013 appropriations bill is less severe in its percentage cuts," says Roger Johnson, president, NFU.

However, Johnson says the bill still contain "unacceptable" provisions.

The bill cuts \$25 million from the Commodity Futures Trading Commission, the agency tasked with increased authority over agricultural and financial markets because of the Dodd-Frank Wall Street Reform and Consumer Protection Act, Johnson notes.

"Now is not the time to be cutting from an agency that has an important role to play in preventing the next financial meltdown," he says.

Other highlights of the bill for agriculture include:

- **Food and Nutrition Programs** — The bill provides \$6.9 billion in discretionary funding for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), which is \$303.5 million above last year's level and \$119 million below the president's request. It also provides for \$19.7 billion in required mandatory funding for child nutrition programs, \$1.5 billion above last year's level and \$38 million below the president's request, and \$80 billion in required mandatory spending for the Supplemental Nutrition Assistance Program (SNAP), \$408 million below last year's level and \$2 billion below the president's budget request.

- **Agriculture Research** — The bill provides \$2.5 billion for agriculture research programs, including the Agricultural Research Service and the National Institute for Food and Agriculture. This is a reduction of \$35 million below last year's level.

- **Food Safety and Inspection Service** — The legislation includes \$996 million for food safety and inspection programs, which is equal to the president's budget request and a decrease of \$9 million below last year's level.

- **FDA** — FDA receives a total of almost \$ 2.5 billion in discretionary funding in the bill, a cut of \$16.3 million, or 0.7 percent, below last year's level. Total funding for the FDA, including

user fees, is \$3.8 billion.

- **Farm Service Agency (FSA)** — The legislation provides \$1.5 billion for FSA, which is \$23.8 million below last

year's level. This funding will support the delivery of certain farm, conservation, loan, and emergency programs for American farmers and ranchers. **CMN**

U.S.-EU organic trade partnership begins

WASHINGTON — USDA announced earlier this week that organic products certified in the United States or European Union now may be sold as organic in either market, as trade opened up June 1 under the new U.S.-EU equivalency partnership. The formal letters creating the partnership were signed in February (see "U.S., EU partner to recognize organic programs as equal" in the Feb. 17, 2012, issue of Cheese Market News).

"Equivalency arrangements such as this are critical to growing the U.S. organics industry," says USDA Deputy Secretary Kathleen Merrigan. "They require careful negotiation to ensure that we maintain existing U.S. trade policies while ensuring that U.S. agricultural products will compete on a level playing field in world markets."

The United States signed a similar partnership with Canada in July 2009. Conversations on equivalency arrangements also have begun with South Korea, Taiwan and Japan.

The U.S.-EU partnership has eliminated the need for producers and companies trading organic products across the Atlantic to obtain separate certifications for the two standards, along with the double set of fees, inspections and paperwork. USDA says the elimination of these barriers will especially be helpful for small and medium-sized organic farmers.

During negotiations, both U.S. and EU officials conducted thorough on-site audits to ensure their programs' regulations, quality control measures, certification

requirements and labeling practices were compatible. Although there are slight differences, both parties individually determined that their programs were equivalent, allowing for the agreement.

The exception between the two organic programs has to do with prohibition on the use of antibiotics. USDA organic regulations prohibit the use of antibiotics except to control invasive bacterial infections in organic apple and pear orchards. EU regulations allow antibiotics only to treat infected animals. For all products traded under this partnership, certifying agents must verify that antibiotics are not used for any reason.

The United States and European Union will continue to have regular discussions and review each other's programs periodically to verify that the terms of the partnership are being met.

All products traded under the partnership must be shipped with an organic import certificate, which shows the location where production occurred, identifies the organization that certified the organic product and verifies that growers and handlers did not use prohibited substances and methods. The European Commission's Directorate General for Agriculture and Rural Development and the USDA National Organic Program will take on key oversight roles.

For more information, contact the National Organic Program at 202-720-3252 or visit www.ams.usda.gov/NOPTradeEuropeanUnion. **CMN**

Governor proclaims 'Real Calif. Milk Month'

SOUTH SAN FRANCISCO, Calif. — California Gov. Jerry Brown has declared June "Real California Milk Month" in recognition of the state's dairy industry and dairy-related activities throughout the state during June Dairy Month.

"We are thrilled Gov. Brown continues to show his appreciation for our industry and the more than 1,600 dairy families that work hard every day to milk for our tables and the dairy products consumers love," says Stan Andre,

CEO of California Milk Advisory Board (CMAB). "This year we are asking dairy fans to show their support of California dairy families by looking for the Real California seals when they shop. Those seals represent real people who provide jobs and are an integral part of our state's economy."

CMAB is helping consumers celebrate Dairy Month with 30 days of tips, tools and recipes designed to showcase all of the ways dairy fits into today's busy and active lifestyles. **CMN**

OPINIONS



CMAB

Continued from page 4

retailers to be there too.

And to continue a theme from last year, it needs to be personalized. Look beyond the floorscapes, danglers and coupon dispensers of old. Interactive tools like QR codes and digital coupons are the biggest opportunity not being tapped at retail today.

If I had any advice for retailers going into busy June season it would be to give consumers variety (that means in products and applications), show them how to make it (use social tools to be instruc-

tional) and let them share it (always feature a sharing capability). That's what IDDBA is all about: showing the incredible diversity of dairy; giving ideas of how to merchandise this diverse product to grow business; and building the relationships to share our dairy products with consumers everywhere. We look forward to showcasing innovative dairy flavors from our California processors and hope to see you at the California dairy pavilion. **CMN**

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

The Cheese Guys...

Your Total Cheese Sales & Marketing Support Team!

- Over 80 years of combined experience
- Expert knowledge in all aspects and applications of marketing cheese
- We represent quality manufacturers from all over the U.S. and World
- Expertise in imported and specialty cheeses
- Broad knowledge of club stores and general merchandising programs

RETAIL ♦ FOODSERVICE ♦ INDUSTRIAL

Call one of the experts on our team today...

- Pat Spaulding
- Mike Feeney
- Patrick Elkins
- Nathan Gorang
- Michael Grandall
- Suzanne Spaulding
- Jay Spaulding
- Michael Bauchman
- Rodney Butcher



The Cheese Guys

(800) 521-7335 • FAX (810) 227-4218
Email: info@cheeseguys.com

For more information please visit www.cheeseguys.com

GUEST COLUMNIST



Perspective: Dairy Marketing

James Robson is CEO of the Wisconsin Milk Marketing Board, Madison, Wis. He is a guest columnist for this week's issue of *Cheese Market News*®.

It's good business to make friends with trends

We're living in an age of instantaneous and overabundant information, fueling an excess of predictions and forecasts. Like most evolutionary processes, there's an upside and downside to the situation. The challenge for marketers is separating the real trends that can have long-term influences and be important to our business, from the fads.

Many sessions of the annual International Dairy Deli Bakery Association conference in New Orleans will clarify major trends, and none is more eagerly anticipated than the presentation of IDDBA's executive director, Carol Christison. Wisconsin Milk Marketing Board looks forward to this annual update, an important input to the trends we've

identified and watch avidly — those lasting forces that will impact cheese in the retail consumer arena.

Setting the stage for many key trends is the fact that Americans have never been more engaged with what they eat. They want an "authentic food experience," says Joseph Bona, president of Retail for CBX, a New York-based branding firm, in a recent article in *CSP Daily News*, a convenience store publication. Citing variety, greater selection, fresher ingredients and healthier, tastier choices as assets consumers already expect in food, Bona sees the retail challenge as building a connection between their stores and offerings.

For sure, "connection" and relationships have been trend drivers for some time, defined by the desire to "know where my food comes from." Wisconsin cheesemakers were early leaders in recognizing this desire, adopting the now widely recognized Wisconsin Cheese logo. Close on the heels came the desire for more information — not only where the food originates, but who makes it — the "story" of the cheese, all the more important because of the growth of specialty and artisan cheeses within the category.

Culver's, the Wisconsin company

noted for its iconic Butterburger and frozen custard, recognizes this desire for authenticity in food in its much touted nationwide advertising campaign, "Welcome to Delicious" television commercials. Two of these feature President/Founder Craig Culver, one with a Wisconsin cattleman and the second with a cheesemaker from whom he's sourced products over the years. "You're only going to make as good of cheese as the quality of milk you get from your farmers," says Wisconsin Master Cheesemaker Gary Grossen before touring Culver through the cheese plant. In another commercial, Culver chats with a cattleman who's supplied the restaurant beef for 20 years. All are the real hands-on people ... no actors.

Augmenting food relationship-building is the parallel growth in the internet and social media communications. It's estimated that some 11,300 bloggers write about food in the English language, according to a blog that collects such information. Countless enthusiasts tweet on Twitter, exude on Facebook and send Instagrams about food. Successful food makers and marketers must take advantage of this pervasive food interest and modern technology to be successful.

Turn to *WMMB*, page 9 ⇨

NEWS/BUSINESS



Milk producers, processors testify at CDFA hearing to consider changes to milk pricing

SACRAMENTO, Calif. — Dozens of dairy industry members turned out for a two-day hearing held last week by the California Department of Food and Agriculture (CDFA) to consider proposed changes to the whey factor in California's Class 4b pricing formula as well as alternative proposals.

CDFA announced the hearing in March after proposals were submitted by the Western United Dairymen (WUD) and a coalition of co-ops and producer groups that includes California Dairies Inc., Dairy Farmers of America, Land O'Lakes, Security Milk Producers Association, California Dairy Campaign, Milk Producers Council and the Alliance of Western Milk Producers.

The producer groups propose replacing CDFA's current sliding scale approach, which was implemented by CDFA last year, with a new sliding scale approach that results in a whey value that tracks the market direction followed by the federal milk marketing order Class III whey value.

An alternative proposal was submitted by Farmdale Creamery, a small-scale cheesemaker in San Bernardino, Calif., asking that the whey factor be returned to the fixed \$0.25 per hundredweight factor in the Class 4b formula that was in place before the formula was revised last year.

Farmdale and other processors say price increases caused by revisions in the whey factor will make them less competitive and result in further losses, particularly to those who are unable to utilize their whey streams.

Larger processors also are fighting the proposed Class 4b changes. Saputo recently said the previous 4b revision that took effect in September negatively impacted its fiscal 2012 results, and the company's USA Dairy Products Sector, along with other cheese manufacturers, are strongly opposing the petition.

Dairy producer organizations stressed in their testimony that CDFA is required to maintain a Class 4b formula that is in a "reasonable and sound economic relationship with the national value of manufactured milk products."

Michael Marsh, CEO of WUD, pointed out in the hearing that, according to CDFA analysis, federal Class III prices were on average \$2.18 per hundredweight higher than 4b prices in the last 12 months of data.

"The deviation between Class III and 4b prices was caused by several factors," Marsh says. "But the whey value is what creates the most variance between the two class prices and this is a significant concern to the members of WUD."

He adds that the WUD proposal would achieve a much closer relationship between Class 4b and Class III by removing the potential for unbearable discrepancies in the whey portion of Class 4b that can occur if California's whey value is not more closely tied to the end product pricing formula used in federal orders.

Rob Vandenhuevel, general manager, Milk Producers Council, said in his testimony that a common theme in previous hearings on this issue has been that not all cheese manufacturers are created

equal. However, he says each individual manufacturing plant in California makes a business decision as to whether they can secure a milk supply at a price that allows them to process that milk into a product that will profit in the marketplace.

"It's no different than the considerations that must be made by cheese manufacturers around the country — including those that operate in federal order areas that pay prices at/above Class III minimum prices," Vandenhuevel says.

"The point is that the minimum price formulas established in California have not been designed to reflect

the exact processes followed by each manufacturer, nor should they be," he says. "They are simply a tool used each month to establish a regulated minimum price for the various classes of milk sold to manufacturers, with the mandated standard that those prices must be in a reasonable and sound economic relationship with what prices are paid for comparable milk around the country."

A decision from the hearing is expected in late July. More information on the proposals and updates can be found at http://cdfa.ca.gov/dairy/dairy_hearings_matrix.html. **CMN**

Swiss Valley settles violations with EPA

KANSAS CITY, Kan. — Swiss Valley Farms Cooperative recently agreed to pay a civil penalty of \$33,880 to the United States to settle two violations of environmental regulations related to the public reporting of toxic chemicals at its facility in Luana, Iowa. In the settlement, Swiss Valley Farms also will complete a supplemental environmental project and will purchase emergency response equipment for the Luana fire department valued at approximately \$10,786.

According to an administrative consent agreement and final order filed by the U.S. Environmental Protection Agency's (EPA) Region 7 in Kansas City, Kan., EPA requested information from Swiss Valley Farms in May 2011 and found the company had failed to

submit reports to EPA and the State of Iowa concerning quantities of toxic chemicals nitric acid and nitrate compounds that were manufactured, processed or otherwise used at the facility during 2009.

Submission of the annual toxic chemical reports is a requirement of the Emergency Planning and Community Right-to-Know Act (EPCRA). Under EPCRA regulations, companies of a certain size are required to submit annual reports to EPA and state authorities listing the amounts of regulated chemicals that their facilities release into the environment through routine activities or as a result of accidents. The reports provide information for emergency planners and responders as well as to residents of surrounding communities. **CMN**

NEWS/BUSINESS



Request to extend transportation credit payout period approved in Southeast FMMO

LAWRENCEVILLE, Ga. — Sue L. Mosley, market administrator for the Southeast federal milk marketing order (FMMO), last week approved a request to extend the order's transportation credit balancing fund payout period to June 2012.

Mosley had received a request on May 11 to add the month of June 2012 to the transportation credit balancing fund payout period.

The request was made by the Southern Marketing Agency Inc. on behalf of its members, which include Dairy Farmers of America, Dairywomen's Marketing Cooperative, LANCO-Pennland Quality Milk Producers, Lonestar Milk Producers, Maryland & Virginia Milk Producers Cooperative, Premier Milk and Arkansas Dairy Cooperative Association.

Mosley says that after conducting an independent investigation, she found that the inclusion of June to the 2012 transportation credit payout period is warranted.

According to market administrator data, milk production from farms located inside the marketing area remains insuffi-

cient to meet demand for fluid use. Through the first four months of 2012 (data on milk production is not yet available for May), in-area milk production pooled on the Southeast order was 1.146 billion pounds, while Class I use in plants regulated by the Southeast order was 1.521 billion pounds.

The difference, a deficit of 375.47 billion pounds, was met by supplemental supplies from outside the marketing area, Mosley notes. This measure of the deficit does not consider the usual fluid balancing requirements, which would necessarily increase the need for supplemental milk supplies.

In 2008, 2009, 2010 and 2011, milk production and plant utilization records showed a "substantial shortfall" between Class I use by regulated plants and milk produced by farms located inside the Southeast marketing area between January and April of those years ranging from a high of 531.49 million pounds to a low of 401.06 million pounds. In addition, in each of the previous years cited, there was indeed a "sizable shortfall" that material-

ized during June, Mosley notes.

"That the accumulated deficit in 2012 is lower than past years suggests an encouraging trend for local milk producers but does not obviate the need for

supplemental milk shipments for milk processors and, ultimately, consumers," Mosley says.

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

PEOPLE



Comings and goings ... comings and goings

Delkor Systems recently appointed **Rosalia "Rocky" Buencamino** as marketing and communications manager, effective April 23. Buencamino previously was with Tetra Pak. After working for Tetra Pak's Phillippine market company office, she moved to its gabletop business unit operations in the United States. Her last assignment for Tetra Pak was in Modena, Italy, in 2010.

Sue Mosley has retired from her position as market administrator for **USDA's** Southeast and Florida orders after 42 years of serving the dairy industry. Mosley became the first woman appointed market administrator in

January 1994, succeeding Paul Halnon. **Erik Rasmussen**, Northeast market administrator, has been appointed to temporarily oversee the Southeast and Florida orders until a permanent replacement is hired.

Yamato Corp. has announced a number of promotions at its **Data Weigh Division**, Mequon, Wis. **Bill Pierce** has been promoted to vice president of sales, United States and Canada; **Mike Taylor** has been promoted to vice president of sales, Latin America and new business development; **Bill Devlin** has been promoted to major accounts project manager; and **Scott Kohlmann** has been promoted to service manager. CMN

Speakers at U.S. Dairy Export Council meeting discuss global, soft dairy pricing

CHICAGO — The U.S. Dairy Export Council's (USDEC) spring board of directors and membership meeting held here May 2 attracted a record turnout, which USDEC says is a reflection of the broad understanding of the need to operate more effectively in international markets.

Presenters at the meeting discussed global dairy prices, which are off 20 to 30 percent from their spring 2011 peaks as rising worldwide milk production has turned supply deficits into surpluses. As a result, analysts say rising inventories are expected to keep downward pressure on international dairy markets in the second half of 2012.

Current soft conditions are "a painful re-affirmation that market cycles will continue, even as demand, over time, outstrips supply," says Tom Suber, USDEC president. "In fact, it's this period of temporary retrenchment that many of our work programs are intended to address."

Speakers at the annual meeting also emphasized that although challenges to U.S. dairy growth remain, ongoing USDEC trade policy and market access efforts continue to be successful. Examples of progress, they say, include the March implementation of the U.S.-Korea free trade agreement (FTA) and the upcoming entry into force of U.S. FTAs with Colombia and Panama; progress on regaining market access to Russia, spurred by Russia's accession to the World Trade Organization; further steps to iron out the Chinese health certificate; and the upcoming launch of eTDE, a system for electronic transmittal of export documentation.

USDEC also says it is leading U.S. dairy industry efforts to extract maximum benefit from the Trans-Pacific Partnership (TPP) free trade agreement talks.

"USDEC supports TPP, especially as

the prospect grows for the inclusion of Japan and Canada," Suber says. "Yet, it's also gratifying that the U.S. government is paying close attention to our concerns over the unbalanced market advantage the New Zealand government has provided to Fonterra."

Rabobank analyst Tim Hunt discussed the current surplus and early signs of stock accumulation of milk as the spring flush builds in the European Union and the United States. On the plus side, he says, import demand has held up well and the import market "has shown exceptional depth."

Hunt says he expects market conditions to improve in late 2012 or early 2013 as the supply balance improves.

"Structural growth tends to remain intact," he says.

USDEC members and staff also began formulating their 2013-2015 business plan during the spring board meeting. Among the key assumptions that will be included in the plan are:

- Lower gross domestic product (GDP) and flood inflation will slow dairy demand, but growth remains positive and resilient;
- Inventory will overhang the market into 2013;
- A weaker euro is increasing returns to EU suppliers in the export market (vs. the internal market);
- Prices will remain under pressure, and U.S. commodity trade will remain exposed; and
- Food and beverage companies' interest in enhanced nutrition through dairy ingredients will increase.

USDEC's fall board of directors and membership meeting will be held Oct. 18-19 in Washington, D.C., where its members will approve the rolling three-year business plan. CMN

WE ARE IMAC

(International Media And Cultures)

IMAC Is A Leading Manufacturer and Supplier of Cultures, Media and Other Fine Ingredients for Spanish-Style Cheese and Spanish-Style Cultured Dairy Products.

Do The Following Matter To You?

- Shelf Life
- Yields
- Wheying Off
- Soft Cheese
- Yeast and Molds, Pathogens and Other Contaminants

Look No Further...

IMAC's Spanish Products Are The Solution — **Guaranteed!**

- **IMAC's Milk Silo Culture** — Reduces psychrotrophs by triggering lactoperoxidase system and thus improves cheese yields and shelf life — **Guaranteed!**
- **IMAC's AP Culture** — Reduces pathogens, yeast and molds and other contaminants through nutritional competency; improves quality and shelf life — **Guaranteed!**
- **IMAC's Fresh Preserve Culture** — Reduces yeast and molds and other contaminants by decreasing oxygen; reduces wheying off and improves shelf life — **Guaranteed!**
- **IMAC's Secondary Starter** — Improves cheese yields and eliminates soft cheese defects through reduction of proteolytic secondary flora thus improving retention of milk solids — **Guaranteed!**
- **IMAC's Cotija Flavor Culture** — Improves flavor, shelf life and "flowability" of Cotija cheese — **Guaranteed!**

We Pride Ourselves On Offering Quality Solutions To Those Manufacturers Seeking To Make The Highest Quality Products.

QUE SO? SI!

- RETAIL
- FOODSERVICE
- INDUSTRIAL

Please call, email or fax today for a FREE SAMPLE, pricing and further information!

International Media And Cultures
WORLD HEADQUARTERS
1250 S. Parker Rd., Ste. 203 • Denver, CO 80231
Cell: (303) 994-2820
(800) 783-4615 • (303) 337-4028 (Ext. 112)
Fax: (303) 337-5140
Email: mantha@askimac.com
Web: www.askimac.com

PIONEERS IN DAIRY, FOOD & BIO TECHNOLOGY

For more information please visit www.askimac.com



NEWS/BUSINESS

DELI

Continued from page 1

ingredients, especially in how they use cheese.”

TCCA items available for deli and dairy include several sizes of Vintage White Medium Cheddar and Extra Sharp Cheddar, Special Reserve Extra Sharp Cheddar, Smoked Black Pepper White Cheddar, Garlic White Cheddar, Smoked Swiss and many other varieties.

“Tillamook has noticed a shift in recent years,” Allison says. “The demand for convenience-oriented packaging is an area of strong growth.”

He notes that this area focuses mostly on sliced and shredded cheese as well as the snack category.

TCCA also has a large number of offerings in the dairy case, Allison notes.

“This is where consumers can find Tillamook chunk, shredded, sliced and snack cheeses in the largest selection of varieties and sizes,” he says.

He notes that TCCA is offering a 12-ounce natural sliced option for its retailers to fill out the dairy case.

TCCA also offers several shredded cheese blends for the dairy case, including Mexican 4 Cheese Blend, Italian 3 Cheese Blend and others including a Mac&Cheese 3 Cheese Blend that consists of Sharp Cheddar, Vintage White Medium Cheddar and Medium Cheddar.

Cabot Creamery, Montpelier, Vt., also is seeing growth in demand for specialty cheese, says Amy Levine, director of marketing/sales services, Cabot Creamery Cooperative.

“The deli category has seen growth in snack cheese,” she says. “Consumers are showing more interest in greater varieties of cheese than we’ve seen in a long time.”

Levine notes there is interest in specialty, domestic cheese varieties where the cheese is connected to the farmers producing the milk.

“Consumers want more variety and higher quality. The growing excitement in such competitions as the World Championship Cheese Contest is evidence of this interest,” she says. “Consumers want to understand where their cheese is coming from and how it was made. The connection to farmers is highly important.”

Levine notes that Cabot Creamery’s slicing program now is offering a New York Extra Sharp White Slice for the dairy case.

“This item is a result of increased demand for aged Cheddars and the growth of the regional association of New York Cheddars,” she says.

Cabot Creamery offers 8-ounce bars, 2-pound bricks, stacked slices and shreds in the dairy case, with Cheddar, Jack and Muenster varieties as well as flavored Cheddars such as Chipotle, Habanero and Horseradish, Levine says.

In the deli case, Cabot Creamery offers random and exact-weight, cryovac

and parchment packaging for specialty cheese bars. The cooperative also has a cut and wrap program with repack labels, as well as a slicing program for the slicing deli case, she adds.

“Additional flavors offered in deli include specialty flavors like Garlic and Herb, and Tomato Basil,” Levine says. “We also have a specialty cheese program for the deli with highly aged waxed or cryovac items, such as Vintage and Private Stock Cheddars.”

Levine notes that in the dairy case, Cabot Creamery has seen its sharper items performing better, showing consumer demand for high quality, highly aged Cheddar.

Another company with a large selection of cheeses in the retail dairy case is Sargento Foods, Plymouth, Wis.

“We’re in three major businesses in the dairy category — sliced, shreds and snack,” says Chip Schuman, vice president of marketing, consumer products division, Sargento Foods.

“Our best sellers are a combination of staples like Swiss, Provolone and Cheddar, but we’re also seeing growing interest in Gouda and Havarti,” he says.

Schuman notes that a big product launch for Sargento this year is its ultra thin cheese slices, ideal for sandwiches. The four varieties available thus far include Provolone, Cheddar, Swiss and Colby Jack.

“Each slice is only 45 calories, so you still get the great flavor with less

calories,” he says.

Schuman also notes that consumers today are going more for natural cheeses vs. processed.

“We’re seeing a trend in bold flavors; Pepper Jack is doing really well,” he says.

In addition to sliced cheeses, Sargento also offers a variety of shredded cheeses and specialty cheese blends.

One of its product offerings in this area is Artisan Blends, featuring shredded specialty cheese varieties including Authentic Mexican, Double Cheddar, Mozzarella and Provolone, and others.

Sargento also offers a line of Bistro Blends with varieties including Taco, Italian Pasta, Nacho and Taco, and Mozzarella and Asiago with Roasted Garlic.

Schuman notes that Sargento in July plans to launch a new line of shredded cheeses geared toward at-home cooking called Chef Blends.

“It builds on the consumer trend of wanting to be a chef at home,” he says.

Schuman says he expects that the interest in specialty cheeses among consumers will keep growing.

“Consumers are becoming more worldly and are interested in new flavors, and our product line reflects that,” he says. **CMN**

NASS

Continued from page 1

production was down 4.7 percent from March’s 947.0 million pounds; when adjusted for the length of the months, April production was down 1.5 percent from March on a daily average basis.

Production of Italian-type cheese, the most-produced category of cheese, was down 0.8 percent in the April-to-April comparison to 381.5 million pounds. Production of Mozzarella, the most-produced cheese in the category, was up 0.1 percent from April 2011 to 299.5 million pounds.

Production of American-type cheese rose 3.5 percent from April 2011 to 371.9 million pounds in April 2012. Production of Cheddar, the most-produced cheese in the category, was up 3.6 percent from a year earlier to 274.1 million pounds.

Wisconsin led the nation’s total cheese production in April with 226.4 million pounds, up 3.9 percent from a year earlier. California followed with 188.8 million pounds, up 2.8 percent from its production a year earlier.

The next four cheese-producing states were Idaho with 70.5 million pounds, down 0.3 percent from its production a year earlier; New Mexico with 63.0 million pounds, up 0.2 percent; New York with 60.3 million pounds, down 2.1 percent; and Minnesota with 54.0 million pounds, up 2.7 percent.

According to NASS, total U.S. butter production in April was 170.2 million pounds, up 7.2 percent from April 2011. April butter production was down 3.3 percent from March 2012’s 176.0 million pounds, but when adjusted for the length of the months, production on a daily average basis was about even in March and April. **CMN**

	April 11	April 12	% Change	YTD 2011	YTD 2012	% Change
Cheese						
American-type	46,246	47,947	4.5	1,498,734	1,471,940	-4.9
Cheddar	284,317	276,189	-2.8	1,049,398	1,090,892	4.9
Other American	16,730	17,268	3.3	56,177	59,429	5.8
Blue & Veined	4,596	4,319	-6.1	21,054	20,719	-1.6
Soft & Muenster	11,217	12,281	9.5	44,338	45,998	3.7
Swiss & Neuchâtel	14,294	14,992	4.9	51,194	54,071	5.6
Pro	4,822	5,179	7.4	20,283	21,333	5.2
Gouda	975	1,001	2.7	4,451	4,509	1.3
Others	11,467	11,712	2.1	34,669	33,969	-2.0
Non-American	29,671	29,892	0.8	1,033,026	1,034,899	0.2
Mozzarella	292,242	299,892	2.6	1,099,091	1,074,494	-2.3
Provolone	22,080	22,912	3.7	83,989	88,289	5.0
Others	16,422	16,969	3.3	133,792	131,096	-2.0
Brie	22,872	22,989	0.5	99,302	92,279	-7.3
Others	1,422	1,422	0.0	17,389	17,327	-0.4
Other Italian	1,690	1,561	-7.7	21,174	21,190	0.1
Butter	27,427	27,219	-0.8	27,364	28,214	3.1
All other eggs	11,899	12,447	4.6	47,734	47,719	-0.0
TOTAL CHEESE	90,260	90,264	0.0	3,094,729	3,071,199	-0.8
Other Dairy						
Cottage cheese - total	13,620	13,171	-3.3	44,129	46,196	4.6
Cottage cheese - creamed	11,215	10,899	-2.8	34,229	36,912	7.8
Cottage cheese - nonfat	2,405	2,272	-5.5	10,000	10,000	0.0
Soft Cream	19,120	19,199	0.4	69,214	69,214	0.0
Yogurt (Plain & Flavored)	24,994	24,901	-0.4	1,073,028	1,073,028	0.0
Condensed Milk & Evap.	9,120	9,120	0.0	34,817	34,817	0.0
Dry Whole Milk	1,200	1,200	0.0	26,717	26,717	0.0
Nonfat - Skim	146,795	146,795	0.0	602,746	592,095	-1.8
Nonfat - Milk Protein	21,990	21,990	0.0	114,000	114,000	0.0
Dry Milk - Animal	630	630	0.0	2,700	2,700	0.0
Dry Buttermilk	1,500	1,500	0.0	6,000	6,000	0.0
Cond. Whey - Skimmed	1,124	1,124	0.0	4,500	4,500	0.0
Dry Whey - Skimmed	42,720	42,720	0.0	161,144	161,144	0.0
Dry Whey - Animal	4,200	4,200	0.0	16,000	16,000	0.0
Lactose - Skimmed & Animal	60,017	60,017	0.0	241,706	241,706	0.0
WPC - Skimmed	15,472	15,472	0.0	62,199	62,199	0.0
WPC - Animal	1,000	1,000	0.0	4,000	4,000	0.0
WPC (Full-Fat Processed)	11,999	11,999	0.0	47,999	47,999	0.0
WPC (Non-Fat Processed)	11,290	11,290	0.0	45,999	45,999	0.0
Process Isolates	4,000	4,000	0.0	16,000	16,000	0.0
Ice Cream, Hard	11,200	11,200	0.0	45,000	45,000	0.0
Ice Cream, Soft, Total	9,000	9,000	0.0	36,000	36,000	0.0
Frozen Yogurt	1,000	1,000	0.0	4,000	4,000	0.0

OPINIONS



WMMB

Continued from page 6

To stand out among all this traffic is one of the biggest challenges we face. One way to do so is by making sure your product reflects other trends. When it comes to cheese, these stand out:

- Americans want to be socially responsible shoppers and eaters. This concept encompasses many derivatives. The local and sustainable preference is key as are other preferences that include natural, small-batch products and less packaging. An appreciation of past agricultural and production processes continues to increase, and “heirloom” products will proliferate.

- Hispanic cheeses continue to expand in popularity as Mexican flavors become mainstream and other Latin cuisines, such as Peruvian and Colombian, are discovered.

- Bolder and pronounced flavors continue their appeal. Cheese choices will not only offer the jolt of chile peppers but the flavors of truffles, saffron, curry, persillade (parsley and garlic), bacon and natural smoke from a variety of woods.

- Food experimentation, fostered by travel and media, will continue. Small-size packages are important to encourage consumers to try cheese varieties unfamiliar to them.

- Snacking, according to the NPD Group, now comprises one of every five eating occasions in the U.S. and is growing — another trend that will produce more small packaging. Cheese snacks are perennial favorite snack foods, and the salty/savory snack segment — very friendly to cheese — continues to grow.

- Healthy eating is important to consumers, but several prestigious research firms conclude that the definition of “health” and “wellness” is changing. NPD reports that healthy eating is defined by characteristics such as “fresh,” “natural” and nutritious ingredients, not dominated by calorie count. This change is another positive for cheese, a minimally processed product boasting both calcium and protein, since it can meet all these new criteria.

- Convenience still matters — a lot. Ready-to-use shreds remain the most popular cheese form in retail sales, accounting for 31 percent as of March 2012, according to Symphony IRI. Complementing the ease are re-sealable packages, quick to close and store. Newer shred styles include a mix of multiple cheeses or ethnically inspired combinations, such as taco or bistro cheese blends.

The priority on convenience, coupled with the decline in restaurant eating in recent years, also has helped stimulate prepared food sections in retail food stores. A recent headline in *Supermarket News* reads, “Need for Convenience Fuels Growth in Prepared Food Purchases at Supermarket Grocery Store Delis....” In another recent article, “Prepared Foods Get Fresh Attention,” *SN* finds that “many grocers are em-

phasizing specialties and sometimes borrowing directly from the latest restaurant trends and popular promotions.” From build-your-own pizzas, to specialty sandwiches and salads to macaroni and cheese, prepared foods sections are sending a welcoming message to cheese.

- Lingering tough economic times have been a boon to “retro” foods, so much so that these dishes are now top food trends. (Perhaps they’ve always been there.) Grilled cheese, macaroni and cheese and cheeseburgers lead the pack, often times reinterpreted in foodservice to include new renditions featuring a much wider variety of cheeses. Home cooks will want to emulate these dishes, opening the door to wider cheese sales options. WMMB’s website,

Cheese & Burger Society, is testimony to the powerful interest in this iconic American sandwich, engaging visitors for upwards of 5 minutes and attracting more than 105,000 Facebook friends.

- Private label dollar sales are forecast to grow 3 to 4 percent during 2012 (Symphony IRI). In fact, store brands afford great opportunities for cheese as more chains turn to building their own brands with better packaging, promotional support and product quality. WMMB is working with several private label programs, many of which display the WMMB logo, a proven incentive to purchasing, according to recent WMMB research.

- Supermarkets are upscaling their cheese merchandising in several ways. Some are choosing a “shop-within-the-

store” concept with a boutique-like cheese area for special cheeses. Cheese kiosks — in the dairy section or as an aid to cross-merchandising — are another geographic sales tool. In-store classes offer education on cheese and beverage pairings or cooking demonstrations.

All of these prognosticators are promising developments for the future of cheese at retail. But how successful a single cheese product is will depend largely on how well it reflects the prevailing trend tradewinds. Make trends your friends. **CMN**

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

Did you know that Wisconsin Milk Marketing Board...

- Promotes Wisconsin as the premier source of cheese in the U.S.?
- Offers a wide range of programs to support cheese products that feature the Wisconsin Cheese logo?
- Works with hundreds of retailers to promote Wisconsin cheese brands?
- Offers in-store demo support?
- Reimburses 25% of your advertising costs when you include the Wisconsin cheese logo?
- Publicizes new products to buyers and editors nationwide?
- Features your company and products at major trade shows?
- Has a website with hundreds of product photos and recipes available free for your use?

All of these resources and more can be found on www.WMMB.com

Visit us at IDDBA Booth 2615

For more information please visit www.wmmb.com



Dairy industry leader launches The McCully Group consulting firm for dairy, food companies

By Alyssa Sowerwine

CHICAGO — Mike McCully, a dairy industry stakeholder who has served on various dairy industry boards and committees, has launched The McCully Group, a consulting firm with dairy industry expertise that provides supply chain solutions to dairy and food companies.

The new firm, which is based in Chicago and launched in late April, provides services such as dairy supply chain strategy, commodity procurement, commodity risk management, and dairy policy, regulatory and dairy industry issues management.

“There are a handful of companies doing dairy risk management, but this seemed like the right time to take my experience and industry relationships and launch this company,” says McCully, who notes that through his industry background, which includes more than 15 years with Kraft Foods, he gained experience in all areas of the dairy supply chain including overall strategy and commodity purchasing. Over his career in dairy procurement, McCully was responsible for the sourcing of most of the dairy commodities Kraft Foods buys in North America.

“I spent my entire career involved with commodity risk management and economic analysis/price forecasting,” he says. “I also spent the last decade heavily involved with dairy policy issues such as federal order reform and price discovery, among others.”

McCully grew up on a grain and beef cattle farm in north central Illinois and remains active in the beef cattle industry through his partnership in a purebred Angus operation. He has a bachelor's degree in agriculture from Western Il-

linois University and a master's degree in agricultural economics from the University of Illinois. Before joining Kraft Foods, he managed a grain elevator in western Illinois and worked in specialty grain export.

During his time at Kraft Foods, McCully was able to work cross-functionally with operations, research and development, finance, marketing and other departments on many projects, he says.

He also represented Kraft Foods on dairy industry issues by serving on the International Dairy Foods Association (IDFA) Milk Industry Foundation board of directors, the Dairy Institute of California board of directors and the Farm Bill Steering and Legislative Oversight committees for IDFA.

McCully also has been a member of numerous industry task forces and committees with IDFA, the Dairy Institute of California and the Innovation Center for U.S. Dairy, in addition to speaking at meetings and conferences around the United States.

With this experience, The McCully Group's primary areas of focus will be mostly U.S.-based dairy companies as well as large multinational dairy firms, McCully says.

The firm will assist companies in several areas including:

- Dairy supply chain — Developing long-term supply chain strategy, consulting on new product development, plant siting and optimized product mix.
- Procurement of dairy commodities — Reviewing procurement policies and procedures, developing purchasing strategies, identifying optimal supply base and best practices.
- Commodity risk management — Reviewing commodity hedging policy and

processes, developing risk management guidelines tailored to businesses' risk profiles, recommending risk management coverage strategies, and developing and expanding use of risk management tools.

- Dairy policy, regulatory and dairy industry issues management — Analyzing impacts of dairy policy changes on industry and individual firms, developing long-term dairy policy and milk pricing solutions and issues management.

In addition to himself, McCully says he would like to develop a network of industry experts to bring in expertise on various subject matters including

operations, research and development, finance, policy, legal and other areas.

“Basically, I'm positioning myself as a firm that offers strategic consulting combined with subject matter expertise on the dairy industry,” McCully says.

McCully also is launching a website, www.themccullygroup.com, which will offer an overview of the business and services provided, as well as questions and answers on dairy commodity procurement and other topics relevant to the firm's services, he says.

For more information, contact McCully at 312-646-0361 or e-mail mike@themccullygroup.com. **CMN**

FARM BILL

Continued from page 1

Sen. Debbie Stabenow, D-Mich., chair of the Senate Agriculture Committee, on Wednesday hosted a news conference in Washington, D.C., where lawmakers were joined by several young farmers to discuss the importance of the farm bill for the next generation of agricultural producers.

Sarah Leonard, a producer from Midland, Va., who operates a 325-cow dairy along with her parents, was one of those who spoke at Wednesday's conference.

“On our farm, we don't focus on the latest polls or whose campaign is raising the most money,” she says. “We focus instead on how much rain we received last night, how much milk the cows are generating today and what the market price of corn and soybeans are. That's our daily reality. But part of that reality is, we need a new farm bill.”

Leonard says she is excited that the farm bill legislation contains a variety of provisions to help beginning farmers like her continue to make a living from family farms.

“I would like to sell milk, not sell our land to developers,” she says.

In a letter to senators sent this week, the American Farm Bureau Federation (AFBF) outlined its organization's priorities in the farm bill.

According to Bob Stallman, president, AFBF, the bureau places a priority on several of the Senate Agriculture Committee's recommendations, including using the \$23 billion in savings suggested to the Joint Committee on Deficit Reduction last fall; protecting and strengthening the federal crop insurance program; developing a commodity title that attempts to encourage producers to follow market signals rather than make planting decisions in anticipation of government payments; and refraining from basing any program on cost of production.

Meanwhile, following the news that the Senate was taking up the farm bill, Jerry Slominski, senior vice president for legislative and economic affairs at the International Dairy Foods Association (IDFA), issued a statement noting IDFA's opposition to the dairy title included in the currently-proposed farm bill. The dairy title includes a supply management program.

“Instead of imposing even more regulations on dairy manufacturers, we urge the Senate to support a compromise plan that provides a safety net for dairy farmers without also having our government intervene in dairy markets by limiting milk supplies,” he says.

IDFA also notes that earlier this week Grover Norquist's Americans for Tax Reform, Citizens Against Government Waste and the National Taxpayers Union sent a joint letter to members of the U.S. House asking them to “oppose any form of supply management in the 2012 Farm Bill.”

The groups are aligned with the position of IDFA, which opposes production limits of any kind.

“For the sake of taxpayers and consumers, American farm policy must be put on a path paved by free-market principles,” the letter says. **CMN**

For more information please e-mail mike@themccullygroup.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 1

Agri-Mark

Agri-Mark Inc.
Methuen, Mass.

Key executives: Richard Stammer, CEO; Ed Townley, exec. VP & CFO; Richard Johnson, sr. VP, sales; Roberta MacDonald, sr. VP, marketing; James Pratt, sr. VP, manufacturing; Robert Wellington, sr. VP, economics, communications & legislative affairs; Raymond Dyke, VP, technology; Robert Stoddart, VP, membership services; Peter Gutierrez, international sales dir.

Cheese plants: Chateaugay, N.Y. (Cheddar, Muenster); Cabot, Vt. (Cheddar, flavored Cheddars, cultured products, cut & wrap); Middlebury, Vt. (Cheddar, whey protein); West Springfield, Mass. (butter, powder, condensed blends)

Estimated annual cheese produced: 55 million lbs.

Estimated annual cheese marketed: 55 million lbs.

Estimated 2011 sales: \$900 million

Projected 2012 sales: \$900 million

Website: www.agrimark.net, www.cabotcheese.com, www.mccadam.com

A look inside: Agri-Mark's trademark Cabot brand, well-known for its Cheddar varieties, has made it a top priority this past year to expand its Greek yogurt line. Adding to its existing 2-pound size, Cabot introduced new 1-pound and 24-ounce Greek yogurt sizes this past winter. It also expanded flavor varieties to include black cherry, blueberry, peach and honey in addition to its original strawberry, vanilla and full- and reduced-fat plain varieties.

Early on, Cabot decided to focus on larger sizes for its Greek yogurts over the highly-competitive 6-ounce cup size.

"We have seen consumers respond positively to the larger container for cooking, recipes and doling it out into self-serve containers as a way to save money and packaging," says Amy Levine, director of marketing, Cabot and McCadam brands. "For some of the new flavors that are maybe less for recipes and more for snacking, we felt smaller sizes like the 1-pound container would be more advantageous. We have been very pleased with growth of Greek yogurt from Cabot."

Greek yogurt for the Cabot line as well as the Fage USA Dairy Industry Inc. yogurt plant Agri-Mark supplies has helped boost profitability for the cooperative and its farmers, particularly since about twice as much milk goes into Greek yogurt as into the same amount of regular yogurt.

"Greek yogurt sales have gone through the roof," says Doug DiMento, spokesperson for Agri-Mark. "Our No. 1 thing is still Cabot cheese, far and above any other product, but Greek yogurt

definitely continues to help profitability on the Agri-Mark side."

Cabot also saw a lot of activity in its cheese lines this past year. The company recently added Aged Reserve to its dairy case selection, which is aged longer than typical cheeses seen in the dairy case. Cabot's Super Sharp Cheddar previously was the highest-aged cheese the company offered in the dairy case, and it has been a nationwide best seller.

"Typically the more aged cheese is sold in the deli case," Levine says. "We thought to allow consumers in the dairy aisle the opportunity to experience a more highly-aged product, so we created Aged Reserve."

Cabot this year also expanded its New York Extra Sharp Cheddar line to include shred, slice and deli bar options, all made in its New York facility using milk from New York farmers.

New packaging has been introduced on many of Cabot's other cheeses. At the end of 2011, the brand did a package change for its deli specialty cheeses, making the design more clean, crisp and bright as well as adding more specific age declarations. In the dairy case, Cabot modified the labels on its Mild Cheddar to highlight that it is lactose-free.

"While all our Cheddar is lactose-free, we found consumers are not always aware that they can continue to eat

Cheddar," Levine says. "We wanted to try to call out on the packaging explicitly that it is safe to eat for a segment of the population that in many cases has left the dairy case."

Agri-Mark's Cabot and McCadam cheeses and other dairy products received several awards in competitions this past year. At the American Cheese Society contest last summer, McCadam Muenster received a first-place award, Cabot Tuscan Cheddar and Cabot 50 Percent Reduced Fat Cheddar received second-place awards and Cabot Vintage Choice Cheddar, Cabot Crème Fraiche and Cabot Unsalted Butter received third-place awards.

Turn to KEY PLAYERS, page 12 ⇨



For more information please visit www.mifroma.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 11

At the World Dairy Expo Championship Dairy Product Contest, Cabot No Fat Cottage Cheese, Cabot Vanilla Bean Greek Style Yogurt and Agri-Mark WPC-80 percent placed second and Agri-Mark Whey Permeate placed third in their categories.

In their respective classes at the National Milk Producers Federation (NMPF) Championship Cheese Contest last November, Cabot Mild Vermont Cheddar, Cabot Vermont Medium Cheddar, Cabot Sharp Vermont Cheddar and Cabot Tuscan Cheddar placed first; Cabot Monterey Jack placed second; and Cabot Horseradish Cheddar placed third.

At this spring's World Championship Cheese Contest, Cabot's Vermont Aged Cheddar received best of class and was one of the top 16 finalists in the championship round. Another one of Cabot's Vermont Aged Cheddars placed third in the "Cheddar, Aged 2 Years or Longer" category, while Cabot's 50-percent Reduced Fat Cheddar and Vermont Style Cottage Cheese placed third in their respective categories.

Cabot Clothbound Cheddar, aged at the Cellars at Jasper Hill, also took home a bronze medal at the 2011 World Cheese

Awards held in Birmingham, England.

Financially, Agri-Mark had its second-best year ever in 2011, with \$15.0 million in profits. It paid \$19.2 million in premiums to its farmers this past year for milk quality as well as more than \$5 million in hauling subsidies.

"It was a really good year, our fifth year in a row of really strong profits. This year's payout to our farmers is actually our highest ever," DiMento says.

Agri-Mark has expanded its capacity at its Chateaugay, N.Y., plant and adapted some of its Cheddar equipment to make Muenster as well. Most of the equipment already is in place, and more will be added this year to help fine-tune the cheesemaking process.

Last year, longtime Agri-Mark CEO Paul P. Johnston retired after 47 years with the cooperative, the last 35 years as CEO. In November, Richard Stammer, who previously served as COO of Agri-Mark and president of the Cabot and McCadam branded business, became the new CEO. Stammer has worked for the cooperative since 1982.

For 2012, the company is working on expanding its direct sales across the country, placing sales staff in the Midwest and on the West Coast.

"Some of our sales are through national club stores and super centers. Now that we're in these markets, people want more of these products. We see it

as a good growth opportunity to expand our products," DiMento says.

He adds that for a small farmer co-op in the Northeast, expanding direct sales to other parts of the country is very exciting.

"We always were a strong regional brand," DiMento says. "Now we're a national brand. The exciting part is watching the sales go up and more of the milk go into products. What this ultimately results in is more money for our farmers."



Agropur
Longueuil, Quebec

Key executives: Serge Riendeau, chairman; Robert Coallier, CEO; Benoit Gagnon, exec. VP, global development; Lorraine Bédard, corporate secretary & VP, member relations; Jocelyn Lauzière, CFO; Serge Paquette, pres., Division Natrel; Louis Lefebvre, pres., Cheese & Ingredients Division; Robert Gour, pres., Fine Cheese Division; Scott McDonald, corporate VP, human resources; Jean Brodeur, VP, communications, public relations; Michel St-Louis, VP, legal affairs

Cheese plants: Agropur Cheese and Ingredients (Cheddar, Mozzarella, Feta, Provolone, Parmesan, Romano, Havarti, Gouda, Monterey Jack, Swiss, Edam, Colby, Brick, butter, milk powder, buttermilk powder, whey powder, lactose-enriched whey powder, whey protein concentrate, permeate whey powder):

Beauceville, Quebec; Granby, Quebec; Notre-Dame-du-Bon-Conseil, Quebec; Plessisville, Quebec; Woodstock, Ontario (Bright Cheese House); Hull, Iowa (Green Meadows Foods); Lethbridge, Alberta (Sunnyrose Cheese); La Crosse, Wis. (Main Street Ingredients); Little Chute, Wis. (Trega Foods); Luxemburg, Wis. (Trega Foods); Weyauwega, Wis. (Trega Foods); Fine Cheese Division (Allegro lowfat cheeses, Agropur Signature OKA, creme, Brie, Camembert, goat's milk and other cheeses): Oka, Quebec; Saint-Hyacinthe, Quebec

Joint ventures: Ultima Foods (Yoplait Canadian franchise, Olympic organic yogurt, cream cheese, sour cream, milk, Soyogurt): Delta, British Columbia, Granby, Quebec; La Lacteo (milk, yogurt, cheese, other products): Córdoba, Argentina

2011 sales (fiscal year ended Oct. 29, 2011): C\$3.65 billion

Website: www.agropur.com

A look inside: This year Agropur welcomed a new CEO, Robert Coallier. Coallier has close to 30 years of management experience in a variety of sectors including consumer products and retail trade, and he has been a member of Agropur's board of directors for the past two years.

"I am very enthusiastic about joining the Agropur cooperative team," Coallier says. "I am convinced that we will achieve great things together, which will allow this beacon of the dairy industry to continue in its success and its tradition of excellence."

Coallier succeeds Pierre Claprod, who retired March 1 after a 30-year career with Agropur, including eight years as CEO.

Agropur has continued to focus on growth, posting its best performance in its history with sales of more than

Turn to KEY PLAYERS, page 13 ⇨

More Brands.
More Varieties.
More of what shoppers look for.

For more information please visit www.dcicheeseco.com

WOW
LOGISTICS & WAREHOUSING
THE DAIRY CENTRAL

Logistics & Warehousing Solutions For Your Dairy Products

PARTNERING WITH THE DAIRY AND CHEESE INDUSTRY SINCE 1977

WOW Offers...

- Warehouse Locations in WI, ID & IL
- Nearly 7 million sq. ft. total space
- Over 28 million sq. ft. loader space
- 435 Excellent Pallet Facilities
- Rail-Served Facilities
- Cheese Financing Programs
- Transport at our Services
- Build To Suit

Contact our "Cheese Guy"
Rick Schlapman
800.238.3585 x1038
ricksc@wowlogistics.com
www.wowlogistics.com

For more information please visit www.dcicheeseco.com

For more information please visit www.wowlogistics.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 12

C\$3.6 billion for its 2011 fiscal year ended Oct. 29, 2011. Total sales in its cheese divisions grew by 17 percent in 2011, with 36.3 percent of sales coming from the United States. Contributing to this increase were contributions from Main Street Ingredients, which Agropur acquired in December 2010, and its Hull, Iowa, plant, as well as dairy product price increases in 2011.

In November, Agropur opened a new distribution center in Delta, British Columbia. The new 26,000-square-foot distribution center will serve the cooperative's Natrel Division and Island Farm brand.

Agropur introduced new cheeses to the Agropur Signature Line in 2011, including the washed-rind Rondoux, Rivière Rogue and Seigneurie du Lac des Deux-Montagnes cheeses. The Agropur Signature brand is available in Canada.

This past year Agropur also launched the Vaudreuil Double Cream and Gourmet Double Cream Bries and the Champfleury, OKA and Brie L'Extra spreadable fine cheese creams. Additionally, Agropur introduced new fixed-weight formats and packaging for its Havarti, OKA L'Artisan, OKA with Mushrooms and St-Paulin cheeses.

Olympic Dairy, a subsidiary of Agropur's joint venture Ultima Foods, recently launched its Krema Greek-style Balkan yogurt Canada-wide.

The company's Division Natrel introduced new Natrel Lactose Free cream and dark and milk chocolate milks into the Quebec and Ontario markets. Last winter a major rebranding was undertaken for the Natrel brand.

Previously available only in Canada, the Natrel brand now has started to appear on American milk and dairy products. The Agropur logo also will soon begin to appear on product packaging in the United States, the company says.

Agropur's cheeses won several awards at contests this past year. At last summer's American Cheese Society (ACS) contest in Montreal, the company took home first-place awards for Agropur Grand Cheddar aged for 3 years, Agropur Grand Cheddar aged for 5 years, Rondoux Double Crème and Rondoux Triple Crème. Agropur's Chevalier Fines Herbs, OKA L'Artisan and Champfleury won second-place awards and its Chevalier Triple Crème and Havarti Jalapeno won third-place awards in their categories at the ACS contest.

At this spring's World Championship Cheese Contest in Madison, Wis., Agropur for Kraft Foods placed in the top 16 overall cheeses and won best of class for its sharp Cheddar. In individual classes, Agropur's mild Cheddar, part-skim Mozzarella, Rondoux Double Crème, Providence, and reduced-sodium Provolone placed second, and its low-moisture whole-milk Mozzarella, Feta with Basil & Tomato, Brie Chevalier Triple Crème, reduced-sodium Provolone and Rondoux Goat placed third.

Agropur Chairman Serge Riendeau notes that 2012 is the "International Year of Cooperatives" as declared by the United Nations. To mark the occasion, Agropur has developed a communication plan to help enhance Agropur's visibility, and it also plans to participate in and be a sponsor for the 2012 International Summit of Cooperatives.

"Agropur is proud of its roots and its cooperative model, which favors well-anchored principles and values along with a vision for long-term development," Riendeau says. "This year will be very special for cooperatives around the world, and we are pleased to be taking part in the International Summit of Cooperatives in October 2012 as a major sponsor."



Arthur Schuman Inc.
Fairfield, N.J.

Key executive: Neal Schuman, pres. & CEO

Cheese plants: Arthur Schuman Inc., Fairfield, N.J. (cut & wrap, shredded & grated bags, cups, PET jars, cheese boards); Arthur Schuman West, Vernon, Calif. (Ricotta, dehydrated cheese, shredded & grated bags); Ar-

thur Schuman Midwest, Elgin, Ill. (cut & wrap, shredded & grated bags, party trays, slices); Lake Country Dairy, Turtle Lake, Wis. (Parmesan, Romano, Asiago, Mascarpone); Imperia Foods, Green Bay, Wis. (Bleu, Gorgonzola); Imperia Foods, Montfort, Wis. (Bleu, Gorgonzola)

Estimated annual cheese produced: 30 million lbs.

Estimated annual cheese marketed: 150 million lbs.

Estimated 2011 sales: \$500 million

Projected 2012 sales: \$525 million

Percentage of sales from cheese: 100%

Market segments for cheese: 25% retail; 35% foodservice; 40% ingredients

Website: www.arthurschuman.com

Turn to KEY PLAYERS, page 14 ⇨

MANUFACTURING • CUTTING • DRIVING • SPREADING • GRATING • SLICING • SHREDDING • PORTIONING

Arthur Schuman

Unrivaled Market Leader With Over 60 Years of Experience Proudly Spanning Four Generations of Family

- Superior Quality Cheeses
- Market Leadership Domestically & Internationally
- State-of-the-art Equipment
- Specialized Sourcing & Vertical Integration
- Spectrum of Products at Every Price Point
- World-Class Processing & Distribution Facilities

Product Lines:

- Provolone** (100% Natural) www.arthurschuman.com
- Swiss Style** (100% Natural) www.arthurschuman.com
- Blue Cheese** (100% Natural) www.arthurschuman.com

Arthur Schuman

40 New York Ave. • Fairfield, NJ 07004
 Tel: (973) 237-1100 • Fax: (973) 237-1100
 Email: info@arthurschuman.com
www.arthurschuman.com

For more information please visit www.arthurschuman.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 14

AMPI claimed a number of awards on the contest circuit over the last year. It tallied three wins in the 2011 World Dairy Expo Championship Dairy Product Contest. The company's Cheddar, Colby Jack and American cheese entries all took top honors. The winning Cheddar was produced at AMPI's facility in Blair using the new cheese vats.

"That reinforces our decision to purchase those cheese vats," Welch says.

In the National Milk Producers Federation Championship Cheese Contest, AMPI claimed first place for its Natural Colby Jack and second place for its Milk Cheddar, Medium Cheddar and sliced American cheeses.

In the Wisconsin State Fair Cheese and Butter Contest, AMPI took first place for its Pasteurized Process Swiss American and second place for its Pasteurized Process White American.



Bel Brands USA
Chicago

Parent company: Fromageries Bel, Paris

Key executives: Lance Chambers, pres. & CEO; Didier Aziza, CFO; Greg Hughes, sr. VP; Mark Bellish; VP, sales; Ann Legan, VP, marketing; Vladimir Homola, dir. of operations, Leitchfield; Ed Blascak, dir. of operations, Little Chute; Francine Moudry, project dir., Brookings

Cheese plants: Leitchfield, Ky. (Mini Babybel, The Laughing Cow wedges); Little Chute, Wis. (Mercks cold pack cheese, Kaukauna cheese balls & logs, Boursin spreadable cheese, Price*s cheese spread, WisPride cheese spread)

Estimated annual cheese produced: 80 million lbs.

Estimated annual cheese marketed: 85 million lbs.

Estimated 2011 sales: More than \$300 million

Projected 2012 sales: Expected growth of 5-10% in volume, 15-20% in sales

Percentage of sales from cheese: 100%
Market segments for cheese: 90% retail; 10% foodservice

Websites: www.bel-group.com, www.thelaughingcow.com, www.boursin.com, www.mercks.com, www.kaukauna.com, www.pricesc cheese.com, www.wispride.com

A look inside: Bel Brands USA over the past year has announced plans for growth and launched several new products.

In late January 2012, the company announced plans to invest \$100 million to build a new 170,000-square-foot manufacturing facility in Brookings, S.D., to produce its Mini Babybel cheese.

"This new plant is essential to expanding our production capacity to meet the growing demand for our Mini Babybel cheeses," says Lance Chambers, president and CEO, Bel Brands USA.

He adds that Bel Brands USA has more than doubled in size over the past four years.

The company's Mini Babybel, The Laughing Cow and Boursin brands have fueled much of that growth, Chambers says.

Mini Babybel, which represents close to one-third of Bel Brands' U.S. sales, has almost tripled in size with consistent 25 percent-plus growth, he adds. To date, sales of Mini Babybel in the United States total 17 million pounds annually.

To meet the current demand, the company now imports more than 50 percent of its Mini Babybel business, Chambers says.

"Our goal is to attain a sales volume of 22 million pounds by next year," he says. "We look to triple our current capacity for Mini Babybel in the United States once this new production facility comes on line."

Chambers adds that Bel Brands USA expects the first phase of the Brookings plant to be fully operational by 2014.

Bel Brands USA last year also moved its corporate headquarters to 30 South Wacker in Chicago from its former location in Elk Grove Village. More than 80 employees report to the company's headquarters in Chicago, Chambers notes.

The move to its new 27,000-square-foot West Loop headquarters was completed last spring.

"Due to our phenomenal growth, we had outgrown our current space," Chambers says. "We felt a move to the West Loop area of Chicago was the best option to maintain our current employees and to help us attract the best possible talent to fuel our future growth."

Bel Brands USA in 2011 also continued to invest several million dollars in its Leitchfield, Ky., plant to expand production capacity of The Laughing Cow and Mini Babybel, Chambers notes.

"Our core brands — The Laughing Cow, Mini Babybel and Boursin — started as small niche brands here in the United States and now are emerging as very popular brands fit for people's daily lifestyles," he says. "The Laughing Cow master brand is now America's No. 1 branded snacking cheese."

Ann Legan, vice president of marketing, Bel Brands USA, notes that successful product innovation continues to be a driving force for the company.

She notes that over the past 18 months or so, Bel Brands USA has in-

roduced new varieties of Mini Babybel, including White Cheddar and Sharp Original; four new flavors for The Laughing Cow, including Light Queso Fresco & Chipotle, Light Mozzarella, Sundried Tomato & Basil and Light Blue Cheese; the new Boursin Gourmet Spreadable Cheeses in Vermont White Cheddar & Sage, Sundried Tomato & Basil and Spinach & Artichoke; and The Laughing Cow Smooth Sensations Cream Cheese spread.

"The Laughing Cow Smooth Sensations Cream Cheese was recently featured on the 'Today Show' during Joy Bauer's new 'Too Good to be Healthy' segment," Legan says.

"As with our other new product launches, we are taking an integrated marketing approach for the launch of The Laughing Cow Smooth Sensations Cream Cheese," she says. "It's a proven recipe for success."

In addition, the company has introduced new larger-count packages for Mini Babybel and The Laughing Cow wedges, she adds.

Legan notes that with the launch of Bel Brands USA's new Boursin Gourmet Spreadable cheese last year, the company expanded from regional to national marketing support that

included a new television advertising campaign.

"In the past few years, as we introduce new items, we want to ensure we have adequate marketing support to feed the launch," she adds. "We have combined media advertising with national digital and consumer promotions, and other synergistic tactics. We're putting significant dollars behind our new products."

Legan adds that Bel Brands USA has a dedicated innovation team in the United States that works closely with Bel Group's global development and research center in France.

In addition to growing popularity with consumers for its brands, Bel Brands USA has garnered a reputation as an attractive place to work.

Legan notes that for three years running (2009, 2010 and 2011), the company has been named one of the "101 Best and Brightest Companies to Work for in Chicago" by the National Association of Business Resources.

Bel Brands USA received industry recognition this year as well when its Mercks Sharp Cheddar Cheese Spread and Swiss Almond Cheese Spread took second and third, respectively, in

Turn to KEY PLAYERS, page 16 ⇨

Our Expertise in World Dairy Markets Makes MCT Your Global Partner for Successful Results



SOURCING AND LOGISTIC SERVICES



SPECIALIZED FORMULATIONS



LEADING SINGLE SOURCE DAIRY SUPPLIER



UNPARALLELED SERVICES



EXPERTISE IN THE GLOBAL DAIRY MARKET

Could you use assistance in managing your supply chain? We have expanded our team to bring you unprecedented expertise and knowledge in today's complex world markets.

- Sourcing and Logistic Services
- Specialized Formulations
- Leading Single Source Dairy Supplier
- Aging Programs
- Hedging Services
- Unparalleled Services
- Expertise in the Global Dairy Market
- Export Services

MCT Dairies is the leading supplier of cheese and dairy ingredients, offering innovative solutions throughout the world.

Thinking outside the barn™



Phone: 973.258.9600 or 877.258.9600
Email: info@mctdairies.com
Web: www.mctdairies.com

For more information please visit www.mctdairies.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 15

the Cold Pack Cheese Spread Class at the 2012 World Championship Cheese Contest, sponsored by the Wisconsin Cheese Makers Association.



BelGioioso Cheese Inc.

Green Bay, Wis.

Key executives: Errico Auricchio, pres.; Mark Schleitwiler, VP; Gaetano Auricchio, VP, sales

Cheese plants: Ledgeview, Wis. (converting, packaging, shipping, corporate office); Glenmore, Wis. (Provolone, Mascarpone, Fresh Mozzarella, Burrata, Ricotta con Latte, Ricotta Salata); Langes, Wis. (CreamyGorg, Crumbly Gorgonzola, Italic, Crescenza-Stracchino); Pulaski, Wis. (American Grana); Chase, Wis. (Parmesan, Romano, Asiago, Auribella, Kasser, Toscanello,

Pepato, Peperoncino, Vegetarian Parmesan); Sherwood, Wis. (veal feed); Freedom, Wis. (Burrata, Fresh Mozzarella, Fresh Mozzarella curd, Fontina); F. Cappiello, Schenectady, N.Y. (Fresh Mozzarella, hand-braided Fresh Mozzarella, Ricotta, Scamorza)

Percentage of sales from cheese: 90%
Market segments for cheese: 50% retail; 50% foodservice

Website: www.belgioioso.com

A look inside: BelGioioso Cheese Inc. last year acquired F. Cappiello Dairy Products Inc., a family owned and operated Italian cheese company based in New York.

"Their main product is Fresh Mozzarella, and they specialize in making handmade braids," BelGioioso President Errico Auricchio says of Cappiello, adding that the company also was one of the first in the country to make Ricotta. "We plan to keep the Cappiello brand and work together with them. The Cappiello name is very well-known on the East Coast. They have been around since 1929."

Auricchio says BelGioioso already has made some investments in the Cappiello plant and plans eventually to increase production at the New York

facility by 50 percent.

Later this year, BelGioioso also is planning to begin construction in Chase, Wis., to expand its table cheese production.

In addition to expanding its cheese manufacturing capacity, BelGioioso is looking to expand its whey processing capabilities. Earlier this year the company started on a renovation of its Sherwood, Wis., whey plant, which currently produces animal-grade whey for veal feed. The improvements will allow BelGioioso to make human-grade whey products.

"Whey has been very good the last few years," Auricchio says. "Eventually every whey product we produce will be human-grade."

BelGioioso has added several new products to its cheese lines this past year. Marinated Fresh Mozzarella is one of the newest offerings, which consists of an 8-ounce package of Ciliegine balls marinated in extra virgin olive oil and fresh basil leaves.

BelGioioso also recently introduced its Mascarpone in a package of three 8-ounce cups for club stores, which provides the convenience of the small size with the value of buying in bulk.

BelGioioso also brings convenience to the customer with its new 5-ounce shredded Sharp Provolone cups, which joins its line of shredded cheese cup varieties including American Grana, Asiago, Parmesan, Romano and others.

For convenience in entertaining, snacking or other applications, BelGioioso has introduced its new Italian Cheese Plate, a 1.75-pound variety package of bite-sized slices of Sharp Provolone, Mild Provolone, Asiago and Fontina.

Additionally, BelGioioso has introduced a new Spicy Blend of Peperoncino, Mild Provolone and Fontina in 5-ounce cups and 5-pound bags.

"2012 will be a very competitive year and there are many players with large budgets," Auricchio says. "But we are small enough to give attention to the quality of our cheeses. We make good cheeses."

Several of BelGioioso's cheeses have won awards again this past year at regional and national competitions.

BelGioioso cheesemakers took home six medals at this year's World Championship Cheese Contest, including Johnny Stender, who won best in class for his Parmesan.

"What an amazing feeling to know that the hard work and dedication I have for my craft turned into a World Championship win," Stender says of the honor.

In addition to the Parmesan, BelGioioso won best in class for its Fresh Mozzarella with Prosciutto and Basil Roll. The company also received second place awards for its Sharp Provolone, Mild Provolone and CreamyGorg, and third place for Crumbly Gorgonzola at the World Championship Cheese Contest.

At the American Cheese Society 2011 contest, the company's Burrata and Fresh Mozzarella Thermoform won first-place awards, its Fresh Mozzarella Water received a second-place award and its Sharp Provolone Mandarino won a third-place award.

At the World Cheese Awards last year, BelGioioso won silver medals for its Burrata, CreamyGorg and Crumbly Gorgonzola with sheep's milk, and bronze medals for its Mascarpone, Ricotta con Latte and Crumbly Gorgonzola.

At the 2011 Wisconsin State Fair Cheese & Butter Contest, BelGioioso's CreamyGorg placed first and its Crumbly Gorgonzola placed third in the Blue Veined Cheese category, and its Parmesan placed first and its Asiago placed third in Open Class — Hard Cheese.

"We have had a good year, and we hope next year improves," Auricchio says.



Burnett Dairy Cooperative

Grantsburg, Wis.

Key executives: Dan Dowling, CEO; Earl Wilson, cheese division plant mgr.; John Dodds, pres. of board

Cheese plants: Grantsburg, Wis., (Mozzarella String, flavored Mozzarella String [hot pepper, smoked, onion, salsa], Alpha's Morning Sun, Alpha's Old World Yogurt Cheddar, Northwoods Cheddar, aged white Cheddar, Edam, reduced-fat yogurt Cheddar, Cheddar [mild, medium, aged and extra sharp], flavored Cheddars [chives, horseradish], Fancy Jac [Colby & Monterey Jack mix], Provolone, aged Provolone, aged Parmesan, Mozzarella blocks, Monterey Jack, Colby, Muenster, Gouda, pasta filata)

Estimated annual cheese produced: 36 million lbs.

Estimated annual cheese marketed: 36 million lbs.

Estimated 2011 sales: \$120 million

Percentage of sales from cheese: 100%

Market segments for cheese: 5% retail; 95% foodservice

Website: www.burnettdairy.com

A look inside: Burnett Dairy Cooperative currently is completing the second part of a five-stage expansion project that it broke ground on last fall. The full project will increase the Grantsburg, Wis., plant's cheesemaking capacity as well as add coolers and storage for aging, and expand the retail store.

The company is configuring new production machinery that recently arrived, and its expanded retail space is three times the size of the previous space.

Turn to KEY PLAYERS, page 17 ⇨

For more information please visit www.burnettdairy.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 16

“The store is going to be far more of a destination,” says Tasha Buriolini-Olson, market and retail manager, Burnett Dairy Cooperative. “The retail aspect is huge. It will be the same store and products, but so dramatically changed by how valuable the retail space is, where people can stop and sit down. We will have a custom grilled cheese shop with only Wisconsin cheeses where you can build your own. The greatest parts won’t change — that’s our cheese and ice cream.”

With its new “user-friendly” retail space, Burnett Dairy aims to give a taste of what makes the Wisconsin agriculture community tick. It will include historical information and feature farms around northwest Wisconsin to give visitors a better idea of what life in this region is like.

In addition to the expanded retail space, the company plans to have its new offices and training rooms complete by the end of the year. Buriolini-Olson says the training rooms will be used by its sales teams to educate Burnett Dairy’s end users as well as provide a space to educate the public.

“We do not have a current space we can use for that,” she says. “I sometimes would go to schools, and we gave limited tours to customers. With the new space, we’re really hoping to ramp that up.”

By the end of the expansion, Buriolini-Olson says the biggest increase probably will be in Burnett Dairy’s packaging capabilities as well as providing more space to age its Cheddars and other custom cheeses. These improvements, she says, will allow overall increased production.

Burnett Dairy this past year has introduced new packaging for some of its products that it currently is testing in different markets. With help from the Wisconsin Milk Marketing Board, it also has branched out this past year in the number of national trade shows it has attended.

“It’s been very successful,” Buriolini-Olson says of the increased exposure from trade shows. “Seeing customers from across the country really has helped to stabilize and increase sales.”

Burnett Dairy also has worked this past year to expand and solidify its retail presence in Minneapolis-St. Paul, continuing to “grow leaps and bounds” with general and co-op retailers in that area.

As a farmer co-op, Burnett Dairy offers its members a number of services including handling milk and whey; selling bulk and retail petroleum, hardware, propane, tires and small engines; providing a feed mill, grain storage and a rental shop; and helping to devise grain mixes and work with crops. Its 207 members’ milk is used to create award-winning cheeses with

the help of its two Wisconsin Master Cheesemakers, Steve Tollers and Bruce Willis.

Several cheeses from Burnett Dairy received awards at contests this past year. At the 2011 American Cheese Society contest, Burnett Dairy received a first-place award for its Monterey Jack and third-place awards for its Cheddar with Spice Blend and its Smoked String Cheese. At the 2011 World Dairy Expo, Burnett Dairy received both a second and third place for its String Cheese entries as well as a second and third place for Provolone entries.

This coming year, Burnett Dairy is excited to launch some new products that it has not offered at retail in the past, including a new line of shredded cheeses that will be available in resealable bags in the dairy case.

Also this year, Burnett Dairy plans to focus on its new nonprofit, BDC Cares, which was launched at the end of 2011 to help provide fundraising and support to area communities. BDC Cares has developed a program called “Fueling for Hunger.” Every time one of its propane or fuel tanks makes a delivery, BDC Cares will donate a percentage to local food shelves.

“Our first initiative is gathering funds for food shelves in our area,” Buriolini-Olson says. “This area tends to be one of the poorer areas in Wisconsin, with a high hunger rate.”

BDC Cares has launched a website, www.bdccares.org, which offers updates on its programs as well as an opportunity for anyone who is interested to donate to its causes. Buriolini-Olson says BDC Cares will continue to look for other initiatives to support in the future as well with the resources it has.

“Burnett Dairy Cooperative has always done what we could to support the needs of the communities we serve,” she says. “We have a talented staff and an infrastructure that we can creatively use to support the needs of our communities.”

Cacique®

Cacique USA
City of Industry, Calif.

Key executives: Gil de Cardenas, VP & COO; Tirso Iglesias, dir., sales & marketing; Enrique Botello, dir., marketing; Christopher Iglesias, innovation mgr.; Bob Cashen, dir., mass market business development; Tim Willingham, zone dir., Gulf & Northern regions; Steve Chacon, dir., business development, Southwest; Felipe Gomez, mass market business development mgr., West; Eric Lawrence, mass market business development mgr., Central; Miguel Moreno, business development mgr., Mountain region; Kevin McCracken, business development mgr., East; Jose Cuiriz, business development mgr., North California;

David Seal, business development mgr., Walmart

Cheese plant: City of Industry, Calif. (Asadero, Cotija, Enchilado, Manchego, Monterey Jack, Mozzarella, Oaxaca, Panela, Queso Blanco Fresco, Queso Fresco, Queso Poblano, Queso Quesadilla, Queso Quesadilla Jalapeño, Queso Seco para Freir)

Website: www.caciqueusa.com

A look inside: In 2012-2013, Cacique USA will continue to introduce items that are in high demand by various segments of Hispanic consumers and segments interested in authentic Hispanic meal solutions, says Tirso Iglesias, director of sales and marketing, Cacique USA.

Cacique continues to build on its market position with several initiatives aimed at growing its categories’ consumer base and introducing innovation into the marketplace, company officials say.

Iglesias notes that the company’s four pillars — authenticity, family, quality and integrity — anchor this effort by communicating to the marketplace the commitment of excellence that goes into every unit of product and messaging in Cacique’s campaigns.

He adds that the company continues to take a two-pronged approach to

growth: expand knowledge of traditional Hispanic cheese among the non-Hispanic consumer population while at the same time generating more excitement to its broadest base of consumers — first- and second-generation Hispanic consumers in the United States.

Gil de Cardenas, vice president and chief operating officer, Cacique, says the company strives each day to make the highest quality cheese, cream, chorizo and yogurt products in the marketplace.

“We are proud of the fact that we now have several generations of colleagues working at the company, and many of our best customers have been with us since the early days,” he says.

2012 marks the third year of the “Go Auténtico” foodie-focused campaign featuring Food Network Celebrity Chef Aaron Sánchez as its main spokesperson.

According to Iglesias, the “Go Auténtico” campaign continues to focus on educating consumers on the authentic Mexican meal solutions that Cacique provides via the wide array of products featuring Queso Fresco, Crema Mexicana and Chorizos.

Iglesias says that to better reach its customers, Cacique has redesigned its

Turn to KEY PLAYERS, page 18 ⇨

Family owned and operated
so we can treat every
customer like family!

GRATING • SHREDDING • DICING • DRYING



CASTLE CHEESE, INC.
2850 Perry Highway
Slippery Rock, PA 16057
(800) 252-4373 | (724) 368-3022
FAX (724) 368-9456
email: mls@castlecheeseinc.com
Website: www.castlecheeseinc.com

With over 150 years of combined experience in the cheese and dairy industries, we can accommodate all of our customer’s needs.

- Specializing in Both Substitutes and Blends of Real Cheese
- Can Efficiently Ship Most Orders Within 24 Hours
- Custom Formulations to “Solve Your Problems”
- Lower Cost and Longer Shelf Life
- On-Site Laboratory to Ensure a Comprehensive Q/A Program
- All Manufacturing and Further Processing Under One Roof

Small to large batch production offering consistent quality and quick turnaround times with a support network you can trust to run your business more profitably!

Call Michelle Myrter
or Lyn Moore today to
discuss your needs and
place your order.

Offering:
• 20-lb. Blocks
• 5-lb. Loaves
• Wedges & Deli Cups

For more information please visit www.castlecheeseinc.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 17

packaging to give it an up-to-date, fresh look and also to make usage information more prominent for consumers who may be picking up the cheese for the first time.

Cacique also continues to be involved in the community, Iglesias says. The company over the years has worked to provide funding for diabetes research, and also raises money to improve community baseball fields. For every double play made by the Los Angeles Dodgers, Cacique donates \$100 to support disadvantaged youth.

For more than 20 years, Cacique has donated product to Navidad en el Barrio's Annual Holiday Basket program, which feeds more than 20,000 families in Southern California.

Cacique products won several gold medals this past fall at the 2011 Los Angeles International Dairy Competition. The contest is part of the L.A. County Fair, held in Pomona, Calif., in the fall.

Cacique received gold medals for its Part Skim Mozzarella, Panilla, Jalapeno, Asadero, Oaxaca, Queso Fresco, String and Queso Para Fundir at the contest.

In the liquid yogurt segment, Cacique won 10 gold medals for its Pina Colada, Strawberry/Banana with Cereal, Prune with Cereal, Mango, Horchata with Cereal, Strawberry/Banana, Guava, Chocolate Banana, Strawberry and Pecan with Cereal liquid flavored yogurts at the contest.

Cacique also won a gold medal for its Hispanic Table Cream as well as four gold medals for its Sour Cream Salvadorean Style, Sour Cream Natural, Sour Cream Con Salsa and Sour Cream at the contest.

Carr Valley CHEESE

Carr Valley Cheese Co.
LaValle, Wis.

Key executives: Sid Cook, pres./cheesemaker; Beth Wyttenbach, national sales mgr.

Cheese plants: LaValle, Wis.; Fennimore, Wis.; Mauston, Wis.; Linden, Wis. (wide variety of traditional & specialty cheeses. Many American Originals)

Estimated annual cheese produced: 4 million lbs.

Estimated 2011 sales: \$18 million

Percentage of sales from cheese: 100%

Market segments for cheese: 80% retail; 20% foodservice

Percentage of sales from cheese: 100%

Website: www.carrvalleycheese.com

A look inside: Owned and operated by the Cook family, Carr Valley Cheese Co. is known across the United States for its specialty cheese ranging from traditional classics like aged Cheddar cheese to award-winning American Originals like Cocoa Cardona and Gran Canaria.

In the past five years alone, Carr Valley cheeses have won more than 400 awards in U.S. and international competitions. Many of these have been won by Wisconsin Master Cheesemaker Sid Cook's one-of-a-kind American Originals that he and his team have developed themselves.

It wasn't always that way. Cook became a cheese company owner when he and his brother purchased their parents' company, Irish Valley Cheese, in the mid-1970s. Later, in the 1980s, Cook bought out his brother's portion of the business, selling Irish

Valley and purchasing Carr Valley Cheese in La Valle, Wis.

When Cook purchased Carr Valley Cheese in the 1980s, the company was making daisies and midgets and operating a cheese store.

Cook saw a great deal of potential to specialize there, but in the earlier years of the business much of the experimentation only was noticed quietly by consumers who stopped at the company's retail stores and by chefs.

By the mid-1990s Carr Valley operated retail stores at its two factories as well as one additional retail store, so it had an audience to try its new cheeses. Cook began experimenting, and since then has become well-known nationally and internationally for his American Originals and particularly his blended sheep and goat's milk cheese.

The company's best known creations include Black Sheep Truffle, Cave Aged Marisa, and Smoked Ba Ba Blue made from sheep's milk; Baraboo Blue, Chevre au Lait, Cocoa Cardona, and Goat Cheddar made from goat's milk; Bread Cheese, Cranberry Chipotle Cheddar, Apple Smoked Cheddar made from cow's milk; and Canaria, Menage, Mobay, and Shepherd's Blend made from mixed milk.

All told, the company offers about 80 varieties of cheeses ranging from cheese curds to bandaged-wrapped Cheddars to hard mixed-milk cheeses.

Cook says he doesn't have a favorite — asking him to choose one is like asking him to name his favorite child, he says.

Cook and his team continue to experiment, looking for categories where there are opportunities. Sometimes customers ask for something

different — like Whole Foods asking for Cranberry Chipotle Cheddar — which leads to experimentation and new creations. Sometimes a mistake is made and a surprisingly good new cheese is the result.

Recent introductions by the company include Bread Cheese in Chipotle, Jalapeno and Garlic flavors, and new Blue cheeses using blends of goat's and sheep's milk and some using cow's milk. Since purchasing the Linden, Wis., plant (known as Glacier Point) last year, Cook has been able to focus more on Blue cheeses. The company had already been making cheese for Carr Valley, and the acquisition was a good fit for both companies, Cook says.

The company has seven retail stores, both on site at plant locations as well as separate locations in Middleton, Sauk City, Wisconsin Dells and Mauston. In addition to cheeses, the company offers gift boxes at the stores and via the Internet that include nuts, sausage and other accoutrements that go well with cheese.

Carr Valley Cheese Co. has won numerous awards over the years.


At last summer's American Cheese Society competition, Carr Valley's Cave Aged Marisa won its class and tied for first runner-up to the contest's best of show winner. The company also won first and second in the Original Recipe/Open Category — Made From Goat's Milk class with Cocoa Cardona and Cave Aged Cardona, respectively. In addition, Cave Aged Mellaage garnered a first in the Original Recipe/Open Category — Made From Sheep's Milk or Mixed Milks class and Caso Bolo Mellaage earned first in the Open Category — Made From Sheep's Milk or Mixed Milks.

The company's cow's milk Monterey Jack took home second in its class; Canaria took home second in its class; River Bend Goat took home second; Billy Blue took home third; Smoked Marisa placed third in its class; Sweet Vanilla Cardona placed third in its class; and Virgin Pine Native Blue placed third in its class.

Carr Valley Cheese won two best of class awards in the World Championship Cheese Contest this spring: one in the Flavored Soft and Semi-Soft Sheep's Milk class for its Black Sheep Truffle and one in the Surface-Ripened Sheep's Milk class for its Cave Aged Marisa.

Carr Valley also earned third places in the Flavored Semi-Soft Goat's Milk Cheeses class for its Cocoa Cardona, the Flavored Soft and Semi-soft Mixed-Milk class for its Benedictine and the Prepared Cheese Food class for its Bread Cheese.

In the Wisconsin State Fair contest last summer, the company received a second place award for its Cave Aged Marisa and third place awards for its Baby Swiss and River Bend Sheep.



America's Finest Artisan & Specialty Cheesemakers!


Experience cheese like no other from our traditional cheeses to more than 30 "American Originals."

- Artisan cheeses not found anywhere else in the world
- Expert cheesemaking since 1883
- Fourth generation cheesemakers
- Over 400 national and international awards
- Over 30 unique "American Originals"
- Aged & traditional classics
- More than 220 years of cheesemaking experience

Old-world craftsmanship and creative cheesemaking innovation... it's a combination you will love!

www.carrvalleycheese.com

CARR VALLEY CHEESE Co., Inc.
S3797 County G • La Valle, WI 53941
(800) 462-7258



For more information please visit www.carrvalleycheese.com

Turn to KEY PLAYERS, page 19 ⇨

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 18

Cedar Grove CHEESE

Cedar Grove Cheese Inc.
Plain, Wis.

Key executives: Robert Wills, pres.; Beth Nachreiner, VP; Deborah Byrne, GM

Cheese plant: Plain, Wis. (Cheddar, Monterey Jack, pizza cheese, Farmers, Colby, Butterkase, original varieties, flavor added cheeses, Alpine styles, cow's milk cheese, sheep's milk cheese, goat's milk cheese, water buffalo cheese, organic, natural & grass-based) Clock Shadow Creamery, Milwaukee (fresh cheese curds, Quark, fresh Hispanic cheese)

Estimated annual cheese produced: 3.8 million

Estimated 2011 sales: \$8.5 million

Projected 2012 sales: \$9 million

Percentage of sales from cheese: 100%

Market segments for cheese: 50% retail, 50% ingredients

Website: www.cedargrovecheese.com

A look inside: Cedar Grove Cheese Inc. is expanding its cheese production to Milwaukee with the opening of Clock Shadow Creamery.

The company's latest endeavor holds true to its history of supporting emerging cheesemakers, implementing environmentally sensitive business practices and perfecting new varieties of cheese.

Bob Wills, president of Cedar Grove Cheese, says the idea to open a cheese plant in an urban location first surfaced in 2010. His goal was to bring dairy products to an industrialized area where healthful, affordable foods can be difficult to obtain — and to hopefully attract other food manufacturers to Milwaukee's south side.

Clock Shadow Creamery leases the first floor of a new building near Milwaukee's famed four-sided Allen-Bradley Clock Tower (where the plant derived its name), and the top three floors are occupied by medical clinics and community organizations. The "green" building fits in well with Cedar Grove's desire to maintain an environmentally conscious business.

Wills says wash water will go through a digester being developed by the Potawatami Tribe before it's discharged. Also, Growing Power Inc., a national nonprofit organization, will use waste from the facility for compost.

The plant will manufacture primarily fresh cheeses — including Mozzarella, Quark, cheese curds and Chevre — that are generally distributed the same day they're produced. The creamery also will produce cheeses inspired by Milwaukee's ethnic diversity. The city

hosts well-known ethnic festivals each year, and Wills hopes to make special cheeses of the week for each of the particular events.

Clock Shadow Creamery products can be purchased at the creamery and local grocery stores. Also, numerous local restaurants have expressed interest in incorporating Clock Shadow Creamery cheese into menu items.

Ron Henningfeld, a high school teacher-turned-cheesemaker, is overseeing the day-to-day operations of Clock Shadow Creamery. Henningfeld has been working with Wills and Andy Hatch of Uplands Cheese to learn the craft, and Wills says the plan is for Henningfeld to eventually take ownership of the creamery.

If the Clock Shadow Creamery model proves to be successful, Wills foresees opening other small urban cheese plants in additional locations.

Cedar Grove Cheese also has been busy developing new products and working with up-and-coming cheesemakers. All of Cedar Grove Cheese's products are made from rBST-free milk and some are organic. The variety of products the company makes is far reaching. There are traditional cheeses like Cheddar and Colby, and then some not-so-traditional ones. Besides his new favorite, Quark, Wills and his team have been perfecting a new variety called Banquo, which is styled after ossau-Irati, a hard French-style sheep's milk cheese.

"It was a puzzle to us that we've finally solved," Wills says.

Cedar Grove Cheese also is one of the only cheese plants in the country that commercially produces water buffalo milk cheese. The company is working on a new variety of cheese that will be named after "Armando," the giant water buffalo bull whose progeny is producing

much of the buffalo milk.

The water buffalo cheese is a traditional-style Mozzarella di Bufaia, with a fresh, delicate flavor and elastic texture. The Mozzarella cheese is made in wheels and stretched into balls. Wedges from the wheels are drier and good for shredding on pizza. Wills says the balls are soft and good for slicing, for fresh basil-tomato salad, topping on pizza or plain eating. The company also is experimenting with water buffalo's milk Cheddar.

In the 2011 American Cheese Society (ACS) Judging and Competition, Cedar Grove Cheese claimed second place in the Colby Made From Cow's Milk category with its Marbled Colby.



Crave Brothers Farmstead Cheese Co.
Waterloo, Wis.

Key executives: George Crave, pres.; Debbie Crave, VP

Cheese plant: Waterloo, Wis. (Fresh Mozzarella, Mascarpone, Les Frères, Petit Frère, Farmer's Rope String, Oaxaca, no-burn pizza cheese, Scamorza)

Percentage of sales from cheese: 100%

Market segments for cheese: 60% retail; 30% foodservice; 10% ingredients

Website: www.cravecheese.com

A look inside: Crave Brothers Farmstead Cheese Co. worked to expand its global reach in 2011, moving its cheese into markets in Japan, Canada and the Caribbean.

"We began selling our cheese to some marketers who are selling our cheese

in those markets," says George Crave, president of the company. "It's always exciting to think someone in another country is enjoying your cheese."

Crave Brothers Farmstead Cheese now is being served to first class passengers aboard Japan Airlines flights. Debbie Crave, vice president, says a vendor that services the airline approached the company about serving its signature cheese, Les Frères.

Although Crave Brothers moved into the global marketplace in 2011, George Crave doesn't anticipate growing the business into a global powerhouse anytime soon. Crave Brothers' cows receive exercise, fresh air and individualized care, and are fed crops grown on the farm. Any increase in cheese production has to coincide with an increase in herd size and crop yields, he says.

"We want to continue using high-quality fresh milk from our farm," says George Crave. "We're trying to move the whole business forward to increase production, but they all work together — production in the cheese factory, production on the farm and crop production in the fields."

Crave foresees expanding the size of the company's cow herd in the near future.

"That will give our cheese factory more opportunity to increase production," he says.

Despite plans to increase production, the Craves do not have plans to roll out any new products in the coming year.


"We prefer to grow with the products we have instead of creating another cheese to go out and market," says George Crave.

Debbie Crave says in 2011 the company's marketing efforts were focused on promotion of its sustainability practices. Manure from Crave Brothers' herd

Turn to KEY PLAYERS, page 20 ➔

Cedar Grove CHEESE & Clock Shadow Creamery

Another EXTRAORDINARY Cheese from Wisconsin




Handcrafted Cheese is our Specialty


- Traditional Cheese
- Artisan Cheese
- Family Owned
- NO Artificial Growth Hormones (rBGH), Animal Enzymes or Genetically Modified Ingredients (GMOs)
- Custom Processing

Specializing in...


- Quark Cheese
- Goat, Sheep & Water Buffalo Cheese
- Sharp & Extra Sharp
- Surface Ripened
- Traditional Aging Without Chemicals
- Small Batch Cheese Development



2nd Place Winner
2011 American Cheese Society
Cedar Grove Cheese



2nd & 3rd Place Winners
2010 American Cheese Society
Cedar Grove Cheese



2nd and 3rd Place
2009 United States Championship Medals
Wisconsin Sheep Dairy Co-op

We believe in environmentally sound production...working in concert with nature is an important part of our business.

We Can Make "Specialty Cheese Connections" Happen For You!

KOSHER • ORGANIC • rBGH-FREE • CUSTOM MADE FLAVORS & VARIETIES

Cedar Grove Cheese, Inc.

E5904 Mill Road • P. O. Box 185 • Plain, WI 53577 • Phone: (800) 200-6020 • Fax: (608) 546-2805
Website: www.cedargrovecheese.com • E-mail: bob@cedargrovecheese.com

For more information please visit www.cedargrovecheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 19

of about 1,200 cows is converted into energy and organic fertilizer through a manure digester located on the farm. The digester produces enough electricity to power the farm's buildings and cheese plant, in addition to 200-300 area homes.

"We introduced a green logo this year. We're trying to promote our sustainable green angle, so we developed a label that says 'produced with renewable energy,'" says Debbie Crave. "We're starting to put that label on all our packaging. We like to emphasize that we're a family farmstead and sustainable business."

The Craves also launched a market-

ing campaign that challenged consumers to create new recipes using its Mascarpone cheese.

"We got entries from all over the country, literally coast to coast," says Debbie Crave. "It's always important for us to give people new uses and ideas for our cheeses because it sells more."

In the year ahead, George Crave identifies increased market penetration and achieving increased retail presence as top priorities.

"We want to cultivate new markets for the next year," he says. "If we could grow 7-15 percent a year, that's what I like to shoot for, and I think it's always very doable."

Another goal for Crave Brothers in the coming year is to continue incor-

porating the next generation of Craves into the family business.

The Craves' focus on sustainability continues to garner accolades from the dairy industry. In April, the Dairy Business Innovation Center (DBIC) presented a DBIC Innovation Zone Award to the Craves for innovation in technology.

The DBIC notes that the farm uses 100 percent green power and is a carbon negative company, producing more power from its digester than it uses for its dairy and cheese plant.

At this spring's World Championship Cheese Contest, Crave Brothers placed second in the Flavored Soft Cheeses class with its Marinated Fresh Mozzarella.

Crave Brothers also fared well in cheese contests in 2011. The company's Mascarpone claimed top honors at the World Dairy Expo Championship Dairy Product Contest and the American Cheese Society contest.

It's Petit Frère took third place in the American Cheese Society contest, its Fresh Mozzarella took second at the Wisconsin State Fair, and its Farmer's Rope String Cheese took third at the Wisconsin State Fair.




Dairy Farmers of America

Dairy Farmers of America
Kansas City, Mo.

Key executives: Rick Smith, pres. & CEO; Mark Korsmeyer, exec. VP, DFA & pres., Global Dairy Products Group

Dairy plants: Hughson, Calif. (cream, butter, condensed milk, NDM); Turlock, Calif. (Italian-style cheese, liquid whey); Ventura, Calif. (bottled dairy beverages); Fort Morgan, Colo. (NDM, condensed milk, cream); New Britain, Conn. (milk, cream & ice cream mixes, non-dairy items including fruit juices, fruit drinks, water); Goshen, Ind. (condensed milk, NDM, butter, pasteurized whole milk); Adrian, Mich. (condensed milk products, NDM, WMP, cream); Duluth, Minn. (Kemps fluid milk, chocolate milk, buttermilk, creams, juices); Farmington, Minn. (Kemps cottage cheese, dips, sour cream, smoothies); Minneapolis, Minn. (Kemps fluid milk); Rochester, Minn. (2) (Kemps fluid milk, yogurt-based drinks, ice cream, specialty items); Winthrop, Minn. (AMF, fat blends, NDM, buttermilk); Zumbrota, Minn. (cheeses, whey, powders); Cabool, Mo. (shelf-stable products, infant formulas, adult nutrition formulas); Monett, Mo. (American-style cheese, liquid whey); Springfield, Mo. (bottled dairy beverages); Fargo, N.D. (fluid milk, ice cream, yogurt, sour cream); Mechanicsburg, Pa. (dairy-based coffee beverages); Middlebury Center, Pa. (sweetened condensed milk products, NDM, SMP, WMP, malted milk powder, condensed cream, cream); Reading, Pa. (condensed milk, NDM, SMP, WMP, milk powder blends, cream powders, condensed milk, cream, sweetened condensed milk products); New Wilmington, Pa. (Italian-style cheese, dry whey); West Middlesex, Pa. (processed cheese and shreds); Houston, Texas (La Vaquita Queso Fresco, Panela Fresca, Queso Quesadilla, other Hispanic cheeses); Schulenburg, Texas (shelf-stable dips); Winnsboro, Texas (butter, NDM, AMF, sweet cream buttermilk powder); Beaver, Utah (condensed milk, cream, natural cheeses); Cedarburg, Wis. (Kemps fluid milk, orange juice); Plymouth, Wis. (processed and natural cheeses)




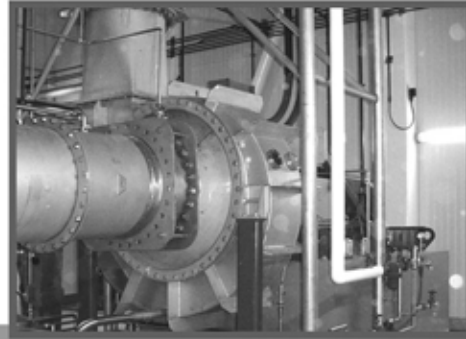
• MVR • TVR

Evaporation Systems


MULTI EFFECT PRECONCENTRATION FINISHERS

- Sweet Whey
- Acid Whey
- Dairy Based Permeates
- Dairy Based Proteins
- Milk Products

"A Simple Approach to Better Technology"

C/E ROGERS COMPANY




Spray Drying Systems

MULTI STAGE TOWERS SPECIALTY SYSTEMS

- Sweet Whey
- Acid Whey
- Dairy Based Permeates
- Dairy Based Proteins
- Milk Products

"Consistently Producing Premium Quality Powders"



(800) 279-8081 www.cerogers.com

For more information please visit www.cerogers.com

Turn to KEY PLAYERS, page 21 ⇨

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 20

Cheese and ingredient-related joint ventures: Melrose Dairy Proteins LLC, Melrose, Minn. — JV with Land O'Lakes; DairyConcepts LP, Allerton, Iowa, Dalbo, Minn., Eldorado Springs & Springfield, Mo., Portales, N.M., Hummelstown, Pa., Pollack, S.D., & Bruce, Chili and Greenwood, Wis. — JV with Fonterra; Southwest Cheese, Clovis, N.M. — JV cheese operation with Glanbia plc & the cooperative members of the Greater Southwest Agency (DFA, Select Milk Producers, Zia Milk Producers & LoneStar)

Estimated annual cheese produced: 279.1 million lbs.

Estimated annual cheese marketed: 547.6 million lbs.

Estimated 2011 sales: \$13.0 billion

Projected 2012 sales: \$12.2 billion

Percentage of sales from cheese: 8.4%

Market segments for cheese: 35.7% retail; 30.1% foodservice; 34.2% ingredients

Website: www.dfamilk.com

A look inside: Dairy Farmers of America (DFA) continued to expand its presence in the dairy marketplace over the past year.

The cooperative posted net sales of \$13 billion and net income of \$40.2 million for 2011, adjusted to exclude a \$76.9 million non-cash loss related to an exchange of affiliate interest.

In 2011, DFA exchanged its affiliate ownership interest in HP Hood LLC for 100 percent ownership interest in Kemps, which formed the foundation of a new Fluid Milk and Ice Cream Division. The exchange allowed DFA to convert a minority position to a wholly-owned business.

The acquisition expands the product lines offered to DFA's customers and aligns with the co-op's strategic initiative to grow its commercial investments, says Kristi Dale, director of media relations and public affairs, DFA.

She notes that in March, Kemps purchased Cass-Clay Creamery in Fargo, N.D.

In February 2012, DFA acquired Guida's Milk, based in New Britain, Conn., making the operation a wholly-owned subsidiary of DFA.

Dale notes that Guida's long-standing relationships with customers and comprehensive portfolio of innovative, quality dairy products make it a natural fit with DFA's commercial dairy businesses and brands portfolio.

DFA this spring broke ground on a state-of-the-art ingredient manufacturing facility in Fallon, Nev. Located on a 31.5-acre parcel in Phase II of Fallon's New River Business Park, the greenfield dairy manufacturing facility will be the first of its kind in the industry, with the ability to produce dried dairy ingredients, such as whole milk powder, on a demand basis. The plant will be equipped to process 2 million pounds of raw milk daily and, at full capacity, will

produce approximately 250,000 pounds of dried dairy ingredients daily (90 million pounds annually) for domestic and global consumers.

"As a milk marketing cooperative focused on our dairy farmer owners, we have a responsibility and an obligation to explore new options to bring our members greater returns," says Mark Korsmeyer, executive vice president of DFA and president of DFA's Global Dairy Products Group. "Through this new plant, we are able to continue our work to build value for American dairy farmers while providing high quality and safe food to global consumers."

The plant is scheduled for completion during the summer of 2013.

In other co-op news, DFA's Reading,

Pa., plant this past fall became the 10th DFA manufacturing plant to achieve Safe Quality Food (SQF) Level 3 certification. A systematic effort is underway to achieve SQF certification in all 29 of DFA's manufacturing plants.

"In implementing SQF standards across our network, we are demonstrating to our diverse customer base that we share their deep commitment to quality and safety," Korsmeyer says. "Consumers today have a heightened awareness about food safety and quality issues, and we are proud to have systems in place that ensure we can consistently deliver on their expectations for superior products."

He adds that in DFA's efforts to continuously improve safety and qual-

ity throughout the cooperative, several plants underwent capital improvements in the past year. DFA's plants in Plymouth, Wis., which makes processed and natural cheese; Houston, Texas, which makes artisanal Hispanic cheeses and creams; and Goshen, Ind., which makes condensed milk, nonfat dry milk and butter, all installed new technology and equipment to improve efficiency, quality and safety.

Several plants hit safety milestones in 2011, including DFA's plant in Fort Morgan, Colo., which celebrated eight years with no lost-time accidents. The co-op's plant in Adrian, Mich., achieved four years with no lost-time accidents in January 2012, and DFA's plant in

Turn to KEY PLAYERS, page 22 ⇨

Bella Pak
Introducing
Mondo Vecchio

Offer your customers authentic Italian taste in the most popular hard-grated cheese!

- 100% Parmesan
- 100% Romano
- 100% Asiago
- plus delicious blends!

For dry-grated Parmesan, Romano, Asiago... no one does it better than Bella Pak!

We did it with Mondo Vecchio—our new product line of authentic Italian tasting hard-grated cheeses.

Let Bella Pak do it for you! Get consistent, high-quality products, personalized service and inventory management to help you stock your shelves right! Choose your private label or our Bella Pak brand!

- Quick turnaround
- Batch dryers
- Custom blending
- New and specialized formulations
- Multiple packaging options
- Flexible product pricing available

Assorted pack sizes including 1, 2, and 5 lb. quantities. Call today for more information.

Choose your private label or our **Mondo Vecchio** brand.

Call 800.242.4499
Superior, Wisconsin USA

www.bellapak.com

For more information please visit www.bellapak.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 21

Ventura, Calif., reached a milestone of one year with no lost-time accidents last year.

DFA's Fort Morgan, Colo., plant in late 2011 also was named an SQF Manufacturer of the Year as part of the Safe Quality Food Institute's 2011 Quality Achievement Awards. The program recognizes individuals and organizations that have contributed significantly to achieving the SQF mission of delivering consistent, globally recognized food safety and quality certification programs.

The Fort Morgan plant, which last year achieved Level 3 SQF certification status, processes an average of 63 million pounds of milk per month to make whole and condensed milk, cream and nonfat dry milk.

"As a supplier of dairy ingredients domestically and globally, we have an important responsibility to produce products that meet stringent quality standards, and each person at the Fort Morgan facility is committed to this important initiative," says Tom Cotter, plant manager.

Plants throughout the country were also recognized for their commitment to sustainability and quality, Kormsmeier notes. DFA's Zumbrota, Minn., plant was recognized by the Minnesota Pol-

lution Control Agency for excellence in wastewater operations. The plant was honored for forming a multidisciplinary team to improve wastewater operation protocols and involve all employees in correcting situations that result in product loss.

DFA last fall also celebrated 100 years of operation at its Hughson, Calif., plant. The event was marked with the community at the Hughson Harvest Festival and alumni football game in September.

"One constant throughout all 100 years has been the strong bond our plant shared with the community and local dairy farmers," says Mike Zanos, Hughson plant manager. "With those relationships as a foundation, we hope

to have 100 more exceptional years in Hughson."

Throughout 2011, DFA directed the marketing of 63 billion pounds of milk for both members and non-members through consolidated entities and unconsolidated affiliates, which represents approximately 30 percent of total milk production in the United States. The marketing of raw milk accounted for approximately 74 percent of DFA's consolidated net sales in 2011.

Cash returned to members was \$49 million in 2011. Members received \$41 million in equity retirements and \$8 million of allocated patronage dividends paid in cash in 2011. Earnings of affiliates were \$39 million in 2011, and cash distributions from DFA affiliates totaled \$27 million in 2011.

Net sales for DFA's commercial operations were \$3.4 billion in 2011 compared to \$2.4 billion in 2010, an increase of \$995 million or 42 percent. The increase in net sales is the result of higher average commodity prices in 2011, resulting in higher pricing of DFA's products, and increased volumes along with the impact of 2011 acquisitions, the co-op says.

In addition, DFA's Farm Services Division expanded in 2011 by offering new services, new tools and more resources, including the Member Savings Network, which brings members savings and discounts on goods and services through partnerships with a variety of national companies.

DFA at its annual meeting this spring unveiled a new tagline — More Cooperative — which underscores a commitment to delivering more resources for members, more quality for customers and more leadership in the industry, says Randy Mooney, chair of DFA's board of directors.

DFA at its annual meeting also awarded 19 DFA Cares Foundation Scholarships. Since its inception five years ago, the DFA Cares Foundation Scholarship has grown to honor an increasing number of outstanding students who are pursuing careers in the dairy industry. The 19 recipients received a combined total of \$19,750.

Kormsmeier notes that DFA has been fortunate to grow its export business on the ingredient side of the business, and hopes to continue that growth in 2012.

He notes that DFA took its Borden cheese brand international last summer when it launched sales in Shanghai, China.

"We will continue to push on international expansion in retail and foodservice," he says.

DFA also introduced several new products to the U.S. market this past year, including several under its Borden Cheese brand, such as Healthy Line Extensions, including 2 Percent Mozzarella Shreds, 2 Percent Pepper Jack Singles, Fat-Free Pepper Jack Singles, 2 Percent Swiss Singles and 2 Percent Sharp Cheddar Chunk; and Borden

The String Cheese SPECIALISTS

Specializing in Private Label and Retail

At Baker Cheese, we can provide the highest string cheese available in any size package and quantity. If you're looking for 1 count singles, individually wrapped small packages or small bulk packaging, look no further. We are a 100 percent member operation which allows you to get the highest quality string cheese, exceptional customer service and our ability to maintain an efficient, flexible production environment capable of fulfilling your every need.

Whether you're a small local distributor or a large, nationally recognized brand, call us today at 800-477-7871 and discover how our size just may be your size of opportunity to work for you.

- Quality and Freshness
- Long Shelf Life
- Fast Turnaround
- Custom Packaging

Baker
www.bakercheese.com

ST STRING CHEESE • ST STRING CHEESE • ST STRING CHEESE

For more information please visit www.bakercheese.com

Turn to KEY PLAYERS, page 23 ⇨

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 22

Smoked Cheddar Natural Slices and Smoked Cheddar Singles Sensations.

Korsmeyer notes that the increased variety of lower-fat offerings reflects DFA's focus on health-minded consumers.

He adds that the co-op will continue its popular Friends of Elsie campaign for the Borden brand.

"The farmer ownership behind that campaign has truly been the biggest piece of differentiation that DFA has in the marketplace," he says.

Under its Cache Valley Brand, DFA also launched Cache Valley Double Twist String Cheese this past year.

The cooperative has continued to gain industry recognition for its products.

At this spring's World Championship Cheese Contest, hosted by the Wisconsin Cheese Makers Association, DFA placed third in both the Mild Provolone and Aged Provolone classes with cheese from the co-op's Turlock, Calif., plant.

At the 2011 National Milk Producers Federation Championship Cheese Contest in November, DFA's Provolone from New Wilmington, Pa., took first in the Soft Italian class; its Plymouth, Wis., plant's Hickory Smoked Swiss placed second in the Processed American Flavored class; and its Houston plant's Queso Fresco Mexicano and Panela Fresca took second and third place, respectively, in the Open Class.

At last summer's World Dairy Expo Championship Dairy Product Contest, hosted by the Wisconsin Dairy Products Association, DFA's Plymouth, Wis., plant earned a second place finish in the Unflavored Pasteurized Process Cheese class with Borden Deluxe Process American. The co-op's Kansas City, Mo., plant also placed second in the Creative and Innovative Products class with its LaVaquita-Milk Based Hispanic Beverage-Horchata at the contest.

Over the past couple of years, DFA has been named, among several defendants, in class action antitrust lawsuits filed in the U.S. District Court for the Eastern District of Tennessee. Certain of the complaints filed generally allege that DFA and others in the milk industry in the Southeast worked together to limit the price paid to dairy farmers for their raw milk and to deny farmers access to fluid Grade A milk processing facilities, thereby lessening competition for their milk. Other complaints allege that the co-op and others in the milk industry in the Southeast worked together to illegally enhance the price paid by retailers for milk. Plaintiffs in these actions are seeking damages for the alleged violations.

DFA also has been named, among several defendants, in a class action antitrust complaint filed in the U.S. District Court for the District of Vermont. This complaint contains allegations

regarding the milk industry in the Northeast similar in nature to those alleged in the dairy farmer actions noted above in the Southeast.

The cooperative also has been named in a class action antitrust complaint and related litigation filed in the U.S. District Court for the Northern District of Illinois. The complaint generally alleges that DFA and others engaged in activities designed to illegally affect cheese pricing on the Chicago Mercantile Exchange (CME) during 2004.

DFA has denied the allegations set forth in these lawsuits and believes that it has meritorious defenses against these claims.

"We believe DFA's milk marketing activities are in full compliance with

the provisions of the Capper-Volsted Act and all applicable federal and state laws," Dale says. "We continue to defend ourselves in these lawsuits and work to advance the interests of our member owners."



Dairyfood USA Inc.
Blue Mounds, Wis.

Ownership: Artax AG, Linz, Austria
Key executives: Daniel R. Culligan, pres.; Kent Pusch, VP, quality assur-

ance and R&D; Judd Batterman, VP, administration; Al Kosharek, plant mgr.

Cheese plant: Blue Mounds, Wis. (produces extended shelf-life cheese foods, spreads & sauces, smoked cheeses)

Percentage of sales from cheese: 100%

Market segments for cheese: 50% retail; 45% foodservice; 5% ingredients

Website: www.dairyfoodusa.com

A look inside: Dairyfood USA Inc. specializes in extended shelf-life cheeses, and the majority of its cheeses have a shelf life of 10-12 months and can be merchandised without refrigeration. The company has found success in recent years focusing on products that

Turn to KEY PLAYERS, page 24 ⇨

Creating Successful Partnerships is a Process!

Dairyfood USA has the resources to offer you products with a lot more profit, volume and reach. We're ready to help you maximize your marketing efforts. Our specialized formulas can help differentiate your product in the marketplace and help offset other marketing and your labor costs. From single wheels to 100 lbs. cases, we're ready to help you. Our commitment to quality is what makes us your best partner.

PRIVATE LABEL • RETAIL • FOODSERVICE • GIFT PACK

"Taste the difference Dairyfood USA has."

Dairyfood USA offers:

- Superior Taste Using Natural Ingredients
- Longer Shelf Life
- Naturally Smoked
- Customized Formulations
- BPF Level 3 Certified
- Full QA/QC Department

dairyfood USA
incorporated

Call us today for details:
 1-800-451-1000 • 1-800-451-1000 • 1-800-451-1000
 1-800-451-1000 • 1-800-451-1000
 www.dairyfoodusa.com

For more information please visit www.dairyfoodusa.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 23

are growing in demand while relatively unique in the marketplace. These include its gourmet cheese wedges and smoked Gouda products.

Dairyfood USA maintains a significant presence in the gift packing market while it continues to expand its presence in retail and foodservice channels. Approximately 20 percent of its business is in the gift category, while the rest is split fairly evenly between foodservice and retail. Private label comprises about 85 percent of Dairyfood USA's business.

"We develop private-label products for some of the largest companies in the country. That has given us a more

significant presence in the retail market," says Daniel R. Culligan, president, Dairyfood USA Inc.

Dairyfood USA is among the largest producers of smoked Gouda in the country. In addition to its private label production of this cheese, Dairyfood USA also offers its own brand, Dutch's Choice, which includes naturally-smoked Gouda in links for deli slicing, 8-ounce rounds and a spreadable format. Other brands owned by Dairyfood USA include Glacier Ridge Farms and Maple Street Creamery cheese spreads and Cheese Festival dips.

In September 2011, Dairyfood USA installed a fully-automated smokehouse which increased its capacity by 50 percent for its smoked cheeses. This also allowed the company to introduce

additional flavors, including smoked Cheddar and smoked Provolone. Culligan says these cheeses have been so successful that the company may be adding more capacity later this year.

"Smoked cheeses are a very popular item, and we anticipate it will grow in popularity. It's a market segment we want to capitalize on," he says. "There are a limited number of producers with smoked cheeses in the country. It's the same with wedges."

Dairyfood USA has a licensing agreement with Monterey Gourmet Foods to use the Sonoma Jacks name for its gourmet cheese wedges. Sonoma Jacks wedges currently are available in full-fat Original/Swiss, Garlic and Herb, Parmesan Peppercorn and Pepper Jack varieties. These flavors, as well

as Smoked Gouda and White Cheddar, also are available in light versions that contain 25 calories per wedge and 0 grams of trans fat. The company also makes wedges for private label.

Due to the popularity of its wedge business, the company is adding capacity this spring that will double production capacity for these cheeses. This capacity will allow the company to make more of its current wedge varieties as well as add new flavor profiles later this year.

This year Dairyfood USA also is looking at introducing a number of new snack-based items, including individual single-serving sized items for the snack market. It also is looking to develop some cream cheese-based products for both retail and foodservice, a type of cheese it has not yet extensively offered. The company also will continue to grow its smoked cheese and wedge categories.

"We started offering wedges three years ago, and just this last year we added on a number of major customers under private label," Culligan says. "Certainly our entrance into the wedge category has been extremely good, and that is going to remain a focus of ours. Without a doubt smoked cheeses also will be a primary focus of ours."

Dairyfood USA also will continue to focus on quality as it renews its Safe Quality Food (SQF) Level 3 certification this spring. In 2010, the company obtained this certification for all of its products, and Culligan says these continued elevated food safety standards have helped the business both in its operations and its dealings with customers.

"It's made a huge difference in terms of our own operational initiatives as well as customer-based demands and requirements," he says of Dairyfood USA's SQF certification. "It's a journey, not a process."



Darigold Inc.
Seattle

Ownership: Northwest Dairy Association, Seattle

Key executives: Jim Werkhoven, chairman; Sherman Polinder, vice chairman; Jim Wegner, pres. & CEO; John Wells, treasurer, VP & CFO; Steven P. Rowe, sr. VP & general counsel; Dermot Carey, sr. VP, ingredients; Brian Linney, sr. VP, consumer products; Steve Matzen, Vice President, Northwest Dairy Association; Jonathan Maltos, VP, human resources; Terry Castel, VP, supply chain

Dairy plants: Sunnyside, Wash.

Turn to KEY PLAYERS, page 25 ⇨

YOUR ONE STOP CHEESE SOURCE!

WE BUY AND SELL THE WORLD'S FINEST. WE'RE YOUR FULL SOURCE WISCONSIN CHEESE PROVIDER.

WE ASSEMBLE LTL OR TRUCKLOADS OUT OF OUR INVENTORY, SAVING YOU TIME AND MONEY.

SPECIALIZING IN AGED WISCONSIN 40 POUND BLOCKS, RETAIL AND FOODSERVICE AND SANDWICH STYLES: Marbled, Cheddar, Gouda, Home, Mild and Swiss.

Your Direct Source for Award-Winning Pine River Gold Peak Cheese Food

Cheese Makers: If you have Cheese to Sell, Call Us Today!

Freezers, Cold and Dry Storage Available

Lowest Price

Celebrating 100 Years of Business!

NORTHERN WISCONSIN PRODUCE CHEESE DIVISION

100-800-1234 - WASHINGTON, WISCONSIN 54201-1234
100-800-1234 - THE ROCKY MOUNTAINS

For more information please call 920-684-4461

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 24

(bulk Cheddar, Monterey Jack, WPC 34, dried whey); Boise, Idaho (UP, HTST fluid milk and blended products, cultured dairy products); Caldwell, Idaho (NDM, MPC, skim milk powder, bulk and consumer packaged butter and cream); Chehalis, Wash. (NDM, skim milk powder, WPC-34, sweet cream buttermilk powder, milk powder blends, cream); Issaquah, Wash. (consumer packaged and bulk butter, cultured dairy products); Jerome, Idaho (condensed skim milk, NDM, UF milk, MPC, skim milk powder, cream); Medford, Ore. (HTST fluid milk, flavored drinks); Portland, Ore. (full line of UP products); Lynden, Wash. (NDM, skim milk powder, cream); Seattle (HTST fluid milk, flavored drinks); Spokane, Wash. (HTST fluid milk, flavored drinks); Bozeman, Mont. (HTST fluid milk, flavored drinks); Salt Lake City, Utah (HTST fluid milk, flavored drinks)

Estimated annual cheese produced: 178 million lbs.

Estimated annual cheese marketed: 220 million lbs.

Estimated 2011 sales: \$2.1 billion (April 1, 2010 to March 31, 2011)

Percentage of sales from cheese: 15.9%

Market segments for cheese: 10% foodservice; 90% ingredients

Website: www.darigold.com

A look inside: Last summer Darigold Inc.'s board of directors selected Jim Wegner as its new president and CEO. Wegner, who assumed his new role Aug. 1, previously was Darigold's senior vice president of technical services and has 35 years of experience in the dairy industry. He has served on the board of directors for many state and national dairy industry organizations and has been a national voice in negotiating dairy policy.

He succeeds John Underwood, who retired after nearly 30 years with Darigold, the last seven as president and CEO.

"John was instrumental in developing Darigold's Core Purpose and Vision, reinvigorating the Darigold brand and has been a champion of strategic planning and continuous improvement initiatives," says Jim Werkhoven, Northwest Dairy Association member-owner and chairman of the board. "He has led the organization to dramatic operational efficiencies and record-setting returns for the cooperative's member-owners."

Werkhoven and Underwood in last year's annual report for Darigold emphasized that the 2011-2012 fiscal year would focus on delivering a balance between providing a secure market and maximizing value, ensuring all aspects of the operation are focused on responsible environmental stewardship and making continuous improvement part of the cooperative's culture. Focus also involved integrating its expansions and acquisitions from the previous year,

including combined business operations with Country Classic Dairies and the purchase of Cream O'Weber Dairy.

New President and CEO Wegner says Darigold has a tremendous story to tell.

"NDA/Darigold is much more than just a regional dairy cooperative," he says. "While well known in the region for our Darigold label products, we also have a large export business and have become a key player overseas as a supplier of high quality dairy ingredients. Darigold's annual sales exceed \$2 billion per year and our producers help feed the world by generating more than 8 billion pounds of milk each year."

Darigold is the fourth largest dairy cooperative in the United States and aims to consistently be a \$50 million net earnings company by 2016. The company says expansion of geography, brand, products, sales and customers are key.

Earlier this year, Darigold Montana began producing its first Cream-on-Top milk. Stores throughout Montana and northern Wyoming have started to carry the Cream-on-Top products, and the milk is available in both 2-percent and whole milk varieties. The milk is 100-percent Montana-made in Darigold's Bozeman plant with milk from Montana dairies.

Darigold acquired the Bozeman plant in 2010 when it merged with Country Classic Dairies, adding more than 30 producers, several employees and approximately 55 percent of Montana's milk supply to Darigold's operations.

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

Cream-on-Top milk is pasteurized but not homogenized. Skipping the homogenization process allows the fat

(or cream) to rise to the top of the milk, giving it an old-time appeal.

"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, Darigold Montana's sales account manager. "And if you're not, you'll still appreciate its natural flavor and full-body taste."

Montana and northern Wyoming will be a test market for the product, and if it does well, Darigold will consider expanding its Cream-on-Top product line to the Northwest.

"We have 28 employees in Bozeman, and it's important to us to continue to develop new products that consumers will love and to maintain the absolute best quality — not only for the vitality of the plant but for the Montana families and farmers who count on us," Kiilsgaard says.

Darigold's powder facility in Lynden, Wash., suffered a fire in February of this year, which brought operation to 60-percent capacity immediately following the damage. There were no injuries, and Darigold rerouted milk to its other processing plants to meet customers' needs while working to return the Lynden plant to full operation.

Also in February, Darigold closed its Dairy Fair store and visitor center at its plant in Sunnyside, Wash., since it was not making enough money to cover its operational costs. This had no impact on operations of the Sunnyside plant, which produces bulk Cheddar, Monterey Jack and whey products.

Through the end of 2011, Darigold continued conducting Darigold Promise training sessions for all its employees. The Darigold Promise is a consistent touch point that describes how the

company distinguishes itself in the marketplace, reflecting the desired experience that consumers, customers, producers and employees receive when experiencing Darigold's products and services.



International Inc.

Le Sueur, Minn.

Key executives: Jon Davis, pres. & CEO; Jim Ward, VP & CFO; Mitch Davis, GM, dairies and R&D; Brian Paulson, GM, quality assurance; John Velgersdyk, VP, business administration; Polly Olson, VP, sales & marketing, whey ingredients; Marvin Bartlett, dir., engineering; Mike Klein, dir., whey operations; Troy Amman, VP, cheese sales, dir., cheese operations

Cheese plants: Jerome, Idaho (Cheddar, Monterey Jack, Colby, reduced-fat varieties, Pasta Filata Mozzarella, Provolone, whey powder, deproteinized whey, BiPRO, WPC-80, permeate powder); Le Sueur, Minn. (Cheddar, Monterey Jack, Colby, reduced-fat varieties, spray & contract drying, BiPRO, deproteinized whey, lactose); Nicollet, Minn. (contract drying); Lake Norden, S.D. (Cheddar, Monterey Jack, Colby, reduced-fat varieties, Mozzarella, Provolone, spray drying, fractionated whey products, lactose)

Estimated annual cheese produced: 425 million lbs.

Turn to KEY PLAYERS, page 26 ⇨

Wisconsin Aging & Cheesing
CHEESE THAT BRINGS REPEATED SALES!

- Wisconsin Top Quality Cheesing Program
- Cheesing Services
- Cheddar Cheese Aging Program
- Cheese & Dairy Consulting
- Cheddar Case Sales, Logistics & Service
- Production & Processing Programs

For more information please visit www.wagcheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 25

Estimated 2011 sales: \$750 million

Projected 2012 sales: \$750 million

Percentage of sales from cheese: 88%

Market segments for cheese: 35% retail; 30% foodservice; 35% ingredients

Website: www.daviscofoods.com

A look inside: Davisco Foods International Inc. continues to grow its operations and garner industry accolades for its products.

Jon Davis was named president and CEO of Davisco Foods in January. Davis succeeds his father, Mark, and grandfather, Stanley, as CEO of Davisco Foods International. Davis has worked at the business since age 14 and in 1995 became the manager of Jerome Cheese Co., a division of Davisco Foods, before being named chief operating officer for all Davisco manufacturing operations in 2000.

Jerome Cheese Co. recently added the capability to produce Pasta Filata Mozzarella at its production facility in Jerome. The 320,000-square-foot manufacturing facility also produces 520,000 pounds of American-type cheese daily.

Davisco last year put into service a new spray dryer in Idaho to enable the company to service its custom processing customers on the West Coast.

In addition to shredded cheeses and loaves, Davisco Foods produces about 10 million pounds of whey protein isolates annually and accounts for about 65 percent of whey protein isolates sold worldwide.

The company recently announced a partnership with Magnitude Nutrition Inc., a Canadian distributor, to market, distribute, sell and promote BiPRO, a natural whey protein isolate (WPI) made by Davisco Foods, in Canada.

"BiPRO is thrilled by this partnership with Magnitude Nutrition and we fully support them as visionaries and entrepreneurs for the BiPRO brand in Canada," says Polly Olson, vice president of new business development, sales and marketing at Davisco Foods.

Davis notes that Davisco hopes to add another company-owned 3,500-cow dairy farm in Minnesota to supplement its existing 6,500 milking cows in the fall.

Jerome Cheese Co. and Davisco's Lake Norden, S.D., cheese plant were recognized in several industry competitions this past year.

At this spring's World Championship Cheese Contest, hosted by the Wisconsin Cheese Makers Association, the Lake Norden plant received first place finishes for Lite Mozzarella and Reduced Sodium Low Moisture Park Skim (LMPS) Mozzarella in their respective classes, as well as a second place finish for Low Moisture Whole Milk (LMWM) Mozzarella.

The Jerome cheese plant received two second-place finishes for Monterey Jack Block and a Colored Cheddar/Monterey Jack shred at the contest.

At last fall's World Dairy Expo Championship Dairy Product Contest, hosted by the Wisconsin Dairy Products Association, the Jerome cheese plant's Monterey Jack placed third in the Colby, Monterey Jack class.

Jerome Cheese Co. also won several awards at last fall's Idaho Milk Processors Cheese Contest, including:

- First and third in the Granular Cheese for Manufacturing class with its Granular Cheese for Manufacturing and Cheddar for Manufacturing, respectively;
- Second and third in the Sharp Cheddar class for its Sharp Cheddar; and
- Second and third in the Current Cheddar class.

Davisco Foods also was honored when a new dairy manufacturing plant at South Dakota State University was named Davis Dairy Plant in honor of the Davis family. Davisco Foods contributed more than \$2 million to the \$9.3 million project.



Edelweiss Creamery
Monticello, Wis.

Key executives: Bruce Workman, pres.; Jeff Wideman, VP; Shirley Knox, secretary; Kathy Workman, treasurer

Cheese plant: Monticello, Wis. (Emmentaler, Gouda, Butterkäse, Havarti, Lacey Swiss, Muenster)

Estimated annual cheese produced: 2 million lbs.

Percentage of sales from cheese: 100%

Website: www.edelweisscreamery.com

A look inside: Edelweiss Creamery is a small artisan Wisconsin cheese factory employing state-of-the-art technology in combination with the tried and true traditional method of cheesemaking.

Perhaps best known for its 180-pound Emmentaler cheese made using raw milk and a traditional Swiss copper vat, the company makes a total of about 23 varieties of cheese, both traditional items and items with flavors added. Company president Bruce Workman is a career cheesemaker who also is a certified Wisconsin Master Cheesemaker with the most certifications of any cheesemaker in the state. In 2011, he was certified in Brick and Muenster, bringing his Wisconsin Master Cheesemaker certifications to nine — and he may not be done yet.

However, before he acquires additional certifications, Workman and his wife Kathy are focusing on a new venture. Their new cheese store, Edelweiss Cheese Authentic Wisconsin, is scheduled to open in Verona, Wis., in early June. The store will feature Edelweiss products as well as cheeses from other cheesemakers around the state. There will be no foreign imports and nothing from other states.

"Only Wisconsin cheese," Workman firmly says. "We have everything here in the state. That's what's so awesome about Wisconsin."

"I know all of the cheesemakers in the state, and I want to bring everybody in to be part of this store. We want to make sure we have as many cheeses as we can. We'll be able to fill up the place in a heartbeat," he says.

Though cheese will be its focus, the store will carry much more. The Workmans will offer beer, wine, cured meats, olive oil and other accouterments to go with the cheese. The 800-square-foot store also will include a kitchen where quiches, cheese and meat sandwiches, snack packs and other cheese-related fare will be prepared. Purchases can be

made to go, but there will be seating for 12 inside as well as outside seating once landscaping is completed.

The Workmans' desire is for Edelweiss Cheese Authentic Wisconsin to become a destination. The store is located along a major bike trail, and they would love to see customers ride their bikes and stop in for a glass of wine, a cheese flight and some jazz music on a Sunday afternoon.

"We had been talking about a store for a couple of years, and we are ready for a new venture," says Kathy Workman, who recently retired from her career as a teacher to pursue the couple's dream of operating a store.

Edelweiss Creamery makes just under 2 million pounds of cheese annually, and about 90 percent of the company's cheese is sold under other labels. In addition to the cheeses produced under the Edelweiss Creamery label and private labels, the company also makes the cheese for Edelweiss Graziers Co-op using milk from five co-op families dedicated to rotational grazing. The cows are grazed whenever possible, allowing the unique flavors and seasonality of the forage to come through in the milk and, subsequently, the cheese.

Bruce Workman also says he is in the process of getting his butter license and hoping to start experimenting with some butter making in the near future.

Other than the cheese marketed at the farmer's market and the store, Edelweiss Creamery cheeses are marketed by Jeff Wideman and Shirley Knox of Maple Leaf Sales Inc., who also are partners in Edelweiss Creamery.

The company's cheeses consistently do well in competitions. Most recently, the company's Onion Havarti placed third in its class at the American Cheese Society competition. In the 2011 U.S. Championship Cheese Contest, the company's Lacey Swiss placed first and Havarti placed third.



Emmi Roth USA Inc.
Monroe, Wis.

Parent company: Emmi Group, Luzern, Switzerland

Key executives: Steve Millard, CEO; Ian Plumbley, VP, foodservice; Linda Duwve, VP retail; Jodie Wische, VP, direct marketing; Reto Müller, VP, finance; Guido Kaelin, VP, marketing; Rene Weber, VP, production; Jim Natzke, VP, supply chain management & logistics; Jim DeLaurentis, VP, imports & procurement

Dairy product plants: Monroe, Wis. (Grand Cru Gruyère & a wide range of other specialty cheeses including American originals, European-style and Hispanic cheeses); Penn Yan, N.Y. (Emmi Swiss Yogurt, Emmi Caffè Latte, bag-in-box packaging)

Turn to KEY PLAYERS, page 27 ⇨

World Dairy Expo
CHAMPIONSHIP
Dairy Product Contest

Enter the only dairy industry competition offering awards to include all dairy products.

Contest Dates:
July 25, 2012
July 26, 2012
July 27, 2012

Contest Locations:
National Center for Dairy Research
University of Wisconsin - Stevens Point
1000 Dairy Farm Road, Stevens Point, WI

For more information on this exciting contest, visit www.wdpe.com

More contest information to follow in next month's issue.

For more information please visit www.wdpe.net

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 26

Estimated annual cheese produced and cured: 12 million lbs.

Estimated annual cheese marketed: 45 million lbs.

Estimated 2011 sales: \$175 million

Projected 2012 sales: \$200 million

Percentage of sales from cheese: Majority

Market segments for cheese: 30% retail; 50% foodservice; 20% ingredients
Website: www.emmirothusa.com

A look inside: Growth is a major goal for Emmi Roth USA in 2012. The company is breaking ground on a new specialty cheese plant in Platteville, Wis. Though it has made acquisitions in recent years, this will be the first U.S. cheese plant for its Swiss-based parent company, Emmi Group.

"This also is a commitment from our end to provide local cheese specialties produced in the United States," says Guido Kaelin, vice president of marketing, Emmi Roth USA. "There is big potential for that."

Kaelin says this year will focus on domestic cheeses and the Roth brand.

"We will see a complete Roth relaunch focusing on an umbrella approach, so these items will be recognized under the Roth brand. We will have a lot of culinary experiences under that range," Kaelin says.

Particularly, he says the relaunch will work to bring the company's different types of specialty cheeses, such as Gouda, Havarti and Gruyere, under the same Roth brand so people understand that these cheeses all are part of the same high-quality company. The relaunch will start this summer.

"We feel there's quite a lot of potential in the specialty cheese side," Kaelin says. "The specialty cheese market has been growing the last couple years in double digits, much faster than non-specialty cheeses. We will put a stab in that market with the Roth brand."

Earlier this year, Emmi Roth USA welcomed a new CEO and president, Steve Millard. With more than 20 years of management and sales experience in the consumer-packaged goods industry, including 10 years for the Dannon Co., Millard joined Emmi Roth USA in 2007, was named senior vice president of sales in 2009 and was promoted to president in 2010. He succeeds former CEO Steve McKeon, who remains active in special strategic projects on the company's board of directors.

Between continuing to integrate recent acquisitions into the company and dealing with increasing milk prices, Emmi Roth USA had a full plate this past year but still made room for new product introductions and repositioning of the Emmi brand. The company in the past year has focused on the relaunch of the Emmi line of imported and fresh dairy items including its yogurts last sum-

mer and its fondue line and imported cheeses last fall.

"It was a challenging year, but we also had a really good year," says Kaelin.

The company introduced two new cheeses this past year: Roth GranQueso Reserve on the domestic side, and the imported Emmi Kaltbach Alpine Extra. Adding to the existing Roth GranQueso Spanish-style cow's milk cheese, Roth GranQueso Reserve is cured for a minimum of 12 months to achieve additional layers of sweetness with hints of caramelized pineapple in an aged cheese ideal for grating and shredding.

Launched in August 2011, GranQueso Reserve received a first-place award at the American Cheese Society (ACS) contest that same month, while

the less aged GranQueso received a second-place award.

Kaelin says GranQueso Reserve is sold in specialty shops and has been well received.

"We could hardly keep up with production," he says. "We were in the fortunate situation that we didn't have enough (for the demand). It's a nice situation, but it's also a slight problem for customers who would love to have the cheese."

In September, the company added to its line of cheeses aged in Switzerland's Kaltbach caves with the introduction of Emmi Kaltbach Alpine Extra. This cheese is aged for seven months in the Kaltbach caves and has a fairly robust, intense flavor.

The company also focused this past year on a revamping and marketing of the Emmi Swiss Yogurt line. The Swiss yogurt line now has a new cup and label design, new formulations and a new Green Apple flavor, which launched in August 2011.

"We got quite some positive feedback so far. It's really doing well," Kaelin says.

Emmi Swiss Yogurt was boosted with regional advertising in the New York area, where it has the widest distribution, though it also is available in specialty stores in Texas and on the West Coast. The company is looking to add distribution and launch new flavors over the coming year.

In addition to retail distribution,

Turn to KEY PLAYERS, page 28 ⇨

THIS COULD BE THE START

The future is now. We're introducing a new line of specialty cheeses and other products, and we're investing in new machinery to help us reach our goal of a 20% increase in sales. We're committed to providing you with the best possible cheese, with exceptional product quality and consistent service. We're also committed to providing you with the best possible price.

That's why we're looking for someone to help us grow our business and provide you with the best possible price. We're looking for someone who can help us reach our goal of a 20% increase in sales. We're looking for someone who can help us reach our goal of a 20% increase in sales.

For more information please visit www.tetrapak.com

Steve Millard, CEO of Emmi Roth USA, is looking for someone to help us reach our goal of a 20% increase in sales. We're looking for someone who can help us reach our goal of a 20% increase in sales.

For more information please visit www.tetrapak.com

For more information please visit www.tetrapak.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 27

the yogurt is available during winter months from a new online shop Emmi Roth USA launched in December. The site offers American and imported specialty cheeses, fresh dairy products and gift ideas such as fondue sets and Raclette party packages.

In January, the company launched Emmi Raclette slices, which come in a 14-ounce package of 10 slices of oven-ready Raclette. Kaelin says he sees a lot of potential for social events with Raclette, which can be poured over vegetables and potatoes or melted on top of meat in the pans.

“We have seen quite a growth in the fondue trend, which took off in the '70s and is popular again. The next step is social eating with Raclette,” he says. “I believe for the next holiday season we will see quite a bit of growth there.”

Many of the company's specialty cheeses, both domestic and imported, received awards at contests this past year. At the ACS contest last summer, in addition to the first- and second-place awards for its GranQueso Reserve and GranQueso, Emmi Roth USA received a third-place award for its Rofumo in the Open Category for cow's milk cheeses.

Emmi Roth USA received third in the Open Semi-soft Cheese class for its Valfino during last summer's World Dairy Expo Championship Dairy Prod-

uct Contest. At last summer's Wisconsin State Fair Cheese & Butter Contest, Emmi Roth USA received first place in the Smear-Ripened Cheese class for its Raclette.

Two traditional Swiss cheeses distributed in the United States through Emmi Roth USA were big winners at this spring's World Championship Cheese Contest. Emmi Winzer, a smear-ripened semi-soft cheese made in Wattenwil, Switzerland, was named overall first runner-up, and Emmi Appenzeller, a classic Swiss cheese made in Andwil, Switzerland, was named second runner-up out of all 2,204 entries.

Other cheeses made in Switzerland and offered through Emmi also earned medals in their individual classes at this

contest. Tête de Moine was named best of class among Smear Ripened Hard Cheeses, Le Gruyère AOC du Haut-Joret received second in its class, and the smear-ripened Bündner Bergkäse and an Appenzeller Kaese won third in their respective categories.

Emmi Roth USA cheeses from Monroe, Wis., also did well at the World Championship Cheese Contest. Rofumo earned a bronze medal in the Smoked Soft and Semi-soft class, and Grand Cru Gruyere Surchoix finished fourth in the very competitive Gruyere class.



Foremost Farms USA
Baraboo, Wis.

Key executives: Dave Fuhrmann, pres. & CEO; Joe Weis, VP, member services & milk marketing; Michael Doyle, CFO & VP, finance; Doug Wilke, VP, marketing & technology; Mike Proschinske, VP, manufacturing; Michael McDonald, VP, human resources, safety & communications

Cheese plants: Alma Center, Wis. (Mozzarella, LMPS Mozzarella, condensed whey); Appleton, Wis. (Mozzarella, LMPS Mozzarella, reduced-fat Mozzarella, direct shred, condensed WPC, drypermeate); Chilton, Wis. (Mozzarella, LMPS Mozzarella, Provolone, smoked Provolone, String, condensed WPC, condensed permeate); Clayton, Wis. (Mozzarella, LMPS Mozzarella, Provolone, condensed WPC, condensed permeate); Lancaster, Wis. (milled Cheddar, milled marbled Cheddar, condensed WPC, condensed permeate, condensed whey); Marshfield, Wis. (milled colored Cheddar, milled white Cheddar, Colby, Farmers cheese, lowfat Cheddar, lowfat Colby, Monterey Jack, condensed whey); Milan, Wis. (Mozzarella, LMPS Mozzarella, reduced-fat Mozzarella, Provolone, condensed WPC, condensed permeate); Plover, Wis. (whole whey powder, edible lactose, reduced minerals whey, reduced minerals WPC, WPC, organic whole whey powder); Preston, Minn. (dry blends, WPC, contract blending); Reedsburg, Wis. (butter, condensed skim milk, condensed buttermilk, sweet cream); Richland Center, Wis. (Mozzarella, LMPS Mozzarella, whole whey powder, condensed whey permeate, condensed WPC, condensed permeate); Rothschild, Wis. (dry permeate, pharmaceutical lactose, edible lactose); Sparta, Wis. (NDM, condensed skim milk, WPC, cultured milk powder); Waumandee, Wis. (milled Cheddar, Colby Jack, Monterey Jack, 640-lb. Mozzarella, condensed permeate, condensed WPC)

Ingredients to succeed.

Foremost Farms USA
1400 20th St. Baraboo, WI 53009
www.foremostfarms.com

For more information please visit www.foremostfarms.com

Turn to KEY PLAYERS, page 29 ⇨

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 28

Estimated annual cheese produced: 503 million lbs.

Estimated annual cheese marketed: 503 million lbs.

Estimated 2011 sales: \$1.7 billion

Projected 2012 sales: \$1.6 billion

Percentage of sales from cheese: 57%
Market segments for cheese: 30% retail; 35% foodservice; 35% ingredients

Website: www.foremostfarms.com

A look inside: Maintaining a high level of product quality and continuing an aggressive capital improvement plan topped the list of priorities of Foremost Farms USA dairy cooperative in 2011.

The cooperative completed a massive expansion project at its Mozzarella cheese plant in Appleton, Wis., in 2011.

"The expansion doubled the plant's annual capacity from 65 million pounds to 130 million pounds of cheese. The cheese will be sold to industrial and foodservice customers," says Joan Behr, director of communications and brand management, Foremost Farms.

Starting up the expanded Appleton plant and training employees to use the facility's new equipment and technology to optimize product quality and manufacturing efficiency was one of the cooperative's biggest accomplishments over the last year, Behr says.

Foremost Farms received a \$3.1 million Special Agricultural Facilities Grant from the Wisconsin Department of Agriculture, Trade and Consumer Protection to complete the project, which created an estimated 35 new full-time jobs.

"Ramping up the production and marketing of the additional Mozzarella cheese produced in Appleton was a priority," Behr says.

Enhancements at the plant in Appleton have allowed Foremost Farms to consolidate its Mozzarella production, and the cooperative responded by ceasing production of Mozzarella at its plant in Wilson, Wis., in August 2011.

Also in 2011, Foremost finished expansion of its plant in Rothschild, Wis. The facility focuses on production of pharmaceutical-grade lactose in partnership with Kerry Group's Sheffield Bio-Science in Beloit, Wis.

"Construction of a new high concentrating evaporator began in September 2011 at our Rothschild, Wis., plant," says Behr. "The evaporator replaced an older unit and will keep the plant's three lactose dryers running at full capacity."

Amid expansion of its production facilities, Behr says, quality remains among Foremost Farms' top priorities moving forward.

"Foremost Farms set minimum quality standards for farmer-members to complement the quality premiums that are available to them. Quality committees are actively engaged at each of our plants to ensure that our cheese, butter and whey ingredients meet our customers' quality and functionality requirements,"

Behr says.

The cooperative also focused on obtaining Safe Quality Foods (SQF) Level 2 certification at 12 of its cheese and ingredient plants in 2011.

"That gives our customers the confidence that our products will meet their quality and food safety expectations," Behr says.

Foremost Farms' commitment to quality assurance doesn't end in processing facilities. By the end of 2011, 36 percent of its farms had completed on-farm assessments through the National Dairy Farmers Assuring Responsible Management (FARM) program.

"That represents 66 percent of our milk supply," Behr says. "The FARM program validates our members commitment

to sound animal well-being practices."

Foremost Farms also has implemented its own member outreach program, Cooperative Leaders, and graduated its first class in 2011.

"Cooperative Leaders are members between the ages of 22 and 45 who commit to a three-year program of learning more about Foremost Farms, the dairy industry, dairy policy and regulatory issues and leadership," Behr says. "Sixteen members from Wisconsin, Iowa and Minnesota participated in the program."

Foremost Farms doesn't plan to unveil any new products in the coming year — but that's always subject to change.

"Product development is driven by customer need as Foremost Farms is a custom manufacturer of cheese, butter


and whey ingredients," Behr says.

In the coming year, the cooperative will evaluate long-term export opportunities. Other top goals in 2012 are to formalize supply chain management, continued focus on product quality and safety, and fine-tuning manufacturing processes at plants in Appleton and Chilton, Wis.

Dave Fuhrmann, president, Foremost Farms, received national recognition in January for his contributions to the dairy industry. The International Dairy Foods Association (IDFA) bestowed its Soaring Eagle Award on Fuhrmann for his service as chair of the National Cheese Institute (NCI).

"In the dairy industry, there's a diverse mix of folks, and Dave is one of

Turn to KEY PLAYERS, page 30 ⇨




*Fairway Dairy & Ingredients
is positioned to take care of all of your
cheese processing and packaging needs.*

- Cheese is our specialty
- LTL to multiple loads
- Specializing in "balancing" your inventory
- We are YOUR marketing and procurement partners

- Import/Export
- Table cheeses
- Industrial
- Foodservice
- Butter
- Dairy powders
- 90,000 sq. ft. of manufacturing space to meet your needs
- We can handle your special projects
- Bring us your line and we'll do the rest

- Qualified, highly-trained staff
- Extensive Reclamation Center
- Cheese processing/packaging
- Cut-n-wrap operation
- GMPs (Good Manufacturing Practices)
- Cheese grading
- Offering extensive cheese equipment background

Fairway Dairy & Ingredients
17725 Juniper Path
Lakeville, MN 55044
Phone: (952) 431-8400
Fax: (952) 431-8470



email: jbeatty@fairwaydairy.com • Website: www.fairwaydairy.com

For more information please visit www.fairwaydairy.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 29

the rare individuals who's able to mix the cooperative world with the proprietary world," says Jon Davis, NCI chairman and CEO of Davisco Foods. "Watching Dave interact in meetings and watching him lead with his intellect and experience makes you want to get more involved and follow his lead."

Foremost Farms' products also fared well on the competition circuit. At the National Milk Producers Federation (NMPF) 2011 Championship Cheese Contest, the company was awarded the Best Overall Cheese Chairman's Plaque and first place for its Extra Sharp Cheddar. It also earned second place for its whole milk Mozzarella and Extra Sharp White Cheddar and third place for its Provolone with Lipase and its Mild Cheddar.

At the World Championship Cheese Contest in March, its aged Cheddar took second place in the aged 1-2 years category and its part-skim Mozzarella took best of class honors.

At the Wisconsin State Fair, Foremost Farms' salted butter varieties claimed first and third place honors.



Franklin Foods

Delray Beach, Fla.

Key executives: Nordahl Brue, chairman; Jon Gutknecht, pres. & CEO; John Ovitt, GM; Marc Poirier, CFO; Steve Barrows, VP, sales; Rocco Cardinale, dir., marketing

Cheese plant: Enosburg Falls, Vt. (cultured cream cheese, cream cheese,

Mascarpone, Bakers Cheese, direct-set cream cheese, yogurt cream cheese, organic cream cheese, flavored cream cheese dips & spreads, Baking Cheeze Blend, imitation cream cheese)

Estimated annual cheese produced: 55 million lbs.

Estimated annual cheese marketed: 55 million lbs.

Estimated 2011 sales: \$70 million

Projected 2012 sales: \$80+ million

Percentage of sales from cheese: 100%

Market segments for cheese: 38% retail; 45% foodservice; 17% ingredients.

Percentage of sales from cheese: 100%

Website: www.franklinfoods.com

A look inside: Franklin Foods is the third-largest cream cheese manufacturer and the second-largest private label cream cheese manufacturer in the United States, according to Rocco Cardinale, director of marketing, Franklin Foods.

The company began operating in 1899 in a small building at the end of Depot Street in Enosburg Falls, Vt., and has grown significantly since then. Its current chairman, Nordahl Brue, and partner Michael Dressell purchased the company in 1989. President and CEO Jon Gutknecht came on board in 1999 and is now a partner in the business. The company has weathered many changes, improvements and advances for the years, but its executives say one thing remains the same: If you make a good, wholesome and innovative product, you will find an audience.

Quality remains key. In 2009 the company's plant achieved SQF 2000 Level 3 certification for food quality and food safety by the Safe Quality Food Institute.

Recently, Franklin Foods launched its Hahn's strawberry cream cheese in 6-ounce containers with select retailers across the United States.

This past year, the company introduced its Baking Cheeze Blend for foodservice. Baking Cheeze Blend is

designed for industrial and home baking applications. It provides rich and creamy texture to a wide variety of applications such as cheesecakes, frostings, fillings, pastries and sauces.

The company has celebrated its fourth year of providing the New York City School System, the largest school system in the United States, with its patented Hahn's Yogurt & Cream Cheese and it's being offered to more than 1.1 million students daily.

Franklin Foods' Green Mountain Farms Tzatziki Savory Yogurt Dips also are now available in 200 Publix Jacksonville Division stores. The 200 Jacksonville Division stores include cities (not inclusive): Daytona, Tallahassee, Panama City, Pensacola and Hilton Head Island. The 8-ounce cups of Tzatziki Savory Yogurt Dips are located in the refrigerated deli cheese section in two flavors: Cucumber Garlic, and Roasted Red Pepper and Artichoke.

Cardinale says the company continues to innovate, and currently has six patents with eight more pending.

Franklin Foods is no stranger to awards. In this spring's World Championship Cheese Contest, the company's Green Mountain Farms Garlic & Herb Spreadable Cheese placed second in the Flavored Spreadable Cheeses class. Green Mountain Farms Salsa Cream Cheese placed third in the same class.

The company also shined at the World Dairy Expo Championship Dairy Product Contest last summer. Franklin Foods swept the highly competitive Flavored Cream Cheese category, receiving gold, silver and bronze medals. In addition to its own proprietary brands, Franklin Foods produces flavored cream cheese for leading store brands and bagel chains.

Also last summer, Franklin Foods' Neufchatel won a bronze medal in the Open — Made from Cow's Milk category at the American Cheese Society's competition. Franklin Foods' award-winning Neufchatel is used in its proprietary branded products as well as its private label brands.

The company received Vermont's "Franklin County Business of the Year" for 2010 from the Franklin County Industrial Development Corporation. The award acknowledges Franklin Foods' commitment to its employees, community and manufacturing facility investments in New England's largest dairy county and milk shed.



Glanbia Foods Inc.

Twin Falls, Idaho

Parent company: Glanbia plc, Kilkenny, Ireland

Key executives: Jeff Williams, pres. & CEO; George Chappell, pres., Southwest Cheese Co. LLC (JV); Wilf Costello, exec. VP, commercial, Southwest Cheese Co.; John Mutchler, exec. VP, operations; Barney Krueger, sr. VP,

technical services; John Lanigan, sr. VP, milk procurement; Daragh Maccabee, CFO & VP, finance; Shawn Athay, VP, human resources & organizational development; Niamh Kelly, VP, strategy

Cheese plants: Gooding, Idaho (barrel cheese); Twin Falls, Idaho (40-lb. block Cheddar, Colby, Colby Jack, Pepper Jack, reduced-fat Cheddar, reduced-fat Monterey Jack, Muenster, Asadero, Queso Quesadilla, organic Cheddar, Monterey Jack & Colby)

Cheese and ingredient-related joint venture: Southwest Cheese Co., Clovis, N.M. — JV cheese operation with the cooperative members of the Greater Southwest Agency (DFA, Select Milk Producers, Zia Milk Producers, LoneStar) (40- and 640-lb. block Cheddar, Colby, Monterey Jack, Pepper Jack, Muenster, Asadero, Queso Quesadilla, Colby Jack)

Estimated annual cheese produced: 810 million lbs.

Estimated annual cheese marketed: 810 million lbs.

Estimated 2011 sales: \$1.4 billion

Projected 2012 sales: \$1.4 billion

Percentage of sales from cheese: 95%

Market segments for cheese: 35% retail; 50% foodservice; 15% ingredients

Websites: www.glanbiausa.com, www.glanbianutritionals.com

A look inside: Glanbia Foods Inc. is looking at steady growth in the year ahead.

The company in January 2012 signed an agreement with the Twin Falls Urban Renewal Agency (TFURA) to build a state-of-the-art Cheese Innovation Center and corporate offices in downtown Twin Falls, Idaho.

Slated for construction later this year, the goal is to open the new complex in the first quarter of 2013, company officials say. The building will be located on the corner of Fourth Avenue and Shoshone Street West in downtown Twin Falls. The new corporate office will bring more than 100 employees together downtown.

Jeff Williams, CEO, Glanbia Foods, says creating a new business environment has been years in the making.

"As we have grown, and as needs in the cheese market change, it was essential to address two critical items," Williams says. "First, ensuring our team is located under 'one roof.' Second, we want to ensure that we meet the requirements of our customers and the marketplace."

The new office complex will be approximately 35,000 square feet, while the Cheese Innovation Center will comprise an additional 14,000 square feet, Williams says. The cost of the project is estimated at \$13 million to \$15 million.

Williams notes that the new Cheese Innovation Center will be an essential tool to address the changing dynamics in the marketplace.

It will essentially serve as a mini cheese plant, he adds.

"It will be a small version of a center we have in the middle of our large cheese

Turn to KEY PLAYERS, page 31 ⇨

We're in this
together...

Hand &
Surface
Sanitation

Metal
Detectable
Products

Sanitation &
Environmental
Testing

Color-
Coded
Products

No matter what level of **SQF certification** you are trying to achieve – Food Safety Fundamentals, HACCP Food Safety Plans, or Quality Management Systems, **we can help!**

Let's work together to provide safe food through SQF certification.
Call Nelson-Jameson first for all your supply needs.

NELSON JAMESON
INC.

1-800-826-8302
www.nelsonjameson.com

For more information please visit www.nelsonjameson.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 30

plant in Gooding," he says. "However, as a stand-alone plant, it provides additional opportunities for innovation, research and customer interaction that we cannot accommodate in the middle of a larger plant."

The center will have open and enclosed vats to make commercial styles of cheese, as well as an aging room, cooler, lab and kitchen.

"We'll also encourage customers to come in and work with us side-by-side," he says.

Williams says both the Cheese Innovation Center and office building will be built and owned by Uptown Developers, and Glanbia Foods will be leasing the building from them.

Even though the company is leasing, it is making a long-term commitment to downtown Twin Falls, he adds.

"Over the years with growth and development, business has been pulled away from that downtown area," he says. "There is a lot of space, and we have the opportunity to go down there and help TFURA revitalize the downtown corridor."

Glanbia Foods last year also built a new cooler at its Twin Falls plant for cold storage.

"We can now store about 3 weeks' worth of production in there," Williams says, noting that prior to adding the cooler, the company had to use storage outside the company.

In addition, Glanbia will build a new truck shop and driver facility in Gooding in 2012 for hauling cheese and whey between its facilities, Williams says.

Glanbia Foods also will continue to grow its export market in 2012, particularly focusing on growing its exports of cheese, Williams says.

He notes that the company has people "on the ground" in several regions including Asia, Mexico and the Middle East/South Africa to help facilitate this growth.

Glanbia Foods also continues to export a lot of its whey products including whey proteins.

"We're ramping up our whey production because we have more demand than we have product, and we think it will continue," Williams notes. "We're always looking at how we can create more value out of the whey stream."

In Glanbia's 2011 financial results released in February, the company notes that 2011 was a positive year for global dairy markets following a good year in 2010. Despite a significant increase in global milk production, overall demand proved to be resilient, resulting in a modest market correction in the second half. Many of the 2011 demand characteristics, including demand from developing economies, are expected to prevail this year.

For its U.S. cheese segment, Glanbia notes that in 2011, U.S. cheese prices

were strong, yet somewhat volatile, for most of the year, compared with 2010 due to a combination of market factors. Retail cheese sales were down overall, mainly as a result of consumer resistance to retail price increases. This was more than offset by relatively strong demand from the foodservice sector and export sales of American-style Cheddar, which were very strong, increasing more than 30 percent in 2011, following a 60-percent increase in 2010.

The trading environment for U.S. cheese in 2012 has some challenges, Glanbia notes. Higher U.S. milk production is expected to result in a lower average U.S. cheese market price in 2012. However, overall U.S. cheese is forecast to deliver a performance in 2012 broadly in line with 2011.

Glanbia Foods' cheese products also received industry recognition over the past year.

At this spring's 2012 World Championship Cheese Contest, sponsored by the Wisconsin Cheese Makers Association, Glanbia Foods swept the Pepper Flavored "American" Style Cheeses class with its Habanero Pepper Jack (first and second) and its Pepper Jack (third). The company also placed first in the Medium Cheddar class at the contest.

Also at the same contest, Glanbia Foods placed second in the Flavored Cheeses with Sweet or 'Dessert' Condiments class with its Monterey Jack with Walnuts, and third in the Mild Cheddar, Sharp to Aged Bandaged Cheddar, Monterey Jack and Marbled Curd Cheese classes.

At last year's Idaho Milk Processors Cheese Contest, held Aug. 9 at Glanbia Foods' Twin Falls plant, Glanbia's Colby received first and third place in the Colby/Monterey Jack class; its Red Pepper cheese placed third in the Spiced Cheese class; its White Cheddar with Chives and Monterey Jack with Pecans placed second and third, respectively, in the Flavored Cheese class; and its Granular Curd placed second in the Granular Cheese for Manufacturing class.



Gossner Foods Inc.
Logan, Utah

Key executives: Dolores Wheeler, pres. & CEO; Greg Rowley, exec. VP; Drew Miller, CFO; Dave Larsen, cheese plant mgr., Logan, Utah; Clemente Russo, cheese plant mgr., Imperial Valley Cheese; Brian Wilson, cheese plant mgr., Magic Valley Cheese, Burley, Idaho; Kelly Luthi, plant mgr., UHT

plant; Jim Jessen, production mgr., UHT plant; Jason Simper, sales; Clyde Johnson, production mgr., Logan, Utah, cheese plant

Cheese plants: Logan, Utah (Swiss, Baby Swiss, Muenster, naturally smoked cheese, full service retail & foodservice packaging operation); Heyburn, Idaho (Swiss, Baby Swiss, Colby Jack & Pepper Jack Mini-horn); Imperial Valley Cheese of California, El Centro, Calif. (Swiss, Old World Swiss, Asadero, Muenster)

Aseptic milk plant: Logan, Utah (Shelf-stable milk products)

Estimated annual cheese produced: 66 million lbs.

Estimated annual cheese marketed: 72 million lbs.

Estimated 2011 sales: \$312 million

Projected 2012 sales: \$325 million

Percentage of sales from cheese: 66%

Market segments for cheese: 45% retail; 45% foodservice; 10% ingredients

Website: www.gossnerfoods.com

A look inside: Gossner Foods Inc. over the past year has increased its sales of Swiss cheese and shelf-stable milk products, and the company hopes to keep growing in these areas in 2012.

"One of the things we've really taken a look at in the past year is the number of countries our milk and cheese is in,"

says Dolores Wheeler, president and CEO, Gossner Foods Inc. She notes that Gossner Foods currently is selling its shelf-stable milk products in 12 countries and its cheese in nine countries.

Wheeler adds that the company is looking to Asia as a possible market to expand into in the future. However, she is quick to note that Gossner Foods is more interested in increasing its customers in existing domestic and foreign markets more than expanding into additional markets.

One of the foreign endeavours the company is most proud of is its recent arrangement to have its shelf-stable milk products sent to U.S. troops in Afghanistan.

The company's shelf-stable milk also is making its way into schools in other countries.

In 2011, exports were 30 percent of the company's shelf-stable milk business, notes Kelly Luthi, plant manager for the company's ultra high temperature (UHT) milk plant.

At home, the company recently added an aseptic milk plant next to its cheese plant in Logan, Utah. The plant produces shelf-stable milk products under a variety of labels, both private and

Turn to KEY PLAYERS, page 32 ⇨

Gossner Products:

- Full-line Of Private-label Packaging To Your Specifications
- Packaging For All Cheese Types
- UHT Shelf-stable Milk Products Offered In Quarts & 8 Oz.
- Shelf-stable Bag-in-Box

Specializing In:

- SWISS: Traditional, Baby & European Flavor
- MUENSTER
- ASADERO
- MINI-LONGHORN

Gossner Foods Inc.
1051 North 1000 West • Logan, Utah 84321 • Phone: (435) 752-9365 • Fax: (435) 752-3147

For more information please visit www.gossnerfoods.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 31

Gossner owned. The 75,000-square-foot aseptic plant is slated for completion early this year.

On the cheese side of the business, the company recently completed a cheese plant automation project at its Logan cheese plant, says Dave Larsen, cheese plant manager, Gossner Foods. As part of the project, four lines were converted to automated case packing and palletizing.

In 2012, the company also hopes to make upgrades to its plant in Heyburn, Idaho.

"We have started the ordering and construction process for additional cheese vats," Larsen notes. He adds that the additional vats will allow the company to add to its Swiss, Muenster and mini-horn volume.

The company notes that "kaizen" or "continual improvement" is an approach to productivity improvement that keeps the operation "a cut above the rest." With its ongoing philosophy of continuous improvement, Gossner Foods has become one of the most technologically-advanced Swiss cheese plants in the country, he says.

In the coming year, the company hopes to continue growth in both milk and cheese sales. Gossner Foods currently is working to expand offerings in the flavored milk category, with additional details to come later this year, Luthi says.

Gossner Foods' products also continued to gain industry recognition in the past year. At the annual Idaho Milk Processors Cheese Contest held in August, Gossner Foods' Magic Valley plant received the second reserve award for

its Swiss, made by Thom Stimpson. The company's Swiss also earned second and third place finishes in the Swiss cheese class at the contest.

In addition, the company received a second-place finish in the Aged Cheddar class and a third-place finish in the Colby/Monterey Jack class at the contest, as well as a first-place finish in the Flavored Cheese class with its Smoked Swiss.

Gossner Foods also swept the top three spots in the Open Reduced Fat Cheese class with its Reduced Fat Swiss at the contest.



Grafton Village Cheese Co.
Grafton & Brattleboro, Vt.

Ownership: Windham Foundation, Grafton, Vt.

Key executives: Bob Allen, pres.; Greg Kathan, facilities mgr.; Ellyn Ladd, production mgr.; Karen Gaudette-Becker, VP, sales; Melissa Gullotti, communications dir.

Cheese plant: Brattleboro, Vt. (aged Cheddar 1-4 years, flavored Cheddar); Grafton, Vt. (aged Cheddar 1-4 years, Cave Aged cheeses)

Estimated annual cheese produced: 1.4 million lbs.

Estimated 2011 sales: \$8.8 million

Projected 2012 sales: \$8.8 million

Percentage of sales from cheese: 89%

Market segments for cheese: 82% retail; 16% foodservice; 2% ingredients

Website: www.graftonvillagecheese.com
A look inside: Grafton Village Cheese Co., known for its 1- to 4-year aged Cheddars, this past year did a whole new rebranding of its products and introduced new lines and varieties of its cheeses.

In November, the company launched new Grafton Cave Aged cheeses, which include small-batch specialty cow's, sheep's and mixed milk cheeses created by award-winning cheesemaker Dane Huebner.

Among the cheeses in the new Cave Aged line are: Vermont Leyden, a Dutch-style cheese with a buttery flavor and texture and a cumin bite; Vermont Barndance, a semi-hard sheep's milk cheese with a hint of cow's milk that is tangy and sharp; Clothbound Cheddar, a very bold cheese with nut and mushroom notes; Naked Cheddar, a sharp and buttery cheese cave-aged without cloth to achieve a delicate mushroomy palate; Bismark and Truffled Bismark, a tender, tangy and sweet sheep's milk cheese that has a creamy, hazelnut finish and is available plain or with white and black truffles and truffle-infused olive oil; Shepsog, a complex, earthy cheese made from sheep's and cow's milk and aged a minimum of five months; and Red Vask, a semi-soft, washed-rind sheep's milk cheese with a bright-red rind and white paste.

Grafton Cave Aged cheeses are aged in caves that were built a year and a half ago at the Grafton, Vt., facility specially for this line.

"Before that we had cave-aged cheese, but we were aging it out west or up north," says Melissa Gullotti, communications director of Windham Foundation, Grafton Village Cheese's parent company. "When creating the new cheeses, we wanted our own flavor profile, including where they were aged at."

Grafton Village has seen immediate success with these cheeses. At the World Cheese Awards in Birmingham, England, last fall, the Vermont Clothbound Cheddar earned a gold medal and the company's Barndance, Shepsog, Truffled Bismark and Red Vask all received bronze medals. The Cave Aged line currently is available in select Northeast locations, and Grafton Village will focus this year on introducing these small-batch cheeses to additional markets.

"The Cave Aged line will be in specialty cheese shops only, just because it's so small," Gullotti says. "We've done some test markets with the Cave Aged cheeses and received positive results. We're really trying to reach out to the cheesemongers, which is our strategy as we are starting to roll it out."

In addition to the medals for its Cave Aged cheeses at the World Cheese Awards, Grafton Village Cheese also received a second-place award for its Grafton Duet during last summer's American Cheese Society contest.

The company last year rebranded

some of its cheeses under the new Grafton Tavern Select line of traditionally aged, handmade raw milk Cheddars packaged in a wedge shape. This new line includes the company's 2-, 3- and 4-year naturally-aged Cheddars and its Maple Smoked Cheddar. The Tavern Select line is named for the Grafton Inn, a Grafton, Vt., landmark since 1801 that regularly features Grafton Village cheeses and also is owned by the Windham Foundation.

"Naming our 2-year, 3-year, 4-year and Maple Smoked Cheddar Tavern Select helps people understand the partnership between the Grafton Inn and the cheesemakers," Huebner says. "Tavern Select Cheddars are utterly distinct, and are the product of the unique mix of people and place that is Grafton Village."

The nonprofit Windham Foundation's mission is to promote the vitality of Vermont's rural communities through philanthropic and educational programs and its subsidiaries. Gullotti says a huge part of what the foundation and its affiliate businesses do is to take part in the community and promote Vermont-made products.

"We have a donation program, where we receive donation requests every month. We work to support those nonprofits in the area through product donations for their fundraising initiatives," she says. "One of the projects we work with is the Vermont Foodbank. We provide it with a lot of cheese, which gets distributed to local food banks in Windham County."

Whether it's providing products to feed people, helping other nonprofits, hosting community events or teaching children about cheesemaking, Gullotti says everything at the Windham Foundation and Grafton Village Cheese goes back to the mission of promoting the Vermont community.

"Our employees are so involved in the community. It's a really nice flow," she says. "It's ongoing, part of our everyday life."

GRÄNDE®

Grände Cheese Co.
Brownsville, Wis.

Key executives: Wayne Matzke, pres. & CEO; John Fridirici, VP, milk marketing & procurement; Paul Graham, VP, custom ingredients group; Dave Herrmann, VP, information technology; Ryan Cropper, VP, human resources; Jeffrey Kondo, VP, cheese technology & corporate quality assurance; Todd Koss, VP, finance & accounting; Michael Magers, VP, marketing; Michael Nelson, VP, operations; Darryl Thompson, VP, sales

Cheese plants: Brownsville, Wis. (Mozzarella, Fior di Latte); Rolling Meadows, Fond du Lac, Wis. (dicing

Turn to KEY PLAYERS, page 33 ⇨

NOVAK'S CHEESE

A Better Source For Cheddar

We're Proud to Offer White and Colored Cheddar Ranging from Mild to Extra Sharp in Flavor

- Wisconsin Premium 640's
- Wisconsin Premium 40 lb. Blocks
- Wisconsin Premium 500 lb. BAYES
- Wisconsin Premium Organic Sharp Cheddar

Monterey Jack, Colby, Pepper Jack & Much More

• Set-aside Programs • Cheese Grading Services • Spot Purchases Available

NOVAK'S CHEESE OF WISCONSIN, INC.
Tel: 920.338.1571 Fax: 920.338.1714
188 Novak St & Bee Novak

Another EXTRAORDINARY Cheese from Wisconsin

Billy Cell: 920.338.1571 • billy.novak@novakscheese.com
Betsy Cell: 920.338.3778 • betsy.novak@novakscheese.com

www.novakscheese.com

For more information please visit www.novakscheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 32

& shredding, cut & wrap, aging); Fond du Lac, Wis. (distribution); Friendship, Wis. (value-added custom ingredients); Juda, Wis. (Mozzarella, Ricotta); Rubicon, Wis. (Cheddar, Parmesan, Provolone, Romano); Wyocena, Wis. (Mozzarella, Provolone)

Market segments for cheese: Largely foodservice

Website: www.grande.com

A look inside: Grände Cheese Co. celebrated its 70th anniversary in 2011. Founded by Italian immigrant Filippo Candela, who learned the art of making fine Italian cheeses in his native village of Montelepre on the island of Sicily, Grände originally made Italian eating and grating cheeses such as Provolone and Romano. In later years, pizza became popular and Grände began to produce its trademarked Mozzarella.

As part of its 70th anniversary celebration, Grände held an internal event for its employees called "Customer for a Day," offering an opportunity for them to experience Grände products from a customer's point of view.

"It was an event aimed at exposing our associates to all the various attributes that make our brand so unique in the various markets," says Wayne Matzke, president and CEO, Grände Cheese Co. "It was clearly an investment in our associates toward the complexities of our marketplace. It was very well-received. People I think got a lot of mileage out of it from an educational point of view."

Grände also has continued to expand its lines of traditional Italian cheese and innovative powder products. In spring 2011, Grände introduced Cepponelli, a Mozzarella log, to its line of Fresh Mozzarella products for its foodservice business.

In mid-year 2011, Grände also introduced two new custom ingredient products to its value-added whey offerings. One of these new products is Ultra 9100, a whey protein isolate product.

"We would sell this to people who are looking to incorporate various levels of protein into drinks or for applications in food products," Matzke says.

The other whey protein product Grände has introduced is a new line of yogurt powder products.

"The application would be for those people who incorporate yogurt as a base into dressings, into formulations of their products, in place of cream or some other ingredients," Matzke says. "Yogurt powder has gotten quite popular lately."

For the coming year, Matzke says Grände will focus on the overall area of food safety and meeting the new requirements of the Food Safety Modernization Act.

"One of the biggest things is the accelerated involvement in food safety, meeting the needs of the Food Safety Modernization Act and all the other

global safety initiatives out there," Matzke says. "We're doing a lot of work in that area."



Great Lakes Cheese Co. Inc.
Hiram, Ohio

Key executives: Gary Vanic, pres. & CEO; Heidi Eller, chairman of the board; Hans Epprecht, board member; John

Epprecht, VP, co-manufacturing; Dan Zagzebski, VP, co-manufacturing & retail sales West; Craig Filkouski, VP, packaging; Kurt Epprecht, VP, procurement; Bill Andrews, retail sales East & foodservice; Russ Mullins, VP, finance; Mary Jo Tourmet, VP, human resources; Ed Jacquay, dir., manufacturing; Tim Ault, dir., quality

Cheese plants: Adams, N.Y. (aged Cheddar, whey); Cuba, N.Y. (Mozzarella & Provolone, shreds & foodservice, whey); Hiram, Ohio (chunks, slices, shreds, deli cuts); Fillmore, Utah (chunks, slices, deli cuts, shreds — retail & foodservice); La Crosse, Wis. (process — retail & foodservice); Plymouth, Wis. (chunks, slices, shreds — retail & foodservice); Wausau, Wis. (Blue, deli trays, chunks, vacuum slices, cups, packaging & distribution)

Estimated annual cheese produced: 180 million lbs.

Estimated annual cheese marketed: 1.0 billion lbs.

2011 sales: \$2.2 billion

Market segments for cheese: 70% retail; 25% foodservice; 5% ingredients

Website: www.greatlakescheese.com

A look inside: Great Lakes Cheese Co. Inc. in late March announced an agreement to acquire Seymour Dairy Co. Inc., Seymour, Wis.

Great Lakes Cheese has offered jobs to the approximately 50 current employees at Seymour Dairy Co. Great Lakes Cheese Seymour Inc. will continue to be led by Mike Brennenstuhl, who began the company in 2005.

Turn to KEY PLAYERS, page 34 ⇨

Quality That Never Stops Whisking... For You!

The new ultra 9100 whey protein isolate product...
 Contains 91% protein, 0% fat, 0% sugar, 0% carbs...
 Perfect for smoothies, shakes, and more...
 Available in 5 lb and 25 lb bags...
 Visit us at www.greatlakescheese.com

Great Lakes Cheese
A Division of Quark

For more information please visit www.greatlakescheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 33

Seymour Dairy produces six different Blue cheese products.

“Blue-veined cheeses are a growing segment that fits well into Great Lakes Cheese’s broad line of products for retail and foodservice markets,” says Gary Vanic, president and CEO, Great Lakes Cheese.

Great Lakes cheese this year also redesigned its 8-ounce rigid shingle package and relaunched the product with the new design, says John Epprecht, vice president of co-manufacturing, Great Lakes Cheese.

The company also is adding some additional cheese varieties to its rigid cracker-cut package as an extension of the snacking and entertainment line.

“The snacking segment has been an area of growth for us,” Epprecht says.

As part of that, Great Lakes Cheese in 2012 is going to begin producing String cheese at its Cuba, N.Y., plant.

“The growth segment in this area is phenomenal, and we see String as a potential growth area for Great Lakes Cheese for private label and brands,” says Dan Zagzebski, vice president of co-manufacturing and retail sales West,

Great Lakes Cheese. “We also want to use this as our stepping stone into further growth in the snack arena.”

With this in mind, Great Lakes Cheese plans to offer two new snack cheese items that are three-fourths of an ounce in late summer, Zagzebski says. The pieces will be available in display bags of various counts.

“We are excited to introduce the new easy-open package style in the snack category,” he says.

Great Lakes Cheese in 2012 will look to continued growth of its Adams Reserve program as well, Zagzebski adds.

Vanic notes that the company has completed an expansion at its Hiram, Ohio, plant. The expansion focused on two areas: increased storage of finished goods and increased cold storage space for the additional cheese now coming out of the Adams, N.Y., plant. The addition to Hiram was approximately 126,000 square feet.

“That addition is ramped up and running smoothly,” Epprecht says. “We’ve also added some additional palletizing equipment.”

He notes that in the past year, Great Lakes Cheese received multiple awards from retail chains for quality and service, including Safeway and Food Lion.

Great Lakes received industry rec-

ognition in the past year, as well. The company received a gold medal and two silver medals for its Cheddar (gold) and Aged and “Super” Aged Cheddars (silvers) at the 2011 New York State Dairy Products Competition.

In addition, Great Lakes Cheese this past spring placed third in the Sharp Cheddar class with its Sharp Cheddar at the 2012 World Championship Cheese Contest, sponsored by the Wisconsin Cheese Makers Association. The company’s White Cheddar Cheese also placed third in the Open Class Shredded Cheese, Flavored or Unflavored category at the contest.



Key executives: Richard Guggisberg, pres.; Diane Mellor, VP; Ray Kohl, pres., Guggisberg Sales Co.; Shawn Shertzer, controller; Dick Bylsma, dir., sales, Indiana division

Cheese plants: Doughty Valley plant, Millersburg, Ohio (Original Baby Swiss wheels & deli slicing loaves, Amish Butter Cheese wheels & deli slicing loaves, Lucerne cheese wheels, Farmers cheese deli slicing loaves, grassfed Baby Swiss wheels); Sugar creek, Ohio (200-lb. block premium Swiss, 200-lb. block Baby Swiss, Baby Swiss deli slicing loaves, Swiss Lace deli slicing loaves, 200-lb. Traditional Swiss wheels, cut & wrap, evaporated whey concentrate); Deutsch Käse Haus plant, Middlebury, Ind. (horns of Cheddar, Colby, Colby Jack, Monterey Jack, Pepper Jack, Marble Pepper cheese, Salsa Cheese, Cheese with Yogurt Cultures, Garden Vegetable Cheese, Amish Creamery Cheese, Farmers Cheese, Smoked Gouda, Lacey Swiss).

Estimated annual cheese produced: 30 million lbs.

Estimated annual cheese marketed: 30 million lbs.

Estimated 2011 sales: \$72 million

Projected 2012 sales: \$85 million

Percentage of sales from cheese: 82%
Market segments for cheese: 95% retail; 5% foodservice

Website: www.babyswiss.com

A look inside: For the last year, Guggisberg Cheese Inc. has been focused on marketing the premium quality of its products and continuing major facility upgrades that will ensure the brand’s future vitality.

Construction on the plant in Sugar creek, Ohio, is ongoing and will soon bring additional production and storage capabilities to the facility.

“The result will be over 50,000 square feet of additional space including aging rooms, cooler space, dry storage, automated packaging lines with modern

clean room, automated palletizing and coding,” says Ryan Ramsey, marketing coordinator, Guggisberg Cheese.

Also topping the list of improvements are new loading docks, an employee break room, offices and a research and development laboratory.

“We will be using the new Sugar creek plant layout to create more efficiency and quality control while boosting production of our Swiss,” says Richard Guggisberg, president of Guggisberg Cheese.

In addition to the Sugar creek expansion, the company also has implemented an environmentally-conscious phosphorus removal system and installed four new copper-lined vats at its Doughty Valley plant in Millersburg, Ohio.

“That has resulted in 100 percent ‘A’ grade product every month since the vat installation in August,” says Ramsey.

Guggisberg Cheese also focused on expanding its private label offerings in 2011. The company introduced 39-inch deli horns and also began marketing traditional 200-pound wheels of Swiss.

“Our 39-inch horns were marketed aggressively for the first time in 2011, and we saw an increase in sales as delis and slicing companies recognized the efficiency of the product,” says Ramsey.

In 2011, Guggisberg Cheese also launched its campaign to phase out the Deutsch Käse Haus brand name on products produced at the plant in Middlebury, Ind., and replace it with the Guggisberg brand.

“The first customers were converted from the Deutsch Käse Haus label to the Guggisberg label in 2011 with very positive feedback, and that is a trend we hope to see continue,” says Ramsey.

In addition to private label expansion, a focus on high-quality products underlined the marketing strategies of Guggisberg Cheese in 2011.

“We wanted to push the supreme quality of our products and our commitment to ensuring quality, and our plant additions speak for our commitment to the future,” says Ramsey.

Richard Guggisberg says awards and recognition bestowed upon Guggisberg products are very nice, but continuing to win over consumers has been the company’s top accomplishment in 2011.

“The best reward is our accomplishments in the marketplace with ever-increasing sales due to the quality and efficiency of our products,” says Guggisberg. “Constant pursuit of improvement with the best quality is always the goal.”

Although winning awards may not be the primary goal of Richard Guggisberg, during the World Dairy Expo Championship Dairy Product Contest the company’s Colby Longhorn — produced at its facility in Middlebury — claimed second place in the Colby/Monterey Jack class. Guggisberg also received second and third place honors in the Swiss class for its Swiss Block and Aged Swiss Block, respectively, at the same competition.

Turn to KEY PLAYERS, page 35 ⇨

Producing Top Quality Cheese for more than 20 Years

- Zero-tolerance Food Safety and Audit Programs
- Original Baby Swiss Cheese
- Low-moisture String and 1/2 lb. Slices
- 20% and 40% Wheels, 1/2 lb. and 1 lb. Wheels
- All Available in Various Pack Sizes
- Award-winning Premium Swiss Cheese
- Premium Weds and Slices

Unmatched quality and commitment to every cut. Guggisberg offers these varieties:

- Original Baby Swiss
- Premium Swiss
- Amish Butter Cheese
- Farmers Cheese

New this year: Grassfed Baby Swiss and Swiss Cheddar

- Available in Bulk, Private and Store
- Complete Private Label programs for deli and foodservice available

For more information, contact Ray Kohl at (774) 948-1792

Guggisberg Cheese, Inc.

1000 Sugar Creek Rd.
Millersburg, OH 44660
Ph: (774) 948-1792 Fax: (774) 948-1793
www.babyswiss.com

For more information please visit www.babyswiss.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 34



Hilmar Cheese Co.
Hilmar, Calif.

Key executives: John Jeter, pres. & CEO; Phil Robnett, VP, cheese sales; Rick Kaepernick, VP, operations; Regina King, CFO; Jay Hicks, VP, sr. business advisor; Tedd Struckmeyer, VP, engineering & business development; Kevin Vogt, VP & GM, whey; David Ahlem, VP, dairy procurement & policy; Jeremy Travis, VP, quality assurance

Cheese plants: Hilmar, Calif. (40- and 640-lb. block Cheddar, Monterey Jack, Pepper Jack, Colby, Colby Jack; WPC; WPI; WPH; lactose); Dalhart, Texas (40-lb & 640-lb. block Cheddar, Monterey Jack, Pepper Jack, Colby, Colby Jack; WPC; WPI)

Estimated annual cheese produced: 780 million lbs.

Estimated annual cheese marketed: 780 million lbs.

Estimated 2011 sales: \$1.7 billion
Percentage of sales from cheese: 83%
Market segments for cheese: 60% retail; 35% foodservice; 5% ingredients
Website: www.hilmarcheese.com

A look inside: Hilmar Cheese Co. and its business unit, Hilmar Ingredients, serves customers in more than 40 countries from its two manufacturing facilities in Hilmar, Calif., and Dalhart, Texas.

Hilmar Cheese specializes in the production of Cheddar and American cheese utilized by private label and national brand, retail and foodservice companies across the United States. The company has the unique ability to produce a range of cheese in large volumes and the flexibility to adjust quickly to its customers' changing needs, says John Jeter, president and CEO, Hilmar Cheese Co.

Hilmar Cheese Co. also has growing export demand for its cheeses to Asia, North Africa and Mexico.

The Hilmar Ingredients division this past year continued to settle in to a recently-completed major expansion at the Dalhart facility. Expansions included more milk storage capacity, natural American-style cheese production lines and its line of innovative and highly functional whey products.

Hilmar Ingredients' whey products are sold worldwide for use in diverse applications such as frozen dinners, processed cheeses, fast food, baking ingredients, infant formulas, nutrition products, confectioneries and others, Jeter notes.

Hilmar Ingredients this year introduced a new Hilmar 9000 Whey Protein Isolate (WPI) derived from sweet dairy

whey and manufactured by a special cross-flow filtration process, says Denise Skidmore, director of education and public relations, Hilmar Cheese Co.

"The Hilmar 9000 Whey Protein Isolate, with its neutral flavor and favorable mineral profile, is a practical fortification choice for nutrition bars, ready-to-drink beverages and other applications requiring a source of high quality protein," she says.

The product builds on Hilmar's existing line of whey protein products, including the Hilmar 9420 WPI introduced last year.

Clear in solution, Hilmar 9420 is designed for low-pH applications that require an excellent nutritional profile, solubility and heat stability.

Hilmar Ingredients also manufactures a wide range of whey protein concentrates, whey protein hydrolysates and three grades of edible lactose: Natural, Fine Grind and Extra-Fine. The company's Pharmaceutical Lactose division is a global marketer and specializes in Crystalline grades.

Hilmar Cheese Co. — which on its website says it annually produces more cheese from its headquarters in Hilmar, Calif., than any other manufacturer in the world — is currently in the permitting process for a new corporate administration building at its California site. The company will break ground on the project this year, Skidmore says.

The new administration building will provide more room for existing staff, and the company will be adding jobs in a second phase, she adds.

Hilmar Cheese Co. this year continued to award college assistance through its 10th annual scholarship program, designed to reflect the company's continued support of higher education and its commitment to employees, dairy farm families and the California and Texas agricultural industries. College scholarships are available to high school seniors and college students with an agricultural major and living in the counties where the company is located — Merced and Stanislaus counties in California and Dallam and Hartley counties in Texas.

The company also offers scholarships to children of employees and to the children of the dairy farm families who ship their milk to Hilmar Cheese Co.

Hilmar Cheese Co. continues to gain industry recognition, both for its products and its donation efforts.

The company placed second in the Whey Protein Isolates class at the 2011 World Dairy Expo Championship Dairy Product Contest, sponsored by the Wisconsin Dairy Products Association.

Hilmar in late 2011 also was awarded the 2011 Outstanding Corporate Donor in Philanthropy by the Yosemite Chapter of the Association of Fundraising Professionals in cooperation with the Modesto Rotary Club.

"We are honored to receive this recognition," says Richard Clauss, chair of Hilmar Cheese Co.'s board of directors.

"It is our responsibility to improve our local communities, not just by providing jobs, but also by contributing to a variety of local organizations that make a difference for others."

Hilmar Cheese Co. was recognized for its generosity to Emanuel Medical Center, Turlock, Calif., which helped the center build, renovate, purchase equipment and provide hospice care.

The company also was recognized for its contributions in other areas, including dedication to the arts, improving community food resources and education via its scholarship program and school tour program at its Visitor Center, which hosts 15,000 students each year.



Holland's Family Cheese LLC
Thorp, Wis.

Key executives: Rolf Penterman, co-owner; Marieke Penterman, co-owner.

Cheese plants: Thorp, Wis. (Gouda, flavored Gouda, aged Gouda)

Estimated annual cheese produced: 145,121 lbs.

Estimated annual cheese marketed: 117,263 lbs.

Estimated 2011 sales: \$889,392
Projected 2012 sales: \$1 million
Percentage of sales from cheese: 96%
Market segments for cheese: 90% retail; 10% foodservice

Website: www.hollandfamilycheese.com

A look inside: Holland's Family Cheese LLC has grown every year since Rolf and Marieke Penterman started the business in 2006, and 2012 won't be any different.

The Pentermans plan to expand on a 100-acre parcel of land in Thorp, Wis.

Kimberly Rabuck, general manager, says they envision breaking ground on the new, state-of-the-art facility by the end of 2012. In addition to building a new dairy and creamery, the company hopes to make the site an educational center for the city.

"We want to have an educational point of view so people can hear and learn," says Marieke Penterman.

Aside from the new facility's community outreach component, Holland's Family Cheese has simply outgrown its current facility, she says.

Turn to KEY PLAYERS, page 36 ⇨

ProChemicals LLC

Sanitation and so much more...





Let our Food Quality Specialists individualize a program for your plant.

Product Categories:

- Acid Regulators
- Cleaning Chemicals
- Acids
- Alkalies & Ammonium Salts
- Bleaches
- Buffers
- Corrosion Inhibitors
- Laundry Detergents
- Laundry Softeners
- Corrosion Inhibitors

Let's talk about the "PRO-ACT" approach at your plant!

Providing These Plant Solutions:

- Sanitation Training Programs
- Sanitation Audits
- Cleaning Schedules Development
- Project Monitoring
- Inquiries and Cost
- Inquiries

ProChemicals LLC
1000 W. Main Street
Thorp, WI 53186
www.prochemicals.com

For more information please visit www.prochemicals.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 35

"We just don't have the room to produce the amount of cheese our customers are demanding," says Marieke Penterman.

Holland's Family Cheese has already doubled its cheese production schedule — going from two days a week to four days a week in the last year.

"This year we also hope to start a fifth day of cheesemaking, but we have to make some adjustments to do that," says Marieke Penterman.

There will be plenty of adjustments for the creamery in the coming year — the Petermans have plans to begin producing ice cream at the new facility and hope to launch products such as yogurt and custard as well.

Marieke says the company has been busy creating a new flavor of cheese, Marieke Golden, which won best of class honors in this year's World Championship Cheese Contest.

"Marieke Golden is similar to a Gouda but we have a different way of making it," she says. "We thought we'd enter it in the contest and if it would do well, we'd introduce it to the market. If not, we'd make it slowly disappear."

With more products and increased production, Holland's Family Cheese has increased its marketing efforts as well — hiring a marketing director, implementing a pre-order program, offering open houses, communicating with customers through newsletters and taking advantage of social media tools such as Twitter, Facebook and 4-Square.

"When we started this in November of 2006, after a while we noticed we were making cheese but it was not rolling out the door. Marketing was something totally new we had to conquer," says Marieke Penterman.

Along with increasing its social media and advertising presence, Holland's Family Cheese also launched a campaign in which customers were challenged to name its new mascot — a big-eared mouse that is fluent in Dutch. In the end, the new mascot was named Wheyd Gouda.

Marieke Penterman credits those marketing efforts for the creamery's increased sales and ability to increase production after previously reducing the production schedule to two days a week.

"You cannot control when the cheese is rolling out and you're getting your money, so we had to take a step back and go to half production," she says. "Going back to full production again

this year is a big achievement for us."

At this spring's World Championship Cheese Contest, Holland's Family Cheese received best of class honors for its Marieke Golden, Marieke Gouda Smoked and Marieke Gouda Cumin. The company also received a second-place award for Marieke Gouda Super and a third-place award for Marieke Gouda Mature 6-9 month at the contest.

Holland's Family Cheese clinched second place at the World Dairy Expo Championship Dairy Product Contest for its Smoked Cumin Gouda in 2011.



Klondike Cheese Co.

Monroe, Wis.

Key executives: Ron Buholzer, pres.; Steve Buholzer, VP; Dave Buholzer, secretary/treasurer; Adam Buholzer, VP, production; Luke Buholzer, VP, sales; Matt Erdley, VP, engineering; Teena Buholzer, marketing dir.

Cheese plants: Monroe, Wis., (Brick, traditional & flavored Feta, Havarti, Muenster)

Estimated 2011 sales: \$66 million

Projected 2012 sales: \$78 million

Percentage of sales from cheese: 95%

Market segments for cheese: 15% retail; 80% foodservice; 5% ingredients

Website: www.klondikecheese.com

A look inside: Klondike Cheese Co. continued its philosophy of steady, across-the board growth in 2011 with new marketing initiatives and enhancements to its facility in Monroe, Wis.

In January, the company completed renovations that led to more cooler and dry storage space at the cheese plant. Luke Buholzer, vice president of sales, says the renovations — which began in August 2011 — gave the company an additional 10,000 square feet of cooler space and 10,000 square feet of dry storage space.

In the coming year, Buholzer says, Klondike Cheese plans to expand its retail production line.

"We are installing a second retail cup line that will double our current production," he says.

Klondike Cheese, which began when Earnest and Marie Buholzer began producing Swiss cheese in 1925, now specializes in Feta and continues to increase in popularity.

This year, the company began offering its signature Odyssey Feta in brine in 1-pound packages for retail consumers.

"There wasn't an option for a retail customer to get Feta in a brine before," Buholzer says. "We've always offered it for foodservice, but it wasn't a consumer-friendly package."

In 2011, Klondike Cheese also took a more hands-on approach to marketing by spearheading in-house efforts to

promote its line of Odyssey Feta.

"Last year was really the first year that we were getting out there marketing Odyssey by ourselves," Buholzer says. "We're trying to handle the Odyssey brand ourselves so we have control of it and have a more direct relationship with customers."

Those marketing efforts led to steady, across-the board company growth over the last year, Buholzer notes.

"We've had a lot of our existing customers expand their Feta offerings, whether it be additional flavors or additional pack sizes," he says.

The company hopes to continue that steady growth in the coming year, with promotion of the Odyssey brand as its main focus.

"We're really looking to focus on our value-added product line, which, basically, will be the Feta crumbles for foodservice and retail," Buholzer says. "From the sales side, we're going to continue to try to get the Odyssey brand out there more this year."

In recent years, Klondike Cheese has tried to simultaneously increase sales of all its products — Feta, Brick, Havarti and Muenster cheeses.

"This last year there hasn't been any one major thing that we focused on as far as sales," Buholzer says. "There are a lot of small things that all combined to increase our sales."

Klondike Cheese achieved the British Retail Consortium (BRC) Grade A certification this year. The BRC Global Standards, used throughout the world by more than 17,000 certificated suppliers in 90 countries, standardize quality, safety, operational criteria and manufacturers' fulfillment of legal obligations.

Klondike's Feta and other cheeses continue to do well on the contest circuit. In the 2011 American Cheese Society contest, Klondike's Wisconsin line of Brick took first place and its Muenster took third.

At the Wisconsin State Fair, its Brick claimed second place and its Muenster took third place.



Kraft Foods

Northfield, Ill.

Key executives: Irene Rosenfeld, chairman & CEO, Kraft Foods; Tony Vernon, pres., North America, Kraft Foods; George Zoghbi, president, Cheese & Dairy, Kraft Foods North America

Cheese plants: Bentonville, Ark.; Tulare, Calif.; Champaign, Ill.; Albany, Minn.; New Ulm, Minn.; Springfield, Mo.; Campbell, N.Y.; Lowville, N.Y.; Walton, N.Y.; Beaver Dam, Wis.; Waupaca, Wis.; Wausau, Wis.

2011 sales: Total company revenue is approximately \$54.4 billion. U.S. Cheese

Turn to KEY PLAYERS, page 37 ⇨



For more information please visit www.klondikecheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 36

net revenue is approximately \$5 billion

Websites: www.kraftfoodscompany.com, www.kraftfoods.com

A look inside: 2012 will be remembered as a monumental year for Kraft Foods as it separates into two companies: a high-growth global snacks business and a high-margin North American grocery business.

The North American grocery company, which will include the cheese business, will retain the Kraft name and become known as Kraft Foods Group.

As part of the separation, the company reports the grocery segment is reorganizing within the United States to capitalize on its warehouse distribution strength. With Kraft's oversight and direction, local retail support is being contracted to two leading sales agencies, with Acosta Sales & Marketing being the company's partner for grocery store and mass retail channel execution, and Crossmark supporting Kraft in the convenience store channel.

The snacks business will leverage a direct store delivery model, with most U.S. retail sales employees shifting to the North American region of the global snacks company.

When the two businesses separate later this year, Kraft will reduce its U.S. management center locations from four to two. The Beverages business unit in Tarrytown, N.Y., and the Planters brand in East Hanover, N.J., will relocate to the Chicago area by December.

The actions being taken to separate the two companies will result in the reduction of approximately 1,600 positions in North America throughout 2012, about 40 percent of which are due to the realignment of U.S. Sales. However, the company also says many employees affected by these moves will have the option to transfer with their businesses to the future grocery company headquarters in the Chicago area. Kraft also will close its Glenview, Ill., management center by the end of 2012.

"Consolidating our management locations is a sound business move," says Tony Vernon, president of Kraft Foods North America and CEO of the future grocery company. "Having the majority of our business units together in one location will provide greater development opportunities for our people and will help us continue building our brands more effectively and collaboratively."

The future global snacks company has been named Mondelez International Inc. "Mondelez" (pronounced mohn-dah-LEEZ') is a newly coined word that evokes the idea of "delicious world." "Monde" derives from the Latin word for "world," and "delez" is a fanciful expression of "delicious." In addition, "International" captures the global nature of the business.

The company will have its headquarters in Deerfield, Ill., and the North

American region for the global snacks company will be in East Hanover, N.J. In Canada, both companies will retain sites in the Greater Toronto area.

The Madison, Wis., management center will remain the site for the Oscar Mayer business unit.

Planned workforce reductions do not include manufacturing facilities, the company says.

With the impending separation into two independent companies, Kraft says it is continuing its review of manufacturing facilities to consider what's best for both new companies.

Kraft boasts sales of \$54.4 billion this past year. Twelve of the company's brands—including Kraft and Philadelphia—generate sales of more than a billion each annually. The company reports 2011 was a good year for Kraft despite a challenging economic environment.

"From investing in sustainable agriculture to eliminating waste and promoting healthy lifestyles, we continue to evolve the way we do business to reduce our environmental impact and enhance our contributions to society while delivering outstanding financial performance," says Irene Rosenfeld, chairman and CEO of the company.

While it's been working on reorganizing, Kraft continues to innovate. Over the past year and a half, Kraft Foods has launched dozens of new products including: Athenos Greek yogurt; Philadelphia Cooking Crème; Velveeta Cheese Dips; Velveeta Queso Blanco; Cracker Barrel Seasoned Cheese in three new varieties; Cracker Barrel Cheese Cubes in Jalapeno Cheddar; Cracker Barrel Slices in three new varieties; Cracker Barrel Cheese Sticks in Jalapeno Cheddar; Cracker Barrel Cracker Cuts in Jalapeno Cheddar; Kraft Natural Shredded Cheese in four varieties; and Kraft and Polly-O String

Cheese in Jalapeno.

This year the company also has introduced Kraft Milkbite Bars, which combine real milk with whole grain granola and other ingredients like fruit or roasted nuts, while providing the same calcium as an 8-ounce glass of milk. The product is sold in the refrigerated dairy case. Consumers began to be introduced to Milkbite Bars in February via a national advertising campaign. The integrated campaign features a new character, "Mel the Milkbite," developed in conjunction with Jim Henson studios.

The company continues to focus on reducing sodium in the foods it produces. Since 2010, companywide it has removed more than 6,125 metric tons (more than 13.5 million pounds) of salt from nearly 1,000 North American products. The company reports it's on track to reduce sodium an average of 10 percent by the end of 2012.

The company also is focusing on the environment. In May 2011, Kraft announced expanded sustainability goals and highlighted progress against its six sustainability focus areas. The company's new goals now include the Cadbury and LU businesses acquired since 2007.

From a 2010 base, by the end of 2015 Kraft Foods plans to: increase sustainable sourcing of agricultural commodities by 25 percent; reduce energy use in manufacturing plants by 15 percent; reduce energy-related CO2 emissions in manufacturing plants by 15 percent; reduce water consumption in manufacturing plants by 15 percent; reduce waste at manufacturing plants by 15 percent; eliminate 50,000 metric tons of packaging material; and reduce 50 million miles from its transportation network.

Kraft Foods ranked 23rd in the 2011 Corporate Social Responsibility Index, based on a survey of consumers

created by the Boston College Center for Corporate Citizenship and the Reputation Institute. It also was named in the 100 Best Companies by *Working Mother* magazine in 2011 for the sixth consecutive year.

In this spring's World Championship Cheese Contest, cheese made at the company's Campbell, N.Y., plant placed first in the Mozzarella class, the Fresh Mozzarella class and the String Cheese class. The company also took second in the String Cheese class, second in Pepper Flavored Cheeses class and third in the Flavored Semi-soft Cheeses class.

In the Spreadable Cheeses class, Kraft Foods, Munich, Germany, placed first and cheese from the company's Beaver Dam, Wis., plant placed second. Kraft Foods, Munich, Germany, also placed first in the Pasteurized Process Cheeses class.

Cracker Barrel brand cheese made by Agropur for Kraft Foods placed first in the Sharp Cheddar class, and Cracker Barrel cheese made by Valley Queen for Kraft placed second in the Flavored Hard Cheeses class.

In the American Cheese Society's annual competition, Kraft placed first and second in the Spread with Flavors Using a Base with Moisture—All Milks class, second and third in the Cheddar—Made From Cow's Milk, Aged Less Than 12 Months class and third in the Aged Cheddar—All Milks, Aged Between 12 and 24 Months class. It also received a second place award in the Open Category—Cold Pack Style, Made From Cow's Milk class.

In the World Dairy Expo competition, Kraft swept the top three spots in the Plain Cream Cheese class and placed third in the Creative and Innovative Products class with its Ready to Eat Cheesecake.

Turn to KEY PLAYERS, page 38 ⇨

A CUT ABOVE THE REST!

THE IVARSON 640 BCS



The Ivarson 640 BCS is the most advanced cheese cutting machine from Ivarson in the cheese packaging industry. Designed specifically for handling today's high-moisture, string and shred cheeses, the 640 BCS is designed with simplicity and automation in mind. Ivarson's reputation for quality assures you the equipment is constructed with quality materials that stand up to the toughest environments, and the equipment is backed by the best service and support in the business.

The Ivarson 640 BCS will reduce waste and help to save space and floor time with consistent dimensions without any fix. The more, higher efficiency, better yield and increased throughput for your production line. Consider the Ivarson 640 BCS Cutting System to increase your efficiency.

ADVANTAGES:

- Reduced waste and improved yield
- Consistent dimensions without any fix
- Increased efficiency, better yield and increased throughput
- The most advanced cheese cutting machine in the industry
- Backed by the best service and support in the business

IVARSON
Manufacturing Division

Visit us on line and see the Ivarson 640 BCS Cutting System at www.ivarson.com/products/640_bcs.php

For more information please visit www.ivarsoninc.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 37



LACLARE FARMS™

LaClare Farms
Chilton, Wis.

Key executives: Clara Hedrich, pres.; Larry Hedrich, VP; Greg Hedrich, business mgr.; Katie Hedrich, cheesemaker/marketer

Cheese plants: Partnership with Willow Creek Cheese, Berlin, Wis.; new plant in Pipe, Wis., to open later this year (Evalon [5-month aged goat milk cheese]; Evalon Select [9-month aged goat milk cheese]; Goat Milk Cheddar [raw and pasteurized]; Goat Milk Fondy Jack [Monterey Jack-style]; Fresh Chevre)

2011 cheese sales growth: 300% increase over 2010

Anticipated 2012 cheese sales growth: 350% increase over 2011

Percentage of sales from cheese: 75%

Market segments for cheese: 65% retail; 35% foodservice

Website: www.laclarefarm.com

A look inside: LaClare Farms is in transition mode as it is planning this

year to open a new facility in Pipe, Wis., which will include a new creamery, on-farm store and goat milking and bottling operation.

"It's a huge transition year for us. We're still waiting on a final piece of financing to break ground," says Katie Hedrich, cheesemaker/marketer for LaClare Farms.

In the meantime, LaClare Farms has signed an agreement to work with Dave and Jon Metzger at Willow Creek Cheese, Berlin, Wis., using their cheesemaking facility until the new operation is complete. Even during the transition, Hedrich has hopes of expanding the line of LaClare Farms' cheese offerings.

"One of the big reasons we are transitioning into Willow Creek is that they

have a setup that is very flexible where we can expand our line and produce new product," she says. "It's really exciting — there is so much opportunity with that creamery that we really didn't have open to us before."

LaClare Farms has introduced a few new cheeses over the past year. Late last spring it launched a Fresh Chevre that is targeted toward ingredients and food-service customers. It also introduced both raw and pasteurized goat's milk Cheddars last fall.

"The big thing was working on mastering a young recipe," Hedrich says of the Cheddars. "I'm focusing on a really good mild Cheddar so it can grow into a good aged Cheddar later."

Last fall LaClare Farms also introduced Fondy Jack, a Monterey Jack-style cheese made from goat's milk. This cheese, as well as the Cheddars and Fresh Chevre, uses milk from the Quality Dairy Goat Producers' Cooperative of Wisconsin, of which LaClare Farms also is a member. The company's flagship Evalon cheese is made only with goat's milk from LaClare Farms.

"The nice thing about using Quality Dairy milk is that we can expand by making phone calls instead of adding more goats," Hedrich says. "We had to use that milk to expand my product line because most of our milk is going into Evalon. We couldn't expand to additional products because we were making so much Evalon."

In addition to its original Evalon, Evalon with Fenugreek and Evalon with Cumin, LaClare Farms in March launched Evalon Select, a 9-month aged Evalon.

LaClare Farms' cheese sales went international for the first time as it sent a load of Evalon to Singapore this last year.

"It took a long time to get in, but we got it in," Hedrich says. "We also are nationwide, after expanding to the West Coast last year. It was in the Midwest and East Coast, now it's on the West Coast as well."

For marketing, Hedrich says last year was focused a lot on expanding to several new retail locations, while this year will focus on the foodservice and ingredients markets.

"A big thing I've been able to do is ride along with distributor sales reps," Hedrich says. "Doing the ride-alongs is huge. One, they have a relationship with the chefs, and two, I get to train the sales reps more. When they're going to meet with more people, now they're comfortable talking about the cheeses because they just spent eight hours talking with me."

In contests this past year, LaClare Farms' Evalon and Evalon with Fenugreek both received first-place awards at the 2011 American Cheese Society contest. LaClare Farms' Fresh Chevre placed second among goat's milk cheeses at the 2011 Wisconsin State Fair Cheese & Butter Contest.

We Don't Kid Around With Cheese Quality at LaClare Farms

We know that good cheese comes from good cows and our award-winning cheeses are made from the freshest, healthiest and most delicious goats milk in America.

- Creamy, Cheddar Style Flavors
- Delicious Raw Milk Semi-Soft Cheeses

Experience Evalon™ All-American Cheese For Yourself!

- White All Stars
- Smooth All Stars
- Sweet and Delicious
- Simple Cooking and Melting for any Application
- Offer a Host of Flavor, Astringent, Protein and Texture

LaClare Farms EVALON
Expanding Your Cheese Experience

LaClare Farms Evalon Cheeses Offer New Flavors

- Original Cheddar Cheese
- Sweet All Stars
- Original Cheddar Cheese
- Sweet All Stars
- Original Cheddar Cheese
- Sweet All Stars

LACLARE FARMS

For more information please visit www.laclarefarm.com

Turn to KEY PLAYERS, page 39 ⇨

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 38

Hedrich says as a newer cheesemaker, she also appreciates talking with other cheesemakers and people in the industry to learn new cheesemaking tips and gather more marketing advice.

“Even when we’re at different shows and people say something off-the-cuff or a word of advice, that’s a big deal for us,” she says. “If they made a mistake 15 years ago, it does help us learn. It’s amazing how many things we’ve adjusted or did differently because people have been open.”

LAND O’LAKES, INC.

Land O’Lakes Inc.
Arden Hills, Minn.

Key executives: Chris Policinski, pres. & CEO; Steve Dunphy, exec. VP, growth projects; Jerry Kaminski, exec. VP, dairy foods businesses; Dan Knutson, sr. VP & CFO; Beth Ford, exec. VP, chief supply chain & operations officer; Ken Litke, VP, manufacturing

Dairy plants: Orland, Calif. (Cheddar); Tulare, Calif. (butter, NDM, whey); Pine Island, Minn. (cheese powders, dry blending); Kent, Ohio (butter, spreads); Carlisle, Pa. (butter, condensed milk products); Denmark, Wis. (Mozzarella); Kiel, Wis. (Cheddar, whey drying); Spencer, Wis. (process cheese)

Cheese and ingredient-related joint ventures: Melrose Dairy Proteins, Melrose, Minn. — JV partner Dairy Farmers of America (Cheddar barrel, Parmesan, Romano); Advanced Food Products, Clear Lakes, Wis. — JV partner Bon-grain SA (aseptic products)

Estimated cheese produced: 375 million lbs.

Estimated cheese marketed: 732 million lbs.

Estimated 2011 sales: \$4.3 billion Dairy Foods; \$12.8 billion total co-op

Percentage of sales from cheese: 36%
Market segments for cheese: 27% retail; 30% foodservice; 43% ingredients

Websites: www.landolakesinc.com, www.landolakes.com, www.alpinelace.com, www.landolakesfoodservice.com, www.landolakes-ingredients.com, www.landolakesindustrialcheese.com

A look inside: In 2011, Land O’Lakes delivered its highest-ever net sales and solid net earnings, while returning \$108 million in cash to members — the third consecutive year in which cash returned to members exceeded \$100 million.

The co-op says this continues a trend of strong performance. Over the past five years (2007-2011), Land O’Lakes achieved its top five net sales and earnings totals, and returned nearly half a billion dollars in cash to members.

Land O’Lakes’ Dairy Foods division achieved record net sales of \$4.3 billion in 2011, up 17 percent from the previous year. Pretax earnings of \$28 million were down from \$50 million in

2010 — reflecting the impact of costs related to new product launches and reduced margins due to higher distribution costs. Pretax earnings without unrealized hedging were \$35 million vs. \$46 million in 2010.

Land O’Lakes made investments in future growth in 2011. The co-op expanded its line of tub butters and repositioned the ingredients business, both of which should deliver improved volumes and returns — and, in the case of ingredients, expanded the co-op’s base of global commercial customers.

In Retail Foods, while overall volume was down 6 percent, Land O’Lakes maintained volumes and industry-leading positions in branded butter and deli cheese in a very price-conscious consumer market.

In butter, this was driven primarily by differentiated products like Land O’Lakes Spreadable Butter and Land O’Lakes Butter in convenient “half-sticks.” A new product, Land O’Lakes Cinnamon Sugar Butter Spread, also was successfully launched during the year, with a public relations campaign that utilized blogging and digital media, reaching an estimated 22 million consumers.

Land O’Lakes branded deli cheese products also held their volume and increased sales to seven of the cooperative’s eight top customers in 2011.

Additionally, the successful introduction of the “Deli Wellness” platform — Land O’Lakes 2% American Cheese and Land O’Lakes 30% Less Sodium American Cheese with Sea Salt — generated sizeable revenue increases. Deli cheese also launched a new loyalty program for independent deli operators that increased volumes.

Sales and margins were boosted by the strong performance of innovative, new products, the co-op says. Land

O’Lakes’ spreadable tub butters, butter half-sticks and “Deli Wellness” cheese performed particularly well.

In the business-to-business segment, Land O’Lakes grew its foodservice operations and focused on branded, value-added markets in global ingredients.

Foodservice volume was up in all three key markets (core foodservice, school and government), and up 8 percent overall. In the global ingredients business, volume was up 1 percent year-over-year, with accelerated growth anticipated in 2012, the co-op says.

Co-op officials go on to say that one of the most impressive success stories was in milk powders. Early in 2011 Land O’Lakes exited DairyAmerica Inc. (a dairy commodities marketing organization) and established a branded, value-added milk powder business. Land O’Lakes is shifting away from selling milk powder as an unbranded commodity product, and began selling it as a Land O’Lakes branded product to major commercial customers. As a result, the co-op says it doubled its market presence in fast-growing international markets, including Mexico, Southeast Asia and China.

Going forward, Dairy Foods will continue to focus on branded, value-added products and market segments; cost-control and risk-management; market- and consumer-focused innovation; and building enduring relationships with consumers and important commercial customers.

A fire at the co-op’s cheese plant in Denmark, Wis., in late December caused damage to a roof, but the plant was only out of production a short period of time.

The Denmark, Wis., plant and several other Land O’Lakes plants continue to produce award-winning cheese.

At this spring’s World Championship Cheese Contest, the co-op took home

best of class in the Cheddar, Aged 1-2 years class; best of class in the Monterey Jack class; best of class in the Mild Provolone class; second place in the Medium Cheddar class; second in the Sharp Cheddar class; and second in the Pasteurized Process Cheeses class.

In the World Dairy Expo Championship Dairy Product Contest, Land O’Lakes took home four awards: second in the Cheddar class, second in the Sharp Cheddar class, and second and third in the Aged Cheddar class.

Awards in the past year also include second in the Cheddar class and third in the Colby, Monterey Jack class at the Wisconsin State Fair Cheese and Butter Contest.

The co-op also placed first in the Processed Cheese Snack class with its Golden Velvet Loaf, second in the Sharp Cheddar class, second in the Processed American Plain class, second in the Reduced Fat class with its Reduced Fat Smoked Provolone, third in the Medium Cheddar and third in the Extra Sharp Cheddar class in the National Milk Producers Federation annual competition.

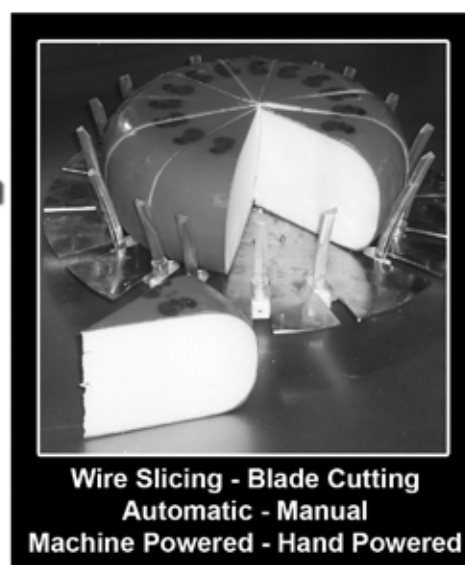


Leprino Foods Co.
Denver

Key executives: James Leprino, chairman; Dan Vecchiarelli, vice chairman; Larry Jensen, pres.; Mike Durkin, sr. VP & CFO; Rick Barz, sr. VP, product quality & development; Kevin Burke, sr.

Turn to KEY PLAYERS, page 40 ⇨

Cheese Portioning Equipment



Wire Slicing - Blade Cutting
Automatic - Manual
Machine Powered - Hand Powered



California
805.962.8383

Michigan
800.644.2377

FOODTOOLS
Industry Leaders in Portion Control
www.foodtools.com



See Videos Here

For more information please visit www.foodtools.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 39

VP, global business development; Tom Hegarty, sr. VP, production operations; Terry Anderson, sr. VP, production technical services; Mike Reidy, sr. VP, supply chain & corporate affairs; Jason Eckert, sr. VP, global quality; Rob Schwartz, sr. VP, human resources

Cheese plants: Lemoore, Calif. (2) (Mozzarella, WPC-34, WPC-80 [regular & instantized], lactose); Tracy, Calif. (Mozzarella, String, WPC-34, lactose); Fort Morgan, Colo. (Mozzarella, WPC-80, lactose); Greeley, Colo. (NDM); Allendale, Mich. (Mozzarella, sweet whey); Remus, Mich. (String); Ravenna, Neb. (String, WPC-34, permeate); Roswell, N.M. (Mozzarella, WPC-34, lactose); Waverly, N.Y. (Mozzarella, sweet whey); Llangefni, Wales (JV with Glanbia plc — Mozzarella, condensed whey); Magheralin, Northern Ireland (JV with Glanbia plc — Mozzarella, WPC, permeate)

Website: www.leprinofoods.com

A look inside: Leprino Foods Co. in late 2011 opened its long-anticipated new state-of-the-art processing facility in Greeley, Colo.

The opening of the plant, which has

been operational since November 2011, marks the completion of Phase 1 of the project, says Mike Reidy, senior vice president of supply chain and corporate affairs, Leprino Foods Co.

“The plant is currently producing nonfat dry milk (NDM) for our own consumption,” Reidy says.

Ted Wietecha, communications director, Leprino Foods, adds that the facility currently has 100 full-time employees on staff, running 24/7 and using 1.5 million pounds of milk per day.

According to Reidy, Phase 2 of the project, set to be completed by March 2013, will ramp up production of Mozzarella and related whey products, using an additional 3 million pounds of milk per day. Phase 2 also will result in the hiring of 200 additional employees.

The project includes a Phase 3, but the timing of completion is not yet determined, he adds.

“When all is complete, we will be using more than 7 million pounds of milk per day and producing approximately 700,000 pounds of cheese per day,” Wietecha says.

The facility will encompass more than 500,000 square feet upon project completion, which will make the Greeley plant Leprino Foods’ second-largest facility after its West Lemoore, Calif.,

plant. In the past year, the company also added capabilities for specialty proteins for specific customers at West Lemoore.

Leprino Foods also is upgrading its processing area in Waverly, N.Y., to increase production efficiencies, and has built an entirely new wastewater treatment facility there, Reidy says.

He notes that the export market has been a highlight in growth for the company in both the cheese and whey sectors.

In fact, *Dairy Foods* magazine in October 2011 honored Leprino Foods with the 2011 Tom Camerlo Exporter of the Year award at the membership meeting of the U.S. Dairy Export Council (USDEC).

The honor, named to recognize Camerlo, the long-time leader of USDEC, is bestowed upon a U.S. company that exhibits exceptional leadership and commitment to the international market. Nominees must demonstrate an active role in driving the growth of global dairy demand; industry leadership in advancing U.S. dairy exports; company resources committed to export market development; and export sales success.

“It’s a great honor, particularly since it is named for Tom, who was a dear friend of all of us at Leprino Foods,” Reidy says.

Reidy says Leprino Foods plans to continue ramping up exports of cheese and whey in 2012 as a key area of growth for the company.

“There are so many countries clamoring for U.S. dairy,” he says. “There’s been tremendous growth but yet there’s tremendous remaining opportunity for dairy exports.”

Leprino Foods in 2011 also expanded its presence in the Asia-Pacific market with a new business center in Singapore. Located in Singapore’s International Business Park, the new business center features one of the company’s exclusive Innovation Studios.

Reidy notes that the Innovation Studios leverage Leprino Foods’ unique innovation capability in culinary expertise, product development and marketing to help customers profitably increase sales.

In addition to the Innovation Studio resources, the business center features a business office with dedicated customer care, sales, field support and business development personnel.

“The Asia-Pacific market has been a key strategic focus for us, full of challenge and opportunity,” says Kevin Burke, senior vice president of global business development, Leprino Foods. “We’re deeply committed to helping our customers in the region win in the marketplace, and we’re proud to be opening this business center in Singapore. Our investment in Asia will continue and increase over time, as we are committed for the long term.”

Leprino Foods continues to support domestic endeavors as well. The company last summer made a \$5 million donation, paid over two years, to Califor-

nia Polytechnic Institute’s dairy science department to support an endowed faculty position, cover costs to remodel dairy science teaching laboratories and provide initial start-up costs for a new master’s degree program.

The first of its kind in the United States, the new Master of Professional Studies in Dairy Foods degree program will include classroom study, hands-on production and an industry externship.

Leprino Foods notes that Cal Poly’s hands-on program is an essential component in the training it seeks for its employees.

“Leprino Foods and Cal Poly have always been committed to innovation in the dairy industry, and Leprino Foods is excited about this opportunity,” says Dan Vecchiarelli, vice chairman of Leprino Foods.

**Masters Gallery Foods Inc.**

Plymouth, Wis.

Key executives: Jeff Giffin, pres. & CEO; Jeffrey Gentine, exec. VP; Jim Jirschele, VP, foodservice sales; Dan MacPhee, VP, retail sales; Dennis Kasuboski, VP, industrial sales; Jodi Schoerner, VP, finance; Tammy Flora, VP, human resources; Mark Grasse, VP, manufacturing operations; Sandy Toney, dir., product & supplier development; Scott Brown, dir., information technology; Tom Cain, dir., industrial sales; Mark Roberts, dir., procurement; Andy Pfister, procurement mgr., operations/risk management

Cheese plant: Plymouth, Wis. (retail & foodservice gusset or pillow packs, shreds/dices/chunks/cubes/snack sticks/Cryovac, bulk 20-, 40- and 640-lb. American and Italian-style blocks, snack sticks, aging programs)

Percentage of sales from cheese: 100%

Market segments for cheese: 33% retail; 33% foodservice; 33% ingredients

Website: www.mastersgalleryfoods.com

A look inside: 2011 was another year of steady growth for Masters Gallery Foods Inc., Plymouth, Wis.

Jeff Giffin, president and CEO, Masters Gallery Foods, notes that the company continues to grow by addressing the needs of its customers with expanded product lines and ongoing process improvements.

“We’re excited to say we’ve added small bag gusseted pouch capabilities to our larger size gusseted shred bags that have been available for many years,” Giffin says. “This addition will round out

Turn to KEY PLAYERS, page 41 ⇌

Quality Cheese From Your Cheese Specialist

Quality Cheese...at the right price...for the right application...with exceptional technical knowledge and service to meet your needs.

Let us provide you with high-quality cheese starting today!

FOODSERVICE • RESTAURANT/PIZZA CHAINS • INDUSTRIAL



Celebrating
30 Years
In Business!

Salmans and Associates inc.

1126 W. Chestnut Street | Chicago, IL 60642
Phone: (312) 226-1820 | Fax: (312) 226-6806 | Email: sales@salmans.com

VAN SALMANS • KEVIN O'HARA

For more information please e-mail sales@salmans.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 40

our stand-up pouch portfolio to include 6-ounce through 2-pound sizes.”

The company also added a cheese stick line to expand its snack offerings, which includes String cheese and cheese cubes. The stick line runs American-style cheeses, individually wrapped in .75-, .833- and 1-ounce sizes, all available in peggable overwrapped bags or display boxes, says Jeff Gentine, executive vice president, Masters Gallery Foods.

Other new products added to Masters Gallery Foods’ offerings this past year include numerous specialty blends for melt application as well as the addition of Asiago and Romano shreds to existing Parmesan offerings.

Masters Gallery Foods recently completed installation of a new, high-speed portioning and cutting system for its latest chunk line, the first of its kind in the United States, Gentine adds. The company is again expanding its retail shredding capacity with an additional high-speed packaging line to be installed this summer.

The company’s production facility has always focused on continuous improvement, Gentine says, noting that in 2012 the company has added two additional robotic palletizers, with another to be installed later this year.

“By the end of the year, all of our retail and foodservice shred lines will feature both automatic case packing and palletizing,” he says. “We’re continuing our focus on automation and efficient production with the latest technology; our engineering group hasn’t gotten much sleep lately.”

In the past year, the company’s Industrial Division expanded its product line to focus more on raw material ingredients for soups, crackers, restricted melt and other ingredient uses.

Masters Gallery Foods purchased a 27,000-square-foot refrigerated warehouse in August 2011 to help facilitate this growth. The site, located just south of its Plymouth headquarters, includes the company’s own trucks for inter-company transfers. The land included with the warehouse purchase lends itself to future growth opportunities for the company, Giffin says.

New products added to Masters Gallery Foods’ food ingredient and foodservice offerings this past year include crumbled Feta, numerous specialty blends for various melt applications, and the addition of Asiago and Parmesan shreds to existing Parmesan offerings.

In 2012, the company will continue to focus on these business segments with new blends and special formulations to solve customers’ bake and burn requirements, Gentine notes. In addition to Feta, Masters Gallery Foods continues to develop specialty items such as Blue, Havarti, Gouda, Swiss and Muenster programs for its foodservice customers.

Along with the other products mentioned, Masters Gallery Foods plans to expand its reduced-fat cheese offerings, with more varieties and package size options, Giffin says.

“We’ve been heavily involved in reduced-fat cheeses for many years,” he says, noting that while reduced fat has long been a growing category in retail and selected areas of foodservice, it is now making in-roads into other foodservice operators, including restaurant chains looking for lower fat menu options.

“The growth from last year has been significant,” he says.

As part of the company’s green initiatives, in July 2011 Masters Gallery Foods joined the SmartWay Transport Partner-

ship, a collaboration between the U.S. Environmental Protection Agency and industry, that provides a framework to assess the environmental and energy efficiency of goods movement supply chains.

By aligning itself with SmartWay certified carriers, Masters Gallery Foods will contribute annually to the partnership’s savings of 1.5 billion gallons of fuel and \$3.6 billion in fuel costs.

The company also is in the process of receiving LEED (Leadership in Energy and Environmental Design) certification on its production, warehousing, and office buildings.

Along with the efforts of more than 400 employees, Giffin credits Masters Gallery Foods’ executive team as a key

contributor to the company’s success. In 2011, long-time employee Tammy Flora was promoted to vice president of human resources. In addition, the company added Andy Pfister to its team as procurement manager of operations and risk management.

Giffin notes the company’s ongoing focus on employee welfare has allowed it to reduce health care costs while expanding its free medical center. The Health & Wellness Center, which opened its doors in 2007, expanded in size while moving into a new, modern facility in 2011. The wellness programs include fitness and nutrition classes, wellness events throughout the year, and no cost medical visits for all employees.

Turn to KEY PLAYERS, page 42 ⇨

For more information please visit www.mastersgalleryfoods.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 41

Masters Gallery Foods received industry recognition this past year when the company placed first in the Aged Cheddar class at last fall's World Dairy Expo Championship Dairy Product Contest, sponsored by the Wisconsin Dairy Products Association.



Meister Cheese Co. LLC

Muscoda, Wis.

Key executives: Scott Meister, pres.; Vicki Thingvold, chief flavor development officer

Dairy plants: Meister Cheese Co. LLC, Muscoda, Wis. (Cheddar, Colby, Colby Jack, Fontina, Gouda, Havarti, flavored Monterey Jack, Monterey Jack, natural cheese in 40-lb. blocks, 13-inch longhorns & 6-inch deli horns, on-site cut & wrap, private label programs) Muscoda Protein Products LLP, Muscoda, Wis. (lactose, conventional and organic, WPC-34, WPC-80)

Market segments for cheese: 40% retail; 40% foodservice; 20% ingredients

Website: www.meistercheese.com

A look inside: Meister Cheese Co. recently doubled the processing capacity of its specialty cheese plant in Muscoda, Wis., with the completion of a major expansion project.

Moving forward, the company is focused on continuing to upgrade equipment and processes to meet increasing product demand and requirements from customers, says Scott Meister, company president.

Meister Cheese employs 75 people and produces cheese six days a week. The company prides itself on developing new products that address customer demand, Meister notes.

Meister Cheese's customer base continues to expand, due in part to the company's "A Triple F," or "Animal Friendly Family Farms," program. The program is a partnership with Scenic Central Milk Producers that recognizes ethical and sustainable methods of production by Wisconsin Dairy Farms.

Meister Cheese manufactures "gourmet style" specialty cheeses that are available in 40-pound blocks, 10-pound loaves, deli horns, longhorn deli horns and retail cuts.

On the competition circuit, Meister Cheese fared well in the last year. The company's Colby Jack Longhorn claimed first place in the Wisconsin State Fair Cheese and Butter Contest, and its White Stirred Curd Cheddar claimed third place honors in the competition.



Miceli Dairy Products Co.

Cleveland, Ohio

Key executives: Joseph D. Miceli, CEO; John J. Miceli, exec. VP, production; Cindy Wald, controller; Charles Surace, VP, sales

Cheese plants: Cleveland, Ohio (Ricotta, Fresh Mozzarella, Mozzarella,

Provolone, shredded cheeses, Italian specialty blends)

Estimated annual cheese produced: 60 million lbs.

Projected 2012 sales: More than \$100 million

Percentage of sales from cheese: 100%

Website: www.miceli-dairy.com

A look inside: Miceli Dairy Products Co. this past fall broke ground on an expansion project that will allow the company to significantly increase its Ricotta production as well as add to its Mozzarella and Provolone production capabilities.

Miceli Dairy Products specializes in soft Italian cheeses including Ricotta, Mozzarella, Fresh Mozzarella, String cheese, Mascarpone, shredded cheeses and Italian specialty cheeses.

Overall, the company offers more than 60 different items for retail and food ingredient use for private industry as well as schools and other government institutions. Products range in size from consumer-sized 1-ounce packages of String cheese to 30-pound bags of Ricotta for food ingredient use and everything in between.

Jonathan Miceli, son of company CEO Joseph Miceli and grandson of founder John Miceli Sr., says the company currently produces more than 60 million pounds of cheese annually. The first phase of the expansion project, which includes additions to the current plant, is expected to be complete in September, enabling the company to double production of Ricotta.

"Our prime goal is to become the No. 1 supplier of Ricotta to the food ingredient industry, while growing the Miceli's brand and increasing our private label brands," Jonathan Miceli says. "We also plan to significantly increase in our Mozzarella and Provolone production, as well as to grow out our specialty cheese program."

As part of the company's expansion project, a new visitor center is being constructed, along with a test kitchen and a research-and-development center. The test kitchen, Miceli says, will be old-fashioned Italian style, complete with wood pizza ovens imported from Italy, where chefs will rework classic Italian favorites. The test kitchen is being designed by two top Cleveland chefs, he says.

At the facility, visitors will learn about how the company remains true to Old World craftsmanship equipment but also takes advantage of the latest in production and packaging technology and innovation to extend shelf life without compromising product quality or flavor.

Ricotta presently comprises about two-thirds of Miceli Dairy Products' cheese production, and that percentage will increase with the completed expansion. However, phase two, to be completed by 2016, will bring with it needed additional capacity for other cheeses. The second phase of the expansion project includes a new Mozzarella and Provolone factory as well as

a bio-digester. The \$20 million project will add 60 workers to the company's 135-employee work force over the next five years.

In addition to expanding production, the company is looking at increasing the amount of cheese it exports and starting a line of imported Italian cheese as well.

"Like any business, we have to keep moving forward and adapting to the changing marketplace," Jonathan Miceli says.

The company also launched new packaging as well as a new product this past year.

The new retail packaging for the company's Fresh Mozzarella line gives the line a fresh, updated look with colors that make it more recognizable to consumers, Jonathan Miceli says.

The appeal of Fresh Mozzarella has expanded greatly in recent years, he notes, and the company is aiming to offer as many varieties of this item as possible.

As part of that effort, the company has added a Perline size, the sizes of pearls, to its Fresh Mozzarella line. Previously, the company's smallest offering of Mozzarella was Ciliegine or cherry-size. Since Perline Fresh Mozzarella offers so much flexibility for a variety of uses, the company is marketing it as an addition to salads and a specialty pizza topping, Miceli says. The equipment for all of the company's Fresh Mozzarella comes from Italy.

While the company's cheeses are available nationally, Miceli's branded products primarily are available in the Midwest/Northeast, particularly in Ohio and surrounding states. Thus, a great deal of the company's marketing efforts are local. Major marketing programs over the past year have included String cheese promotions with the Cleveland Browns and distribution during NCAA basketball games in Cleveland. The company also continues to use mail-marketing, in-store demos and promotions, along with a steady presence at industry trade shows to ensure the consumer is always mindful of the Miceli brand.

Jonathan Miceli notes that this year, the company also plans to expand its award-winning Mascarpone line. Miceli Dairy Products' Mascarpone placed second in its class at last summer's American Cheese Society competition.

CEO Joseph Miceli also was awarded the Cleveland Food Dealers Association 2012 Honor Award this year.

MILANO'S

J.V.M. Sales Corp. d/b/a/ Milano's Cheese Corp.

Linden, N.J.

Key executives: Mary Beth Tomasino, pres. & CEO; Anthony Caliendo, VP, sales & marketing

Cheese plant: Linden, N.J. (grated Parmesan, grated Romano, grated

Turn to KEY PLAYERS, page 43 ⇨

Food Processing

Corrosion-Proof Wall and Ceiling Panels

Poly Board® Panels

Suspended Ceiling Panels and Doors also Available

- Smooth - Nonporous
- Easy to Clean
- Sanitary
- Perfect for Incidental Food Contact
- High Gloss - Bright White
- Water Proof - Highly Reflective
- Will Not Rot, Rust, Molder, or Corrode
- Quick Installation with Custom Length Panels and No Exposed Fasteners
- Class A for Smoke and Flame
- Made in the USA

Time Tested
Superior Quality
Exceptional Value
Since 1962

EXTRUTECH PLASTICS INC.
 2901 West Center St., Neenah, WI 54956
 Phone: 920-878-8222 • Fax: 920-884-4166
www.epiplastics.com • E-mail: info@epiplastics.com
 170 West 20th Street, Cleveland, OH 44119

For more information please visit www.epiplastics04.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 42

Asiago, grated Parmesan & Romano blend, grated three cheese blend, custom blends)

Estimated annual cheese produced: 20 million lbs.

Estimated annual cheese marketed: 20 million lbs.

Estimated 2011 sales: \$35 million

Projected 2012 sales: \$40 million

Percentage of sales from cheese: 100%

Market segments for cheese: 10% retail; 30% foodservice; 60% ingredients

Website: www.milanoscheesecorp.com

A look inside: J.V.M. Sales Corp., doing business as Milano's Cheese Corp., in 2012 continues its push to make its presence known in the retail sector.

Anthony Caliendo, vice president of sales and marketing for Milano's Cheese, is very enthusiastic about the company's progress over the past year.

He notes the company's biggest achievement was being awarded the Safe Quality Food (SQF) Level 3 Excellent Certification earlier this year.

"This is a huge advantage for us in building our brand," he says. "We are here today because of our CEO Mary Beth Tomasino who is committed to quality and safety and who assembled the team to make this happen."

Tomasino notes that the Level 3 certification is important to the company on several levels.

"More and more retailers are limiting their business transactions to SQF-certified companies because consumers are increasingly more educated and knowledgeable about food safety and compliance," she says. "As a smaller, privately owned Italian cheese distributor, it was a natural decision to apply for this certification because we are competing for market share with much larger corporations."

As part of the effort to keep pace with larger companies, Milano's Cheese plans to update its website this year, Caliendo says. Primarily, Milano's Cheese wants to give the site a more corporate look and feel.

Over the past year, the company has been working on new and different formulations of its grated cheeses.

"We've been working on some cheese blends, such as a 3-cheese blend with Parmesan, Romano and Asiago, and a 4-cheese blend with those three cheeses plus Provolone," Caliendo says.

In addition, Milano's Cheese has been working on integrating spices into some of its grated cheese blends. The company is working on an Italian Sabore spice blend, a garlic and basil with Parmesan Reggiano blend and a blend with Parmesan and Jalapeno, Caliendo says.

The items will be launching under the Milano's Cheese brand name at the International Dairy-Deli-Bakery Show,

June 10-12 in New Orleans, he says.

"We thought these products were so good that we needed to get them into the retail sector," he says.

Milano's Cheese Corp. in the past year also launched its retail line with newly-designed labels for the Milano's brand. The products have been well-received, Caliendo says.

The company also worked to expand its kosher items, and is working on some gluten-free products as well, he says.

In 2012, Milano's Cheese Corp. is looking to launch the international side of its business, Caliendo notes.

"Exporting is the key to growth in the United States," he says. "This country makes great products and should be exporting more than it is importing.

We want to take advantage of these international opportunities."

This fall, the company plans to launch the sale of its products for manufacturers and distributors throughout the European and Asian markets, Caliendo says.

Milano's Cheese also will continue working on expanding its U.S. presence, he adds.

The company recently signed two broker agreements focusing on retail merchandising and manufacturing, he says.

Milano's Cheese Corp. also is in talks with one of the larger club store companies and is planning to launch a club store item this year, Caliendo says.

"We've put together a really top-

notch club store item," he says. "We think this is going to be a huge thing for us this year."

The company over the past year also has invested in a brand new quality assurance lab and has revamped its maintenance department, Caliendo notes.

"We want to focus on being a more efficient company and increase our bottom line," he says.

In the future, Milano's Cheese Corp., which has a manufacturing facility in Linden, N.J., also hopes to expand its presence on the West Coast. Caliendo notes that area is one of the largest for the company's growth at this time.

The goal is to either acquire an existing facility on the West Coast or

Turn to KEY PLAYERS, page 44 ⇨

"Specializing in Cheese Products"

- Block • Loaf • Shred • Biced • Grated
- Sliced • 1/2 & 1/4 CL. Slices

The advantages of taking the "alternate" route to savings:

- Lower Cost
- Childproof Free Business
- Vitamin and Mineral Fortified
- Kosher - Halal
- Custom Formulation
- Longer Shelf Life
- Lower Free Acids
- Calcium Enriched
- HACCP Program
- Dry-Box Laboratory

We Can Meet Any of Your Competitive Needs Available in Cheddar, Provolone, Mozzarella, Parmesan, American, blends and custom formulations.

The savings come in all sizes...

Whitehall Specialties
A world leader in specialty cheese products

Whitehall Specialties • 10000 Whitehall Road • P.O. Box 10000 • Chicago, IL 60680 • Tel: (773) 442-1100 • Fax: (773) 442-1101 • www.whitehall-specialties.com

For more information please visit www.whitehall-specialties.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 43

work on building a new facility in the future, he says.

“We want to have a presence on both coasts,” he says.



Nicasio Valley Cheese Co.

Nicasio, Calif.

Key executives: Rick Lafranchi, Scott Lafranchi, Jan Lafranchi, Dee Nicasio, Randy Lafranchi

Cheese plants: Nicasio, Calif.; (Foggy Morning, Foggy Morning with basil & garlic, Loma Alta, Nicasio Reserve, Hal-leck Creek, Formagella Swiss, Nicasio Squire, Sam Geronimo)

Estimated annual cheese produced: 100,000 lbs.

Percentage of sales from cheese: 100%

Market segments for cheese: 100% retail
Website: www.nicasiocheese.com

A look inside: The Lafranchi family began cheese production at Nicasio Valley Cheese Co. two years after having dairy farmed in California for more than 90 years.

The Lafranchi Dairy in Nicasio, Calif., was purchased by Swiss immigrant Fred Lafranchi and his wife Zelma in 1919. The dairy was eventually taken over by their grandchildren — Rick, Scott, Jan Dee and Randy. These third generation owners began considering cheese production after a trip to Switzerland more than 30 years ago.

However, it wasn't until yet another family trip to Switzerland in 2007, and a visit to master cheesemaker Maurizio Lorenzetti while there, that the Lafranchis began preparations for cheesemaking in earnest — conducting more research and attending conferences.

In January 2010, Lorenzetti arrived in California to mentor the Lafranchi family in the art of Swiss cheesemaking. The Lafranchi family remodeled an existing dairy barn on their ranch to house their creamery, and just two short years later, Nicasio Valley Cheese Co. produces about 100,000 pounds of cheese annually in eight varieties.

Rick Lafranchi says Nicasio's

cheeses are based on Swiss and Italian recipes, but he stops short of calling them “classic Swiss.”

“We like to think of them as American versions of these cheeses with some differences because of our milk, terroir and different aging facilities,” he says.

The company has established an impressive distribution network and markets its unique varieties of Swiss throughout California and in pockets throughout the Pacific Northwest, Arizona and New York City.

Despite its rapid growth, the Lafranchi family says the quality of cheese hasn't been compromised. The family focuses on producing quality organic cheese using milk from the 400 cows on their ranch. All of the cheeses are made from the ranch's own pasteurized certified organic milk, which sets the little creamery apart from others.

“Our ranch, as most ranches in West Marin, is pasture based,” Rick Lafranchi says. “Every acre is organic certified. Our cows during the grazing season derive nearly 70 percent of their diet from our rationally-grazed organic pastures, far exceeding the federal organic grazing standards.”

Lafranchi says the company began its conversion to organic in 2006. Currently, about 75 percent of the milk from the ranch is organic. The dairy uses two milk tanks to separate organic and conventional milk. Milk that isn't used by the farmstead cheesemaking operation is sold to Clover Stornetta Farms. Lafranchi would like to see the cheese business grow to the point that all of the overbase milk (milk for which the ranch is paid less for because it is in excess of the farm's quota in the California milk pricing system) goes into cheesemaking.

“Our goal is to successfully position our dairy and cheese factory for the next generation,” adds Lafranchi, noting that some of the siblings' adult children already have taken on roles in the business.

Norseland
INCORPORATED

Norseland Inc.
Stamford, Conn.

Ownership: TINE SA, Oslo, Norway
Key executives: John Sullivan, pres. & CEO; Linda Karaffa, VP; Paul Sullivan, dir., sales

Cheese plant: Norseland primarily imports and markets cheese, but it does contract with a U.S. facility to produce Jarlsberg products

Market segments for cheese: 70% retail; 30% foodservice

Percentage of sales from cheese: 100%
Website: www.norseland.com, www.jarlsbergusa.com

A look inside: Norseland Inc. is the exclusive importer and sales and marketing agent responsible for the

continued success of Jarlsberg in the United States as well as the sales of several other cheeses. The company's personnel totals 29 full-time employees (including Canada) in various departments of distribution, marketing, accounting and sales. Regional sales offices are located in Montreal, Los Angeles, Baltimore, Boston, Dallas and New York with the corporate office in Stamford, Conn.

Jarlsberg is the cheese for which the company is best known. One of the few cheeses to have the distinction of being both a brand and a type of cheese, Jarlsberg is produced both domestically as well as imported.

This past September, Norseland added a new version of Jarlsberg to its line up: Jarlsberg dip. The dip, made with 50 percent cheese, combines Jarlsberg shreds with mayonnaise and red onion in an 8-ounce microwaveable container, according to Deanna Finegan, marketing manager, Norseland Inc. The dip can be served hot or cold, and its uses are versatile — it can be used as a topping on burgers or potatoes or as a snack with crackers.

In addition to Jarlsberg and Jarlsberg dip, there is also Jarlsberg Lite, a 50 percent reduced-fat cheese with 30 percent fewer calories than regular Jarlsberg.

Norseland keeps Jarlsberg's momentum growing with a number of promotions. For example, a cross-promotion sandwich-making campaign for this summer features Jarlsberg along with Mezzetta brand peppers, Flatout flat bread and Foods Should Taste Good chips. The campaign includes a recipe contest for consumers that runs through Labor Day, with the grand prize winner receiving \$25,000. The promotion includes in-store displays, point-of-sale materials and on-pack instantly redeemable coupons.

During grilling season, Norseland also continues its promotion of “Jarlsbergers” with this year's summer promotion theme “Throw a Jarlsberger in Paradise Party.”

While Jarlsberg is Norseland's flagship brand, the company also markets several other well-known brands including Ilchester, Woolwich Dairy, Garcia Baquero, Old Amsterdam, Gabriella, Suprema and Snøfrisk.

There have been exciting new developments in the English Ilchester brand, which the company purchased a few years ago, says Ruth Flore, who manages multiple brands for Norseland. For starters, there is a new packaging format that is replacing the full wheels of fruited and herb blended cheeses. Now in split/half wheels, the colorful products — such as Wensleydale with Cranberries, White Stilton with Lemon, and Double Gloucester with Onion & Chive — feature an easy-peel opening and are vacuum-packed for excellent display potential. New sampling/demo kits have been developed, Flore adds.

Turn to KEY PLAYERS, page 45 ⇨



For more information please visit www.swissvalley.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 44

The traditional or territorial (including Red Leicester, Cheshire, Double Gloucester, Cheddar Wensleydale and Stilton) remain in full wheel format, and exact weight cheeses are available in parchment.

Flore says two exciting cheeses the company is featuring are Applewood Smoked Cheddar, a golden-amber, dense semi-hard cheese with a unique, delicate essence, and Beer Cheese, in which an extra strong ale and a secret blend of spices are added to a mature Somerset Cheddar for a smooth texture and piquant flavor.

Flore also notes that the company cycles different cheeses for retailers at different times with Wensleydale Date & Honey, Plum Pudding and Cheddar with Sticky Toffee proving popular during the holidays.

Another product gaining attention in the marketplace is Tapas de Queso, a Spanish cheese plate introduced by García Baquero.

The easy-to-peel 5.2-ounce package includes 12 slices of Spanish cheeses, four each of García Baquero Topsy Goat, a wine-bathed pasteurized goat's milk cheese, García Baquero Iberico, a mild and firm blended sheep, goat and cow's milk cheese with a complex flavor, and Gran Maestro Manchego, a 3-month aged sheep's milk cheese.

This year, the company also is introducing Cinco Lanzas, a 16-month aged mixed milk cheese made from a culture that García Baquero has specifically developed.

The market continues to grow for the Woolwich brand cheeses as well, Flore says. The company recently has launched 5.3-ounce cups of its spreadable Crème Chèvre in three flavors: Plain & Simple, Big Kick Herb & Garlic and Inevitable Vegetable.

Woolwich's Cranberry Cinnamon cheese placed first in the Goat Milk Cheese class at the World Dairy Expo Championship Dairy Product Contest. Woolwich Dairy Chevre Original placed third in its class in the American Cheese Society's competition last summer.



Old Europe Cheese Inc.
Benton Harbor, Mich.

Ownership: Reny Picot ILAS, Madrid, Spain

Key executives: Francois Capt, GM; Michael Balane, national sales mgr.

Cheese plants: Benton Harbor, Mich. (Brie, Camembert, Camembert Fermier, Carre St. Joseph, Gouda, Natural Smoked Gouda, Edam Loaf, Edam Balls, Fontina, American Manchego)

Estimated annual cheese produced: More than 6 million lbs

Estimated 2011 sales: More than \$20 million

Estimated 2012 sales: More than \$18 million

Percentage of sales from cheese: 100%
Market segments for cheese: 50% retail; 50% foodservice

Website: www.oldeuropecheese.com

A look inside: The Old Europe Cheese plant in Benton Harbor, Mich., has undergone major renovations over the last year.

The company installed a bakery in its plant to foster a new line of baked Brie with dough. An original flavor will be marketed in 12-ounce packages, and a blend with cranberry, apricot and almond will be marketed in 15-ounce packages.

"The freshness of the dough is amazing. We make the filling here and then put it in the Brie," says Francois Capt, general manager. "It has a 60-day shelf life from shipping, which is a nice achievement for a fresh product."

In the coming year, Capt plans for even more development that will allow Old Europe to expand its offerings and production capabilities.

"The first, and maybe the biggest, is a new cooling space," Capt says. "I'm going to build a new 4,000-square-foot cooler, in addition to our existing cooler."

Capt also plans to construct a new curing room for semi-soft cheeses. An adjacent room will house new cut and wrap equipment for semi-soft cheese as well. Also in the works is a new curing

room for semi-soft varieties.

"This will allow us to increase our productivity, increase the amount of product we can make and keep at one time," Capt says.

Future development plans also will bring a pre-packing room for Brie that will allow more cheese to cool and dry before being packaged.

"A room to cool down and dry the Brie before it's packaged will enable us to increase the curing room capacity for Brie," Capt says.

With those plant renovations, Capt hopes to expand the plant's two production lines — one production line for Brie and another production line for semi-soft cheese — in the near future.

Turn to KEY PLAYERS, page 46 ⇨



For more information please visit www.norseland.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 45

At the same time, the company is committed to maintaining its high standards for quality and sanitation. The plant recently installed a state-of-the-art metal detector.

"It's a very sensitive system that will allow us to pick out any really small pieces of steel in the products," Capt says. "One is too much."

Old Europe also renewed its Safe Quality Foods (SQF) Level 2 certification under the Global Foods Initiative in 2011.

"Everyone is concerned with food safety, and you have to be the best these days. I think it was a huge thing for us to get this SQF," says Capt.

Among the company's goals for the coming year is to maintain that level of safety and quality while it expands production and its product line.

"We are working on the consistency of the quality of the product," says Capt. "We have been doing really well but there is always room for improvement."

Another top goal for Capt is continued expansion.

"Our goal is to increase production by 5 to 10 percent. I think it's a fair goal," he says.

Old Europe received numerous awards in the American Cheese Society contest this past summer. Its Camembert Fermier took second in the Camembert Cheese Made From Cow's Milk category, its Brie with Herbs took third in the Flavor Added category, and

its Edam Ball took third in the American Made/International Style category.



Organic Valley Family of Farms/CROPP
La Farge, Wis.

Key executives: George Siemon, CEO; Mike Bedessem, CFO; Louise Hemstead, COO; Eric Newman, VP, sales; Theresa Marquez, chief mission officer; Cecil

Wright, dir., sustainability & local operations; Jerry McGeorge, dir., cooperative affairs

Cheese plants: Organic Valley partners with 25 processing facilities located throughout Wisconsin, Minnesota, California, Idaho, Ohio, Pennsylvania and Vermont to produce unique organic cheeses to the company's specifications. Organic Valley operates its own cut & wrap facility in La Farge, Wis., where it converts items including 8-ounce, 1-pound and 2-pound exact weight bars and 5-pound foodservice loaves

Estimated annual cheese produced (2011): 7.29 million lbs. hard cheese; 1.57 million lbs. cream cheese/Neufchatel; 2.55 million lbs. cottage cheese/Ricotta

Estimated annual cheese marketed: roughly 11.4 million lbs.

Estimated 2011 sales: \$715 million

Projected 2012 sales: \$850 million

Percentage of sales from cheese: 5.8%

Market segments for cheese: 82% retail; 2% foodservice; 16% ingredients

Website: www.organicvalley.coop

A look inside: Organic Valley Family of Farms completed a \$6.7 million expansion to its headquarters in La Farge, Wis., early this year, adding 33,000 square feet of space. Its addition includes a comprehensive research and development facility with a sensory lab, processing lab capable of simulating product conditions, wet chemistry and microbiology lab, packaging lab and library, technical library and innovation room.

The expansion also features state-of-the-art green design elements, including solar windows, water efficient bathroom fixtures and an overall energy efficient design.

"A core tenant of what we do throughout the entire business practice is to practice environmental awareness as well as cooperative principles," says Tripp Hughes, director of category management, Organic Valley. "Our mission is making a market for what our farmers produce, and within that is a very clear set of business principles we practice, which includes sourcing fair-trade ingredients, being organic and practicing environmental and sustainable stewardship."

Organic Valley incorporated these principles into several new products it introduced this year that feature fair-trade ingredients and local sourcing.

In spring 2011, the company rolled out a marketing campaign for its newly-launched organic flavored half-and-half and soy creamers that use fair-trade organic vanilla, organic hazelnut extract and fair-trade cane sugar. The "Stir it Up" campaign encouraged consumers to pay as much attention to their type of creamer as they do to their coffee.

"Consumers out there are much more educated, much more aware of different types of coffee and where their coffee is coming from. Fair-trade, shade-grown and organic are important trends in the coffee industry. When people are selecting their choice of premium coffee, we want them to make sure they are

Turn to KEY PLAYERS, page 47 →

Reny Picot Introduces Baked Brie in Pastry!

The partners at Old Europe Cheese have been working diligently to create two mouth-watering baked brie combinations — *Flourished Brie in Pastry and Cranberry, Apricot & Almond Baked Brie in Pastry*.

Each baked brie begins with Old Europe Cheese award-winning brie which is then hand wrapped in the flakiest puff pastry for that homemade appearance. And just like them, that's only the front and front ingredients such as wheat flour, butter, eggs, milk and sugar are used to create the puff pastry. Plus the fillings used in the Cranberry, Apricot & Almond Baked Brie are so fresh you will want to eat them just harvested.

When You Think Quality, Think Reny Picot

Reny Picot

RENY PICOT CHEESE, PROUDLY HAND-CRAFTED BY OLD EUROPE CHEESE
1020 East Empire Avenue • Boston, MA 02125 • 508-647-6162 • 248-204-2662 • Fax 508-646-2660
www.oldeuropedairy.com

For more information please visit www.oldeuropecheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 46

partnering it with a premium creamer," Hughes says.

The marketing campaign was very successful for Organic Valley, Hughes adds. The program along with its new products helped increase its pint half-and-half sales by 28 percent.

Another major product launch included Organic Valley's expansion of its regional milks to include New York Fresh. This milk is produced by 113 New York farm families and bottled, distributed and sold in the Empire State. Organic Valley already has regional milks in the Northwest, Rocky Mountain region, Southwest and Northeast.

"Given New York is the No. 1 organic market in the United States, we wanted to have a New York-specific milk," Hughes says. "Consumers there really have adopted it, and it has helped fuel our growth."

On the West Coast, Organic Valley this spring is launching its first 100-percent grass-fed milks from a group of its member farms in northern California. While pasture grazing is a primary tenant of Organic Valley production, these milks will come from cows that are 100-percent grass-fed, with no additional grains fed to the animals.

Hughes says consumers are increasingly becoming more interested in grass-fed products like beef, cheese and butter such as Organic Valley's Pasture Butter that is made at the height of the pasture season.

"There is absolutely a taste difference, which will vary literally week to week as the mix of pastures come into their seasons," Hughes says. "Spring 100-percent grass-fed will be very different from fall, which will be very different from the limited winter months in California where the cows will be eating dry matter forage. We clearly call this out on the new packaging that this is part of the experience — the change of seasons."

Also this spring, Organic Valley is rolling out new packaging for its existing milk products that will bring attention to naturally-occurring omega-3 and CLA fatty acids. While these can be added to foods in various ways, Hughes says these occur naturally in Organic Valley's products as a result of its pasture program.

"The message is that through our pasture-based forage program, when the cows are on the pasture, eating well, treated humanely and eating organic diets, they really produce the world's best milk," Hughes says. "Now we're able to show nutritionally, when these cows eat well, you do, too."

Additionally, Organic Valley this spring is making its award-winning Kickapoo Blue, which previously was marketed in 4-ounce crumble cups, available in 6-pound rounds for cut-and-wrap options for retailers.

This last holiday season, Organic Val-

ley teamed up with Stonyfield Yogurt for an online campaign to encourage healthy organic eating and to benefit Wholesome Wave, an organization whose programs are designed to make nutritious, locally-grown food available and affordable to America's underserved and urban rural communities.

The "Celebrate with Organic" campaign offered prizes such as a free year of Organic Valley or Stonyfield products and a \$1,000 gift certificate to Cooking.com. For each person that entered the contest, each company donated 10 cents to Wholesome Wave. At the end, Organic Valley donated a total of \$25,000.

Organic Valley also received several awards at contests it entered this past year.

Organic Valley's European Style Cultured Butter received a second-place award at the American Cheese Society contest last summer. Several of its products won gold medals at the 2011 Los Angeles International Dairy Competition, including its cream cheese, salted butter, half-and-half and heavy whipping cream.

Organic Valley brought in 212 new farmer members in 2011 for 12-percent member growth across the country, and its sales grew 15.3 percent. Hughes says there are two main elements to the cooperative's continued growth: good products and good people.

"Our branded business continues to grow, fueled by consumers interested in high-quality, high-integrity products under the Organic Valley label," he says. "We have also seen from the farm side, farmers continued to be interested in coming to be part of the Organic Valley cooperative. We welcomed a lot of new farmers over the last year. That element allows for some really exciting continued growth of the business."



Pacific Cheese Co.

Hayward, Calif.

Key executives: Steve Gaddis, pres. & CEO; Tony Ricker, COO; Lance Solus, exec. VP; George Cornell, VP, industry relations; Dale Tate, CFO; Bob Leonard, sr. VP, sales — foodservice; Jeff Richmond, sr. VP, operations; Peter Ernster Jr., GM, Reno plant & VP, process products division; Carol Dudick, sr. dir., quality assurance; Glen Hatcher, dir., quality systems

Cheese plants: Hayward, Calif.; Reno, Nev.; Amarillo, Texas (all include Cheddar, Monterey Jack, Mozzarella, blended shreds for foodservice; Reno plant includes processed American cheeses)

Website: www.pacificcheese.com

A look inside: Building on its 2010 acquisition of the assets of Chateaux Cheese Corp., Vernon, Calif., Pacific Cheese has finished integrating Chateaux's product lines into its existing facilities. This has expanded Pacific Cheese's production capabilities, and the company now manufactures processed American and Swiss loaves and slices in addition to offering custom formulations at its Reno, Nev., plant.

This spring at the World Championship Cheese Contest, American Cheese from Pacific Cheese's Reno, Nev., plant placed fourth in the Pasteurized Pro-

cess Cheeses category.

Pacific Cheese Co. offers an extensive product line, including commodity cheeses, specialty and artisan varieties, international imports and Hispanic-style cheeses. Its range of cheese categories includes: fresh cheeses including Feta and Ricotta; soft-ripened cheeses like Brie; blue-veined cheeses like traditional Blue and Gorgonzola; Pasta Filata cheeses like Mozzarella and Provolone; semi-hard and hard cheeses such as Cheddar and Parmesan; and processed cheese like classic American. Pacific Cheese offers both conventionally-prepared cheeses and cheeses that are organic, kosher and made with milk from cows not treated with rbST.

The company plans to continue to upgrade its facilities as well as invest in its people and information technology systems.

In March 2012, Pacific Cheese announced that Tony Ricker was appointed as chief operating officer. As COO, Ricker is responsible for the functions of operations, supply chain and quality assurance. He previously was senior vice president, running the company's retail sales division.

"Pacific Cheese is well-positioned to take a unified team approach to exceptional service that is so critical to achieve our business initiatives," Ricker says. "I am excited, energized and eager to help lead our company to its next phase of innovation."

Ricker, who previously held positions at industry icons such as Kraft, Sara Lee and Earthgrains, joined Pacific Cheese in 2010. Under his management, the retail sales division partnered with leading retailers to create successful store-brand

Turn to KEY PLAYERS, page 48 ⇨

Pacific CHEESE

NATURALLY GOOD CHEESE

Pacific Cheese is a leading provider of consultation, import/export and manufacturing services. We blend a tradition of superior customer service, state-of-the-art technology and broad market access with extensive product availability. By providing a critical link between manufacturers, wholesalers and retailers, Pacific Cheese is a leader in custom product management.

- Manufacturing & Processing**
 - Cheese • Kebab
 - Custom Cheese Products
- Custom Marketing**
 - Training Programs
 - Support Services
 - Risk Consulting
- Packaging & Shipping**
 - Foodservice • Deli
 - Retail • Wholesale
- Importing & Exporting Services**
 - Customs Training
 - Compliance
- Distribution & Logistics Support**
 - Customer Support
 - Compliance

PACIFIC CHEESE COMPANY | 1000 Hayward Avenue, Hayward, CA 94541 | 925.781.1000

For more information please visit www.pacificcheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 47

programs. Ricker will continue to play a major role directing the retail sales division.

“We are excited about the improvements Tony will bring to Pacific Cheese,” says Steve Gaddis, president and CEO, Pacific Cheese Co. “We intend to strengthen our focus on customer satisfaction to offer customers everything they need to better differentiate and thrive in the complex and competitive food industry.”

Family-owned and with more than 40 years of experience, Pacific Cheese officials say they are proud to be known as an industry leader and innovator in natural cheese sourcing. In addition to working to provide its customers with specialized products and services, the company works to monitor emerging market trends through its research and development program, focusing on new products such as flavor blends and profiles. Its corporate chef also offers culinary support to customers through creative menu ideations and serving suggestions.



Park Cheese Co.
Fond du Lac, Wis.

Key executives: Eric Liebetrau, pres.; Steve Hurd, plant mgr.

Cheese plant: Brownsville, Wis. (Asiago, Fontina, Kasseri, Parmesan, Pepato, Provolone, Romano)

Percentage of sales from cheese: 100%

Market segments for cheese: 20% retail, 10% ingredients, 70% foodservice

Website: www.parkcheese.com

A look inside: Park Cheese Co. continued its century-old tradition of using fresh milk from Grade A farms in Central Wisconsin to produce its award-winning varieties of Italian cheese over the last year.

“We do such a good job of making products to specifications, and we just want to keep doing what we’re good at,” says Eric Liebetrau, president of Park Cheese.

The company has undergone a series

of upgrades at its manufacturing plant in Fond du Lac, Wis., in an effort to reach British Retail Consortium (BRC) Grade A certification. The BRC Global Standards, used throughout the world by more than 17,000 certificated suppliers in 90 countries, ensures standardization of quality, safety, operation criteria and manufacturers’ fulfillment of legal obligations.

“Most (of the changes) were construction-type things,” Liebetrau says. “We had to change traffic patterns, we had to build another lab for testing raw milk and keep that segregated from the product lab.”

Also, Liebetrau adds, many of the changes fell into the administrative realm—implementing systems to track products and document that requirements are being met on a daily basis.

The company’s plans to build on its tradition of quality cheesemaking doesn’t stop with BRC certification. Steve Hurd, manager of Park’s manufacturing facility, is currently enrolled in the Wisconsin Cheese Makers Association (WCMA) Master Cheesemaker certification program.

Hurd is already a certified master in Provolone and Fontina varieties. He’s currently working to add master certifications in Asiago and Romano to his resume.

Park’s continued focus on producing quality products didn’t go unnoticed on the competition circuit over the last year.

In the World Championship Cheese Contest, Park’s aged Provolone won best of class honors.

“We’re proud,” Liebetrau says. “We’ve always had high expectations in that competition, but it’s always nice to accomplish those goals.”

The company describes its variety of aged Provolone as full-flavored with a creamy, yet firm texture.

Park also claimed second place in the Italian grating-type category of the 2011 American Cheese Society (ACS) Judging and Competition with its vegetarian Parmesan.



Rogue Creamery
Central Point, Ore.

Key executives: Cary Bryant, co-owner, CEO; David Gremmels, co-owner, pres.; Francis Plowman, dir., marketing; Craig Nelson, plant mgr., lead cheesemaker

Cheese plants: Central Point, Ore., including cut & wrap operation (aged & flavored milled, handmade Cheddars, handmade Cheddar curds, TouVelles and Blues: Oregon Blue, Oregonzola, Crater Lake Blue, Rogue River Blue,

Echo Mountain Blue, Smokey Blue, Caveman Blue, Flora Nelle Blue, Smokey TouVelle, Rosemary TouVelle, Lavender TouVelle, medium Cheddar, sharp Cheddar, extra sharp Cheddar, Soba Ale Cheddar, Chocolate Stout Cheddar, Hop Cheese, Mount Mazama Cheddar, Pistol Point Cheddar, plain curds, pesto curds, garlic curds, jalapeno curds, chipotle curds)

Projected 2012 sales: 20% above 2011 sales

Percentage of sales from cheese: 95%

Market segments for cheese: 60% retail; 40% foodservice

Website: www.roguecreamery.com

A look inside: Rogue Creamery this past year has released new cheeses, won awards, expanded its overseas distribution and continued its sustainability programs. Through it all, the company focuses on a motto: “Cheeses first.”

Francis Plowman, director of marketing at Rogue Creamery, says this expression reflects the company’s concentration on making the best possible cheese it can.

“That’s a pretty consuming goal. It’s what we’re focused on. We’re interested in growth, but controlled growth, where we can continue to make the best cheese in the world.”

The company last year added Hop Cheese and Mount Mazama Cheddar to its collection of specialty cheeses.

Hop Cheese is the latest in its series of beer cheeses, which it makes in partnership with Rogue Ales of Newport, Ore. Hop Cheese is made with Cheddar or other similar types of cheese and one or a combination of the seven varieties of GYO Certified Aroma Hops grown on Rogue Ales’ Micro Hopyard. Whole hop leaves are de-stemmed by hand, steeped in hot water, mixed into the cheese curds and pressed into 40-pound blocks. Previous beer-cheese collaborations between the two companies include Morimoto Soba Ale Cheddar and Chocolate Stout Cheddar.

“The idea of pairing beer and cheese has become more popular,” Plowman says. “We’ve had success putting beer in cheese as we make it. It’s the next step in pairing.”

Rogue Creamery’s other new cheese, Mount Mazama Cheddar, is made with a mix of 20-percent goat’s milk and 80-percent cow’s milk, similar to its mixed-milk Echo Mountain Blue. Plowman says Rogue Creamery waited to launch Mount Mazama until the company felt it was able to procure the best goat’s milk, which equalled the quality of the cow’s milk used in the Cheddar.

“People really like that combo—the tang of the goat’s milk at the end of the tasting experience,” Plowman says of the mixed-milk cheese.

Rogue Creamery’s other cheeses made an impressive showing at contests this past year. Rogue River Blue claimed its second “Best of Show” award from the American Cheese Society (ACS) contest in Montreal last summer. The

Turn to KEY PLAYERS, page 49 ⇨

PARK CHEESE

It All Starts With the Cheese!

Asiago
Aged Provolone
Romano
Parmesan
Pepato
Fontina
Italian Sharp
Kasseri
Mild Provolone

Heritage and Quality is Our Commitment. Italian Cheese is Our Passion!

Park Cheese has been dedicated to the art and tradition of cheesemaking for over 100 years.

- RETAIL
- FOODSERVICE
- FOOD PROCESSING APPLICATIONS

PARK CHEESE COMPANY, INC.
PO Box 1000, Fond du Lac, Wisconsin 53115
Tel: Fax: 1-800-752-9999 • Tel: 920-824-4444
Tel: 920-824-4444 • www.parkcheese.com

For more information please visit www.parkcheese.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 48

cheese previously won Best of Show at the 2009 ACS contest. At last summer's ACS contest, Rogue Creamery also received third place awards for its Chocolate Stout Cheddar and Echo Mountain Blue.

Rogue Creamery also received accolades abroad this past year. Its Flora Nelle Blue cheese won a gold medal at the World Cheese Awards in Birmingham, England, last November, and its Caveman Blue received a bronze medal at the 2011 Global Cheese Awards in Somerset, England, in September.

Rogue Creamery expanded the overseas distribution of its cheeses this past year. The company has shipped to Australia for a little over a year, and it started shipping its Blue cheeses to Japan and Hong Kong this past year as well. Plowman says the company is looking to expand its distribution a little further in Hong Kong and Japan this year.

Last June, Rogue Creamery mourned the passing of artisan cheese giant and former Rogue owner Ig Vella. Vella's father, Tom, founded Rogue Creamery in 1933, and in 2002, Ig Vella sold the company to David Gremmels and Cary Bryant. Vella continued to work as a consultant for Rogue Creamery, coming up from California every month or two to mentor young cheesemakers on the team.

"A bunch of us went to Sonoma to attend the services," Plowman says. "The church was just packed, with standing room only. He was a terrific guy. We called him the 'Godfather of American artisan cheese.'"

Earlier this spring, Rogue Creamery celebrated Oregon artisan cheeses at its eighth annual cheese festival and benefit dinner for the nonprofit Oregon Cheese Guild. The festival featured 18 cheesemakers and 90 vendors.

Rogue Creamery recently has helped other members of the Oregon Cheese Guild with shipping through a new flexible distribution network. Rogue Creamery, which has been shipping its cheeses to the East Coast for a number of years, now is helping other Oregon cheesemakers ship their cheeses to this region as well.

"We have three different cheesemakers at this point, and we hope to open it up to more," Plowman says. "It gives them the opportunity to ship cheeses and opens markets to them that they otherwise wouldn't be able to access."

Rogue Creamery also this past year has brought other companies in the cheese industry and local community on-board to its Pedal Power program, which now is in its third year. The program at Rogue Creamery, which offers a bike to employees who pledge to ride it to work at least 45 days of the year, now has grown to include 30 team members.

"We're really proud of it and have

gotten other people involved, including Vermont Butter and Cheese Creamery, Cowgirl Creamery and Rogue Ales. We also have gotten a bank here, Rogue Federal Credit Union, involved," Plowman says. "It gets bikes on the road and people involved in exercise. It's a great program, and particularly with gas prices rising, it gets more and more advantageous."

Rogue Creamery also is working to continue its sustainability goals through adding solar panels to its creamery and producing its own energy.

"Last year we had 252 solar panels. We're hoping in five years, continuing what we're doing, to be totally off the grid," Plowman says. "Sustainability is a mission we try to live every day."



Saputo Inc.
Saint-Léonard, Quebec

Key executives: Emanuele (Lino) Saputo; chairman of the board; Lino A. Saputo Jr., CEO & vice chairman of the board; Louis-Philippe Carrière, exec. VP, finance & administration; Dino Dello Sbarba, pres. & COO, Saputo Inc.; Lorenzo Spinelli, president & COO, Dairy Products Division (Canada); Terry Brockman, president & COO, Dairy Products Division (USA); Kai Bockmann, pres. & COO, Dairy Products Division (International); Lionel Ettetdgui, pres. & COO, Bakery Division; Gaétane Wagner, exec. VP, human resources

Cheese plants: Dairy Products Division (USA) — South Gate, Calif.; Tulare, Calif. (3); Newman, Calif.; Hancock, Md.; Big Stone City, S.D.; Almena, Wis.; Fond du Lac, Wis.; Lena, Wis.; Monroe, Wis.; New London, Wis.; Reedsburg, Wis.; Waupun, Wis.; Black Creek, Wis. (broad line of Mozzarella, American-style & specialty cheeses, such as Ricotta, Provolone, Blue, Swiss, Parmesan & Romano, whey powder, whey protein concentrates and ingredient blends). Dairy Products Division (Canada) — Calgary, Alberta; Edmonton, Alberta; Glenwood, Alberta; Red Deer, Alberta; Wetaskiwin, Alberta; Abbotsford, British Columbia; Burnaby, British Columbia; Courtenay, British Columbia; Brandon, Manitoba; Winkler, Manitoba; Saint John, New Brunswick; Dartmouth, Nova Scotia; Georgetown, Ontario; Ottawa, Ontario; Tavistock, Ontario; Trenton, Ontario; Mont-Laurier, Quebec; Plessisville, Quebec; Saint-Hyacinthe, Quebec; Saint-Leonard, Quebec; Saint-Raymond de Portneuf, Quebec; Trois-Rivières, Quebec; Victoriaville, Quebec; Warwick, Quebec; Saskatoon, Saskatchewan (a wide variety of cheeses including Mozzarella & Cheddar, specialty cheeses such as Ricotta, Provolone, Parmesan, Feta & Havarti, fine cheeses, such as Brie & Camembert, other firm cheeses, including Brick, Colby, Farmer, Muenster & Monterey Jack, as well as fresh

curd and processed cheeses. Saputo also produces and markets fluid milk, cream, yogurt, sour cream and cottage cheese. In addition, Saputo sells cheese products under private labels and produces butter, powdered milk and evaporated milk, ice cream mixes & a number of dairy ingredients derived from its cheese production, including whey powder, lactose and whey protein). Dairy Products Division (Argentina) — (2) (wide variety of soft, semi-soft, hard and grated cheeses, as well as butter, cream, milk powder and dairy ingredients). Dairy Products Division (Europe) — (2) facilities in Germany and United Kingdom (Italian-style cheese varieties, such as Mozzarella, Ricotta & Mascarpone).

Total company sales (for fiscal year ended March 31, 2011): C\$6.0 billion

Website: www.saputo.com

A look inside: Saputo Inc. produces, markets and distributes a wide array of products including cheese, fluid milk, yogurt, dairy ingredients and snack cakes. With holdings in Canada, the United States, Argentina and Europe, it is Canada's largest dairy processor and among the top three cheese producers in the United States.

In 2011, it made further inroads into the U.S. specialty cheese market with

the acquisition of Fairmont Cheese Holdings Inc., the parent company of DCI Cheese Co. With the DCI acquisition, Saputo added more than 100 types of domestic and imported specialty cheeses to its portfolio.

In its third quarter report for the quarter ending Dec. 31, 2011, the company says its Dairy Products Division (USA) continues to focus on improving operational efficiencies and evaluating opportunities at the newly acquired DCI acquisition. The division will continue to promote its leading retail brands, as well as enhance its existing foodservice product portfolio. The company's brands conducted several promotional activities throughout the year.

The Dairy Products Division (Canada) continues to focus on recuperating volume lost in the fluid milk category and maximizing benefits from the consolidation of manufacturing and distribution activities in the Greater Toronto area, announced at the end of fiscal 2010. The division continues to review overall activities in order to identify additional operational efficiencies and reduce operational costs. The division also continues to pursue its investment strategy in product categories that offer potential for growth, such as specialty

Turn to KEY PLAYERS, page 50 ⇨

CHEESE MARKET NEWS®

Exclusive Key Players

Our Annual Profile of Who's Who in the Cheese Business

2012 KEY PLAYERS
PUBLISHED JUNE 2012

Order Today!

If you're looking for an in-depth compilation of the movers and shakers in the cheese and dairy industry, look no further. **CHEESE MARKET NEWS' Key Players**, our exclusive annual profile of who's who in the cheese business, gives you comprehensive information on companies leading the cheese industry. **Key Players** features information on plant locations, sales figures, acquisitions and mergers, expansions, new products and production data.

Key Players is included annually in the June issue of **CHEESE MARKET NEWS®** but can be yours in a separate, easy-reference reprint for only \$30 per copy.

Order your complete snapshot of the cheese industry's Key Players today

CHEESE MARKET NEWS® KEY PLAYERS REPRINT ORDER FORM:

NAME: _____	METHOD OF PAYMENT (U.S. Funds Only):
TITLE: _____	<input type="checkbox"/> PAYMENT ENCLOSED
COMPANY: _____	<input type="checkbox"/> PAYMENT BY CREDIT CARD
ADDRESS: _____	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
CITY: _____	CARD NUMBER: _____
STATE: _____ ZIP: _____	EXPIRATION DATE: _____
PHONE: (____) _____	SECURITY CODE: _____
EMAIL: _____	SIGNATURE: _____
DATE: _____	

For immediate service, call (608) 831-6002 or fax your order to (608) 831-1004.

SUBSCRIBER SERVICES • P.O. Box 628254 • Middleton, Wisconsin 53562

For more information please visit www.cheesemarketnews.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 49

cheeses and value-added milk products.

The company's overall goal remains to continue to improve efficiencies and pursue growth internally and through acquisitions.

The company won numerous awards this past year. In the World Championship Cheese Contest this spring, Bleubry from La Fromagerie Alexis de Portneuf won a gold medal in its class as did both La Tentation de Laurier and Lady Laurier d'Arthabaska from Le Fromagerie DuVillage 1860. In addition, La Fromagerie Alexis de Portneuf's Chèvre des neiges Fig & Orange came out on top in its class as did Double Joie from La Fromagerie Alexis de Portneuf, Saputo Inc. says.

La Fromagerie Alexis de Portneuf's Chèvre des Neiges Triple Cream Brie won the bronze medal in its class. The company also placed second in its class with 3-year Cheddar and third in its class with Smoked Caciocavallo.

Salemville for DCI Cheese Co. placed first in the Gorgonzola class. Park Cheese, which produces cheese for DCI Cheese Co., also received a best of class award for its il Giardino Provolone Mandarinini.

In the World Dairy Expo Champion-

ship Dairy Product Contest, awards for Saputo included first in the whey permeate class and DCI Cheese Co.'s Salemville Gorgonzola placing third in its class.

At the American Cheese Society contest, the company, including its subsidiary DCI Cheese Co., swept the top three spots in the Rindless Blue-Veined — Made From Cow's Milk class.

La Tentation de Laurier by DuVillage 1860 won first in the Washed Rind Cheese — Made from Cow's Milk class. Saputo also placed first in the Provolone, Caciocavallo — All Milks class.

Subsidiary DCI placed second in the Mature Cheddar Aged Longer Than 48 Months class. Saputo also placed third in the Flavor Added Monterey Jack — All Milks class. Brie de Portneuf Double Crème by Alexis de Portneuf placed third in the Soft ripened cheese — Brie Cheese — Made From Cow's Milk class.

At the Wisconsin State Fair, cheese produced for DCI Cheese placed second in the Colby, Monterey Jack class and third in the Smear Ripened Cheese class.

The company also won nine awards in the British Empire Cheese Competition, which is organized annually by the Central Ontario Cheesemaker Association and features Canadian cheeses competing against one another. The

company won awards in other competitions as well.

Saputo's brands include Alexis de Portneuf, Armstrong, Baxter, Dairyland, Danscorella, Dragone, DuVillage 1860, Frigo Cheese Heads, Great Midwest, King's Choice, Kingsey, La Paulina, Neilson, Nutrilait, Ricrem, Salemville, Stella, Treasure Cave, hop & go, Rondeau and Vachon.

Saputo is a publicly traded company whose shares are listed on the Toronto Stock Exchange under the symbol SAP.



Sargento Foods Inc.
Plymouth, Wis.

Key executives: Lou Gentine, chairman & CEO; Louie Gentine, president & chief customer officer; George Hoff, exec. VP & CFO; Mark Rhyan, exec. VP & COO

Cheese plants: Plymouth, Wis. (cut & wrap, frozen battered & breaded appetizers); Kiel, Wis. (cut & wrap, frozen battered & breaded appetizers); Hilbert, Wis. (sauces); North Sioux City, S.D. (sauces); Bellingham, Wash. (sauces)

Estimated 2011 sales: \$1 billion

Website: www.sargento.com, www.sargentofoodingredients.com

A look inside: Sargento Foods Inc. had a benchmark year in 2011, reaching \$1 billion in net sales for the first time in the company's history.

To accommodate increased production and sales, the company has undertaken a number of expansion projects over the last year — and plans are in place to continue that trend in 2012.

Sargento began building a 45,000-square-foot, three-story office building in 2011 that connects the other two buildings at its headquarters in Plymouth, Wis. The project also included additional space for an on-site nurse practitioner and physical therapist.

"It will accommodate projected office needs for the next five or six years," says Barbara Gannon, vice president of communications and government affairs, Sargento.

Overall, the Plymouth campus is approximately 550,000 square feet of corporate office, manufacturing and distribution space.

Sargento has plans to expand on a renovation project that began in 2011 at its facility in Hilbert, Wis., which produces sauces. In 2011, the company expanded offices and wellness areas. A production expansion is set to begin there in 2012 that the company expects will create 50 new jobs over the next five years.

Production space will be expanded

by about 300,000 square feet at an estimated cost of \$12 million, according to the company. Work began in May, and sauce production is expected to begin in the new space by January of 2013. Sargento says since 1991, it's added 55,000 square feet to the Hilbert plant and has renovated 15,000 square feet there.

In addition to expanding facilities, Sargento also has expanded its product line. In 2011, Sargento joined industrywide sodium-reduction efforts through the Best Practices Task Force. Hosted by the Innovation Center for U.S. Dairy, more than 17 cheese companies and manufacturers banded together to address reducing sodium content in cheese.

Sargento's commitment to the "sodium challenge" led to the introduction of a line of reduced-sodium natural cheeses (available through the company's Consumer Products Division). The line — available in six varieties including Colby Jack slices, Provolone slices, Colby Jack snack sticks, String snacks, Mild Cheddar shredded cheese and Mozzarella shredded cheese — has 25 percent less sodium.

Sargento has continued to focus on health-conscious products and introduced its Fridge Pack, upright boxes of individually-wrapped cheese sticks, in January 2012. Fridge packs are available in Light String Cheese, Colby-Jack Cheese and Mild Cheddar Cheese flavors.

"It's clear that people tend to make food choices based on what they first see in their refrigerator. The new Sargento Fridge Pack puts wholesome, natural snacks easily within reach to encourage healthier snacking," says Elizabeth Ward, Sargento spokesperson. "Healthy habits start with a clean and organized refrigerator, making the Sargento Fridge Pack an easy way to start making better snacking decisions."

The company also introduced a new line of Ultra Thin natural sliced cheese in four varieties — Cheddar, Swiss, Colby-Jack and Provolone in early 2012.

When it comes to marketing efforts, the company has worked over the last year to establish a strong online presence. Sargento rolled out a new website, sargentofoodingredients.com, in 2011. The updated site is designed to be interactive, allowing visitors to share recipes using Sargento products and learn about Sargento's food ingredient portfolio.

The company also has taken its online presence one step further, launching a company profile on Facebook. Since its launch, the page has received about 60,000 "likes" from customers around the world.

Sargento also has received acclaim from numerous publications over the last year. Its Reduced Fat Sharp Cheddar sticks were named best savory snacks by *Fitness Magazine*, and its Light String Cheese Fridge Pack also was named a

Turn to KEY PLAYERS, page 51 ⇨

OUR CUSTOMERS...

MAKING YOU OUR NUMBER ONE PRIORITY!

- New Management
- Over 20 Years Experience
- State-of-the-art Equipment
- Efficient & Cost Effective

MSS Equipment & Services:

- Reverse Osmosis (RO)
- Nanofiltration (NF)
- Ultrafiltration (UF)
- Microfiltration (MF)
- MemBrine Brine Purification
- Micro-Steel Chemical Recovery
- Wastewater Recovery
- On-Farm™ Milk Concentration
- Membrane Systems
- Turn-key Plants
- Engineering
- Fabrication
- Installation
- Pilot Testing
- Consulting
- Training
- Start-ups
- Replacement Parts

... Expanding Globally to Meet Your Needs!

P. O. Box 998 • 1430 Second Street North
Wisconsin Rapids, WI 54495
(715) 421-2333 • Fax (715) 423-6181
Email: gpesko@mssincorporated.com
Web: www.mssincorporated.com

For more information please visit www.mssincorporated.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 50

healthy food award winner by *Fitness Magazine*. In *Shape Magazine's* 2011 Snack Awards, Sargento's Reduced Fat Pepper Jack slices were recognized in the best low-calorie snacks category.

Acclaim for Sargento went beyond its product line with chairman and CEO Lou Gentine being named the National Cheese Institute (NCI) Laureate in January.

"This is the highest honor given by the cheese industry," says Gannon.

The NCI Laureate Award recognizes individuals who have made significant contributions to the development and growth of the cheese industry. A panel of industry professionals chooses a winner each year based on the person's long-term contributions to the industry.

"Lou Gentine has built a remarkable reputation for delivering groundbreaking products in the cheese industry — reduced-fat cheeses, the Slide-Rite freshness seal and specialty cheese blends to name just a few," says Mike Reidy, vice chairman, NCI, and senior vice president, Leprino Foods Co. "(Gentine) is a family man, leading a family-owned business that understands the nutritional needs of the modern family."

Gentine also was named Economic Driver of the Year by the Sheboygan County Economic Development Corp. in 2011. The Sheboygan County Chamber of Commerce named Sargento as its 2012 Manufacturer of the Year, Gannon adds.

While Sargento surpassed the \$1 billion mark in net sales and worked to expand its workforce and production facilities over the last year, the company's goals and ideals remain unmoved.

Gannon says that continued growth, innovation and maintenance of the company's cultural framework of people, pride and progress remain Sargento's goals as the company moves into the future.



Sartori Co.
Plymouth, Wis.

Key executives: Jim Sartori, CEO; Jeff Schwager, pres.; Chad Vincent, chief marketing officer; Brad Nicholson, VP, operations; Mark Schwechel, CFO; Pat Mugan, VP, R&D; Ellen Weitzel, VP, human resources

Cheese plants: Lafayette, Colo.

(pesto, dips, spreads); Blackfoot, Idaho (hard & semi-hard Italian and American style); Antigo, Wis. (specialty & artisan Italian style); Plymouth, Wis. (3) (hard Italian style, Signature Blends, converting & distribution)

Other plants: Boulder, Colo. (dips, pestos, spreads)

Percentage of sales from cheese: more than 95%

Market segments for cheese: food-service, ingredients, retail, e-commerce (in order of predominance)

Websites: www.sartoricompany.com

A look inside: With the introduction of new products and segments, the development of Master Cheesemakers and multiple contest awards, Sartori Co. continues to build brand recognition.

Sartori introduced four new cheese varieties to its regularly-available lines in 2011: Salsa Asiago, Espresso BellaVitano, Extra-Aged Fontina and Mediterranean Fontina. All four products join the Sartori Reserve line, bringing the total number of unique flavors in this line to 14, says Jim Sartori, CEO, Sartori Co.

The company also launched a few limited-release items in 2011, including a Cognac BellaVitano and a Peppermint BellaVitano cheese.

The very first two 20-pound wheels of Cognac BellaVitano, signed by Sartori cheesemaker Mike Matucheski, were sold at auction on eBay in November, with all proceeds from the auction donated to local food banks.

Jim Sartori notes that Matucheski received his Wisconsin Master Cheesemaker certification in 2011, and cheesemaker Pam Hodgson currently is in the curriculum.

Jim Sartori says the company plans to offer more Peppermint BellaVitano in 2012. Sartori Co. also recently launched a Limited Edition Extra Aged Goat Cheese and has plans to launch Limited Edition Cannella BellaVitano, which has a cinnamon flavor, in 2012.

Not only does Sartori Co. continue to churn out new varieties of cheese, its products are frequently recognized in both U.S. and international competitions.

At this spring's World Championship Cheese Contest, hosted by the Wisconsin

Turn to KEY PLAYERS, page 52 ⇨



For more information please visit www.chr-hansen.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 51

Cheese Makers Association, Sartori Co. was recognized in four categories, including two best of class honors for its Reserve Extra Aged Asiago and Shredded SarVecchio Parmesan. Sartori Co. also placed second in the Hard Mixed Milk Cheese class with its Limited Edition Pastorale Blend and was awarded third place in the Hard Goat's Milk Cheese class with Limited Edition Caprimenthe.

Sartori took home four medals from the 2011 Wisconsin State Fair competition last summer. Limited Edition Pastorale Blend and Balsamic BellaVitano finished first in their respective classes, Mediterranean Fontina took second, and Espresso BellaVitano took a third place.

Sartori Co. was awarded five medals at the World Dairy Expo Championship Dairy Product Contest, hosted by the Wisconsin Dairy Products Association last fall in Madison, Wis. SarVecchio Parmesan and Pastorale Blend both finished with first place medals. Classic Asiago and Caprimenthe goat cheese took second place in respective classes. Classic Parmesan took bronze.

Sartori Co. had another strong showing at the American Cheese Society competition held in Montreal, Quebec, in August. The company was awarded six medals, and the Sartori Classic Parmesan took first place.

"This was the third award Classic Parmesan took in 2011, a true testament to the quality of the product," Jim Sartori says. The company also finished with a first place award for Black Pepper BellaVitano. Sartori received four third place awards with Pastorale Blend, Merlot BellaVitano, Espresso BellaVitano and BellaVitano Gold.

Sartori Co. also took home seven awards from the European Global Cheese Awards in the United Kingdom. This was the first time U.S. cheesemakers were invited to participate in this contest. Sartori's SarVecchio Parmesan was named Best Foreign Cheese and

took Best of Class in the Parmesan Category, beating Italy's Parmigiano Reggiano.

"These awards bestowed upon SarVecchio are truly humbling," Jim Sartori says. "We're honored to be considered a category leader by our European counterparts."

The company also received three second place awards with Classic Asiago, Rosemary and Olive Oil Asiago, and Extra Aged Goat at the contest, and also was awarded third place awards for Classic Fontina and Espresso BellaVitano.

Sartori Co. wrapped up 2011 strong with a historic finish at the European World Cheese Awards. The company's Cognac BellaVitano received three top honors, winning a Super Gold Medal, being named Best USA Cheese, and finishing third out of more than 2,500 entries. The third overall finish was the highest ever by a U.S. cheese company, Jim Sartori says.

The company's Cinnamon BellaVitano also took top honors with a Super Gold Medal, and Sartori had four regular gold medal finishes with Dolcina Gorgonzola, Extra-Aged Fontina, Canella BellaVitano and Caprimenthe at the contest. Finally, SarVecchio Parmesan finished with a bronze medal.

Jim Sartori notes that the company has been awarded more 100 medals since its entrance into the retail segment in 2007.

"We have worked a long time to develop and refine our cheese," he says. "Our patron farmer partners have played a big role in our success. Many of them have been supplying us with milk for the full 72 years."

Sartori President Jeff Schwager notes that "our 'farm-to-fork' philosophy has enabled us to focus on creating some of the best tasting and quality cheese available. It is wonderful and humbling to be recognized by such prestigious organizations for the team's efforts."

Jim Sartori notes that the company does not spend a lot of resources on marketing its products, so the contest recognition is paramount. The company also focuses on in-store sampling of cheeses.

"We feel that when people try our cheese, they become regular purchasers," he says.

The company also ramped up its web presence in 2011 with a new website design and the launch of a Facebook page.

The company also launched a line of dips called Sartori Inspirations, based in Lafayette, Colo., at the end of 2010, and the line is beginning to take off, Jim Sartori says.

The dips, some of which feature cheese ingredients, are all natural and have a 30-day shelf life, he says.

"It's an emerging business, and we'll continue to grow it," he says.

In addition to producing award-winning cheeses, Jim Sartori says the company's mission is to consistently deliver safe, quality products to its customers, which is accomplished through its Safe Quality Food (SQF) certification and adherence to its industry-leading Sartori Quality System.

The company in June 2011 received its first SQF certification with a rating of "excellent."

"While prior to SQF, Sartori had safety and quality programs in place, SQF helped foster a stronger culture of accountability," says Sara Adams, Sartori's quality excellence facilitator. The company held weekly training sessions for all involved team members and created a thorough documentation system, giving individual team members the tools they needed to implement and enforce quality and safety policies.

Jim Sartori says the company will work on getting all of its plants up to SQF Level 3 certification in 2012.

The company also is working on revitalizing its office space in 2012, Jim Sartori says.

The office renovation is an expansion and upgrade of Sartori team members' working spaces and the company's visitors' areas.

"We have remodeled reflecting the company's premium brand identity and company heritage," Jim Sartori says. "We feel the work environment for our excellent team of employees is very important."

Sartori Co. sponsored the Milwaukee Brewer Radio Network in 2011. The company was able to promote its Sartori Reserve line in all Milwaukee Brewer radio broadcasts.

"We were excited to promote the Sartori brand and be affiliated with an iconic Wisconsin team," Schwager says. "As a Wisconsin-based company for over 70 years, Sartori supports our local Wisconsin family farms that supply the best milk in the country, and programs such as this will continue to increase the visibility of Sartori throughout the state."

The company also signed on to a sponsorship of Mason Crosby and the Green Bay Packers Radio Network in support of the Make-A-Wish Foundation in 2011.

At the start of the 2011 football season, Sartori Co. pledged to donate \$1,000 to the foundation for every field

goal Crosby made during the season.

Crosby made a total of 32 field goals during the 2011 season, and Sartori was proud to make a \$32,000 donation to the Make-A-Wish Foundation, Jim Sartori says.

"We know the money raised will help bring real joy into the lives of those who need it most," he says. "I hope we're able to continue to build our relationship with Make-A-Wish, Mason and the Packers Radio Network moving into the future."

Schreiber Foods Inc.
Green Bay, Wis.

Key executives: Mike Haddad, pres. & CEO; Larry Ferguson, chairman of the board; Rob Byrne, dir., industry & regulatory affairs

Cheese plants: Tempe, Ariz.; Fullerton, Calif.; Gainesville, Ga.; Carthage, Mo. (2); Clinton, Mo. (2); Monett, Mo.; Mt. Vernon, Mo.; Ravenna, Neb.; Shippensburg, Pa.; Stephenville, Texas; Logan, Utah; Smithfield, Utah; Green Bay, Wis. (2); Richland Center, Wis. (2); West Bend, Wis.; Austria; Brazil; China; Germany; India; Mexico; Uruguay

Estimated annual sales: \$4.5 billion

Website: www.schreiberfoods.com

A look inside: Schreiber Foods Inc. in late 2011 finalized its acquisition of Dallas-based Dean Foods Co.'s customer-brand yogurt business.

The acquisition includes production facilities in Fullerton, Calif., and Richland Center, Wis., as well as yogurt production assets from Dean Foods' facility in Friendship, N.Y.

Schreiber Foods in the past year also acquired some of HP Hood's cream cheese business, says Rob Byrne, director of industry and regulatory affairs, Schreiber Foods Inc.

Schreiber Foods currently makes cream cheese, but the expansion of cream cheese offerings allows the company to expand its customer list, Byrne says.

Schreiber Foods also is continuing work on expanding its Shippensburg, Pa., plant. This expansion has been ongoing and will enable the company to build yogurt and cream cheese capacity, Byrne says.

In addition, the company in 2011 announced plans to construct its Global Technology Center and Home Office in downtown Green Bay, Wis., on the site of the former Washington Commons and J.C. Penney.

Project completion is tentatively set for fall 2014.

Haddad notes that helping neighbors in need is one of Schreiber Foods' core beliefs and values.

"We provide our partners and their families with many corporate-sponsored

Turn to KEY PLAYERS, page 53 ⇨

SUBSCRIBE TODAY!

YES! please enter my subscription to CHEESE MARKET NEWS®

1 YEAR RATES:

\$135 (2nd Class)

\$190 (1st Class/Canada)

\$330 (International)

Payment enclosed Bill Me

Payment by credit card: VISA MASTERCARD AMERICAN EXPRESS

Card # _____ Exp. Date _____ Sec. Code _____

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

EMAIL: _____ PHONE: _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____ DATE: _____

Mail to: Subscriber Services • CHEESE MARKET NEWS • P. O. Box 628254 • Middleton, WI 53562

Phone (608) 831-6002 • Fax (608) 831-1004 • E-mail square@cheesemarketnews.com • www.cheesemarketnews.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 52

volunteer opportunities benefiting local not-for-profit agencies and schools," he says. "We work closely with our local Chamber of Commerce, United Way, school districts, volunteer center and Business Volunteer Council to identify activities and programs having potential for the greatest community impact, while strengthening the leadership and interpersonal skills of our partners."

Schreiber Foods received industry recognition this past year when the company's Strawberry and Blueberry yogurt varieties placed second in their respective classes at last summer's World Dairy Expo Championship Dairy Product Contest, sponsored by the Wisconsin Dairy Products Association.



Swiss Valley Farms Cooperative Davenport, Iowa

Key executives: Donald Boelens, CEO; Rob Hlawek, VP, finance; Thomas Stontz, VP, administration; Jeff Jirik, VP & GM, natural cheese; Jeff Saforek, VP & GM, dairy ingredients & export; Chris Hoeger, VP & GM, milk procurement & member relations

Cheese plants: Luana, Iowa (Swiss, lowfat Swiss, Gouda, cream cheese, Neufchatel, whey powder); St. Olaf, Iowa (cut & wrap, smoking of Swiss and Baby Swiss); Mindoro, Wis. (Blue, Gorgonzola); part of Rochester Cheese, wholly-owned subsidiary, Spring Valley, Minn. (cold ground blend cheese, pasteurized process cheese); part of Caves of Faribault, a wholly-owned subsidiary, Faribault, Minn. (Blue, Gorgonzola, aging of Cheddar & Gouda); JV with Emmi Roth USA, White Hill Cheese Co. LLC, Shullsburg, Wis. (no-salt Swiss, Baby Swiss, other varieties)

Estimated annual cheese produced: 74.5 million lbs.

Estimated 2011 sales: \$397 million
Projected 2012 sales: \$400 million
Percentage of sales from cheese: 40%
Market segments for cheese: 20% retail; 20% foodservice; 60% ingredients
Website: www.swissvalley.com, www.cavesoffaribault.com, www.rochestercheese.com

A look inside: Swiss Valley Farms Cooperative focused on re-branding itself in the marketplace as a specialty artisan cheesemaker in 2011.

Its acquisition of Faribault Dairy Co. Inc., Faribault, Minn., in 2010 proved

helpful in the re-branding campaign as the company introduced St. Mary's Grass Fed Gouda under the Faribault Dairy banner in 11-pound wheels and 8-ounce wedges. Handcrafted by Bruce Workman, cheesemaker at Edelweiss Creamery, the 2009 vintage has been aged in sandstone caves and features a natural, rustic rind.

"Our biggest accomplishment was getting the business refocused (from) who we were to who we are now — branding ourselves as a specialty artisan cheese company," says Donald Boelens, CEO, Swiss Valley Farms.

The cooperative also began producing lowfat Swiss and Gouda cheeses at its plant in Luana, Iowa, where renovations are ongoing. The first phase of the project brought construction of a new silo alcove and installation of new milk processing equipment, which led to an immediate 20-percent increase in production at the plant. New equipment and innovating new plant processes have been identified as ongoing goals of the cooperative's development in Luana.

While expansion efforts are ongoing at the plant in Luana, Swiss Valley Farms ceased production of Swiss and Baby Swiss at its plant in Platteville, Wis. That plant's Swiss and Baby Swiss production have been shifted to its White Hill Cheese Co. LLC plant in Shullsburg, Wis., which it established in partnership with Emmi-Roth USA in 2010. The cooperative says it's currently "considering future opportunities" with the Platteville property.

Swiss Valley Cooperative also has plans to relocate production of its club and processed cheese from Spring Valley, Minn., to Rochester, Minn., Boelens says.

There are four key areas where Boelens says marketing efforts were focused last year: retail branding of specialty cheeses, expanding marketing presence as an artisan cheesemaker, growing its line of Blue cheese and developing and growing export markets for cream cheese and whey.

In the year ahead, Boelens says retail branding marketing initiatives will continue to be a focal point of the cooperative.

"We will continue to re-focus the business, grow our market presence in retail and expand our international presence," he says.

At the National Milk Producers Federation Championship Cheese Contest, Swiss Valley Farms claimed first for its St. Pete's Select Blue, regular Swiss and cream cheese, second place for its Verdant Grassfed Blue and Baby Swiss, and third place for is Mindoro Italian Blue Veined.

Additionally, at the World Dairy Expo Championship Dairy Product Contest, Swiss Valley Farms took first for its Neufchatel and sweet whey.

The cooperative's Gorgonzola also took second in the Wisconsin State Fair Cheese & Butter Contest.



Tillamook County Creamery Association Tillamook, Ore.

Key executives: Harold Strunk, pres. & CEO; Jay Allison, VP, sales & marketing; Bill Tennant, VP, operations; Don Desjarlais, CFO & VP, finance; Mark Wustenberg, DVM & VP, quality & member services; Joe Rocha, chairman of the board

Cheese plants: Tillamook County Creamery Association, Tillamook, Ore. (Cheddar varieties including: medium, sharp, Special Reserve Extra Sharp, Vintage White Medium, Vintage White Extra Sharp, smoked, reduced fat, kosher, ice cream, whey); Columbia River Processing Inc., Boardman, Ore. (medium Cheddar, sharp Cheddar, Monterey Jack, Colby, Colby Jack, Pepper Jack, concentrated whey, WPC 34, whey cream)

Estimated annual cheese produced: 129 million lbs.

Estimated annual cheese marketed: 130 million lbs.

Estimated 2011 sales: \$477 million
Projected 2012 sales: \$493 million
Percentage of sales from cheese: 84%
Market segments for cheese: 90% retail; 6% foodservice; 4% ingredients
Website: www.tillamook.com

A look inside: Tillamook County Creamery Association (TCCA) has spent the last year undertaking capitol improvement projects, rolling out new products and expanding its market presence.

The TCCA cheese factory in Tillamook, Ore., was constructed in the 1940s and has been expanded numerous times since its grand opening in 1949. Decades later, TCCA continues to upgrade the facility. In the fall of 2011, construction began on a cheese starter room and a clean-in-place room. New locker rooms also were added for production employee usage — a requirement for TCCA's Safe Quality Foods (SQF) Level 2 certification.

The Tillamook plant, which serves as company headquarters, received its certification in October 2011. The co-op's Boardman, Ore., plant, known as Columbia River Processing Inc., received its Level 2 certification in August.

Turn to KEY PLAYERS, page 54 ⇨



For more information please visit www.swissvalley.com

KEY PLAYERS 2012



KEY PLAYERS

Continued from page 53

“Tillamook’s commitment to producing the highest quality dairy products starts by ensuring that the products are safe,” says Mark Wustenberg, vice president, quality and member services, TCCA. “We recognize that consumers are more knowledgeable about the source of the food they eat, how that food is prepared and if it is safe for their family. Achieving SQF certification validates our food safety program.”

TCCA will continue capitol improvement projects, says Tori Harms, corporate communications manager, TCCA. Plans call for construction of a centralized break room and expansion of office space at the Tillamook plant. Work is expected to be completed by the end of 2012.

In an effort to improve distribution logistics and reduce supply-chain costs, TCCA has shifted some of the cutting, wrapping and distribution that was done at its Tillamook plant to two co-packers, which eliminated 47 packaging-operator positions.

Because the cooperative’s distribution network is based in Tillamook, cheese made at the factory in Boardman was shipped to Tillamook to age, then to a factory in Mountain Home, Idaho, to be shredded and sliced before it was shipped back to Tillamook to be warehoused and distributed.

“So you can understand the inefficiencies this process was creating,” says Harold Strunk, TCCA president and CEO.

Cheese is now shipped to plants in Mountain Home and Salt Lake City where it’s cut, wrapped and distributed.

Strunk says the factory in Tillamook continues to produce, cut, package and distribute cheese and remains the cooperative’s headquarters.

The distribution network changes had no impact on operations in the Boardman plant, the cooperative says.

TCCA launched a number of new products over the last year, including 12-ounce packages of sliced Provolone and Vintage White Medium Cheddar. TCCA also added a 16-ounce shredded four-cheese Mexican blend to its line. Also, for TCCA club store customers, a 32-piece Pack-it-Pals of medium Cheddar, Colby Jack and Pepper Jack is now available.

In the ice cream case, TCCA expanded its offerings with new Vanilla Chocolate Chip and Chocolate Chip Cookie Dough varieties. TCCA also released a new line of light yogurt that is naturally sweetened with Truvia brand sweetener, which hit retail shelves in January.

There also are plenty of new products on the horizon in the coming year.

“We are looking at some new chunk products, as well as new shredded blends and sliced items, knowing that our customers continue to look for products that enhance convenience. We’ll also be looking to add new ice cream flavors and enhance our cultured product lines to expand our overall brand presence in

the dairy case,” Harms says.

As for marketing of TCCA’s product lines, Harms says the cooperative has implemented a “fully integrated” strategy over the last year. That includes television advertising, online marketing, public relations and continuation of the “Loaf Love Tour,” which aims to personify the love between bread and TCCA products.

“We created a television advertising campaign called ‘Food Loves Tillamook’ featuring six spots that celebrated the relationship of love, or ‘loaf,’ between food and Tillamook cheese,” Harms says.

TCCA also increased its online presence over the last year with e-mail marketing campaigns and introduction of mobile applications and digital couponing. The cooperative also saw significant growth in its social media fan base.

“By the end of 2011, we were able to talk to over 300,000 people at any moment through social media, the website, our blog and e-mail. By the end of 2011, we garnered more than 10 million brand impressions online every month,” Harms says.

In 2012, TCCA marketing campaigns will venture into Texas and other Western markets.

Moving forward, TCCA will focus on building its brand, building revenue and achieving continued operational excellence, Harms says.

“We intend to continue to use integrated marketing campaigns to increase sales and distribution in all of our dairy product categories and expand into new markets, specifically the Texas market, which is our main expansion focus for 2012,” Harms says.

TCCA claimed a number of awards in the competition circuit over the last year. At the American Cheese Society (ACS) Competition & Judging, its Colby placed first. The cooperative’s Monterey Jack, Mature Cheddar and reduced fat Monterey Jack claimed third-place honors.

In the National Milk Producers Federation (NMPF) Championship Cheese Contest, TCCA’s lowfat Monterey Jack placed first. The cooperative’s Sharp Cheddar, Colby Jack, lowfat Cheddar and Natural Cheese Curds placed third in their respective classes.



Winona Foods Inc.
Green Bay, Wis.

Key executives: Terry Steinmann, pres.; David Meyer, VP; Carl Buchinger, CFO

Cheese plant: Green Bay, Wis. (shelf stable process cheese, aerosol cheese, process cheese sauces, process cheese dips, process cheese spreads, portion control to bulk, protein beverages, vitamin beverages, energy beverages,

natural cheese bulk, slices, shreds, cuts, cubes, Blue, Gorgonzola, cold pack, icing)

Estimated annual cheese produced: 200 million lbs.

Percentage of sales from cheese: 90%
Market segments for cheese: 15% retail; 50% foodservice; 35% ingredients
Website: www.winonafoods.com

A look inside: Winona Foods recently completed a 6,000-square-foot, \$1.6 million expansion of its Green Bay, Wis., facility, which was built to accommodate production of the company’s new line of cold pack cheeses. Starting production May 1, the new space will produce 8-ounce, 14-ounce and 30-ounce cold pack cheeses for private label and co-brand.

“We noticed the demand was there, so an investment was made by the company to go in that direction and satisfy the opportunity for growth,” says Terry Steinmann, president of Winona Foods Inc. “It was a natural fit with the other products at this facility. It benefits the customers so they can have more products on one truck as they pick up in one location.”

Varieties of the company’s new cold pack cheese include Sharp Cheddar, Swiss Almond and Port Wine. Winona Foods’ research and development staff also will build other flavor profiles to meet customer demand.

“It’s pretty much an open formulation on that program. We’re an alternative in the industry,” Steinmann says.

In addition, Winona Foods has introduced more natural cheese slices in specialty cheese varieties, including Habanero and Marble Blue.

“We’re doing more specialty slices,” Steinmann says. “These are used for a lot of upscale restaurants today in the burger industry. They want quality, and the demand has gone up from just plain American cheese to other areas. There is a demand for certain flavors to put on gourmet burgers, which is why that market area is an opportunity for growth for us.”

Winona Foods also has seen continued success in its cheese dipping sauces, such as white queso, jalapeno

queso and upscale varieties.

“Brie sauce, Feta sauce and other upscale sauces are something we will continue to pack and manufacture,” Steinmann says. “We continue to focus on cheese. Our forte is cheese.”

The company has branched out in areas beyond cheese as well. Winona Foods this year introduced a new line of icing in 6.4-ounce aerosol cans, similar to that of a national brand on retail shelves. The line, which launched in February, includes different colors of icings for cake decorating and also is available for private label and co-brand. Winona Foods also offers its own brand of the product, Easy Icing.

Other existing lines from Winona Foods continue to do well and expand. The company has added new and custom flavors to its line of spray oils. Last year it introduced popcorn, lemon butter and garlic butter flavors in the spray oil line. This year, two new varieties of spray oil include sweet mango and balsamic.

Steinmann says Winona Foods aims to work with its customers to keep costs competitive and to remain a viable supplier as the worldwide economy and rising fuel prices present challenges to businesses.

“These are challenging economic times for everyone. Meeting those challenges for our customers is our directive,” Steinmann says.

“We focus on what helps our customers’ margin and their business,” says Dave Meyer, vice president, Winona Foods.

Meyer says Winona Foods has future plans for additional expansion, the details of which are not yet available.

What is always available at Winona Foods is consistency in innovation, quality and service, Steinmann says.

“We have reliable quality and service,” he says. “We support our customers right to the table. Our customers get used to our customer service support level and innovation. They come back for those reasons. We focus in on what works.” **CMN**

Sources for plant and sales information: company reports, prior media coverage, press releases, other publicly-available information and interviews. NOTE: For the sake of clarity and consistency, Cheese Market News has elected not to put registered or trademark symbols after any of the product names referred to in these profiles and assumes no liability connected to this decision. Cheese Market News provides “Key Players” as a service to its readers. The publisher and editors do not assume liability for errors or omissions. Cheese Market News does not endorse the products of any advertiser.

2012 Key Players is an exclusive editorial reprint of *Cheese Market News*, a weekly newspaper published by Quarne Publishing LLC. All rights reserved; **no part** of Key Players may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photocopying, electronic recording or otherwise, without the prior written permission of Quarne Publishing LLC. *Cheese Market News* does not endorse the products of any advertiser or assume liability for errors or omissions. © Copyright 2012 by Quarne Publishing LLC, P.O. Box 628254, Middleton, WI 53562; Phone: (608) 831-6002; Fax: (608) 831-1004; email: squarne@cheesemarketnews.com; website: www.cheesemarketnews.com

CLASSIFIED ADVERTISING

• EQUIPMENT 1 • EQUIPMENT 1 • EQUIPMENT 1 • EQUIPMENT 1

(7) AUCTIONS! - FOOD & DAIRY

Value-Added Ground Meat Processing & Packaging

(2) AUCTIONS: New Food Classics - June 21 St. Catharines, ON | July 18 Saskatoon, SK



- 25 Major Meat Auctions!
- 130 Water Lines
- 100 Tonnage Pallet Forklifts
- 2000 Vacuum Packages
- Pulver Grinder - Packaging
- Free Electrical Service



Former Heintz/Aras/Scops

AUCTION: June 27 - Fort Collins, CO

- Major Asset Sale 2011!
- 100 T. Tube Wash System
- 200 T. Tube System
- Case Erectors & Scales
- Checkweighers & Scales
- Refrigeration, Pumps
- General Plant Fixtures



Former DCF Cheese Company

AUCTION: July 11 - Santa Rosa, CA

- Major Asset Sale 2011!
- Positive 100' HD Clay Line
- 2000' Approx. Tray Shoppers
- 1000' Washed Mixer
- Refractor, Bowl Choppers
- New Detectors, Labors
- 200 Cans - 100 Cag Filter
- Surplus to ongoing needs of DCF Cheese Co., Inc.



Former Farnes - Fluid Milk Juicer

AUCTION: August 15 - Fresno, CA

- Large Quantity S/S Steel
- Jacketed S/S Processors
- Pasteurization Systems
- Separators & Homogenizers
- Blum Motors & Filters
- Juice Concentrate Silos



Land O'Lakes - Cheese & Whey

Oct. 15-17 - Surplus to Laker, CA operations

- Largest Cheese & Whey Auction of the Year!
- 100 Tons to 400,000 lbs
- Separators & Centrifuge
- 100 Tons Dryers
- Hats & Feeding Tables
- 200 Processors & Tanks
- 100' and 150' Systems
- 100 Vacuum Chambers



Wendell's Dairy - Fluid Milk

August 8 - Buffalo, NY - Surplus to Demand



www.harrydavis.com
 412-766-1170
www.harrydavis.com



Asset Solutions Experts Since 1955



For more information please visit www.harrydavis.com

CLASSIFIED ADVERTISING

● **EQUIPMENT** 1

NEW & USED REFRIGERATION

World's Largest Inventory!
Refrigeration Systems
 Chillers • Coolers • Freezers

920-231-1711 • Fax 920-231-1701
 www.barrinc.com • info@barrinc.com

For more information please visit www.barrinc.com

● **EQUIPMENT** 1

FOR ALL YOUR SEPARATOR NEEDS: Top quality, reconditioned machines at unbeatable prices. For more information, call Dave Lambert, Great Lakes Separators at (920) 863-3306 or email drlambert@dialez.net

JUST ARRIVED. WESTFALIA SEPARATORS: Models MSA 160 AND MSA 200. Call Dave Lambert today at Great Lakes Separators at (920) 863-3306 or email drlambert@dialez.net

● **HELP WANTED** 7

● **HELP WANTED** 7

General Manager

Plainview Milk Products Cooperative, a 113 year old Dairy Cooperative is seeking a qualified General Manager candidate due to the impending retirement of the current Manager. This diverse and challenging position requires a working knowledge of accounting, budget/finance, long and short term planning, business process controls, good communication, supervisory, public relations and organizational skills as well as good common sense and a functional knowledge of manufacturing facilities, equipment, processes, and regulations. A successful candidate will work extensively with customers, vendors, producers (member owners), employees, inspectors and the Board of Directors.

Plainview Milk Products Cooperative's creamery/dairy division has a daily volume of 1.5 million lbs. of milk and produces and sells fluid milk, cream, condensed skim milk, butter and dairy powders. The Cooperative's Feed and Farm Supply facility ships an average 2.9 million lbs. of feed per month and offers a full line of farm merchandise and seed.

Plainview Milk Products Cooperative offers a competitive salary, Health, Dental, Life and Disability Insurance, 401k and paid vacation.

Qualified Applicants should have:

- Bachelors Degree Food Science, Engineering, Ag Business or commensurate experience
- 7-10 years of food processing, plant management, operations and manufacturing experience
- 5 years supervisory experience
- Working knowledge and skill with government regulations and audits
- Proficient computer skills
- Knowledge of safe feed and safe food programs
- Sales experience

Qualified Candidates please submit resume and salary requirements before July 1, 2012 to:

M. Chamberlain
18243 490th Street
Pine Island MN 55963
mgcham412@gmail.com



For more information please e-mail mgcham412@gmail.com

SEPARATORS—CLARIFIERS TOP QUALITY CENTRIFUGES AT UNBEATABLE PRICES!

Installation & Start-Up Available

ALFA-LAVAL CIP UNITS

- **M.R.P.X. 418 H.G.V. Hermetic Separator** 55,000 P.P.H. Separation 75,000 P.P.H. Standardization
- **M.R.P.X. 314 T.G.V. Separator** 33,000 P.P.H. Separation 50,000 P.P.H. Standardization
- **M.R.P.X. 214 T.G.V. Separators** 28,500 P.P.H. Separation 40,000 P.P.H. Standardization

WESTFALIA CIP UNITS

- **MSB 200 Separator** 55,000 P.P.H. Separation 80,000 P.P.H. Standardization
- **M.S.B. 130 Separator** 33,000 P.P.H. Separation 50,000 P.P.H. Standardization
- **M.S.A. 120 Separator** 33,000 P.P.H. Separation 50,000 P.P.H. Standardization
- **M.S.A. 100 Separator** 27,500 P.P.H. Separation 40,000 P.P.H. Standardization
- **SB 60 Clarifier** 90,000 P.P.H. Clarification Warm or Cold
- **M.S.A. 40 Clarifier** 60,000 P.P.H. Clarification

- **S.A.M.R. 15036 Clarifier** 60,000 P.P.H. Clarification
- **S.A.M.M. 12006 (Frame Only)** Totally Rebuilt

WESTFALIA TEAR DOWN UNITS

- **M.M. 9004** 20,000 P.P.H. Separation.
- **M.M. 5004** 11,000 P.P.H. Warm Separation
- **M.M. 3004** 8,000 P.P.H. Warm Separation
- **M.M. 13004 (Bowl & Pumps Only)** 30,000 P.P.H. Separation

DeLAVAL TEAR DOWN UNITS

- **DeLaval 340** 1,750 P.P.H. Cold Separation 3,500 P.P.H. Warm Separation
- **DeLaval 372 AH** 12,000 P.P.H. Warm Sep.
- **DeLaval 390A** 3,500 P.P.H. Cold Separation 7,000 P.P.H. Warm Separation 12,000 P.P.H. Standardization
- **DeLaval 392A** 5,500 P.P.H. Cold Separation
- **DeLaval 392A** 14,000 P.P.H. Warm
- **DeLaval 395A** 20,000 P.P.H. Standardization
- **DeLaval 510** 10,000 P.P.H. Cold
- **DeLaval 590** 10,000 Cold/35,000 Standardization Clarification
- **DeLaval 525** 25,000 P.P.H. Warm
- **DeLaval 545** 50,000 P.P.H. Cold or Warm Standardization

Call Dave Lambert at (920) 863-3306 or Dick Lambert at (920) 825-7468

GREAT LAKES SEPARATORS, INC.
 E1921 County Rd J • Kewaunee, WI 54216 • Fax: (920) 863-6485 • Email: drlambert@dialez.net

For more information please e-mail drlambert@dialez.net

● **HELP WANTED** 7

● **HELP WANTED** 7

Sales Engineer

Powder Process-Solutions is a cutting-edge provider of powder handling systems, which includes Engineering, design, installation, automation, start-up and turnkey solutions for the food and dairy industry. We are currently looking for a candidate with an interest in providing Quality, Cost-effective, Food processing solutions to match the needs of our customers.

Job Description:
 The role of the Sales Engineer is to interact with many disparate groups and help create a fit between the product and the customer. They must understand the impact and importance of technology to their customers, understand the problems faced by their customers and the goals they want to achieve and be able to respond clearly and concisely.

Responsibilities:

- Develop and maintain strong customer relationships through regular visits and contact
- Identify customer needs and match suitable solutions to their needs
- Size and/or specify system components for estimating
- Work with estimating department to develop preliminary flow diagrams and basic layouts for any proposals
- Develop complete proposal for the customer: to include accurate description of equipment, specifications, technical data, applicable discounts, terms and conditions and any exclusions
- Regularly follow-up and support customers to overcome objections and secure orders
- Satisfy customers by resolving customer issues including operational (equipment not performing) and administrative (billing or accounts receivable)
- Conduct project handover meetings

Position Requirements:

- Bachelor's degree in Mechanical, Chemical or Food Science Engineering
- 5 years experience in sales of dairy and food processing equipment
- Experience in both estimating and project management
- Self-motivated individual with strong customer service focus and a proven track record
- Excellent knowledge of the different aspects of sanitary design for equipment
- Persuasive, encouraging and motivating, analytical, organized
- Strong technical communication and presentation skills
- Ability to travel 50 – 70 % of the time, including some international travel

 Please send resume and cover letter to:
Humanresources@powder-solutions.com

For more information please e-mail humanresources@powder-solutions.com

Project Manager/Project Engineer

Powder Process-Solutions is a cutting-edge provider of powder handling systems, which includes Engineering, design, installation, automation, start-up and turnkey solutions for the food and dairy industry. We are currently looking for a candidate with an interest in providing Quality, Cost-effective, Food processing solutions to match the needs of our customers.


Job Description:
 The role of the Project Manager/Engineer is to plan, execute and finalize projects according to Customer specifications, deadlines and within budget. This may include acquiring resources and coordinating the efforts of team members and third-party contractors or consultants.

Responsibilities:

- Ensure system design complies with customer specifications, general process descriptions, and company standards
- Size and/or specify system components for procurement
- Develop full-scale project plans (including resources) along with project milestones and deliverables
- Draft and submit purchasing requisitions for items needed on the project
- Delegate tasks and responsibilities to appropriate personnel
- Review all drawings to assure accuracy prior to passing onto the customer
- Identify and manage project dependencies and critical path
- Proactively manage changes in project scope, identify potential crises and devise contingency plans
- Responsible for System installation and commissioning and any necessary documentation to complete this task
- Conduct project post mortems and create a recommendations report in order to identify successful and unsuccessful project elements

Position Requirements:

- Bachelor's degree in Mechanical, Chemical or Food Science Engineering
- 5 years experience in an Engineering capacity preferably related to the food industry
- Technically competent with various software programs, such as Microsoft Word, Excel, Project Schedule
- Experience at working both independently and in a team-oriented, collaborative environment is essential
- Persuasive, encouraging, and motivating
- Ability to effectively prioritize & execute tasks in a high-pressure environment is critical
- Ability to travel 40% of the time, including some international travel

 Please send resume and cover letter to:
Humanresources@powder-solutions.com

For more information please e-mail humanresources@powder-solutions.com

TAP INTO THE POWER OF CHEESE MARKET NEWS
 Visit our website at www.cheesemarketnews.com



NEWS/BUSINESS



Prices rise significantly for most commodities in latest Fonterra globalDairyTrade auction

AUCKLAND, New Zealand — The trade weighted index increased 13.5 percent and prices were markedly higher for most commodities following the latest auction Tuesday on global-DairyTrade, Fonterra's internet-based sales platform.

Fonterra notes that the higher prices were likely the result of reduced volumes offered and a general pick up in demand. But analysts say it's too early to call a long-term price recovery.

Buttermilk powder and lactose, which were not offered at the previous auction

May 15, had an average price Tuesday of US\$2,456 per metric ton FAS (\$1.1140 per pound) and US\$1,992 per metric ton FAS (\$0.9036 per pound), respectively.

Other commodity price averages and the percent change from the previous trading event are as follows:

- Anhydrous milkfat: US\$3,096 per metric ton FAS (\$1.4043 per pound), up 24.4 percent.

- Skim milk powder: US\$3,011 per metric ton FAS (\$1.3658 per pound), up 21.3 percent.

- Rennet casein: US\$6,890 per metric ton FAS (\$3.1253 per pound), up 19.6 percent.

- Milk protein concentrate: US\$4,339 per metric ton FAS (\$1.9682 per pound), up 10.9 percent.

- Cheddar: US\$3,189 per metric ton FAS (\$1.4465 per pound), up 9.4 percent.

- Whole milk powder: US\$2,763 per metric ton FAS (\$1.2533 per pound), up 8.5 percent.

The next trading event will be held June 19. For more information, visit www.globalDairyTrade.info. CMN

CLASSIFIED ADVERTISING

● HELP WANTED 7

● HELP WANTED 7

● CHEESE/DAIRY 12

CHEESE PRODUCTION MANAGER

Agropur inc., a leading producer of cheese and whey products is seeking a Cheese Production Manager for its Hull, IA location. The successful candidate will be responsible for:

- o All cheese department production and cheese makes of a multiple cheese variety operation
- o Maximizing production efficiency
- o Commitment to quality and customers
- o Ability to achieve results through effectively involving people
- o Leading and developing our cheese production team

Qualified candidates will possess a Bachelor's degree or equivalent experience. Bachelor's degree in Food Science, Dairy Science, Production Management or related field is preferred. A minimum of five years production operations management is required preferably within food processing.

Agropur inc. offers an excellent benefit package to accompany a competitive salary. If you would like to be considered for this opportunity, please mail, fax or e-mail a cover letter and resume to:



Agropur inc.
ATTN: Cheese Production Mgr. – Hull
2701 Freedom Rd. • Appleton, WI 54913
Fax: (920) 788-1424
E-mails: Kirsten.slocum@agropur.com
Tim.czmowski@agropur.com

— An Equal Opportunity Employer —

For more information please e-mail
kirsten.slocum@agropur.com, tim.czmowski@agropur.com.

WANTED: FEED CHEESE

We are looking to purchase feed cheese. Scrap/fish bait/floor sweeps for feed.

Please contact:

tom@whalenfoodsinc.com
 (866) 547-6510

Whalen Foods Inc.



www.whalenfoodsinc.com

For more information please
 visit www.whalenfoodsinc.com

CHEESE WANTED



BIG REWARD OFFERED FOR YOUR...

- Cheese Trim • Cheese Fines
- #1 and Undergrades
- Close Coded Products
- Natural, Processed, Imitation or Flavored

Call Dean, Eric or Jesse:
 (877) 914-5400



For more information please
 call 877-914-5400

DAIRY PLANT SUPERVISOR

We have an immediate full time position in our Middlebury, Vermont Plant for an experienced Plant Supervisor. Responsibilities including supervising employees engaged in producing the plants dairy products. Supervises employees in receiving and testing milk and in cheese production, such as pasteurizing, separating, evaporating, drying, cooling, and storing the plants dairy products. Examines samples of product for plant standards, directs the plant cheese cooks and starter operations to maintain plant standards and product consistency. The Plant Supervisor will insure that production operations and labor is scheduled in an efficient manner and that an adequately trained workforce is maintained.

The successful candidate will possess strong cheese manufacturing and whey production experience. Minimum of at least five years related experience and/or training or a combination of education and experience. Ability to apply cheese making principles from technical material and/or manuals. Must have the ability to write detailed correspondence, instructions and memos. Must have the ability to effectively present information to employees and customers, clients. Candidate must have a strong math knowledge base. Agri-Mark/Cabot Creamery offers a competitive starting salary and excellent benefits package. Please send resume and cover letter to:

Human Resources Department
Agri-Mark/Cabot Creamery
One Home Farm Way • Montpelier, VT 05602
Phone: (802) 563-3892 • Fax: (802) 563-2173
E-mail: jobs@cabotcheese.com

— EOE M/F/D/V —



For more information please e-mail jobs@cabotcheese.com

Darigold to close Salt Lake City milk processing plant

SEATTLE — Darigold Inc. has announced plans to close down its milk processing plant in Salt Lake City at the end of July. The plant produces HTST fluid milk products.

"After reviewing the significant losses from the past year and losses anticipated in the future, Darigold has decided to close the Cream O'Weber fluid milk plant located in Salt Lake City, Utah," says Michelle Carter, spokesperson for Darigold Inc.

After the closure, Carter says Darigold will fill orders for these products from other fluid milk plants within its system, and the closure will not affect the availability of any products. The company also produces HTST milk in its Boise, Idaho; Medford, Ore.; Seattle and Spokane, Wash.; and Bozeman, Mont., plants.

Darigold acquired the Cream O'Weber dairy plant in Salt Lake City in late 2010. CMN

CSPI wants FDA to curb salt in foods

WASHINGTON — The Center for Science in the Public Interest (CSPI) recently sent a letter to FDA, urging it to take action to curb salt in packaged and restaurant food.

CSPI executive director Michael F. Jacobson says upwards of 100,000 lives could be saved annually if sodium levels in packaged and restaurant foods were cut in half, as high levels of sodium consumption promote health problems such as high blood pressure, heart disease, stroke and kidney disease.

According to CSPI, direct medical costs would be cut by about \$18 billion per year if sodium consumption were reduced from 3,400 milligrams per day to 2,300 milligrams per day, and \$28 billion could be saved if sodium consumption were further reduced to 1,500 milligrams per day. CMN

**Stay Ahead
of Your
Competition...**

Subscribe today for the latest
industry developments.

Call Susan at
608-831-6002

CHEESE MARKET NEWS
 The Weekly Newspaper of The National Cheese and Dairy Products Business

NEWS/BUSINESS



New analytics tool from Technology Group International gives users easy access to data

By Rena Archwamety

CHICAGO — A new web-based, user-friendly data tool, E21 Analytics, will soon be available from Technology Group International (TGI), an enterprise software solution provider. E21 Analytics allows users to view key business data in real time, customize reports, charts and graphs relevant to their business, and access these from any computer, tablet or phone with internet connection.

TGI developed this new data tool in response to its customers' requests to make dashboards, reporting processes and these types of reports easier to create and access. E21 Analytics will be tightly integrated with the rest of TGI's Enterprise 21 ERP software applications, and following a period of testing, the company plans to provide this tool at no cost to all of its customers starting in September.

End-user customization and real-time, web-based information are two of the primary advantages of this new system, according to Alex Smith, managing director, TGI.

"The biggest thing from an end-user standpoint is that there are a lot of tools that enable you to view specific sets of information easily, and change data measures and dimensions easily on the front end, rather than having a programmer change it on the back end," Smith says.

For example, in the cheese business, Smith says if a business owner wants to see sales for a certain grouping of products, the owner can start with this grouping and drill through the product hierarchy to sales of individual products. Sales of specific products also can be cross-referenced with sales to specific groups of customers.

Manufacturers can track production, comparing the same unit produced in a prior period and viewing the manufacturing output by facility or by machine. Other data such as market pricing or product costs over time also can be added to the dashboard.

Smith says TGI has offered data tools like this in the past, but they weren't web-based and the data wasn't available in real time. Users also did not have as much control over organizing the data.

"The functionality that was there before required a certain level of IT skill to be able to create these dashboards and reports, whereas now almost anyone can do it themselves," Smith says.

He adds that the program's mobile capability is in line with trends on which the company is focusing.

"There's very little that we do right now from an executive standpoint that doesn't focus on mobile compatibility," Smith says. "If you think about individuals in organizations who are on the road the most, typically it's senior management and sales. We put significant investment in mobile

technology to put information in those people's hands even when they're not in the office."

TGI debuted E21 Analytics during its users' conference at the beginning of May, gathering feedback from its customers. Beta testing started earlier this month and will include a limited number of customers, including cheese companies Montchevré and Biery Cheese Co.. Smith says the testing phase probably will involve a significant amount of customer training, and TGI plans to host training webinars in the second half of the year to show

Turn to TGI, page 60 ⇨



DASHBOARD DATA — TGI's new E21 Analytics allows users to customize a dashboard of charts, graphs, reports and other key business information so that data can be easily accessed and compared.

ERP SOFTWARE SOLUTIONS FOR THE FOOD AND BEVERAGE INDUSTRY.

- Order Management
- Manufacturing and MRP
- Inventory Management
- Warehouse Management
- Lot Traceability
- Procurement
- Financial Management
- Business Intelligence
- Cash Weight Processing

www.tgilt.com/food

TGI Enterprise 21 ERP
Solutions for the Food and Beverage Industry

For more information please visit www.tgilt.com/food

NEWS/BUSINESS



REAL TIME — Companies can use TGI's E21 Analytics to view and compare specific sets of information in real-time on a web-based platform that allows for mobile compatibility.

TGI

Continued from page 59

customers how to use the program and gather additional feedback from them. The program will be available to all TGI customers Sept. 1, after testing is finished.

"I think people are pretty excited to get their hands on it and start using it," Smith says. "The feedback has been overwhelmingly positive, to say the least."

For more information about TGI and E21 Analytics, contact Alex Smith, managing director, TGI, at 800-837-0028, e-mail alex.smith@tgild.com or visit www.tgild.com. **CMN**

Judge recertifies group of plaintiffs in dairy farmer suit

GREENEVILLE, Tenn. — With a trial approaching next month, a federal judge has approved an expanded pool of plaintiffs in a class action suit involving Southeast dairy farmers.

In an order filed June 1, Judge Ronnie Greer in U.S. District Court in Greenville, Tenn., granted a motion to recertify a group of plaintiffs who also are members of Dairy Farmers of America (DFA), Kansas City, Mo., a defendant in the case.

The lawsuit filed in 2008 alleges that Dean Foods Co., Dallas, controlled milk prices in the Southeast by allowing DFA, through various entities, to manage the supply of both its member farmers and independent producers who chose to supply bottlers under separate contracts.

Greer previously approved a \$140 million settlement between the farmers and Dean Foods, and that settlement includes both DFA members and independent farmers.

DFA is among the remaining defendants in the suit, and a jury trial in that portion of the case is set to begin July 10.

In his latest opinion, Greer notes the defendants' argument that allowing DFA members to join a suit against the organization would create an intra-class conflict of interest in which "some members claim to have been harmed by the same conduct that benefited other members of the class."

"The simple fact remains ... that plaintiffs have offered substantial proof that the alleged conspiracy has injured all members of the independent farmer subclass and the DFA farmer subclass," Greer says.

Kristi Dale, media relations and public affairs, DFA, says that the cooperative remains committed to aggressively defending itself in this case.

"We believe DFA's actions in marketing milk in the Southeast area are in full compliance with the provisions of the Capper-Volstead Act and all applicable federal and state laws," she says. **CMN**

IDDBA scholarship deadline is July 1

MADISON, Wis. — The next application deadline for the International Dairy-Deli-Bakery Association (IDDBA) scholarship program is July 1.

IDDBA offers scholarships to employees of IDDBA-member companies in amounts ranging from \$100 to \$1,000 for college or vocational/technical school students in business, marketing, or food-related fields of study.

There are four application deadlines each year: Jan. 1, April 1, July 1 and Oct. 1. More information and an online or application are available at www.iddba.org/scholarships.aspx. **CMN**

GEA

Your Product. Our Systems Know-How.

Today's food plants with savings from water recycling that is necessary efficient and reliable. GEA's Process Engineering has the engineering solution for complex existing plants or plants to be newly installed. With a team of 100 Process Engineers, GEA Process Engineering works closely with our clients. GEA's Process Engineering offers the following services:

- Feed treatment
- Particle classification
- Storage, classification and separation
- Slurry and particulate processing
- Particle coating & drying
- RTI and other bulk mixing
- Slurry thickening
- Particle separation and automation

GEA Process Engineering Inc.
2011 W. Lincoln Ave., Suite 100
Madison, WI 53703
www.gea.com

GEA Process Engineering

For more information please visit www.niroinc.com