

CHEESE MARKET NEWS®

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



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High protein, flavor demand boost cheese as snack choice

By Rena Archwamety

MADISON, Wis. — Snacking is in the spotlight as consumers have started to shift away from traditional meal times and toward smaller, more frequent on-the-go eating. And recent trends in snacking have opened new opportunities for innovation in specialty, flavorful and high-protein cheese products.

In its consumer trends prediction for 2016, the Wisconsin Milk Marketing Board (WMMB) notes that snacks are outperforming the consumer packaged goods category as a whole in all channels (see “Wisconsin Milk Marketing Board unveils cheese trends for 2016” on page 8). Cheese

snacks specifically represent the largest market share of the growing salty snacks category, reaching \$2.1 billion in sales in 2014, according to market research firm Mintel.

“Healthy snacks are a fast-growing, high-value category in the market now,” says John Crean, president and CEO, Sonoma Creamery, Sonoma, California.

Crean adds that research on healthy fats and high-protein diets also has helped cheese in the snack segment.

“There’s a new, revised perception of dairy foods as healthy, and also as snacks that are high in protein. Cheese plays into that,” Crean says.

Increasing taste for bold flavors also is helping to shape demand for cheese and cheese-flavored products in the snack category. Bold and uniquely-flavored cheeses are expected to perform well this year, WMMB says. And the number of U.S. snacking product introductions that list Parmesan and/or Asiago cheeses as an ingredient has grown significantly since 2002 (13 in 2002 and 10 in 2003, compared to 97 in 2014 and 83 in 2015), according to data from Information Resources Inc., courtesy of Dairy Manage-

ment Inc.

“Certainly there’s a trend toward more aged, more intensity and more diversity of flavor,” says Dean Sommer, cheese technologist at the Wisconsin Center for Dairy Research (CDR), who says both marketers and manufacturers are approaching CDR in search of stronger cheese flavors.

Ilana Fischer, vice president of innovation and strategy at Arthur Schuman Inc., Fairfield, New Jersey, says snack food manufacturers seek cheese ingredients for both flavor quality and clean labels.

“We work with a number of fantastic snack companies around the country who use our Lake County Dairy Parmesan and Asiago cheeses to add a complex and nuanced flavor to their snacks,” Fischer says. “We do see demand for stronger flavors and for high quality cheeses to be used as ingredients,” she adds. “With fewer and fewer ingredients in foods these days, the quality of the raw materials needs to be top notch. Companies are looking for a flavor burst from the cheese itself, rather than accomplishing that through additives.”

• Cheese crisps

One snack innovation that

is gaining traction in the better-for-you market is cheese crisps — Parmesan or other bold-flavored cheese that is baked into a crispy snack and enjoyed like a chip or as a soup or salad topping.

Sommer says CDR has done work for quite a few years on cheese crisps, including with New York-based Kitchen Table Bakers, which has been selling its All Parmesan Gourmet Wafer Crisps for more than a decade, and with Wausome Foods, a 2-year-old company based in Wausau, Wisconsin, that offers four varieties of its Wausome Wafers.

“Parm crisps have been around a long time, but some companies are just now coming to the forefront,” Sommer says. “They’re using intense, different flavors like Jalapeño, Blue and other cheeses.”

Brian Dunning, founder of Wausome Foods, says his company’s recently-released Blissfully Bleu Monterey variety is “quite possibly the first Blue cheese crisp in the world.” It is made with a “Roqueforty-infused” Monterey Jack from Nasonville Dairy of Marshfield, Wisconsin. Other flavors include Clever Cheddar and

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Darigold Inc. in midst of \$97M expansion at Sunnyside plant

SUNNYSIDE, Wash. — Darigold Inc. is working on a \$97 million-plus expansion to its plant here, which is expected to be operational by spring 2016.

Darigold’s Sunnyside plant began as a milk powder plant in 1991. The plant since has undergone several upgrades, including adding space and equipment for cheese and whey production. The plant currently consists of more than 164,000 square feet of production and warehousing space.

American-type cheeses including yellow and white Cheddars, dry salt Gouda and Monterey Jack in 40-pound blocks, as well as 25-kilogram bags of sweet whey powder and whey protein concentrate (WPC), currently are produced at the Sunnyside plant.

Nonfat dry milk (NDM) also is produced on rare occasions, but the company primarily dries whey powder there.

However, once the new 30,000-square-foot expansion is complete, the Sunnyside plant will produce NDM in a “high care” environment for infant formula and other nutritional applications.

According to Darigold, 5.2 million pounds of raw milk are delivered to the plant each day, and the new expansion will add 3.5 million pounds of raw milk capacity per day. Currently, the plant produces more than 500,000 pounds of cheese and 300,000 pounds of whey powder per day and has the ability to process 50,000 pounds of WPC per day.

Darigold notes that its members in Eastern Washington and Oregon, in and around the Yakima Valley, produce more than 11 million pounds of milk per day. With the volume currently exceeding capacity at the Sunnyside plant, the company is moving the additional milk volume to both Western Washington and Oregon, as well as Southwest Idaho, for processing.

Once the expansion is complete, more of the local milk supply will stay local, taking trucks off the road, Darigold adds.

The expansion consists of three phases. Two are complete: modifying and

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USDA lowers both 2016 production, price forecasts

WASHINGTON — Due to slightly stronger growth in milk per cow, U.S. milk production in 2015 now is estimated to have been 208.4 billion pounds, according to USDA’s “World Agricultural Supply and Demand Estimates” report released this week. This is 100 million pounds higher than USDA’s projection a month ago.

Meanwhile, USDA’s 2016 milk production forecast is reduced from last month. U.S. cow numbers are lowered due to lower expected milk prices and the recent blizzard in Texas and New Mexico, and growth in milk per cow is reduced on lower milk prices, USDA says. Milk production in 2016 currently is forecasted to reach 211.8 billion pounds, down from 212.4 billion pounds forecasted last month.

In this month’s report, the 2016 export forecasts also are lowered on both a fat and skim-solids basis as global supplies of

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Graff Dairy looks to reopen facility, add cheesemaking

By Chelsey Dequaine

GRAND JUNCTION, Colo. — Graff Dairy Milk and Ice Cream opened in Grand Junction, Colorado, April 1, 1966, and remained open until August 2014. When Darin Carei, owner, and John Mok-Lamme, Karis Inc., saw an opportunity to provide traumatized or homeless teens jobs, they thought

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MARKET INDICATORS

Chicago Mercantile Exchange

Cash prices for the week ended January 15, 2016

	Monday Jan. 11	Tuesday Jan. 12	Wednesday Jan. 13	Thursday Jan. 14	Friday Jan. 15
Cheese Barrels					
Price	\$1.5350	\$1.5225	\$1.5200	\$1.5200	\$1.5250
Change	-1/2	-1 1/4	-1/4	NC	+1/2
Cheese 40-lb. Blocks					
Price	\$1.4600	\$1.4900	\$1.4950	\$1.4950	\$1.4950
Change	NC	+3	+1/2	NC	NC

Weekly average (Jan. 11-15): Barrels: \$1.5245(+.0215); 40-lb. Blocks: \$1.4870(+.0085).
Weekly ave. one year ago (Jan. 12-16, 2015): Barrels: \$1.5085; 40-lb. Blocks: \$1.5180.

	Monday Jan. 11	Tuesday Jan. 12	Wednesday Jan. 13	Thursday Jan. 14	Friday Jan. 15
Grade A NDM					
Price	\$0.7325	\$0.7350	\$0.7425	\$0.7425	\$0.7500
Change	NC	+1/4	+3/4	NC	+3/4

Weekly average (Jan. 11-15): Grade A: \$0.7405(-.0035).

	Monday Jan. 11	Tuesday Jan. 12	Wednesday Jan. 13	Thursday Jan. 14	Friday Jan. 15
Grade AA Butter					
Price	\$2.0350	\$2.0350	\$2.1000	\$2.1525	\$2.2500
Change	NC	NC	+6 1/2	+5 1/4	+9 3/4

Weekly average (Jan. 11-15): Grade AA: \$2.1145(+.0775).

Class II Cream (Major Northeast Cities): \$2.1796(+.1346)-\$2.4444(+.0518).

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Weekly Cold Storage Holdings January 11, 2016

	On hand Monday	Week Change	Change since Jan. 1 Pounds	Percent	Last Year Pounds	Change
Butter	9,648	+1,874	+1,990	+26	4,124	+5,524
Cheese	92,896	-1,072	-1,074	-1	96,867	-3,971

(These data, which include government stocks and are 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
2009	10.78	9.31	10.44	10.78	9.84	9.97	9.97	11.20	12.11	12.82	14.08	14.98
2010	14.50	14.28	12.78	12.92	13.38	13.62	13.74	15.18	16.26	16.94	15.44	13.83
2011	13.48	17.00	19.40	16.87	16.52	19.11	21.39	21.67	19.07	18.03	19.07	18.77
2012	17.05	16.06	15.72	15.72	15.23	15.63	16.68	17.73	19.00	21.02	20.83	18.66
2013	18.14	17.25	16.93	17.59	18.52	18.02	17.38	17.91	18.14	18.22	18.83	18.95
2014	21.15	23.35	23.33	24.31	22.57	21.36	21.60	22.25	24.60	23.82	21.94	17.82
2015	16.18	15.46	15.56	15.81	16.19	16.72	16.33	16.27	15.82	15.46	15.30	14.44

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CHEESE FUTURES* for the week ending January 14, 2016

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

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	1.509 3,555	1.513 3,550	1.515 3,543	1.515 3,546	1.518 3,541
FEB16	1.501 3,803	1.491 3,820	1.502 3,830	1.512 3,854	1.541 3,858
MAR16	1.530 3,697	1.525 3,714	1.522 3,726	1.539 3,723	1.547 3,729
APR16	1.573 2,905	1.565 2,921	1.555 2,936	1.562 2,940	1.560 2,941
MAY16	1.606 2,860	1.597 2,867	1.592 2,859	1.599 2,887	1.603 2,880
JUN16	1.633 2,589	1.627 2,592	1.626 2,610	1.630 2,626	1.632 2,626
JUL16	1.660 2,080	1.660 2,090	1.656 2,105	1.665 2,123	1.666 2,124
AUG16	1.697 1,911	1.697 1,922	1.697 1,930	1.703 1,947	1.703 1,948
SEP16	1.725 1,813	1.725 1,830	1.720 1,843	1.730 1,860	1.728 1,860
OCT16	1.734 1,650	1.730 1,663	1.730 1,676	1.742 1,697	1.741 1,698
NOV16	1.719 1,826	1.719 1,843	1.720 1,855	1.730 1,872	1.730 1,873
DEC16	1.705 1,780	1.705 1,789	1.705 1,794	1.720 1,802	1.719 1,802
JAN17	1.715 82	1.715 82	1.715 82	1.715 82	1.715 82
FEB17	1.715 47	1.715 47	1.715 47	1.715 47	1.722 49
MAR17	1.720 31	1.720 31	1.720 31	1.720 31	1.720 31
APR17	1.730 31	1.730 31	1.730 31	1.730 31	1.730 31
MAY17	1.730 31	1.730 31	1.730 31	1.730 31	1.730 31

Total Contracts Traded/	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
Open Interest	643/30,723	305/30,855	403/30,961	499/31,131	229/31,136

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 ending January 14, 2016

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

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	24.08 540	23.90 535	23.83 528	23.88 527	23.75 527
FEB16	23.00 640	22.83 640	22.75 637	22.75 643	22.98 648
MAR16	23.25 578	23.05 579	23.10 583	23.03 592	23.03 592
APR16	24.00 487	23.08 488	23.28 488	23.33 490	23.33 490
MAY16	24.50 498	23.43 498	23.53 498	23.53 498	23.53 498
JUN16	24.53 471	24.50 478	23.88 479	24.00 479	24.03 479
JUL16	25.25 356	23.95 355	23.40 354	23.83 354	24.13 354
AUG16	25.98 354	25.00 356	24.45 352	24.45 352	24.95 352
SEP16	26.25 335	26.25 337	26.25 337	26.03 337	26.03 337
OCT16	27.25 265	27.25 276	27.23 276	26.03 276	26.03 276
NOV16	27.50 223	27.50 234	27.25 234	27.25 234	27.25 234
DEC16	28.25 229	28.25 240	28.23 240	28.00 240	28.00 240
JAN17	29.98 26	29.98 26	29.98 26	29.73 26	29.73 26
FEB17	30.50 25	30.50 25	30.50 25	30.50 25	30.50 25

Total Contracts Traded/	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
Open Interest	80/5,144	105/5,184	54/5,180	36/5,196	12/5,201

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 Products*

January 15, 2016

NONFAT DRY MILK

Central & East: low/medium heat \$.7700(-1 1/2)-\$.8775(+3/4);
mostly \$.8100(-1)-\$.8500.
high heat \$.9000-\$1.1500.

West: low/medium heat \$.6775(-1)-\$.8300(+2);
mostly \$.7200(-1 1/4)-\$.7625(+1).
high heat \$.8400-\$1.1000.

Calif. manufacturing plants: extra grade/grade A weighted ave. \$.8041(+.0169)
based on 5,443,499 lbs.

WHOLE MILK POWDER (National): \$.9500(-29)-\$1.4700(+2).

EDIBLE LACTOSE

(FOB) Central and West: \$.1400(-1)-\$.2650; mostly \$.1800-\$2.300(+1).

WHEY POWDER

Central: nonhygroscopic \$.1900(+1)-\$.2800;
mostly \$.2000(+1)-\$.2500.
West: nonhygroscopic \$.2200(+1)-\$.3100;
mostly \$.2200-\$2.600.
(FOB) Northeast: extra grade/grade A \$.2300(+1)-\$.2775.

ANIMAL FEED WHEY (Central): Whey spray milk replacer \$.1425(+2 1/4)-\$.1900(+1).

WHEY PROTEIN CONCENTRATE (34 percent): \$.4900-\$6800;
mostly \$.4900-\$5800(+1).

DRY BUTTERMILK

(FOB) Central & East: \$.7800-\$8725(-1 1/4).
(FOB) West: \$.8000(-2)-\$.8700(-1/2); mostly \$.8200-\$8400.

CASEIN: Rennet \$2.7800-\$3.3500; Acid \$2.7300-\$3.5000.

*Source: USDA's Dairy Market News

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NEWS/BUSINESS



WDPA invites applications for scholarships

MIDDLETON, Wis. — The Wisconsin Dairy Products Association (WDPA) currently is soliciting applications for two scholarships: the Robert L. Bradley Scholarship and the Wisconsin Dairy Products Association Scholarship. Both scholarships are \$2,000 each.

The two scholarships are awarded each year to two college students pursuing careers in the dairy industry. The funding for the scholarships comes from the net proceeds of the World Dairy Expo Championship Dairy Product Contest. The Robert L. Bradley Scholarship is named after Dr. Bob Bradley, a longtime professor at the University of Wisconsin-Madison and a major supporter of WDPA. Bradley has been the senior associate head judge for WDPA's World Dairy Expo Championship Dairy Product Contest for the past 13 years.

The scholarships are available to any student attending a University of Wisconsin system school, such as UW-Madison, UW-Platteville and UW-River Falls. Graduating high school seniors and college freshmen, sophomores, juniors, and seniors are eligible; grad students are not. The award can be used for any college educational expenses, including tuition, books, room and board.

To be eligible, applicants must meet

the following criteria:

- The student must be attending a UW school or planning to attend (if presently a high school senior).
- The student must be in a food science program, dairy science program, or a dairy industry-related program (should explain in essay how their field of interest will benefit the dairy industry).
- The student must be in good academic standing.

To apply, students must complete an application including a 400-word essay explaining their current field of study and how it relates to their future goals. Students also must submit two letters of recommendation. Past winners are not eligible for this year's scholarships.

A judging panel will review all applications, and the scholarship winners will be announced April 30. The winning students will be invited to attend the World Dairy Expo Championship Dairy Product Contest auction on Oct. 4, 2016, to be recognized.

The application deadline is March 15, 2016.

For more information, contact WDPA, 8383 Greenway Blvd., Middleton, WI 53562, 608-836-3336, email: info@wdpa.net, website: www.wdpa.net. CMN

Dairy ads increase following holiday period

WASHINGTON — The volume of dairy advertisements last week increased from its holiday decline, with conventional cheese ads up 81 percent from the prior week, says USDA's Agricultural Marketing Service in its latest National Dairy Retail Report released Jan. 8.

AMS says national conventional varieties of natural 8-ounce cheese blocks last week had a weighted average advertised price of \$2.19, up from \$2.01 one week earlier but down from \$2.33 one year earlier.

Natural varieties of 1-pound cheese blocks last week had a weighted average advertised price of \$3.92, down from \$4.05 one week earlier and \$4.25 one year

earlier, AMS says, while 2-pound cheese blocks had a weighted average advertised price of \$5.81, down from \$5.84 one week earlier and \$7.88 one year ago.

AMS says natural varieties of 8-ounce cheese shreds last week had a weighted average advertised price of \$2.17, down from \$2.24 one week earlier and \$2.54 one year earlier, while 1-pound cheese shreds had a weighted average advertised price of \$3.77, up from \$3.44 one week earlier but down from \$4.28 one year earlier.

Meanwhile, national conventional butter in 1-pound packs last week had a weighted average advertised price of \$3.39, up from \$3.00 one week earlier and one year ago, AMS says. CMN

National Dairy Products Sales Report

For the week ended:	1/9/16	1/2/16	12/26/15	12/19/15
Cheese 40-lb. Blocks:				
Average price ¹	\$1.4635	*\$1.4709	\$1.5076	*\$1.5570
Sales volume ²	13,511,049	*12,097,704	*10,139,837	*12,941,073
Cheese 500-lb. Barrels:				
Average price ¹	\$1.5873	*\$1.5586	*\$1.5744	\$1.6124
Adj. price to 38% moisture	\$1.5160	*\$1.4857	*\$1.4973	\$1.5362
Sales volume ²	11,141,233	*8,839,183	*8,629,095	10,400,022
Moisture content	35.08	*34.96	*34.81	34.93
Butter:				
Average price ¹	\$2.0459	\$2.0411	\$2.0664	*\$2.4649
Sales volume ²	4,723,918	3,595,507	3,699,323	*2,990,807
Nonfat Dry Milk:				
Average price ¹	\$0.7807	*\$0.7882	\$0.7748	\$0.7904
Sales volume ²	13,315,418	*15,197,183	12,265,158	*20,308,267
Dry Whey:				
Average price ¹	\$0.2339	*\$0.2351	\$0.2296	\$0.2313
Sales volume ²	6,422,788	*4,448,240	6,267,195	8,437,087

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

MARKET INDICATORS



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CME FUTURES for the week ended January 14, 2016

Class III Milk*

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	13.68 3,849	13.72 3,757	13.72 3,669	13.74 3,648	13.76 3,648
FEB16	13.55 5,108	13.45 5,070	13.56 5,109	13.68 5,154	13.98 5,018
MAR16	13.86 3,962	13.75 3,960	13.74 3,974	13.90 4,027	13.99 4,047
APR16	14.30 3,051	14.13 3,062	14.05 3,076	14.11 3,142	14.21 3,131
MAY16	14.66 2,792	14.50 2,805	14.42 2,811	14.50 2,812	14.60 2,811
JUN16	14.90 2,574	14.83 2,564	14.78 2,571	14.85 2,577	14.95 2,584
JUL16	15.15 2,192	15.12 2,194	15.12 2,180	15.20 2,178	15.28 2,172
AUG16	15.54 2,048	15.50 2,056	15.52 2,059	15.61 2,059	15.65 2,056
SEP16	15.82 2,066	15.81 2,073	15.85 2,078	15.88 2,078	15.94 2,082
OCT16	15.93 1,528	15.93 1,532	15.90 1,535	16.02 1,550	16.05 1,548
NOV16	15.86 1,387	15.86 1,389	15.86 1,390	15.92 1,394	15.93 1,399
DEC16	15.75 1,292	15.75 1,294	15.75 1,294	15.82 1,294	15.84 1,298
JAN17	15.80 116	15.80 116	15.80 116	15.80 118	15.80 125
FEB17	15.85 98	15.80 98	15.80 98	15.80 98	15.85 99
MAR17	16.00 90	16.00 90	16.00 90	16.00 90	16.00 90
Total Contracts Traded/ Open Interest	1,647/32,292	949/32,199	844/32,189	944/32,358	1,360/32,249

Class IV Milk*

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	13.14 268	13.25 268	13.20 266	13.33 269	13.42 259
FEB16	13.48 318	13.48 318	13.43 316	13.59 319	14.16 327
MAR16	13.71 232	13.71 232	13.71 232	13.90 232	14.36 233
APR16	14.08 207	14.08 207	14.08 207	14.08 207	14.83 219
MAY16	14.51 220	14.51 220	14.30 220	14.35 220	15.10 234
JUN16	14.84 223	14.84 223	14.84 223	14.84 223	15.59 223
JUL16	15.17 224	15.17 224	15.17 224	15.17 224	15.92 233
AUG16	15.45 185	15.45 185	15.45 185	15.54 185	15.93 185
SEP16	15.65 151	15.63 151	15.63 151	15.63 151	15.85 151
OCT16	15.70 180	15.70 180	15.70 180	15.70 180	15.76 180
NOV16	15.70 127	15.70 127	15.70 127	15.71 127	15.72 128
Total Contracts Traded/ Open Interest	55/2,497	3/2,497	17/2,493	15/2,499	96/2,542

Cash-Settled NDM*

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	77.58 1,057	77.68 1,058	77.95 1,060	78.00 1,064	78.10 1,064
FEB16	78.88 1,072	78.93 1,083	78.75 1,083	79.60 1,084	80.05 1,081
MAR16	82.45 984	82.00 981	81.48 993	82.33 998	83.00 997
APR16	86.98 739	86.45 771	84.75 774	86.15 796	86.43 800
MAY16	90.88 666	90.93 716	88.95 750	90.60 758	91.00 760
JUN16	94.35 535	95.00 561	93.63 592	95.50 593	96.00 597
JUL16	97.50 425	97.98 456	96.83 480	98.00 480	98.55 481
AUG16	100.40 362	100.40 388	99.70 399	101.00 399	101.13 399
SEP16	101.75 368	101.75 379	101.78 382	103.23 388	103.23 388
Total Contracts Traded/ Open Interest	785/7,101	441/7,291	563/7,411	148/7,458	84/7,465

Cash-Settled Butter*

	Fri., Jan. 8	Mon., Jan. 11	Tues., Jan. 12	Wed., Jan. 13	Thurs., Jan. 14
JAN16	204.50 635	204.50 634	204.50 634	207.50 630	209.00 634
FEB16	207.00 679	207.00 679	208.20 690	213.20 697	223.20 701
MAR16	206.78 565	206.78 565	207.18 565	212.18 568	222.18 567
APR16	207.65 468	207.80 468	208.58 468	213.58 470	223.58 469
MAY16	208.50 404	208.50 404	208.50 404	213.50 402	222.25 400
JUN16	208.53 424	208.75 424	208.78 424	213.78 425	223.78 425
JUL16	209.00 269	209.00 269	211.00 273	216.00 276	223.50 279
AUG16	209.20 245	209.28 245	211.00 248	213.03 252	222.00 252
SEP16	209.25 239	209.50 240	211.50 244	213.03 247	218.40 247
OCT16	207.05 128	207.05 128	208.53 128	210.03 128	215.03 131
Total Contracts Traded/ Open Interest	74/4,213	7/4,213	28/4,235	66/4,252	111/4,262

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.



Perspective: Industry Logistics

Jamie Hess is vice president of supply chain solutions at WOW Logistics. She has 13 years of experience in warehouse design and 4 years of construction management experience. She contributes this column exclusively for *Cheese Market News*®.

Is it time for a supply chain health check?

What are the challenges and pain points that your organization faces? How much savings could be realized by implementing simple fixes to these issues?

Many companies are exploring how they can do more with less, and the questions above are often asked on the leading edge of that charge. Savvy leaders keep open lines of communication with production and warehouse staff, as they are the people with the best view on how things truly operate and where inefficiencies may reside.

However, because supply chains can sometimes develop organically over time, internal staff may not always be able to see inefficiencies. There are times when companies benefit from a set of outside eyes reviewing systems, processes and other supply chain areas.

• A supply chain health check

Enlisting the help of a supply chain consultant is similar to visiting a doctor. Companies can wait until they have an ache or pain, such as costly overtime or increased transportation expenses.

A more proactive approach, however, entails visiting the doctor's office for regular health checkups. Your doctor can highlight areas to work on to improve overall health, but most importantly, head off major issues later on.

Third-party logistics (3PL) companies that have in-house engineering staff can take the lead on such supply chain health checks. Similar to a good doctor, consultants should be focused on your company's unique needs while also balancing your customer requirements.

• What is looked at?

When selecting a 3PL to analyze your supply chain, it is important to consider the capabilities of their engineering staff, as well as the capabilities and experience of their operations team. A supply chain analysis is not just about the numbers. It is also about the reality of implementation and ongoing operations. You should look at selecting a company that has a broad spectrum of customers in terms of size, complexity and product type. This approach ensures that they have a solid baseline view in assessing

your operation and can provide valuable benchmarking and best practice ideas.

A quality supply chain review will shine a spotlight on the three decision-making levels — strategic, tactical and operational.

Strategic analysis has to do with high level decisions about your business and supply chain. These decisions can be capital intensive at times and usually have a longer return on investment (ROI); however, they are typically the big ticket items. Some examples of strategic level analysis include: network optimization, material flow, location analysis, deconsolidation centers, facility layout and simulation modeling.

Tactical analysis is geared toward mid-range decisions, normally targeting projects that can be implemented within the six- to 12-month range. Tactical analysis will look at: pool points, ship-to alignment, transportation mode conversion, continuous moves routing, safety stock analysis, multi-stop truck-load consolidation, product slotting and racking configurations.

Operational analysis looks at the immediate to short-term projects and decisions that can quickly impact your business, but tend to be lower overall savings. Some examples of operational analysis include: daily carrier and mode selection, transit time analysis, benchmarking and trend analysis, data warehousing, metrics and reporting, daily consolidation and standard operating procedure creation.

In addition, the right 3PL partner will pull together all supply chain components — analytics, systems and operations. Expertise in all three areas is critical to being able to provide a holistic view of your supply chain and not just one facet.

• End results

If your company selected a well-qualified 3PL partner, the health check results should be process-driven, providing efficiency and cost reductions, while

being grounded in the realities of your business constraints.

A skilled supply chain consultant will do much more than offer up a document of "health issues." The outcome should be proactively focused, meaning it should include a road map to improve the health of your company's supply chain. The document will not only identify areas of improvement, but prioritize them and provide an ROI calculation for each. Companies then can enlist the services of a supply chain professional to swiftly correct high-priority inefficiencies.

Finally, your supply chain expert will assist in establishing metrics to help your company continue to monitor logistics performance. Without key performance indicators in place to measure effectiveness, operations can backslide.

• Final thoughts

Just like a person, occasionally a supply chain will require an overall health check to identify areas of improvement. Enlisting the help of a well-qualified 3PL will help companies gain an independent view of systems and processes.

But in order to derive the most value from this exercise, companies must select a quality 3PL partner with not only the in-house engineering and operations talent, but also a wealth of industry experience to benchmark against. They should provide the company with a true road map to improvement and not just a review. It should identify areas that require attention, prioritized by which have the greatest ROI.

All of this is predicated on a company being fully committed to taking the prescribed corrective actions. Following through and improving these processes and systems will put companies in a better position to do more with less. CMN

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

NEWS/BUSINESS

Oregon dairy commission unveils new name

PORTLAND — The Oregon Dairy Products Commission has unveiled a new name and logo, which the organization says will help better position its commitments to schools, child and community health and wellness, industry relations and consumer communications. The commission now will be represented by the name Oregon Dairy and Nutrition Council (ODNC).

ODNC says the new identity was a part the result of its new direction that builds on work in part promoting dairy's role in a balanced approach to nutrition and wellness. In addition, the new name will help showcase the care taken by dairy farmers and processors in producing a nutritious product.

"With the new identity, we can now help ensure Oregonians better understand the role of dairy in a balanced,

nutrient-rich diet and the many contributions Oregon's dairy farmers and processors provide to the state," says Pete Kent, executive director, ODNC.

ODNC says it also chose the new name and logo to help avoid confusion with other state dairy organizations. It also will discontinue use of its two program names: Dairy Farmers of Oregon and Nutrition Education Services/Oregon Dairy Council.

"The name confusion alone left many people wondering if we were the same organization," Kent says. "But now, a single identity allows us to better connect with Oregonians at all levels."

Kent also says while ODNC will be the consumer-facing identity, the name Oregon Dairy Products Commission will still be retained, but only for legal, business and other background functions. CMN

ADPI Jim Page Memorial Scholarship now open for entry; applications due Jan. 29

ELMHURST, III. — The American Dairy Products Institute (ADPI) is accepting applications for its Jim Page Memorial Scholarship. The application deadline is Jan. 29.

According to ADPI, the scholarship is awarded to the dependent of an employee or to an employee whose company is a member of ADPI. The scholarship is a one-year grant of a minimum of \$1,000. The recipient of this scholarship currently should be in good standing academically at an accredited college or university and must have/maintain a GPA of at least 3.0 using the standard 4.0 scale.

This award may be used for any educational expenses that a student

may have in furthering his/her education such as, but not limited to: tuition, books, and room and board.

The recipient of the scholarship will be announced at the ADPI/American Butter Institute (ABI) Annual Conference held in Chicago April 24-26.

The ADPI Jim Page Memorial Scholarship was created in memory of James J. Page who enjoyed a distinguished marketing career in the dairy industry and demonstrated exceptional leadership skills while serving as the CEO of ADPI from 2002 through 2008.

For more information, contact Steve Griffin at sgriffin@adpi.org or 630-530-8700. CMN

NEWS/BUSINESS



The Dannon Co., General Mills involved in legal disputes with Chobani over ad campaign

NORWICH, N.Y. — Yogurt manufacturers Chobani LLC, The Dannon Co. and General Mills' Yoplait brand are involved in a legal dispute regarding Chobani's new advertising campaign for its Simply 100 Greek Yogurt.

Chobani launched a new campaign for its Simply 100 Greek Yogurt earlier this month. The campaign says that sucralose, an artificial sweetener, is processed with added chlorine and that this sweetener is found in Dannon Light & Fit Greek Yogurt.

According to Michael Neuwirth, senior director of public relations at The Dannon Co., the Chobani ads falsely state that Dannon Light & Fit Greek:

- Has added chlorine;
- Contains an ingredient — sucralose — that is “bad stuff,” unhealthy and unsafe and has “chlorine added to it;”
- Should be thrown away because it is “bad,” unhealthy and unsafe;
- Contains the type of chlorine found in swimming pools; and
- In comparison to Chobani Simply 100 is “bad,” less healthy and less safe than Chobani Simply 100 because Dannon Light & Fit Greek purportedly contains chlorine when Chobani Simply 100 purportedly does not.

“We believe in truthful and honest advertising, and we are therefore very disappointed that the Chobani campaign misleads and deceives the public

about the healthfulness and safety of our Light & Fit brand,” Neuwirth says.

“We believe we have a product that is superior in taste, and we want everyone to know the truth that Light & Fit is the leading-selling Greek light yogurt,” he adds. “Apparently Chobani does not like this simple fact and is using scare tactics to create confusion about the safety and quality of our products to gain a competitive advantage for what we believe is a product that simply doesn't taste good.”

Neuwirth notes that like many reduced-calorie foods, Light & Fit Greek nonfat yogurt contains sucralose, an FDA-approved ingredient that has been safely and widely used as a sweetener in foods for more than 15 years, he says.

Dannon filed a complaint against Chobani seeking immediate relief from the court to address Chobani's false and misleading advertising.

Dannon requested a temporary restraining order pending the entry of a preliminary injunction along with an order directing interstitial, expedited discovery.

However, U.S. District Court Judge David N. Hurd, Northern District of New York, stated this week that a temporary restraining order is an extraordinary remedy that should only be granted if the movant can clearly show the need

for one.

“Upon careful review of all of Dannon's submissions, the motion for a temporary restraining order will be denied,” Hurd says.

However, a hearing on Dannon's request for a preliminary injunction will be held Jan. 19, he adds.

“We are looking forward to the scheduled hearing to present our case in its entirety before the court,” Neuwirth says.

Meanwhile, Chobani this week filed an action against Dannon in the Northern New York District Court seeking a declaration from the court that:

- Chobani's advertising for its Simply 100 Greek Yogurt products is not false, misleading, disparaging or deceptive; and
- Chobani's reliance on the USDA nutrient database to support its claims that its Greek yogurt contains substantially less sugar than regular yogurt are not false or misleading.

“Consumers have a right to know what's in their cup,” says Peter McGuinness, chief marketing and brand officer, Chobani. “This campaign is fundamentally about choice — the choice between natural ingredients

versus artificial ingredients. We're empowering consumers with facts and information to help them make more informed decisions when they're buying food for themselves and their family. We know people are concerned about artificial sweeteners in their food, and this campaign is about giving them truthful and accurate information.”

Dannon isn't the only company expressing concern about Chobani's advertising.

General Mills in a complaint filed Jan. 10 in U.S. District Court in Minneapolis says the Chobani Simply 100 campaign claims its Yoplait Greek 100 contains a pesticide “to kill bugs” and conveys that the yogurt is dangerous and unfit to eat. General Mills also contends that Chobani claims Yoplait is “toxic” because it contains potassium sorbate, which is considered to be safe by multiple federal agencies, General Mills says.

“The statements made by Chobani in their latest attempt to sell more yogurt are inaccurate and misleading, and we don't think consumers appreciate that kind of approach,” says Mike Siemienas, manager of brand media relations for General Mills. CMN

Campbell Soup Co. throws support behind mandatory GMO labeling; CFSAF responds

CAMDEN, N.J. — Campbell Soup Co. recently announced its support for the enactment of federal legislation to establish a single mandatory labeling standard for food derived from genetically modified organisms (GMOs). The company, which also includes Pepperidge Farm, Bolthouse Farms, V8, Prego and other brands, says it also is supportive of a national standard for non-GMO claims made on food packaging.

As a result of its decision to support mandatory national GMO labeling, Campbell is withdrawing from all efforts led by coalitions and groups opposing such measures. The company continues to oppose state-by-state labeling laws, which it says are incomplete, impractical and create unnecessary confusion for consumers.

Campbell says it is optimistic a federal solution can be established if all interested stakeholders cooperate, but if this is not the case, the company says it is prepared to label all of its U.S. products for the presence of GMO-derived ingredients, not just those required by pending legislation and Vermont. A Vermont law that requires labels on foods containing GMO ingredients is set to take effect July 1 of this year.

Campbell adds that it continues to recognize that GMOs are safe, as the science indicates that foods derived from crops grown using genetically

modified seeds are not nutritionally different from other foods.

The Coalition for Safe and Affordable Food (CFSAF), which includes the Grocery Manufacturers Association, International Dairy Foods Association, National Milk Producers Federation and dozens of other national and state associations, issued a response to Campbell's decision on GMOs.

“While individual companies are free to make labeling decisions that are best for their businesses, it remains the overwhelming consensus that on-packaging labeling of foods made with GMOs is unnecessary, inherently misleading and will drive up food prices for consumers, with low-income Americans being particularly hard hit,” CFSAF says in its response.

“CFSAF has been urging Congress to take needed action to provide for a national uniform solution to a patchwork of state laws relative to GMO labeling,” the statement says. “There is wide agreement on the urgent need for Congress to act on a bipartisan solution to avoid the economic costs of the Vermont law that will be shared throughout the industry — from producers to consumers. We stand ready to work with congressional leaders to find a bipartisan solution and urge Congress to act as soon as possible to enact a national uniform solution.” CMN

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NEWS/BUSINESS



Licensed cheese imports up 12 percent in 2015; butter tops high-tier imports, FAS says

WASHINGTON — Imports of cheese subject to licensing requirements totaled 21.8 million pounds in December,

bringing the 2015 total to nearly 225 million pounds, according to the most recent data published by USDA's For-

eign Agricultural Service. December's licensed cheese imports were down 25 percent from December 2014, but the 2015 total was up 12 percent from the previous year. *(The figures released by USDA are in kilograms; Cheese Market News has converted the data to pounds by multiplying by 2.2046.)*

December licensed imports of Swiss and Emmentaler with eye formation totaled 5.2 million pounds, down 6 percent from December 2014. The United States imported a total of 54.1 million pounds of these cheeses in 2015, up 8 percent from the 2014 total.

December licensed Cheddar imports totaled 2.3 million pounds, down 3 percent from December 2014. Full-year licensed Cheddar imports in 2015 totaled 22.8 million pounds, up 39 percent from the previous year.

Licensed imports of Italian-type cheeses totaled 1.7 million pounds in December, down 27 percent from a year earlier. Total 2015 licensed imports of these cheeses were 19.8 million pounds, up 8 percent from the 2014 total.

Imports of Edam and Gouda subject to licensing requirements also totaled 1.7 million pounds in December, down 6 percent from December 2014. January-December licensed imports of Edam and Gouda totaled 14.5 million pounds, up 5 percent from the 2014 total.

The United States imported 1.5 million pounds of licensed American-type cheeses including Colby in December, compared to no imports of these cheeses in December 2014. This brought the 2015 total imports of these cheeses to 3.7 million pounds, up from 20,983 pounds in 2014.

Imports of Blue Mold cheeses subject to licensing requirements totaled 664,687 pounds in December, down 15 percent from December 2014. Full-year licensed imports of Blue Mold cheeses

totaled 6.3 million pounds, up 2 percent from the 2014 total.

In December, licensed imports of processed Gruyere totaled 610,824 pounds, down 33 percent from December 2014. January-December licensed imports of processed Gruyere totaled 6.8 million pounds, up 8 percent from the previous year.

December licensed imports of other cheese not specifically provided for (NSPF) totaled 8.2 million pounds, down 47 percent from December 2014. Full-year licensed imports of other cheese-NSPF totaled 96.7 million pounds in 2015, up 9 percent from 2014.

Licensed imports of other lowfat cheese-NSPF totaled 28,164 pounds in December, up from no imports the previous December. January-December licensed imports of other lowfat cheese-NSPF totaled 41,380 pounds, down 42 percent from the full-year total in 2014.

December licensed butter imports totaled 612,885 pounds, down 47 percent from December 2014. Full-year licensed butter imports totaled 15.1 million pounds in 2015, up 1 percent from the previous year.

Imports of butter substitutes subject to licensing requirements totaled 1.6 million pounds in December, down 73 percent from December 2014. Full-year 2015 licensed imports of butter substitutes totaled 13.0 million pounds, up less than 1 percent from January-December 2014.

High-tier imports of cheese and other dairy products totaled 65.2 million pounds in 2015, up 69 percent from the previous year. Butter edged ahead of Italian-type cheeses to top high-tier imports in 2015 at 21.6 million pounds, up 182 percent from 7.7 million pounds in 2014. High-tier imports of Italian-type cheeses in 2015 totaled 20.0 million pounds, up 51 percent from the 2014 total. CMN

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Litehouse Foods receives SQF Level 3 for Simply Artisan Reserve plant

SANDPOINT, Idaho — Litehouse Foods recently announced that it has received the Safe Quality Food (SQF) Level 3 certification for its Simply Artisan Reserve manufacturing plant in Sandpoint, Idaho. The SQF Level 3 certification is the highest certification of the Global Food Safety Initiative and requires more comprehensive documentation of safety and quality management in addition to level 2 certification.

"While Litehouse Foods is known for its heritage of salad dressings, our roots in cheesemaking go back over 20 years, and while we have world-class production facilities, we still retain our roots in our dedication to cheese craftsmanship," says Margi Gunter, brand manager for deli, Litehouse Inc. "By achieving the highest standard in food safety, we want to underscore to our customers that food can be artisanal and crafted with the utmost care." CMN



NEWS/BUSINESS

Nuestro Queso launches new logo, brand refresh to expand across new market channels

By Chelsey Dequaine

KENT, Ill. — In an effort to become more recognizable and to communicate company ideals to a broader range of consumers, Nuestro Queso will unveil a new logo and refresh its brand. Both will launch into Whole Foods this month stores followed by retail chains in the Midwest, Atlanta and the East Coast in February.

The new logo will replace the original that was created in 2009. Through consumer research, Arturo Nava, marketing director, Nuestro Queso, says the company found its signature logo was lost through readability.

“We have the best quality product on the market, but we didn’t look like it,” Nava says. “We needed to make sure our name is front and center and at the same time keep our signature flower consumers remember us for.”

The new logo shows a smaller flower, a larger company name and a green line symbolizing freshness.

“The look conveys what we truly are in a clearer way,” he says.



grass, medals Nuestro Queso has won and recipes that can be made with the company’s cheese and dairy products.

“Most of our product line is 100 percent natural, so we wanted to convey that,” Nava says. “We included the medals so the consumers know the quality of the product they are buying.”

The new logo and brand refresh process

began in early 2015 with laying out the strategy and what the team wanted Nuestro Queso to be and represent, Braun says.

“There always is temptation to compete with price, but we didn’t want to do that — it’s not who we were,” he says. “We went the opposite way. We made a commitment to go rBST-free and now have that certification of all the milk we bring into our plant.”

Braun says the new logo and brand refresh tie together with other company initiatives, such as its SQF Level 2 certification.

Another initiative is penetrating the foodservice channel. Nuestro Queso has launched products such as its Queso

Panela in a 5-pound wheel for food service/deli. Also known as queso de canasta (basket cheese), the company says Panela is a Mexican cheese made and formed in a basket mold.

Braun says innovation is the common concept that links Nuestro Queso’s initiatives, such as packaging efficiently, having investments to provide better products and being in front of consumer trends, and it’s innovation that ties back to what the company does in the factory.

“It makes it exciting — that’s what we want to be,” he says. “In the end, we created value for our retailers, we better communicate with our consumers and better reflect who we are as a company.” CMN

“In order to be recognized as a premium brand, we needed to refresh the brand. Our goal is to be the freshest, high-quality Hispanic dairy product out there.”

Arturo Nava
NUESTRO QUESO

Mark Braun, CEO, Nuestro Queso, says the new logo will better cross over into other market channels and consumer segments.

“Initially, we were so focused on first- and second-generation Hispanics,” Braun says. “We thought this would have a broader appeal. This is an evolution. As the company changes and evolves we try to meet the needs and understand we have to evolve as well.”

The idea behind the brand refresh was to tie all of Nuestro Queso’s product lines together with one identity, Braun says. The consumer is the company’s main driver.

“In order to be recognized as a premium brand, we needed to refresh the brand,” Nava says. “Our goal is to be the freshest, high-quality Hispanic dairy product out there. This gives us an opportunity to expand into the mainstream marketplace, becoming more relatable to the consumer, which will help us grow faster.”

The brand refresh on all Nuestro Queso products shows a blue sky, green

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NEWS/BUSINESS

Child nutrition markup scheduled for Jan. 20

WASHINGTON — U.S. Senate Agriculture Committee Chairman Pat Roberts, R-Kan., and Ranking Member Debbie Stabenow, D-Mich., this week announced the committee will hold a business meeting Jan. 20 to mark up a bill to reauthorize child nutrition programs.

The Healthy, Hunger-Free Kids Act, which authorized the administration to increase nutrition standards, expired Sept. 30, 2015.

The meeting will be webcast live at 10 a.m. Eastern on ag.senate.gov. CMN

Wisconsin Milk Marketing Board unveils cheese trends for 2016

MADISON, Wis. — Convenience, flavor, authenticity and freshness are key factors that will drive consumer cheese purchases in 2016, according to the Wisconsin Milk Marketing Board (WMMB).

U.S. consumers' passion for cheese continues to be at an all-time high, WMMB says, noting that according to recent reports from USDA, the average American consumes 34 pounds of cheese annually, a growth of 43 percent over the past 25 years. Per capita spending on cheese also has increased 37 percent since 2008 as more U.S. consumers are enjoying cheese not only for its flavor, but also for its nutritional benefits.

Cheesemakers are meeting these demands with new introductions that go beyond convenience, taking flavor and performance to new heights for both home cooks and on-the-go snackers.

According to WMMB, the seven things cheese consumers will look for in 2016 are:

- **Authenticity** — According to Technomic, 62 percent of consumers are more likely to purchase foods produced locally. They want to know how it was made, by whom and if sustainable practices were used to do so.

The millennial generation is a driving force behind this trend, WMMB notes. Not only have they come to expect transparen-

cy in the food they purchase and consume, they also are willing to pay a premium for it. This includes specialty cheeses which, in Wisconsin, have doubled in production over the past decade.

- **Bold Flavor** — Bold and uniquely flavored cheeses are expected to outperform in both volume and dollar sales as consumers look for ways to diversify their palates, WMMB says. Year-to-date 2015 data from IRI finds flavored cheeses up by 4.5 percent in volume sales while unflavored cheeses are up by only half a percent. Cheeses with hints of jalapeño, herbs, garlic and berry are anticipated to entice consumers whether they are browsing menus or deli cases.
- **Snack Sophistication** — According to WMMB's custom IRI database, snacks are outperforming the consumer packaged goods category as a whole in all channels. Americans continue to eat on the go, but they know they don't have to sacrifice taste or nutrition to do so. In fact, more consumers are looking for convenient ways to add high-quality proteins to their diets, with Mintel reporting sales of protein-rich snacks increasing by 89 percent between 2012 and 2014.

New items such as snack sticks with notes of Parmesan and teriyaki beef, fresh Mozzarella ball snack packs and Aged Cheddar cracker cuts offer nutritional value and sophisticated flavor appeal to the growing snack sector, WMMB says.

- **Info to Go** — With a smartphone or tablet in hand, consumers are searching, planning, sharing and purchasing food online, including cheese. According to Nielsen data, more than 80 percent of millennials rely on their mobile devices when shopping.
- **Freshness** — Cheese curds continue to excite consumers as they look for ways to enjoy more fresh cheeses, WMMB says. Data from IRI show sales of curds are up 17.3 percent at retail and 7 percent at foodservice. Specifically, menu mentions of Wisconsin Cheese Curds also have increased 13 percent, WMMB notes.

- **Tradition** — Cheesemakers are perfecting the aging process and returning to more traditional ways of doing so, WMMB says. Many affineurs are tapping into the historical tradition of underground aging caves with high humidity and moderate temperature, moving away from standard walk-in coolers and finding ways to create their own caves on site.
- **Performance** — Shredded cheese is going beyond basic convenience with new blends for specific applications such as homemade flatbreads and macaroni and cheese, WMMB notes. With blends created for optimal flavor and meltability, consumers can easily and cost-effectively achieve restaurant-quality results at home. Other new shred products include flavorful additions such as rosemary and roasted garlic to easily build flavor into homemade meals. CMN



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NEWS/BUSINESS



SNACK

Continued from page 1

Wholly Jalapeño Pepper Jack, made with varieties from Bletsoe Cheese of Marathon, Wisconsin, and Hug & Kiss Colby/Swiss, made with a unique variety from Decatur Dairy, Brodhead, Wisconsin.

Dunning notes that because the wafers are basically concentrated cheese, the flavors become intense and appealing.

"When someone picks up a wafer and pops it in their mouth, there's a moment of surprise," he says. "There are people who say 'What you're doing with cheese is just wrong, I can't manage the flavors here,' but they say it with a smile as they're shoveling them in their mouth."

Another new product that has found success in the snacking market is Arthur Schuman Inc.'s Cello Whisps, launched in spring 2015 and made from the company's award-winning Copper Kettle Parmesan. The company continues to grow its distribution nationwide and is looking to add a new flavor later this year.

"Whisps stands out because it's made entirely of Parmesan cheese, aged for a minimum of 14 months. Not only do we make the Whisps snack, we also make the cheese that Whisps is made of, too."

Kareen Stephens
ARTHUR SCHUMAN INC.

"Whisps was designed for the consumer who has graduated beyond overly-processed snacks and is looking for something delicious that they can feel good about eating," says Kareen Stephens, brand manager, Arthur Schuman Inc. "This isn't the type of cheese snack that comes with orange fingers and regret."

While cheese in the snacking space is nothing new, Stephens says, Arthur Schuman Inc. recognized that cheesemakers have a unique offering for this segment.

"Very few can say that they hand craft the cheese themselves to ensure the utmost in taste and quality," she says. "Whisps stands out because it's made entirely of artisan Parmesan cheese, aged for a minimum of 14 months. Not only do we make the Whisps snack, we also make the cheese that Whisps is made of, too."

• **Flavorful innovations**

Trends in snacking have inspired

some of Sonoma Creamery's most recent product launches, Crean says.

"Snacks are on-the-go and portable. How do you take cheese and make it more portable? In 2013, we launched portable single-serve cheese snacks, Sonoma Jack Nuggets," he says. "In 2014, we launched Mr. Cheese-O's, taking the concept further, trying a shelf-stable snack you can bring with you, pack in your purse or backpack, and it doesn't need to be refrigerated. It doesn't have preservatives. It played into the demand for healthy high-protein snacks, also leveraged off the natural goodness of cheese."

Like cheese wafers, Mr. Cheese O's is a crunchy, dehydrated cheese snack, but in addition to the main natural

cheese ingredient, the o-shaped snack also contains organic quinoa, brown rice and other grains. In addition to plain Parmesan and Cheddar Mr. Cheese O's, Sonoma Creamery also offers flavored varieties like Tuscan Herb and Sweet Chili.

"When we look at the dry cheese category, we feel we're making strong products in the Mr. Cheese O's line, with different spice profiles people are used to in chips and crackers," Crean says, adding that the product doesn't really compete with chips and crackers in the snack aisle.


"It's a high-protein, high-flavor better-for-you baked cheese snack," he says. It stands alone, even as a meal replacement. It's light but also filling

with the high protein. It's a new category of high-protein snacks that can be considered alongside other high-quality snacks, like new forms of beef jerky or chickpea snacks."

Sommer says he sees lots of new innovations as well as lots of potential in the snacking category for cheese.

"There's a huge opportunity for snacks containing cheese," he says. "They can deliver a very dense nutrient package to consumers. They taste good too, which is very important. When you combine something that tastes really good with high protein, it's a win-win situation. There's lots of potential — I think it's underdeveloped — but I think there is lots of potential there." CMN

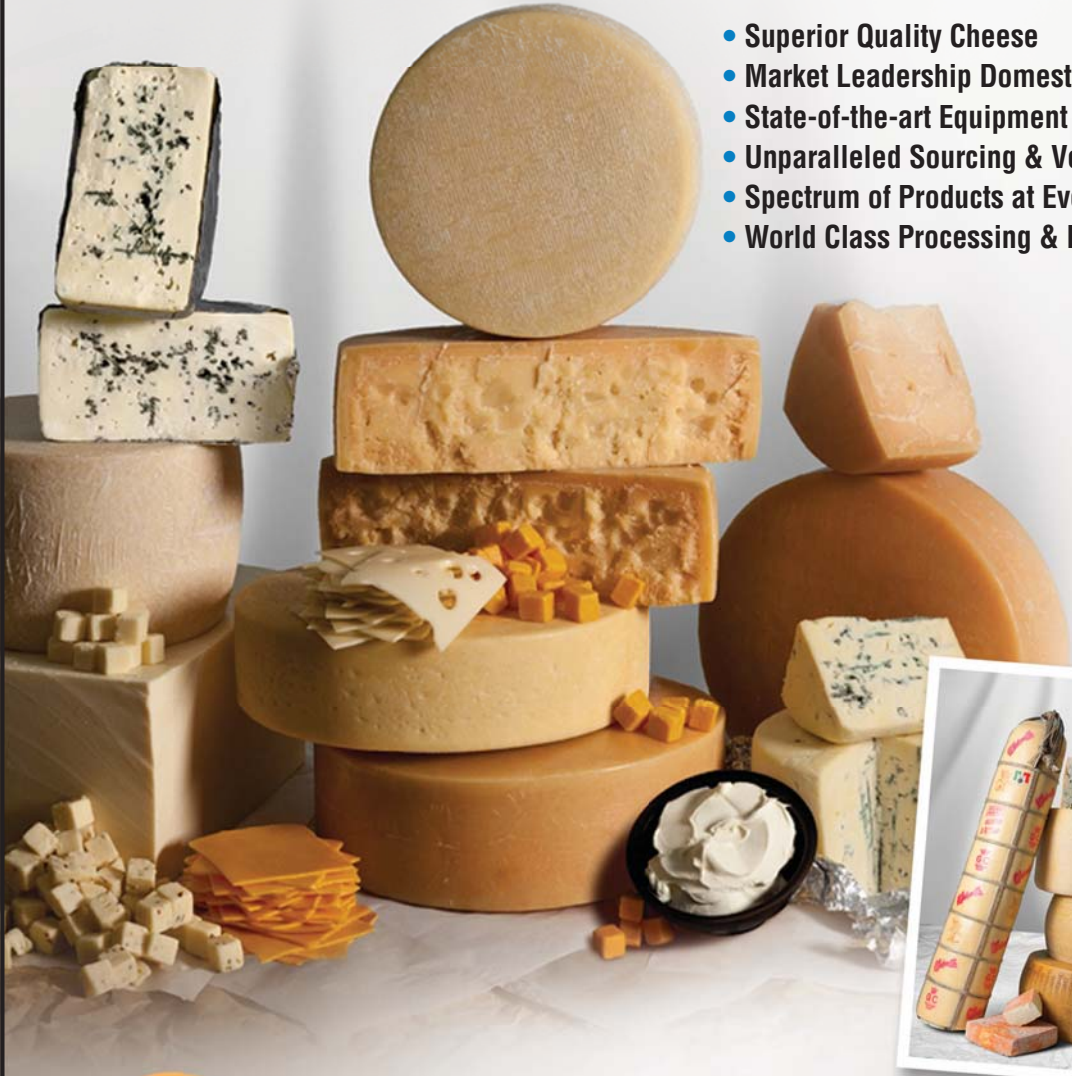

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EVENTS



Wisconsin Department of Ag offers free Jan. 21 seminar on exporting specialty cheeses

MADISON, Wis. — The Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) International Trade Team, in partnership with the U.S. Dairy Export Council (USDEC), will host a free seminar that will explore

cost savings through consolidated shipping loads of Wisconsin specialty cheeses to international markets. The seminar, which DATCP says is aimed at Wisconsin specialty and artisan cheese companies, will be Jan. 21 at the Hilton Garden Inn

in Green Bay, Wisconsin.

According to DATCP, seminar attendees will learn about a new pilot program and an opportunity to exhibit with DATCP and USDEC at Food and Hotel Asia in Singapore, April 12-15, 2016. Companies attending the Singapore conference will share booth space, sample products and network with Asian buyers.

Lisa Stout, economic development specialist, DATCP International Trade Team, says the group consolidation

project holds significant promise for expanding current and opening new global markets for Wisconsin's dairy products.

"This new pilot program is designed to create the means to consolidate dairy shipments from Wisconsin and minimize shipping hurdles the specialty or artisan cheese companies could face," Stout says.

DATCP requests RSVPs to be made by Jan. 19 to Stout via email at lisa.stout@wisconsin.gov or 608-224-5126. CMN

Wisconsin Specialty Cheese Institute meeting to look at effective HR practices

DELAN, Wis. — The Wisconsin Specialty Cheese Institute's (WSCI) upcoming meeting and program will be Feb. 5 at the Chula Vista Resort in Wisconsin Dells, Wisconsin. The event includes a networking lunch and afternoon mini trade show.

Presentation speakers and topics include:

- Mary Felton, founder and president of HR Business Partners, who will share best practices for effective employee handbook development with attention to hiring, terminations, personnel and recruitment files, discipline and documentation;
- Andrew Marris, learning and development manager at The Management Association, who will share insights on managing and inspiring millennial and

GenX employees; and

- Christopher Nickels, an attorney with Quarles & Brady, who will outline steps employers need to take to comply with new labor and employment laws governing issues such as overtime and independent contractor status.

Following individual presentations, WSCI says speakers will join for a panel discussion and Q&A session.

The meeting is free for WSCI members and \$50 for nonmembers. The registration deadline is Jan. 29.

For more information, contact Kathy Brown at 262-740-2180 or kathy@planningoptionsinc.com, or visit <http://www.wispecialtycheese.org/templates/events-detail.tpl.php?WSCI-Member-ship-Meeting-and-Annual-Program-Chula-Vista-Resort-WI-Dells-24>. CMN

Wisconsin DATCP, Dane County Extension offer workshops on transitioning to organic

MADISON, Wis. — The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and Dane County Extension will present "Thinking of Transitioning to Organic?" Feb. 4-5 at the DATCP Building in Madison, Wisconsin.

On Feb. 4, dairy farmers and technical assistance providers will be able to listen to speakers involved in the organic dairy industry, as well as farmers who have successfully made the transition to organic.

Topics include: Organic Certification Requirements Overview and Natural Resources Conservation Service (NRCS) Programs for Farmers; Financing/Crop Insurance and Risk Management; Livestock Health and Management; Soils/Cover Crops and Pasture Management; and Markets and Pricing.

On Feb. 5, food processors interested in organic market opportunities and whether organic is right for them can address questions to experts from two certifying agencies.

Topics include: Is Organic Appropri-

ate for Your Facility or Product?; Standards, Requirements and Regulations; Market Opportunities; Organic System Plans; and Ingredients/Processing Aids, Cleaning Agents. Speakers include Michelle Menken, Minnesota Crop Improvement Association, and Joe Pedretti, Midwest Organic Services Association.

Event organizers Angie Sullivan, agriculture program specialist, DATCP, and Theresa Feiner, business development specialist, DATCP, say they organized the workshop series after hearing from increasing numbers of dairy farmers and food processors expressing interest in organics.

The cost to attend is \$20 per day or \$30 for both days. Lunch is included. To register, visit <http://counties.uwex.edu/dane/?p=6125>.

For more information about the Feb. 4 workshop, contact Sullivan at 608-224-5095 or email Angie.Sullivan@wisconsin.gov. For more information about the Feb. 5 workshop, contact Feiner at 608-224-5140 or email Theresa.feiner@wi.gov. CMN

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NEWS/BUSINESS



Texas dairy farmer fined for raw milk sales

FORT WORTH, Texas — A dairy farmer from Grandview, Texas, recently was found guilty on one count and fined \$1,500 in a charge related to raw milk sales.

In 2014, four criminal charges were brought against Eldon Hooley for violations of Fort Worth, Texas, food ordinances after a driver was found delivering raw milk on two dates from his dairy, Rosey Ridge Farm. At the time, the dairy's license was under suspension due to a positive test for the bacteria *Yersinia*.

Hooley was charged with selling food from an unapproved source and with selling adulterated product through a food establishment on May 7 and May 14, 2014. The two charges from the May 14 date were dismissed at the prosecutor's request.

After a two-day trial, a jury in Fort Worth Municipal Court found Hooley guilty on one count of operating a food establishment that was selling food from an unapproved source. In addition to the \$1,500 fine, Hooley also was ordered to pay \$67 in court costs. The other charge of selling adulterated product related to the May 7 deliveries has not been tried. Pete Kennedy, president of the Farm-to-Consumer Legal Defense Fund, which is providing legal representation for Hooley, says it will be up to the prosecutor whether or not to move forward with the remaining charge.

Since the charges, Fort Worth has passed an ordinance prohibiting the distribution of raw milk within city limits. Texas allows raw milk to be sold directly to consumers at the farm where the milk is produced. CMN



CHEESE MARKET NEWS®

Retail WATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

Crave Brothers Farmstead Cheese welcomes family's next generation Company positions itself for continued growth

By Kate Sander

WATERLOO, Wis. — For Crave Brothers Farmstead Cheese, “brothers” isn’t simply a part of the name. Family, starting with the four brothers who began the business, is an important part of what makes this growing farmstead cheese company successful.

“Having our family unit is a huge asset — wives, brothers and children,” says George Crave, who manages the company’s cheese business.

The four Crave brothers — George, Charles, Thomas and Mark — grew up on a small dairy farm and together pur-

“We’re very responsive to market needs and are responsive to our small distributors.”

George Crave
CRAVE BROTHERS
FARMSTEAD CHEESE

chased their Waterloo, Wisconsin, dairy farm in 1980, milking 80 Holsteins. Since then, they have grown the farm into a well-regarded agricultural enterprise that includes 1,700 cows on two separate locations, farming 2,700 acres and, of course, their cheese company.

Crave Brothers Farmstead Cheese began producing its first cheese in a small on-farm plant in 2002, pumping milk from the family’s then-600 Holstein cows 320 feet through insulated underground pipes to a brand new cheese factory. The goal of the cheese plant was — and is — to add value to the farm’s milk and to continue to grow the business into a sustainable operation for the next generation.

When deciding what cheeses to make 15 years ago, the Craves decided to focus on just a small handful of types.

Fresh Mozzarella is the company’s best-known product and is available coast to coast. It is available in retail

and foodservice containers of perline (pearl size), ciliegine (cherry size), bocconcini (ball size), ovoline (egg size), medallions, 8-ounce balls, 1-pound balls and 1-pound logs. The company also offers a marinated ciliegine (marinated in an olive oil/canola oil blend with its own spice mix) in retail and foodservice containers.

The cheese, which began winning awards early on in the company’s cheesemaking venture, continues to be critically acclaimed. Crave Brothers Farmstead Cheese’s Fresh Mozzarella Bocconcini took home a first place award from the 2015 American Cheese Society’s competition. At the 2015 U.S. Championship Cheese Contest, the company’s Fresh Mozzarella Ovoline took home a first place award while its Marinated Mozzarella placed second in its class.

These national wins are prestigious, but the company also is very proud of a local win: Best of Show at this past year’s Dodge County Fair for its Marinated Mozzarella. George’s wife, Debbie, who serves as vice president of the cheese company, notes strong competition at the fair from local cheesemakers — and the excitement of the community surrounding whomever the winner is — made the win particularly memorable this past summer.

Fresh Mozzarella isn’t the company’s only award winner. Crave Brothers Farmstead Cheese also offers Farmer’s Rope, fresh handmade deli string cheese. Shaped like a rope and forming “strings” when pulled apart, the cheese is available in 12-ounce, 2-pound and 3-pound sizes. This past year, the cheese took first place in its class in the American Cheese Society’s competition as well as at the Wisconsin State Fair.

Crave Brothers Farmstead Cheese also produces Queso Oaxaca in 12-ounce, 1-pound and 5-pound formats.

In addition, the company offers a Mascarpone crafted from fresh, sweet cream. Described by the Craves as a luxurious and velvety cheese, the Mascarpone is perfect for sweet and savory culinary applications and is available in 8-ounce and 16-ounce retail sizes and a 3-pound deli tub. Over the years, this product also has won its fair share of awards, most recently a second place



FRESH MOZZARELLA — Crave Brothers Farmstead Cheese’s Fresh Mozzarella comes in a variety of sizes including ciliegine (cherry size). The cheese is available coast to coast.

finish at the Wisconsin State Fair.

While Crave Brothers is mostly content to focus on its mainstay cheeses, new to the company in the past year-and-a-half and available locally in Wisconsin are Cheddar curds in original and jalapeño flavors. The curds won two first place awards — one each for original and flavored — at this past year’s American Cheese Society contest.

George Crave says the company is looking to achieve “some nice growth” in 2016. The size of the company allows it some flexibility in meeting customer needs, he adds.

“We have good communication, and everything is set for the next generation to succeed.”

George Crave
CRAVE BROTHERS
FARMSTEAD CHEESE

“We’re very responsive to market needs and are responsive to our small distributors,” he says.

To maintain the Crave Brothers enterprises’ growth and success, every family member in the business has responsibility for a certain area. While George oversees the cheese plant, Charles oversees

“My motto is: ‘What’s next?’ Sometimes it’s nothing except perfecting what we do.”

George Crave
CRAVE BROTHERS
FARMSTEAD CHEESE

bookkeeping/feeding, Thomas oversees crop production/maintenance, and Mark is herd manager and personnel manager.

As their children enter adulthood, many of them also are buying in as owners of the business.

The next generation includes George and Debbie’s son, Patrick, a University of Wisconsin dairy science graduate, who has joined his uncle in herd management; and Charlie and Joni’s sons Jordan and Andy, who are involved in crops/machinery and maintenance and mechanics, respectively. Charlie and Joni’s daughter Beth also currently works in customer service.

Debbie Crave credits the Family Business Center at the University of Wisconsin-Madison in helping the family structure the business. Trusted long-term employees are important in

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Also in Retail WATCH:

Healthy eating in, fat-free foods out ... Page 12 Grafton Village adds Truffle Cheddar ... Page 16

Report on weight management trends: Healthy eating habits in, fat-free foods out

ROCKVILLE, Md. — Consumers are focusing on changing their snacking habits and on healthy eating when trying to manage their weight, according to a recent report from market research publisher Packaged Facts.

Significant changes are underway in the way people think about their weight and what to do with it, says the report, “Weight Management: U.S. Consumer Mindsets.” One trend is the growing alignment of weight management efforts with ongoing changes in eating habits. Instead of controlling what they eat at mealtimes, consumers are much more likely to focus on changing their snacking habits in order to achieve weight loss success, a strategy that reflects the increasing importance of snacking in America today, the report says. Ac-

ording to Packaged Facts survey data, only 32 percent of those following a diet plan or eating strategy try to lose weight by eating in moderation at meals. More than twice as many (66 percent) say they limit how much they eat when they snack, while 62 percent set boundaries on how often they snack.

Another aspect of today’s weight management culture is the increasing tendency of consumers to turn away from formal diet plans imposed by outside authority and to conflate “dieting” with “healthy eating,” the report says. With the aid of mobile platforms that enable consumers to monitor their health and track their weight management efforts, dieters increasingly embrace their own healthy eating and exercise regimes.

Fat-free foods also are less important

to dieters. Consumers are now much less likely than they were in 2009 to associate losing weight with the purchase of lowfat or fat-free foods, Packaged Facts notes. Between 2009 and 2014, the percentage of dieters trying to lose weight who use any lowfat or fat-free foods fell from 58 percent to 49 percent, while the percentage of dieters working to maintain their weight who use this type of food product declined from 54 percent to 49 percent.

As dieters have turned away from lowfat/fat-free and reduced-calorie types of packaged foods, they increasingly favor “regular” types of a wide range of food products, including dry mix and prepared salad dressings, mayonnaise, American cheese, cottage cheese, cream cheese, pancake syrup, margarine, non-dairy cream substitutes, ice cream, potato

chips, snack cakes and puddings, the report notes.

For more information on the report, visit www.packagedfacts.com/Weight-Management-Consumer-8351387/. CMN

Daisy Brand Sour Cream develops new flexible, squeezable package

DALLAS — Daisy Brand Sour Cream has developed a squeezable package that dispenses sour cream. The new Daisy Squeeze Sour Cream package is a patented design that uses a flexible foil material fixed to a cap, which the company says is a first for the industry.

“Consumers were asking for a better way to use sour cream as a topping with greater precision than a spoon allows, so we worked closely with them to develop a unique package that suits their needs,” says Craig Ziemkiewicz, director of marketing, Daisy Brand Sour Cream.

The package comes with a pull tab under the cap to guarantee freshness upon initial opening. Its opening valve design further aids in maintaining freshness by keeping air from getting into the package when squeezed.

The new package is now available in the United States at major retailers, alongside traditional tub packaging. CMN

Kemps launches limited-edition green milk, contest to celebrate Green Bay Packers postseason

ST. PAUL, Minn. — Kemps LLC this week launched a limited-edition green vanilla-flavored milk to celebrate the Green Bay Packers’ postseason run. The Packers Power Pint carries special packaging and hit retail grocery stores in Wisconsin Wednesday.

“Kemps is the official dairy partner of the Green Bay Packers, and we’re excited to offer such a fun and tasty way to celebrate the team’s success and help fans show their Packers pride,” says Rachel Kylo, senior vice president, sales and marketing, Kemps. “Wisconsin is home to hundreds of our local dairy farms and employees, so we know firsthand how deep the passion runs for the green and gold.”

The green-colored vanilla milk is produced in Kemps’ Cedarburg, Wisconsin, milk manufacturing facility.

Kemps also is giving fans the chance to win Packers prizes by taking a photo interacting with its Packers Power Pint and sharing it on Kemps’ Facebook page or by using the hashtag #MooPackMoo on Twitter. The sweepstakes will run through Jan. 31.

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

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CRAVE BROTHERS

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keeping the business running smoothly as well, says George Crave. In addition to family, the Crave enterprises employ 35 at the cheese factory and 25 on the farm.

Another thing that sets the Crave enterprises apart is the family's commitment to sustainability. While "sustainable" and "green" may be popular buzzwords, they are more than just a trend for the Craves, Debbie Crave says.

The company's cheeses aren't only farmstead; they are produced with renewable energy. The company's two methane digesters, taking waste from both the farms and the cheese plant, generate enough electricity to power the farm, cheese factory and more than 300 homes, she notes.

The digesters reduce odor from the manure and also provide some saleable products. Liquid byproducts are used on the farm's fields, and dry organic matter

byproducts are used as animal bedding and in potting soil.

To highlight its sustainability practices, the company's cheeses feature a "Produced with renewable energy" logo featuring a little cow with a green leaf on its tail.

It's been hard work to get the Crave enterprises to where they are today — increasing the herd size by twentyfold and adding new products along the way. While not every family business is set to succeed, theirs has, and George Crave credits good communication among family members as a critical component for success.

"We have good communication, and everything is set for the next generation to succeed," he says.

"Looking back, it's pretty amazing," he adds.

Some years the business has grown a lot and others the focus has been on improvement.

"My motto is: 'What's next?'" George Crave says. "Sometimes it's nothing

Saputo launches Cheesemaker's Reserve; Cranberry Cheddar available in 5-pound loaves

LINCOLNSHIRE, Ill. — Saputo Cheese USA Inc. has introduced Cheesemaker's Reserve, a new line that contains a variety of both imported and domestic specialty cheese offerings.

"Our collection makes menuing cheese convenient, with specially packed small wedges that deliver time savings and help to keep operators' food cost on target," the company says.

Operators who order Cheesemaker's Reserve will receive nine cheeses along with pairing ideas to assist them in building on-trend menu offerings. The cheeses are: Stella Asiago Cheese (Aged 12 months); Great Midwest White Cheddar and Cranberry Cheese; Stella Gorgonzola Cheese (Aged 90 days); Great Midwest Morel and Leek Jack Cheese; Black Creek Aged Yellow Cheddar Cheese (Aged 3 years); Stella Fontinella Cheese (Aged 2 months); Chevrión

Goat Cheese; Salemville Smokehaus Blue Cheese (Aged 60 days); and El Cortijo Manchego Cheese.

"We are eager to share our Cheesemaker's Reserve with the foodservice operators," says Sean Mason, Marketing Manager for Foodservice, Saputo Cheese Division (USA). "The idea behind the collection is to make it easy for our customers to add specialty cheese courses to their menu while creating an experience that will have diners wanting more."

Saputo Cheese USA also has announced its Great Midwest Cranberry Cheddar Cheese, a Wisconsin White Cheddar with dried cranberries, is now available in a two 5-pound loaf offering. The company says the new larger format is ideal for back-of-house slicing and shredding.

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

Ample Hills Creamery releases limited edition pint flavors for new Star Wars film

BROOKLYN — Ample Hills Creamery recently released two limited edition Star Wars ice cream flavors: THE DARK SIDE and THE LIGHT SIDE. The company says the flavors were developed in collaboration with Disney Consumer Products in celebration of "Star Wars: The Force Awakens."

The ice cream flavors are available in four-packs of collectible, reusable plastic pint containers (two of each flavor) featuring Star Wars characters and original artwork from Ample Hills Creamery's Art Director Lauren Kaelin.

The pints will be sold only at www.amplehills.com for \$36 per four-pack and can be delivered anywhere in the United States.

THE LIGHT SIDE flavor is a marsh-

mallow ice cream with homemade crispie clusters and handmade cocoa crispies. Ample Hills Creamery says THE DARK SIDE, by contrast, is an ultra-dark chocolate ice cream with espresso fudge brownies, cocoa crispies and white chocolate pearls.

"As a sci-fi writer in my past professional life and a longtime Star Wars fan, this is a dream collaboration," says Brian Smith, co-owner and ice cream maker, Ample Hills Creamery. "And to be able to work with Lucasfilm and Disney Consumer Products to create new ice cream flavors that represent the two sides of The Force, that might just be the coolest thing we've ever done."

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



MASCARPONE — Crave Brothers Farmstead Cheese's Mascarpone is described by the company as a luxurious and velvety cheese, perfect for sweet and savory culinary applications. It is available in 8-ounce and 16-ounce retail sizes and a 3-pound deli tub.

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YUP! teams up with The Onion for campaign

CHICAGO — New flavored milk brand YUP! and digital media company Onion Inc. are calling on young adults to do nothing as part of YUP!'s recently launched campaign.

"The partnership is changing the conversation on chocolate milk as YUP! is positioning itself as a satisfying reward for young adults and teens," YUP! says.

According to the company, when realizing that so much of the brand's target audience lived on social media, it decided not to partner with a traditional advertising agency but instead with content marketers who know how to connect with young people in engaging and unexpected ways.

"Our goal is to break out of the traditional chocolate milk carton and engage our fans in fun, humorous and unconven-

tional ways on social media," says Clay Gruenstein, director of innovation, YUP!, whose parent company is Fairlife LLC. "We asked several agencies to show us something funny and make us laugh. Only one could, so they got the job."

The social marketing campaign encourages teens and young adults to take an hour to do what they want to do, not what they have to do.

"The 'Nothing Hour' is our take on 'Earth Hour.' But instead of turning your lights off for an hour, we're asking kids to just do nothing," says Rick Hamman, senior vice president of content, Onion Inc.

YUP! has launched in select markets in the Southeast and Northeast and will launch nationally in 2016. For more information, visit <http://www.yupmilk.com>. **CMN**

Specialty Food Association: More full-fat milk, butter, floral ingredients in cheese

NEW YORK — The Specialty Food Association has predicted trends for 2016 such as increased floral ingredients in cheeses, the increased popularity of full-fat dairy products and vegetables being present in yogurts and ice cream.

According to the Specialty Food Association, the \$109 billion specialty food industry is driven by innovation and small-batch production. Fifty percent of consumers purchase specialty food and the association predicts those numbers will rise in 2016.

"Health and convenience come across loud and clear in 2016's trend forecast," says Denise Purcell, head of content, Specialty Food Association. "Consumers gravitate toward simpler foods and beverages, often sustainable

and local, and they respond to products and new store formats that make their lives easier. But, while they may want their food simpler, they don't want it boring. There's always room for indulgence and new taste adventures."

Predictions include: an increased use of floral ingredients found in cheese, chocolate, snack foods, carbonated water and teas; vegetables appearing more in yogurts, ice cream and tea; full-fat milk and butter product offerings increasing; snacks having a new status as healthy options for meal replacements; food retailers large and small testing new strategies for consumers who are looking for the best in their food and willing to pay; more supermarkets marketing themselves as wellness centers with dietitians on staff, blood sugar testing and nutrition classes; and food retailers, foodservice establishments and food makers looking for more creative solutions to combat food waste. **CMN**

Laughing Cow partners with chefs, photographers for Reinvent Snacking campaign

CHICAGO — As part of its ongoing Reinvent Snacking campaign, The Laughing Cow cheese has partnered with culinary and social media stars to bring a new perspective to snacking.

To explore unique flavor pairings, The Laughing Cow partnered with Chef Sarah Simmons of New York's Birds & Bubbles, where she pairs fried chicken with champagne. She recommends when creating a snack to keep it simple.

"Lately, I've been enjoying sliced melon with The Laughing Cow Creamery Original Creamy Spicy Pepper Jack Cheese and shaved country ham," Simmons says.

Seattle-based Chef Paul Osher of Porkchop & Co. and Chicago-based Chef Tanya Baker of The Boarding House also developed snack pairings featuring The Laughing Cow cheese wedges.

For learning how to create visual appeal when sharing snack creations on social media, The Laughing Cow recruited Brittany Wright, Seattle food photographer, Kristen Hess, food stylist and photographer, and Samantha Roby, Chicago Food Authority Instagram user.

To show how to bring snack pairings and styling techniques to life, Visual Country founder Meagan Cignoli brought her knowledge of stop-motion videography to The Laughing Cow.

"Creating stop-motion videography requires a measured and considerate approach as you craft snacks and assemble vignettes to be photographed," Cignoli says. "This is the same mindful approach you can take with snacking by enjoying a moment to sit and savor your food." **CMN**

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Atalanta announces partnership to import, distribute Dalmatia Spreads in North America

ELIZABETH, N.J. — Specialty food importer Atalanta Corp. recently announced an exclusive partnership to import and distribute Dalmatia Spreads in North America.

The first deliveries began this month and will premiere at the Winter Fancy Food Show, Jan. 17-19 in San Francisco. Atalanta will offer Dalmatia Spreads to specialty retailers, supermarkets and foodservice distributors nationwide.

"We are thrilled to bring this outstanding brand and product line to consumers nationwide," says Tom Gellert, vice president, Atalanta. "Dalmatia fits perfectly in our portfolio of specialty, grocery, cheese and other deli items."

Maia Magee, president, Dalmatia, adds the company is excited for custom-

ers to see its expanded line of organic and non-GMO certified products.

"2016 will be an amazing year working with Atalanta," Magee says. "We look forward to a bright future with our new partner."

Dalmatia has established itself as an artisan, all-natural, premium product in the marketplace. Available in a variety of flavors — including Fig, Fig with Fresh Orange, Black Olive, Green Olive and Red Pepper — the spreads are an authentic expression of traditional Croatian recipes, Dalmatia says. The spreads pair well with a variety of cheeses, charcuterie and baked goods.

For more information, visit Atalanta's booth, No. 4609, at the Fancy Food Show or visit www.atalantacorp.com. CMN

Stonyfield Organic introduces limited edition Oh My Yog!, available until March

LONDONDERRY, N.H. — Stonyfield Organic has introduced the latest offering of Oh My Yog!, a limited edition New England Maple yogurt product containing maple layered on the bottom, honey-infused yogurt in the middle and cream on top.

"With the limited edition New England Maple flavor, we are thrilled to celebrate seasonal ingredients found right here in our own backyard in New England," says Lizzie Conover, brand manager, Stonyfield.

Stonyfield says its Oh My Yog! New England Maple is organic and certified gluten-free. Each 6-ounce container contains seven grams of protein per cup.

New England Maple is available at select retailers nationwide through March 2016 and retails for the suggested price of \$1.59. Oh My Yog! also comes in five other varieties: Madagascar Vanilla

"With the Maple flavor, we are thrilled to celebrate seasonal ingredients found right here in our own backyard in New England."

Lizzie Conover
STONYFIELD ORGANIC

Bean, Wild Quebec Blueberry, Pacific Coast Strawberry, Gingered Pear and Apple Cinnamon.

For more information, visit <http://www.stonyfield.com>. CMN

16-ounce Lifeway Kefir at all Publix stores

MORTON GROVE, Ill. — Lifeway Foods Inc. has announced all 1,100 Publix Super Markets are now carrying the new 16-ounce size of Lifeway's lowfat Kefir in all four flavors.

The new companion to Lifeway's flagship 32-ounce bottle is available in plain, strawberry, blueberry and strawberry

banana. Lifeway says the 16-ounce bottles contains 110-140 calories per 8-ounce serving, 11 grams of protein, 2 grams of fat, and 12 live and active probiotic cultures. All flavors are gluten-free, 99 percent lactose-free and made from all-natural ingredients.

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

McDonald's conducts regional tests of Mac and Cheese offering in northeast Ohio

COLUMBUS, Ohio — McDonald's USA LLC has announced it is conducting a regional test offering of Mac and Cheese in 18 restaurants in the northeast Ohio area. The product has a cheese blend of Cheddar, American and Neufchatel.

"We're always looking for new ways to offer relevant tastes to our customers, so we're giving Mac and Cheese a try and gathering valuable feedback from our customers," says Phil Saken,

communications manager, Ohio Region, McDonald's USA.

Saken says it's premature to draw any conclusions from the test, which is the first time the Ohio Region has offered Mac and Cheese.

The Mac and Cheese is offered in a 4-ounce serving for \$1.75 a la carte and \$3.00 in a Happy Meal as an entrée option. Each serving has 5 grams of protein, 5 grams of whole grains and under 200 calories. CMN

Rochdale Farms introduces sheep's milk yogurt

MINNEAPOLIS — Rochdale Farms Cooperative is now offering sheep's milk yogurt in a 16-ounce container exclusively to the cooperative natural grocer market. According to Rochdale, the sheep's milk is single-sourced, batch-tested and Wisconsin-made.

The yogurt is made using sheep's milk

from Mayfell Family Sheep Dairy Farm in Amery, Wisconsin. Rochdale Farms says it uses minimal processing to make the nonhomogenized sheep's milk yogurt. Ingredients include Grade A pasteurized sheep's milk and yogurt cultures.

For more information, visit www.rochdalefarms.coop. CMN

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Vandersterre Holland announces offering of new Prima Donna, Landana products

BODEGRAVEN, Netherlands — Vandersterre Holland recently announced new Prima Donna and Landana cheese offerings, available in the United States through Saputo Cheese.

Prima Donna maturo, an extra-aged cheese that combines the taste of Parmesan with traditional Dutch cheese, now is available in a pre-packed 5.3-ounce wedge. The vacuum packing is designed for easy opening and longer shelf-life, and a shelf-ready display box contains 10 wedges each. For more information, visit www.PrimaDonnaKaas.com.

Vandersterre Holland also has introduced Landana Organic, the newest in its assortment of traditional Landana Dutch cheeses. The organic cheese is USDA-approved and contains no artificial flavors, colors or preservatives. It is made with 100-percent free-range Dutch cow's milk and naturally aged for at least eight weeks. More information is available at www.LandanaCheese.com.

Retailers interested in either of these items can contact a Saputo Cheese sales representative at 800-782-0741 or moreinfo@saputo.com. **CMN**

Grafton Village adds Truffle Cheddar to line

GRAFTON, Vt. — Grafton Village Cheese recently introduced Truffle Cheddar, an aged Cheddar containing Italian truffles, as the newest edition to its Grafton Village line of aged and flavored Cheddars.

Truffle Cheddar is handmade using premium raw milk from small, local family farms and aged a minimum of 60 days. The cheese maintains a balance

between the earthy flavors of truffle and the smooth, rich bite of aged Vermont Cheddar, company officials say.

Truffle Cheddar is available in 5- and 10-pound blocks, and 4- and 8-ounce bars. It is now available at select specialty markets and grocers nationwide.

For more information, visit www.graftonvillagecheese.com. **CMN**

Edgewood Creamery launches two aged cheese offerings, a third in the works

PURDY, Mo. — Last month, Edgewood Creamery introduced its first and second aged cheese offerings, Edgewood Cheddar and Ozark Mountain Blue.

According to the company, Edgewood Cheddar is a mild Cheddar with a nutty

flavor. The clothbound Cheddar is aged 3-6 months.

Edgewood Creamery describes its Ozark Mountain Blue as creamy and rich with hints of blue throughout. The cheese is hand-rubbed with salt and pierced. It is aged 3 months.

Edgewood Creamery says it also plans to introduce a Sharp Cheddar, which will age for one year, in August.

For more information, visit <http://www.edgewoodcreamery.com>. **CMN**

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Ugly Goat Milk Co. launches three new cheese offerings

KEENESBURG, Ohio — Ugly Goat Milk Co. LLC has released three new cheese offerings: a goat's milk Cheddar, goat's milk Chive Cheddar and Cabra Al Vino. Michael Amen, owner and operator, says he chose the cheeses because they are different than what other producers are making and currently offering.

"The goat's milk Cheddars have a natural sharpness due to the goat milk that you don't get from cow's milk," Amen says. "We decided to add the chives because we have so many of them growing here on the farm. They add texture, taste and a very pleasing presentation to each wedge that is cut."

"The goat's milk Cheddars have a natural sharpness due to the goat milk you don't get from cow's milk."

Michael Amen
UGLY GOAT MILK CO.

He says the Cabra Al Vino is his favorite cheese. After the goat's milk wheels are pressed, they are soaked in red wine before being aged.

"The color contrast between the burgundy colored rind and the white cheese is stunning," Amen says. "Another contrast is the floral notes of the red wine and the natural grassy earth notes of the goat's milk — a perfect combination for a truly handcrafted, small batch artisan cheese."

For more information, visit <http://www.uglygoatco.com>. **CMN**

High Road Craft Ice Cream launches four new culinary-inspired pint flavor offerings

MARIETTA, Ga. — High Road Craft Ice Cream Inc. has announced its new 2016 pint flavor offerings: Fresh Mint Chip, Strawberry Vanilla, Thai Street Coffee and Cherry Almond Chip.

Keith Schroeder, founder and CEO, says the new flavors are a result of listening to customers. The company releases new culinary-inspired flavors annually.

“We took a portfolio of our greatest hits, tinkered with some new ideas, traveled the country and the world and hit the lab hard,” Keith Schroeder says. “Our marketing team brought in some vocal customers, and after three rounds of working directly with our customers, honed in on our new flavors.”

In choosing the pint packaging design, High Road’s co-founder Nicki Schroeder, a graphic designer by trade, stepped in for the job.

“She has a wonderful eye for food styling, so we decided to find a food

“The photo shoot and design sessions were among the most fun we’ve had yet in running this business.”

Keith Schroeder
HIGH ROAD CRAFT ICE CREAM

photographer and go with a look that we think hasn’t been seen in the ice cream section,” Keith Schroeder says. “The photo shoot and design sessions were among the most fun we’ve had yet in running this business.”

For more information, visit <http://www.highroadcraft.com>. CMN

Hood Milk scholarship to award \$90,000 to student athletes; deadline March 11

LYNNFIELD, Mass. — HP Hood has announced the opening of the 2016 Hood Milk Sportsmanship Scholarship program and its partnership with Aly Raisman, World Champion gymnast.

According to HP Hood, the program

celebrates student athletes who demonstrate integrity and sportsmanship. Three high school seniors from each New England state (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont) will be awarded a \$5,000 college scholarship for a total of \$90,000. Entries are accepted online at www.hood.com now through March 11, 2016.

“I grew up drinking Hood Milk and am thrilled to be partnering with them to help get the word out about their Sportsmanship Scholarship program,” Raisman says.

Each scholarship recipient will be inducted and showcased in the Hood Sportsmanship Exhibit at the TD Garden in Boston. CMN

“I am thrilled to be partnering with [Hood Milk] to help get the word out about their program.”

Aly Raisman
WORLD CHAMPION GYMNAST

Wendy’s focuses on cheese in new Gouda Bacon Cheeseburgers, Bacon Fondue Fries

DUBLIN, Ohio — Wendy’s has combined Gouda and Swiss Gruyere Cheese Sauce in its new Gouda Bacon Cheeseburger and new Bacon Fondue Fries, available now.

The Gouda Bacon Cheeseburger contains a Garlic Aioli, Gouda Cheese and Swiss Gruyere Cheese Sauce and has a

recommended price of \$4.99.

The Bacon Fondue Fries are drizzled with Swiss Gruyere Cheese Sauce and have a recommended price of \$1.99.

Former NFL stars Terrell Owens and Vince Young star in Wendy’s new television ads and a digital video series. CMN

The Laughing Cow to add Creamy Asiago cheese wedge flavor beginning Feb. 15

CHICAGO — The Laughing Cow, a brand of Chicago-based Bel Brands USA, has added a new flavor to its line of cheese wedges — Creamy Asiago.

The new artisanal-inspired cheese highlights the nutty, bold and savory flavor of Asiago, company officials say. It joins The Laughing Cow’s existing varieties of Creamy Original Swiss, Creamy Light Swiss, Creamy Swiss Garlic & Herb, Creamy Queso Fresco Chipotle, Creamy White Cheddar, Creamy Mozzarella, Sun-Dried

Tomato & Basil, Creamy Swiss French Onion and Creamy Spicy Pepper Jack.

Creamy Asiago, which is 35 calories per 0.75-ounce wedge, will be available in a 6-ounce size with 8 portions inside. The official first ship date for the new variety is Feb. 15, company officials say. Pricing is at the discretion of the retailer, but the suggested retail price is \$3.99 per cheese wedge wheel.

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

Gibbsville releases Honey BBQ cheese curd

SHEBOYGANFALLS, Wis. — Gibbsville Cheese recently launched its Honey BBQ flavored cheese curd. The flavor is available in a 12-ounce package along with the company’s other offerings: Garlic & Dill, Cajun, Jalapeno, Bacon & Onion, Ranch.

Gibbsville Cheese Curds are made every Tuesday and available in store after 2 p.m. or online. The company says it tries new flavors, and if they are well received it adds them to its offerings.

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

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Comings and goings ... comings and goings

Excel Engineering, Fond du Lac, Wisconsin, has announced **Michael Sampson** has joined its food facility design division as a project manager. Sampson brings more than 30 years of experience in food and dairy facility design to Excel's team. Excel Engineering is a national, full-service architectural and engineering firm.

ProSpect Analytical Technology Inc., Plymouth, Minnesota, has added **Zachary Reddemann** to its account management team. Reddemann will sell and support ProSpect's customers in the United States and Canada. Prior to joining ProSpect, Reddemann worked for Valspar Corp. in Minneapolis with job responsibilities including research and development, product testing and sales and customer support.

Saputo Cheese USA Inc., Lincolnshire, Illinois, has announced **Greg Dryer** will retire effective June 30, 2016. The longtime executive has worked for Saputo and its predecessors for more than 35 years. He was the former president of Avonmore Cheese Inc. and is a board member and former president of the American Dairy Products Institute. Dryer has served on boards including National Cheese Institute, Dairy Institute of California, U.S. Dairy Export Council, Wisconsin Cheesemakers Association and California Creamery Operators Association. He also was a member of the Wisconsin Dairy 2020 Council, Institute of Food Technologists and the American and Wisconsin Institutes of Certified Public Accountants. **CMN**

NEWS/BUSINESS

New Institute for Food Safety established at Cornell's Agricultural Experiment Station

ITHACA, N.Y. — New York State Sen. Michael Nozzolio and Cornell University College of Agriculture and Life Sciences Dean Kathryn J. Boor recently announced the establishment of the Institute for Food Safety at Cornell. The institute will be located on the campus of Cornell's New York State Agricultural Experiment Station (NYSAES) in Geneva, New York.

The Institute for Food Safety at Cornell is made possible by a \$2 million grant advocated by Nozzolio and will be established to assist in ensuring New York food growers, companies,

suppliers and processors from farm to table comply with the new regulations and compliance standards of the Food Safety Modernization Act (FSMA). The institute also will support food safety research, education, training, compliance and technical innovation.

The federal government estimates that 48 million cases of foodborne illness occur annually and one in six Americans are affected each year. The new FSMA rules aim to further reduce this number, and the institute will be on the cutting edge of helping the agriculture industry in New York and across the United States to comply with the adoption of these more stringent testing methods and quality controls, Nozzolio and Boor say.

"The commitment that Sen. Nozzolio has shown to the New York State Agricultural Experiment Station and the people of the Finger Lakes region is unparalleled," says Elizabeth Garrett, president of Cornell University. "The formation of the Institute for Food Safety at Cornell is just one more example of his dedication to creating economic development opportunities through the station for those in the Finger Lakes and throughout the entire state."

Boor notes that the long-term vision is for the Institute for Food Safety to become the pre-eminent source of scientific research, training and outreach in dairy and produce safety in the United States and beyond.

"Accomplishing this goal will not only support economic growth of the produce and dairy industry in New York, but it will also help increase exports for dairy and produce products," she says. "It is thanks to Sen. Nozzolio's unflagging support that the college will be able to do truly transformative work in advancing food safety technology and innovation." **CMN**

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PEOPLE



Wisconsin Cheese Makers Association announces Cheese Industry Champion Awards

MADISON, Wis. — Wisconsin Cheese Makers Association (WCMA) has announced George Cornell, vice president of industry relations at Pacific Cheese Co., and Hans Epprecht, founder of Great Lakes Cheese, will be honored April 14 with the Cheese Industry Champion Award.

According to WCMA, the award honors those who have devoted their careers to growing the U.S. dairy industry. Both recipients will accept the award at the Industry Achievement Awards Breakfast at the International Cheese Technology Expo in Milwaukee, Wisconsin.

Cornell is a member of Pacific Cheese's executive committee and is a futures trader for Class III milk and Cheddar. WCMA says his more than 50 years of experience in the dairy industry includes roles such as senior vice president of purchasing for Schreiber Foods, vice president of cheese operations for Land O'Lakes Foods and executive vice president of Empire Cheese at H.P. Hood LLC.

Cornell is an active participant in the International Dairy Foods Association as well as the National Cheese Institute as a former chairman, WCMA says. He also participates in the Wisconsin Dairy Products Association, New York State Cheese Manufacturers' Association and WCMA.

Cornell graduated Michigan State University with a dairy manufacturing degree in 1955 and joined the United States Air Force before he began his career in dairy, serving in the Strategic Air Command, Squadron Adjutant and Security Office.

Epprecht was born in Switzerland in 1930 and immigrated to Brewster, Ohio, when he was 18 years old. In 1958, WCMA says Epprecht borrowed \$5,000 on a life insurance policy to purchase an existing cheese company. This was the beginning of Great Lakes Cheese.

Under Epprecht's leadership, WCMA says Great Lakes Cheese supported retailers in standardizing the size of shredded cheese packages, including a top zipper when the industry was using side zippers. Epprecht also worked alongside equipment manufacturers to change the flushing process of chunk cheese to enhance shelf life.

In 1971, Epprecht gifted 20 percent of the company to employees through stock options.

"This moment defined a new culture of employee owners," WCMA says. "Empowered as owners, Great Lakes Cheese employees remain committed to the entrepreneurial spirit Epprecht built into the fabric of the company."

In 1984, Epprecht bought a Cheddar plant in Adams, New York. Eleven years later, Great Lakes Cheese added a processed cheese plant in La Crosse, Wisconsin, to support retailers' processed cheese needs, WCMA says.



Cornell

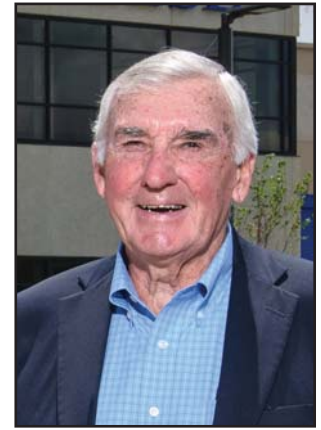
Great Lakes Cheese currently services its retail and foodservice customers with nine plants located in

"This moment defined a new culture of employee owners."

WISCONSIN CHEESE
MAKERS ASSOCIATION

Ohio, New York, Wisconsin, Utah and Tennessee.

Epprecht retired in 2002 from daily operations of Great Lakes Cheese. WCMA says the second and third gen-



Epprecht

eration of the Epprecht family are committed to the success of this growing, privately-held enterprise. **CMN**



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NEWS/BUSINESS

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Innovation Center for U.S. Dairy offers review period for sustainability guide

ROSEMONT, ILL. — The Innovation Center for U.S. Dairy has announced a 60-day review period for the latest edition of its *Stewardship and Sustainability Guide*, which provides cooperatives, dairy marketers and other businesses a standardized way to assess and communicate dairy's sustainability story to buyers and stakeholders.

Retailers, government agencies and non-governmental organizations can view the document at USDairy.com/SustainabilityGuide and submit comments through March 10. This follows a previous comment period for dairy cooperatives and other companies. The new guide will be released in May.

The guide, first launched through an industrywide effort in 2013, is designed to help provide assurance that the dairy industry is meeting consumer expectations about transparency and production methods of food, beginning at the farm.

"This tool is one more way to show our customers that farmers and dairy companies do the right thing," says Paul

Rovey, Arizona dairy farmer, Innovation Center board member and chair of Dairy Management Inc., which manages the national checkoff program. "The guide helps satisfy the demand from customers who increasingly evaluate environmental and social impacts of our industry when making purchases and other business decisions."

The Innovation Center says measuring sustainability efforts helps identify and assess resources and their impact to determine if changes in management practices or investments in technology are paying off.

The farm indicators address soil health, landscape stewardship, resource recovery, feed management and water quality/quantity. For crop- and field-specific topic areas, the Innovation Center proposes adopting the metrics developed by Field to Market, an initiative focused on the sustainability of row crops. New processor and manufacturer indicators include resource recovery and air emissions.

For more information, visit USDairy.com/Sustainability. CMN

WASDE

Continued from page 1

dairy products remain large and demand remains relatively weak. Continued strength in domestic butter use also will limit the competitiveness of U.S. butter in world markets, USDA says. On a fat basis, commercial exports now are forecasted at 8.6 billion pounds in 2016, down from 9.0 billion pounds last month. On a skim-solids basis, 2016 exports are forecast at 37.7 billion pounds, down 1 billion pounds from last month's report.

Meanwhile, for 2016 both fat and

skim-solids imports are raised largely on higher cheese imports. On a fat basis, 2016 imports are forecasted at 5.9 billion pounds, up from 5.8 billion pounds forecasted last month. On a skim-solids basis, imports are forecasted at 6.2 billion pounds, up from 6.1 billion pounds forecasted last month.

Dairy product prices for 2015 are adjusted for December data. The cheese price in 2015 averaged \$1.6454 per pound, USDA says, while butter averaged \$2.0670, nonfat dry milk (NDM) averaged \$0.9016, and dry whey averaged \$0.3804.

For 2016, the butter price forecast was raised slightly from last month on relatively strong demand and lower expected production. Butter now is forecasted to average in the \$1.890-\$2.000 range in 2016, up from \$1.880-\$1.990 in last month's report.

The cheese, NDM and whey price forecasts are reduced from last month's report. Relatively large beginning stocks of cheese and weaker beginning year prices underlie the reduction in the cheese price forecast. Cheese now is forecasted at \$1.545-\$1.625, down from \$1.595-\$1.675.

NDM and whey prices are expected to be pressured by weakness in exports, USDA says. NDM is forecasted at \$0.865-\$0.925, down from \$0.915-\$0.975. Dry whey is forecasted at \$0.240-\$0.270, down from \$0.280-\$0.310.

The 2016 Class III price forecast is lowered on lower cheese and whey prices to \$14.05-\$14.85 per hundredweight, down from \$14.75-\$15.55 in last month's report. The Class IV price forecast is reduced to \$13.35-\$14.25 from \$13.70-\$14.60 as a lower NDM price more than offsets a higher butter price, USDA says.

The 2016 all-milk price is lowered to \$15.35-\$16.15, down from \$15.95-\$16.75 in last month's report. CMN

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● EQUIPMENT 1

● EQUIPMENT 1



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● HELP WANTED 7

● HELP WANTED 7

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NEWS/BUSINESS

General Mills acquires Brazilian yogurt maker, says region is strategic market for company

MINNEAPOLIS — General Mills recently announced it has acquired Brazilian yogurt maker Carolina Administracao e Participacoes Societarias Ltda., a privately-held dairy products company headquartered in Ribeirao Claro, Brazil. Terms of the


transaction were not disclosed. Carolina is a family-owned Brazilian company established in 1969 that is known for its regional yogurt brands Carolina, VeryGurt and Cluck. It operates primarily in southern and southeastern Brazil and markets

more than 20 different dairy product lines. The company employs more than 390 people in Ribeirao Claro and across the region. "Brazil is a strategic market for General Mills, and yogurt's a growing category," says Olivier

Faujour, president, global yogurt and ice cream, General Mills. "General Mills' global dairy capabilities will complement and build upon Carolina's already strong reputation for quality products and dairy 'know-how.'" **CMN**

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● HELP WANTED	7	● HELP WANTED	7

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This position will oversee and monitor all operations, functions, and employees working in the cheese plant.

Job requirements:

- Associate degree or equivalent preferred
- Cheese maker license and cheese grader license
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- American style cheese maker knowledge preferred
- Knowledge of HACCP and GMP
- Previous Management experience preferred
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- Computer skills – working knowledge of Word and Excel

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- Regularly follow-up and support customers to overcome objections and secure orders
- Satisfy customers by resolving customer issues
- Conduct project handover meetings

Position Requirements:

- Bachelor's degree in Mechanical, Chemical or Food Science Engineering
- 5 years experience in sales of dairy and food processing equipment
- Experience in both estimating and project management
- Self-motivated individual with strong customer service focus and a proven track record
- Excellent knowledge of the different aspects of sanitary design for equipment
- Persuasive, encouraging and motivating, analytical, organized
- Strong technical communication and presentation skills
- Ability to travel 30 – 50 % of the time

 **Please send resume and cover letter to:**
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● CHEESE/DAIRY	12	● CHEESE/DAIRY	12
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NEWS/BUSINESS



GRAFF

Continued from page 1

reopening a more than 50-year-old local ice cream business was just the way to do it.

Graff Dairy now is associated with Karis Inc., a nonprofit that operates a safe shelter for teens called The House, which also is located in Grand Junction. Once open, Carei predicts the dairy will provide 20 teens with jobs.

“When teens are traumatized, The House is sort of a refuge from the storm,” Carei says. “We will take them in, but it’s hard to get them jobs. Our goal is to connect with those teens who are willing to work. It’s a double dip with ice cream and teen employment.”

With help from the founder’s son-in-law, Dave Nichols, who Carei bought Graff Dairy from and who previously operated the business for 34 years, the teens will learn how to make the ice cream. Carei also will hire two experienced ice cream producers.

“Nichols is committed to the cause,” he says. “Without the community support and interest, our optimism would’ve waned by now. There’s two and a half generations here, and that’s what we are trying to bring back.”

Graff Dairy was scheduled to open in August 2015. However, due to state health department update requirements, Carei says Graff now needs \$165,000 to open April 1 with all new equipment.

“What happened was, the same family had owned it since day 1,” he says. “They were able to have a lot of the present day requirements grandfathered in, but as soon as there was a new owner, then the health department stepped in and wanted to make sure everything was up to code. We weren’t aware of that. We knew we have to upgrade some equipment and operational space and were prepared to do that, but we weren’t ready to upgrade everything.”

Carei has created an account (<https://www.indiegogo.com/projects/graff-dairy#/>) to help raise money.

“There is a tremendous amount of community support,” he says. “Everyone has been asking when we will open, so if they want to accelerate this process we thought we could give them an opportunity.”

Within the 3,100-square-foot space, Graff Dairy offers a milk processing room, an ice cream store and a cheese operations room in the back, which Carei says the company will begin this year if the dairy becomes fully funded by April.

“We have the best peaches in Western Colorado,” he says. “We would offer a Peach Cheese for sure. That’s the dream.”

To add interior retail space and sitting area for customers, 1,000 square feet is being added to the building.

Graff Dairy will offer six ice cream flavors that are still in the works using the dairy’s original recipe.

“It has a high milk content and it’s very thick,” Carei says. “It’s good, local ice cream we believe people will try and come back for.” **CMN**

SUNNYSIDE

Continued from page 1

adding new milk receiving bays, and adding milk separation/condensing capability. The third phase includes adding a new state-of-the-art dryer and warehousing space. Darigold notes that while milk may move around the region, the new Sunnyside dryer will allow the company to significantly reduce the number of miles driven to deliver milk to more distant processing facilities.

Once complete, the new expansion will add approximately 30 more jobs in Sunnyside, Darigold says.

In addition to the plant expansion, Darigold says the Sunnyside plant is producing retail cheese, which is available in Seattle, Spokane and Portland. **CMN**



Photo courtesy of Darigold Inc.

SUNNYSIDE UPGRADE — Darigold Inc. is adding an additional 30,000 square feet to its plant in Sunnyside, Washington. The plant currently produces cheese and whey powders. Once the expansion is complete, which is expected in the spring, the plant will have the ability to produce nonfat dry milk in a “high care” environment for infant formula and other nutritional applications.



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NEWS/BUSINESS



Dairy industry testifies before U.S. International Trade Commission on impact of TPP

WASHINGTON — Tom Suber, president of the U.S. Dairy Export Council (USDEC), represented the U.S. dairy industry as he testified this week before the U.S. International Trade Commission (USITC) in a hearing to gather information for an economic analysis of the Trans-Pacific Partnership (TPP) trade agreement.

The analysis, as mandated by Trade Promotion Authority legislation, includes TPP's impact on specific business sectors such as agriculture. Suber, following detailed written comments to USITC submitted jointly by USDEC and the National Milk Producers Federation (NMPF) in December, sought to outline issues and concerns of the U.S.

dairy industry.

"USDEC, working with NMPF and other organizations in the dairy industry, is still completing its overall analysis of TPP," Suber says. "The deal falls short in providing the degree of market access we had been seeking, but it also avoids a disproportionate opening of the U.S. market to dairy exporters. While we don't give the pact a failing 'grade,' until we have come to a final analysis of its net benefits, we felt it was important to participate in USITC's assessment and identify points we believe the agency should consider in its economic analysis."

USDEC notes the agreement con-

tains landmark non-tariff achievements dealing with sanitary and phytosanitary (SPS) rules and geographical indication (GI) provisions. TPP is the first U.S. trade agreement to include rules and disciplines on SPS measures that go beyond those contained in the World Trade Organization (WTO) SPS agreement.

"The strengthened SPS commitments address the escalating threat that unwarranted and sudden SPS measures are posing to U.S. agricultural exports around the world," Suber says. "Nearly all the 'WTO-plus' provisions are enforceable through the TPP's settlement mechanism."

USDEC also says prior to TPP, U.S. trade deals were virtually silent on GIs.

TPP's GI provisions establish a more equitable international model for approaching the issue of GI registration in contrast to the European Union approach that uses GIs in trade negotiations as a bargaining chip for market access, USDEC says.

"These achievements may be difficult to quantify through traditional economic modeling but are certainly relevant to the economic gains the United States may hope to achieve through TPP," Suber says.

USDEC says it also has identified a number of additional factors pertinent to USITC's assessment efforts and urges the agency to take them into account. These factors include TPP's impact on U.S. exports in existing free trade agreement partner markets like Mexico and Peru, and elsewhere in light of TPP-region competition from Australia and New Zealand; the impact of U.S. tariff elimination on milk powders and specific cheeses; the expected level of exports from Canada to the United States; the likelihood of intentionally obstructive regulatory barriers; the degree of flexibility created by the agreement's rules of origin; and the use of new TPP safeguard provisions by the United States.

"We stand ready to work with USITC analysts following these hearings to discuss these recommendations and to assist in their efforts," Suber says.

Legislation mandates that USITC deliver its assessment to the president and Congress no more than 105 days after the president signs the agreement. The earliest the president can sign the agreement is Feb. 4, and USITC lists May 18 as the anticipated date for transmitting the report to the president and Congress. CMN

USDA details next steps following hearing to consider California FMMO

WASHINGTON — USDA this week announced that all transcripts and exhibits from a September 2015 hearing to consider proposals on a California federal milk marketing order (FMMO) are now available at www.ams.usda.gov/rules-regulations/moa/dairy/ca.

USDA also has extended the deadlines for transcript corrections. The revised transcript correction dates and other deadlines are as follows:

- Jan. 25 — Transcript corrections from proponents of proposals 1 and 2 (California Dairies Inc., Dairy Farmers of America Inc. and Land O'Lakes Inc.).
- Feb. 16 — Transcript corrections from all other parties.
- March 31 — Post-hearing briefs.
- May 16 — Reply briefs.

For more information, email californiainfo@ams.usda.gov. CMN

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