

# CHEESE MARKET NEWS®

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

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## Award-winning cheesemakers share their approach to craft

By Alyssa Sowerwine

**MADISON, Wis.** — From goat cheeses to aged cheeses to soft cheeses, it's hard to pinpoint the next big thing in the contest world. But several award-winning cheesemakers, many of whom have won multiple accolades, can pinpoint a few aspects of their approach to cheesemaking that have led them to industry recognition and success.

While many cheesemakers look to consumers and custom-

ers as the ultimate "judge" of their products, one of the key ways to make products stand out is by winning contest awards.

"The awards naturally bring an awareness to those who follow them, and to be able to share with customers that the cheese has been judged best by its peers is priceless," says Mike Matucheski, a Wisconsin Master Cheesemaker certified in Asiago and Parmesan with Sartori Co., Plymouth, Wis.

Matucheski, along with the help of other Sartori team members, has grown the company product line and received numerous international and U.S. awards.

SarVecchio Parmesan from Sartori's Reserve line has won more than 20 awards over the last five years, including first runner-up at this year's U.S. Championship Cheese Contest, grand champion at the same contest in 2009, and grand champion at the 2010 World Dairy Expo. It also has taken several medals at the Wisconsin State Fair, American Cheese Society and World Cheese Awards contests.

Matucheski notes that of the awards won over the years, the Reserve line is one he is most proud of, adding that the Sar-

tori Reserve Pastorale Blend — a Spanish-inspired cheese made with a blend of sheep and cow's milks, dusted with sweet, smoked paprika — is most significant because it is a cheese he had a very clear vision of when it was developed and was a conglomeration of several cheeses he had experienced when traveling in Europe.

"I always knew it was going to be a fantastic cheese, and we have a great group here that can always be counted on to make a winner," he says. "It's so humbling when others see it the same way."

Mary Keehn, owner of Cypress Grove Chevre, Arcata, Calif., notes the company owes "our very existence" to cheesemongers who keep current on happenings in the cheese world and have been encouraging customers to try Cypress Grove cheeses.

"More than ever, consumers in the specialty food world are looking for third-party endorsement when considering a cheese," Keehn says. "With the proliferating of internet searches, bloggers and social media impacting consumer research and buying behaviors, winning an award catches the attention of online or print writ-

ers who will feature or highlight our product line or highlight a particular cheese."

Cypress Grove's Purple Haze, a fresh Chevre sprinkled with lavender buds and wild harvested fennel pollen, recently won both a Gold Medal and Best of Division at the recently-held California State Fair competition. The company also was awarded gold medals for Humboldt Fog, an "American Original" soft, surface-ripened cheese with a creamy texture and subtle, tangy flavor, and Truffle Tremor, a velvety marriage of smooth goat's milk and earthy truffles in a soft-ripened cheese.

Cypress Grove cheeses also have been recognized in the 2011 U.S. Championship Cheese Contest, the 2010 American Cheese Society competition and the 2010 World Championship Cheese Contest, among others.

Maxx Sherman, director of national sales for Marin French Cheese Co., Petaluma, Calif., says winning awards, particularly international awards, impresses upon the public that American cheeses have matured to the point that they can compete worldwide, noting the

Turn to ACCOLADES, page 27 ➔

## Reduced-sugar formulations of flavored milk enter schools

By Rena Archwamety

**MADISON, Wis.** — Focus on improving nutrition and curbing childhood obesity has prompted many school districts across the United States to revamp their food offerings, and in many schools, chocolate and other flavored milks have landed on the chopping block.

Earlier this month, the Massachusetts Public Health Council approved new school nutrition standards that include the elimination of sugary beverages. The new regulations will go into effect August 2012, and after August 2013, no flavored milk that contains more sugar than plain lowfat or nonfat milk will be allowed.

The Massachusetts Department of Public Health says the goal of these regulations is to ensure that public schools offer students food and beverage choices that enhance learning, contribute to healthy growth and development and cultivate lifelong healthy eating behaviors.

"This has to be a priority for the Commonwealth, because one-third of Massachusetts children are obese or overweight," the department adds. "This puts them on a trajectory for numerous chronic conditions in adulthood that we know are preventable, including diabetes and heart disease."

Last month, the Los Angeles Board of Education voted 5-2 to stop buying chocolate- and strawberry-flavored milk in its 2011-2012 school year dairy contract. As a result, flavored milk no longer will be offered in the Los Angeles Unified School District (LAUSD) when the schools open in August and September.

"Encouraging healthy choices will lead to healthier students," says LAUSD Superintendent John Deasy. "Eliminating chocolate milk and strawberry milk is good for all youngsters, and is especially beneficial during an era of rampant childhood obesity."

Other California school districts, including Berkeley, Compton and San Diego, already have enacted flavored milk bans, as have schools in Minneapolis and Washington D.C.

Many in the dairy industry have anticipated this trend and the need to address sugar and calories in flavored milk. In 2006, Dairy Management Inc. (DMI), in collaboration with the Milk Processors Education Program (MilkPEP), brought together industry members

Turn to SCHOOLS, page 18 ➔

## Debates continue in states that allow raw milk sales

By Rena Archwamety

**WASHINGTON** — Proposals to legalize sales of raw milk to consumers have been introduced in a number of states in recent years, but little has changed among states that prohibit these raw milk sales, according to a survey recently conducted by the National Association of State Departments of Agriculture (NASDA).

The survey, conducted in cooperation with the National Association of Dairy Regulatory Officials (NADRO), gathered current information about the regulation and sale of raw milk in the United States. It is NASDA's third collection of this data since 2004.

In 2011, 50 states participated in the survey and 30 states

Turn to RAW, page 26 ➔

## U.S. cheese stocks hold steady from previous month

**WASHINGTON** — American cheese in cold storage as of June 30 totaled 619.0 million pounds, down less than 1 percent from May 31's 621.8 million pounds and down 1 percent from the 627.1 million pounds in cold storage at the end of June 2010, according to data released recently by USDA's National Agricultural Statistics Service (NASS).

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MARKET INDICATORS

Chicago Mercantile Exchange  
Cash prices for the week ended July 29, 2011

	<i>Monday July 25</i>	<i>Tuesday July 26</i>	<i>Wednesday July 27</i>	<i>Thursday July 28</i>	<i>Friday July 29</i>
<b>Cheese Barrels</b>					
<i>Price</i>	\$2.1250	\$2.1250	\$2.1300	\$2.1300	\$2.1300
<i>Change</i>	NC	NC	+1/2	NC	NC
<b>Cheese 40-lb. block</b>					
<i>Price</i>	\$2.1550	\$2.1550	\$2.1550	\$2.1550	\$2.1550
<i>Change</i>	NC	NC	NC	NC	NC

Weekly average (July 25-29): Barrels: \$2.1280(+.0115); 40-lb. Blocks: \$2.1550(+.0150).  
Weekly ave. one year ago (**July 26-30, 2010**): Barrels: \$1.5585; 40-lb. Blocks: \$1.6025.

<b>Extra Grade NDM</b>					
<i>Price</i>	\$1.6100	\$1.6100	\$1.6100	\$1.6100	\$1.6100
<i>Change</i>	NC	NC	NC	NC	NC
<b>Grade A NDM</b>					
<i>Price</i>	\$1.5250	\$1.5250	\$1.5250	\$1.5250	\$1.5100
<i>Change</i>	NC	NC	NC	NC	-1 1/2

Weekly average (July 25-29): Extra Grade: \$1.6100(NC); Grade A: \$1.5220(-.0080).

<b>Grade AA Butter</b>					
<i>Price</i>	\$2.0400	\$2.0600	\$2.0800	\$2.0950	\$2.1000
<i>Change</i>	NC	+2	+2	+1 1/2	+1/2

Weekly average (July 25-29): Grade AA: \$2.0750(+.0400).

Class II Cream (Major Northeast Cities): \$2.7880(+.1490)–\$2.9508(+.0276).

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Weekly Cold Storage Holdings

July 25, 2011

	On hand Monday	Week Change	Change since July 1 Pounds	Percent	Last Year Pounds	Change
<b>Butter</b>	8,190	-96	-984	-11	9,988	-1,798
<b>Cheese</b>	135,255	+1,129	+6,085	+5	129,109	+6,146

(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
2005	14.14	14.70	14.08	14.61	13.77	13.92	14.35	13.60	14.30	14.35	13.35	13.37
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						

STAFF

**Susan Quarne**, Publisher  
(PH 608/831-6002; FAX 608/831-1004)  
e-mail: [squarne@cheesemarketnews.com](mailto:squarne@cheesemarketnews.com)  
**Kate Sander**, Editorial Director  
(PH 509/962-4026; FAX 509/962-4027)  
e-mail: [ksander@cheesemarketnews.com](mailto:ksander@cheesemarketnews.com)  
**Alyssa Sowerwine**, Senior Editor  
(PH 608/288-9090; FAX 608/288-9093)  
e-mail: [asowerwine@cheesemarketnews.com](mailto:asowerwine@cheesemarketnews.com)  
**Rena Archwamety**, News/Web Editor  
(PH 608/288-9090; FAX 608/288-9093)  
e-mail: [rena@cheesemarketnews.com](mailto:rena@cheesemarketnews.com)  
**Johanna Nelson**, Features Editor  
(PH 608/288-9090; FAX 608/288-9093)  
e-mail: [jnelson@cheesemarketnews.com](mailto:jnelson@cheesemarketnews.com)

REGULAR CONTRIBUTORS

**Joseph O'Donnell**, **John Umhoefer**, **Downes O'Neill LLC**,  
**International Dairy Foods Association**, **National Milk Producers Federation**, **U.S. Dairy Export Council**

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](http://www.cheesemarketnews.com)

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CHEESE FUTURES\* for the week ended July 28, 2011

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

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	2.112	245	2.112	245	2.112	245	2.112	245	2.112	245
AUG11	2.096	323	2.096	323	2.096	325	2.096	325	2.096	325
SEP11	2.000	288	2.006	287	2.006	287	2.017	287	2.040	297
OCT11	1.926	322	1.926	322	1.926	322	1.938	303	1.938	303
NOV11	1.855	338	1.855	343	1.855	343	1.855	343	1.855	343
DEC11	1.801	308	1.797	308	1.782	308	1.782	308	1.782	308
JAN12	1.742	121	1.742	121	1.742	121	1.742	121	1.742	136
FEB12	1.732	180	1.732	180	1.732	180	1.732	180	1.732	195
MAR12	1.720	178	1.720	178	1.720	178	1.720	178	1.745	195
APR12	1.719	81	1.719	81	1.719	81	1.719	81	1.719	96
MAY12	1.715	97	1.715	97	1.715	97	1.715	97	1.715	112
JUN12	1.710	86	1.710	86	1.710	86	1.710	86	1.710	101
JUL12	1.718	43	1.718	43	1.718	43	1.718	43	1.718	43

Total Contracts Traded/ Open Interest	8/2,737	7/2,741	2/2,743	52/2,724	109/2,826
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Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

\*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

DRY WHEY FUTURES for the week ended July 28, 2011

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

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	55.00	188	55.00	188	55.00	188	55.00	188	55.00	188
AUG11	56.50	202	56.50	202	56.50	202	56.50	202	56.50	202
SEP11	55.00	189	55.25	189	55.25	189	56.50	187	56.50	187
OCT11	52.75	220	53.00	220	53.00	220	55.00	219	55.00	219
NOV11	51.00	236	51.00	237	51.50	237	52.00	237	53.00	238
DEC11	47.50	180	48.00	180	49.00	180	49.53	180	51.50	185
JAN12	45.00	60	45.00	60	45.00	60	45.50	60	46.00	64
FEB12	44.00	63	44.00	63	45.00	65	45.00	65	44.50	67
MAR12	44.00	64	44.00	64	44.00	64	44.00	64	44.50	66
APR12	43.80	26	43.80	26	44.00	26	44.00	26	44.48	32
MAY12	44.00	25	44.00	25	44.00	25	44.00	25	44.35	30
JUN12	43.75	31	43.75	31	44.00	31	44.00	31	44.50	35
JUL12	44.00	22	44.00	22	44.00	22	44.00	22	44.50	22
AUG12	42.00	20	42.00	20	42.00	20	42.00	20	42.00	20
SEP12	42.00	20	42.00	20	42.00	20	42.00	20	42.00	20
OCT12	41.50	13	41.50	13	41.50	13	41.50	13	41.50	13
NOV12	42.00	14	42.00	14	42.00	14	42.00	14	42.00	14
DEC12	41.50	12	41.50	12	41.50	12	41.50	12	41.50	12

Total Contracts Traded/ Open Interest	8/1,585	1/1,586	3/1,588	5/1,585	44/1,614
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Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

Cheddar Cheese and Dairy Product Prices

For the week ended: 7/23/11 7/16/11 7/9/11 7/2/11

Cheese 40-lb. Blocks:

Average price<sup>1</sup>

Minn./Wis.	\$2.1338	*\$2.2147	\$2.1984	\$2.1826
Other states	\$2.0958	\$2.1269	\$2.1034	\$2.0809
U.S.	\$2.1014	\$2.1336	\$2.1107	\$2.0878

Sales volume<sup>2</sup>

Minn./Wis.	1,537,766	*902,392	831,290	685,085
Other states	8,964,682	10,869,926	10,004,547	9,300,671
U.S.	10,502,448	*11,772,318	10,835,837	9,985,756

Cheese 500-lb. Barrels:

Average price<sup>1</sup>

Minn./Wis.	\$2.2488	\$2.2384	\$2.2251	\$2.2093
Other states	\$2.2532	\$2.2355	\$2.2019	\$2.1709
U.S.	\$2.2512	\$2.2370	\$2.2131	\$2.1884

Adj. price to 38% moisture

Minn./Wis.	\$2.1479	\$2.1348	\$2.1230	\$2.1068
Other states	\$2.1269	\$2.1136	\$2.0772	\$2.0458
U.S.	\$2.1364	\$2.1243	\$2.0991	\$2.0735

Sales volume<sup>2</sup>

Minn./Wis.	4,145,008	4,258,564	3,486,403	3,913,332
Other states	4,989,204	4,165,097	3,758,191	4,652,771
U.S.	9,134,212	8,423,661	7,244,594	8,566,103

Moisture content

Minn./Wis.	35.09%	34.99%	35.02%	34.98%
Other states	34.32%	34.42%	34.28%	34.21%
U.S.	34.67%	34.71%	34.63%	34.56%

Butter:

Average price <sup>1</sup> U.S.	\$2.0263	\$2.0250	\$2.0348	\$2.0887
Sales volume <sup>2</sup> U.S.	3,819,401	5,686,690	4,142,358	4,018,943

Nonfat Dry Milk:

Average price <sup>1</sup> U.S.	\$1.5544	\$1.6510	*\$1.6656	\$1.6636
Sales volume <sup>2</sup> U.S.	29,628,624	*18,807,598	*14,134,868	20,782,770

Dry Whey:

Average price <sup>1</sup> U.S.	\$ .5501	\$ .5521	\$ .5416	\$ .5432
Sales volume <sup>2</sup> U.S.	8,472,750	8,180,913	7,694,870	7,051,554

<sup>\*</sup>/Revised. <sup>1</sup>/Prices weighted by volumes reported. <sup>2</sup>/Sales as reported by participating manufacturers. Reported in pounds. *More information is available by calling NASS at 202-690-2424.*

DISCLAIMER: Cheese Market News® has made every effort to provide accurate current as well as historical market information. However, we do not guarantee the accuracy of these data and do not assume liability for errors or omissions.

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NEWS/BUSINESS



Borden expands milk distribution in Southeast

DALLAS — Borden Dairy Co. recently announced that it will bring its milk to more dairy aisles across the Southeast. Borden milk now is available in Alabama, Mississippi and South Carolina at thousands of local retail locations. Borden milk also is sold in Texas, Louisiana and Florida.

Coburg Dairy in South Carolina and Dairy Fresh in Alabama have been renamed Borden Dairy Co. of South Carolina and Borden Dairy Co. of Alabama, respectively, to support the brand’s relaunch and expanded distribution.

Borden Dairy Co. of Alabama also will oversee local Borden milk processing in its Hattiesburg, Miss., plant. The Hattiesburg facility will supply milk to communities throughout Mississippi.

The company says it uses proprietary pasteurization and processing practices to achieve great-tasting, velvety milk.

“Milk is not just milk. Borden milk is a premium product with a great taste and enhanced nutrition,” says Mark Flagg,

general manager of Borden Dairy Co. of Alabama. “Our milk provides 9 grams of protein and 35 percent of the recommended daily allowance of calcium per serving. Traditional fluid milk provides 8 grams of protein and 30 percent of the recommended daily allowance of calcium per serving.”

The milk comes in light-blocking packaging to maintain freshness, and Borden will offer whole, 2 percent, 1 percent and fat-free varieties to consumers, along with strawberry and chocolate varieties.

“We look forward to delivering our delicious milk to those living in the Southeast as well as reintroducing consumers to Elsie, our beloved spokesperson,” he adds.

Consumer will be reintroduced to the brand via an integrated retail and trade marketing plan that serves to educate and encourage them to “discover the Borden difference.”

For more information, visit [www.bordendairy.com](http://www.bordendairy.com). CMN

Kelly’s uses Wis. cheese in new fudge varieties

VERONA, Wis. — Kelly’s Kitchen has introduced two varieties of Chocolate Cheese Fudge made with Wisconsin cheese and a handful of fresh ingredients.

Kelly’s fudge recipe includes Wisconsin Havarti and adds locally-sourced cream, cocoa and sugar. Kelly’s Kitchen recommends serving its Chocolate Cheese Fudge with fresh berries

for a complete dessert.

Chocolate Cheese Fudge is available in original and walnut varieties. It is available in 7-ounce retail packs and a variety of bulk sizes for delis and foodservice.

For more information, contact Kelly Longseth, Sugar Brook Farms, at 608-845-5790, e-mail [info@sugarbrookfarms.com](mailto:info@sugarbrookfarms.com) or visit [www.sugarbrookfarms.com](http://www.sugarbrookfarms.com). CMN

MARKET INDICATORS



# CHEESE FUTURES

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There is a risk of loss in trading futures.

For more information circle 1 on the FAST FAX form on page 28.

CME FUTURES for the week ended July 28, 2011

Class III Milk#

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	21.33	7,033	21.33	6,941	21.34	6,937	21.34	6933	21.33	6900
AUG11	21.32	6,396	21.26	6,384	21.10	6,385	21.34	6405	21.41	6430
SEP11	20.26	5,883	20.36	5,935	20.25	6,067	20.55	6201	20.71	6278
OCT11	19.36	4,816	19.44	4,820	19.32	4,822	19.49	4889	19.63	4934
NOV11	18.53	3,914	18.55	3,945	18.47	3,980	18.52	3998	18.61	4006
DEC11	17.67	3,646	17.66	3,643	17.49	3,627	17.61	3643	17.73	3670
JAN12	17.17	908	17.18	938	17.14	936	17.20	938	17.28	963
FEB12	16.81	806	16.81	824	16.77	827	16.81	833	16.99	852
MAR12	16.72	758	16.74	778	16.74	786	16.81	790	16.95	815
APR12	16.66	554	16.69	560	16.69	565	16.71	566	16.90	593
MAY12	16.65	523	16.66	535	16.67	542	16.69	549	16.81	574
JUN12	16.65	488	16.64	498	16.64	507	16.72	511	16.84	531
JUL12	16.60	371	16.65	377	16.65	380	16.65	382	16.82	387
AUG12	16.60	349	16.65	358	16.65	362	16.65	367	16.80	371
SEP12	16.60	324	16.65	330	16.69	333	16.70	337	16.79	340
OCT12	16.50	282	16.58	288	16.53	292	16.54	294	16.61	300
NOV12	16.50	282	16.54	288	16.54	295	16.54	296	16.69	300
DEC12	16.24	260	16.26	265	16.30	268	16.30	269	16.35	272
JAN13	16.04	5	16.04	5	16.10	5	16.10	5	16.10	7
Total Contracts Traded/ Open Interest	1,414/37,598		893/37,712		1,883/37,916		1,282/38,206		1,134/38,523	

Class IV Milk\*

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	20.60	712	20.51	712	20.51	712	20.51	712	20.51	712
AUG11	19.81	868	19.90	868	19.90	868	20.00	868	19.98	862
SEP11	19.24	716	19.24	716	19.24	716	19.24	716	19.32	719
OCT11	18.80	588	18.89	588	18.89	588	18.89	588	19.00	594
NOV11	18.35	470	18.51	470	18.51	470	18.51	470	18.55	460
DEC11	18.25	359	18.29	359	18.29	359	18.29	359	18.29	354
JAN12	17.75	50	17.75	50	17.75	50	17.75	66	17.75	66
FEB12	17.15	37	17.49	37	17.40	37	17.45	53	17.45	53
MAR12	17.15	34	17.38	34	17.38	34	17.40	42	17.40	42
Total Contracts Traded/ Open Interest	29/3,843		2/3,843		0/3,843		49/3,883		21/3,871	

Cash-Settled NDM

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	163.25	441	163.25	441	163.25	441	162.95	441	162.50	441
AUG11	155.03	442	155.03	442	155.03	442	155.03	442	155.00	438
SEP11	147.25	332	147.25	332	147.25	332	147.25	332	148.50	333
OCT11	143.00	284	143.00	284	143.00	284	143.00	284	143.50	284
NOV11	141.50	179	142.50	179	142.50	179	142.50	179	143.00	179
DEC11	143.00	169	143.00	169	143.00	174	140.53	179	142.00	181
JAN12	139.98	10	140.00	10	140.00	15	140.00	16	140.50	16
FEB12	138.50	2	138.50	2	138.50	2	138.50	2	138.50	2
MAR12	137.00	2	137.00	2	137.00	2	137.00	2	138.00	2
APR12	125.00	1	125.00	1	125.00	1	126.50	1	128.00	1
Total Contracts Traded/ Open Interest	18/1,862		0/1,862		10/1,872		15/1,878		11/1,877	

Cash-Settled Butter\*

	Fri., July 22		Mon., July 25		Tues., July 26		Wed., July 27		Thurs., July 28	
JUL11	204.00	723	204.00	723	204.00	723	204.00	723	204.00	721
AUG11	206.50	931	206.50	931	205.50	940	206.00	940	208.50	941
SEP11	207.00	794	207.00	794	207.00	802	207.00	804	208.00	807
OCT11	207.00	626	207.00	626	207.00	627	207.00	628	208.00	628
NOV11	203.00	587	201.50	588	201.50	588	200.50	595	201.50	600
DEC11	192.75	409	192.75	409	192.75	409	192.00	414	192.25	420
JAN12	186.00	18	186.00	18	186.00	18	186.00	18	186.00	18
FEB12	184.00	16	184.00	16	184.00	16	184.00	16	184.00	16
Total Contracts Traded/ Open Interest	21/4,123		86/4,124		30/4,142		17/4,157		49/4,170	

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

Dry Products\* July 29, 2011

**NONFAT DRY MILK**  
**Central & East:** low/medium heat \$1.5500-\$1.7200(-2 1/2); mostly \$1.5800(-4)-\$1.6800(-1).  
high heat \$1.7200-\$1.7600(-3).  
**West:** low/medium heat \$1.4800(-2)-\$1.6900(-1 1/2); mostly \$1.5000(-5)-\$1.6000(-4).  
high heat \$1.6100(-5)-\$1.7900(-3).  
**Calif. manufacturing plants:** extra grade/grade A weighted ave. \$1.5364(-.0773) based on 24,957,346 lbs. Sales to CCC: 0 lbs.

**WHOLE MILK POWDER (National):** \$1.9200-\$2.0000(+2).

**EDIBLE LACTOSE**  
**(FOB) Central and West:** \$1.4700-\$1.6650(+1/2); mostly \$1.5400-\$1.6100(+2).

**DRY WHEY**  
**Central:** nonhygroscopic \$1.5000-\$1.5900(+1); mostly \$1.5150-\$1.5550.  
**West:** nonhygroscopic \$1.5450(+1/2)-\$1.6100; mostly \$1.5650(+1/2)-\$1.6000(+1).  
**(FOB) Northeast:** extra grade/grade A \$1.5500(+1/2)-\$1.6100(+4 3/4).  
**ANIMAL FEED (Central):** Whey spray milk replacer \$1.3975-\$1.5500.

**WHEY PROTEIN CONCENTRATE (34 percent):** \$1.5000-\$1.6300(-8 1/2); mostly \$1.5400-\$1.5900.

**DRY BUTTERMILK**  
**(FOB) Central & East:** \$1.5000-\$1.6100(-2).  
**(FOB) West:** \$1.3500(-1)-\$1.4900(-5); mostly \$1.3800(-2)-\$1.4500(-5).

**CASEIN:** Rennet \$4.8100-\$5.1400; Acid \$5.1000-\$5.2600.

\*Source: USDA's Dairy Market News

## GUEST COLUMNISTS



## Perspective: Cheese Marketing

**Patrick Geoghegan** is senior vice president of corporate communications at the Wisconsin Milk Marketing Board. He contributes this column exclusively for *Cheese Market News*®.

## More than one reason specialty cheese is special

Neither a recession nor lingering sluggish economic times can change our optimism about the future of specialty and artisan cheeses made in America. And for good reason. Sales and production data, along with a host of favorable food happenings, confirm our bright outlook. The annual conference of the American Cheese Society (ACS) will celebrate these cheeses this coming week, and Wisconsin dairy farmers and cheesemakers will be cheering with their counterparts throughout North America.

More than 20 years ago, Wisconsin's cheese industry leaders took a hard look at the future of the category. What they saw was the growing demand for these specialty cheeses and how Wisconsin could benefit by growing with the vitality of this category expansion. It's proved to be a good decision. From 2000 to 2010, specialty cheese drove category growth. In Wisconsin, specialty cheese production now accounts for 21 percent or 552 million pounds of our state's total cheese production, 2.6 billion pounds. That's

almost half of all specialty cheese made in the country, according to figures from Wisconsin Agricultural Statistics Service and USDA.

National data tell a similar story with specialty cheese production at a record-high 975 million pounds, up 5.7 percent over 2009, according to USDA. In fact, specialty cheese production growth has outpaced total U.S. production growth in all but two years in the period of 2001-2009. Nationally, Hispanic cheese varieties, fresh Mozzarella, Mascarpone, Fontinella, Gouda and Havarti are strong grocery sales leaders (Symphony IRI Group). In Wisconsin, production of Blue, Feta, Hispanic types, specialty Italian types — Mozzarella, Parmesan wheel and Provolone — lead the parade.

Although the economic times remain challenging, Wisconsin cheesemakers are reaffirming their confidence by participating in what the Wisconsin Cheese Makers Association has called "a boom in plant investment."

"The explosive growth in new plant

and plant additions can be tied back to value-added, specialty cheese growth," says John Umhoefer, executive director of the association. The list of such plants is long and includes well recognized specialty leaders with either new facilities since 2001 or current expansions — BelGioioso Cheese, Meister Cheese Co., Saputo Cheese USA, Park Cheese, Roelli Cheese, Saxon Homestead Creamery and Holland's Family Cheese, for example.

But dairy industry news and numbers don't tell the whole story of the success of these distinctive cheeses. A perusal of our cultural and food landscape substantiates the desire for both specialty and artisan styles.

Sixty-three percent of all consumers in 2010 purchased specialty foods with 56 percent of these buying cheese, according to Specialty Food, the magazine of the National Association for the Specialty Food Trade. The percent increases with younger-aged segments, with 62 percent of the 18-24 year-old age group and 63 percent of the 25-34 age group, a finding that forecasts favorably.

Grocery stores and supermarkets recognize the value of a high quality selection of American cheeses, and many of them are going all-out to take advantage, creating "stores-within-a-store," dedicated space that mimics a specialty shop. Among them are Kroger, Safeway, Central Market (H-E-B) and Schnucks.

Meanwhile, in restaurants, chefs continue to present newly discovered cheeses to curious and eager diners in cheese courses and other innovative applications. At the bar, the mixologist — a.k.a. "bar tender" — is suggesting a perfect cheese pairing for his latest creative concoction. Beer pairing events are sold out. Specialty cheeses are elevating all-American favorites and keeping them all the rage as burgers, grilled cheese and mac-and-cheese creations just keep getting better, thanks to fabulous cheeses.

To appeal to the mass love affair with

cheeseburgers, Wisconsin Milk Marketing Board created the Cheese and Burger Society in 2009, a website giving dozens of ideas for out-of-the-ordinary cheeseburgers. And what makes them so? The choice of specialty cheese, of course. Consider The Boss Burger — beef, arugula, prosciutto, red onion, olive tapenade, tomatoes, basil and Wisconsin Asiago on rosemary ciabatta. To date, 2.1 million viewers have visited the site, logging on average almost 6 minutes.

A significant trend that continues to favorably impact specialty cheese, especially artisan originals, is the desire for local, sustainable products. Sometimes simply identified as "local," food items often go a step further by naming the farm or cheesemaker, a practice that pleases a growing number of consumers. Reflecting the desire for local products, farmers' markets in the United States have shown a 16 percent increase from 2009, now numbering 6,132, according to USDA.

More than 40 U.S. states currently make at least one cheese. Many of these states make only a specialty or artisan selection, often available only at farmers' markets, but their makers can have national stature, increasing the attractiveness of out-of-the-ordinary cheeses across the country. Purchasing these cheeses is likely to get easier, too. Online shopping is growing. Nielsen and Forrester Research companies estimate that more than 172 million Americans shop on line. Online sales are expected to grow at a compound annual rate of 10 percent through 2015.

As we witness almost every day, digital technology changes quickly and continues to grow in influence. For many, and especially for this country's future consumers, it is the preferred source of information. Currently your smart phone apps can provide a grocery list, recipes and cheese pairing suggestions, for example. It can give you directions to a special cheese shop. And you can search for a

Turn to WMMB, page 6 ➔



## Perspective: Industry Matters

**Jerry Kozak** is president and CEO of the National Milk Producers Federation. He is a guest columnist for this week's issue of *Cheese Market News*®.

## If you can't stand the heat ...

The last two weeks of July have been brutally hot across much of the nation, including the nation's capital. It's been hot in Washington not just because of the weather, but also from the friction

of the high-stakes negotiations between Congress and the White House, Democrats and Republicans, special interests and NGOs ... all of whom are fixated on efforts to rein in spending, reduce the deficit, and

prevent a default on the national debt.

This same process has also affected what has happened recently with dairy policy. By now, most are aware that the ideas of NMPF's Foundation for the Future dairy policy package, which we've developed during the past two years, have been written into legislative language and introduced as a discussion draft by Congressman Collin Peterson of Minnesota. This is a huge, and welcome, next step in our ongoing efforts to overhauling dairy policy.

But it also signifies that the temperature on this issue is going to rise, along with expectations about what comes next. This draft means that our program has gone from conceptual to real. It's in black and white for anyone to download and review. We no longer are the exclusive owners of the process — legislators are. The draft also reflects the real world, in that it contains compromises necessary to keep the process going.

In order to have Foundation for the Future achieve a budget savings, compared to

our current dairy programs, it adjusts the basic level of margin insurance protection to 75 percent of a farm's milk production. The legislative draft also earmarks half of the money that may be collected from farmers under the Market Stabilization Program to help defray the overall cost of the program to the government.

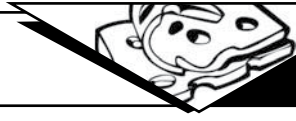
Unquestionably, both developments are a direct reflection of the current effort to reduce the federal budget deficit. Although dairy policy is currently in the spotlight as a result of the producer community recognizing the need to lead in this important fight, all farm programs, as well as other government expenditures, are facing a new outlook calling for smaller budget outlays. This is why writing new dairy policy is a microcosm of the larger summertime reality show consisting of the many negotiating sessions between President Obama and congressional leaders.

Every decision being considered right now portends less money for some program. Ag payments are always on the

Turn to KOZAK, page 5 ➔



## NEWS/BUSINESS



### Licensed cheese imports to United States total 77 million pounds for first half of 2011

WASHINGTON — Cheese imports to the United States subject to licensing requirements totaled 12.0 million pounds in June, up 3.5 percent from June 2010, according to recently-released data from USDA's Foreign Agricultural Service. Licensed cheese imports in the first six months this year totaled 76.9 million pounds, up 18 percent from January-June 2010. *(The figures released by USDA are in kilograms; Cheese Market News has converted the data to pounds by multiplying by 2.2046.)*

Licensed imports of Swiss and Emmentaler with eye formation totaled 3.2 million pounds in June, down 7 percent from a year earlier. January-June licensed imports of these cheeses totaled 22.4 million pounds, up 8 percent from the same period last year.

June imports of Italian-type cheeses subject to licensing requirements totaled 894,536 pounds, down 31 percent from June 2010. January-June licensed imports of Italian-type cheeses totaled 5.4 million pounds, down 2 percent from the first six months of 2010.

Licensed imports of Edam and Gouda in June totaled 860,901 pounds, up 19 percent from June 2010. January-June

licensed imports of these cheeses totaled 4.4 million pounds, up 31 percent from the same period in 2010.

Imports of Blue mold cheeses subject to licensing requirements totaled 501,575 pounds in June, up 25 percent from June 2010. January-June licensed imports of Blue mold cheeses totaled 2.9 million pounds, up 23 percent from the first six months of 2010.

Licensed Cheddar imports in June totaled 421,356 pounds, down 69 percent from June 2010. Licensed Cheddar imports for the first half of the year totaled 3.9 million pounds, up 15 percent from the first six months of 2010.

Imports of processed Gruyere subject to licensing requirements totaled 349,228 pounds in June, down 11 percent from a year earlier. January-June licensed imports of these cheeses totaled 2.1 million pounds, down 5 percent from the same period last year.

Licensed imports of other cheeses not specifically-provided-for in June totaled 5.8 million pounds, up 34 percent from June 2010. January-June licensed imports of these cheeses totaled 34.8 million pounds, up 41 percent from January-June 2010.

Licensed butter imports in June totaled 1.1 million pounds, up 99 percent from June 2010. January-June licensed butter imports totaled 4.1 million pounds, up 30 percent from the first half of 2010.

Imports of butter substitutes subject to licensing requirements totaled 89,101 pounds in June, down 80 percent from June 2010. January-June licensed imports of butter substitutes totaled 311,254 pounds, down 94 percent from 5.4 million pounds in the first six months of 2010.

January-June imports of high-tier cheese and other dairy products totaled 12.9 million pounds, up 142 percent from 5.3 million pounds during the same 2010 pe-

riod. Leading high-tier imports for the first half of the year was Italian-type cheeses, which totaled 8.0 million pounds January-June, up from 451,026 pounds during the first six months of 2010. Other cheese not specifically-provided-for comprised the second-highest half-year total among high-tier products at 2.0 million pounds, down 3 percent from the same 2010 period.

High-tier butter imports for the first six months of this year totaled 529,545 pounds, up from 191,780 pounds January-June 2010. Imports of high-tier butter substitutes totaled 107,728 pounds for January-June, down 20 percent from 135,501 pounds during January-June 2010. CMN

## KOZAK

*Continued from page 4*

short list of where to cut, but everyone knows that many other, much larger government expenditures will have to be curtailed to achieve any meaningful savings. To the extent that any new revenue will be raised, this also means less money for some individual or business entity. The cold truth that someone's ox will be gored is why the heat is on right now, as is the fact that just sitting back and doing nothing is not an option.

The same dynamic applies to dairy policy. Even if we wanted the status quo to prevail, and wanted to keep the Dairy Product Price Support Program, and/or the MILC program, a blithe assumption that nothing needs to change isn't realistic. In fact, the MILC payment rate and production base will significantly shrink in September 2012, just prior to the end of the program, precisely because Congress, in writing the current farm bill, had to tinker with the program's parameters so it would fit within the 2007 Farm Bill budget.

We know full well that current ag programs are going to be cut, and we can either take the heat now for pushing for something different in the future — while influencing that process and directing its outcome — or we can just have things done to us. The latter course is not smart, and it's not leadership. We also know that the current draft language is the first step in a long legislative process, and we will continue to work for an end product that most closely mirrors the parameters of our original program.

I wrote in this space two months ago that the federal budget situation is going to make changing any federal policy, including dairy programs, a real

challenge. Upon reflection, perhaps that assertion was backwards. The budget situation now is so bad, that preventing any change is unrealistic. Making tough decisions today to provide better outcomes tomorrow is what we expect our elected officials to do, and it's also what we in the dairy sector have to do. The heat in the kitchen right now is necessary to cook up a better policy menu for tomorrow. CMN

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

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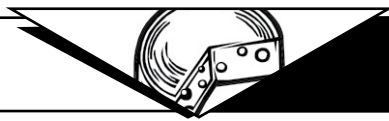
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## LETTER TO THE EDITOR



## Letter: Dairy farmers need risk management, not supply management, in policy reform

To the editor:

After a very difficult few years, dairy farmers are finally catching a break. Prices are up, the immediate outlook is good, and the conversation about dairy policy reform has begun in earnest. But I am afraid that an outsized amount of attention is being focused on a proposal that includes elements that will have a very negative effect on our positive momentum. The Foundation for the Future, proposed by the National Milk Producers Federation (NMPF) may have some good points but those are outweighed by the bad. NMPF says it's an all or nothing deal. I'm not buying the program. Let me tell you why.

In my book, we already have too much government in our business. We already have the FDA, EPA, OSHA and the IRS.

NMPF's solution to our problems is another mandatory government program. Their answer to volatility is a new "growth management" program, called Dairy Market Stabilization, that will add yet another layer of government intrusion into our businesses and dairy markets. I'd rather make my own decisions about how to run my business.

While NMPF claims that the so-called stabilization program will limit volatility, it will do so only at the expense of our growing export market, thereby killing the goose that lays the golden eggs. U.S. milk production increased about 15 percent, from 165 billion pounds in 2001 to nearly 193 billion pounds in 2010. Wisconsin's production has grown significantly over the last decade as well. But that growth would not have been possible if U.S. dairy

exports had not more than doubled over that same period of time. So far this year more than 13 percent of U.S. farm milk production is accounted for by exports. There's simply not nearly that much room for growth in our domestic markets.

The idea behind the stabilization program — that we need to limit milk production precisely when the world needs food — is wrongheaded. It makes more sense to eliminate the barriers that keep our products from getting to those who want to buy them. What we need to get us through the down years like we have experienced recently is to have better and more access to existing government risk programs, like LGM-Dairy, and to establish new ones like catastrophic margin insurance. Before we start going down the path that Canada took, we need to recognize

that while some Canadian farmers are doing quite well, overall Canadian dairy farmers now produce less milk than they did in 1975. Canada's largest dairy co-op, Agropur, is investing in the United States because there's nowhere and no way to grow in their own country.

In addition, NMPF's solution to our federal minimum pricing system is proposing once again to raise the price of Class I milk. NMPF tried this a few years ago, but thanks in part to efforts by the Upper Midwest dairy industry it was stopped, but they are back at it again with this latest plan. What happens when Class I farm milk prices are increased? Class III farm milk prices go down. What do we make here in Wisconsin? Cheese. See the connection?

I give NMPF credit for starting the debate and putting some ideas on the table. They've worked hard and deserve our thanks. But take it or leave it? What about making it better?

Jim Winn

dairy farmer, Cottonwood Dairy  
South Wayne, Wis.

## Letters to the editor

Cheese Market News welcomes letters to the editor on matters pertaining to the industry at large. All submitted letters should include the writer's name, company affiliation and telephone number, and letters must not be of excessive length. The views expressed in letters to the editor are strictly the writers' own opinions and CMN does not take any responsibility for the views stated by those who write to the editor. CMN retains the right to determine when or if a letter will be published as well as the right to edit letters to meet CMN's length and style guidelines.

## WMMB

Continued from page 4

blog that's totally dedicated to cheese. For a list of the "top 50" of these, simply consult [www.culinaryartscollege.org](http://www.culinaryartscollege.org). If you still prefer tradition, choose a book about cheese. More than 30 have been published in the last few years, several about Wisconsin Cheese exclusively. And finally, if your cheese enthusiasm leads you to seek culinary travel, the web site [www.festivaltrek.com](http://www.festivaltrek.com) lists 30 cheese festivals across the United States, including the Wisconsin Cheese Originals Annual Festival in Madison, which will undoubtedly feature some of this year's ACS award-winning cheesemakers. CMN

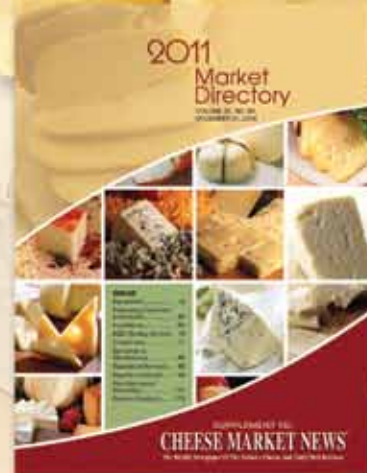
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## NEWS/BUSINESS



### Food Institute analysis indicates merger, acquisition activity rose during first half of 2011

UPPER SADDLE RIVER, N.J. — U.S. merger and acquisition activity in the first half of 2011 was up compared to the same period last year, with 196 deals through June that were either announced or closed, according to an analysis recently published by The Food Institute (FI). These numbers reflect an approximate 27-percent increase in total mergers and acquisitions over the same 2010 period and

about a 65-percent rise over 2009's totals, FI reports.

Merger and acquisition activity among U.S. food processors has reached 45 announced or closed deals in 2011, up about 32 percent from the first six months of 2010 and 50 percent from the same 2009 period, the report indicates. Specialty food makers continue to be an attractive target for acquisitions, and deals were made for a variety of businesses, FI reports.

Among dairy companies in the first six months, Bolder Natural Foods LLC acquired Boulder's Bliss

Organic Ice Cream; Schreiber Foods entered a purchase agreement to buy Dean Foods' customer-brand yogurt business; Riverview LLP signed purchase agreements for Veblen East Dairy and Veblen West Dairy out of bankruptcy; and Dairy Farmers of America Inc. entered into an agreement with HP Hood LLC to acquire Kemps LLC.

Within the food industry, much of the growth was seen in private equity involvement in acquisitions of food-related assets, FI says. Investment firms and banks were responsible for 39 mergers and acquisitions in the first

six months of 2011, compared with 24 in the previous year.

Retailers also were involved in more acquisitions through mid-2011 compared to last year: 43 deals this year compared to 23 in 2010, the report says. The Great Atlantic & Pacific Tea Co. sold seven Super Fresh stores in Maryland and one Super Fresh location in Washington, D.C., to Mrs. Green's Natural Market. A&P received bids for 12 of the 25 Super Fresh stores put up for sale. And the Lowe's grocery store chain purchased Super S Foods.

For more information, visit [www.foodinstitute.com](http://www.foodinstitute.com). CMN

### Ecolab Inc. enters merger agreement with Nalco Holding

NAPERVILLE, ILL. — Ecolab Inc. and Nalco Holding Co. recently entered into a definitive merger agreement. Under the terms of the agreement, Ecolab will issue approximately 68.9 million shares of Ecolab stock and pay approximately \$1.6 billion in cash. Ecolab also will assume Nalco's outstanding debt of approximately \$2.7 billion, resulting in a total transaction value of \$8.1 billion.

"Nalco's deep industry expertise, strong brands and leading market positions will add important products and services to Ecolab, creating a strong, combined platform for future growth," says Douglas M. Baker Jr., chairman, Ecolab. "This merger brings together two high-quality organizations with exceptionally talented people and complementary business models, capabilities and cultures."

The merger combines Nalco's leading positions in water and energy services with Ecolab's strength in the food and beverage, health care and institutional markets, says J. Erik Fyrwald, chairman, president and CEO, Nalco.

"We are confident that our strong momentum, along with the combined enterprise's significant financial resources, will enable us to deliver both accelerated growth and improved profitability," Fyrwald says. "We are pleased to be partnering with Ecolab, a company we have long admired, and look forward to working together to realize substantial benefits for our shareholders, customers and employees."

Nalco, which offers sustainability services focused on industrial water, energy and air applications, has more than 12,000 employees operating in 150 countries. In 2010, Nalco achieved sales of \$4.25 billion.

Ecolab offers cleaning, sanitizing and food safety services and programs to foodservice, food and beverage processing, health care and hospitality markets in more than 160 countries. Ecolab has more than 26,000 employees and annual sales of \$6 billion.

The merger agreement is subject to customary regulatory and shareholder approvals and is expected to close in the fourth quarter of 2011. CMN

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For more information circle 5 on the FAST FAX form on page 28.



## NEWS/BUSINESS



## Hydrite Chemical acquires Choice Chemical

**BROOKFIELD, Wis.** — Hydrite Chemical Co. this week announced it has purchased Choice Chemical Inc., Visalia, Calif. The acquisition was finalized July 15.

Hydrite says the new location in north central California expands its geographical reach so that its customers can be better served. Hydrite adds the acquisition also will allow the company to expand its product offerings in the dairy, food and beverage industries and improve logistics.

"Hydrite Chemical Co. is delighted to welcome Choice Chemical customers and employees into our family," says John

Honkamp, CEO, Hydrite Chemical Co. "We approached Choice Chemical for a reason — we knew we could build on the great foundation that this company has built throughout the years, to bring our existing and potential customers even better products and services. We will use this expansion to better serve them, save them money and provide strengths they won't find from other chemical providers in the United States."

Hydrite Chemical Co., an independent provider of chemicals and related services to various U.S. industries, is based in Brookfield, Wis., and has 14 North American locations. **CMN**

## Buckhorn acquires plastic cheese container

**MILFORD, Ohio** — Buckhorn Inc., a provider of reusable plastic packaging systems, recently announced it has acquired tooling assets and intellectual property from Material Improvements L.P. for a new reusable plastic container used in producing, shipping, storing and processing bulk natural cheese. The terms of the deal were not disclosed.

"This product line is a natural fit for Buckhorn," says Joel Grant, vice president and general manager, Buckhorn Inc. "It will help customers build more efficient operations, reduce supply chain costs and improve hygiene. This focus on technology and innovation

is what makes Buckhorn the leading source for reusable packaging and material handling solutions."

The acquired plastic "640 Container" is 24- by 30- by 37-inches and has a 710-pound fill capacity. It reduces waste and improves sanitation and quality by replacing wooden boxes, which can splinter and contaminate cheese during the material handling process, Buckhorn says. The container reduces cool-down to 40 degrees within seven days, the company adds, minimizing cold storage requirements and producing more consistent cheese from the core to the outside surface.

The new 640 Container is USDA approved and meets dairy industry 3-A Sanitary Standards. It does not require refurbishment between uses and is designed for easy cleaning by industrial washing. Buckhorn estimates it is 20 pounds lighter than wood alternatives.

The design of the 640 Container is compatible with industry manufacturing processes, including dolly and forklift transport, automation, vacuum chambers, inverters, packaging and weighing. Additionally, it is interchangeable and stackable with plywood boxes. The 640 Container will stack six high, and 470 collapsed containers will fit in a 53-foot truck.

For more information, call 800-543-4454 or visit [www.buckhorninc.com](http://www.buckhorninc.com). **CMN**



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## PEOPLE

### WMMB elects new directors, officers

**MADISON, Wis.** — The Wisconsin Milk Marketing Board (WMMB) recently elected its officers for fiscal year 2012, which began July 1 and concludes June 30, 2012.

Jay Stauffacher, a dairy producer from Darlington, Wis., has been re-elected WMMB chairman. Other elected officers include: Connie Seefeldt, Coleman, Wis., vice chair; Ed Jasurda, Phillips, Wis., secretary; and Stacy Eberle, Monroe, Wis., treasurer. Also serving on the seven-person executive committee are Lanette Harsdorf, Beldenville, Wis., communications committee chair; Ken Heiman, Marshfield, Wis., channel management committee chair; and Kay Zwald, Hammond, Wis., policy/bylaw committee chair.

Dairy producers also have elected three new directors. David Bangart, Greenwood, Wis., will represent Clark County in District 7; John Pagel, Kewaunee, Wis., will represent Kewaunee, Door and Brown counties in District 10; and David Schmitz, Fond du Lac, Wis., will represent Fond du Lac, Green Lake and Marquette counties in District 16. **CMN**

For more information circle 6 on the FAST FAX form on page 28.



# PEOPLE



## Comings and goings ... comings and goings ... comings and goings ... comings and goings

**Dale Kleber** has left the position of CEO of the **American Dairy Products Institute (ADPI)**. **Lee Blakely**, current Chairman of 2011 International Whey Conference and former ADPI President, is serving as interim CEO. ADPI plans to begin a formal search to fill the position of CEO following the International Whey Conference (IWC), Sept. 18-21, in Chicago, IL. IWC 2011 is co-hosted by ADPI and the European Whey Products Association.

Kleber issued a separate brief statement following his departure, saying he had resigned his position as CEO of ADPI "due to philosophical differences." He added: "I wish the organization well ... I look forward to new opportunities within the dairy industry."

**David Michael & Co.**, Philadelphia, recently added new employees. **Mary Gromlowicz** has joined the company and is working in Processed Flavors. She is a recent graduate of Rutgers University. **Amanda Prudente** has assumed the position of flavor technician for Creative

Flavors. She is a recent graduate of the University of Delaware. **Victoria Vaynberger** has joined the company as marketing and consumer insights manager. Vaynberger most recently was marketing manager for Rita's Water Ice Franchise Co. LLC. **Xiaofan (Isabella) Gao** has joined the David Michael Beijing facility as a food technologist. She is a recent graduate of Cornell University.

**Intelligrated**, a Cincinnati-based automated material handling solutions provider, recently announced the appointment of **Chris Arnold** as vice president, Operations & Solutions Development. In this new capacity, he will lead the company's Operations & Solutions Development team's efforts to provide enhanced life cycle services for the company's clients. Arnold has more than 20 years of experience in the warehousing, distribution, fulfillment and logistics industry. Intelligrated also recently appointed **Chuck Harris** as vice president of Midwest operations, distribution and fulfillment. Based out of the Intelligrated's

Chicago location, Harris will oversee sales, concepting, estimating, engineering and project implementation services for the company's distribution and warehousing clients in the region. He is rejoining Intelligrated after a year-long appointment at Savoye, where he served as director of business development for North American operations.

**Midwest Dairy Association** recently announced that **Torri Meyer**, Liberty, Ill., is the 2011 Western Illinois Dairy Princess. Meyer, who will be a senior at Liberty High School this fall, will promote milk products, ride in parades, help with dairy judging activities, speak at dinners and work at county fair milk shake stands. She was crowned June 30 at the Western Illinois Dairy Council's promotion banquet in Paloma, Ill. The banquet also honored **Randy and Debbie Rossmiller** with the Heritage Farm Award. The Rossmiller family has been hauling milk since 1951, and Rossmiller Milk Service now serves 72 Grade A producers in three states.

**Parmalat S.p.A.**, Parma, Italy, recently announced that it has appointed **Yvon Guérin** as CEO of the company, succeeding **Oliver Savary**, who has resigned. Guérin, whose appointment is effective immediately, most recently was general manager of Lactalis Lait Crèmerie & Nutrition Division, managing the production and distribution of manufactured milk for Lactalis Groupe.

**Wisconsin Farmers Union (WFU)** President Darin Von Ruden has announced that **Tom Quinn** has been hired as executive director for the organization. In this role, Quinn will manage the overall operations of the WFU state office in Chippewa Falls, Wis., and help to develop new initiatives in cooperative development and membership services. As president, Von Ruden will continue serving as the primary spokesperson and direct leadership for WFU. Quinn most recently was director of economic asset programs at West CAP, a regional community development program in west central Wisconsin. **CMN**



## Global Cheese Technology Forum



### SCHEDULE OF EVENTS

#### MONDAY, OCTOBER 10

6:00 p.m. Welcome Reception

#### TUESDAY, OCTOBER 11

8:15 a.m. The Future of The Cheese Industry in the Western United States  
10:30 a.m. Enhancing Nutritional Aspects of Cheese  
1:30 p.m. Sustainability and the Cheese Industry  
3:30 p.m. Cheese Microbiology and Technology  
6:00 p.m. Cheese and Wine Social

#### WEDNESDAY, OCTOBER 12

8:30 a.m. Update on Cheese Co-Products  
10:30 a.m. Food Safety and Quality Assurance  
12:00 p.m. Conference Luncheon  
2:30 p.m. Challenges and Opportunities in Exporting Cheese  
4:30 p.m. Forum Adjourned until 2012/2013



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- Sustainability and the Cheese Industry
- Cheese Microbiology and Technology
- Update on Cheese Co-Products
- Food Safety and Quality Assurance
- Challenges and Opportunities in Exporting Cheese



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For more information contact

**Laurie Jacobson**

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For more information circle 13 on the FAST FAX form on page 28.



## EVENTS



## Line up ... line up ... line up ...line up ... line up ... line up ... line up ... line up ... line up

**Aug. 1-2, 2011: North Central Cheese Industry Association Basics of Milk Pasteurization and Sanitation**, St. Paul, Minn. Contact: Peggy Lehtola, 612-624-7786, fax: 612-625-5272, e-mail: plehtola@umn.edu.

**Aug. 3-6, 2011: American Cheese Society & Competition**, Montréal. Website: [www.cheesesociety.org/index.cfm](http://www.cheesesociety.org/index.cfm).

**Aug. 9-10, 2011: Milk Pasteurization Short Course**, Madison, Wis.. Contact: CALS Conference Services, 608-263-1672, website: [www.cdr.wisc.edu/shortcourses](http://www.cdr.wisc.edu/shortcourses).

**Aug. 11-12, 2011: Idaho Milk Processors Association 16th Annual Convention**, Sun Valley, Idaho. Contact

Pat Moloney, 208-385-9510, e-mail: [pmoloney@tmnevents.com](mailto:pmoloney@tmnevents.com), website: [www.impaconference.com](http://www.impaconference.com).

**Aug. 15-19, 2011: Rutgers University Introduction to Food Science Short Course**, New Brunswick, N.J. Contact registration desk, 732-932-9271, website: [www.cpe.rutgers.edu/programs/food\\_science\\_food\\_safety.html](http://www.cpe.rutgers.edu/programs/food_science_food_safety.html).

**Aug. 29-31, 2011: Affinage: Techniques, Microbes and Facilities**, Westminster, Vt. Contact: Peter Dixon, 802-387-4041, e-mail: [westminsterartisan@gmail.com](mailto:westminsterartisan@gmail.com).

**Aug. 30-Sept. 1, 2011: Practical Food Safety and HACCP Workshop**, Boise, Idaho. Contact: Paula Peterman,

University of Idaho, 208-364-6188, e-mail: [paulap@uidaho.edu](mailto:paulap@uidaho.edu), website: [www.techhelp.org](http://www.techhelp.org).

**Sept. 6-9, 2011: Dairy Science and Technology Basics for the Farmstead/Artisan Cheesemaker**, San Luis Obispo, Calif. Contact Laurie Jacobson, 805-305-5056, e-mail: [ljacobso@calpoly.edu](mailto:ljacobso@calpoly.edu).

**Sept. 9-10, 2011: Frome Agricultural and Cheese Show/Global Cheese Awards**, Somerset, England. Website: [www.globalcheeseawards.com](http://www.globalcheeseawards.com).

**Sept. 10-12, 2011: Hands-On Cheesemaking for Beginners**, Westminster, Vt. Contact: Peter Dixon, 802-387-4041, e-mail: [westminsterartisan@gmail.com](mailto:westminsterartisan@gmail.com).

**Sept. 11-13, 2011: New York Cheese Manufacturers Association Fall Meeting**, Syracuse, N.Y. Contact Janene Lucia, 607-255-2892.

**Sept. 13-14, 2011: Cultured Dairy Products Short Course**, Madison, Wis.. Contact: CALS Conference Services, 608-263-1672, website: [www.cdr.wisc.edu/shortcourses](http://www.cdr.wisc.edu/shortcourses).

**Sept. 15-16, 2011: Sensory Evaluation of Dairy Products — Train the Trainer Workshop**, Ithaca, N.Y. Contact Cornell University Department of Food Science: Janene Lucia, 607-255-2892, e-mail: [jgg3@cornell.edu](mailto:jgg3@cornell.edu), or Steve Murphy, 607-255-2983, e-mail: [scm4@cornell.edu](mailto:scm4@cornell.edu).

**Sept. 18-21, 2011: International Whey Conference**, Chicago. Website: [www.iwc-2011.org](http://www.iwc-2011.org).

*Continued on next page ➡*

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*Beth Keith — part of the Tetra Pak team.*



**For more information circle 14 on the FAST FAX form on page 28.**

## Food Safety, HACCP workshop in Idaho is Aug. 30-Sept. 1

**BOISE, Idaho** — The University of Idaho Extension, School of Food Science & TechHelp will present a "Practical Food Safety & HACCP" workshop Aug. 30-Sept. 1 here at the Doubletree Hotel Boise-Riverside.

This comprehensive three-day workshop is designed for individuals responsible for implementing and managing a Hazard Analysis Critical Control Points (HACCP) system in a food manufacturing facility. Participants who pass a final test will receive a certificate of completion and are eligible for continuing education units from the University of Idaho.

Day one of the workshop covers prerequisite food safety programs. Interactive sessions show how to implement programs such as Good Manufacturing Practices, Sanitation and Pest Control.

The final two days focus on how to develop a HACCP plan and implement a HACCP system. Participants will learn the five preliminary tasks, the seven key HACCP principles, and how to build a HACCP plan with product description, flow charts, hazard analysis and critical control point matrix.

The instructor is Jeff Kronenberg, food processing specialist with the University of Idaho Extension and TechHelp, who has 28 years of experience developing food safety, quality, sanitation and HACCP programs.

Standard registration is \$560, and group registration is \$460 for two or more employees from the same company. Scholarships are available upon request.

For more information and to register, contact Paula Peterman, 208-364-6188, fax: 208-364-3160, e-mail [paulap@uidaho.edu](mailto:paulap@uidaho.edu), or visit [www.techhelp.org](http://www.techhelp.org) and click on "TechHelp Events" under the "Training and Events" menu. CMN



## EVENTS



### Line up ... line up ... line up ...line up ... line up ... line up ... line up ... line up

*Continued from page 10*

**Sept. 19-21, 2011: Advanced Cheesemaking**, Westminster, Vt. Contact: Peter Dixon, 802-387-4041, e-mail: westminsterartisan@gmail.com.

**Sept. 19-21, 2011: International Dairy Foods Association International Dairy Show**, Atlanta. Website: www.idfa.org.

**Sept. 20-22, 2011: Master Cheesemaker Course**, Madison, Wis.. Contact: CALS Conference Services, 608-263-1672, website: www.cdr.wisc.edu/shortcourses.

**Sept. 20-22, 2011: New York State Association for Food Protection Annual Meeting**, Syracuse, N.Y. Contact Janene Lucia, 607-255-2892.

**Sept. 20-21, 2011: Dairy Plant Food Safety Workshop**, Atlanta. Website: www.idfa.org.

**Sept. 21-23, 2011: Seventh Annual NIZO Dairy Conference**, Papendal, Netherlands. Contact Website: www.nizodairyconference.com.

### Cornell University offers several fall dairy workshops

**ITHACA, N.Y.**—The Cornell University Department of Food Science and Dairy Extension have added new workshops to its fall 2011 schedule.

The department will hold a Sensory Evaluation of Dairy Products — Train-the-Trainer Workshop for quality certification programs Sept. 15-16 on the Cornell University campus in Ithaca, N.Y. The primary objective of this workshop is to provide an overview of sensory evaluation methods and judging techniques with a focus on identifying desirable attributes as well as the common defects and their causes in milk and other dairy products.

The food science department also is collaborating with the New York State Department of Agriculture and Markets, Division of Milk Control, to offer a Vat Pasteurizer Operators Workshop Oct. 11 and a Cheese Making/Grading Workshop Oct. 12-13, as well as a High Temperature Short Time (HTST) Pasteurizer Operator Workshop Oct. 18-20. These workshops also will be held on Cornell's Ithaca campus.

Rounding out the fall workshop and conference schedule are the previously-announced New York State Cheese Manufacturers' Association annual fall meeting in Watkins Glen, N.Y., Sept. 11-13, and the New York State Association for Food Protection 88th annual conference and Northeast FDA Regional Update at the Doubletree Hotel in E. Syracuse, N.Y.

For more information on the workshops and conferences, contact Janene Lucia, 607-255-2892, e-mail jgg3@cornell.edu, or visit <http://foodscience.cornell.edu/cals/foodsci/extension/extension-calendar.cfm>. **CMN**

**Sept. 24-27, 2011: 2011 Food & Nutrition Conference & Expo**, San Diego, Calif. Website: [www.eatright.org](http://www.eatright.org).

**Sept. 26-28, 2011: Pack Expo 2011**, Las Vegas. Contact 703-243-8555, website: [www.packexpo.com](http://www.packexpo.com).

**Sept. 27-29, 2011: Cultured Dairy Products Short Course**, University Park, Pa. Contact 814-865-8301, website: [agsci.psu.edu/cultured-products](http://agsci.psu.edu/cultured-products).

**Sept. 28-29, 2011: Teagasc Cheese Symposium**, Moorepark, Ireland. Website: [www.teagasc.ie/events](http://www.teagasc.ie/events).

**Oct. 1-31, 2011: First Annual American Cheese Month**, nationwide.

Contact: American Cheese Society, 720-328-2788, fax: 720-328-2788, e-mail: [info@cheesesociety.org](mailto:info@cheesesociety.org), website: [www.cheesesociety.org/events-education/american-cheese-month](http://www.cheesesociety.org/events-education/american-cheese-month).

**Oct. 3-4, 2011: Hands-On Mediterranean Cheesemaking**, Westminster, Vt. Contact: Peter Dixon, 802-387-4041, e-mail: [westminsterartisan@gmail.com](mailto:westminsterartisan@gmail.com).

**Oct. 3-7, 2011: Cheese Technology Short Course**, Madison, Wis.. Contact: CALS Conference Services, 608-263-1672, website: [www.cdr.wisc.edu/shortcourses](http://www.cdr.wisc.edu/shortcourses).

**Oct. 4-8, 2011: World Dairy Expo**, Madison, Wis. Contact Janet Keller, 608-224-6455, e-mail: [jkeller@wdexpo.com](mailto:jkeller@wdexpo.com).

**Oct. 8-12, 2011: Anuga 2011**, Cologne, Germany. Website: [www.anuga.de](http://www.anuga.de).

**Oct. 10-13, 2011: 22nd American Dairy Science Association Discover Conference on Food Animal Agriculture: Milk Components: Opportunities for Maximizing Farm Gate Returns and Meeting Manufacturing Needs**, Itasca, Ill. Contact American Dairy Science Association, 217-356-5146, e-mail: [info@american-dairy-science.org](mailto:info@american-dairy-science.org).

*Continued on next page* ➔

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adsa-discover@aschoq.org, website: www.adsa.org/discover.

**Oct. 11-12, 2011: Global Cheese Technology Forum**, Reno, Nev. Contact Nana Farkye, 805-756-6100, e-mail: nfarkye@calpoly.edu.

**Oct. 11-13, 2011: Vat Pasteurizer & Basic Cheese Making Workshop**, Ithaca, N.Y. Contact Cornell University Department of Food Science: Janene Lucia, 607-255-2892, e-mail: jgg3@cornell.edu, or Rob Ralyea, 607-255-7643, e-mail: rdr10@cornell.edu.

**Oct. 15-19, 2011: World Dairy Summit**, Parma, Italy. E-mail: sum-

milk2011@fiereparma.it, website: www.wds2011.com.

**Oct. 18-19, 2011: Dairy Ingredient Applications Short Course**, Madison, Wis. Contact: CALS Conference Services, 608-263-1672, website: www.cdr.wisc.edu/shortcourses.

**Oct. 18-20, 2011: High Temperature Short Time Operators' Workshop**, Ithaca, N.Y. Contact Cornell University Department of Food Science: Janene Lucia, 607-255-2892, e-mail: jgg3@cornell.edu, or Steve Murphy, 607-255-2983, e-mail: scm4@cornell.edu.

**Oct. 19, 2011: Global Dairy Agenda for Action Reporting Session**, Parma, Italy. Website: www.dairysustainability-

initiative.org.

**Oct. 22-24, 2011: Introduction to Cheesemaking**, Westminster, Vt. Contact: Peter Dixon, 802-387-4041, e-mail: westminsterartisan@gmail.com.

**Oct. 24, 2011: Food Day**, nationwide. Website: www.foodday.org.

**Nov. 1-4, 2011: Process Expo**, Chicago. Website: www.myprocessexpo.com.

**Nov. 4-5, 2011: Third Annual Wisconsin Original Cheese Festival**, Madison, Wis. Contact Jeanne Carpenter, 608-358-7837, e-mail: jeanne@wordartisanllc.com, website: www.wisconsincheeseoriginals.com/events.php.

**Nov. 8-10, 2011: Safe Quality Food**

**International Conference**, St. Louis, Mo. Contact Amma Owusu, 202-220-0844, e-mail: register@fmi.org, website: www.sqfi.com.

**Nov. 9-11, 2011: Cheese Grading Short Course**, Madison, Wis. Contact: CALS Conference Services, 608-263-1672, website: www.cdr.wisc.edu/shortcourses. CMN

## IDF World Dairy Summit to focus on sustainability

**BRUSSELS, Belgium** — The International Dairy Federation (IDF) says sustainability will be a key element of all the sessions of its 2011 IDF World Dairy Summit, which will be held in Parma, Italy, Oct. 15-19.

This year's World Dairy Summit will encourage organizations, companies, communities and individuals to actively address the challenges of achieving a more sustainable path to global food security. Kicking off the environment conference on Oct. 16, The World Dairy Leaders' Forum will focus on the trends, changes and challenges in the dairy marketplace and the implications for industry players. CEOs from across the industry supply chain will discuss the strategies and rationale for their businesses in a panel discussion.

Furthering the summit's theme, a Global Dairy Roundtable on Supply Chain Issues will provide delegates with an in-depth understanding of several key issues, including the Global Dairy Agenda for Action and major initiatives aiming toward a more sustainable dairy industry worldwide. The session will touch on a range of topics such as climate change, food security and population growth, agriculture in a globalized economy and others.

Also during the week of the summit, the first reporting session, "Real Achievements for a More Sustainable Dairy Sector: The Global Dairy Agenda for Action," will showcase the dairy industry's initiatives to meet its voluntary commitments under this agenda. The Global Dairy Agenda for Action is an initiative developed by six major dairy organizations representing worldwide members throughout the milk supply chain. Endorsed in 2009, its goal is to demonstrate the dairy sector's global commitment to making major reductions in greenhouse gas emissions across the supply chain in order to enhance the sustainability of producing milk and dairy products.

This year's World Dairy Summit also will present pioneering work in innovative analytical strategies, novel technologies for sustainable dairy products, animal feeding strategies, prudent use of antimicrobial agents and the field of health-economics.

For more information or to register, visit www.wds2011.com. CMN

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## EVENTS



### Third annual Wisconsin Original Cheese Festival to be held Nov. 4-5 in Madison, Wis.

**MADISON, Wis.** — The third annual Wisconsin Original Cheese Festival will be held Nov. 4-5 at the Monona Terrace in Madison, Wis.

The event is designed to celebrate the state's growing number of dairy artisans and original cheeses.

Cheesemakers will be on hand for a variety of different events including creamery and farm tours, cheesemaker

dinners, educational and tasting seminars, and a Meet the Cheesemaker Gala.

In addition, event coordinators note hundreds of unique cheeses will be available for sample.

Farm and cheese plant tours will include a private tour of a farmstead operation or dairy plant, providing a behind-the-scenes experience. Each tour will be limited to 20 attendees and will include lunch.

A morning farmer's market tour also will be included, allowing a small group of four to five people to enjoy a personalized walking tour of the farmer's market with personal introductions to

more than six cheesemakers. Lunch at specialty cheese shop Fromagination will be included.

In addition, the event will feature afternoon seminars offering a variety of different topics focusing on Wisconsin artisan cheese as well as the opportunity to meet 35 Wisconsin cheesemakers and sample their cheeses. To accommodate more attendees, this event will be ticketed differently this year, offering two different time slots from 6 to 8 p.m. and 8 to 10 p.m. Each session will be limited to 300 attendees. Also new this year, cheese will be offered for sale in an adjacent room to the gala.

In addition, the Evening Artisan Cheese Dine Around will provide attendees with a meal at one of 10 participating Madison restaurants, where each chef will partner with a Wisconsin cheesemaker and host a three-course dinner.

Tickets will go on sale to members of Wisconsin Cheese Originals Sept. 12 with remaining tickets available to the public one week later. Event coordinators note all events will sell out.

For additional information, contact Jeanne Carpenter at 608-358-7837, e-mail: [jeanne@wordartisanllc.com](mailto:jeanne@wordartisanllc.com) or visit [www.wicheesefest.com](http://www.wicheesefest.com). CMN

### SQF International Conference is in St. Louis Nov. 8-10

**ARLINGTON, Va.** — The Safe Quality Food International Conference this year will be held Nov. 8-10 at the Renaissance St. Louis Grand Hotel in St. Louis, Mo.

The conference is hosted by the Safe Quality Food Institute, a division of the Food Marketing Institute.

The conference will introduce attendees to new technologies, tools and potential partners to enhance their food safety and food quality assurance and further increase their ability to protect their customers, branding and bottom line. Conference participants will leave with actionable insights, plans, connections and an understanding of how to improve or implement a food safety and quality program.

Keynote speakers at the conference include food safety expert David William Kennedy Acheson, managing director, food and import safety practice at Leavitt Partners; author, speaker and business strategist David Horsager; Helen Levinson, principal of Desert Rose Design, a marketing firm specializing in creating business opportunities through branding, digital marketing and web application development; and Commander Kirk Lippold, retired U.S. Navy commanding officer of the USS Cole, who saved the American war ship from sinking after it was attacked by al Qaeda in the port of Aden, Yemen.

In addition to the keynote speakers, the conference will include breakout sessions on specific food safety topics, networking breaks and courses on internal auditing, an SQF Code Ed 7 update and an SQF information seminar.

Professionals at all levels of the supply chain and from companies of all sizes are invited to attend. Auditors and consultants, representatives who are developing or beginning to implement a food safety program, and individuals from companies which wish to enhance current programs also are encouraged to register for the conference.

For registration information, contact Amma Owusu, 202-220-0844 or e-mail [register@fmi.org](mailto:register@fmi.org). For information on the program and sponsorships, contact Amanda Bond-Thorley, 202-220-0606 or e-mail [abondthorley@fmi.org](mailto:abondthorley@fmi.org). More information about the conference and registration also can be found at [www.sqfi.com](http://www.sqfi.com). CMN

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For more information circle 18 on the FAST FAX form on page 28.



## NEWS/BUSINESS



## American Cheese Society to kick off first annual American Cheese Month this October

By Rena Archwamety

**DENVER** — The American Cheese Society (ACS) will kick off the first annual American Cheese Month this October in an effort to recognize and raise awareness of the quality and diversity of American cheeses.

"There are great events, classes, tastings and pairings in cheese shops every week. We thought, 'What if they all did this simultaneously and raised the profile of the evolution of American cheeses and the great things happening with cheesemakers?'" says Christine Hyatt, ACS president and founder of Cheese Chick Productions.

October is an ideal time for American Cheese Month, Hyatt says, because it ties in well with the fall harvest time when the weather is starting to cool off, cheese has been aging for 6 months to a year, and Thanksgiving, one of the most American of holidays, is just around the corner.

In addition to supporting and promoting American cheeses, the month-long celebration also is meant to promote local foods, family farms, traditional methods and sustainable production models, as well as generate funding for the American Cheese Education Foundation.

ACS will start American Cheese Month with a booth at the Great

American Beer Festival in Denver Sept. 29-Oct. 1, where an estimated 50,000 attendees will have a chance to sample ACS members' cheeses. Hyatt says American Cheese Month also will be highlighted at other festivals this October such as the Southern Artisan Cheese Festival in Nashville, Tenn., and the Third Annual Wedge Festival in Portland, Ore.

The ACS staff is doing quite a bit with local restaurants and chefs to create pairings, Hyatt adds, and ACS is encouraging its members and others to hold events that celebrate American cheeses. ACS also is asking those who hold American Cheese Month events to

consider donating a portion of proceeds to the American Cheese Education Foundation, a sister organization of ACS that helps the American cheese community educate its members and the public.

ACS also is working on putting together a calendar of American Cheese Month events and possibly creating a microsite to promote the month. Downloadable case cards, promotional materials and pairing guides will be available as well.

Hyatt says the goal is to have 50 events throughout the course of American Cheese Month, which could range from cheese shop tastings to in-home gatherings focused on cheese.

"Our goal is to see this as a successful first year, and I hope we will grow over time," Hyatt says.

For more information, visit [www.cheesesociety.org/events-education/american-cheese-month](http://www.cheesesociety.org/events-education/american-cheese-month). **CMN**

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## ACS to bring back Academy of Cheese

By Rena Archwamety

**DENVER** — The American Cheese Society (ACS) will name and honor its first class of inductees since the 1990s into its Academy of Cheese Aug. 5 during the business lunch at the 28th Annual ACS Conference & Competition in Montreal.

ACS President Christine Hyatt says the idea to bring back the Academy of Cheese started a few years ago when she was working on a 25th anniversary historical video and researching back newsletters for the society from the 1980s and early 1990s. Along with board of director listings, these newsletters included listings of those who had been inducted into the Academy of Cheese, which included ACS founder Frank Kosikowski among others. Then the newsletters stopped running the Academy of Cheese members, which Hyatt thought was peculiar.

"Since we have had amazing people who have contributed (to American cheeses) over the years, I thought we should bring it back and put a 'Rock and Roll Hall of Fame' spin on it, celebrating the collective accomplishments of inductees as a group."

Hyatt says it's not meant to replace the ACS Lifetime Achievement award but rather work in tandem with it to help the industry share its story with the public and consumers.

For each year that the award is given, organizers will determine a category that could range from awarding achievers in academia to honoring those who have pioneered a specific type of cheese.

"Every year as we evolve as an industry, there will be people out there who we would like to shine the spotlight on," Hyatt says. **CMN**

For more information circle 19 on the FAST FAX form on page 28.



## NEWS/BUSINESS



### Wisconsin Cheese Makers Association seeks nominations for Distinguished Service Award

**MADISON, Wis.** — The Wisconsin Cheese Makers Association (WCMA) is inviting members to nominate individuals for the 2012 WCMA Distinguished Service Award.

This award is a “new tradition” that has recognized 11 dairy industry leaders in its first three years, according to WCMA's Dawn Roe.

The WCMA board of directors determined that this award could “recognize persons that have played a significant role in building the success of the U.S. dairy industry. Outstanding contributions from these individuals may include advancements in dairy manufacturing, dairy policy, research, education, innovation and development, quality, safety, marketing or sales. Recipients are valued as trusted partners, advocates and role models whose work has advanced the dairy industry.”

### Masters Gallery Inc. joins EPA SmartWay Transport Partnership

**PLYMOUTH, Wis.** — Masters Gallery Foods Inc. this week announced that it has joined the SmartWay Transport Partnership, a collaboration between the U.S. Environmental Protection Agency (EPA) and industry which provides a framework to assess the environment and energy efficiency of goods movement supply chains.

Developed jointly in early 2003 by EPA and charter partners represented by industry stakeholders, environmental groups, American Trucking Associations and Business for Social Responsibility, the program was launched in 2004. Partners rely upon SmartWay tools and approaches to track and reduce emissions and fuel use from goods movement. The partnership currently has more than 3,000 partners.

Masters Gallery Foods will contribute to the partnership's savings of 1.5 billion gallons of fuel, \$3.6 billion in fuel costs, 14.7 million metric tons of carbon dioxide, 215,000 tons of oxides of nitrogen and 8,000 tons of particulate matter. Carbon dioxide is the most common greenhouse gas and nitrogen oxide is an air pollutant that contributes to smog. By joining the SmartWay Transport Partnership, Masters Gallery Foods demonstrates its strong environmental leadership and corporate responsibility.

Masters Gallery Foods supplies a full line of cheese-related products to many of the nation's grocery chains, wholesalers and distributors. The company also specializes in the procurement, aging and distribution of bulk cheeses at the national level. The company employs approximately 370 people at its corporate headquarters and plant in Plymouth, Wis. **CMN**

In short, according to Roe, this award recognizes outstanding suppliers and manufacturers that assisted the growth and success of America's dairy industry.

WCMA Distinguished Service Award recipients will be honored at the International Cheese Technology Exposition, April 10-12, 2012, at the Frontier Airlines Center in Milwaukee.

Members interested in nominating an industry leader can contact Dawn Roe at 608-828-4550 or e-mail droe@wischeesemakers.org.

Nominations will be accepted through Aug. 31, 2011. **CMN**

### Agro Farma, maker of Chobani yogurt, to invest \$97 million in expanding facility

**NORWICH, N.Y.** — New York Gov. Andrew Cuomo recently announced that Agro Farma, maker of the Chobani yogurt brand, will invest \$97 million to build and equip a new dairy processing facility in Columbus, N.Y.

Empire State Development, New York's chief economic development agency, will provide Agro Farma with \$16 million in job-creating incentives, Cuomo notes.

Norwich, N.Y.-based Agro Farma's new facility in Columbus will be capable of producing cultured products such as yogurt and sour cream, and may expand

to include other milk-derived products, says Hamdi Ulukaya, CEO and founder, Agro Farma.

He notes the project will retain 386 employees and create 450 additional jobs.

“We've always believed that New York is the best place to do business, and this expansion continues Agro Farma's history of reinvesting in the state,” Ulukaya says. “This world-class facility will result in hundreds of new jobs and increase our capacity to continue producing only the highest-quality, best-tasting products for our fans across the country.” **CMN**

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For more information circle 20 on the FAST FAX form on page 28.



## NEWS/BUSINESS



## National Dairy Council, General Mills to award \$100K in grants through breakfast program

**MINNEAPOLIS** — General Mills Foodservice has committed \$100,000 to help K-12 schools improve or expand their breakfast programs through the National Dairy Council Fuel Up Breakfast Grant program.

The Fuel Up Breakfast Grant is open to schools within the United States who participate in the National School Breakfast Program and are enrolled in the National Dairy Council "Fuel Up to Play 60" program for the 2011-12 school year. "Fuel Up to Play 60" is a partnership between the National Dairy Council

and the National Football League to empower youth to take action to improve nutrition and physical activity at their school and for their own health.

"General Mills Foodservice is dedicated to helping school foodservice operators bring more students to breakfast," says Alyca Judge, K-12 marketing manager, General Mills Foodservice. "Through our partnership with the National Dairy Council, the Fuel Up grants can help schools improve student access to high-quality, nourishing foods through breakfast in the classroom, grab-and-go

breakfast from a cart or a second-chance breakfast after the first class period."

During the 2010-11 school year, breakfast grants were awarded to 42 schools in 27 states reaching 30,539 students. These schools reported an average increase of 58 percent in overall daily breakfast participation from the programs they were able to fund with the grant dollars.

"We are proud to work with General Mills Foodservice to help bring students nutritious breakfast options," says Jean Ragalie, president, National Dairy

Council. "To secure a healthy future for America's children it's important to provide access to nutrient-rich foods and physical activity, as well as give youth the tools they need to grow up to be healthy adults."

The application deadline is July 31, 2011. Applicants will be notified by Aug. 15, 2011, whether their school's application has been approved or declined.

Educators can visit <http://school.fueluptoplay60.com/Breakfast-Grants> for more information and to access the grant application. CMN

## USDA terminates proceeding on changes to Class I prices in Mideast milk marketing area

**WASHINGTON** — USDA's Agricultural Marketing Service (AMS) has decided to terminate a rulemaking proceeding that had proposed to amend Class I prices for certain counties in the Mideast milk marketing area. Marketing conditions since the close of the hearing on the proposal have changed substantially, no longer warranting a change, AMS says. The order to terminate the proceeding was published in last Friday's Federal Register.

The proposal sought to increase the Class I prices up to \$0.20 per hundred-weight in 110 counties in the southern

portion of the marketing area. The proposal was considered at a public hearing Aug. 19-20, 2008. The USDA secretary issued a recommended decision on the proposed amendment Jan. 8, 2009, and it was published Jan. 14, 2009.

The recommended decision was based on three primary factors:

- The southern tier of counties in the Mideast marketing area is a deficit region that must rely on more distant milk to service its fluid distributing plants;
- Higher Class I prices brought about by providing higher Class I price adjust-

ments in the Southeast, Appalachian and Florida marketing orders (southeaster orders) have resulted in more milk servicing those orders from farms located in the Mideast marketing area; and

- Transportation costs have increased such that the Class I differentials did not offer sufficient pricing incentives to cover the cost of transporting milk from reserve northern surplus regions to the deficit southern region of the marketing area.

However, as noted in almost all the exceptions to the recommended decision, marketing conditions since the close of the hearing have changed substantially, no longer warranting a

change in the Class I price surface of the Mideast marketing area. Exceptions filed on behalf of the proponents of this proposal (Michigan Milk Producers Association Inc., Foremost Farms USA Cooperative Inc., National Farmers Organization Inc., and Dairy Farmers of America Inc.) requested that USDA take no action.

Because this action terminates the rulemaking proceeding without amending the Class I prices of the Mideast marketing order, the economic conditions of small entities remain unchanged, AMS says. This action does not change reporting, record keeping or other compliance requirements. CMN

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## NEWS/BUSINESS



### USDA seeks proposals on amending pooling standards in Mideast milk marketing order

**WASHINGTON** — USDA is considering a request received June 17 to hold a hearing to consider changes to the definition of the pool distributing plant provision in the Mideast milk marketing order.

Foremost Farms USA Cooperative Inc., National Farmers Organization Inc. and Dairy Farmers of America Inc. have requested that USDA hold a hearing to consider a proposal that would amend the pooling standards as part of the definition of a pool distributing plant.

The groups say current pooling standards enable distributing plants to change their regulatory status, which they say has led to a disruption of orderly marketing conditions. The groups request that USDA hold a hearing to consider the changes. (*To view the proposal, visit [www.ams.usda.gov/dairy](http://www.ams.usda.gov/dairy).*)

USDA notes the proposal has not yet been approved for inclusion in a notice of hearing. Before deciding whether a hearing will be held, USDA is providing the opportunity for interested parties to submit additional proposals regarding the amending of the pooling standards

for a pool distributing plant in the Mideast milk marketing order.

The preferred method of submission is via e-mail at [amsdairycomments@usda.gov](mailto:amsdairycomments@usda.gov). Proposals also can be faxed to 202-690-0552 or mailed to Deputy Administrator, USDA/AMS/Dairy Programs, STOP-0231-Room 2971, 1400 Independence Ave., S.W., Washington, DC 20250-0225. Proposals must be received by Aug. 12.

USDA says each proposal should be accompanied by a comprehensive statement on the need for the proposal. The statement will be evaluated to determine whether the proposal will be accepted if a hearing is held.

USDA notes proposal submissions must include detailed explanations of the following:

- What is the disorderly marketing condition that the proposal is intended to address?
- What is the purpose of the proposal?
- What are the current federal order requirements or industry practices relative to the proposal?
- What is the expected impact on the industry, including on producers and handlers, and on consumers?
- What are the expected effects on small businesses as defined by the Regulatory Flexibility Act?
- How would the proposal increase or

decrease costs to producers, handlers, others in the marketing chain, consumers, the market administrator offices and/or the secretary of agriculture?

- Would a pre-hearing information session be helpful to explain the proposal?

If USDA determines that a hearing will be held, all known interested parties will be mailed a copy of the notice of hearing. Any person who desires to present evidence on proposals set forth in the notice of hearing will have an opportunity to do so at the hearing.

For more information, contact Will Francis at 202-720-6274; e-mail: [Will.Francis@ams.usda.gov](mailto:Will.Francis@ams.usda.gov). **CMN**

### il Giardino Italian cheeses team up with The Wine of the Month Club

**RICHFIELD, Wis.** — The cheeses and wines of Italy combine to make “The Perfect Pair” in DCI Cheese Co.’s newest enter-to-win contest.

This August and September, consumers are invited to visit [www.ilgiardinocheese.com](http://www.ilgiardinocheese.com) to access a wide variety of recipes, serving suggestions and wine pairings that are designed to perfectly complement the flavors of il Giardino Italian cheeses. While on the website, consumers also can enter for their chance to win a one-year membership to The Wine of the Month Club.

The Il Giardino line is available in bulk and retail sizes and includes a full range of cheeses.

In-store shelf talkers with tear pads featuring a coupon for il Giardino cheeses can be found in participating retailers throughout the Aug. 1-Sept. 30 contest. Additionally, consumers with smart phones can connect directly to [www.ilgiardinocheese.com](http://www.ilgiardinocheese.com) via the promotional display’s QR code to access the online entry form or to view recipes and wine pairings.

“Nothing goes better with great Italian cheese than great Italian wine,” says Katie Jury, DCI’s marketing manager. “We designed this promotion to make the pairing process as easy as possible for consumers, allowing them to enjoy the flavors of Italy without the stress of finding the perfect pair.”

Details about il Giardino’s “The Perfect Pair” will be available at [www.ilgiardinocheese.com](http://www.ilgiardinocheese.com) throughout the promotion. **CMN**



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## NEWS/BUSINESS



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## SCHOOLS

*Continued from page 1*

including farmers, processors, ingredient manufacturers and researchers to proactively reformulate flavored milks. According to Carol Blindauer, registered dietitian and senior vice president, health and wellness, Innovation Center for U.S. Dairy, this cross-industry collaboration has resulted in significant changes, including:

- Average added sugar has been reduced from 16.7 grams (4 teaspoons) down to 11.8 grams (2.8 teaspoons) per 8 ounces — a 30-percent reduction since 2006;
- More than 75 percent of flavored milk served in schools now is 150 calories or less;
- The average calorie level of flavored milk is 143, an approximately 50-calorie difference from white milk; and
- The majority of milk in schools is lowfat or fat-free.

Dean Foods has worked the last few years to reformulate its flavored milks, and earlier this month the company showcased its TruMoo milks with reduced sugar and fewer calories at the School Nutrition Association annual conference in Nashville, Tenn. The new flavored milks contain 10-15 percent fewer calories and 15-20 percent less sugar than previous flavored milks, as well as no high fructose corn syrup.

Dean Foods spokesperson Jamaison Schuler says the reception at the conference was very strong, with many people commenting that the flavored milk tasted great and that they couldn't tell that it was fat-free.

"We have worked really hard on this formula and testing various formulas," Schuler says, adding that Dean Foods started working on the new flavored

milk formulation in 2008. "A lot of art and science goes into the right mix of fresh local milk, cocoa and sugar. In taste testing, (TruMoo) not only beat out the competition, but also our own dairy brands and our own chocolate milk formulas."

TruMoo wasn't a direct response to flavored milk bans in schools or any specific movement, Schuler says. Rather, it was developed out of a general trend the company saw about three years ago when it realized it needed to develop a product with less sugar and had been hearing from customers who wanted less high fructose corn syrup. Dean Foods launched the new formula's first pilot with its Garelick Farms brand on the East Coast in 2009, and it has since been sampling the product in schools and retailers across the country. The Wendy's chain now is carrying TruMoo in its restaurants, and several districts have committed to serving TruMoo when the school year begins.

The city of Burlington, Vt., public schools, located in TruMoo's pilot region of New England, served the new milk through the entire 2010-2011 school year. Doug Davis, director of foodservice for Burlington public schools and president-elect of the School Nutrition Association of Vermont, has been pleased with the results.

"The bottom line for us was that it tastes great, the kids love it, and we're able to provide more nutritional balance on our cafeteria trays with TruMoo," Davis says. "It's been a real win-win for Burlington schools."

Not all bids are done yet, but Schuler says he can't think of any school that has declined TruMoo because of the new formula. More than 70 percent of Dean Foods' schools so far have taken the new formula.

One district, Fairfax County Public Schools in Virginia, even reversed a chocolate milk ban to partner with Dean Foods' Shenandoah's Pride brand, which offered pilot-stage flavored milks that mirrored the TruMoo formula. This pilot formula will be converted to the TruMoo branding in August.

"This is one specific example, and we hope more and more schools and parents become educated on the data and find out how many nutrients they missed when flavored milk was banned," Schuler says. "It's a potential solution for schools that want to bring it back to the cafeteria."

The dairy industry continues to fund product research aimed at continued innovations and improvement of flavored milk. Education efforts also continue. The Innovation Center for U.S. Dairy has established an industry-wide plan with the MilkPEP, the International Dairy Foods Association, the National Milk Producers Federation and state and regional dairy associations to educate people on the importance of milk and flavored milk in children's diets and to help keep flavored milk as a choice for school meals.

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## NEWS/BUSINESS



### IDFA comments to Federal Trade Commission: Dairy products should be marketed to kids

**WASHINGTON** — The International Dairy Foods Association (IDFA) recently submitted comments to the Federal Trade Commission (FTC) that calls for encouraging, not limiting, the marketing of lowfat and fat-free dairy products to children because the majority of kids and teens are not getting the amounts recommended by the 2010 Dietary Guidelines for Americans.

The comments are in response to the proposed voluntary guidelines issued earlier this year by a federal working group that would establish limits on foods and beverages marketed to children ages 2-17 (*see "Federal agencies release to industry proposed principles for marketing food to children," May 6, 2011, in the CMN archives at [www.cheesemarketnews.com](http://www.cheesemarketnews.com)*). The guidelines, developed by officials of FTC, FDA, the Centers for Disease Control and Prevention and USDA, are part of current efforts by the government to combat rising obesity rates among children.

IDFA says in its response that self-regulation is working, pointing to the success of the Better Business Bureau's Children's Food and Beverage Advertising Initiative, launched in 2006. Participating companies, including some IDFA members, have pledged to tailor their advertising of foods and beverages to children to target healthier options.

IDFA also notes that milk and dairy products only make up a small amount of total advertising expenditures targeted to children. The association says the proposed definition of marketing is too broad, encompassing many activities beyond advertising. If the guidance is finalized, IDFA says, the criteria must be flexible to allow a variety of healthy and nutritious dairy products.

In a separate set of comments, IDFA

responded specifically to the guidelines' proposed nutrition principles, outlining the industry's reformulation efforts to provide healthy dairy product options.

"A variety of ice creams have been formulated to be lower in fat and sugar than traditional ice cream products, some specifically for children," IDFA says in these comments. "Manufacturers have also developed novelties and single-serve products in serving sizes appropriate for children in order to help with portion control."

IDFA adds that many reduced-fat versions of cheese are available for children's snacks, such as light string cheese or reduced-fat cheese sticks. However, including the 1-percent milkfat percentage for lowfat products in the guidelines would keep a number of these products from being marketed to children, IDFA says.

"For example, lowfat cheese must have 3 grams of fat or less per 50 grams of cheese, which is actually 6 percent milkfat," IDFA says in its comments. "We believe that this was not the intent of the proposal, so the percent milkfat declaration should be removed from all references to lowfat milk products, including yogurt and cheese."

Additionally, the proposed guidelines use the Reference Amount Customarily Consumed (RACC), which also applies to adults, as the basis for nutrient limitations. Nutrient standards should be based on individually-packaged serving sizes rather than RACC, IDFA says, because many dairy products for children are packaged in smaller containers or portions.

To read IDFA's comments, visit [www.idfa.org](http://www.idfa.org). To read other public comments on the proposed voluntary prin-

ciples, visit [www.ftc.gov/os/comments/foodmarketedchildren/](http://www.ftc.gov/os/comments/foodmarketedchildren/). For the working group's proposed nutri-

tion principles, see <http://www.ftc.gov/os/2011/04/110428foodmarketproposedguide.pdf>. **CMN**

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## SUGAR

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This group has developed a blueprint outlining strategies to address flavored milk which resulted in workshops, webinars and toolkits to help industry members address local market situations. It also provides counsel to help address decisions to remove flavored milk.

"When flavored milk leaves the lunchroom, its nine essential nutrients leave with it," Blindauer says. "Research revealed that eliminating flavored milk from elementary schools resulted in a dramatic drop in school milk consumption — 35 percent."

Education and guidance is available to inform schools on flavored milks nutrition, Blindauer adds. The U.S. Dairy Innovation Center, she says, will continue to work with schools that have removed flavored milk in anticipation of similar results seen among other districts that removed flavored milk. **CMN**




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## NEWS/BUSINESS



## Restaurant-goers choose value, flavor over healthy menu selections, Mintel report says

**CHICAGO** — U.S. restaurant sales were hit hard by the recession and, not surprisingly, foodservice purveyors tried to maintain sales and attract customers by promoting value. However, noticeably absent from these “value menus” are healthy dishes with fresh vegetables, fruits and other nutritious ingredients, according to Mintel, a supplier of consumer and product and media insights.

According to the latest research from Mintel Foodservice, 41 percent of restaurant-goers think eating healthfully at their favorite eateries is more expensive than not eating healthfully. Meanwhile, 14 percent look for the cheapest items on the menu when deciding what to order.

“This kind of price sensitivity gives rise to the concern that, as people cut spending, they are also likely to cut back on healthy food options,” says Eric Giandelone, director, Mintel Foodservice. “The perception that healthy foods are also higher-priced is a challenge for restaurant operators, who are under their own pressure to add healthier menu items, not only from consumers but also the government.”

Healthy restaurant fare is expected to be fresher than average meals, according to Mintel. Yet less than half

of restaurant patrons say that healthy meals rate higher than average meals in flavor, satiation, appearance and taste. Mintel respondents believe that 510 calories is the average calorie count a healthy meal should contain.

According to Giandelone, the disconnect between healthy and hearty is the source of the problem.

“People believe they will be sacrificing flavor and the expectation of a satisfying meal. Since the idea of freshness is so closely tied with good health, restaurant operators can use fresh ingredients as a signal of high quality and high taste, while an emphasis on calories still allows for a focus on satiety and flavor.”

When it comes to healthy dining, the majority of customers (81 percent) are looking for tools to make their healthy decisions easier, Mintel says. Forty-eight percent of Mintel’s respondents choose dishes that utilize healthy ingredients, like lean protein and vegetables. Menu transparency is the next most used tool, with 41 percent of restaurant-goers using menu calorie counts to help with their section. Meanwhile, 29 percent of people simply control portion size by ordering smaller portions or taking home part of their meal. **CMN**

## McDonald’s to offer more nutritious choices

**OAK BROOK, ILL.** — McDonald’s USA President Jan Fields announced this week the company’s “Commitments to Offer Improved Nutrition Choices.”

Menu changes underway include the addition of more nutritionally-balanced choices along with an increased focus on providing nutrition information.

“McDonald’s will always try to do the right thing, and we know we can help make a difference in our communities,” Fields says. “The commitments we’re announcing today will guide the future evolution of our menu and marketing.”

The changes include automatically including both produce (apple slices, a quarter cup or half serving) and a new smaller size French fries (1.1 ounces) along with the choice of a hamburger, cheeseburger or Chicken McNuggets, and choice of beverage, including new fat-free chocolate milk and 1 percent low fat white milk. For those customers who prefer a side choice of apples only, two bags of apple slices will be available, upon request.

The impact will be an estimated 20 percent reduction in calories of the most popular Happy Meals, also reducing fat in the meal, the company says. McDonald’s will begin rolling out the new Happy Meal

in September, with the goal of having them available in all 14,000 restaurants during the first quarter of 2012.

In 2012, McDonald’s also will raise nutrition awareness among children and parents through national marketing initiatives. The company will promote nutrition messages in 100 percent of its national kids’ communications, including merchandising, advertising and digital, as well as the Happy Meal packaging. McDonald’s also will provide funding for grassroots community nutrition awareness programs.

In addition, by 2020, McDonald’s says it will reduce added sugars, saturated fat and calories through varied portion sizes, reformulations and innovations. Starting with the already completed 10 percent reduction in the majority of its chicken items, McDonald’s will reduce sodium an average of 15 percent across its national menu of food choices by 2015.

McDonald’s will expand new in-restaurant, website and mobile communications, and marketing vehicles, making access to this information even easier. To begin, McDonald’s is now making available its first mobile app so customers can access nutrition information on-the-go. **CMN**



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## NEWS/BUSINESS

### Sargento Food Ingredients Division offers better-for-you solutions platform

**PLYMOUTH, Wis.** — To meet the growing market demand for healthy foods, the Sargento Food Ingredients Division has announced the launch of its better-for-you (BFY) platform. Healthy foods address many varied consumer concerns from nutritional claims to “free from” or reduced levels of ingredients like sodium or fat. The Sargento Food Ingredients BFY platform offers a range of flavorful solutions to address the many different products that fall under the BFY umbrella.

From reduced-fat and reduced-sodium natural cheeses to customized culinary ingredients, processes and portion-control packaging options, Sargento Food Ingredients says its BFY ingredients work well in a number of formulations. Sargento Food Ingredients research and development experts help customers select optimal ingredients that meet nutritional targets for their formulations.

All Sargento Food Ingredients’ BFY ingredients begin with taste as a priority. Stringent internal sensory standards used during development ensure that BFY items meet consumer targets for taste and quality, the company says.

Sargento Food Ingredients experts work together with customers to develop customized, BFY ingredient solutions. To explore the possibilities, product developers can create their own BFY ingredient online in the Sargento Idea Center, a virtual product development tool at [www.SargentoFoodIngredients.com](http://www.SargentoFoodIngredients.com). **CMN**

### Stonyfield Farm introduces Organic Half & Half quarts

**LONDONDERRY, N.H.** — Stonyfield Farm recently introduced new Organic Half & Half, made from the organic milk of cows raised on the family farms of Organic Valley. The cows graze on pasture every day during growing season, eat only 100 percent organic feed and are never treated with antibiotics or synthetic hormones such as rbST.

A mixture of organic milk and cream, Stonyfield Organic Half & Half has approximately 11 percent milkfat, a full gram of protein and 40 calories per 2-tablespoon serving.

Stonyfield says its Organic Half & Half is ideal as an addition to coffee and tea beverages as well as in cooking, baking and blending in soups, sauces, gravies and desserts.

Stonyfield Organic Half & Half can be found in leading supermarkets and natural food stores. The suggested retail price is \$3.99 per quart. For more information, visit [www.stonyfield.com](http://www.stonyfield.com). **CMN**

### Study says whey protein helps improve body weight, composition

**ROSEMONT, Ill.** — New research demonstrates the ability of whey protein to help improve body weight and composition when compared to consuming an equal amount of calories from carbohydrates.

The study was funded by the U.S. Whey Protein Research Consortium, of which the Dairy Research Institute is a managing member, and USDA’s Agricultural Research Service (ARS). The study was conducted by the USDA-ARS Beltsville Human Nutrition Research Center and will be published in the *Journal of Nutrition*.

Researchers tracked body weight, body composition and waist circumference data from 73 overweight and obese

adults who were assigned to consume a 200-calorie beverage consisting of 28 grams of whey or soy protein plus carbohydrate, or carbohydrate alone, twice a day for 23 weeks. No other dietary direction was given.

At the start of the trial there were no significant differences between the groups. At the end of the trial, the whey protein group’s body weight was approximately 4 pounds lower and their body fat was 5 pounds less than the carbohydrate group. Additionally, the whey protein group’s waist size was nearly an inch smaller than both the carbohydrate and soy protein groups. Those who consumed soy protein did not exhibit significant

differences from the carbohydrate group.

Study data indicate that all groups compensated for the additional 400 calories per day by cutting back on other foods, as none gained a significant amount of weight during the 23-week period. However, the whey protein group likely made up for the added calories from the beverage more effectively, the researchers say, since they showed improvements in body weight and composition compared to the carbohydrate group. This could be related to enhanced satiety with whey protein, as participants in the whey protein group showed significantly lower levels of the hunger-stimulating hormone, ghrelin, compared to the other two groups. **CMN**

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## NEWS/BUSINESS



## Milk producers enroll in National Dairy FARM Program to assure consumers of safe milk

ARLINGTON, Va. — U.S. milk producers are rapidly enrolling in the National Dairy FARM (Farmers Assuring Responsible Management) Program to demonstrate to today's consumers that the food they purchase is safe, wholesome, nutritious and produced with integrity.

The National Milk Producers Federation (NMPF), which created the National Dairy FARM Program with support from Dairy Management Inc., notes that since enrollment began in September 2010, 45 percent of the nation's milk supply now comes from farmers, cooperatives and proprietary processors implementing the FARM program.

Voluntary and open to all producers, FARM is a national dairy animal care, third-party verified program designed to demonstrate dairy farmers' commitment to outstanding animal care and a quality milk supply.

"Telling this story is essential at a time when consumers want to know how their food is produced," says John Miles, Land O'Lakes FARM implementation leader. "The FARM program helps us reach out to customers, consumers and the entire marketing chain. It sends a strong message that Land O'Lakes member producers work hard caring for their animals and producing quality milk."

Jamie Jonker, vice president of scientific and regulatory affairs at NMPF, notes dairy farmers are passionate about the care they provide to their animals and have an excellent track record of responsible management practices.

"This program quantifies that passion and allows them to speak with one voice as they market nationally and internationally," Jonker says. "The pace of participation has surpassed our expectations."

Participating producers are provided comprehensive training materials and undergo an on-farm evaluation conducted by a trained veterinarian,

extension educator, co-op field staff member or other FARM-trained professional. Evaluators then provide a status report and, if necessary, recommendations for improvement.

To protect the integrity and credibility of the program, a certain number of participating dairy farms will be randomly selected for objective third-party verification. Validus, an Iowa-based certified auditing company with more than 10 years of experience verifying on-farm animal care, has been selected to conduct all third-party evaluations and will begin that process this summer, NMPF says.

In addition to Land O'Lakes, participating cooperatives and proprietary producers include Agri-Mark Inc., Hilmar Cheese Co., Foremost Farms USA, and Maryland and Virginia Milk Producers (MDVA) Cooperative.

To view a complete list of participants and all training materials in both English and Spanish, visit [www.nationaldairyfarm.com](http://www.nationaldairyfarm.com). CMN

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## Multivac acquires Mobepack Sistem

WOLFERTSCHWENDEN, Germany — Multivac recently announced its acquisition of Spain's Mobepack Sistem S.L., which Multivac says will substantially expand its market position on the Iberian Peninsula. Terms of the purchase agreement were finalized May 30.

"Mobepack has a good market position on the Iberian Peninsula. We are pleased to be able to welcome such a competent partner into our group, as it empowers us to offer our clients in Spain and Portugal even better service," says Emilio Hernández, CEO, Multivac Spain.

Mobepack has 6,500 square meters of industrial space with the latest manufacturing technology and currently employs approximately 80 people, all of whom will be integrated into Multivac Spain's distribution and service business. The manufacturing capacity of Mobepack Sistem will continue to be used within the Multivac group.

Francisco Monente, Mobepack Sistem's previous owner, will continue running Mobepack as it is integrated into Multivac Packaging Systems España. He then will become joint CEO of Multivac Spain.

"The management and staff of Mobepack Sistem welcome this investment by Multivac, the market leader, and we are convinced that Mobepack Sistem can continue fully developing its potential within the Multivac group of companies," Monente says.

The Mobepack acquisition also has provided Multivac with distribution authority for Weber slicing technologies on the Iberian Peninsula. Multivac and Weber have collaborated on more than 1,500 automated slicing and packaging installations worldwide. CMN

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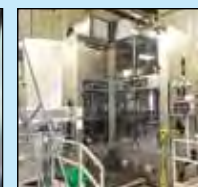
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## NEW PRODUCTS

### Chr. Hansen offers new 'Mild O' line of cultures

**HØRSBOLM, Denmark**—Chr. Hansen recently announced it has introduced "Mild O," a new cheese culture range designed to improve flavor and texture in various types of cheese, particularly in Southern European-style gourmet cheeses.

The main applications for "Mild O" cultures are soft cheese such as Camembert and Brie, white brined cheese such as Feta, fresh cheese like Quark, and specific gourmet-style continental cheeses and mixed-milk cheeses.

"We recommend the 'Mild O' cultures for cheese producers who want to optimize the mild flavor in their cheese and avoid bitterness," says Theis Bacher, marketing manager, cheese cultures, Chr. Hansen.

The new culture blends slow down the acidification process, which removes the risk of a brittle or hard cheese texture. The cultures also are salt-sensitive, and ideal for cheese producers wanting to avoid the post acidification that can cause sour flavor notes in the cheese, Bacher adds. With the "Mild O" culture blend, producers can stop the acidifica-

tion process at high pH levels and avoid excessive sourness.

"Commercially, we are expecting these cultures to gain solid footing in several markets and cheese segments within the next couple of years because of their powerful mildness profile and versatile applications," Bacher says. "In particular, we know from introductory trials that there is a great potential in specific Southern European gourmet cheese segments such as Manchego and Pecorino Sardo."

The strains in the "Mild O" culture blends have specifically been selected for their ability to remove bitterness in the cheese. The mild flavor profile that results primarily is the result of the high content of "cremoris" subspecies strains in the blends.

Additionally, the cultures have been developed with several different strains in each of the blends, which helps protect against phage attacks.

"Mild O" cultures come in both freeze-dried and frozen formats.

For more information, visit [www.chr-hansen.com](http://www.chr-hansen.com). **CMN**

## FOR DAIRY MANUFACTURERS

### Viking Pumps announces genuine repair parts kits available for most standard pumps

**CEDAR FALLS, Iowa**—Viking Pumps has announced that genuine repair parts kits now are available for most standard Viking pumps.

Two kits are available for each size and material of pump. Seal Kits include everything needed to do a complete seal and bearing replacement, including the shaft seal, O-rings, gaskets, seal lubricant, bearings and bearing housing hardware. Rebuild Kits include

parts commonly needed for a complete wet-end rebuild, including an idler and bushing, head and pin assembly, bracket or casing bushing and fasteners.

Each kit includes an exploded diagram and parts lists with a link to the pump's technical service manual. For more information, contact a local Viking Pump distributor or visit [http://vikingpump.com/en/products/Parts\\_Kits/RepairKits.html](http://vikingpump.com/en/products/Parts_Kits/RepairKits.html). **CMN**

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## NEWS/BUSINESS

### Cheese Jerky now offered in five-pack bag

**GLENDALE, Wis.**—Snack Patrol LLC now offers its Cheese Jerky, a combination of shredded premium beef jerky and farmstead Mozzarella, in a five-pack mesh bag. This product also now features an easy-peel wrapper.

Available in Original Cheese Jerky and Peppered Cheese Jerky with cracked

black pepper, the new five-pack comes with five 1.5-ounce sticks. The suggested retail price is \$4.99. Cheese Jerky also is available in single 1.5-ounce sticks and 18-stick display cartons.

For more information, contact Ross Segel, Snack Patrol LLC, 414-332-4400, e-mail [Ross@cheesejerky.com](mailto:Ross@cheesejerky.com) or visit [www.cheesejerky.com](http://www.cheesejerky.com). **CMN**

## STOCKS

Continued from page 1

Swiss cheese in cold storage totaled 34.4 million pounds June 30, 2011, up 2 percent from May's 33.7 million pounds and up 27 percent from the 27.0 million pounds in cold storage at the end of June 2010.

Other natural cheese in cold storage totaled 397.8 million pounds June 30, 2011, up 1 percent from May's 392.8 million pounds and up 4 percent from the 383.8 million pounds in cold storage June 30, 2010.

NASS reports total natural cheese in cold storage was 1.051 billion pounds June 30, 2011, up less than 1 percent from May's 1.048 billion pounds and up 1 percent from the 1.038 billion pounds in cold storage a year earlier.

Butter in U.S. cold storage at the end of June 2011 totaled 619.0 million pounds, according to NASS. This was up 12 percent from May 31's 190.6 million pounds but 4 percent lower than the 197.6 million pounds of butter in cold storage as of June 30, 2010. **CMN**

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## NEWS/BUSINESS



## RAW

Continued from page 1

allowed raw milk sales of some type. According to NASDA, its new 2011 data, updated from 2008, show the same 30 states allowing raw milk sales, and the same 20 states still prohibiting the sale of raw milk to consumers. Five states have adopted stricter quality standards to regulate the sale of raw milk since the 2008 survey.

According to the survey, 13 states restrict legal sales to occur only on the farm where the milk is produced. These states include Arkansas, Illinois, Kansas, Kentucky, Massachusetts, Minnesota, Mississippi, Nebraska, New York, Oklahoma, Rhode Island, Texas

and Wisconsin.

Minnesota, Wisconsin, Oklahoma and Illinois further restrict sales to only incidental occurrences, which includes only occasional sales that are not as a regular course of business and no advertising.

In May 2010, then-Wis. Gov. Jim Doyle vetoed a bill that would have legalized raw milk sales on farms. In response to that legislation and anticipation of similar proposals that might arise, Wisconsin's Department of Agriculture, Trade and Consumer Protection last year formed a Raw Milk Policy Working Group to consider what would be necessary to protect public health if a law were passed that would further expand raw milk sales in the state.

The 22-member working group

earlier this year published its recommendations in a final report, which can be found at [http://datep.wi.gov/Food/Raw\\_Milk](http://datep.wi.gov/Food/Raw_Milk). These recommendations cover legal parameters; standards and regulations for animal health, raw milk and farms; and best management practices and educational initiatives. Now that the recommendations have been published, the group is not planning any further meetings, according to the group's chair, Richard Borrows.

Twelve states allow the sale of raw milk at retail stores separate from the farm, the NASDA survey indicates. These states include Arizona, California, Connecticut, Idaho, Maine, New Hampshire, New Mexico, Nevada, Pennsylvania, South Carolina, Utah and Washington. Utah requires the store to be owned by the producer, even though it can be located off the farm, and South Carolina allows the sale of raw milk both on and off the farm and at farmers' markets if a permit is obtained.

Colorado, Missouri, Oregon, South Dakota and Vermont have unique regulations that do not fit in either of the categories above. South Dakota, Missouri and Vermont allow farmers to deliver to farmers' markets but not to stores.

Vermont is one of the states whose raw milk regulations have changed since the 2008 survey. For several decades, Vermont law allowed the sale of 25 quarts of raw milk to be sold at the farm, according to the Vermont Agency of Agriculture, Food and Markets. In 2008, this was raised to 50 quarts. In 2009 it was raised to 160 quarts and allowed for delivery, but a new law — Act 62 — added more requirements and accountability for raw milk producers and created a two-tiered system for producers who sell 50 quarts or less and those who sell 51-160 quarts.

Rural Vermont, a nonprofit group

that promotes the sale of raw milk in the state, earlier this year presented its latest annual raw milk report to the Vermont legislature.

"The impact of Act 62 has been tremendous, expanding markets for farmers and bringing a now million dollar industry to widely recognized legitimacy," Rural Vermont says in its report.

While many farmers appreciate that Vermont's Act 62 has further recognized the raw milk industry, Rural Vermont says, they also feel improvements could be made in allowing more flexibility in delivery and raw milk products, as well as changes in testing and warning sign requirements.

"Rural Vermont has a vision that all Vermont Farmers are allowed to sell raw milk to a level in which they can make a living without being hindered by prohibitive regulations," the organization says.

According to the NASDA survey, the 20 states in which the sale of raw milk is prohibited include: Alabama, Alaska, Delaware, Florida, Georgia, Hawaii, Indiana, Iowa, Louisiana, Maryland, Michigan, Montana, New Jersey, North Carolina, North Dakota, Ohio, Tennessee, Virginia, West Virginia and Wyoming.

Alaska's Department of Health and Social Services recently investigated four cases of *Campylobacter* infection associated with drinking raw milk from an Alaska farm. Although Alaska state regulations do not permit the sale of raw milk, owning shares of an animal to receive that animal's milk is permissible, the department says. However, there is no testing required of milk before distribution from a cow-share program. All four people with the reported *Campylobacter* infection had reported consuming raw milk from the same cow-share farm in the Matanuska-Susitna Valley. CMN

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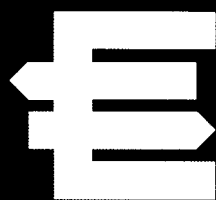
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# NEWS/BUSINESS



## ACCOLADES

*Continued from page 1*

prestige associated with Marin French Cheese's recognition at the 2010 World Cheese Awards.

The company received several awards at the contest, including gold medals for its Rouge et Noir Triple Crème, a slightly sweet cheese with a creamy texture; Schlosskranz-Herz, a smear-ripened and aged cheese with a bold aroma and medley of flavors; and Mèlange Brie, a blend of cow's and goat's milk with a sweet and but-tery flavor.

Marin French's cheeses also have won numerous awards at other contests over the years.

Sherman notes the significance of winning awards is "astronomical."

"When a cheese wins awards, it gets press, which creates demand," he says. "The notoriety often leads consumers to also try our other cheeses."

Uplands Cheese Co., Dodgeville, Wis., also is no stranger to industry recognition. The company received Best of Show honors for its Extra Aged Pleasant Ridge Reserve at the 2010 American Cheese Society competition.

"This was significant because this is the third time we've won," says Andy Hatch, head cheesemaker and general manager, Uplands Cheese. "We're the only ones that have ever won the contest more than once."

The company also received the Best of Show title in 2001 and 2005.

Extra Aged Pleasant Ridge Reserve features a nuttiness followed by a long, sweet finish. The flavor complexity is a result of using raw milk, according to Hatch, who notes the cheese is made only with milk produced when cows are on pasture.

While cheesemakers put priceless value on the awards they have won, they also note key qualities that garnered the recognition in the first place.

Hatch notes that to win a competi-tion once, a cheese needs to have quali-ties that make it stand out from the rest.

"To win multiple times proves that those stand-out qualities weren't lucky," he says.

Keehn notes that it helps to have a company culture that consumers can easily embrace.

"The names of our cheeses are playful and disarming: Bermuda Tri-angle, Purple Haze or Truffle Tremor, for example," she says. "We work hard, take cheesemaking seriously and are single-minded in our purpose, but we love what we do and have fun. All of this comes through in our interactions with the public, both in person and on social media."

Neville McNaughton, a cheese consultant in Davisville, Mo., who has served as a contest judge, notes univer-sal appeal often contributes to a cheese becoming a "grand champion."

"While there are occasions when a unique cheese may win in its category,

the best of show often goes to something that probably is going to be perceived as high quality by 80 percent of consum-ers," he says.

Matucheski notes the award-win-ning SarVecchio Parmesan has some unique qualities that make it both successful at contests and popular among consumers. The cheese, which is less salty than most Parmesans and has fruity and caramelized notes, works as well as a table cheese as it does as a topping, he says.

He adds that Sartori cheeses' bal-ance and visual beauty contribute to their success.

"The cheese flavors must be bal-anced and finish well," he says. "Added flavors need to marry well with the cheese and not be there just for the sake of having a flavor. It must be a complete package. Simple but very complex at the same time."

McNaughton agrees, adding that award-winning cheeses should have great body and flavor.

"Flavor can be bland and clean, but that has to be supported by comments like 'milky' or 'aromatic' to make it great," he says.

McNaughton notes he feels there are two main categories of award-winning cheesemakers — those who produce one cheese and keep it on track, and those who produce many cheeses and win across many classes.

"The single-product companies adhere to great and classic practices and don't deviate too far," he says. "Those who win across many classes simply know cheese. They are masters of understanding how to manipulate body and flavor, and know what the market wants."

Many cheesemakers feel consistency plays an important part in quality chee-semaking.

"When eating a particular variety of cheese, people have expectations of texture and consistency," Keehn says.

"A fresh Chevre, for example, would disappoint if it wasn't smooth and creamy; conversely, a fine aged cheese such as our Midnight Moon would fall short if it lacked its characteristic subtle crystal crunch or sweet caramel notes," she adds. "Each cheese has its own niche to fill — it's our job to make sure it delivers each and every time."

Hatch notes that while it only takes one piece of cheese from one batch to win an award, over time the market-place discovers who is and who isn't consistent from batch to batch and from year to year.

David Grotenstein — merchandis-ing manager for Union Market, Brook-lyn, N.Y., and a member of the American Cheese Society board of directors and contest judging chair — notes that in the case of Uplands Cheese, the com-

pany is making cheese in the same spot with the same herd, and its techniques are improving over the years.

"They just make a great cheese," he says. "People who win multiple awards I think are really focused on the quality of their cheeses and really aren't doing anything different other than making a superior cheese."

Patience and the ability to persevere through failure also contribute to prod-uct success, Matucheski notes.

"Never be afraid to try anything. If you don't have failures, you're not trying hard enough," he says. "And never fail to learn from those failures—that's where most great things come from, anyway."

"There's always room for improve-ment, no matter how good you think you might be," Matucheski adds.

Grotenstein agrees.

"Don't rest on your laurels," he says. "Great cheesemakers are never satisfied." **CMN**

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## NEWS/BUSINESS



## Deville Technologies looks to the future of innovation with new plant and client center

By Alyssa Sowerwine

**MONTREAL** — In a continuously evolving and challenging cheese industry, Deville Technologies is positioning itself to create innovative solutions for customers with its new plant and client center.

Located 10 minutes south of its current site, Deville's new location sits in an industrial park in close proximity to the Pierre Elliott Trudeau International Airport in Montreal, making access easy for clients and other guests, says David Penta, general manager, Deville Technologies.

Deville, a solutions-oriented manufacturing technology firm with more than 30 years of experience, caters to food processing companies of all sizes that

require sanitary, durable, practical and efficient food-cutting equipment.

Penta says that while the company originally had been looking for land to build a new plant, it found an existing building that had nearly all of the characteristics Deville was looking for. He notes the plant's location in Montreal is a more central location for the company's employees.

Penta adds that the shorter commute lends itself to happier members of the company, which will in turn make them better client service agents.

"At Deville, all of our associates are considered client service agents, and that is how we were able to get a reputation in the industry for having unmatched

service," he says. "Many of our supplier partners have now become our neighbors, and ultimately these supplier partners represent an extension of Deville Technologies."

Deville Technologies purchased the new site at the end of December 2010, freshened it up and customized it to fit the company's needs.

Penta notes that the "fundamental justification" for relocating was to increase the company's space.

"We had been operating out of our previous location for 10 years, and we were lacking dedicated research and development (R&D) space," he says. "Our new facility now will be equipped with dedicated R&D space, which we are

calling our 'client center.'"

According to Penta, development of the plant's new client center was prompted by Deville's client base.

"In today's market, if you don't have a significant percentage of your efforts focused on R&D, you will be left out to dry," he says. "R&D drives innovation, and innovation drives solutions to all kinds of our clients' challenges."

Penta notes the client center, which is expected to be complete by mid-August, is a pilot plant with nearly every machine offered by Deville Technologies on the floor.

"This will allow our clients to come to our facility and do testing and R&D work right at our facility," he says. "Often, clients don't know the desired result as the product they are looking to develop is new and does not exist. Our client center will assist them at finding those results scientifically."

He notes that in Deville's clients' market, importing from foreign countries or overseas is more challenging than in other industries, such as textiles or electronics.

"Therefore, our client base must continuously focus on process improvement to remain competitive and sensitive to their clients, and when it comes to cutting or shredding cheese in a less expensive way, that's where we come in," Penta says.

The capital investment on the new plant and client center is approximately \$1 million, Penta says.

"We feel this is a great investment for us because it is a great value that we can offer our clients free of charge," he says. "If you look at the cost of trade shows and compare the client center and the experience that will come from it, I think the decision to invest in it is obvious."

Penta notes that the new center will be equipped with a full laboratory to do quality analysis.

Access to the center is simple, he adds.

"All they have to do is ask, and we will book the space for them with a technician to assist in their work," he says.

In fact, Penta notes that Deville has its first booking with one of its clients — "a leader in the food industry" — already scheduled for the last week of August.

"Our client is looking at improving their product and has asked us to assist them in that goal by giving them access to our client center and working with them to attain their desired results," he says.

Penta adds that Deville Technologies feels the client center benefits the industry as a whole, noting that with a dedicated area for R&D work, Deville can work with potential or existing partners in the industry that also supply to its clients.

"Ultimately it will allow us to work together and engage in cross engineering," he says.

Looking ahead, Penta says development is a work in progress at Deville and is part of the "DNA" of the company, noting the new facility has land available for future expansion.

Deville Technologies will be attending the American Cheese Society conference, Aug. 3-6, in Montreal. CMN



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Food safety concerns not just the regulatory authorities, but also food processors, retailers, and consumers. The new USDA accepted Hymaks Dicer was designed to meet the most stringent requirements for hygiene and sanitation.

#### Unique and uncompromising sanitary design features:

- Complete separation of the product contact and mechanical zones
- All surfaces in the product contact zones are self-draining
- No exposed bores, threads, or bolts in any product contact zones
- Minimum Ra 32 finish in all product contact zones

Developed specifically for the cheese and meat industries, the Hymaks is an industrial quality, high-capacity, high-precision food cutting machine.



**Visit our Web site to see a Hymaks video**



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