CHESE MARKET NEW

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



Young cheesemakers explore new ideas, carry on tradition

INSIDE

- **♦** Guest columns: 'A record-breaking summer for Wisconsin cheese,' and 'Q&A with Roland Barthélemy.' For details, see pages 4 and 6.
- **♦ M. Davis Group offers** customers opportunities to 'show and sell.' For details, see page 9.
- **♦** Retail WATCH Exclusive: **Hook's Cheese updates** look with new labels, adds new distributors. For details, see page 23.

By Rena Archwamety

MADISON, Wis. — Marie-Laure Couët hadn't always planned to be a cheesemaker. She had no background in cheesemaking or farming when she graduated in 2009 from Brown University with a master's degree in environmental studies.

"I wanted to do policy work, but no one was hiring," Couët says. "My first thought was, 'I want to have goats, and I needed to survive, so I should make cheese with their milk."

Couët spent two years traveling through France, Spain and Italy, seeking internships with goat dairies, cheesemaking operations and affineurs. She also worked with U.S. cheesemakers before opening her own business, Couët Farm & Fromagerie, in Dudley, Massachusetts, in 2015.

Making cheese was so time-consuming that Couët abandoned the idea of raising goats. She has adapted some goat's milk cheese recipes to create her own versions of cheeses made with cow's and sheep's milk, which was more readily available.

"All my cheeses are named after my great-grandmothers. All of the cheeses mimic styles that I learned, but they evolved as I was honing the recipe and making them my own," Couët says.

Couët's cheeses now are distributed as far as California, and she has won several awards for her cow's and sheep's milk European-style cheeses. She received first-place awards at the American Cheese Society competition in 2016 for her Franciszka Jersey cow's milk crottin, and in 2017 for Fleur de Maquis, which is Franciszka covered in rosemary, fennel seeds, savory herbs and juniper berries.

• Next generation

Couët, now 34, is one of several millennial cheesemakers gaining notice across the country. Some have started new businesses focused on small-batch artisan cheeses, while others are continuing the legacy of family businesses, exploring new products or continued expansion.

Several plants across Wisconsin are moving into third-, fourth- and fifth-generation cheesemakers.

"I think it's happening with greater frequency than one could hope," says John Umhoefer, executive director, Wisconsin Cheese Makers Association (WCMA). "At each of the private, proprietary family plants, it seems almost all have a next generation who has decided to stay in the industry. It's really nice to see that the next generation is seeing the opportunity. Cheese is actually a hot food right now, and I think they're interested in the craft of it."

Darrell Demeter, 28, is a fifthgeneration licensed Wisconsin cheesemaker as well as certified pasteurizer and dairy process operator at Door Artisan Cheese, EggHarbor, Wisconsin. Heworks alongside his father, Wisconsin Master Cheesemaker Jim Demeter, in the business that opened in spring 2017. Both of them previously made cheese at Agropur's Little Chute, Wisconsin, facility, where Darrell's brother Nate, 32, also currently is a certified cheesemaker, pasteurizer and dairy process operator.

From early on, Darrell Demeter knew he wanted to be a cheesemaker.

"I worked with my dad in the cheese plant at Trega Foods in Weyauwega (later purchased by Agropur) in high school during summer breaks," he recalls. "It was an easy choice for me to pick cheesemaking as a career since it's been my family's craft for generations."

Earlier this year, Darrell Demeter took home a bestof-class award at the World Championship Cheese Contest for his traditional Englishstyle cloth-wrapped Top Hat Cheddar that he made at Door Artisan Cheese.

"As a unit, we really were able to dive into creating worldclass cheese," Demeter says of working with his father. "It was phenomenal working with the product — testing and watching it evolve."

Currently Darrell and Jim Demeter are working on Swiss, which Darrell says is brand new

"My dad made it back when he was my age, working in his father's plant in northern Illinois," he says. "Now, we are able to bring this old family recipe back to the vat."

Turn to YOUNG, page 12 ⇒

Industry praises FDA response to imitation labeling concerns

WASHINGTON — FDA Commissioner Scott Gottlieb told an audience at a Politico Pro Summit this week in Washington, D.C., that his agency will soon begin enforcing regulations that define milk as an animal product, not a plant-based food, an indication that requests for action by the agency from dairy stakeholders including the American Dairy Coalition (ADC) and the National Milk Producers Federation's (NMPF) are being heard.

After acknowledging that "an almond doesn't lactate," Gottlieb said the agency soon will seek public input as a prelude to enforcing existing regulations on dairy labeling standards.

"There will be people who make a counter argument that almond milk should be able to call itself milk, but we do have a standard of identity, and I do intend to enforce that," Gottlieb says.

He adds that the agency's first step will be opening a period for gathering public comments. He estimates that the process for developing guidance will take close to a year to complete.

The news was applauded by ADC, a farmer-led national lobbying organization that just this week rolled out a new initiative to advocate for the proper use of federally standardized terms for the word "milk" on product labels. A branch of ADC, the Protecting Milk Integrity Initiative will work to provide clarity and consistency for consumers across the nation.

ADC notes that in more than 200 countries across the world, plantbased juices are not allowed to call their product "milk" on labels unless they are, in fact, derived from a mammal.

The Protecting Milk Integrity Initiative has developed a petition to collect signatures, will be submitting public comments and will be taking donations to raise money toward promoting this cause. To learn more about the initiative, visit www.americandairycoalitioninc.com/ the-integrity-initiative.html.

Turn to LABELING, page 14 ⇒

House sends 2018 Farm Bill to conference committee

WASHINGTON—The House of Representatives this week moved to send the 2018 Farm Bill to conference committee. Following the vote, Speaker Paul Ryan, R-Wis., named the House Republican conferees, members who will seek to resolve the differences between the two chambers' bills, and Nancy Pelosi, D-Calif., named the Democratic conferees.

"Today, we move one step closer to delivering a strong, new farm bill to the president's desk on time as he has called on Congress to do," says House Agriculture Committee Chairman K. Michael Conaway, R-Texas. "America's farmers and ranchers and rural America are struggling right now, and they deserve the certainty of a strong farm bill to see them through to better times. The House has pulled together a solid team of conferees from across the country who are committed to working with our Turn to FARM BILL, page 11 ⇒

Trump asks WTO to intervene in tariff trade-off

WASHINGTON — The Trump administration this week challenged retaliatory tariffs imposed by five of its trading partners by filing a dispute with the World Trade Organization (WTO). The move is the latest escalation in trade tensions between the United States and countries with important markets for dairy, which began when America imposed steel

Turn to TARIFF, page 15 \€

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MARKET INDICATORS



Chicago Mercantile Exchange

Cash prices for the week ended July 20, 2018

	Monday	Tuesday	Wednesday	Thursday	Friday
	July 16	July 17	July 18	July 19	July 20
Cheese Barrels Price Change	\$1.4225	\$1.3750	\$1.3100	\$1.3150	\$1.2700
	NC	-4 3/4	-6 1/2	+1/2	-4 1/2
Cheese 40-lb. Block Price Change	\$1.5650 +1/2	\$1.5275 -3 3/4	\$1.5400 +1 1/4	\$1.5325 -3/4	\$1.5200 -1 1/4

Weekly average (July 16-20): Barrels: \$1.3385(-.0185); 40-lb. Blocks: \$1.5370(-.0135). Weekly ave. one year ago (July 17-21, 2017): Barrels: \$1.4550; 40-lb. Blocks: \$1.7055.

Weekly average (July 16-20): Grade A: \$0.7685(+.0045)

Grade AA Butter Price Change	\$2.2400	2.2525	\$2.2525	\$2.2500	\$2.2500
	+1 1/2	+1 1/4	NC	-1/4	NC
Change					

Weekly average (July 16-20): Grade AA: \$2.2490(+.0365).

Extra Grade Whey Price Change \$0.4150	\$0.4150	\$0.4150	\$0.4200	\$0.4200
	NC	NC	+1/2	NC

Weekly average (July 16-20): Extra Grade: \$0.4170(+.0075).

Class II Cream (Major Northeast Cities): \$2.9869(+.1261)-\$3.2081(+.1273).

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Weekly Cold Storage Holdings July 16, 2018

	On hand	Week	Change sind	e July 1	Last \	Year	
	Monday	Change	Pounds	Percent	Pounds	Change	
Butter	52,518	+320	+1,113	+2	35,921	+16,597	
Cheese	82,748	+130	+1,603	+2	105,765	-23,017	

(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
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
2016	13.72	13.80	13.74	13.63	12.76	13.22	15.24	16.91	16.39	14.82	16.76	17.40
2017	16.77	16.88	15.81	15.22	15.57	16.44	15.45	16.57	16.36	16.69	16.88	15.44
2018	14.00	13.40	14.22	14.47	15.18	15.21						

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CHEESE FUTURES for the week ending July 19, 2018

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

	Fri., J	July 13	Mon.,	July 16	Tues.,	July 17	Wed., J	uly 18	Thurs., July 19		
JUL18	1.506	3,482	1.504	3,483	1.503	3,489	1.504	3,489	1.500	3,458	
AUG18	1.574	3,747	1.598	3,752	1.584	3,750	1.586	3,781	1.561	3,955	
SEP18	1.617	3,727	1.637	3,733	1.626	3,741	1.641	3,792	1.621	3,824	
OCT18	1.643	3,590	1.655	3,591	1.650	3,635	1.675	3,656	1.661	3,672	
NOV18	1.651	3,497	1.659	3,499	1.655	3,498	1.681	3,506	1.665	3,518	
DEC18	1.643	2,932	1.650	2,931	1.650	2,937	1.666	2,940	1.656	2,938	
JAN19	1.641	869	1.645	869	1.645	871	1.655	866	1.649	844	
FEB 19	1.642	718	1.642	726	1.645	729	1.652	724	1.640	719	
MAR 19	1.648	741	1.648	741	1.640	750	1.645	743	1.641	741	
APR 19	1.658	452	1.662	455	1.660	459	1.660	450	1.656	457	
MAY 19	1.676	438	1.679	440	1.673	446	1.670	457	1.672	467	
JUN 19	1.693	377	1.693	378	1.685	391	1.689	401	1.689	406	
JUL 19	1.708	216	1.708	218	1.708	221	1.708	223	1.708	230	
AUG 19	1.730	114	1.730	114	1.730	118	1.730	120	1.730	125	
SEP 19	1.733	112	1.733	112	1.733	116	1.733	118	1.733	124	
OCT 19	1.728	101	1.728	101	1.728	105	1.728	107	1.728	112	
NOV 19	1.709	92	1.709	92	1.709	96	1.709	98	1.709	103	
DEC 19	1.698	92	1.698	92	1.698	96	1.698	97	1.698	102	
Total Contra	acts Trac	led/						_			
Open Intere	est 515	3/25,297	261	261/25,327		520/25,448		515/25,568		775/25,795	

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

DRY WHEY FUTURES* for the week ended July 19, 2018

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

	Fri., Ju	ly 13	Mon., July 16		Tues., July 17		Wed., July 18		Thurs., July 19	
JUL18	33.475	582	33.500	582	33.800	582	34.000	589	33.625	591
AUG18	32.500	660	33.250	663	34.250	668	34.275	661	34.050	674
SEP18	32.400	588	33.000	593	33.600	592	33.600	592	34.250	588
OCT18	31.500	523	32.500	528	33.000	535	33.300	535	33.400	533
NOV18	31.000	568	31.475	568	32.025	568	32.275	568	32.725	568
DEC18	31.450	603	31.500	603	32.000	603	32.950	602	32.950	602
JAN19	30.325	143	30.725	143	31.200	143	31.200	143	31.200	143
FEB19	30.025	124	30.325	124	30.875	124	30.900	124	30.925	124
MAR 19	30.000	148	30.075	148	30.625	148	30.650	148	30.675	148
APR 19	30.300	60	30.300	60	30.425	60	30.475	60	30.500	60
MAY 19	30.475	61	30.475	61	30.600	61	30.600	61	30.625	61
JUN19	32.200	49	32.200	49	32.200	49	32.200	49	32.200	49
JUL 19	33.000	10	33.000	10	33.000	10	33.000	10	33.000	10
Total Contracts Traded/										
Open Interest 11/4,161		31/4,174		32/4,185		26/4,184		60/4,193		

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*

July 20, 2018

NONFAT DRY MILK

Central & East: low/medium heat \$.7400(-1 1/4)-\$.8500(+1);

mostly \$.7750-\$.8100(-3/4). high heat \$.9000-\$1.0000(-3 1/2).

West: low/medium heat \$.7000-\$.8100(-1); mostly \$.7200-\$.8000.

high heat \$.9000-\$1.0175.

Calif. manufacturing plants: extra grade/grade A weighted ave. \$.7982(+.0290)

based on 7,973,462 lbs.

WHOLE MILK POWDER (National): \$1.4500-\$1.7500.

EDIBLE LACTOSE

(FOB)Central and West: \$.2300(+1)-\$.3900; mostly \$.2800(+2)-\$.3500(+1/2).

WHEY POWDER

(FOB) Northeast:

Central: nonhygroscopic \$.2475(-1/4)-\$.4100; mostly \$.3200(+1/2)-\$.3800(+2).

West: nonhygroscopic \$.3200(+2)-\$.4200;

mostly \$.3350(+1 1/2)-\$.3900(+2). extra grade/grade A \$.3300(+1)-\$.4200(+1 1/2).

ANIMAL FEED WHEY (Central): Whey spray milk replacer \$.2000-\$.2750(+3 1/2).

WHEY PROTEIN CONCENTRATE (34 percent): \$.7000-\$.9725;

mostly \$.7400-\$.8800(+3/4).

DRY BUTTERMILK

(FOB)Central & East: \$.7500-\$.8000.

(FOB) West: \$.7000-\$.8200; mostly \$.7200-\$.7500.

CASEIN: Rennet \$2.0700(-18)-\$2.2800(-27); Acid \$2.8900(-2)-\$3.2000(-2).

*Source: USDA's Dairy Market News



WDPA elects officers at Dairy Symposium

MADISON, Wis. — The Wisconsin Dairy Products Association (WDPA) has elected its officers for the coming year.

The election was held at WDPA's Dairy Symposium July 9-10 in Door County, Wisconsin.

The newly-elected officers include Trevor Wuethrich, Grassland Dairy Products, president; Dirk Tachick,

Foremost Farms USA, vice president; and Mark Frederixon, Associated Milk Producers Inc., secretary.

In addition, 6 members were approved for 3-year board terms, including Greg Pollesch, Galloway Co.; Rob Byrne, Schreiber Foods; Joanne Brennan, Dairy Farmers of America; Ron Kremer, Kerry Ingredients; Bob Walker, Prairie Farms; and Tachick. CMN

Advanced Prices and Pricing Factors

	August 2018	July 2018
Base Class I Price:	\$14.15/cwt.	\$15.36/cwt.
Base Skim Milk Price for Class I:	\$5.46/cwt.	\$6.25/cwt.
Advanced Class III Skim Milk Pricing Factor:	\$5.39/cwt.	\$6.25/cwt.
Advanced Class IV Skim Milk Pricing Factor:	\$5.46/cwt.	\$5.85/cwt.
Advanced Butterfat Pricing Factor:	\$2.5363/lb.	\$2.6641/lb.
Class II Skim Milk Price:	\$6.16/cwt.	\$6.55/cwt.
Class II Nonfat Solids Price:	\$0.6844/lb.	\$0.7278/lb.
Two-week Product Price Averages:		
Butter:	\$2.2659/lb.	\$2.3714/lb.
Nonfat Dry Milk:	\$0.7806/lb.	\$0.8249/lb.
Cheese:	\$1.4849/lb.	\$1.6324/lb.
Dry Whey:	\$0.3361/lb.	\$0.3041/lb.
Note: The Class I price equals the Class I skim	milk price times	0.965 plus the

Class I butterfat price times 3.5.

Data provided by USDA

International Dairy Markets

July 20, 2018

Western Europe

Butter: 82 percent butterfat \$6,325(-325)-6,675(-425). **Butteroil:** 99 percent butterfat \$6,900(+175)-\$8,325(-400). **Skim Milk Powder:** 1.25 percent butterfat \$1,725(-75)-\$1,875(-50). **Whole Milk Powder:** 26 percent butterfat \$3,275(+25)-\$3,350(-25). Whey Powder: Nonhygroscopic \$925-\$1,025.

Butter: 82 percent butterfat \$4,875(-500)-\$5,100(-325).

Cheddar Cheese: 39 percent maximum moisture \$3,550(-125)-\$3,675(-225). **Skim Milk Powder:** 1.25 percent butterfat \$1,950(+25)-\$2,150(+75). **Whole Milk Powder:** 26 percent butterfat \$2,950(+100)-\$3,025(-200).

South America

Skim Milk Powder: 1.25 percent butterfat \$2,175-\$2,525. Whole Milk Powder: 26 percent butterfat \$2.950-\$3,300.

Source: Dairy Market News. Prices reported in U.S. dollars per metric ton, F.O.B. port.

To convert to price per pound: divide price by 2,204.6 pounds.

National Dairy Products Sales Report

	_			
For the week ended:	7/14/18	7/7/18	6/30/18	6/23/18
Cheese 40-lb. Blocks:				
Average price ¹	\$1.5725	*\$1.5935	*\$1.6228	\$1.6382
Sales volume ²	12,131,229	*12,086,885	*12,399,982	11,458,414
Cheese 500-lb. Barrels:			, ,	
Average price ¹	\$1.4456	*\$1.4538	\$1.5276	\$1.6428
Adj. price to 38% moisture	\$1.3701	*\$1.3770	\$1.4471	\$1.5601
Sales volume ²	14,618,790	*14,630,617	14,109,199	12,603,931
Moisture content	34.58	*34.54	34.55	34.71
Butter:				
Average price ¹	\$2.2367	*\$2.2974	*\$2.3428	*\$2.3752
Sales volume ²	2,488,763	*2,301,959	*2,247,311	*3,008,884
Nonfat Dry Milk:	, ,	, ,	, ,	
Average price ¹	\$0.7819	*\$0.7791	*\$0.7966	\$0.8002
Sales volume ²	16,612,337	*13,576,922	*17,842,919	15,773,051
Dry Whey:	, ,	, ,	, ,	
Average price ¹	\$0.3358	*\$0.3365	\$0.3232	\$0.3234
Sales volume ²	5,568,576	4,083,980	5,478,015	6,037,173

^{*/}Revised. ¹/Prices weighted by volumes reported. ²/Sales as reported by participating manufacturers. Reported in pounds.

MARKET INDICATORS

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CME FUTURES for the week ended July 19, 2018 Class III Milk*

	Fri., J	uly 13	Mon.,	July 16	Tues.,	July 17	Wed.,	July 18	Thurs.,	July 19
JUL18	14.27	3,743	14.26	3,700	14.24	3,700	14.25	3,713	14.21	3,711
AUG18	14.84	4,533	15.18	4,468	15.00	4,477	15.09	4,551	14.84	4,620
SEP18	15.26	4,204	15.51	4,149	15.45	4,106	15.62	3,995	15.47	3,969
OCT18	15.49	2,956	15.71	2,956	15.67	3,002	15.94	2,996	15.84	2,995
NOV18	15.51	2,418	15.69	2,417	15.69	2,432	15.94	2,500	15.82	2,542
DEC18	15.49	2,321	15.60	2,309	15.61	2,304	15.78	2,306	15.72	2,309
JAN19	15.40	918	15.48	928	15.51	939	15.63	933	15.57	942
FEB 19	15.34	558	15.41	557	15.41	548	15.52	552	15.46	551
MAR19	15.38	542	15.39	540	15.39	559	15.50	565	15.40	572
APR 19	15.55	476	15.60	478	15.57	485	15.67	494	15.65	494
MAY 19	15.70	258	15.77	258	15.71	264	15.71	264	15.71	264
JUN19	15.85	205	15.86	205	15.89	230	15.89	230	15.89	230
JUL 19	16.04	82	16.04	82	16.04	82	16.04	82	16.04	82
AUG 19	16.35	111	16.35	111	16.35	111	16.35	111	16.35	109
SEP 19	16.43	82	16.43	82	16.43	82	16.43	82	16.43	80
Total Contra	cts Trade	ed/								
Open Intere	st 1,147	/23,631	714	/23,464	1,710/23,545		1,144/23,599		1,294/23,690	

Class IV Milk*

	Fri., July 13		Mon., July 16		Tues., July 17		Wed., July 18		Thurs., July 19	
JUL18	14.12	197	14.12	197	14.12	197	14.12	197	14.12	197
AUG18	14.08	193	14.16	193	14.22	192	14.35	191	14.38	190
SEP18	14.28	174	14.29	174	14.39	173	14.48	173	14.51	173
OCT 18	14.53	173	14.53	173	14.56	173	14.69	172	14.80	172
NOV 18	14.72	178	14.72	178	14.74	178	14.84	177	14.98	177
DEC 18	14.76	153	14.76	153	14.86	153	14.92	153	15.00	153
JAN 19	14.75	105	14.75	105	14.77	105	14.82	105	14.88	105
FEB 19	14.89	102	14.89	102	14.98	104	14.98	104	14.98	104
MAR19	15.11	98	15.11	98	15.11	98	15.11	98	15.11	98
APR 19	15.18	28	15.18	28	15.22	42	15.22	42	15.22	42
Total Contra	acts Trad	ed/								
Open Intere	est	1/1,405	(0/1,405	29.	/1,428	4	4/1,425	25 6/1,424	

Cash-Settled NDM*

	Fri., Ju	Fri., July 13 Mon., July 16 Tues., July 17		ly 17	Wed., July 18		Thurs., July 19			
JUL18	77.775	1,115	77.600	1,110	77.750	1,148	77.950	1,148	78.050	1,147
AUG 18	78.525	1,146	78.200	1,165	79.200	1,163	80.000	1,158	80.450	1,146
SEP 18	79.650	1,128	79.175	1,125	80.750	1,114	81.250	1,111	81.700	1,133
OCT 18	81.050	872	80.525	873	82.350	875	82.600	881	83.050	898
NOV 18	82.925	659	82.000	659	83.400	660	83.650	682	84.075	698
DEC18	83.725	702	83.025	749	84.000	769	84.350	777	85.000	783
JAN 19	84.800	381	84.700	381	85.450	386	85.400	388	85.500	393
FEB 19	86.375	350	86.100	350	86.700	357	86.700	357	86.800	363
MAR19	87.575	169	87.325	169	87.875	175	87.875	175	87.875	189
APR 19	88.800	165	88.525	165	89.125	167	89.000	173	89.000	178
Total Contracts Traded/										
Open Interest 61/6,831		165/6,890		236/6,962		121/6,998		263/7,076		

Cash-Settled Butter*

	Fri., J	uly 13	Mon., J	uly 16	Tues., July 17		Wed., July 18		Thurs., July 19	
JUL18	225.400	1,485	225.500	1,478	225.500	1,478	225.500	1,478	225.500	1,478
AUG18	225.875	1,368	228.150	1,372	227.000	1,380	228.275	1,392	228.275	1,392
SEP 18	227.025	1,163	229.650	1,165	228.500	1,157	229.475	1,167	229.475	1,167
OCT 18	228.900	1,082	231.100	1,085	230.200	1,089	232.175	1,098	232.175	1,098
NOV 18	230.100	833	232.500	843	232.200	847	233.000	851	233.000	851
DEC 18	229.475	836	230.025	839	231.000	847	232.500	847	232.750	847
JAN 19	228.000	118	229.000	119	229.000	139	229.500	140	230.000	140
FEB 19	228.250	114	229.000	115	229.475	137	229.800	139	229.900	141
MAR19	229.500	91	229.525	91	231.000	105	231.000	105	231.000	105
APR 19	232.475	5	232.475	5	233.100	7	233.100	7	233.100	7
Total Contracts Traded/										
Open Interest 41/7.103		86/7,120		193/7.195		90/7,233		4/7.235		

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.

GUEST COLUMNIST





Perspective: Wisconsin Cheese

Suzanne Fanning is vice president of marketing communications at Dairy Farmers of Wisconsin. With more than 25 years of marketing experience, Fanning works with national media and develops programs to drive awareness and conversations about Wisconsin cheese. She contributes this column exclusively for *Cheese Market News*®.

A record-breaking summer for Wisconsin cheese

How will Wisconsin's oldest and largest industry make history this summer? By setting a new world record! To showcase the variety and quality of Wisconsin's award-winning cheeses, Dairy Farmers of Wisconsin has set out to build the World's Largest Cheeseboard. Weighing in at more than two tons, the massive cheeseboard will feature hundreds of cheeses from across the state ranging from the

freshest curds to 10-year-old cheddar, from cheeses with European roots to Wisconsin Originals and everything in between. Ajudge from Guinness World Records will be onsite to officiate.

Why? Because the marketing landscape continues to shift toward word of mouth. Nielsen research indicates that 96 percent of consumers believe friends and family over all forms of advertising, so marketers need to

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For more information please visit www.saputospecialty.com

focus on fueling consumer conversations. Last time we checked, you can't taste cheese through a digital ad, so we wanted to host an event that would allow consumers to actually eat the cheese, in hopes they will share the experience with their friends in real life and online.

The giant recording-breaking cheeseboard will be an exact-to-scale replica of a commercially available Boska cheeseboard, but our version will be more than 200 square feet and have thousands of pounds of Wisconsin cheese! We invited all Wisconsin cheesemakers to join in the fun so that the entire state could participate in the process.

The record attempt will be hosted prior to the start of Concerts on the Square, an annual summer tradition in Madison, where 40,000 people come together weekly to enjoy musical performances on the Wisconsin State Capitol Lawn. At the event, we are closing down a whole city block to raise a digitally fabricated barn that once housed another buzzworthy cheeseboard at South by Southwest (SXSW) in Austin, Texas last March.

SXSW is one of the world's largest conferences for marketers and brand launches. #SXSWisconsin, as our lounge was named, was one of

"Wisconsin already has a strong reputation for award-winning cheese, but now is the time to give people more reasons to talk about it."

Suzanne Fanning

the most successful lounges in the event's history.

Here are what some attendees said: "Who wins @sxsw? The @WisconsinCheese team who pulled off the World's Longest Cheese board. It's incredible and I may go back and sleep there tonight just to do it all over again tomorrow."-@lulugrimm

"This is the best day of my life. #sxswisconsin #sxsw #cheeseloversparadise" - @juliacbrown

"When I find myself in times of trouble, #SXSWisconsin comes to me, bringing a massive cheeseboard... let it brie... I didn't know I needed a Cheese Lounge in my life, turns out the state of Wisconsin knows me better than I know myself." - @itsewindy

"Ok. I'm done. It was magical. I will dream forever of this 70-ft cheese board. @WisconsinCheese — we'll always have #SXSW." @ErinCarson

While the SXSW event drove lots of buzz, it makes sense that if we are officially making the World's Largest "[We] are giving people the experience of a lifetime that will satisfy their taste buds and turn them into advocates for Wisconsin Cheese."

Suzanne Fanning

Cheeseboard, we should do it in Wisconsin, as an ode to our hardworking dairy farmers and innovative cheesemakers that make these products that people go wild over. After all, Wisconsinwins more awards for their cheeses than any other state or country.

The event also has a charitable benefit. Wisconsin cheese fans will be asked to provide a small donation for the Great American Milk Drive to help provide fresh, milk for children who need it in Wisconsin.

With judging taking most of the day, an official announcement will be made at 5 p.m. on King Street (just in time for the evening news), off the Capitol Square in Downtown Madison. Wisconsin Cheese fans will be able to enter the barn after the announcement for photos, sampling and swag that they can take back with them to the Capitol lawn to enjoy as a picnic before the concert begins at 7 p.m.

This is just one example how our team is working on finding our fans out there and interacting with them in new and fun ways. Instead of us taking pictures and sending out a press release or developing ads announcing "our cheese is amazing," we're letting our consumers experience it for themselves, and encouraging them to take pictures to post on their social media platforms. But most importantly, we are giving people the experience of a lifetime that will satisfy their taste buds and turn them into advocates for Wisconsin cheese.

Wisconsin already has a strong reputation for award-winning cheese, but now is the time to give people more reasons to talk about it. As marketers compete for consumer attention, it is a new challenge for all us in the cheese industry. People want an experience. They want to engage with their favorite brands and share these experiences with friends. Cheese makes people happy. It is tied to some of the best moments of our lives. By giving people an experience they cannot forget, we are confident that we will have Wisconsin cheese fans for life. **CMN**

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



Roelli Little Mountain by Roelli Cheese wins 2018 Green County Fair Cheese Contest

MONROE, Wis. — Roelli Little Mountain made by Chris Roelli, Roelli Cheese, Shullsburg, Wisconsin, was named Grand Champion of the 2018 Green County Fair Cheese Contest this week with a score of 99.85.

The cheese auction of the first through third place entry will be 1 p.m. July 22 at the Hospitality Tent at the Green County Fairgrounds. Anyone is invited to register to bid. All auction proceeds go to charitable causes chosen by the Foreign Type Cheesemakers Association board of directors.

Results of the contest are as follows:

Cheddar

First: Gary Grossen, UW Babcock Hall Dairy, Madison, Wisconsin, *Cheddar*, 99.15.

Second: Chris Roelli, Roelli Cheese Co., Shullsburg, Wisconsin, Roelli Haus Select Cellar Cured Cheddar, 98.75.

• Colby, Monterey Jack, Edam & Gouda

First: Gary Grossen, UW Babcock Hall Dairy, Madison, Wisconsin, *Gouda*, 99.80.

Second: Jerome Soddy, Shullsburg Creamery, Shullsburg, Wisconsin, Colby, 99.40.

Third: Maple Leaf Cheese Co-op, Monroe, Wisconsin, 1/12 pound Gouda, 99.15.

• Swiss Style Cheese

First: Rick Buss, Chalet Cheese Co-op, Monroe, Wisconsin, *Baby Swiss*, 99.70.

Second: Josh Johnson, Chalet Cheese Co-op, Monroe, Wisconsin, Baby Swiss, 99.65.

Third: Gary Grossen, UW Babcock Hall Dairy, Madison, Wisconsin, *Swiss*, 99.05.

• Brick

First: Ron Bechtolt, Klondike Cheese Inc., Monroe, Wisconsin, 99.50. Second: Dave Buholzer, Klondike Cheese Inc., Monroe, Wisconsin, 99.25. Third: Steve Buholzer, Klondike Cheese Inc., Monroe, Wisconsin, 99.20.

• Muenster

First: Ron Bechtolt, Klondike Cheese Inc., Monroe, Wisconsin, 99.60. Second: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, 99.55.

Third: Steve Stettler, Decatur Dairy Inc., Brodhead, Wisconsin, 99.45.

• Havarti

First: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, 99.40.

Second: Steve Stettler, Decatur Dairy Inc., Brodhead, Wisconsin, 99.30.

Third: Ben Workman, Edelweiss Creamery, Monticello, Wisconsin, 99.15.

• Latin American Style

First: Mark Boelk, Chula Vista Cheese Co., Browntown, Wisconsin, Oaxaca, 99.40.

Second: Tim Pehl, Chula Vista Cheese Co., Browntown, Wisconsin, Oaxaca, 99.35.

Third: Mark Boelk, Chula Vista Cheese Co., Browntown, Wisconsin, Chihuahua, 99.30.

• Fresh Cheese Curd

First: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, Muenster Curd, 99.90.

Second: Chris Roelli, Roelli Cheese Co., Shullsburg, Wisconsin, Fresh Cheddar Curd, 99.85.

Third: Steve Stettler, Decatur Dairy Inc., Brodhead, Wisconsin, *Cheddar Curd.*, 99.80.

• Open Class

First: Gary Grossen, UW Babcock Hall Dairy, Madison, Wisconsin, *Dutch Kase*, 99.55.

Second: Chris Roelli, Roelli Cheese Co., Shullsburg, Wisconsin, Roelli Dunbarton Cheddar Blue, 99.50.

Third: Chris Roelli, Roelli Cheese Co., Shullsburg, Wisconsin, *Roelli Red Rock Cheddar Blue*, 99.45.

• Flavored Natural Cheese

First: Cheesemakers, Decatur Dairy Inc., Brodhead, Wisconsin, *Dill Havarti*, 99 80

Second: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, Havarti with Herb, 99.75.

Third: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, Havarti Dill, 99.60.

• Smear

First: Chris Roelli, Roelli Cheese Co., Shullsburg, Wisconsin, Roelli Little Mountain, 99.85.

Second: Emmi Roth USA, Monroe, Wisconsin, Roth Grand Cru Surchoix Cheese Wheel, 99.25.

Third: Emmi Roth USA, Monroe, Wisconsin, Roth Grand Cru Reserve Cheese Wheel, 99.00.

• Smoked

First: Maple Leaf Cheese Co-op, Monroe, Wisconsin, 1/12 pound Smoke Gouda, 99.20.

Second: Maple Leaf Cheese Co-op, Monroe, Wisconsin, 1/5 pound Aged Smoke Cheddar, 99.00.

Third: Steve Stettler, Decatur Dairy Inc., Brodhead, Wisconsin, *Smoked Brick*, 98.95.

• Pepper Flavored Natural Cheese

First: Matt Henze, Decatur Dairy Inc., Brodhead, Wisconsin, Pepper Havarti, 99.60.

Second: Maple Leaf Cheese Co-op, Monroe, Wisconsin, 1/12 pound Habanero Jack, 99.40.

Third: Tim Pehl, Chula Vista Cheese Co., Browntown, Wisconsin, Jalapeno Chihuahua, 99.20. CMN

House committee introduces bipartisan AG and Legal Workforce Act

WASHINGTON — Members of the House Judiciary Committee this week introduced the bipartisan AG and Legal Workforce Act (H.R. 6417). The legislation replaces the H-2A agricultural guestworker program with a new agricultural guestworker program, known as the H-2C program, designed to ensure America's farmers and ranchers have access to a reliable workforce.

The bill was introduced by House Judiciary Committee Chairman Bob Goodlatte, R-Va., and Reps. Collin Peterson, D-Minn.; Lamar Smith, R-Texas; Henry Cuellar, D-Texas; Dan Newhouse, R-Wash.; Michael Conaway, R-Texas; and Ken Calvert, R-Calif. Reps. Mark Meadows, R-N.C.; Mark Walker, R-N.C.; and John Katko, R-N.Y., also are original cosponsors.

The H-2C program is available to both seasonal and year-round agri-

cultural employers, provides a visa allocation to ensure labor needs are met, provides flexibility to minimize disruptions in farm operations, eliminates regulatory burdens and contains effective accountability and enforcement provisions. These provisions are supported by more than 200 agricultural groups, including the American Farm Bureau Federation, lawmakers say.

"Importantly, the AG and Legal Workforce Act also creates a new, workable agricultural guestworker program to ensure labor demands are met and crops get to market on time," Goodlatte says. "The bill incorporates many of the comments and concerns I have heard from the agriculture community over the past several years. When not enough Americans can be found to fill jobs, the bill ensures that American farmers

have access to a reliable workforce to fill positions needed to keep their farms afloat. The agricultural community has waited far too long for a workable guestworker program and it's past time to enact a solution."

The AG and Legal Workforce Act also requires all U.S. employers to use E-Verify, a web-based program that verifies legal workers. The bill repeals the paper-based I-9 system and replaces it with E-Verify. It contains a gradual phase-in for employers — starting with the largest employers first and eventually phasing in small businesses and agricultural employers.

"Farmers and ranchers across the country have repeatedly told us of their need for a reliable workforce," Peterson says. "This will help to move that process forward and address an issue that is long overdue." CMN



For more information please visit www.cravecheese.com

GUEST COLUMNIST



CMN Exclusive!



Perspective: Artisan Cheese

Roland Barthélemy, often called the Ambassador of Cheese, has spent his professional life dedicated to cheese and preserving cheesemaking traditions. He currently works with Savencia Cheese USA to select high-end cheeses for import.

Q&A with Roland Barthélemy

Often called the Ambassador of Cheese, Roland Barthélemy has spent his career dedicated to cheese and preserving cheesemaking traditions. At a young age, Barthélemy was helping his father in the aging of cheese in their Parisian Market at Les Halles. Later on, he opened his own creamery in Paris with \$20 left in his pocket. Then, inspired by a good friend who was a florist, he transformed cheese presentation at a deli counter. People would sometimes wait for hours to buy some of the Barthelemy's Creamery cheeses.

An expert in affinage and unique presentation, internationally-recognized Barthélemy has authored numerous books and provided cheese to four French presidents, 17 prime ministers and many celebrities in France and abroad. He is president of the International Cheese Guild, which includes almost 7,000 members in more than 35 countries around the world. Its goal is to transmit and share a common

passion around cheese.

"For several decades now, I have devoted my energy to the discovery and recognition of the cheese's heritage around the world," he says.

Most recently, Barthélemy has helped Savencia Cheese USA to define a line of "haute fromagerie" cheeses for cheese shops and high-end retail, bringing unique products to the United States. Among these cheeses is the now famous Esquirrou, which was named World Champion at the World Championship cheese contest held in March. Esquirrou is a PDO Ossau Iraty crafted from sheep's milk and aged for a minimum of six months.

Cheese Market News recently posed questions to Barthélemy about his cheese selections and expertise:

CMN: You obviously have experience selecting superior cheeses. What do you believe separates a "superior" cheese from a "very good" cheese?

Barthélemy: The sensory and taste

relationship with the nature of the milk and the breed of the animal. It is the perfection of this balance that contributes for the most part, emphasized by the aging, to the perfect organoleptic quality of the cheese.

CMN: Please talk to us about the different species of animals and the distinctions their milks bring to cheeses. What kind of milk is your favorite for cheese?

Barthélemy: In almost all the countries of the world, the domestication of the mammals has made possible the development of humans on earth, through the consumption of milk, then cheese. The nature of the milk is defined by the ability of the animal's breed to adapt to its climate and environment. Not so long ago, I was in Colombia at 2,200 meters of altitude and I was given the opportunity to milk a buffalo in an organic environment. To be able to drink that milk and then transform it into a filled cheese, this experience will forever be engraved in my memory as such pure moment of happiness.

CMN: How does seasonality affect milk and cheese quality?

Barthélemy: The floral diversity of the grasslands and therefore the feeding of the animal is paramount; the protein and fat content depends on it. Respect for the breed of animal that will be best suited to the terrain and climate environment will define the nature of the type of cheese that will be produced. Thus, by the seasonality of nature and the respect of all these parameters, we will obtain a quality cheese linked to its terroir.

CMN: How do you create and develop new and unique pairings that appeal to consumers?

Barthélemy: Through travels and out of curiosity I discover spices and

citrus fruits, and by the same way associate the flavors.

But first and foremost, you have to be immersed in the particularity of the cheese you want to put on the market with consumers. The origin of its milk, its texture, its ripening are all elements that will allow unexpected marriages with a vegetable, a fruit, a product of the sea and of course a spice.

The combination of three flavors and three different textures with a cheese is for me the essential basis of the success of a pairing likely to create enthusiasm in taste.

The success of a pairing is above all the pleasure you have to create it to better share the unique flavors of each cheese.

CMN: In sharing cheeses with consumers, how important is the story behind the cheese? What resonates with consumers?

Barthélemy: For consumers, that we all are, it is very important to know the origin of milk when it comes to cheese, the method for its fabrication, its relationship with the environment and care provided by the cheesemonger. Cheese is a type of food that calls for sharing, conviviality and love of others. It is for all these reasons that it is part of my "raison d'etre" (reason or justification for existence). CMN

NEWS/BUSINESS

Sensient Tech to acquire Mazza Innovation Ltd.

MILWAUKEE—Sensient Technologies has announced its acquisition of Vancouver, British Columbia-based Mazza Innovation Ltd., a global provider of botanical extraction technology, for an undisclosed amount.

Sensient Technologies, a Milwaukee-based global manufacturer and marketer of colors, flavors and fragrances, says the addition of Mazza Innovation is a major step in Sensient's "seed to shelf" strategy to innovate across the value chain for natural and organic ingredients.

"This acquisition is extremely significant for Sensient and our customers," says Paul Manning, chairman, president and CEO, Sensient Technologies. "The combination of our color and flavor expertise and Mazza's revolutionary technology will allow us to conduct extraction from natural plant sources using environmentally-friendly extraction methods — including water-only extractions — instead of traditional chemical solvents. This technology will enable us to work with leading food, cosmetics and nutraceutical brands to create cost-effective, clean-label products that deliver on consumer expectations for taste, color and functionality." CMN



PEOPLE



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

Cherney Microbiological Services Ltd. has announced the addition of Paul Monet as director of sales and marketing. Monet, former market segment manager at MilliporeSigma, a business of Merck KGaA, has more than 20 years of industry experience within the life sciences industry in both marketing and business development roles. In his new role, Monet will report to COO Steve Kuchenberg. He will be responsible for the development and execution of the sales and marketing strategy to achieve Cherney's long-term growth plan. He will work between offices in Milwaukee and Green Bay, Wisconsin.

Cherney also has promoted two of its team members to the internal leadership team as **Katie Mattson** has assumed the role of director of quality and continuous improvement and Ashley Erdman has assumed the role of proficiency program manager. Mattson's promotion comes following her 12-year history at Cherney. She worked in the laboratory for seven years and most recently held the position of proficiency program manager for five years. Erdman has worked at Cherney for six years. She has worked in the laboratory for four years and most recently as quality technician for two years.

ESE Inc., a control system integra-

tion company that designs and develops plant automation systems for the food and beverage industry, recently hired **Trever Deedon** and **Jacob Colby** as process controls engineers.

Prior to joining the ESE team, Deedon worked at Badger State Fruit Processing as a welder/fabricator and at Merit Electric as an electrician. Colby has experience working on electrical instrumentation at the Verso Corp.

Liqui-Box, producer of flexible packaging solutions, has appointed **Andrew McLeland** chief operating officer. He will be responsible for the company's global manufacturing operations and

will have direct oversight of plant managers, engineering and supply chain.

McLeland brings more than 25 years of experience, including leadership positions within engineering and operations across four Danaher Corp. platforms in industrial and regulated spaces.

Synlait Milk Ltd., based in Canterbury, New Zealand, has announced Leon Clement will join the organization as CEO from mid-August. Most recently, Clement was Fonterra's managing director of Fonterra Brands New Zealand, and prior to that, he was its managing director of Sri Lanka and Indian subcontinent. CMN

Perdue appoints 13 to National Dairy Promotion Board

MADISON, Wis. — Agriculture Secretary Sonny Perdue has announced the appointment of 13 members to fill vacancies on the 37-member National Dairy Promotion and Research Board.

Twelve appointees will serve 3-year terms, Nov. 1,2018 through Oct. 31,2021. One appointee will serve the remaining portion of a vacant position, effective immediately and expiring Oct. 31,2019.

"These appointees represent a crosssection of the dairy industry and will aid the National Dairy Board as it carries out its coordinated program of promotion and research to maintain and expand domestic and international markets for dairy products. I know the industry will be well served by them," Perdue says.

Appointed members serving 3-year terms expiring Oct. 31, 2021, are: Warren L. Chamberlain, Oregon, Region 1; Brad J. Scott, California, Region 2; Pauline Tjaarda, California, Region 2; David W. Jackson, Texas, Region 4; Deb Vander Kooi, Minnesota, Region 5; Evan J. Hillan, Wisconsin, Region 6; Randy G. Roecker, Wisconsin, Region 6; Doug J. Carroll, Iowa, Region 7; Kim Korn, Idaho, Region 8; Cynthia K. Adam, Indiana, Region 9; David T. Pyle, Maryland, Region 11; and Patricia J. Bikowsky, New York, Region 12.

Appointed member serving a vacant term, expiring Oct. 31, 2019, is Michael R. Oosten, California, Region 2.

The Dairy Board includes 36 dairy producer members representing 12 geographic regions within the United States and one member representing dairy importers. Dairy Board members serve 3-year terms, with no member serving more than two consecutive terms. Members are selected by the USDA Secretary from nominations submitted by dairy producer organizations, dairy importer organizations, general farm organizations and qualified programs.

More information about research and promotion programs is available on the Research and Promotion Programs page on USDA's Agricultural Marketing Service website. CMN



For more information please visit www.dorothyscheese.com



New CEO Bailey heads up team at Yancey's Fancy as company introduces new cheeses

CORFU, N.Y. — Brian Bailey, a share-holder in Yancey's Fancy and longtime vice president of operations and executive master cheesemaker, recently assumed the role of CEO of the company. The creative mind behind many of the company's innovative flavors, he remains master cheesemaker as well.

While leading the company to new opportunities is important to Bailey, he admits master cheesemaker is the role he most relishes. There is a gleam in his eyes when he talks about cheesemaking.

"I tell people that making cheese is the most fun you can have with your clothes on," Bailey says with a laugh.

There's nothing quite like a cheese plant in the wee hours of the morning when it's calm and peaceful, he says, adding "I like the way it smells."

Yancey's Fancy is best known for its wide variety of cheese flavors, many of which are the brainchild of Bailey, though he's quick to note the company has a strong team of cheesemakers.

"The cheesemakers make the decisions. I'm just a part of it," he says. "I am surrounded by talented people and fully supported by my partners."

The R&D team strives to introduce at least three new flavors a year. Last

month at the International Dairy-Deli-Bakery Association show, the company showcased its new Apple Pie Cheddar and Sun Dried Tomato and Bacon Swiss pasteurized process cheeses as well as its new Caraway & Scallion Bergenost, a buttery triple cream Norwegian-style cheese. The company also is working on a Buffalo Wing cheese spread, Bailey says.

Yancey's Fancy always has four to five new concepts in the works, he adds.

Yancey's Fancy's flavors cover a vast range, from the sweet Strawberry Chardonnay Cheddar to the hot Habanero & Jalapeño Cheddar. The company retires few flavors because even flavors that don't end up being top sellers usually end up with a strong following.

"We've tried to retire some but we get militant responses back from our consumers with 'oh no you don't!" Bailey says.

The end goal is to create flavor profiles that wow consumers and give them a special experience.

"We want to create products the consumer looks forward to and enjoys," Bailey says. "We want them to think 'That was really good, that had a lot of flavor. I want to have that again."

The company's cheeses are available

at retailers throughout the country. The company uses Kutter's Cheese Factory store, an on-site retail store owned and operated by Bailey's wife, Heather, as a way to sample new cheeses and introduce new ideas to consumers who may be reluctant to try something different.

"Consumers are more adventurous there," Bailey says. The store is named after the Kutter family which previously owned Yancey's Fancy's original cheese plant in Corfu, New York.

To accommodate its continued product development and following across the country, Yancey's Fancy continues to expand its operations.

In 2016, the company moved its process cheese manufacturing to a new

112,000-square-foot facility located just three-quarters of a mile from its original facility. Yancey's Fancy now is working to expand its lines of natural cheese and increase production at the company's original facility and currently is starting an expansion that will include an investment of more than \$5 million in new equipment, including cheese vats and cheese tables. The company anticipates doubling its natural cheese sales and adding \$15-20 million in economic growth to its community.

The company also continues to invest in the cheesemaking community and is a sponsor of the American Cheese Society conference this month in Pittsburgh. CMN

Stonhard forms partnership with PolySto

MAPLE SHADE, N.J. — Stonhard, a manufacturer and installer of seamless, resinous floors, walls and linings, recently announced its exclusive U.S. partnership with PolySto, a European producer of hygienic wall protection for the food and beverage industry.

Polysto's prefabricated, highly-durable, water-resistant curb/wall systems offer the ultimate hygienic solution for any facility, Stonhard says.

Stonhard and Polysto say by working together, they can bring a superior floor

and wall solution to food and beverage facilities where food safety and hygiene are of vital importance. Seamless curbs and seamless flooring unite to ensure dirt and bacteria have no place to harbor and grow, thereby saving clients time and money on replacing and repairing spaces within their facilities, the companies say.

With materials that are chemical, impact, and water-resistant from both Stonhard and PolySto, food and beverage environments can maintain a superior standard, they add. CMN





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NEWS/BUSINESS



M. Davis Group offers customers opportunities to 'show and sell,' maximize ROI on assets

By Alyssa Mitchell

PITTSBURGH — Established in 2005 and built on more than 100 combined years working in the dairy and food industries, M. Davis Group offers auctioneering, appraisal and asset recovery solutions to customers in the dairy industry. As the business landscape becomes increasingly globalized and digitized, M. Davis Group has kept pace with multi-location online auctions as well as a state-of-the-art showroom in Pittsburgh.

M. Davis Group — a family-owned, third-generation auction house — is led by Martin Davis, CEO and founder. His son, Harry Davis, serves as company president. The staff also encompasses other family and longtime employees that are like family, Harry Davis notes.

"Many of our employees have worked with my father for multiple decades," he says. "There isn't a lot of turnover, which I think is unique for a company like ours."

Harry Davis himself has worked with his father for 15 years.

"I started working full time with my father when I was 16 years old. We were auctioning an old glass plant outside of Pittsburgh that closed due to flooding. I spent the summer working with friends to set up and catalog the assets onsite. It was a dirty job in an old plant and it was a hot summer. However, I think this is the only way to learn the business, to get your hands dirty and start from the bottom," he says.

Harry Davis later went to college in Ohio but would continue to work with his father when home during the summer. During this time period he began to develop knowledge of dairy and food processing equipment. As the industry has entered the electronic age, he built M. Davis Group's online sales department including monthly and biweekly auctions.

Davis also has been instrumental in the development of the 60,000-square-foot M. Davis Group Auction Showroom in Pittsburgh, where the company currently conducts quarterly live auctions as well as monthly online auctions to liquidate surplus food and beverage assets. The company is inviting attendees of the American Cheese Society conference next week in Pittsburgh to visit the showroom.

"We offer diverse solutions to our clients," Davis says. "We hold traditional auctions following plant closures, but we also work with growing companies that are expanding or entering into new business sectors."

Davis adds that as trends fluctuate, M. Davis Group has branched out with its marketing to target customers outside of the dairy industry that can utilize the assets that its dairy clients are selling. One such example includes up-and-coming breweries.

"It's provided us an opportunity to uncover additional customers, which directly translates to greater returns for our clients," he says.

In addition to holding auctions, the showroom allows M. Davis to offer its customers a prime location to showcase equipment for online sales, Davis notes. While customers may send their own photos of equipment to sell, the showroom provides an opportunity to have equipment photographed in showroom quality lighting.

"It also frees up space for our clients when they send their equipment to us," he says. "This is a unique offering of our company."

Davis notes that after decades of developing the skills and savvy that has

gained the respect of clients throughout the world, M. Davis Group saw the auction business changing and knew its business needed to change, too.

The company recently launched a new "agile vision" to bring more to the cycle of leveraging assets.

The company now operates under the AGILE Auctioneering philosophy — Accurate Appraisals, Great Marketing, Innovative Auctions, Logistics and Payment, and Effective Follow-Through.

"We focus a lot on innovation, and we always have a thorough follow-through on the auctions," Davis says, noting the company sends out a customer survey following its auctions to get feedback and continuously improve its customers' experiences.

As the business has grown, M. Davis Group also has expanded overseas. Harry Davis founded and manages M. Davis Group Europe, the European division of M. Davis Group.

"We target many of the same market sectors — food and beverage — with a large focus on dairy, but we're also delving into other industries including construction, heavy industrial and material handling," he says.

Davis says the company's track record has enabled it to grow and expand while still maintaining and building on

Turn to M. DAVIS, page 10 ⇒



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METIO, DUBINES

M. DAVIS

Continued from page 9

relationships Martin Davis established many years ago.

During his more than 45 years of experience in the business of turning tangible assets into capital, Martin Davis has learned that the best business practices are to listen to expectations, perform educated evaluations and produce the best buyers for a sale, Harry Davis notes. As principal auctioneer and appraiser, he has coordinated, directed and participated in thousands

of appraisals and sales across a broad spectrum of industries

"We're not a 'one and done' operation," Harry Davis notes. "Many of our clients are long-term, exclusive clients that trust us as a family business producing high-quality results."

He adds that the company is looking to expand its showroom auctions in the United States, as well as in Europe.

"Dealing with surplus equipment assets are not typically our client's primary responsibility; we're here to help them maximize ROI on their surplus equipment while they focus on running their daily operations," he says. CMN



Photo courtesy of Cheesemonger Invitational

TOP MONGERS — Eric Schack of Eataly Downtown (third from right) was named the Summer 2018 Cheesemonger Invitational champion at the June 30 competition held at the Brooklyn Expo Center. Other finalists included (from left): Kiri Endicott, The Cheese Shop of Salem; Emile Villmore, Bacco's Wine and Cheese; Joshua Santamaria, Foragers Market; Lauren Toth, Murray's Cheese; and Carol Johnson, Monger's Plate. Center front is Adam Moskowitz, owner of Larkin Cold Storage and Columbia Cheese, and brainchild behind the competition.

Schack wins Cheesemonger Invitational

NEW YORK — Eric Schack of Eataly Downtown, New York City, was named winner of the Summer 2018 Cheesemonger Invitational, which was held June 9 at the Brooklyn Expo Center.

Taking place for the ninth year in a row in New York City, the event brings together cheesemongers from across the nation as well as top artisan cheesemakers and retailers from around the world. The competing cheesemongers face challenges from preparing "perfect bites" and pairings to cutting and wrapping cheese to showing off their cheese knowledge.

For the first time this year, prior Cheesemonger Invitational champions returned to offer their own bites. The event also featured artisan cheeses and specialty foods from around the world.

The Cheesemonger Invitational takes place biannually in New York City in June and in San Francisco in January. The championship prize included \$1,000, a week-long trip to the United Kingdom and apprenticeship with Neal's Yard Dairy, a trip to the Vermont Cheesemakers Festival and a visit to the Cellars at Jasper Hill. CMN

Entry deadline for 2019 Good Food Awards is July 31

SAN FRANCISCO — The deadline to submit entries for the 2019 Good Food Awards is July 31.

Categories for this year's contest include beer, charcuterie, cheese, chocolate, cider, coffee, confections, elixirs, fish, honey, oils, pantry, pickles, preserves, snacks and spirits.

Organizers anticipate more than 2,000 entries total in all 16 categories. In each category, three food crafters from each region — North, South, East, West and Central — will receive an award.

After a blind tasting in September, finalists are announced in November. Finalists will be the five highest scoring entrants in each category from each region. Of these, three in each region will be named the winners.

Winners will be announced Jan. 11, 2019 at the Good Food Awards Ceremony in San Francisco.

The entry fee is \$75 per product, and companies are limited to entering no more than three products in each category. Coffee roasters are limited to two entries.

To enter or learn more, visit https://goodfoodfdn.org/awards. CMN



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FARM BILL

Continued from page 1

Senate colleagues to reach a final product that helps millions of low-income Americans climb the economic ladder while standing by the hard-working farm and ranch families who put food on our tables and clothes on our backs."

The House Republican conferees include:

- House Ag Committee Mike Conaway (Texas), Glenn Thompson (Pennsylvania), Bob Goodlatte (Virginia), Frank Lucas (Oklahoma), Mike Rogers (Alabama), Austin Scott (Georgia), Rick Crawford (Arizona), Vicky Hartzler (Missouri), Rodney Davis (Illinois), Ted Yoho (Florida), David Rouzer (North Carolina), Roger Marshall (Kansas) and Jodey Arrington (Texas).
- House Education and the Workforce Committee Virginia Foxx (North Carolina) and Rick Allen (Georgia).
- House Energy and Commerce Committee John Shimkus (Illinois) and Kevin Cramer (North Dakota).
- House Financial Services Committee Jeb Hensarling (Texas) and Sean Duffy (Wisconsin).
- House Foreign Affairs Committee Ed Royce (California) and Steve Chabot (Ohio).
- House Oversight and Government Reform Committee — Mark Walker (North Carolina) and James Comer (Kentucky).
- House Natural Resources Committee Rob Bishop (Utah) and Bruce Westerman (Arizona).
- House Science, Space, and Technology Committee Ralph Abraham (Louisiana) and Neal Dunn (Florida).
- House Transportation and Infrastructure Committee Jeff Denham (California) and Bob Gibbs (Ohio).

The House Democratic conferees include:

- House Committee on Agriculture Collin Peterson (Minnesota), David Scott (Georgia), Jim Costa (California), Tim Walz (Minnesota), Marcia Fudge (Ohio), Jim McGovern (Massachusetts), Filemon Vela (Texas), Michelle Lujan Grisham (New Mexico), Ann Kuster (New Hampshire) and Tom O'Halleran (Arizona).
- Education and Workforce Committee Alma Adams (North Carolina).
 - Energy and Commerce Committee - Paul Tonko (New York).
- Financial Services Committee Maxine Waters (California).
- Foreign Affairs Committee Eliot Engel (New York).
- Natural Resources Committee Raúl Grijalva (Arizona).
- Oversight and Government Reform Committee — Stacey Plaskett (Virgin Islands).
- Science, Space and Technology Committee Eddie Bernice (Texas).
- Transportation and Infrastructure Committee — Cheri Bustos (Illinois). Meanwhile, the Senate still has to vote

on a motion to go to conference as well as name its conferees, and Agriculture Chairman Pat Roberts, R-Kan., has indicated that may happen as soon as next week.

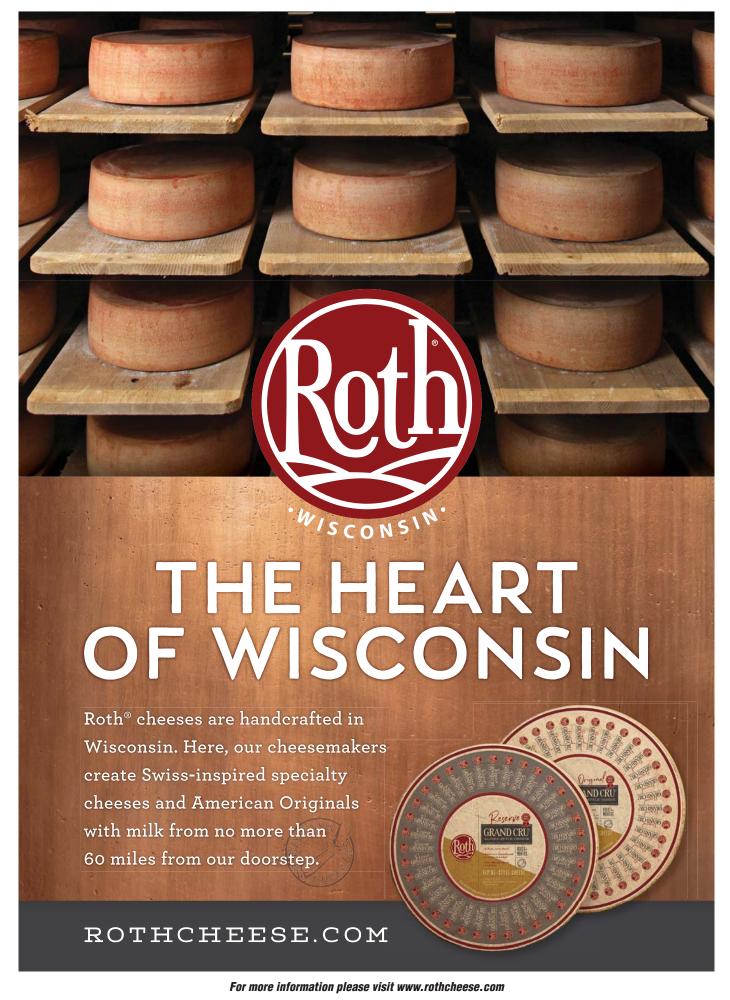
"We are pleased to see the House move ahead on the Farm Bill," said Roberts and Ranking Member Debbie Stabenow, D-Mich., in a statement Wednesday. "In order to be successful in passing a final bill, the conference committee must put politics aside and focus on the needs of our farmers, families and rural communities. We are eager to go to conference, so we can move quickly to provide certainty for American farmers and families. Rural America is counting on us to get this right."

Following the conference committee announcement, the National Farmers Union (NFU) called for a smooth con"Rural America is counting on us to get this right."

Chairman Pat Roberts and Ranking Member Debbie Stabenow U.S. SENATE AG COMMITTEE

ference committee process and swift passage of a farm bill that improves the farm safety net, farm sustainability and diverse markets for family farmers.

"The Sept. 30 expiration date for the current farm bill looms large, as family farmers and ranchers require the certainty of a strong farm bill now as much as any other time over the past several decades," says Rob Larew, senior vice president for public policy and communications, NFU. "We're hopeful that the conferees will respond to this immediacy by producing a bill, on time, that meets the needs of farmers, consumers and our nation's food system. We urge the committee to ensure the final bill improves the farm safety net to deal with the current economic hardship facing farmers, promotes the environmental sustainability of family farm operations, and improves access to diverse markets for family farmers and ranchers." CMN





YOUNG

Continued from page 1

Ben Workman, 33, is plant manager and cheesemaker at Edelweiss Creamery, Monticello, Wisconsin. He works alongside his father, Wisconsin Master Cheesemaker Bruce Workman, owner and founder of Edelweiss, which specializes in traditional big-wheel Emmentaler production.

Ben Workman initially wanted to pursue a different career path, majoring in microbiology and cellular biology and minoring in chemistry at the University of Wisconsin-Oshkosh, which led to a job as an associate chemist for a pharmaceutical company. However, when his father approached him about joining the cheese business and making it a lineage factory, he felt the calling.

"It took about a year of convincing — first from him, and then me talking with my wife, for me to make the change," Workman says. "When I did, I fell in love with cheesemaking. I looked at it not only as an art, but as a science. Being a science geek, milk is one of the most complicated biological substances there is — it's beautiful, crazy! That made me develop a passion for the industry."

Ben Workman says he enjoys making Emmentaler the most, and he is in the process of developing some new cheeses for the company. "I'm a scientist by trade, so experimentation is one thing I excel at," he says. "Observing, monitoring and implementing are all part of the experimentation process. What I love about cheesemaking is that it's all a practical experiment, not just theoretical. It's hands-on — you get to make it and directly see the results of your effort."

• Learning opportunities

Young cheesemakers find support and educational opportunities from more established cheesemakers and companies as well as through courses and university programs.

Wisconsin is the only state in the country that requires its cheesemakers to obtain a license, which entails a combination of short course training

and workshops as well as 240 hours of apprenticeship. WCMA recently launched WCMA Young Professionals, creating a network as well as training opportunities for those under 40 in the cheese industry. The University of Wisconsin-Madison campus also is home to the Center for Dairy Research (CDR), which provides these trainings and workshops as well as support to both new and established cheesemakers in recipe development, troubleshooting and other issues.

"CDR is the best resource in the country for cheesemaking seminars and workshops, but also just personnel that make themselves available to people," Umhoefer says.

In Sonoma County, California, 30-year-old Joe Moreda Jr. is vice president and plant manager, as well as head cheesemaker, at the family-owned Valley Ford Cheese and Creamery. His mother Karen Bianchi-Moreda, the fourth generation of the Bianchi family dairy farm, started the cheese business in 2008. As president of the creamery, she has since transitioned to business management aspects of the company, leaving her son in charge of the cheesemaking. The creamery currently produces three award-winning raw milk cheeses: Estero Gold and Estero Gold Reserve Montasiostyle aged cheeses; the washed-rind, Fontina-style Hwy 1; and the newest Grazin Girl, a Gorgonzola-style cheese introduced in late 2017. Estero Gold Reserve was twice named Best of Show at the California State Fair.

"I was fortunate enough to work an internship with Point Reyes Farmstead Cheese Co. in the summer of 2006, right before I was set to head off to college. I instantly knew that the dairy product manufacturing industry is where I wanted to end up," Moreda says.

He graduated in December 2010 from Cal Poly, San Luis Obispo, with a bachelor's degree in dairy science with an emphasis in dairy products technology and a minor in agricultural business.

"Not only did I gain knowledge in the classroom from world-class dairy products professors such as Dr. Nana Farkye and Dr. Rafael Jiminez, but I also had the opportunity to work as a paid employee at the Cal Poly Creamery throughout my whole 4.5 years of college," he adds. "I gained hands-on experience making cheese, ice cream, butter, yogurt, dry milk powder and bottled milk, and also learned other important aspects of an operation, such as quality, sanitation, inventory management, pasteurization and the mechanics of operating equipment."

In addition to his internship at Point Reyes, Moreda also interned at Petaluma Creamery and Leprino Foods before deciding to return home to join the family business.

On the East Coast, Couët says she received a lot of support from other cheesemakers as well as from participating in the Massachusetts Cheese Guild as she was starting her business.

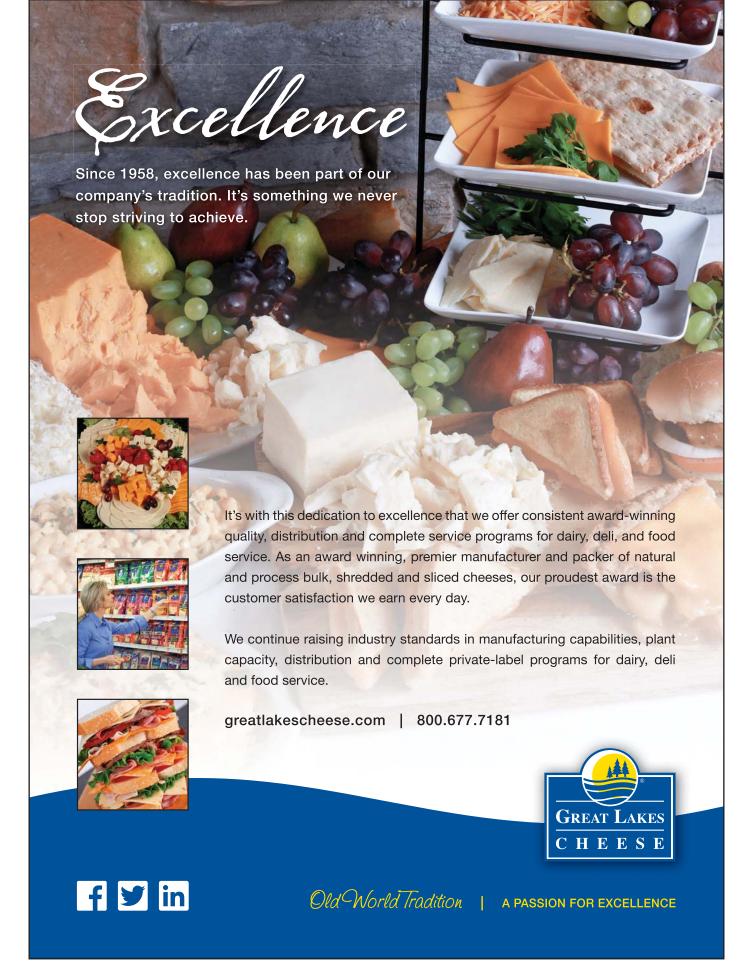






Photo courtesy of Darrell Demeter

FAMILY CRAFT — Darrell Demeter (right) makes cheese with his father, Jim Demeter, at Door Artisan Cheese in Egg Harbor, Wisconsin. A fifth-generation cheesemaker, Darrell is one of several young Wisconsin cheesemakers opting to continue their family tradition in the industry.

SUPPORT

Continued from page 12

"I developed informal mentorships and would reach out to cheesemakers in the Northeast if I had questions," she says. "This is what I love about the cheesemaking community — almost everyone that I've ever met has been very supportive and very open about how they do things, down to the cheesemaking recipes."

Demeter says it's an honor to work among some of the most experienced and recognized people in Wisconsin's cheese industry.

"Everyone has their own history, their own story and their own tricks of the trade," he says. "There's such a respect in the industry since people work so hard to make their product and we all do it a little bit differently. It's a big industry, and I'm learning something all the time."

• Room to grow

Umhoefer notes that in addition to small artisan cheesemakers breaking ground, he also sees next-generation cheesemakers looking to expand and compete at a higher level to help their families' cheese factories continue through future generations.

Couët says she has grown her business between 2015 and 2017, going from selling her cheese at local markets to now working through four distributors that sell her cheese across several states.

"We've certainly grown substantially, but I am impatient, and I want to grow substantially more," she says. "We're certainly in the black, but I feel to be in a comfortable place financially for the business, we need to grow. I would like to double our sales by 2022."

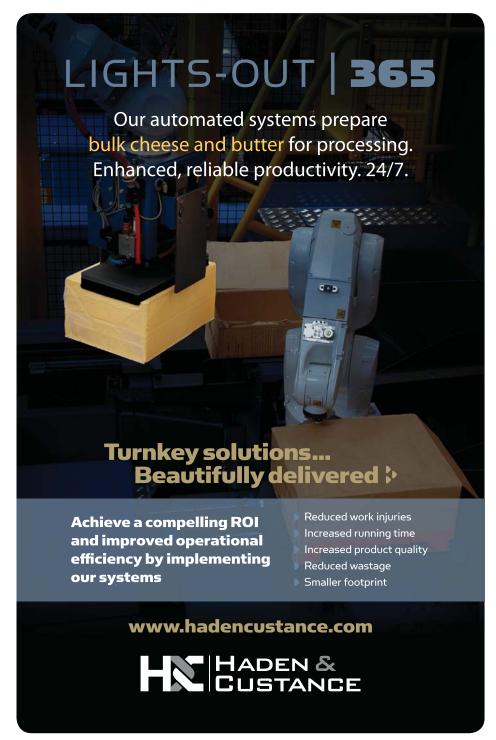
When Moreda first joined the family company, it was producing around 450 pounds of cheese per week. Seven-anda-half years later, Valley Ford Cheese and Creamery produces 3,000 pounds per week, with plans to double in the

near future. A new 5,000-square-foot retail shop also is slated to open later this year.

"We plan on growing our sales and distribution and are currently in the development stage of multiple new products," Moreda says.

"My biggest personal long-term goal is to purchase a piece of land somewhere in Sonoma County, preferably as close to Valley Ford as possible, and build a brand-new, state-of-the-art dairy product manufacturing facility," he adds. "This will be a massive undertaking and will take years of planning, financing and hard work, but it will offer us the ability to put our personal stamp on the industry, grow our business exponentially, help the local economy and provide even more opportunities for future generations." CMN

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Kalona Creamery to produce cheese curds

KALONA, Iowa — Kalona Creamery, Kalona, Iowa, has announced it will start producing cheese curds next month. This is the first time cheese will be made at the facility since Twin County Dairy closed its doors in 2014.

To celebrate, Kalona Creamery will host a cheese curd launch party Aug. 11. The free, family-friendly event will feature samples, photos with "Lona" the cow mascot, a cheese curd eating challenge and shopping.

"We are excited to bring back fresh, squeaky cheese curds to this historic facility," says Bill Evans, CEO. "We appreciate the support we've received

from the community. As we've said before, we want Kalona Creamery to be a sustainable and long-term business in the Kalona community."

In addition to the cheese curds, Kalona Creamery also serves housemade ice cream, sells hand-rolled butter, offers a lunch deli window and features numerous Iowa vendors and gifts.

Kalona Creamery is a member of the Open Gates Business Development Corporation, a family of eight companies based in the rural Kalona area.

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

LABELING

Continued from page 1

NMPF also welcomed Gottlieb's comments and intent to enforce labeling standards.

"After years of inaction in response to our complaints about these labeling violations, Gottlieb's announcement that the agency is intending to act on this issue is very encouraging," says Jim Mulhern, president and CEO, NMPF. "The marketing of non-dairy imitators must comply with federal standards of identity, and consumers should not be misled that these products have the same nutrition as real milk, yogurt, cheese and other actual dairy products."

When asked about other mammals' milk and labeling concerns, NMPF says it fully recognizes the suitability of a qualifier such as "goat" or "sheep" being used to distinguish among various types of mammalian lacteal secretions.

NMPF says the plethora of plant-made products using "milk" on their labels contradicts the statement of identity for milk on its most basic level — i.e., the source of milk must be an animal, specifically, a lactating cow. While there also are standards of identity for products made from the milk of other animals (i.e. goat, sheep and water buffalo) for specific cheeses and/orice cream (21 CFR 133 and 135, respectively), in all cases, the term "milk" refers to the lacteal secretion from a mammal, NMPF says.

While the current FDA Standard of IdentityforMilkisstatedin21CFR131.110 as "lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows," ADC notes that in the CFR Title 21-Part 102 — Common or Usual Name for Non Standardized Foods — ADC believes the rest of the hoofed animals fall in to this definition: "The common or usual name of a food, which may be a coined term, shall accurately identity or describe, in as simple and direct terms as possible, the basic nature of the food or its characterizing properties or ingredients. The name shall be uniform among all identical or similar products and may not be confusingly similar to the name of any other food that is not reasonably encompassed within the same name."

"The larger point is that food definitions do not allow for the use of vegetable and plant products to be the source of the 'milk' or 'cheese," NMPF says.

NMPF wrote to Gottlieb last year to complain that the agency has not been enforcing labeling standards, pointing out that FDA's lack of action "has led to rampant consumer fraud related to the inferior nutrient content of these non-dairy products compared to their true dairy counterparts," Mulhern says, adding that in addition to fake "milks," there also are a proliferation of products calling themselves "yogurt," "cheese," "ice cream" and "butter."

The enforcement issue is not just an arcane dispute, but has significant public health implications because dairy imitators lack any consistent nutritional profile, while real milk always has the same nutritional package, varying only by standardized fat content, NMPF says.

"Consumers who purchase these imitations are not receiving the same level of nutrients found in cow's milk, and that contributes to Americans falling short of the recommended amount of vitamins and minerals for a healthy diet," Mulhern says. "FDA must act on this matter or else see the further decline of proper nourishment of our children and families."

NMPF notes Gottlieb's comments this week are similar to testimony he presented this spring to the Senate, when he acknowledged that the agency has "exercised enforcement discretion"



For more information please visit www.finlandiacheese.com

Turn to FDA, page 15 ➪

FDA

Continued from page 14

in not holding food marketers to federal standards limiting the use of standardized food terms.

Mulhern says he hopes the agency will rapidly move to take enforcement action. adding that "this issue can be quickly resolved."

Concern over labeling of imitation products also has been raised at the state level. This week, Sheila Harsdorf, secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection, sent a letter to Gottlieb expressing concern over the agency's policies on food labeling.

With an increasing number of plantbased products being marketed as milk, it is critical that FDA enforce labeling that provides clear and transparent information to consumers, Harsdorf says.

TARIFF

Continued from page 1

and aluminum tariffs in April.

U.S. trade officials say that new tariffs imposed by China, the European Union (EU), Canada, Mexico and Turkey on American goods are not in line with WTO rules. Dairy products appear on the retaliatory duties lists from Mexico, Canada and China, which are the top three export markets for domestic dairy. The countries combined represent almost 47 percent of the dollar value of U.S. dairy exports last year, notes the International Dairy Foods Association (IDFA).

Eight countries already have filed WTO cases against the United States' steel and aluminum tariffs. Disputes within the WTO can take at least a year to conclude and the appeals process can prolong the case for several years, IDFA says.

The Office of the U.S. Trade Representative (USTR) says that the U.S. steel and aluminum duties imposed by President Trump earlier this year are justified under international agreements the United States and its trading partners have approved but that retaliatory duties on U.S. exports imposed by China, the EU, Canada, Mexico and Turkey are completely without justification under international rules.

"The actions taken by the president are wholly legitimate and fully justified as a matter of U.S. law and international trade rules," says USTR Robert Lighthizer. "Instead of working with us to address a common problem, some of our trading partners have elected to respond with retaliatory tariffs designed to punish American workers, farmers and companies. These tariffs appear to breach each WTO member's commitments under the WTO agreement. The United States will take all necessary actions to protect our interests, and we urge our trading partners to work constructively with us on the problems created by massive and persistent excess capacity in the steel and aluminum sectors." CMN

"Given agriculture's many contributions to our state and national economies, upholding standards of identity is critical to the industry as well as beneficial to consumers," Harsdorf says. "Without prompt action and enforcement by the FDA, we will continue to see more and more mislabeling of products, such as milk, that do not meet the FDA's own definitions."

In the letter, Harsdorf, like ADC, also $notes that {\it regulators} in other countries are$ enforcing their standards and definitions not allowing plant-based products to be labeled or marketed as milk.

She says it is imperative that the United States does the same in order to not be placed at a competitive disadvantage.

"As a nation, we need honesty and

accuracy in the labeling of food products and consistency in enforcement of existing standards," Harsdorf says. "As food innovations continue to emerge, it is essential that standards of identity and labeling requirements are clear and enforced to maintain the integrity of the agricultural industry and clarity in the marketplace for consumers."

Meanwhile, FDA is gearing up for a public meeting July 26 in which the agency will discuss and receive comments on topics including food labeling, use of the "healthy" claim and standards of identity.

Gottlieb says the meeting will cover three areas of renewed focus for FDA: modernizing labeling claims, modernizing ingredient labels and modernizing standards of identity. FDA

also is opening a docket to take public feedback on these issues to help guide its decision making. FDA specifically is interested in the implementation of its current standards of identity, whether it should be enforcing them differently and whether it should update some of those existing standards.

"Depending on what we learn, we may step up our enforcement efforts against false or misleading labeling," Gottlieb says. "For example, we need to more closely examine whether certain almond-or soy-derived products should be able to call themselves milk." (See "FDA to hold public meeting July 26, seeks comments on Nutrition Innovation Strategy" in the June 29, 2018, issue of Cheese Market News.) CMN



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2018 World Championship Cheese Contest 1st Place: Brick, Muenster (Brick)

1st Place: Lowfat Cheeses (Odyssey Low Fat Feta)
1st Place: Flavored High Protein Yogurt, Cow's Milk (Odyssey Greek Yogurt Peach) **2nd Place:** Brick, Muenster (Muenster)

2nd Place: Feta (Odyssey Feta) 2nd Place: Feta, Flavored

(Odyssey Tomato & Basil Feta)

2017 American Cheese Society Cheese Contest

1st Place: Odyssey Peppercorn Feta 1st Place: Odyssey 2-Percent Greek Yogurt 2nd Place: Odyssey Feta

2nd Place: Odyssey Low Fat Feta 2nd Place: Odyssey Greek Yogurt Old World Style

2017 United States Championship Cheese Contest

1st Place: Feta (Odyssey Feta)
1st Place: Flavored Feta (Odyssey Mediterranean)
1st Place: Brick, Muenster (Brick)

1st Place: Lowfat Cheeses (Odyssey Fat Free Feta in Brine) 1st Place: High Protein - Cow's Milk Yogurt, Flavored (Odyssey Greek Yogurt Vanilla)

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USDA releases latest world dairy trade report, says U.S. cheese exports to be impacted

WASHINGTON—U.S. cheese exports during the second half of the year will be negatively impacted by retaliatory tariffs, predicts USDA's Foreign Agricultural Service in its latest Dairy: World Markets and Trade biannual report released this week.

Among the major dairy exporters (United States, New Zealand, the European Union [EU], Australia and Argentina), 2018 exports are projected to total 296.6 million metric tons, up 1 percent from USDA's initial 2018 forecast in December. The 2017 dairy exports from these countries totaled 292.3 million metric tons.

From January-May 2018, gains were

seen in U.S. dairy product exports across the board compared to the same 2017 period. However, for the balance of the year, USDA says the outlook for U.S. dairy exports is mixed due to the imposition of retaliatory tariffs by Mexico and China on a range of U.S. dairy products. The tariffs, in effect since early July, include Mexican tariffs on U.S. cheese and Chinese tariffs that particularly affect skim milk products such as skim milk powder (SMP), whey and cheese. However, they exclude products such as lactose and infant formula. While U.S. exporters are likely to lose some market share in these countries, U.S. exporters are expected to remain competitive in other markets, helping to offset a portion of these losses.

For 2018, the U.S. export forecast for cheese is reduced by 6 percent from December's forecast to 334,000 metric tons, which also represents a decline of 3 percent from the previous year. U.S. imports of cheese made from cow's milk are forecast to drop by 2 percent over 2017, continuing a declining trend since 2016.

The forecast for U.S. SMP has been revised up by 13 percent to 720,000 metric tons, which would represent a new record for annual U.S. SMP exports. Although China has imposed

retaliatory tariffs on U.S. SMP imports, their impact on overall U.S. SMP exports is not expected to be significant.

Total U.S. dairy product exports for 2018 are revised down 1 percent from December's forecast to 98.8 million metric tons, which still remains above the 2017 total of 97.8 million metric tons.

USDA also has revised New Zealand's 2018 dairy export forecast down 1 percent from December to 21.7 million metric tons. The EU's dairy export forecast has been raised 2 percent to 155.6 million metric tons, up from December's initial forecast of 152.1 million metric tons and 2017's total of 153.4 million metric tons. Argentina's and Australia's forecasts also were raised, 1 and 2 percent, respectively.

USDA also has included a special section on EU milk production with the report. Since the elimination of the EU milk production quota in 2014, the Netherlands, Ireland, Poland and Italy have accounted for nearly threequarters of the total net gain in EU milk production, USDA says. Meanwhile, one country — France — is responsible for three-quarters of member states' declines in milk production. Despite fears that post-quota output would surge, the annualized rate of 1.2-percent growth from 2014-2017 was only slightly above the previous fiveyear average of 0.9 percent. For 2018, production is forecast up a further 1 percent year-over-year, but as in past years, modest overall growth obscured greater changes within individual member states, USDA notes.

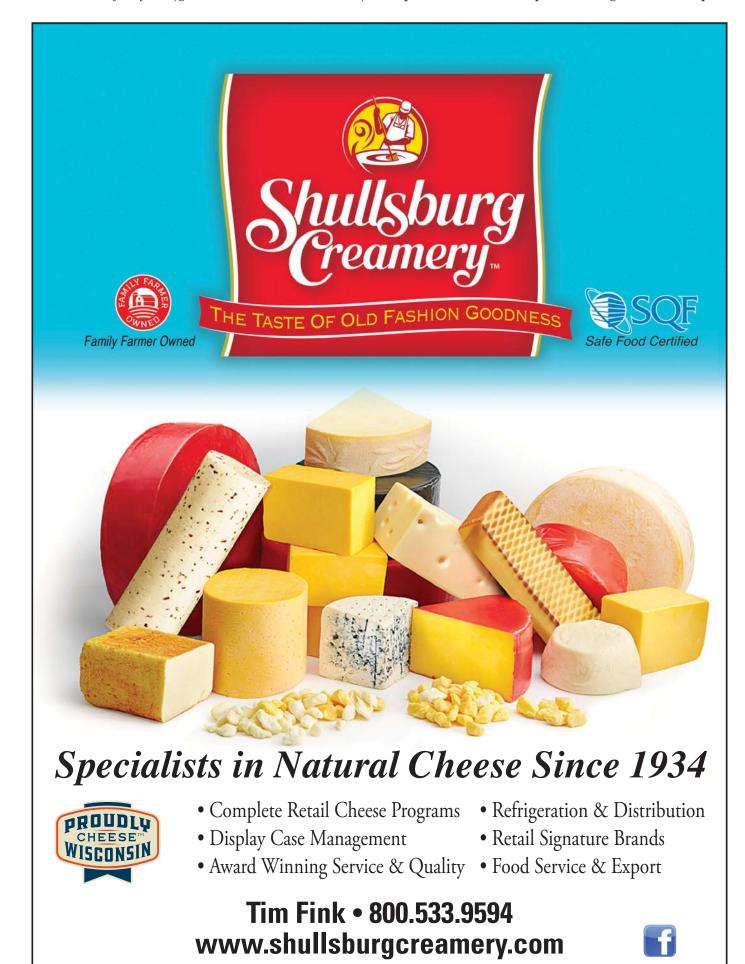
To read the entire USDA report, visit https://apps.fas.usda.gov/psdonline/circulars/dairy.pdf. CMN

Bega Cheese Ltd. to acquire Saputo facility in Australia

KOROIT, Australia — Bega Cheese Ltd. this week announced it has agreed to purchase Saputo Dairy Australia's Koroit dairy processing facility, located in western Victoria, Australia.

The selling price of A\$250 million (US\$183 million) is payable in cash at closing, and the transaction is subject to approval by the Australian Competition and Consumer Commission. The sale is expected to close in the second quarter of Saputo's fiscal 2019.

Saputo's divestiture of this plant was required by the Australian Competition and Consumer Commission following its acquisition of the activities of Murray Goulburn Cooperative Co. Ltd. that was completed May 1. The Koroit plant currently has approximately 110 employees and processes approximately 300 milliliters of milk into bulk and retail butter, commodity and retail milk powders and infant/child milk powder. CMN



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NEWS/BUSINESS



Dairy Connection Inc. expands facility, makes custom blends, acquires SQF certification

By Mallory Adamson

MADISON, Wis. — Dairy Connection Inc., Madison, Wisconsin-based supplier of cheesemaking supplies, is approaching its 20th anniversary and celebrating its facility expansion, new custom-blended cultures and SQF certification.

The company first opened for business Jan. 1, 1999, with one employee, Cathy Potter. After nearly 20 years in business, Dairy Connection has grown to 11 employees, including Cathy's husband Dave, two of their daughters and one son-in-law.

Until recently, Dairy Connection had been leasing 5,000 square feet of its building, but now the company is leasing the entire building. This expansion has created additional space for dry storage and larger packaging and production rooms.

In its production rooms, Dairy Connection blends its custom combinations of cheese starter cultures. The company specializes in providing cultures and enzymes to artisan and farmstead cheesemakers. While Dairy Connection also serves larger customers in

the industry, it stands out in its ability to provide cultures on a small scale for small batch production.

Dairy Connection stocks more than 300 cultures as a distributor for Danisco Dupont, Chr. Hansen and DSM. While the culture manufacturers may require higher thresholds for order quantity, Dairy Connection is able to break down a case of a culture, for example, to sell one pouch or even smaller amounts when blended with other cultures.

"When you're a small producer, you have to buy a large amount [of cultures] and use only a little. It's not economical. That's what our role is, to provide cultures on a small-scale basis," says Dave Potter, president and technical manager of Dairy Connection.

Potter says Dairy Connection is able to blend from 5 grams to 500 grams of cultures depending on a customer's needs. He recalls a story of working with one small-scale cheesemaker:

"They were looking to improve the flavor of their ripened cheese. In that particular case, they were making a Cheddar and wanted to make it a sweeter, nuttier flavor. The products that we sell, we sell individual components to do that. They would have had to buy too much, so we were able to blend small amounts of the flavor culture with the culture they normally use to make cheese," Potter recounts.

Potter explains how Dairy Connection's custom blends are based on the interactions between acidifying cultures, which lower the pH of milk and convert milk sugar into lactic acid, and adjunct cultures, which are primarily responsible for the end-result cheese flavor.

"Specialty cheesemakers have niche markets for cheese flavors," Potter says. "Right now, flavor is really important in the cheese industry, so we can mix and match cultures for our customers to blend together to create their flavors. We put together a cocktail of cultures that will produce unique flavors and textures for the cheeses."

Potter says that current cheesemaking trends favor nutty and sweet flavors in Cheddar. Cheesemakers also have been requiring adjunct cultures that inhibit the growth of unwanted natural bacteria, such as mold and yeast, which are contaminants and spoilage agents. Dairy Connection offers hundreds of

starter cultures, both thermophilic and mesophilic, as well as a variety of adjunct cultures.

Dairy Connection also can blend probiotics with other cultures to add to cheese and create custom-blended cultures for fermented foods and beverages like yogurt and kefir.

Dairy Connection also recently obtained its SQF certification. Potter says the company is proud to have received a 96 percent score and has been working hard to meet the requirements for food safety under the new Food Safety Modernization Act. Dairy Connection has been using a third-party audit during this process, and Potter says the company chose to pursue SQF certification because it is a nationally recognized standard. The SQF certification, Potter says, assures customers that Dairy Connection is operating up to the highest standards.

"This certification tells our customers, 'We are doing things the way you want them to be done, and we are open about the way our process works," Potter says.

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

Bel Group to build first Canadian plant in Sorel-Tracy, Quebec, beginning early 2020

SOREL-TRACY, Quebec — The Bel Group recently announced it will build its first Canadian plant in Sorel-Tracy, Quebec. The facility is scheduled to begin production in early 2020 and will be fully dedicated to producing Mini Babybel cheese, which the company says is very popular with Canadian consumers.

The C\$87 million project will create 170 jobs between the Sorel-Tracy plant and Bel Canada's head office in Montreal. It also will contribute to growing demand for Canadian milk.

"Bel has been marketing its products in Canada since 1957, and we know the local dairy sector's expertise," says Catherine Thomas, president, Bel Canada. "With this new plant, we are becoming a full-fledged Quebec dairy processor."

The Bel Group says this project will achieve its goal of better meeting the needs of the Canadian market locally. Bel Canada implemented a strategy more than 10 years ago to prioritize local manufacturing to bolster the company's growth in the Canadian market.

"This cheese is currently imported and will soon be produced with 100-percent Canadian milk. This is good news for local dairy producers," says Bruno Letendre, chair of Les Producteurs de laid du Quebec. "This investment will generate employment and much-needed economic benefits in our regions."

Mini Babybel currently is imported to the Canadian market from France and the United States, according to Investissement Quebec, which assisted Bel Canada in its business plan for the new plant.

Bel Canada's plant will be built on a site adjacent to Laiterie Chalifoux, a company established in Sorel-Tracy in 1920 with which industrial synergies are expected. The Bel Canada subsidiary was established in 2005, and two of its main brands — Boursin and The Laughing Cow — currently are produced in Canada through subcontracting partnership agreements with local dairy processors. The Mini Babybel plant in Sorel-Tracy will be the first production facility in Canada that Bel operates directly. CMN

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USDA awards contract to Challenge Dairy

KANSAS CITY, Mo. — USDA has announced the award of a contract to Challenge Dairy Products Inc., Dublin, California.

Challenge Dairy Products will supply USDA with 75,600 pounds of

salted print butter at a rate of \$2.85 per pound for a total of \$215,460. The butter is being purchased by USDA in support of domestic food distribution programs. The butter is slated for delivery Oct. 1-Dec. 31, 2018. CMN

For more information please visit www.dairyconnection.com



Glanbia, Leprino joint venture plans new Mozzarella facility in Portalaouise, Ireland

KILKENNY, Ireland — Glanbia Cheese, a joint venture between Glanbia plc and Leprino Foods, this week announced plans to build a new Mozzarella manufacturing facility in Portlaoise, Ireland.

A total of 130 million euros will be invested in this facility, which is supported by the government of Ireland through Enterprise Ireland. It will have a production capacity of 45,000 metric tons per year and create approximately 78 full-time jobs.

Glanbia Cheese currently is launching its planning phase. If it successfully achieves permission, construction will begin later this year, and the new facility

is expected to begin production in 2020.

Glanbia and Leprino Foods already have an existing joint venture partnership in Glanbia Cheese Ltd., which was established in 2000 and has large-scale manufacturing operations in Llangefni, Wales, and in Magheralin, Northern Ireland. Glanbia Cheese Ltd. is the leading Mozzarella manufacturer in Europe. The new investment will build upon this partnership, while the new scalable facility will provide cheese solutions for customers across Europe.

"Our partnership with Leprino Foods has been very successful for both partners to date, and we are very positive about the potential of this new venture," says Siobhán Talbot, group managing director, Glanbia.

"This new plant in Portlaoise is an exciting project that will not only expand our thriving partnership with Glanbia, but will take advantage of our combined experience, knowledge and strengths to build a state-of-the-art facility to meet consumer demand for Mozzarella cheese," says Mike Durkin, President, Leprino Foods. "It also reflects a desire to increase our presence and benefit from having a facility that is in close proximity to the growing European markets."

Glanbia Cheese's Portlaoise facility will source the majority of its key raw materials from Glanbia Ireland. The facility will supply products to customers in the foodservice sector of the pizza category across Europe. CMN

18 students are taking part in CIAA Summer Internship

WASHINGTON — The Cheese Importers Association of America Qualified Importer Program (CIAA QIP) is has announced that 18 students are participating in the CIAA Summer Internship Program. The internship, which lasts 10 weeks, places select students at participating CIAA member companies to introduce them to careers in the cheese importing industry.

Interns were selected from a pool of more than 200 applicants to participate in this opportunity. Selections were determined based on the applicants' application form, resume and two personal references. Admittance into the program was based also on the student's interests, familiarity and passion for marketing, supply chain management and/or international business.

This year's interns are from a variety of universities and colleges including Boise State University, Dickinson College, Georgia Institute of Technology, Michigan State University, North Carolina State University, Princeton University, Rutgers University, St. Joseph's University, Tulane University and the University of Wisconsin-Madison.

The students are placed with various CIAA member cheese importer firms throughout the United States including Alba Wheels Up, All-ways Freight Forwarding, The Ambriola Co., Atalanta Corp., Best Cheese, Emmi Roth USA Inc., Fonterra Food Services USA Inc., Gourmet Foods International, Jana Foods, MCT Dairies, Ornua North America, Saputo Cheese USA and Schuman Cheese.

"Over the past six years, we have been able to provide real-world experience for young people interested in food marketing and have exposed them to the exciting world of importing specialty cheeses through the CIAA QIP internship program," says CIAA President Phil Marfuggi. "Prior to their internship experience, many students were not aware that a rewarding and exciting career in the imported cheese business was an option available to them upon graduation."

Funding for the internship program is generated from the CIAA QIP. Funds are derived from the assessment importers pay on dairy products imported into the United States. No corporate funds are involved.

Applications for summer 2019 will be available in January.

For more information, visit www.theciaa.org. CMN



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NEWS/BUSINESS



Pearl Valley Cheese Co. receives Grand Champion rosette at Ohio State Fair contest

FRESNO, Ohio — The Ohio Swiss Cheese Association this week announced the winners of the Ohio

DFA, Land O'Lakes, Hiland win awards

CHICAGO — Dairy Farmers of America (DFA), Land O'Lakes and Hiland Dairy Foods were among award winners in manufacturing innovation and sustainability during last month's ProFood Live conference in Chicago.

DFA received a Manufacturing Innovator of the Year Award for its ingredients plant in Garden City, Kansas. Farmer Brothers and Clemens Food Group also received this award. Award winners were judged based on the use of high-level technology advancements in processing and packaging machinery; level of automation, software and controls in use; new uses of technology; and major plant production efficiency and cost savings.

The Garden City plant, a partnership between DFA and 12 of its member farms in southwest Kansas, was built with a focus on conserving natural resources as much as possible. It produces whole and skim milk powder, nonfat dry milk powder and cream, and receives approximately 4 million pounds of milk a day from regional farms.

Land O'Lakes and Hiland Dairy Foods were among winners of the Sustainability Excellence in Manufacturing Awards.

Hiland Dairy Foods tied for the second-place award in the projects category for its Chandler, Oklahoma, plant's whey recycling and wastewater treatment facility, which has expanded over the years to include additional projects. Sustainability efforts at this plant include wastewater treatment, irrigation system and crop production, whey recycling and land revitalization.

Land O'Lakes tied for third place, earning recognition for its chiller baffling project at its pudding plant. One of Land O'Lakes' food safety requirements is to cool down hot pudding to a specific temperature within a given time frame. Through some simple baffling, the company improved air flow in the blast chillers that allowed it to decrease the cooling time for each batch by as much as an hour, allowing the company to run the chillers about 90-120 minutes less per day. The goal was to improve product dwell time in the chillers, but it also resulted in earlier daily shut downs of the chillers.

Other sustainability award winners in the projects category included Smithfield (first), Keystone Foods (second) and Smithfield Foods (third). Sustainability award winners in the programs category were Snyder's-Lance (first), Conagra Brands and Hormel Foods (second, tie) and Smithfield Salt Lake City (third).

Company representatives discussed highlights of their award-winning projects during a special extended session June 21 at Pro-Food Live, and event by Pro-Food World and PMMI Media Group. CMN

State Fair contest, the second of three contests held this year to determine the Grand Champion and Reserve Champion cheesemakers in the state.

For the Ohio State Fair, Pearl Valley Cheese Co. received the Grand Champion rosette for its Swiss and the Reserve Champion rosette for its Emmentaler.

The contest was held at Pearl Valley Cheese in Fresno, Ohio, and all of the cheeses entered for the seven classifications will be on display at the Ohio State Fair in Columbus, Ohio.

 $\label{thm:contest} Winners of the Ohio State Fair contest are:$

• Rindless Swiss Class
First: Pearl Valley Cheese Co.

Second: Guggisberg Cheese Co., Millersburg, Ohio.

Third: Bunker Hill Cheese, Millersburg, Ohio.

• Other Swiss Class

First: Pearl Valley Cheese Co., Emmentaler

 $Second: {\it Guggisberg\,Cheese\,Co.}, Baby \\ Swiss.$

Third: Pearl Valley Cheese Co., Lacey Baby.

• Mild Cheddar Class

First: Middlefield Original Cheese, Middlefield, Ohio, Mild Cheddar.

Second: Bunker Hill Cheese, Raw Milk Cheddar.

• Aged Cheddar Class No entries • Italian-type Cheese Class No entries

• Open Class (various cheeses, flavored and unflavored, made of cow's milk)

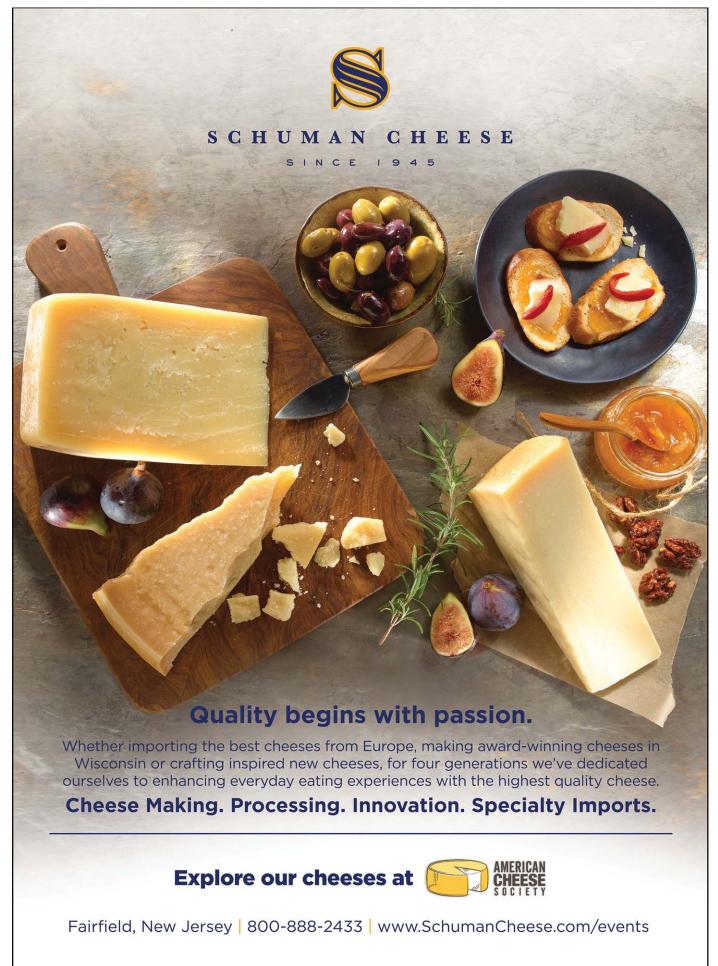
First: Pearl Valley Cheese, Gouda. Second: Black Radish Creamery, Columbus, Ohio, Buckhorn Aged Farmhouse Tomme.

Third: Middlefield Original Cheese, *Pepper Jack.*

• Soft and Spreadable Class (cheese containing greater than 51 percent moisture)

First: Blue Jacket Dairy, Lemon

Second: Bunker Hill Cheese, Creamy Feta. CMN



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NEWS/BUSINESS



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Hilmar Helping Hands



Photo courtesy of Hilmar Cheese Co.

HILMAR, Calif. — Hilmar Helping Hands received thousands of food items July 13 as part of a "Scoop it Forward" event to celebrate the official unveiling of the largest hand-painted dairy mural in the United States at the Hilmar Cheese Company Visitor Center.

Hilmar Cheese owners, employees, local officials and the community brought non-perishable food items to donate in exchange for a scoop of ice cream made with Real California Milk as part of the mural celebration, which honors the partnership between the dairy industry and the local community.

The mural is part of a national effort to celebrate the contribution of dairy farms and farm families to local communities. The Hilmar Cheese Company Visitor Center was selected by the Innovation Center for U.S. Dairy as one of seven locations across the nation to feature a custom mural as part of the Undeniably Dairy campaign. Undeniably Dairy is an industrywide, national campaign that aims to increase consumer trust in the practices, principles and people behind dairy foods.

Standing 32 feet tall by 60 feet wide, the mural is a creation of muralist Ed Trask of Richmond, Virginia. The mural used 22 gallons of paint and 273 different colors. It depicts Hilmar's founding principles of farmers, family, community and faith — and its passion for Jersey cows. It also depicts a child's journey from experiencing the visitor center as a youth and showing cows to discovering a devotion to dairy and pursuing a career in dairy innovation and research. CMN

Dean takes majority stake in Good Karma

DALLAS — Dean Foods Co. has in-

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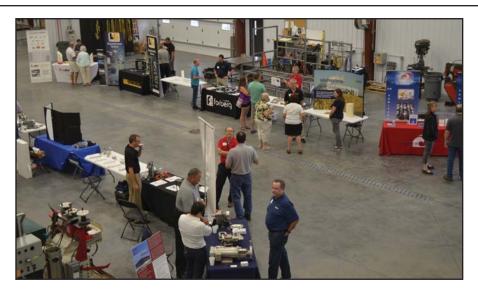
creased its ownership percentage and taken a majority stake in Good Karma Foods, a brand of flaxseed-based milk and yogurt alternatives.

"Good Karma is a fast-growing brand that gets us back into the growing plant-based food and beverage category, making it an excellent addition to our portfolio," says Ralph Scozzafava, CEO of Dean Foods. "Our investment in Good Karma is just one example of how we are executing against one of the major pillars of our strategic plan, to build and buy strong brands."

"We are thrilled about our continued partnership with the Dean Foods team," says Doug Radi, Good Karma Foods CEO. "We believe this relationship validates that Good Karma is one of the leading and fastest-growing brands to watch in the plant-based category, and we are excited about how this partnership will advance our mission of inspiring goodness by making our plant-based, non-dairy beverages and yogurts more accessible across the U.S."

Good Karma will continue to operate as a Boulder-based independent company led by its existing leadership team. CMN







Photos courtesy of MP&C

OPEN HOUSE — Membrane Process & Controls (MP&C) invited customers, suppliers, employees and construction personnel to an open house July 17 for the 24,000-square-foot expansion to its manufacturing facility in Edgar, Wisconsin, which was completed in December. The event featured food, a jazz band, supplier exhibits and tours of the new facility. "The new space is working out great. It's given us a lot of capability to do more and be more efficient," says Jay Possavino, sales and business development manager, MP&C.

ParmCrisps unveils rebrand, new positioning

ELMWOOD PARK, N.J. — Parm-Crisps, maker of artisan crafted crisps made from 100 percent cheese, has refreshed its brand and packaging.

ParmCrisps' popular pouch format has been repositioned for snacking on-the-go as the brand focuses on consumers who are looking for functional, nutritionally on-trend and flavorful products. The result is a millennial forward, snackable feel that highlights the brand's signature crisps, showcasing how the company's products serve as a substitute for traditional chips and crackers, the company says.

Since launching ParmCrisps earlier this year, consumers have found usage versatility with the product, company officials say. However, the brand also took note that consumers prefer different formats of the snack for different usage occasions. While ParmCrisps will continue to retail their tub format, which bridges the gap between traditional cheese and a cracker, the new ParmCrisps Pouch caters to the preference of hand-to-mouth snacking.

ParmCrisps Pouches are available in Original, Jalapeno and Black Sesame flavors

"As we discovered what our millennial consumers want, we realized we needed packaging that reflects the bold and sophisticated, yet flavor-forward and snackable aspects that ParmCrisps are all about," says Kevin Joseph, vice president of marketing, ParmCrisps. "We carefully crafted each element of the design, from our brand assets, color tones and photography to the surface finish, seal and gusset. The new package is a clear and relevant design that appeals to the millennial snacker and showcases our product benefits, boosting our brand as the new, millennial snack."

ParmCrisps' new packaging is now available at select retailers. For more information, visit http://parmscrisps.com. CMN

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EWCBA offers \$1K Roland Behle scholarship

KIEL, Wis. — The Eastern Wisconsin Cheesemakers and Buttermakers Association (EWCBA) is offering a \$1,000 scholarship named in honor of cheesemaker Roland Behle, a careerlong promoter of the dairy industry in Wisconsin.

The award is available to qualifying students based on leadership in agriculture and perceived ability to contribute to this vocation in the future.

It is an annual scholarship available for one or two semesters, \$500 per semester. Any individual meeting eligibility requirements may apply or reapply for the scholarship prior to the upcoming semester or year. Monies will be paid upon verification of the successful completion of each semester. Successful completion of each semester is defined as having completed a minimum of 12 credits and a minimum of a 2.0 grade point average. Failure to finish the semester will result in nullification of the award.

Applicants must be dependents of an EWCBA member or dependents of an employee of that member's business, have sincere interest in continuing education in an agriculture-oriented occupational field and be a graduate of a Wisconsin high school intent upon enrollment by the fall or spring term at an accredited Wisconsin university, college or vocational/technical institute for an ag-related program or short course.

The scholarship recipient will be chosen by the board of directors of the EWCBA. Information provided is considered confidential and reviewed only by the board of directors. All decisions of the board of directors are final. It may not be used as an employer reimbursement.

The application consists of name, phone number, address, high school attended or current post-secondary school, parent name (member or employee), company represented and a copy of university, college or tech school acceptance.

The application must be accompanied by a high school or current post-secondary education transcript, two letters of recommendation from non-related persons and a one-page essay on "What I Will Contribute to the Dairy Industry After Graduation."

Applications will be accepted at any time before Sept. 1 or Jan. 1, 2019, and should be mailed to Kay Schmitz, EWCBA, 20201 Point Creek Road, Kiel, Wisconsin 53042.

Questions may be directed to Kay Schmitz at 920-894-3032 or kay@henningscheese.com. CMN

Somerdale shows holiday cheeses at IDDBA

WELLINGTON, England — Somerdale International, importer of British cheeses into the United States, showcased its new holiday range of cheese at this year's International Dairy-Deli-Bakery Association (ID-DBA) trade show June 10-12 in New

Orleans.

Somerdale's range of holiday cheeses is intended to be served on Thanksgiving, Christmas and New Year's festive cheeseboards.

Holly Day Cheddar is matured for 12 months and has a nutty sweet flavor. Little salt crystals form during maturation to create a salty taste experience. Somerdale says it is ideally served with a Petit Syrah or hoppy IPA. This cheese is wrapped in Father Christmas packaging.

Red Ribbon Cheddar's packaging is emblazoned with a jolly snowman. This nutty, sweet-tone Cheddar is made and aged on the Barber family farm in the southwest of England, just 15 miles away from the village of Cheddar in Somerset.

Somerdale Wensleydale with Cranberries is crafted to be a true classic to celebrate the holidays. It combines classic Wensleydale cheese with the fruity sweetness of delicious whole cranberries.

Wensleydale with Lemon and Honey combines the natural sweetness of lemons and honey with slightly tart, crumbly Wensleydale cheese.

The holiday range also includes Somerdale's Westminster Rustic Red and Westminster Holiday Cheddars and Il Truffelino, which combines creamy Cheddar with aromatic truffles.

For more information, visit https://somerdale.com. CMN



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NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

Hook's Cheese updates look with new labels, adds new distributors

By Kate Sander

MINERAL POINT, Wis. — The concept of "slowing down" comes easier for some than others. Tony and Julie Hook, a husband-and-wife team and well-known Wisconsin cheesemaking duo, would fall in the category of "others."

In the late 1990s, their company, Hook's Cheese, was making 1.5 million pounds of cheese, primarily Americanstyle, each year. About the time of the new millennium, they decided to "slow down" and transition from making commodity cheeses to artisan cheeses with less output.

But the Hooks really haven't slowed down. They may make less cheese, but the cheeses are critically acclaimed and sales of their specialty cheeses are growing at a pace of about 15 percent annually. This past year the family-owned and -operated business has brought on Sara Hill to handle national sales, revamped its labels and continues to look for and add new distributors.

Hook's Cheese has always been known for quality cheese; in fact, Julie Hook was the first — and to date, the only - woman cheesemaker to win the top award in the World Championship Cheese Contest when her Colby won the top award in 1982.

"People's palates are more seasoned, and they are looking for bigger and bolder flavors."

Sara Hill HOOK'S CHEESE

However, Hook's Cheese made a lot of cheese for other buyers, and in the late 1990s with debts paid off and their kids through college, Tony and Julie saw the opportunity to focus more on their Hook's brand and try new and different cheeses. They launched their first Blue cheese in 1997 and began selling it at the Dane County Farmers Market, the weekly market around the Capitol Square in Madison, Wisconsin, where they had already established a presence. There - then and now — chefs, specialty stores and consumers alike seek out the Hooks' traditionally-made, artisan products, which range from Colbys and aged Cheddars to Blues to mixed-milk American originals.

As the company has changed its focus, what Tony says he didn't necessarily expect was the attention and support that he and Julie would get from smaller distributors, the Wisconsin Milk Marketing Board (now known as Dairy Farmers of Wisconsin) and the Dairy Business Innovation Center.

Hill, though, says it was a natural evolution. Hill, who previously worked for the Wisconsin Milk Marketing Board as manager of cheese education and training, says when she was doing culinary tours and working with cheese buyers she loved to include the company.

"Hook's Cheese was always a special stop on the plant tours. We would walk in the door and often see milk in the vats," Hill says. "Tony would greet us and then give a tour of the plant, going through the cheesemaking process, explaining the aging caves and answering questions. We would finish with a tasting of about 20 cheeses and there was always a line to buy their favorites to take home."

Tilston Point, a washed rind, cave aged blue, with a nutty flavor and a nice "funky" finish, introduced in 2004, was a favorite for Hill to include in a flight of Blues. Hill notes that Hook's Cheese ages most of its blues nine to 12 months. This is rare in the industry but a big reason why Hook's Blues are so good, she says.

"People's palates are more seasoned, and they are looking for bigger and bolder flavors," she adds.

The late 1990s and early 2000s were a time of experimentation for the Hooks as they added several cave-aged Blues to their offerings. In addition to Tilston Point, they created Blue Paradise, a double-cream Blue, and introduced Gorgonzola. In 2009, they started making a sheep's milk Blue called Little Boy Blue, which won first in its class at the American Cheese Society competition in 2011, 2012 and 2014. In 2012, they introduced a goat's milk blue called Barneveld Blue.

Shortly thereafter, they began working with mixed-milk cheeses in earnest.

In 2013, Hook's Cheese introduced



Photo courtesy of Hook's Cheese

THEY'VE GOT THE BLUES — Hook's Cheese has spent the last two decades perfecting its blue-veined cheeses. It makes a variety of Blues using cow's, goat's and sheep's milks.

a mixed-milk Blue with cow's, sheep's, and goat's milk called EWE CALF to be KIDding Blue.

Another mixed-milk cheese the company started making is called Triple Play, which was launched in 2014. This cheese uses cow's, sheep's and goat's milks, three different starter cultures, and has flavor notes of Baby Swiss, Gouda and Havarti.

A couple of years ago, as an experiment, the Hooks set aside a few 40-pound rindless blocks of Triple Play for aging beyond the three to six months that it typically is aged. The end result was Triple Play Extra Innings that the company introduced last year. Aged more than one year, at this point the Gouda flavor becomes more prevalent and crystals begin to form.

"It's one of the cheeses people go crazy for," Hill says of Triple Play Extra

Another mixed-milk offering the company has developed is Red Errigal, a mixed-milk cheese made from cow's and sheep's milk made in the style of a Colby.

The company has worked with the same three cow's milk producers for generations and sources its goat's milk from LaClare Farms and its sheep's milk from Hidden Springs so quality and continuity are maintained.

The Hooks, including Tony's brother and nephew who are both licensed cheesemakers, continue to enjoy experimenting. Not everything works out the way they hope, but oftentimes the "failures" inspire something else, Tony Hook says.

Not all of the cheeses are experi-

"We age our cheese in curing caves at just the right temperature and humidity for a slow curing process that allows our cheeses to age to perfection."

> Tony Hook HOOK'S CHEESE

ments, though. With quality and flavor in mind, the company continues to make plain and flavored Jacks and age its highquality Cheddars, storing the best ones for years on end until they have reached just the right flavor profile.

"We age our cheese in curing caves at just the right temperature and humidity for a slow curing process that allows our cheeses to age to perfection. Every few months each batch is taste tested to ensure that only the cheeses of the highest quality are saved to age," Hook says.

The company always has cheeses aged one to 12 years available, and often a 15-year Cheddar as well — although demand is high and supply is limited. The company also offered a 20-year aged Cheddar in 2015 and plans to do so again in 2020.

This year, Hook's Cheese is centering

Turn to HOOK'S, page 25 ⇒

Also in *Retail* WATCH:

Rizo Bros.' Cotija features new packaging ... Page 27 Litehouse updates brand name ... Page 26

Winners announced in Crave Brothers Farmstead Cheese chef, consumer recipe contests

wateraloo, wis. — Results recently were announced for the Crave Brothers Farmstead Cheese Professional Chefs' Recipe Contest, as well as the Crave Brothers Farmstead Cheese Consumer Recipe Contest.

Crave Brothers notes its award-winning Fresh Mozzarella is an ideal ingredient for creative cooking because it's available in a variety of forms for foodservice, including 1-pound balls and logs, 8-ounce balls, and containers of perline (pearl size), ciliegine (cherry size), bocconcini (ball size), ovoline (egg size) and ciliegine marinated in an olive oil/canola oil blend with herbs and spices.

Crave Brothers Mascarpone has won numerous awards since its introduction, and adds richness to dessert and savory recipes alike, the company adds. Crave Brothers Farmstead Cheese, including Mascarpone, is made with milk from the Crave family's own dairy herd.

For the Professional Chefs' contest, cheese-loving foodservice professionals submitted their favorite original recipes of side dishes, entrées or desserts. Winning recipes were selected for their innovation, creativity and flavor.

• Executive Chef Rhys Lewis of Woodstock Inn in Vermont took first-place honors and was awarded the \$2,500 top prize for his Crave Brothers Crispy

Mozzarella and Summer Tomato Salad with Basil Pesto, Herb Mascarpone and Cider Balsamic Reduction. His recipe brings together the culinary influences of Wisconsin, Vermont and Southern regional cooking.

- Kristina Vanni of New York City earned the second-place award and received \$2,000 for her cross-cultural creation: Italian-Style Shakshouka with Fresh Mozzarella and Marinated Crostini. Vanni is a food writer, cookbook author, recipe developer and food photographer. Her recipe gives an Italian twist to the North African dish of shakshouka, made with eggs poached in a sauce of tomatoes, peppers and onions spiced with cumin. Vanni's recipe crosses over to the other side of the Mediterranean, featuring poached eggs with Crave Brothers Fresh Mozzarella — featuring Marinated Ciliegine (cherry-size balls) - melted into the warm tomato sauce.
- Tying for third-place honors were Chef Scott Stroud of Des Moines, Iowa, and Executive Chef James Campbell of Lakes 23 in Freemont, Michigan. Each chef won a Crave Brothers cooler tote filled with a selection of award-winning Crave Brothers Farmstead Classics Cheese and a cutting board. Both chefs' recipes feature Crave Brothers Mascarpone that is made from fresh sweet cream, adding flavor and texture.

For the Cheese Consumer Recipe Contest, cheese-loving consumers submitted their favorite original recipes for side dishes, entrées or desserts featuring Crave Brothers Fresh Mozzarella or Crave Brothers Mascarpone. Winning recipes were selected for their innovation, creativity and flavor.

- Crystal Schlueter of Babbitt, Minnesota, was awarded the \$1,000 first prize for her Strawberry Mascarpone Hand Tarts with Lemony Thyme & Pink Peppercorn Sprinkles. This recipe taps into tradition as well as trends. Schlueter's recipe was inspired by a combination of her love of baking and her love of Mascarpone. Puff pastry is filled with just enough Crave Brothers Mascarpone cheese to add richness and bring out the clean flavors of strawberry jam made with fresh berries, Meyer lemon zest and juice, balsamic glaze, roughly chopped fresh thyme leaves and coarsely ground pink peppercorns.
- Courtney Smith of Sun Prairie, Wisconsin, earned the second-place prize of \$500 for Reuben Stuffed Shells with Mascarpone Cream Sauce. Inspiration

struck Smith when she enjoyed corned beef and cabbage at her grandparents' house on St. Patrick's Day. She took those flavors and ingredients to the next level by incorporating them into a dish of stuffed jumbo pasta shells covered in Mascarpone Cream Sauce. The sauce is made with 8 ounces each of Crave Brothers Mascarpone Cheese and Thousand Island dressing, plus a dollop of melted butter.

• Donna-Marie Ryan of Topsfield, Massachusetts received the third-place prize for her Scrumptious Summer Blueberry Mozzarella Wild Rice Salad served with blueberry vinaigrette. Ryan won a Crave Brothers cooler tote filled with a selection of award-winning Crave Brothers Farmstead Classics Cheeses and a cutting board. The salad combines regionally grown blueberries, wild rice and Crave Brothers Fresh Mozzarella. To make it, mixed salad greens and cold wild rice are topped with cubed or perline (pearl size) Fresh Mozzarella and fresh blueberries.

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

Cheeses of Europe unveils 'Secrets de Fromage' in latest integrated campaign

PARIS — Cheeses of Europe has launched a multi-year marketing campaign in an ongoing effort to drive awareness and trial of European cheese in the United States.

Created in partnership with New York City-based marketing agency Fifteen Degrees, Cheeses of Europe is debuting a new digital ad campaign, unleashing the secrets of unique and time-honored European cheeses.

In addition to the digital focus, the campaign includes video recipes, digital content, display advertising and ongoing social media awareness and engagement. The organization's website also has been redesigned for a more appealing experience and a mobile app is being launched. Additionally, in-store tastings are rolling out in supermarkets across the country.

Cheeses of Europe also has signed a multi-year agreement with the United States Tennis Association as an official sponsor of the U.S. Open Series through 2020. The 3-year partnership includes a significant presence at tournaments in Atlanta; San Jose, California; Cincinnati; New Haven, Connecticut; and Winston-Salem, North Carolina.

At each U.S. Open event, fans will have the opportunity to taste and learn about cheeses from Europe. In the inaugural year of the sponsorship, on-site product sampling will feature 10-15 premium European cheeses including Brie, Camembert, Emmental, Comté and Mimolette.

"European cheese can be a little intimidating," says Mac McLaurin, co-founder and creative director of Fifteen Degrees. "Our campaign uses humor to sidestep these challenges. After all, nobody should be afraid of cheese."

For access to recipes, secrets and videos, connect with Cheeses of Europe on Facebook, Twitter and Instagram, download the app or visit https://cheesesofeurope.com. CMN



MADISON, Wis. — Dairy Farmers of Wisconsin recently announced the release of the summer issue of *Grate. Pair. Share.*, its online magazine of recipes featuring Wisconsin cheese.

"The summer is all about entertaining outdoors with friends, so we focused on providing fresh, delicious recipes for every occasion — from a backyard barbecue to a picnic in the park," says Suzanne Fanning, vice president, marketing communications, Dairy Farmers of Wisconsin. "We kept the recipes simple yet delicious to minimize prep time and maximize summer fun time."

The cover of the summer issue fea-

tures a red, white and blue Berry Ricotta Tart. Among other features inside are four varieties of cheesy grilled foil packets, a Wisconsin Summer Bucket List including cheese and beer pairings, a recipe for a campfire cookout and tips for preparing a Wisconsin wine and cheese picnic spread. Classic summer desserts in the issue include Chocolate Cheese Fudge S'mores Bars, Caramel Tiramisu Mascarpone Cream Puffs and No-Churn Mascarpone Ice Cream Cookie Cake.

To view the summer issue of *Grate. Pair. Share.*, visit https://issuu.com/wisconsincheese/docs/gratepairsharesummer2018. CMN



HOOK'S

Continued from page 23

more of its efforts on marketing, Hook says. The company launched its new labels at the International Dairy-Deli-Bakery Association show last month in New Orleans and is currently transitioning all cheeses to the new look. The new black labels focus on the Hook's name and still have familiar hand-drawn pictures of animals that denote the source of the milk — retaining who the company is but with a fresh look that stands out in the deli case, Hill says.

"We have cheeses that wow people. At a show, people will try it and walk away and come back and say, 'that was really amazing.'
That's when you know it's a really good cheese."

Sara Hill HOOK'S CHEESE

Retailers, inundated every day with all kinds of cheese, have many choices, Hill acknowledges. To make their jobs easier, the company recently began offering its cheeses in random-weight Cryovac packages for retailers who don't have the labor to cut and wrap in the store.

While the company's cheese is available in pockets nationwide, Hook's Cheese has the capacity to produce

Bel Brands unveils Babybel Cheese & Crackers at retail

CHICAGO — Babybel, a brand of Bel Brands USA, is launching new Babybel Cheese & Crackers made with 100 percent real cheese and paired with crunchy crackers.

Babybel Cheese & Crackers are available in three varieties, including Original paired with crunchy mini butter crackers, White Cheddar paired with crunchy mini butter crackers and Light paired with crunchy, mini, whole-grain wheat crackers.

"As families continue to snack more frequently and in more on-the-go occasions, it was a natural evolution to pair our already delicious cheese with its other half — the cracker — in a package that's convenient for families," says Shannon Maher, brand director, Babybel.

Babybel Cheese & Crackers are available in 1-count and 3-count packs in the dairy aisle at major retailers for a suggested retail price of \$1.29 and \$3.49, respectively.

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

more cheese and is looking to expand its distribution with the right partners, Hill says, noting she works with distributors to develop promotions and tell the stories behind the cheese.

"We'd like to keep growing at about this pace. I am up to retirement age, but I'd like to keep going for a few more years," Hook says, noting that eventually he foresees the next generation of the Hook family assuming responsibility for the business.

Distributors who know cheese and who appreciate the artisan quality and handmade effort put into Hook's Cheese will have the greatest success with the company's cheeses, Hill adds.

"Our ideal customer is a distributor devoted to cheese," Hill says.

"We have cheeses that wow people," she adds. "At a show, people will try it and will walk away and come back and say 'that was really amazing.' That's when you know it's a really good cheese." CMN



Photo courtesy of Hook's Cheese

CHEESEMAKING DUO — Husband and wife team Tony and Julie Hook have been making cheese together for more than 40 years. They formed Hook's Cheese Co. in rural Mineral Point, Wisconsin, in 1976, and moved to their current facility in Mineral Point in 1987.

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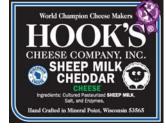
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For more information please visit www.hookscheese.com

Litehouse Inc. updates cheese packaging look, brand name to 'Litehouse Simply Artisan'

SANDPOINT, Idaho — Litehouse Inc., a 100 percent employee-owned company known particularly for its Blue cheese dressing, is updating the look of its award-winning cheese found in the deli case.

Up until recently the company sold its

cheeses under the "Simply Artisan Reserve" brand, but the strategic decision was made earlier this year to rebrand the cheeses under the better-known Litehouse brand.

Now known as "Litehouse Simply Artisan" the brand refresh leverages

design cues from the recently refreshed core line of Litehouse dressings and dips, including modernized branding, top-down photography, eye-popping color and easy-to-read flavor names, says Stacey Miller, director, trade marketing and business management, Litehouse. The entire Litehouse Simply Artisan line is in the process of being refreshed, including Blue and Gorgonzola wheels and center cuts, which are 5-ounce premium cuts of cheese cored from the center of the wheel and packaged on a tray with a domed lid. Also receiving a new look are the company's Blue, Gorgonzola and Feta crumble cups and crumble pouches. Miller stresses the cheese —which has won the top spot in the ACS Rindless Blue Cheese Class for three years running — is unchanged. The new packaging spotlights the

The new packaging spotlights the attributes that make Litehouse Simply Artisan a favorite among consumers and industry experts:

- Handcrafted: Keeping true to tradition, Litehouse artisan Blue and Gorgonzola cheeses are turned and salted by hand to nurture the highest quality.
- Aged 100 days: Litehouse Blue and Gorgonzola cheeses are aged 100 days to ensure the signature, award-winning

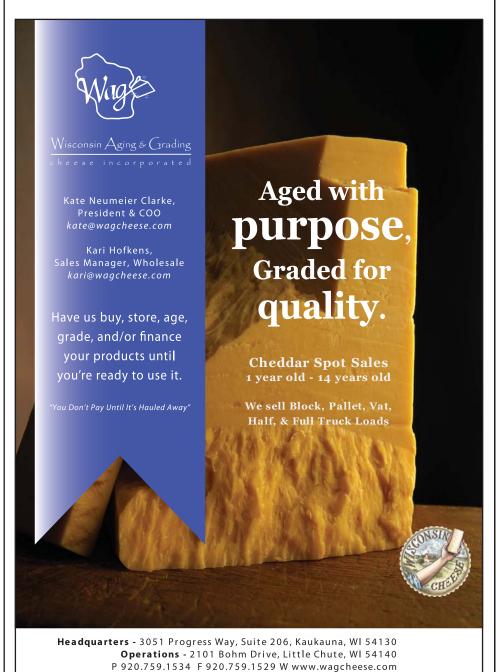
flavor has adequate time to develop.

• Award-winning: The premium domestic cheese brand has received numerous awards and accolades celebrating its technical qualities, aesthetics and signature flavor.

"Litehouse has a proud heritage in handcrafted artisan cheeses, and the new Simply Artisan design highlights our commitment to creating great tasting and high-quality cheese," adds Krystle Turnbull, brand manager at Litehouse. "The updated branding will create a more consistent look across the Litehouse portfolio, and make it easier than ever for consumers to select the cheese brand they know and love."

Created with consumers in mind, the trend-setting design and color palette for Litehouse Simply Artisan illustrates the company's commitment to crafting artisan cheese and will help the premium domestic cheese brand stand out in-store, Turnbull notes. The company notes the refreshed label features the new FDA nutrition facts panel and clearly highlights that all Litehouse Simply Artisan cheeses are rbST-free and gluten-free.

For more information visit www.litehousefoods.com. CMN



For more information please visit www.wagcheese.com

Grilled cheese contest selects 2018 winner

MADISON, Wis. — The judging panel of the 2018 Wisconsin Grilled Cheese Recipe Showdown has selected this year's winner: The Green Lobster, which features a blend of Wisconsin Butterkäse and Fontina cheeses, lobster and chimichurri sauce.

"After the first bite, I knew The Green Lobster was our clear winner," says Laura Werlin, James Beard-award-winning author of six books on cheese. "The Butterkäse and Fontina cheeses were by far the dominant flavors, but all of the other ingredients in the sandwich held their own—they were the supporting cast for the cheese which had the starring role."

A panel of culinary experts including editors, authors and bloggers from across the nation tasted and reviewed the top entries in an all-day judging event. Grilled cheese aficionados from nearly all 50 states submitted more than 1,600 original recipes for the competition's seventh year. The Food Network's Cheese Twins, Charlie and Michael Kalish, announced the winners live on the Wisconsin Cheese Facebook page.



"We wanted to inspire people to put a new twist on an old favorite — the grilled cheese sandwich."

Suzanne Fanning
DAIRY FARMERS OF WISCONSIN

"We wanted to inspire people to put a new twist on an old favorite — the grilled cheese sandwich," says Suzanne Fanning, Dairy Farmers of Wisconsinvice president of marketing communications. "This year's entries delivered some true masterpieces. Unique ingredients combined with Wisconsin's artisan cheeses provided delicious creations that could be served in the world's finest restaurants or on the dinner table."

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

Olympiana Tsantila yogurt launches at IDDBA

NEW ORLEANS — Extra Virgin Foods Inc., manufacturer of Olympiana-branded imported Greek foods, recently launched Olympiana Tsantila Imported Greek Yogurt at the International Dairy-Deli-Bakery Association show here.

Unlike other "Greek" yogurts sold in America, Olympiana is produced in Greece and shipped weekly to the United States, the company says. It is made in a Tsantila, which means "cheesecloth" in Greece, the original manufacturing method for Greek yogurt.

Olympiana is strained for 40 hours by hand and only features two ingredients: grass-fed milk and live and active yogurt cultures. This traditional process results in 20 grams of protein per serving, the company says.

"It is a little-known secret of the industry that none of the \$8 billion a year of Greek yogurt sold in America is actually real Greek yogurt," says Pavlos Hatziiliades, president of Extra Virgin Foods Inc. "Greek yogurt has been hijacked by large agribusiness, and what has been sold to the American consumer has nothing to do with real Greek yogurt, which is supposed to be strained in a cheesecloth and made with fresh Greek grass-fed milk without any additives."

In keeping with the simple, handmade

Alouette Cheese launches 'Eat Artfully' media campaign

NEW HOLLAND, Pa.—Alouette recently launched a new summer media campaign, "Eat Artfully." The campaign comprises a series of humorous "how-to" recipes intended to poke fun at trendy recipe videos that are easy to watch but "impossible to make."

Each ad showcases how simply adding Alouette cheese can make any dish delicious.

The campaign, which launched June 29, will run through August across digital and social channels including Facebook, Instagram and YouTube, and it will be supported by other public relations.

"Whether you're looking to turn your carrots into an elegant crudités platter or a simple box of crackers into beautiful hors d'ouevres, Alouette soft spreadable cheese provides an easy way for our consumers to transform any dish into something special," says Mikhail Chapnik, vice president of marketing at Savencia Cheese USA, manufacturer of Alouette. "These artful transformations will be particularly helpful during the summer months when picnic, barbecues and pool parties are on our minds and entertaining needs to be a breeze."

Developed in partnership with Deep Focus creative agency, the "Eat Artfully" media campaign aims to increase awareness and usage of Alouette Spreadable Cheeses among millennial foodies who seek to incorporate high-quality ingredients into casual snacking and entertaining occasions.

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

nature of the product, only plain whole milk and plain 0 percent nonfat are available.

"Consumers don't need some company telling them what fruits to add to their yogurt, with a ton of sugar and additives. Greek yogurt can be a savory recipe ingredient, made into a spread, enjoyed with breakfast, with honey, fruit, goji berries—the possibilities are endless," Hatziiliades says. "Our goal is to show Americans what real Greek yogurt is all about, and hopefully they try other authentic Greek foods also."

Olympiana Tsantila Imported Greek Yogurt is available at Demoula's Market Basket Supermarkets and Hannaford Supermarkets in New England. The company plans to expand with limited distribution nationally.

For more information, visit www.olympianayogurt.com and www.extravirginfoods.com. CMN

Two varieties of Rizo Bros.' grated Cotija feature new packaging, name recognition

MODESTO, Calif. — Rizo-Lopez Foods Inc., best known for its Don Francisco brand, is expanding its presence in the Anglo retail market with its Rizo Bros. California Creamery brand cheeses.

Catering to American consumers who may not know how to use traditional Hispanic-style cheeses, the company is giving the brand a face-lift with new packaging that features better name recognition along with a picture that showcases the cheese on or in a finished dish

The goal is to educate consumers who may not be familiar with or know how to use the cheese and give them easy usage suggestions, says Tomas Rizo, sales representative and a second-generation member of the family who operates the business.

One of the cheeses featuring the new look is grated Cotija, which is available in both original and spicy flavors. The spicy flavor, known as Cotija Enchilado, is a mix of chipotle and three other chiles. While adding a kick of flavor, the cheese isn't too spicy, Rizo says. It uses the same spices as the company's chunk Cotija Enchilado that is hand-rubbed with spices on the outside.

Sold in 7-ounce containers, this salty crumbled cheese can be used as a topping for street corn, tacos and other foods, Rizo says.

"Consumers know it's a topping cheese versus having to grate it themselves or not knowing what to do with it," he adds.

For more information, contact info@rizobros.com. CMN



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YQ by Yoplait, new ultrafiltered milk yogurt, delivers more protein with less sweet taste

MINNEAPOLIS—Smarter, not sweeter—that's the philosophy behind YQ by Yoplait, a new yogurt made with ultrafiltered milk that delivers more protein

with an intentionally less sweet taste.

YQ by Yoplait Plain contains 1 gram of sugar per serving option along with 17 grams of protein. The flavored varieties

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contain 9 grams of sugar and are lightly sweetened with cane sugar, real fruit and natural flavors. Flavored varieties also deliver 15 grams of protein per 5.3-ounce serving and are available in Coconut, Peach, Mango, Lime, Strawberry, Blueberry and Vanilla. Plain and Vanilla also are available in 26-ounce tubs.

"We talked to thousands of people to really understand what they were missing from the yogurt aisle. We heard loud and clear the need for a smart snack option — something made with simple ingredients, less sugar and higher protein," says Doug Martin, vice president of marketing for Yoplait USA. "What we've been able to accomplish with YQ by Yoplait delivers on this desire."

YQ by Yoplait starts with ultrafiltered milk, which is milk that has been filtered to concentrate the amount of protein while removing much of the lactose. The ultrafiltered milk then is combined with active cultures and goes through a special churning technique.

YQ by Yoplait is gluten-free and 99 percent lactose free, and it contains no artificial preservatives, no artificial flavors and no colors from artificial sources.

YQ by Yoplait is available in major grocery and retail stores nationwide. The suggested retail price for all 5.3-ounce cups is \$1.49, and the 26-ounce tubs are \$4.99.

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

Dannon adds Activia Dailies to portfolio

WHITE PLAINS, N.Y. — Earlier this year, Dannon added Activia Dailies, a line of probiotic lowfat yogurt drinks, to its portfolio of probiotic offerings.

Like all Activia products, these new 3.1-ounce drinks feature Activia's live and active probiotics, but in a smaller serving size, making it even more convenient to get probiotics on the go, Dannon says. While consumers have more choices than ever when it comes to probiotics, Activia is an authority in the field with more than 20 years of probiotic research, the company says. Activia Dailies are now available at grocery retailers and club stores nationwide.

"Consumers have quickly recog-

nized the various benefits of probiotics and are looking to add them to their daily routines in new ways," says Miguel Freitas, Ph.D., vice president, scientific affairs, who leads a team of registered dietitians at DanoneWave, the maker of the Dannon portfolio of yogurt in North America.

Activia Dailies are offered in a range of five flavors: strawberry, blueberry, cherry, vanilla and acai berry. They come in multi-packs featuring 3.1-fluid ounce single-serving lowfat yogurt drinks for a suggested retail price of \$5.19 for an 8-pack and \$9.99 for a 24-pack.

For more information, visit www.activia.us.com. CMN

Oui by Yoplait introduces new Oui Petites

MINNEAPOLIS — Oui by Yoplait, the French-style yogurt sold in a glass pot, has released a new petite version of the yogurt. New Oui by Yoplait Petites will be sold in pairs of 3.5-ounce glass pots and are

available nationwide beginning this month in four flavors, including Sea Salt Caramel, Chocolate with Shavings, Dark Chocolate Raspberry and Caramelized Apple.

Crafted using the same cup set technique as Oui by Yoplait, Oui Petites are created by pouring ingredients into individual glass pots, which then are left to set for eight hours, helping create the yogurt's thick and creamy texture.

"Oui Petites were created to offer consumers a new French dairy delight, now available in more indulgent flavors that can be enjoyed throughout the day," says Doug Martin, vice president of marketing for Yoplait USA.

According to Yoplait, while 20 percent of the U.S. population eats yogurt each day, that number is nearly three times as high in France.

French-style yogurt has quickly grown to become one of the biggest launches in the category in recent years, Yoplait says, accounting for more than \$100 million in sales in its first 52 weeks. With the recent launch of YQ by Yoplait and new Oui Petites, Yoplait is expanding its commitment to develop yogurt made with simple ingredients to serve evolving consumer needs.

Oui Petites are available in major grocery and retail stores nationwide beginning in July. All flavors are sold in packs of two with a suggested retail price of \$2.39.

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



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Deadline for receipt of application materials is 4:30 p.m. on July 25, 2018.

For more information and how to apply go to:

http://jobs.hr.wisc.edu/cw/en-us/job/498497/processing-researcher



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For more information please visit www.jobs.hr.wisc.edu/cw/en-us/job/498497/processing-researcher

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California Milk Processor Board launches new statewide milk advertising initiative

SAN CLEMENTE, Calif. — The California Milk Processor Board (CMPB), creator of "got milk?," together with lead agency-of-record GALLEGOS United, recently launched "You Can Always Count on Milk," a new \$16-million-dollar, statewide advertising initiative.

Aimed at millennial families throughout California, the culturally-attuned campaign highlights universal truths about the everyday challenges kids face in their lives as seen through the lens of a demanding 9 to 5 blue-collar job, using a comedically honest tone. The creative spots — from back-

to-back extra-curricular activities to overly-friendly, cheek-pinching relatives — illustrate that no matter how tough daily life can get for the average kid, milk — familiar, dependable and trustworthy — is the one thing they can continue to count on.

"You Can Always Count on Milk" is the first campaign for GALLEGOS United, and partner agencies ROX United and CANVAS United, following CMPB's decision to consolidate advertising agencies in early 2018 to better focus on all California.

"California is a complex market, one that is rapidly evolving on a number of fronts, from demographics and media landscape to technology and lifestyle," says Steve James, executive director, CMPB. "As a result, what it means to be a Californian has evolved since the got milk? campaign was launched 25 years ago. As one of the most diverse states in the U.S., our future success lies in reaching consumers through culturally-attuned campaigns that connect and resonate with what it means to be a Californian today."

John Gallegos, CEO, GALLEGOS United, adds that the challenge for many brands is to find new growth, and in order to do this, brands must proceed differently.

"Results come from a willingness to take a different approach, beginning with a more accurate view of how to unlock growth," Gallegos says. "It's about tapping growth segments in a manner that moves the 'core' segments as well, not the other way around. Today's culturally diverse consumer straddles multiple cultures, not just ethnicity."

He adds that for CMPB, that means understanding the concerns and needs of today's consumer and tuning messaging to address varying attitudes and behaviors.

The "You Can Always Count on Milk" campaign will touch all California consumers throughout the purchase cycle — from discovery and purchase to repeat purchase — and includes advertising, digital and social, search, in-store activations and point-of-sale, influencer outreach and an updated website.

Advertising will be unified across all segments with communications in Spanish, Chinese, Korean and Tagalog in addition to English. TV will run on both English and Spanish-language networks, including Univision and Telemundo, in more than 20 key California markets including Sacramento, San Francisco, Bakersfield, Fresno, Los Angeles, San Diego and Palm Springs.

More than 1,300 in-store activations will take place at national and independent grocery retailers including Albertsons, Lucky's, and Safeway; Hispanic retailers including Northgate and Vallarta; and Asian-market retailers H-Mart, Seafood City and 99 Ranch.

In addition, for the first time in CMPB's history, a customer loyalty program, "got rewards?," will be launched during the second phase of the campaign.

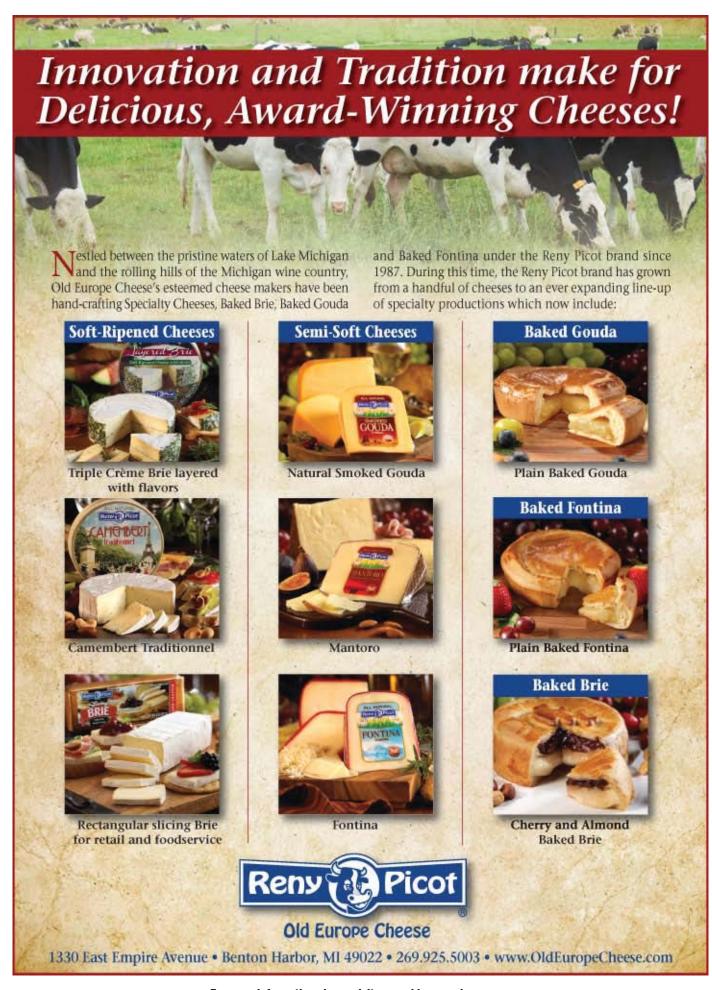
For more information, visit www.gotmilk.com. CMN



CHICAGO — The Laughing Cow, a brand of Bel Brands USA, has introduced new The Laughing Cow Cheese Cups, now available in a portable, dunkable cup to enjoy on the go.

The new cups join the The Laughing Cow Cheese Wedges and Cheese Dippers line of snacks. Cheese Cups are available in three varieties: Creamy Swiss Original, Creamy Swiss Garlic & Herb, and Creamy White Cheddar Flavor.

The cups are available in 4-packs at retailers nationwide. For more information, visit www.thelaughingcow.com. CMN





EU, Japan sign trade agreement

TOKYO — This week at a summit here between the European Union (EU) and Japan, European Commission President Jean-Claude Juncker, European Council President Donald Tusk and Japanese Prime Minister Shinzo Abe signed the EU-Japan Economic Partnership Agreement (EPA).

The agreement will remove the vast majority of the 1 billion euros of duties paid annually by EU companies exporting to Japan, and it has led to the removal of a number of other long-standing regulatory barriers. It also will open up the Japanese market to key EU agricultural exports and will increase EU export opportunities in a range of other sectors, the EU says.

"Together with Japan, we are sending a strong signal to the world that two of its biggest economies still believe in open trade, opposing both unilateralism and protectionism," says EU Commissioner for Trade Cecilia Malmström.

She notes that the agreement particularly will benefit the European agriculture sector with access and protection for more than 200 distinctive food and drink products. The agreement will scrap Japanese duties on many cheeses such as Gouda and Cheddar, which currently are at 29.8 percent. It also ensures the protection in Japan of more than 200 European agricultural products with geographical indications.

Shawna Morris, vice president of trade policy for the U.S. Dairy Export Council and National Milk Producers Federation and senior director of the Consortium for Common Food Names (CCFN), says many generic cheese terms including parmesan, romano and mozzarella, will continue to be allowed in Japan following extensive efforts by CCFN to safeguard these names. Other cheese names, including asiago, feta, fontina and gorgonzola, will have a transition period of seven years for prior users of these terms, after which time the EU could have sole rights to these names.

"They are registered as part of the agreement, but we are continuing to push for access opportunities that our industry continues to enjoy in that market," Morris says.

She adds that while the preferential tariff access under the new trade agreement will be phased in over time, U.S. cheeses, which currently are subject to tariffs from 22-40 percent in Japan, could eventually face a major disadvantage in this market.

"It is a critically important reminder, which our industry is well aware of and carrying to the U.S. administration, that we need to be finding a way to move forward with Japan and other markets," Morris says. "There certainly is time for us to play catch-up here, but there's not a lot of time for the U.S. to wait around and slide backward in such a key market."

Dietz & Watson features celebrities in new 'Family' ad campaign

PHILADELPHIA — Philadelphia-based premium deli meat and cheese company Dietz & Watson is using celebrities to raise awareness for the nearly-80-year-old, family-owned-and-operated brand.

The "It's a Family Thing" campaign uses real-life couple actress and model Brooklyn Decker and her tennis-star husband Andy Roddick to underscore the importance and works to highlight some of the life moments that make family, family.

"This partnership with Andy and Brooklyn will set the stage for raising awareness of our brand and premium products in our most important markets," says Lauren Eni, vice president of brand strategy and great-granddaughter of Dietz & Watson founder Gottlieb Dietz. "Our aim was not only to advertise, but also to entertain by relating our brand and our products to everyday consumers and the little life moments that occur in all of our lives day in and day out."

"We call our full line of deli meat and cheese 'approachable gourmet,' because they are premium items made with premium ingredients, but they are designed in a lot of ways for people with busy lifestyles that require both convenience and quality," Eni continues.

This campaign is a first for the company in working with celebrities to serve as the face of the brand. Decker and Roddick appear in three spots: "Game Night," "Hama Lisa" and a Q4 spot that is set to release in time for the holidays.

The spots will run nationally in 20 U.S. markets including Philadelphia, Boston, Chicago and Washington D.C.

For more information, visit https://dietzandwatson.com. CMN



For more information please visit www.bakercheese.com



Global Dairy Trade prices mostly lower at auction; GDT price index decreases 1.7 percent

AUCKLAND, New Zealand — The Global Dairy Trade (GDT) price index decreased 1.7 percent, and average prices for most commodities were lower Tuesday following the latest auction on GDT, Fonterra's internet-based sales platform.

Prices increased for skim milk powder, up 0.8 percent to US\$1,959 per metric ton FAS (\$0.8886 per pound), and whole milk powder, up 1.5 percent to US\$2,973 per metric ton FAS (\$1.3485 per pound).

Prices were not published for lactose or sweet whey powder at Tuesday's event. A percent change for buttermilk powder also was not published, but its average price was US\$2,225 per metric ton FAS (\$1.0093 per pound).

Other average prices and their percent decline from either this month were:

- Anhydrous milkfat: US\$5,629 per metric ton FAS (\$2.5533 per pound), down 5.2 percent.
- Butter: US\$4,953 per metric ton FAS (\$2.2467 per pound), down 8.1 percent.
- Cheddar: US\$3,596 per metric ton FAS (\$1.6311 per pound), down 3.3 percent.

• Rennet casein: US\$4,602 per metric ton FAS (\$2.0875 per pound), down 9.5 percent.

The next trading event will be held Aug. 7. For more information, visit www.globaldairytrade.info. CMN

Conventional dairy ads decrease 8 percent

WASHINGTON — The number of national conventional dairy advertisements last week decreased 8 percent from the prior week, and conventional cheese ads decreased 20 percent, says USDA's Agricultural Marketing Service (AMS) in its latest weekly National Dairy Retail Report released July 13.

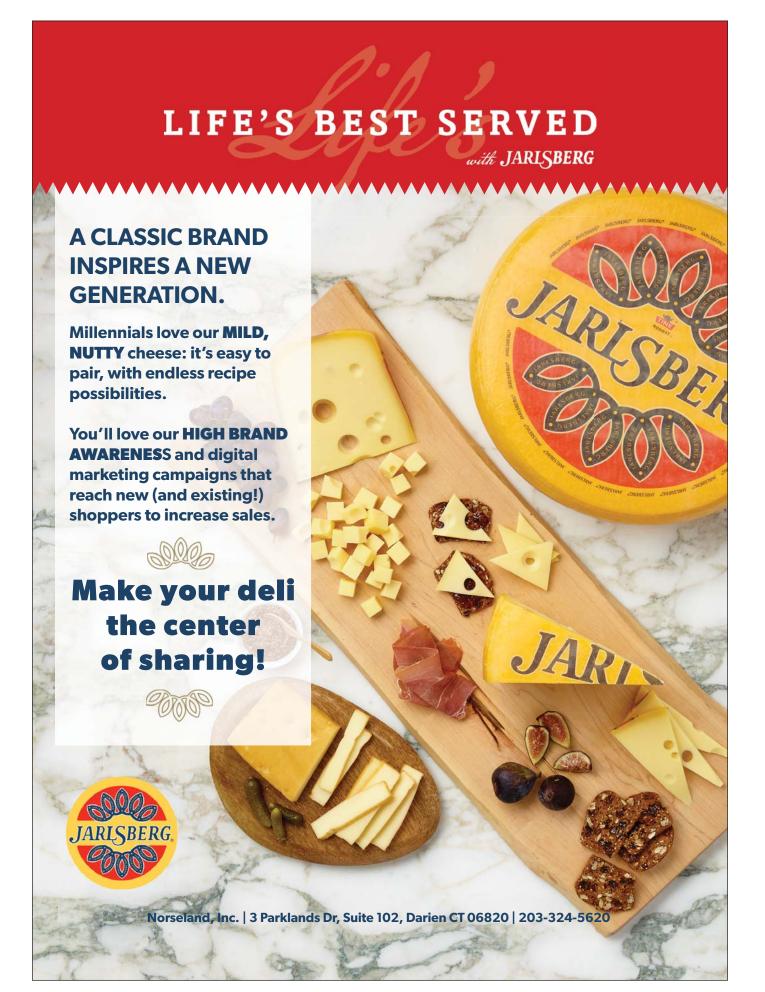
AMS says national conventional

varieties of 8-ounce natural cheese blocks last week had a weighted average advertised price of \$2.32, up from \$2.17 one week earlier and \$2.14 one year earlier.

Natural 1-pound cheese blocks last week had a weighted average advertised price of \$4.34, up from \$3.93 one week earlier and \$3.17 one year earlier, AMS says, while 2-pound cheese blocks had a weighted average advertised price of \$6.44, down from \$7.19 one week earlier but up from \$5.77 one year ago.

AMS says natural varieties of 8-ounce cheese shreds last week had a weighted average advertised price of \$2.25, up from \$2.18 one week earlier and \$2.19 one year earlier, while 1-pound cheese shreds had a weighted average advertised price of \$4.28, up from \$4.01 one week earlier and \$3.68 one year earlier.

Meanwhile, national conventional butter in 1-pound packs last week had a weighted average advertised price of \$3.15, up from \$2.89 one week earlier and \$2.91 one year ago, AMS says. Conventional butter ads increased 73 percent from the prior week. CMN



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