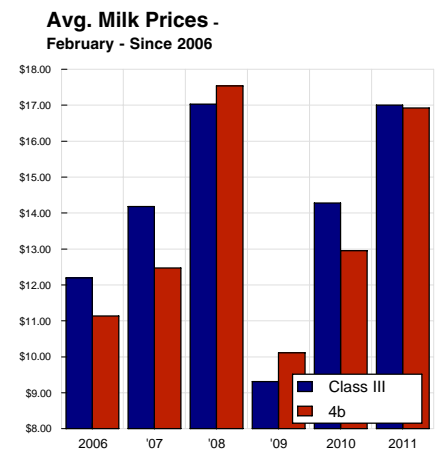


CHEESE REPORTER

Vol. 135, No. 37 • Friday, March 11, 2011 • Madison, Wisconsin



Katie Hedrich Of LaClare Farms Named US Champion Cheese Maker

Sartori Foods' John Griffiths Named First Runner-Up With SarVecchio Parmesan; Holland's Family Cheese Team Wins Second Runner-Up With

Green Bay, WI—Katie Hedrich, cheese maker with LaClare Farms Specialties, Chilton, WI, was named United States Champion Cheese Maker here Thursday for her Evalon entry that scored 99.0695 in the championship round of judging.

This is only the second time in contest history that a goat's milk cheese won the top prize. The first time was in 1997, when Rick Rufer of Kolb Lena Bresse Bleu won for his Classic Montrachet goat's milk cheese in oil with herbs.

Hedrich also becomes just the second woman to be named US Champion Cheese Maker. The first was 10 years ago, when Christine Farrell of the Old Chatham Sheepherding Company won for her Hudson Valley Camembert.

Along with her family, Hedrich, who just recently received her Wisconsin Cheese Makers license, milks between 200 and 300 goats at LaClare Farms, and makes cheese at nearby Saxon Creamery, in Cleveland, WI.

The title of first runner-up went to John Griffiths of Sartori Foods, Plymouth, WI, for his SarVecchio

Parmesan entry that earned a score of 98.9739 in the final round. Griffiths had captured the top prize in the 2009 US Championship Cheese Contest with a SarVecchio entry.

The Team of Holland's Family Cheese, Thorp, WI, earned second runner-up honors with its Aged Gouda, scoring 98.9522 in the final round.

This year's contest, hosted by the Wisconsin Cheese Makers Association (WCMA), drew a record 1,602 entries in 72 classes.

For the championship round, judges evaluated the Gold Medal cheeses selected in each class. After a first round of judging, 18 cheeses advanced as finalists.

This is the first time in contest



The second, first and third place cheeses in the 2011 United States Championship Cheese Contest are presented, respectively, by (from left to right) Jim Sartori, Sartori Foods; Katie Hedrich, LaClare Farms; and Marieke Penterman, Holland's Family Cheese, LLC.

history that an "Elite Eighteen" cheeses were chosen.

The Elite Eighteen

In addition to the top three winners, other entrants making it in the Elite Eighteen were: Kiel Production Team, Land O' Lakes, Inc., Cheddar Aged One to Two Years; Daniel Hood, TCCA Creamery, Colby Jack; Team Guggisberg Sugar creek, Guggisberg Cheese, Rindless Swiss; Ernesto Nunez, BelGioioso Cheese Inc./Glenmore Plant, Sharp Provolone; Steve Webster, Klondike

Cheese Co., Peppercorn Feta in Brine; Borgo's Bleu, Marin French Cheese Company, Le Petit Bleu; John Pitman, Mill Creek Cheese, LLC, Brick; Holland's Family Cheese, Thorp, WI, Gouda Belegen; Spring Brook Farm, Farms For City Kids Foundation, Spring Brook Tarentaise; Keith Cummins, Glanbia Foods, Inc., Monterey Jack with Green Olive and Pimento; Mike Matucheski, Sartori, Salsa Asiago; Holland's Family Cheese, Thorp,

• See **US Cheese Contest**, p. 10

Fonterra Issues Draft Rules To Allow Other Firms To Sell Products On Online Auction

More Sellers Could Attract More Buyers, Lead To More Reliable Price Discovery; Casein, MPC To Start Trading In May

Auckland, New Zealand—Fonterra this week announced that it is expanding globalDairyTrade, its online dairy products trading platform, to allow other dairy companies to sell their products on the platform.

Dairy producers California Dairies, Inc. (CDI) and DairyAmerica from the US (CDI is a DairyAmerica member); Arla Foods and FrieslandCampina from Europe; and Murray Goulburn from Australia have provided input into the development of a draft set of market rules that will govern multiple sellers using the platform, although no company has yet committed to offer product on the platform.

Gary Romano, managing director, Fonterra trade and operations,

said having other sellers on globalDairyTrade will add more volume and will lead to more reliable price discovery. Also, it has the potential to attract more buyers, given the platform will offer products from different regions, enabling better risk management.

Fonterra launched globalDairyTrade in July of 2008, with monthly trading of whole milk powder. The online auction now trades twice each month, and product offerings have been expanded to include skim milk powder, anhydrous milkfat and buttermilk powder.

Fonterra said it plans to offer milk protein concentrate (MPC) and rennet casein starting with the May 17 trading event.

"Adding these products is in line with our plans to provide our customers with a wide range of products on a world class platform," Romano said.

• See **globalDairyTrade**, p. 4

NMPF Board OKs Federal Order Reform Proposal That Includes Competitive Pay Price System, Two Classes Of Milk

Arlington, VA—The National Milk Producers Federation's (NMPF) board of directors on Tuesday agreed to support several reforms in the federal milk marketing order program.

The proposal approved by NMPF's board:

- Replaces end product pricing formulas with a competitive milk pricing system.

- Incorporates two classes of milk: fluid (Class I) and manufacturing (formerly Class II, III and IV product uses).

• See **NMPF Order Proposal**, p. 8

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CHEESE REPORTER

Cheese Reporter Publishing Co. Inc. © 2011
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EDITORIAL COMMENT



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Is 2011 The Year To Rewrite Federal Dairy Policy?

The next farm bill won't be written until 2012, at the earliest, but already there's considerable talk about how new federal dairy policy should be written this year, rather than waiting until the next farm bill. Is that really a good idea?

Certainly there are some compelling reasons for revamping dairy policy this year rather than waiting. For one thing, because milk and dairy product prices have been moving in three-year cycles lately (two years of relatively high prices followed by one year of very low prices), putting new dairy policy in place this year would mean that, if prices do indeed drop precipitously next year, whatever new dairy policy is adopted will better equip dairy producers to handle that big decline.

The alternative is to keep the status quo and leave dairy producers unarmed and practically helpless as they watch prices slide next year.

Also, USDA's Dairy Industry Advisory Committee approved its final report last week, meaning that that major step in policy development has been taken. Granted, the DIAC's recommendations aren't binding, but this provides USDA and Congress with another set of recommendations to use as guides as new dairy policy is developed and implemented.

Last, but certainly not least, National Milk Producers Federation has spent over a year now developing its Foundation for the Future dairy policy package, and it's likely that this policy package will be introduced in Congress sometime this year.

Obviously, dairy legislation is introduced every year in Congress, but Foundation for the Future is different. Among other things, it calls for the elimination of the dairy product price support program, a program backed by NMPF as recently as when the 2008 farm bill was passed.

So on that basis alone, Foundation for the Future represents a major shift by one of the major players in dairy policy. That, alone, means a rewrite of dairy policy this year merits serious consideration.

What are the downsides of rewriting dairy policy this year? A couple of key arguments can be made for waiting until the new farm bill is written.

For one thing, USDA's Dairy Industry Advisory Committee may have finalized its report, but the report doesn't really call out for immediate change in dairy policy.

Indeed, it does kind of the opposite, in a couple of ways. First, it calls for studies, or something resembling studies, on several important policy issues.

For example, the second recommendation is for the secretary of agriculture to appoint a committee to review implications of federal milk marketing orders, including, but not limited to, end-product pricing's impact on milk price volatility and the impact of classified pricing and pooling on processing investment, competition and dairy product innovation.

Also, the sixth recommendation is to **explore** elimination of the dairy product price support program and the Dairy Export Incentive Program, while the 16th recommendation encourages the secretary to **explore** the impacts of California-type fortification standards for beverage milk.

Also, the DIAC's final report isn't really all that unkind when it comes to current dairy programs. The fifth recommendation is for the secretary to develop a system of triggers and actions to guide his choices for special and emergency interventions, using existing programs.

The Committee specifically recommends using food assistance programs first, and resorting to increasing price support program purchase levels only under severe stress.

It should be recalled that the last time dairy product and milk prices tanked, cheese prices dropped below support during the first week of 2009, but it wasn't until August that USDA finally decided to increase CCC purchase prices. The dairy product price support program certainly has its flaws, which is why we've been calling for the termina-

...the DIAC's final report isn't really all that unkind when it comes to current dairy programs. The fifth recommendation is for the secretary to develop a system of triggers and actions to guide his choices for special and emergency interventions, using existing programs.

tion of the program since the mid-1990s, but as long as the program is going to remain as one of the key safety nets, it might as well be utilized to the fullest extent possible. It wasn't back in 2009.

The other key argument for waiting until next year to rewrite dairy policy concerns the current make-up of Congress. What we're referring to here is the huge number of new members of Congress in general and of the House Agriculture Committee in particular.

More specifically, of the 26 Republicans on the House Agriculture Committee, 16 are new to that panel, and of the 20 Democrats on the Ag Committee, seven are new to that panel. The newcomers aren't necessarily new to the House, just new to the Ag Committee.

That means that, of the 46 members of the House Ag Committee, exactly half (23) weren't on that committee a year ago. That's a lot of committee members who probably don't know a lot about dairy policy right now.

Cynically speaking, that's not necessarily a bad thing. After all, previous Ag Committees have had more experience and more knowledge of dairy policy, and look where that got us.

More seriously, this last point is what leads us to the conclusion that it's probably best to wait until 2012 to rewrite federal dairy policy. That would give new Ag Committee members more than a year to become at least somewhat familiar with dairy policy.

Also keep in mind what's currently occupying the schedules of most if not all members of Congress right now: budget-related issues. Given that Congress has yet to pass a budget for what's left of the current fiscal year (less than seven months), let alone fiscal 2012, it's probably safe to say many members of the House and Senate Ag Committees aren't going to be placing a very high priority on major new dairy legislation.

So it's probably best to wait until 2012 to rewrite dairy policy. **r**

Congressional Battle Continues Over Future Of Federal Subsidies For Corn-Based Ethanol

Washington—The heated battle continued in Congress this week over the future of federal subsidies for corn-based ethanol.

On Wednesday, US Sens. Ben Cardin (D-MD) and Tom Coburn (R-OK) introduced legislation that would repeal the Volumetric Ethanol Excise Tax Credit (VEETC), or “blender’s tax credit,” which provides 45 cents per gallon to ethanol blenders.

That bill was praised by a variety of dairy, food, environmental, taxpayer, hunger, public interest and other groups, but criticized by at least one farm organization and an organization representing the ethanol industry.

“Our nation can no longer afford the billions of dollars in taxpayer subsidies we are giving away to oil/gas companies for a tax credit that does little for our energy independence, while at the same time greatly threatens our food independence,” said Rob Vandenheuvel, general manager of California-based Milk Producers Council.

“With the US corn supply at record lows, corn prices at record highs and ethanol production absorbing 40 percent of US corn production, government subsidies for corn-based ethanol, like VEETC, continue to artificially inflate the market for corn,” said J. Patrick Boyle, president and CEO, American Meat Institute. “As a result, the cost of feeding livestock has increased, which in turn drives up the cost of food production for everyone in the supply chain, trickling down to the consumer.”

“Thirty years of subsidies and mandates have made the US corn ethanol industry the largest biofuels industry in the world, consuming 40 percent of the US corn crop. It is now time for the industry to stand on its own without being propped up by the American taxpayer,” commented Geoff Moody, director of energy and environmental policy for the Grocery Manufacturers Association (GMA).

“After 30 years of government subsidies and mandates it is time for ethanol to leave the nest and fly on its own,” said Robb MacKie, president and CEO of the American Bakers Association.

“Food and energy should never have to compete with each other for key inputs because of government mandates,” said Joel Brandenberger, president, National Turkey Federation, which “supports eliminating the tax credit for ethanol.”

But Roger Johnson, president of the National Farmers Union (NFU), said it is “unconscionable that Congress is even considering imposing road blocks to the development of home-grown, clean, renewable fuels. Dependence on foreign oil presents huge economic and national security

vulnerabilities for our country, including driving up food prices at a time when many Americans are struggling to make ends meet.”

And Bob Dinneen, president and CEO of the Renewable Fuels Association, said it “makes no sense to deprive Americans of a lower cost choice at the gas pump or to stop America’s investment in an American-made, job-creating alternative to foreign oil,” and added that ethanol “is part of the solution, not the problem.”

Also on Wednesday, US Sen. Dianne Feinstein (D-CA) introduced legislation that would repeal the VEETC and would also lower the tariff on imported ethanol to match the 45-cent per gallon subsidy that will remain in place under Feinstein’s legislation for non-corn, second generation “advanced biofuels.”

“Ethanol is the only industry that benefits from a triple crown of government intervention: its use is mandated by law, it is protected by tariffs, and companies are paid by the federal government to use it. It’s time we end this practice once and for all,” Feinstein said.

Last November, Feinstein authored a bipartisan letter, signed by 17 senators, that called for an end to ethanol subsidies and tariffs. In December, she led a group of senators in calling for an amendment on tax legislation that would have lowered tariffs.

On Thursday, US Sens. Amy Klobuchar (D-MN) and Tim Johnson (D-SD) introduced legislation that focuses on developing and deploying safe, reliable, domestically grown and produced energy.

The Securing America’s Future with Energy and Sustainable Technologies Act would provide long-term incentives for the development of renewable fuels, renewable electricity, and increased energy efficiency.

Specifically, the legislation would establish, among other things: new incentives for biofuels infrastructure and deployment; a more cost-effective extension of tax credits for ethanol and biodiesel that reward efficient producers; a strong renewable electricity standard of 25 percent renewable energy by 2025; and a strong energy-efficiency resource standard (1 percent per year).

NFU’s Johnson said the “forward-looking” legislation “will produce cleaner, more renewable energy here at home by investing in biofuels infrastructure, establishing standards for production of renewable electricity and increased energy efficiency, and incentives for renewable energy production.”

And the RFA’s Dinneen called the proposal “very thoughtful,” and said it “covers many key points necessary for industry growth and responsible fiscal reform.”

New Global Commission To Focus On Threats To Food Security From Climate Change

Copenhagen, Denmark—Recent droughts and floods have contributed to recent increases in food prices. These are pushing millions more people into poverty and hunger, and are contributing to political instability and civil unrest.

Climate change is predicted to increase these threats to food security and stability, which is why a new Commission on Sustainable Agriculture and Climate Change has been created.

Chaired by the United Kingdom’s chief scientific advisor, Prof. John Beddington, the Commission will in the next 10 months seek to build international consensus on a clear set of policy actions to help global agriculture adapt to climate change, achieve food security and reduce poverty and greenhouse gas emissions.

The Commission brings together senior natural and social scientists working in agriculture, climate, food and nutrition, economics, and natural resources from the US, Australia, Brazil, Bangladesh, China, Ethiopia, France, Kenya, India, Mexico, South Africa, the UK and Vietnam.

There is a rich body of scientific evidence for sustainable agriculture approaches that can increase production of food, fiber and fuel, help reduce poverty, and benefit the environment, but agreement is needed on how best to put these approaches into action at scale. Evidence also shows that climate change, with population growth and pressures on natural resources, is set to produce food shortages and biodiversity loss worldwide unless action is taken now.

Scientists today are increasingly concerned that more extreme weather events, especially drought and floods, will impede the growth in food production required to avert hunger and political instability as the global population increases to nine billion people by 2050.

Even an increase in global mean temperatures of only two degrees Celsius, the low end of current estimates, could significantly reduce crop and livestock yields, researchers said. Supporting these concerns has been the weather-induced crop losses that contributed to high food prices this year and in 2008.

The Commission will synthesize existing research to clearly articulate scientific findings on the potential impact of climate change on food security globally and regionally. r

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globalDairyTrade

(Continued from p. 1)

When globalDairyTrade was established, Fonterra said it was envisaged other sellers would be able to offer product on the platform once it became sufficiently established. Last year, Fonterra indicated that it had begun the process of developing the software and participation rules by which other dairy companies could formally join globalDairyTrade.

A set of draft market rules providing for multiple sellers was released this week on the globalDairyTrade information website (visit www.globaldairytrade.info). All interested parties are invited to submit comments on the draft rules by March 31, 2011.

The draft rules are based on the existing globalDairyTrade rules but extended to meet the needs of multiple sellers and to be compliant with applicable legal requirements. The draft rules have been designed to: ensure open access to all genuine market participants; ensure all sellers, including Fonterra, are subject to the same terms; minimize any changes affecting bidders; and provide a channel for governance of globalDairyTrade to develop over time.

To be accepted as a seller on globalDairyTrade, an applicant must, among other things, commit to offer at least 5,000 metric tons annually of

product through the trading platform.

To help ensure compliance with antitrust requirements, the distribution of certain seller information will be limited. For instance, sellers will not be required to provide forecasts of future offer quantities to bidders.

If any individual seller decides that it wishes to provide forecasts of future offer quantities to bidders, the draft rules provide that such information must not be provided to other sellers offering products on globalDairyTrade.

Fonterra's offer quantities and starting prices currently provided prior to each trading will cease to be available on the globalDairyTrade information website. Sellers will provide their offer quantities and starting prices to the trading manager, CRA International, who will provide these to qualified bidders through the bidding website, together with a statement prohibiting each bidder from providing the information to any other person.

Antitrust considerations also mean that each seller will have full discretion to set its own offer quantities and starting prices without limitation under the rules. This means that Fonterra's current practice of setting starting prices at 15 percent below their previous winning prices is not reflected in the draft rules.

Each seller will have discretion to set their own starting prices. Unless

otherwise specified on the bidding website, all starting prices, announced prices, and winning prices for products offered at trading events are denominated in US dollars per metric ton. Also, prices are specified on a free along side (FAS) basis at the specified shipment locations.

All winning prices will be published after each trading event along with the aggregate sold quantity. Additional data on aggregate sales by product group will be made available three months after each event.

No substantive changes have been made to the current rules and mechanics of bidding or to the conduct of trading events. Bidders will continue to receive the core information currently provided (with the exception of some forecast information), bidders will continue to participate under materially the same rules as apply currently, and the trading manager will continue to operate trading events in the same way as currently occurs.

An additional shorter-term contract, a "spot contract," may be offered at each trading event. The "spot contract" would provide for shipment to occur within 30 days following the relevant trading event.

The other three contracts being offered will remain unchanged: contract period 2 will ship from the specified shipment locations during the second month after the month that the trading event was held; contract period 3 will ship during the third, fourth and fifth months after the month that the trading event was held; and contract period 4 will ship during the sixth, seventh and eighth months after the month that the trading event was held.

Each new seller will specify its own contract period bid limits applicable to each bidder, as Fonterra does today. Also, each new seller will specify any additional charges to be added to the winning prices for its products, as Fonterra does now.

The draft rules require globalDairyTrade to establish and appoint bidders, sellers and other relevant parties to an advisory board for consultation purposes. This is a starting point for market participants to become more involved in the governance of the trading platform.

It is intended that the advisory board will work with Fonterra to develop a more detailed structure where, in time, bidders and sellers have greater say over the rules and operation of the trading platform.

Following the completion of the consultation process and compliance sign-off, it is proposed that the rules will take effect and be published on the globalDairyTrade information website in late April or May 2011.

Since it was launched, globalDairyTrade has recorded sales totaling US\$3.2 billion. It currently trades around 600,000 metric tons of Fonterra products a year and has more than 300 registered bidders from 58 countries. r

FROM OUR ARCHIVES

50 YEARS AGO

March 3, 1961: **Washington**—Sen. Alex Wiley has urged FDA to permit the addition of harmless artificial coloring to Swiss cheese. "The industry feels that such action would be to the advantage of both consumers and producers. Why? Because a natural light yellow color is associated with Swiss cheese and Swiss produced from milk of pasture-fed cows has a natural yellow color," Wiley said.

Madison—A simplified method to estimate the amount of salt in cheese is accurate enough for commercial use, UW-Madison researchers reported this week. W.M. Breene and W.V. Price compared a simple "titration" method with the more complicated official test procedure and found close agreement between results.

25 YEARS AGO

March 7, 1986: **Rome, NY**—The fourth annual meeting of the American Cheese Society will be held here next June. The opening wine and cheese reception will be at the New York State Museum of Cheese in the Weeks & Merry Cheese Factory, originally built in 1862 and now being reconstructed in the Erie Canal Village of Rome.

Milwaukee, WI—Universal Foods Corporation announced this week that it will close its cheese plant in Brodhead, WI, in early April 1986. Dick Gochner, general manager of Universal's cheese division, said "Parts of the Brodhead plant were built in the 1800s and the factory does not conform to today's strict regulatory requirements."

10 YEARS AGO

March 2, 2001: **London**—The European Union extended a ban on livestock and animal products, dairy products included, from Britain this week to prevent the outbreak of foot-and-mouth disease from reaching the rest of Europe. Despite efforts to control the virus, officials in Northern Ireland said they have already found the disease in sheep imported from England on a farm that straddles the border with the Irish Republic.

Washington—The farm-retail spread for dairy products, which had already doubled from the early 1980s through 1999, increased again last year as retail prices increased and farm values declined. The farm-retail spread for dairy products in 2000 was 217.7, up from 207.2 in 1999.



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For more information, circle # 3 on the Reader Response Card on p. 18

US Milk Production Projected To Grow 1% Annually Thru 2020; Volatility To Continue

Washington—US milk production is projected to grow by 1.0 percent annually on average through 2020, according to the annual University of Missouri FAPRI baseline, which was delivered to Congress Monday.

The baseline is not a forecast of what will happen, but rather a projection of what could happen if current policies remain in place. The analysis incorporates provisions of the 2008 farm bill and the 2007 energy bill.

In contrast to past FAPRI baseline, analysts assume that biofuel tax and tariff provisions will expire on schedule and not be extended. Allowing these policies to expire results in reduced biofuel production and use.

Idaho is projected to increase milk cow numbers more than any other state over the baseline, rising from 582,000 head this year to 689,000 head by 2020.

The cost of producing milk has increased rapidly due to high costs for feed and energy-related inputs. Although milk production costs have declined from their 2008 peak, they remain well above the historical average, the report noted.

Dairy cow inventories declined substantially in 2009 as a result of the negative returns faced by the dairy industry. Further contraction is expected to continue as returns remain historically low.

Milk yield growth accelerated in 2010 due to the heavy culling of lower-producing dairy cows that occurred in 2009. New technologies such as sexed semen could accelerate the growth in milk yields in the future.

Milk production is projected to grow by 1.0 percent annually on average, reaching 213.9 billion pounds by 2020 despite milk cow numbers dipping below 9.0 million head starting in 2017. Higher feed and transportation costs appear to be pushing regional milk production closer to feed and other input sources.

California's milk cow numbers are projected to decline through 2013, then start to slowly increase through 2020. Wisconsin's milk cow numbers are projected to rise this year and in 2012, remain stable in 2013 and then slowly decline through 2020.

Idaho is projected to increase milk cow numbers more than any other state over the baseline, rising from 582,000 head this year to 689,000 head by 2020. Among other leading states, Michigan, New Mex-

ico, and Washington are projected to increase milk cow numbers over the baseline, while Minnesota, New York, Pennsylvania and Texas are projected to reduce cow numbers.

Cheese production is also projected to continue growing over the baseline.

American cheese production is projected to grow from about 4.3 billion pounds in 2010 to 5.1 billion pounds by 2020, while production of other cheese is projected to rise from 6.2 billion pounds in 2010 to 7.2 billion pounds in 2020.

Butter production is projected to rise from 1.562 billion pounds in 2010 to 1.68 billion pounds by 2020, while nonfat dry milk output is projected to increase from 1.75 billion pounds last year to 1.925 billion pounds in 2020.

Cheddar 40-pound block prices are projected to average \$1.62 per pound this year, then slowly rise over the baseline to \$1.81 per pound by 2020.

Butter prices are projected to average \$1.81 per pound this year and then drop slowly to \$1.70 by 2020, while nonfat dry milk prices are projected to increase from \$1.33 per pound this year to \$1.55 per pound by 2020.

Class III prices are projected to increase from \$15.69 per hundred-weight in 2011 to \$17.66 per hundred in 2020, while Class IV prices are projected to rise from \$16.12 per hundred this year to \$17.56 per hundred in 2020.

Fluid milk consumption is projected to continue on a long-term decline, albeit at a reasonably small rate. Fluid milk consumption changes are having less effects on producer milk prices as a smaller per-

centage of milk production is used for fluid purposes.

Per capita cheese consumption grew in 2010 by about 0.5 pounds, following two years of declining or flat consumption levels. Per capita cheese consumption is projected to rise from 34.1 pounds this year to 35.7 pounds in 2020, with per capita American cheese consumption increasing from 13.7 pounds this year to 14.3 pounds in 2020 and per capita consumption of other cheese rising from 20.4 pounds this year to 21.4 pounds in 2020.

Dairy product exports declined in 2009 as many global economies contracted, but economic recovery and strong international markets allowed US dairy exports to recover in 2010.

FAPRI projects that US exports of nonfat dry milk will remain a large proportion of domestic production, and will grow from 773 million pounds this year to 860 million pounds in 2017 before declining slightly during the last three years of the baseline.

Exports remain a smaller share of domestic production of cheese and butter.

US exports of American cheese are projected to rise from 139 million pounds this year to 207 million pounds in 2020, while United States exports of other cheese are projected to rise from 202 million pounds this year to 239 million pounds in 2020.

Imports of American cheese are projected to remain flat at 29 million pounds over the baseline, while imports of other cheese are projected to rise from 283 million pounds this year to 309 million pounds in 2020.

Butter exports are projected to rise from 115 million pounds in 2011 to 157 million pounds in 2020. r

Inaugural Southeast Dairy Revitalization Conference Draws Almost 200 People

Charlotte, NC—Almost 200 dairy producers and agribusiness professionals gathered here last month at the inaugural Southeast Dairy Revitalization Conference to discuss changes in the region's dairy industry and how producers can seize opportunities to grow, partner and prosper.

The two-day conference was sponsored by Dairy Farmers of America (DFA).

Rick Smith, Dairy Farmers of America's president and chief executive officer, and Randy Mooney, DFA's board chairman, kicked off the meeting by challenging attendees to be open-minded about the future, and to learn from others in the industry to identify opportunities for continuous improvement and growth.

Smith and Mooney discussed changing market conditions in the US and globally, and how these dynamics create opportunities for producers in the Southeast. r

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Plaintiffs In Dairy Antitrust Suit Want Court To Release Sealed Documents

Burlington, VT—Attorneys representing some Northeast dairy farmers in a class-action lawsuit have asked the US District Court to unseal and make case records available to the public and are seeking court approval to send out notices to inform dairy farmers about the details of a proposed \$30 million settlement.

In December, Northeast dairy farmers had reached a settlement agreement with Dean Foods Company in their class action antitrust lawsuit against Dean Foods, DFA and Dairy Marketing Services (DMS). The agreement would include \$30 million in monetary damages and injunctive relief that calls for Dean Foods to purchase a portion of its raw milk from multiple Northeast sources.

In January, DFA and DMS filed opposition to the proposed settlement. That opposition joined at least 24 dairy farmers who had submitted their own affidavits challenging the fairness of the settlement, DFA said.

In their motions asking the court to release sealed documents to the public, the plaintiffs allege that DFA and DMS are misinforming dairy farmers about the merits of the case, while simultaneously restricting access to relevant documentation on

the basis of a protective order entered in the case.

According to Cohen Milstein Sellers & Toll, PLLC, which represents the plaintiffs, in litigation in the Southeast, a federal judge stated that DFA and the other defendants “have insisted” on a protective order that “shields a large volume of documents related to the issues raised by this case from public view and from the view of the putative class members”

Benjamin Brown, an attorney at Cohen Milstein Sellers & Toll, said if the court were to grant preliminary approval of the settlement agreement, notice would go out to the class of Northeast dairy farmers who could be eligible to file a claim for monetary damages. Litigation would continue against DFA and DMS.

“I think that it will help to educate farmers about the claims at issue in the case, and the facts that support those claims,” Brown said.

“We objected on behalf of our members because the attorneys for the entire class of dairy farmer plaintiffs have favored one segment of the class while it penalizes another segment,” Brad Keating, chief operating officer for DFA’s Northeast Area, said in January. “As the milk marketing entity representing many of the members of this class, we have a responsibility to ensure their interests are fully considered.” r

PERSONNEL NOTES

Dr. John Lucey Named Director Of Wisconsin Center For Dairy Research

Madison—John Lucey, professor of food science at the University of Wisconsin-Madison, has been named director of the Wisconsin Center for Dairy Research (CDR), effective March 1, 2011.

In his new position, Lucey will provide leadership and vision for the CDR, which focuses on research, applications, outreach and education geared towards partnering with the Wisconsin and US dairy industries.

Lucey succeeds Dr. Rusty Bishop, who retired as the CDR’s director a year ago and then became director of research and development at Schreiber Foods. Bishop was director of the CDR for 17 years after succeeding the CDR’s first director, Dr. Norm Olson.

“We are pleased that John has accepted this position,” said Dr. Mark Johnson, who has been serving as the CDR’s interim director. “He is an outstanding dairy researcher and professor with global experience and recognition. His expertise will help lead CDR to the next level.”

Lucey received his B.S. in food science and his Ph.D. in food chemistry, both from University College, Cork (Ireland). He joined the UW-Madison food science department in 1999.

Over the past 20 years, Lucey has worked in food science departments or research centers in four different countries (Ireland, the Netherlands, New Zealand, and the US), each with a strong dairy foods emphasis.

Lucey’s research interests cover a wide range of dairy technology and products, including cheese texture/chemistry, gelation of milk, cultured products such as yogurt, and the production/functionality of milk protein ingredients.

No stranger to CDR and the industry it supports, Lucey has been a member of the CDR industry team since he joined the food science department in 1999; has been a contributor to numerous short courses conducted by the CDR; and collaborates on research projects with many of the scientists and staff at CDR.

In addition, he has run a large research group; has been awarded more than \$3 million in competitive grants; and has published nearly 100 peer-reviewed articles and 20 book chapters. Lucey

received the American Dairy Science Association (ADSA) Foundation Scholar Award in 2001, and in 2005 he received the DSM Award for Cheese and Cultured Products Research from ADSA.

“We look forward to working with John in his new role as the director of the CDR,” said Dr. Scott Rankin, food science department chair. “His organizational expertise and research background will provide a strong means of further strengthening cooperative opportunities between CDR and the food science department.”

“I am really pleased about the selection of John Lucey for this vital position,” said James Robson, CEO of the Wisconsin Milk Marketing Board (WMB), a major funder of the CDR. “The Center for Dairy Research is a very important resource for maintaining and extending the competitive edge our industry has in terms of quality and innovation.”

“John has the knowledge and experience needed for CDR to continue as the top dairy research center in the US, possibly the world,” Robson added.

Looking forward to his new position at the CDR, Lucey commented: “The staff at CDR has played a critical role in the development of a vibrant dairy industry in Wisconsin as well as in the US. I will strive to ensure that the CDR continues to have a major impact on our dairy industry, especially in an increasingly complex and challenging environment.”

DEATHS

Rich McKee, 63, former administrator of the Dairy Division at USDA’s Agricultural Marketing Service (AMS), passed away on Sunday, March 6, 2011, after a long battle with cancer.

McKee retired from USDA-AMS-Dairy Programs on April 3, 2004, as deputy administrator, a position he held for 10 years.

A native of Oklahoma, McKee began his career with USDA in late 1972 in the Atlanta, GA, milk market administrator’s office. He moved to Washington in 1979, working in various program areas.

McKee served as chief of the Promotion and Research Program from 1984 to 1988, and then as chief of the Order Operations Branch from 1988 to 1989.

He was then selected as deputy director (now associate deputy administrator), Dairy Programs, and served from April 1989 to August 1994, assisting the director in carrying out the responsibilities of all program areas. While deputy director, he served for a brief period as acting market administrator for the New York-New Jersey federal milk marketing order.



Dr. John Lucey

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For more information, circle # 1 on the Reader Response Card on p. 18

Canadian Court Of Appeals Dismisses Appeal Challenging New Canadian Cheese Regulations

Ottawa, Ontario—A Canadian federal appeals court has dismissed an appeal to recently adopted Canadian cheese regulations.

The appeal had been filed by Saputo, Inc., and Kraft Canada Inc.

At issue are regulations that prescribe that cheese imported into Canada or produced in Canada and marketed in international or inter-provincial trade must have: a certain percentage of casein content derived from liquid milks, and not from other milk products such as whey cream or milk powder; and a whey protein to casein ratio that does not exceed the ratio of whey protein to casein ratio of milk.

As explained by the appeals court's decision, Saputo and Kraft Canada asserted that the essential or dominant purpose of the impugned regulations is to effect an economic transfer in favor of dairy producers to the detriment of dairy processors by requiring the use of additional liquid milk in the production of cheese, with resulting substantial impacts on milk supply costs for dairy processors.

Consequently, for Saputo and Kraft Canada, the impugned regulations have little or nothing to do with international or interprovincial trade, and were adopted for an improper economic purpose, and are consequently beyond the constitutional and legislative authority of the federal government, the appeals court said. Saputo and Kraft Canada added that the impugned regulations seek to control the production of cheese, a matter of provincial authority, are *ultra vires* their enabling statutes, and do not set objective and uniform standards.

Canada's attorney general, supported by interveners St-Albert Cheese Cooperative and International Cheese Company Ltd., asserted that the impugned regulations are in pith and substance in relation to interprovincial and international trade, fall within the federal authority over the regulation of trade and commerce, and were properly adopted pursuant to explicit regulation-making authority under Canadian law.

For purposes of this appeal, the appeals court restated the two key issues as follows:

- Did the applications judge err in finding that the impugned regulations were validly adopted under the federal trade and commerce power?

- If the answer to that first question is no, did the applications judge err in finding that the impugned regulations were a valid exercise of the regulation-making authority under the Canada Agricultural Products Act and the Food and Drugs Act?

The appeals court answered "no" to both questions and dismissed the appeal. r

Husband, Wife, Company Charged In Conspiracy To Smuggle Adulterated Cheese Into US

Miami, FL—Several federal officials last Friday announced the indictment of defendants Yuri Izurieta, Anneri Izurieta and Naver Trading, Corp., a Miami-based company, on one charge of conspiracy to smuggle goods into the US and six counts of smuggling goods into the US.

The indictment was announced by Wilfredo A. Ferrer, US attorney for the Southern District of Florida; Anthony V. Mangione, special agent in charge, US Immigration and Customs Enforcement's (ICE) Homeland Security Investigations, Miami Field Office; and David Bourne, special agent in charge, US Food and

Drug Administration's Office of Criminal Investigation.

According to the allegations in the indictment, Anneri Izurieta was the president and director of Naver Trading, Corp., which is a licensed importer engaged in the importation and sale of dairy products. Yuri Izurieta is the husband of Anneri Izurieta.

Over several years, the Izurietas and Naver Trading, Corp. repeatedly imported shipments of dairy products into the US, according to the indictment. These dairy products were released from the port into the custody of the Izurietas and Naver Trading, Corp., but the defendants were not authorized to sell and distribute the dairy products pending successful completion of an examination by the US Food and Drug Administration (FDA).

The indictment alleges that the defendants knew that FDA was concerned that Naver Trading, Corp.'s dairy products were potentially contaminated with harmful bacteria. The indictment also alleges that, in some instances, the defendants actually knew that the dairy products were in fact contaminated.

Nonetheless, the defendants allegedly failed to return the merchandise for destruction as required and, on some occasions, even sold and distributed their dairy products, according to the indictment.

Ferrer commended investigative efforts of the ICE's Homeland Security Investigations in Miami and the FDA Office of Criminal Investigation.

The case is being handled by Jaime Raich, assistant US attorney. r

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NMPF Order Proposal

(Continued from p. 1)

- Maintains the “higher of” for establishing the fluid use (Class I) minimum base price.

- Maintains current Class I regional differentials.

- Maintains the number and basic structure and provisions of federal orders.

NMPF said the changes approved by its board eliminate some of the most contentious elements from the current federal order structure, such as make allowances.

Jerry Kozak, NMPF’s president and CEO, said the federal order reforms will be incorporated into legislative language and submitted to Congress to review, as part of the overall Foundation for the Future package. He said that the proposal will be shared with other stakeholders in the dairy sector, including processors, in an effort to build consensus around the changes.

“In order to create a truly comprehensive transformation for the betterment of the dairy industry, we needed to adopt these specific changes as part of Foundation for the Future,” Kozak said. “Our board’s vote today is a critical, necessary step toward significant reform of the entire regulatory structure of the dairy structure.”

Bob Yonkers, vice president and chief economist at the International Dairy Foods Association (IDFA), said IDFA supports the concept of a competitive pay price system as well as incorporating two classes of milk instead of the current four.

Competitive Pay Pricing System

The use of a competitive milk pricing system has a long history in the federal order program. The old Minnesota-Wisconsin price series was derived from a monthly survey of the

prices paid by manufacturing plants in those two states for Grade B milk.

In the mid-1990s, the M-W price series was modified into the Basic Formula Price (BFP) to include changes in manufactured product prices.

As part of the federal order reform process in the late 1990s, several competitive pay prices were analyzed as a potential replacement for the BFP. In the end, the final federal order reform decision replaced the BFP with a multiple component pricing system that derives component values from surveyed prices of manufactured dairy products, including cheese, butter, dry whey and NDM.

In its final federal order reform decision, USDA noted that the concept of a competitive pay price “has appeal from the standpoint of sound economics.” However, “serious concerns must be raised” about the degree of competition reflected in a price based on the declining volume of Grade B milk produced and purchased, or the introduction of Grade A milk that, even if unregulated, is “significantly influenced” by minimum order prices and therefore suspect as a “competitive” price.

More recently, as part of the Class III and Class IV proceeding several years ago, the Maine Dairy Industry Association (MDIA) proposed the use of a competitive pay price series to replace the current end product formula price for Class III milk. USDA rejected that idea.

Last June, MDIA presented its competitive pay price proposal to USDA’s Dairy Industry Advisory Committee (DIAC). During that presentation, MDIA representatives described how a competitive price would be constructed.

Prices collected in a competitive environment are more likely to accurately represent the market value of milk. To get a “clean” competitive price that is not distorted by regu-

lated minimum prices, it would be necessary to deregulate producer payments in these competitive areas.

The federal order system would establish two pools in each federal order. The first pool would only pay out the Producer Price Differential (PPD) to be added to the open-market competitive price paid by buyers in the competitive areas.

Buyers of milk would be required to report what they paid for milk, over and above the PPD, just like they reported the M-W price in the past. This difference, reflecting the value of manufacturing milk, would be used to set the Class III (cheesemilk) price, and would become the Basic Formula Price.

The second pool would include all milk purchased outside the competitive areas. It would operate exactly as the current federal order pools operate. The only difference would be that the BFP would come from the competitive pools, and not from a complicated product formula price, MDIA explained.

In its final report, USDA’s DIAC recommended that USDA explore alternative measures to the current end product pricing system, such as competitive pricing and mandatory price reporting.

Just last week, US Sen. Kirsten Gillibrand (D-NY) urged USDA to collect and publish data on alternative measures of dairy pricing, such as competitive pay pricing, so that everyone can clearly see if this would be a better way to price milk.

“We are looking forward to explaining to everyone, from farmers to processors to lawmakers, how a competitive pricing system, and shifting the pricing basis to two classes of milk, will make the federal order system more flexible and sensible,” Kozak said.

NMPF will continue to build support for the other, previously approved elements of Foundation for the Future, which include a new Dairy Producer Margin Protection Program and a Dairy Market Stabilization Program. r

New Program Will Distribute Milk To Needy Families In NYC’s ‘Food Desert’ Areas

New York—Social services provider Homes for the Homeless recently launched a new program to distribute fresh milk to families in need throughout New York City.

The Milk from the Heart program began as a pilot project to address the fact that fresh milk is neither affordable nor readily available to many of the city’s neediest families.

Most food pantries serving the poor do not offer fresh milk, and parents struggling to feed their families often, due to cost, eliminate milk from their family’s diet.

The Food Bank of New York City reports that over 50 percent of low-income households with children reduce the quality of food they consume in order to make ends meet. Milk from the Heart is available at distribution locations in Manhattan and at select pilot locations in other boroughs.

The program’s goal is to serve one million of quarts of milk in 2011, organizers hoped.

“We decided to see if we gave out free milk, would children with their mothers come to pick it up,” said Leonard N. Stern, a business leader and philanthropist who is underwriting the launch of Milk from the Heart with his wife Allison.

Milk from the Heart is available to all low-income families, and not just homeless families. The project has targeted New York City’s “food desert” neighborhoods: low-income areas where residents face physical and financial barriers to accessing nutritious foods.

Neighborhoods classified as “food deserts” have a much higher quantity of fast food restaurants and far fewer grocery stores that sell quality produce and staples. Children in “food desert” neighborhoods targeted by Milk from the Heart are least likely to consume an adequate amount of milk. r

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For more information, circle #8 on the Reader Response Card on p. 18

USDA Raises Dairy Product, Milk Price Forecasts, Lowers Milk Production Forecast

At CME, Blocks Post First Decline Since January, But End Week Above \$2.00

Washington—The US Department of Agriculture (USDA), in its monthly supply-demand estimates released Thursday, reduced its milk production forecast from last month and raised almost all of its dairy product and milk price forecasts for 2011.

Meanwhile, at the Chicago Mercantile Exchange (CME) cash market on Tuesday, 40-pound Cheddar blocks posted their first decline since January 19. Blocks had risen to \$2.0200 per pound last Friday, remained at that price on Monday, then declined to \$2.0125 per pound on Tuesday on an offer-based sale of one car at that price.

Blocks then remained at that price on Wednesday and Thursday, then increased to \$2.0150 today on an unfilled bid for one car.

Barrels, meanwhile, started the week at \$1.9800 per pound, then declined to \$1.9650 per pound Thursday and remained at that price today. And the CME butter price increased to \$2.1200 per pound on Monday and remained at that price for the remainder of the week.

USDA's milk production forecast for 2011 was reduced by 100 million pounds, to 196.0 billion pounds, which would still be up 3.2 billion pounds from 2010's record output.

Relatively high milk prices and increased supplies of replacement heifers are expected to encourage further increases in the cow herd through much of the year, but the rate of increase in milk per cow is forecast slower than last month, USDA explained.

US exports are forecast higher as global NDM and cheese demand remains strong with tight supplies in competitor markets expected through the first half of 2011.

Dairy product prices are forecast higher this month on strong early-year prices. Strong international demand and improving domestic demand will support prices for most prices, USDA said. And tight butter stocks are also helping support butter prices.

USDA now expects cheese prices to average \$1.6950 to \$1.7550 per pound this year, up from last month's forecast of \$1.6400 to \$1.7100 per pound; butter prices to average \$1.7350 to \$1.8250 per pound, up from last month's forecast of \$1.7100 to \$1.8100 per pound; nonfat dry milk prices to average \$1.3650 to \$1.4150 per pound, up from last month's forecast of \$1.3450 to \$1.4050 per pound; and dry whey prices to average 40.0 to 43.0 cents per pound, unchanged from last month's forecast.

Class III and Class IV price forecasts are raised to reflect the higher

product prices. USDA now projects that the Class III price will average \$16.35 to \$16.95 per hundredweight this year, up from last month's forecast of \$15.80 to \$16.50 cwt.

The Class IV price is now projected to average \$16.95 to \$17.65 per hundred this year, up from last month's forecast of \$16.70 to \$17.59 cwt. And the all milk price is now projected to average \$18.10 to \$18.70 per hundred, up from last month's forecast of \$17.70 to \$18.40 cwt.

Meanwhile, in its monthly *Agribusiness Review*, Rabobank Group noted that the current market rally for international dairy commodity prices has persisted into March. Milk powder prices have

fared best, with double-digit increases in prices since January.

Cheese and butter prices, while improving, have been less active, Rabobank pointed out. Butter prices are 15 percent above previous records set in 2007. The cheese market is also "very firm," but still 20 percent shy of record levels.

The global dairy commodity market is being supported by tight availability of fresh export supply, according to Rabobank. In addition to little export growth from Argentina and Brazil, the milk production in Australia and New Zealand is winding down from adverse weather-impacted seasons. The majority of output is now committed, leaving little available for spot trade.

General dairy demand conditions continue to improve, underpinning

the market, Rabobank said. Import demand from China and Russia remains "particularly buoyant."

Economic activity is still improving in most parts of the world but there is a growing concern that surging crude oil prices could dampen the global economic recovery, Rabobank noted.

A new wave of government responses, on the back of escalating food prices and supply concerns, is contributing to the volatile market, Rabobank said. The Indian government imposed an export trade ban on milk powders and has opened up tariff-free import access for 30,000 tons of powder and 15,000 tons of fat products. The South Korean government is providing additional quota access for dairy commodities to ease local supply shortages, while Taiwan has reduced import tariffs. **r**

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US Cheese Contest

Continued from p. 1

WI, Smoked Cumin Gouda; Cypress Grove Chevre, Arcata, CA, Purple Haze; Allison Hooper & Team, Vermont Butter and Cheese Creamery, Crement; and Carr Valley Cheese Co., La Valle, WI, Caso Bolo Mel-lage.

"Hundreds of cheese makers and butter makers from around the coun-try have participated in the largest national cheese competition ever held," said WCMA executive direc-tor John Umhoefer.

"Every medalist should be extremely proud of their accom-plishment," Umhoefer continued.

Winners in each contest class were as follows:

CLASS 1 - MILD CHEDDAR

Best of Class: Rob Stellrecht, Burnett Dairy Co-op, Grantsburg, WI, 98.75

Second Award: Bluegrass Cheese Team, Bluegrass Dairy & Food, Inc., Glasgow, KY, 97.90

Third Award: David Lindgren, Lynn Dairy, Inc., Granton, WI, 97.20

CLASS 2 - MEDIUM CHEDDAR

Best of Class: Tracy Stuckey, Great Lakes Cheese of NY, Adams, 99.65

Second Award: Weyauwega Ched-dar Team, Agropur, Weyauwega, WI, 99.55

Third Award: Terry Lensmire, Agropur, Weyauwega, WI, 98.55

CLASS 3 - SHARP CHEDDAR

Best of Class: Foremost Marshfield Team, Foremost Farms USA, Marsh-field, WI, 99.30

Second Award: Kiel Cheese Mak-ers, Land O' Lakes, Inc., Kiel, WI, 99.20

Third Award: Dan Stearns for Kraft Foods, Kraft Foods, Glenview, IL, 99.10



The second, first and third place cheeses in the 2011 United States Championship Cheese Contest are presented, respectively, by chief judge emeritus Bill Schlinsog; assistant cheese judge Tim Czmowski; chief judge Bob Aschebrook; John Umhoefer, executive director of the Wisconsin Cheese makers Association, sponsor of the contest; and assistant chief judge Stan Dietsche.

CLASS 4 - CHEDDAR, AGED ONE TO TWO YEARS

Best of Class: Kiel Production Team, Land O' Lakes, Inc., Kiel, WI, 99.60

Second Award: Kiel Cheese Makers, Land O, Lakes, Inc., Kiel, WI, 99.25

Third Award: Terry Lensmire, Agropur, Weyauwega, WI, 99.20

CLASS 5 - CHEDDAR, AGED TWO YEARS OR LONGER

Best of Class: Ben Renninger, Cabot Creamery Cooperative, Middlebury, VT, 99.70

Second Award: Ken Hall, Cabot Creamery Cooperative, Montpelier, VT, 99.50

Third Award: Dan Stearns, Agropur, Weyauwega, WI, 99.45

CLASS 6 - BANDAGED CHEDDAR

Best of Class: Wayne Hintz, Red Barn Dairy Products, Appleton, WI, 99.50

Second Award: Wayne Hintz, Red Barn Dairy Products, Appleton, WI, 99.35

Third Award: Willi Lehner/Kerry Henning, Bleu Mont Dairy, Blue Mounds, WI, 99.20

CLASS 7 - COLBY

Best of Class: R&J Brothers, LaGrander's Hillside Dairy, Inc., Stanley, WI, 99.50

Second Award: Ryan Sturdevant, Meister Cheese Company, Muscoda, WI, 99.45

Third Award: Kevin Genthe, Arena Cheese, Arena, WI, 99.35

CLASS 8 - MONTEREY JACK CHEESE

Best of Class: Daniel Hood, TCCA Creamery, Boardman, OR, 99.40

Second Award: Mike Jones, Tillam-ook County Creamery Association, Boardman, OR, 99.35

Third Award: Jerome Cheese Co.-Team 1, Jerome Cheese Co., Jerome, ID, 99.10

• See **US Cheese Contest**, p. 12

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IDFA Members, NMPF Respond Cautiously To Dairy Advisory Panel's Recommendations

Washington—Leaders of more than 30 member companies of the International Dairy Foods Association (IDFA) this week urged US Secretary of Agriculture Tom Vilsack to implement nearly all of the reforms recommended by USDA's Dairy Industry Advisory Committee.

Last week, the Dairy Industry Advisory Committee approved a final report that includes 23 recommendations for public policy to improve dairy farm profitability and reduce milk price volatility.

"We agree with nearly all of those recommendations and look forward to working with you and dairy producers to implement them," the IDFA member companies said in a letter to Vilsack.

"We are particularly encouraged by the emphasis of the committee on developing risk management products for dairy farmers to better provide them the tools to weather the storms of price volatility," the letter continued. "You already have begun to improve the existing Livestock Gross Margin insurance program (LGM-Dairy) by making it more accessible and affordable yet more steps need to be taken in this direction."

But they urged him not to endorse any proposal to manipulate milk supplies or manage industry growth. Specifically, the committee's decision to endorse a "growth management" program "was highly controversial and obviously does not enjoy consensus support across the industry." That recommendation was approved by a "narrow" 9-8 margin.

"We remain strongly opposed to any mandatory government program that attempts to manipulate milk supply and we urge that you not endorse any 'growth management' program," the IDFA members wrote. "For our US dairy industry to take

advantage of new opportunities for our products here and abroad, it is critically important that we not adopt policies that penalize dairy farmers and manufacturing plants that are growing to meet this demand.

"Even so-called temporary or emergency programs to manage growth would be dangerous steps in the wrong direction," the companies continued. "Our industry's ability to invest in new facilities and create new jobs will clearly be limited by such policies."

Finally, the companies said they are "disappointed" that the committee was unable to develop recommendations on how to reform the federal milk marketing order system, "yet we share its frustration." IDFA has been working with representatives of the National Milk Producers Federation (NMPF) for over two years, "without success, to find agreement on how to change our current pricing system.

"We will continue our efforts to find a path forward that works for producers and processors alike and urge that you not endorse any particular proposal on this issue but instead continue to work with us, NMPF, and other dairy stakeholders to find common ground," the letter concluded.

IDFA member companies signing the letter included Lactalis American Group, Nestle USA, Anderson Erickson Dairy Company, Saputo Cheese USA, Le Sueur Cheese, Davisco Foods, Turkey Hill Dairy, Galliker Dairy Company, Galloway Company, Plains Dairy, Sargento Foods, Kemps LLC/HP Hood LLC, Guida-Seibert Dairy, Mars Chocolate North America, Hilmar Cheese, Dippin' Dots, HP Hood, Shamrock Foods, Blue Bell Creameries, Brewster Dairy, LALA-USA, Readington Farms, Hunter Farms/Harris Teeter,

The Kroger Company, Perry's Ice Cream Company, Leprino Foods, Pierre's Ice Cream Company, Sartori Foods, Arthur Schuman, Inc., Sunnyside Farms Dairies, Dean Foods, Great Lakes Cheese, Wells Enterprises, Glanbia Foods, and Kraft Foods.

Jerry Kozak, NMPF's president and CEO, said the vote taken last week by the Dairy Industry Advisory Committee "is a welcome development," in that many of the recommendations in the committee's report are reflected in the Foundation for the Future (FFTF) program developed by NMPF.

"Foundation for the Future is all about protecting farmers' margins, stabilizing marketplace imbalances, reforming the federal milk marketing order system, and allowing future growth," Kozak said. The concepts endorsed by the Dairy Industry Advisory Committee "are, in many respects, similar to or even identical with the philosophy behind FFTF."

NMPF, Kozak continued, "will continue to drive the process of reforming dairy policy using Foundation for the Future as its platform. It's good to see that other industry experts looking at the challenges facing the dairy sector, and examining possible future actions, are coming to the same conclusions that our members reached in the past year." **■**

Swiss Colony's Parent Company Acquires Intangible Assets Of Wisconsin Cheeseman

Madison—Colony Brands, Inc., the parent company of Swiss Colony, has acquired the intangible assets of The Wisconsin Cheeseman.

Last week, the assets of The Wisconsin Food Gift Co. were auctioned off. The company, which is in receivership under Chapter 128 of the Wisconsin Bankruptcy Law, consists of The Wisconsin Cheeseman, Mille Lacs Gourmet Foods and Scott's Fundraising.

The Wisconsin Cheeseman, one of the leading mail order gift cheese and food companies in the US, was founded by Garvin and Helen Creamer in 1946. The company was sold to an investment group in 2007.

The result of bidding in last week's auction was the sale of the Wisconsin Cheeseman's intangible assets to Swiss Colony, another leading gift cheese company which has grown to become one of the largest direct marketers in the US.

Also, according to a report in the *Wisconsin State Journal*, inventory and a portion of the intangible assets of Mille Lacs Gourmet Foods was acquired by Steve's Wholesale Dairy of Sun Prairie, WI. **■**



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US Cheese Contest

Continued from p. 10

CLASS 9 - MARBLED CURD

Best of Class: Daniel Hood, Tillamook County Creamery Association, Boardman, OR, 99.65, Colby Jack

Second Award: Jim Rinehart, TCCA Creamery, Boardman, OR, 99.60, Colby Jack

Third Award: Team Black Creek, Saputo Cheese USA, Inc., Lincolnshire, IL, 99.35, Colby Jack

CLASS 10 - SWISS STYLE

Best of Class: Team Guggisberg Sugarcreek, Guggisberg Cheese, Millersburg, OH, 99.45

Second Award: Team Guggisberg Sugarcreek, Guggisberg Cheese, Millersburg, OH, 99.30

Third: Team Guggisberg Sugarcreek, Guggisberg Cheese, 99.10

CLASS 11 - MOZZARELLA

Best of Class: Roger Krohn, Agropur, Luxemburg, WI, 98.65

Second Award: Terry Lensmire, Agropur, Luxemburg, WI, 98.30

Third Award: Pat Doell, Agropur, Luxemburg, WI, 97.40

CLASS 12 - MOZZARELLA, PS

Best of Class: Brian Maisey, Sorrento Lactalis, Nampa, ID, 99.25

Second: Team Sam Lopes, DFA, Turlock, CA, 99.00

Third Award: Pat Doell, Agropur, Luxemburg, WI, 98.90

CLASS 13 - PROVOLONE, MILD

Best of Class: Team A, Dairy Farmers of America, New Wilmington, PA, 99.10

Second Award: Team B, Dairy Farmers of America, New Wilmington, PA, 99.05

Third Award: Dan Holmes, Belgioioso Cheese, Inc./Glenmore Plant, Green Bay, WI, 97.75

CLASS 14 - PROVOLONE, AGED

Best of Class: Ernesto Nunez, Belgioioso Cheese Inc./Glenmore Plant, Green Bay, WI, 98.95

Second Award: Steven Tollers, Burnett Dairy Co-op, Grantsburg, WI, 98.90

Third Award: Team BDC-P.M., Burnett Dairy Co-op, Grantsburg, WI, 98.65

CLASS 15 - RICOTTA

Best of Class: Enrico Suave Mozzarella, Antonio Mozzarella, Newark, NJ, 98.80

Second Award: Ricotta Team 1, Kraft Foods Global, Campbell, NY, 98.70

Third Award: Ricotta Team 2, Kraft Foods Global, Campbell, NY, 98.10

CLASS 16 - PARMESAN

Best of Class: John Griffiths, Sartori, Plymouth, WI, 99.40, SarVecchio Parmesan

Second Award: Gary Domke, Sartori, Plymouth, WI, 99.25, Classic Parmesan



Table Master, Dave Buholzer, Klondike Cheese, pulls a plug from one of the "Elite Eighteen" cheeses in this year's US Championship Cheese Contest. In the background, contest judge Charles Lindbergh completes a scoring sheet.

Third Award: Steve Bechel, Eau Galle Cheese Factory, Durand, WI, 98.40, aged

CLASS 17 - BABY SWISS STYLE

CHEESE

Best of Class: Richard Shipman, Middlefield Cheese, Middlefield, OH, 96.80

Second Award: Silvan Blum, Chalet Cheese Co-op/Deppeler Factory, Monroe, WI, 96.60

Third Award: Mike Tourdot, Chalet Cheese Co-op, Monroe, WI, 96.55

CLASS 18 - FETA

Best of Class: Jaime Graca, Karoun Dairies, Inc., Sun Valley, CA, 99.20, Helena Feta

Second Award: Anto Baghdassarian, Karoun Dairies, Inc., Sun Valley, CA, 98.65, Mykonos Feta

Third Award: Team Narragansett Creamery, Providence Specialty Products, Inc., Providence, RI, 98.60, Salty Sea Feta Loaf

CLASS 19 - FETA, FLAVORED

Best of Class: Steve Webster, Klondike Cheese Co., Monroe, WI, 99.05, Peppercorn Feta in brine

Second Award: Adam Buholzer, Klondike Cheese Co., Monroe, WI, 96.85, Tomato & Basil Feta in brine

Third Award: Terry Lensmire, Agropur, Weyauwega, WI, 96.75, Feta cheese with Peppercorn

CLASS 20 - HAVARTI

Best of Class: Steve Stettler, Decatur Dairy, Inc., Brodhead, WI, 99.50

Second Award: Jon Jay Lewis, Valley View Cheese Co-op, South Wayne, WI, 99.10

Third Award: John Yttri, Edelweiss Creamery, Monticello, WI, 99.05

CLASS 21 - HAVARTI, FLAVORED

Best of Class: Kyle Nackers, Arla Foods Production, LLC, Kaukauna, WI, 99.45, Caraway Havarti Loaf

Second Award: Ron Bechtolt, Klondike Cheese Co., Monroe, WI, 99.40, Dill Havarti

Third Award: Steve Stettler, Decatur Dairy Inc., Brodhead, WI, 99.35, Havarti Dill

CLASS 22 - GORGONZOLA

CHEESE

Best of Class: Arthur Schuman Inc., Fairfield, NJ, 98.15, Montforte Gorgonzola Cheese Wheel

Second Award: Byron Schroeder, Sartori, Plymouth, WI, 98.10, Dolcina Gorgonzola

Third Award: Team 2, Arla Foods, Muskegon Dairy, Muskegon, MI, 97.85

CLASS 23 - STRING CHEESE

Best of Class: Steven Tollers, Burnett Dairy Co-op, Grantsburg, WI, 99.70

Second Award: Rob Stellrecht, Burnett Dairy Co-op, Grantsburg, WI, 99.50

Third Award: Team Day Shift, Sorrento Lactalis, Nampa, ID, 99.40

CLASS 24 - COTTAGE CHEESE

Best of Class: Louis Trauth Dairy, LLC, Newport, KY, 97.95

Second Award: Richard Gillis, Cabot Creamery Cooperative, Montpelier, VT, 96.90

Third Award: Louis Trauth Dairy, LLC, Newport, KY, 96.15

CLASS 25 - FRESH MOZZARELLA

CHEESE

Best of Class: Mozz Team 1, Kraft Foods Global, Campbell, NY, 99.30, Gourmet Fresh Mozzarella

Second Award: Phil Frater, Belgioioso Cheese Inc./Glenmore Plant, Green Bay, WI, 99.15, Fresh Mozzarella Ovolini in Water

Third Award: FDL Team 1, Kraft Foods Global, Campbell, NY, 99.00, Fior di Latte Ciliegine

CLASS 26 - BLUE VEINED

CHEESES WITH EXTERIOR MOLD

Best of Class: Borgo's Bleu, Marin French Cheese Company, Petaluma, CA, 99.05, Le Petit Bleu

Second Award: Blue Team, Rogue Creamery, Central Point, OR, 98.20, Flora Nelle

Third Award: Team 1, Arla Foods, Muskegon Dairy, Muskegon, MI, 98.15, Baby Blue Brie

• See US Cheese Contest, p 13

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US Cheese Contest

Continued from p. 12

CLASS 27 - BLUE VEINED CHEESES

Best of Class: Arthur Schuman Inc., Fairfield, NJ, 99.50, Blue Cheese Wheel

Second Award: Team Emmi Roth USA, EmmiRoth USA, Monroe, WI, 99.40, Blue Affinee

Third Award: Team 1, Arla Foods, Muskegon Dairy, Muskegon, MI, 99.30, Danish Style Blue

CLASS 28 - BRICK, MUENSTER

Best of Class: John Pitman, Mill Creek Cheese, LLC, Arena, WI, 99.35, Brick

Second Award: Gary Grossen, Babcock Hall Dairy Plant, Madison, WI, 99.25, Brick

Third Award: Brian Zimmerman, Zimmerman Cheese, Inc., South Wayne, WI, 99.15, 5# Brick Loaf

CLASS 29 - BRIE, CAMEBERT & OTHER SURFACE RIPENED

Best of Class: Jean Manuel Renard, Old Europe Cheese, Inc., Benton Harbor, MI, 99.30, Double Cream Brie

Second Award: Soft Ripened Production Team, Kolb-Lena, Inc., Lena, IL, 98.70, Alouette Baby Brie

Third Award: Jean Manuel Renard, Old Europe Cheese, Inc., Benton Harbor, MI, 98.50, Triple Cream Brie

CLASS 30 - EDAM, GOUDA

Best of Class: Holland's Family Cheese, Thorp, WI, 99.40, Gouda Belegen

Second Award: Jeff Gundlach, Arla Foods Production, LLC, Kaukauna, WI, 99.35, Edam Loaf

Third Award: Holland's Family Cheese, Thorp, WI, 99.10

CLASS 31 - GOUDA, AGED

Best of Class: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, WI, 99.35

Second Award: Team Emmi Roth USA, EmmiRoth USA, Monroe, WI, 98.95

Third Award: Carr Valley-LaValle, Carr Valley Cheese Co., Inc., LaValle, WI, 98.65

CLASS 32 - GOUDA, FLAVORED

Best of Class: John Dirk Bulk, Oakdale Cheese, Oakdale, CA, 98.85, Cumin Gouda

Second Award: Holland's Family Cheese, Thorp, WI, 98.80, Gouda Pesto Basil

Third Award: Holland's Family Cheese, Thorp, WI, 98.60, Gouda Black Mustard

CLASS 33 - QUESOS FRESCOS

Best of Class: Anto Baghdassarian, Karoun Dairies, Inc., Sun Valley, CA, 99.40, Panela

Second Award: Team 2 Ed Goebel & Miguel Ortega, Mexican Cheese Producers, Darlington, WI, 99.30, Fresco Wheel

Third Award: Paul Rufener, Swiss Heritage Cheese, Monticello, WI, 98.85, Queso Blanco

CLASS 34 - QUESOS PARA FUNDIR

Best of Class: Decatur Team 1, Decatur Dairy, Inc., Brodhead, WI, 99.40, Quesos para Fundir

Second Award: Ricardo Rivas, Jose Borjas, and the B shift, Southwest Cheese Co., LLC, Clovis, NM, 99.25, 40-pound Quesos Block

Third Award: John Pitman, Mill Creek Cheese, LLC, Arena, WI, 99.05, Asadero

CLASS 35 - SMEAR RIPENED SOFT CHEESES

Best of Class: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, VT, 99.25, Winnimere

Second Award: Katen's Claws, Marin French Cheese Company, Petaluma, CA, 98.65, Schlosskranz

Third Award: Katen's Claws, Marin French Cheese Company, Petaluma, CA, 98.60, American Schloss

CLASS 36 - SMEAR RIPENED SEMI-SOFT CHEESES

Best of Class: Doug Kundert, Chalet Cheese Co-op, Monroe, WI, 98.95, 5-pound German-style Brick Loaf

Second Award: EmmiRoth USA, Monroe, WI, 98.80, Mezzaluna Fontina

Third Award: Kurt Premo, Crave Brothers Farmstead Cheese, LLC, Waterloo, WI, 98.70, Les Freres

CLASS 37 - SMEAR RIPENED HARD

Best of Class: Spring Brook Farm, Farms For City Kids Foundation, Reading, VT, 99.25, Spring Brook Farm Tarentaise

Second Award: Consider Bardwell Farm, West Pawlet, VT, 98.70, Alpine Raw Cow Cheese

Third Award: EmmiRoth USA, Monroe, WI, 98.65, Gruyere Reserve

CLASS 38 - PEPPER FLAVORED 'AMERICAN' STYLE

Best of Class: Nijaz Heric, Glanbia Foods, Inc., Twin Falls, ID, 98.10, Habanero Pepper Jack

Second Award: Team Ryan, Guggisberg-Deutsch Kase Haus, Middlebury, IN, 98.05, Pepper Jack Horn

Third Award: Jim Rinehart, TCCA Creamery, Boardman, OR, 97.85, Pepper Jack

CLASS 39 - PEPPER FLAVORED

Best of Class: Steve Stettler, Decatur Dairy Inc., Brodhead, WI, 98.75, Havarti Pepper

Second Award: EmmiRoth USA, Monroe, WI, 98.60, Havarti Jalapeno

Third Award: Scott Lopas, Arla Foods Production, LLC, Kaukauna, WI, 98.55, Havarti Loaf with Jalapeno Blend

CLASS 40 - FLAVORED SOFT

Best of Class: Team B, Lactalis USA, Inc., Belmont, WI, 99.00, Herb Foil Brie 7-ounce

Second Award: Team A, Lactalis USA, Inc., Belmont, WI, 98.85, Herb Brie 3-kilogram

Third Award: Anthony Mongiello, Formaggio Italian Cheese Specialites, LLC, Hurleyville, NY, 98.50, Marinated Fresh Mozzarella

CLASS 41 - FLAVORED SEMI-SOFT

Best of Class: Keith Cummins, Glanbia Foods, Inc., Twin Falls, ID, 98.25, Monterey Jack with Green Olive & Pimento

Second: Anthony Mongiello, Formaggio Italian Cheese Specialites, LLC, Hurleyville, CA, 97.90, Fresh Mozzarella with grilled vegetable

Third Award: Anthony Mongiello, Formaggio Italian Cheese Specialites, LLC, Hurleyville, CA, 97.65, Marinated String Cheese

CLASS 42 - FLAVORED HARD

Best of Class: Mike Matucheski, Sartori, Plymouth, WI, 98.25, Salsa Asiago

Second Award: Kerry Henning, Henning's Cheese, Kiel, WI, 98.20, Shelf Dried Peppercorn Cheddar

Third Award: Valley Queen for Kraft Foods, Kraft Foods, Glenview, IL, 98.10, Flavored Cheddar

CLASS 43 - FLAVORED CHEESES WITH SWEET CONDIMENTS

Best of Class: Dick Vawser, Glanbia Foods, Inc., Twin Falls, ID, 98.10, Monterey Jack with Pecans

Second Award: Dennis Harris, Glanbia Foods, Inc., Twin Falls, ID, 98.00, Monterey Jack with Pecans

Third Award: Edin Topic, Glanbia Foods, Inc., Twin Falls, ID, 97.70, Monterey Jack with Walnuts

CLASS 44 - SMOKED SOFT & SEMI-SOFT CHEESES

Best of Class: Holland's Family Cheese, Thorp, WI, 98.40, Gouda Smoked Cumin

Second Award: Rob Stellrecht, Burnett Dairy Co-op, Grantsburg, WI, 98.25, Smoked String Cheese

Third Award: John Pitman, Mill Creek Cheese, LLC, Arena, WI, 98.20, Smoked Muenster

CLASS 45 - SMOKED HARD

Best of Class: Carr Valley Cheese Co., Inc., LaValle, WI, 97.75, Smoked Garlic Cheddar

Second Award: Bruce Whipple, Glanbia Foods, Inc., Twin Falls, ID, 97.25, Smoked Cheddar

Third Award: Joey Pittman, Glanbia Foods, Inc., Twin Falls, ID, 97.05, Smoked Cheddar

CLASS 46 - OPEN CLASS, SOFT

Best of Class: Ricotta Team 1, Kraft Foods Global, Campbell, NY, 99.00, Hand Dipped Ricottone

Second Award: George Crave, Crave Brothers Farmstead Cheese, Waterloo, WI, 98.85, Mascarpone

Third Award: Randy Wolter, Belgioioso Cheese Inc./Glenmore Plant, Green Bay, WI, 98.80, Mascarpone

CLASS 47 - OPEN CLASS, SEMI-SOFT CHEESES

Best of Class: Rose Marie Burroughs & John Bulk, Burroughs Family Farms, Oakdale, CA, 98.75

• See US Cheese Contest, p. 14

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US Cheese Contest

Continued from p. 13

Second Award: Charlie Henn, Belgioioso Cheese Inc./Glenmore Plant, Green Bay, WI, 98.60, Ricotta Salata

Third Award: Minerva Cheese Makers, Minerva Dairy, Minerva, OH, 98.50, Lacey Swiss

CLASS 48 - OPEN CLASS, HARD

Best of Class: Josh Krause, Belgioioso Cheese Inc./Chase Plant, Green Bay, WI, 99.25, Romano

Second Award: Arthur Schuman Inc., Fairfield, NJ, 99.10, Asiago Wheel

Third Award: Team Cleveland, Saxon Homestead Creamery, Cleveland, WI, 99.00, young, firm and nutty Alpine style cheese

CLASS 49 - REDUCED FAT SOFT & SEMI-SOFT CHEESES

Best of Class: Kerry Henning, Henning's Cheese, Kiel, WI, 99.40, 33% Reduced Fat Monterey Jack

Second Award: Chris Longhurst, Glanbia Foods, Inc., Twin Falls, ID, 99.35, Reduced Fat Monterey Jack

Third Award: Shaun Hooth, Agropur, Inc., Hull, IA, 99.30, Reduced Fat Colby

CLASS 50 - REDUCED FAT HARD

Best of Class: Bruce Workman, Edelweiss Creamery, Monticello, WI, 99.15, Reduced fat, low sodium Lacey Swiss

Second Award: Robert Sosa, Glanbia Foods, Inc., Twin Falls, ID, 99.00, Reduced Fat White Cheddar

Third Award: Ryan Razee, Glanbia Foods, Inc., Twin Falls, ID, 98.95, Reduced Fat White Cheddar

CLASS 51 - LOWFAT CHEESES

Best of Class: Jerry Colbeth, Cabot Creamery Cooperative, Montpelier,

VT, 97.65, 75% Reduced Fat Cheddar

Second Award: John Troutman, Tillamook County Creamery Association, Tillamook, OR, 97.30, Lowfat Monterey Jack

Third Award: Courtney Schreiner, Lactalis USA, Inc., Merrill, WI, 97.25, Rondele Garlic & Herbs Light

CLASS 52 - REDUCED SODIUM

Best of Class: Pat Doell, Agropur, Luxemburg, WI, 99.10, Reduced Sodium Provolone

Second Award: Roger Krohn, Agropur, Luxemburg, WI, 98.85, Reduced Sodium Provolone

Third Award: Team Lake Norden, Lake Norden Cheese Company, Lake Norden, SD, 98.80, Reduced Sodium LMPS Mozzarella

CLASS 53 - COLD PACK CHEESE, CHEESE FOOD

Best of Class: Harold Patzke, Pine River Prepack, Newton, WI, 99.65, Swiss & Almond Cold Pack Cheese Food

Second Award: Harold Patzke, Pine River Prepack, Newton, WI, 99.45, Jalapeno Cold Pack Cheese Food

Third Award: Joe Widmer, Widmer's Cheese Cellars, Theresa, WI, 98.90, Washed Rind, Aged Brick mixed with Sharp White Cheddar

CLASS 54 - COLD PACK CHEESE SPREAD

Best of Class: Team Little Chute, Bel Brands USA, Little Chute, WI, 98.90, Port Wine

Second Award: Team Little Chute, Bel Brands USA, Little Chute, WI, 98.80, Sharp Cheddar Cold Pack Cheese Spread-Mercks

Third Award: Team Little Chute, Bel Brands USA, Little Chute, WI, 98.75, Swiss Almond Cold Pack Cheese Spread



CLASS 55 - SPREADABLE CHEESES

Best of Class: Shawn Schult, Lactalis USA, Inc., Merrill, WI, 99.40, President Feta Spreadable

Second Award: Brick Team, Kraft Foods, Beaver Dam, WI, 99.00, Cream Cheese

Third Award: Marty Musser, Alouette Cheese USA, LLC, New Holland, PA, 98.80, Zausner Whip Cream Cheese

CLASS 56 - FLAVORED SPREADABLE CHEESES

Best of Class: Rosa Garcia-Jiminez, Alouette Cheese USA, LLC, New Holland, PA, 99.45, Alouette Garlic and Herbs

Second Award: Rob Bradley, Family Fresh Pack, Belleville, WI, 99.35, Kelly's Kitchen Garlic and Herb Spread

Third Award: Diane, Kraft Foods, Lowville, NY, 99.30, Chive Whip Cream Cheese

CLASS 57 - PASTEURIZED PROCESS

Best of Class: Dan Stanley, Biery Cheese Co., Louisville, OH, 99.30,

Judges Greg Anderson of Pace Dairy and Dave Satterness of Chr. Hansen check for odor defects of the US Championship Cheese Contest's best cheese, made by Katie Hedrich, of LaClare Farms Specialties, Chilton, WI

Pasteurized Process Swiss American Cheese

Second Award: Jerry Prah, Lactalis USA, Inc., Merrill, WI, 99.25, President Wee Brie

Third Award: Team 2, Welcome Dairy, Colby, WI, 98.80, Swiss American

CLASS 58 - FLAVORED PASTEURIZED PROCESS

Best of Class: Process Cheese Team, Associated Milk Producers, Inc., Portage, WI, 99.30, Pasteurized Process Cheese Food w/Hot Peppers

Second Award: Team 4, Welcome Dairy, Colby, WI, 98.65, Swiss n' Pepper

Third Award: Team 3, Welcome Dairy, Colby, WI, 98.45, Swiss n' Pepper

CLASS 59 - SOFT GOAT'S MILK

Best of Class: Cypress Grove Chevre, Arcata, CA, 99.40, Natural Chevre Disk

Second Award: Weber Team, Montchevre-Betin, Inc., Belmont, WI, 99.25, Chabis Natural Goat Cheese

Third Award: Steve Spooner & Team, Vermont Butter and Cheese Creamery, Websterville, VT, 99.20, Chevre Plain

CLASS 60 - FLAVORED SOFT GOAT'S MILK CHEESES

Best of Class: Cypress Grove Chevre, Arcata, CA, 99.55, Purple Haze

Second Award: Cypress Grove Chevre, Arcata, CA, 99.35, Herbs de Humboldt

Third Award: Wendall Holt & Team, Vermont Butter and Cheese Creamery, Websterville, VT, 99.10, Herb Chevre

CLASS 61 - SURFACE RIPENED

Best of Class: Doug Waechter, Montchevre-Betin, Inc., Belmont, WI, 99.50, Bucheron

Second Award: Don LaRose & Team, Vermont Butter and Cheese Creamery, Websterville, VT, 99.35, Coupole

• See US Cheese Contest, p. 15

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US Cheese Contest

Continued from p. 14

Third Award: Jim Donahue, Montchevre-Betin, Inc., Belmont, WI, 99.30, Mini Cabrie

CLASS 62 - SEMI-SOFT GOAT'S MILK CHEESES

Best of Class: Mercury Bruggin, Montchevre-Betin, Inc., Belmont, WI, 99.25, 3-pound Goat Feta Bulk
Second Award: Tippett Team, Montchevre-Betin, Inc., Belmont, WI, 99.20, 2-pound Crumbled Goat Cheese Tray

Third Award: Lydra Moody, Montchevre-Betin, Inc., Belmont, WI, 99.05, 7-ounce Feta Goat Cheese

CLASS 63 - FLAVORED SEMI-SOFT

Best of Class: Carr Valley Cheese Co. Inc., LaValle, WI, 97.95, Sweet Vanilla Cardona

Second Award: Katie Hedrich, LaClare Farms Specialties, Chilton, WI, 97.65, Evalon with Fenugreek

Third Award: Speth Team, Montchevre-Betin, Inc., Belmont, WI, 97.60, Fresh Goat Cheese 4-oz Crumble Onion & Basil

CLASS 64 - HARD GOAT'S MILK

Best of Class: Katie Hedrich, LaClare Farms Specialties, Chilton, WI, 99.35, Evalon

Second Award: John Dirk Bulk, Central Coast Creamery, Paso Robles, CA, 98.85, Goat Gouda

Third Award: Astraea Morford, Rivers Edge Chevre, Logsdon, OR, 98.60, Astraea

CLASS 65 - SOFT & SEMI-SOFT SHEEP'S MILK CHEESES

Best of Class: Team Hook, Hook's Cheese Company, Inc., Mineral Point, WI, 98.65, Little Boy Blue

Second Award: Carr Valley Cheese Co., Inc., LaValle, WI, 97.70, Fresh Marisa

Third Award: Brenda Jensen, Hidden Springs Creamery, Westby, WI, 97.30, Fresh Soft

CLASS 66 - FLAVORED SOFT & SEMI-SOFT SHEEP'S MILK CHEESES

Best of Class: Carr Valley Cheese Co. Inc., LaValle, WI, 98.90, Black Sheep Truffle

Second Award: Brenda Jensen, Hidden Springs Creamery, Westby, WI, 98.45, Maple Fresh Soft Cheese

Third Award: Brenda Jensen, Hidden Springs Creamery, Westby, WI, 98.40, Honey Lavender Fresh Soft Cheese

CLASS 67 - SURFACE RIPENED SHEEP'S MILK CHEESES

Best of Class: Snowy Mountain Sheep Creamery, Eden, UT, 97.35, Timpanogos Peak Blue Cheese

Second Award: Old Chatham Creamery Crew, Old Chatham Shepherding Company, Old Chatham, NY, 96.40, Kinderhook Creek

Third Award: Pat Elliott and Carolyn Wentz, Everona Dairy, Rapidan, VA, 95.45, Blue Ridge

CLASS 68 - HARD SHEEP'S MILK CHEESES

Best of Class: Brenda Jensen, Hidden Springs Creamery, Westby, WI, 99.20, Ocooch Reserve

Second Award: Pat Elliott and Carolyn Wentz, Everona Dairy, Rapidan, VA, 98.55, Shenandoah

Third Award: OS Production Team, Valley Shepherd Creamery, Long Valley, NJ, 98.35, 100% raw sheep milk

CLASS 69 - SOFT & SEMI-SOFT MIXED MILK CHEESES

Best of Class: Carr Valley Cheese Co., Inc., LaValle, WI, 99.25, Bessie's Blend

Second Award: Blue Team, Rogue Creamery, Central Point, OR, 99.15, Echo Mountain Blue

Third Award: Carr Valley Cheese Co., Inc., LaValle, WI, 99.10, Menage

CLASS 70 - FLAVORED SOFT & SEMI-SOFT MIXED MILK CHEESES

Best of Class: Carr Valley Cheese Co., Inc., LaValle, WI, 99.30, Airco cheese

Second Award: Carr Valley Cheese Co., Inc., LaValle, WI, 98.55, Mobay cheese

Third Award: Al Bekkum, Nordic Creamery, Westby, WI, 98.10, Sarah Select

CLASS 71 - SURFACE RIPENED MIXED MILK CHEESES

Best of Class: Allison Hooper & Team, Vermont Butter and Cheese Creamery, Websterville, VT, 98.75, Crement

Second Award: Old Chatham Creamery Crew, Old Chatham Shepherding Company, Old Chatham, NY, 97.70, Nancy's Camembert

Third Award: Old Chatham Creamery Crew, Old Chatham Shepherding Company, Old Chatham, NY, 97.60, Hudson Valley Camembert Square

CLASS 72 - HARD MIXED MILK CHEESES

Best of Class: Carr Valley Cheese Co., Inc., LaValle, WI, 98.80, Caso Bolo Mellage

Second Award: Mike Matucheski, Sartori, Plymouth, WI, 98.65, Mixed Milk Romano

Third Award: Mike Matucheski, Sartori, Plymouth, WI, 98.55, Treated Mixed Milk Romano cheese

CLASS 73 - SALTED BUTTER

Best of Class: Donald Much, Grassland Dairy Products, Greenwood, WI, 99.35

Second Award: O-AT-KA 2, O-AT-KA Milk Products Co-op, Inc., Batavia, NY, 98.55

Third Award: O-AT-KA 2, O-AT-KA Milk Products Co-op, Inc., Batavia, NY, 98.35



Cheese contest volunteer Jerry Dryer and Table Master Richard Wold, AMPI-Jim Falls, provide plugs of the first runner-up in the contest, a Sarvecchio Parmesan made by John Griffiths, Sartori Foods.

CLASS 74 - UNSALTED BUTTER

Best of Class: Donald Much, Grassland Dairy Products, Greenwood, WI, 99.30

Second Award: Steven Bjork, Grassland Dairy Products, Greenwood, WI, 98.65

Third Award: Tom Tollackson, CROPP Cooperative/Organic Valley, Chaseburg, WI, 98.20, Organic European Style butter

CLASS 75 - GOAT'S, SHEEP & MIXED MILK BUTTER

Best of Class: Jackson Mitchell, Meyenberg Goat Milk Company,

Turlock, CA, 98.85, European Style Goat Butter

Second Award: Al Bekkum, Nordic Creamery, Westby, WI, 96.80, sheep/cow butter

Third Award: Al Bekkum, Nordic Creamery, Westby, WI, 96.40, cow/goat blended butter.

Contest winners will be honored during the closing banquet at the Wisconsin Cheese Industry Conference (WCIC), April 14 in La Crosse, WI.

For more information on the WCIC, visit www.cheeseconference.org for more details. r

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COMING EVENTS

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Agenda Set For National Dairy Producers Conference May 15-17 In Omaha, Nebraska

Omaha, NE—The agenda for the 2011 National Dairy Producers Conference, to be held here May 15-17 at the Embassy Suites Omaha, has just been released.

The conference kicks off Sunday morning with an optional tour of Butler Country Dairy in Surprise, NE, followed by an Archer Daniels Midland (ADM) ethanol plant tour in Columbus.

Butler Country Dairy is Nebraska's largest and one of its newest dairies, home to 6,000 cows. ADM operates both a corn dry mill and corn wet mill at its Columbus facility.

Attendees also have the option of visiting the ADM plant, followed by a tour of Prairieland Dairy in Firth, NE, a 1,500-cow operation that sells its own line of fluid milk products.

Sunday's agenda concludes with a reception sponsored by the US Dairy Export Council (USDEC) and the Dairy Leadership Dinner.

Monday's lineup kicks off with a speech by US Sen. Ben Nelson (D-NE), followed by a panel discussion entitled "Capitol Influences and Capital Losses." Speakers include Mary Kay Thatcher, American Farm Bureau Federation; Jerry Hagstrom, The Hagstrom Report; and Jim Moriarty, Farm Credit Services of America.

The morning session will also include a discussion on the upcom-

ing Farm Bill debate. Moderated by Geoff Vanden Heuvel of the Milk Producers Council, the panel will include John Meyer, Holstein Association USA; Bob Naerebout, Idaho Dairymen's Association; and Bill Rowell, Dairy Farmers Working Together.

Lunch will be sponsored by Prairie Farms and Roberts Dairies.

The afternoon session will begin with a talk on trade, and how US exporters are encountering a number of hurdles such as trade barriers, pending free trade agreements and volatility.

Pete Kappelman of Land O'Lakes will moderate the session, and panelists will talk about how to sustain and expand trade. The lineup includes former US trade representative Jim Murphy; Jane Doherty, Office of the US Trade Representative; and Dalyn Dye, Hoogwegt U.S., Inc.

Another afternoon panel discussion will highlight the feed price outlook for 2011, and how producers can develop strategies to manage cost. DFA's Doug Nuttelman will moderate the discussion, and panelists include: Bruce Babcock, Iowa State University; DFA's Ed Gallagher; and Gordie Jones, Central Sands Dairy, LLC.

The final day of the conference begins with guest speaker Jason Hen-

derson, Federal Reserve Bank of Kansas City, on the outlook for the rural economy.

A discussion on environmental stewardship and the challenges and opportunities facing today's dairy farmers will cover new avenues available through voluntary, incentive-based programs.

Jim Krahn of the Oregon Dairy Producers Association will moderate the panel, which includes: former NRCS chief and USDA undersecretary Bruce Knight and Alan Hahn, Dragun Corporation.

The final talk will focus on animal care perspectives through the food chain. Panelists will look at animal ag programs that proactively engage the topic of animal care on the farm.

Moderated by DFA's Karen Jordan, panelists include: Margaret Standing, Bob Evans; dairy producer Deb Reinhardt; and Sherrie Neikamp, National Pork Board.

The conference will adjourn at noon on Tuesday.

The early registration deadline is April 13, and cost to attend is \$495 per person. After the deadline, cost is \$590 per attendee. An additional \$125 is required to attend Sunday's Farm & Industry tour.

Registration for the event is available online at www.registration123.com/NMPF/2011NDPC. For more information, contact the National Milk Producers Federation at (703) 294-4349. **r**

PLANNING GUIDE

March 25-28: California Artisan Cheese Festival, Sheraton Sonoma County, Petaluma, CA. For more information, visit www.artisancheesefestival.com.

April 7-9: CCBA 46th Annual Convention, Claremont Hotel Club & Spa, Berkeley, CA. For more details, visit www.ccheeseandbutter.org.

April 13-14: Wisconsin Cheese Industry Conference, La Crosse Center, La Crosse, WI. For more details, visit www.cheeseconference.org.

April 24-26: ADPI/ABI Annual Conference, Chicago Marriott Downtown, Chicago, IL. For information, visit www.adpi.org.

April 28-May 4: National Conference on Interstate Milk Shipments, Sheraton Baltimore City Center, Baltimore, MD. For questions, visit www.ncims.org.

May 11-13: SIAL Canada 2011, Metro Convention Center, Toronto, Canada. For more information or to register, visit www.sialcanada.com.

May 15-17: 2011 National Dairy Producers Conference, Embassy Suites Omaha, Omaha, NE. For more information, visit www.nmpf.org/NPDC.

June 5-7: IDDBA Seminar & Expo, Anaheim Convention Center, Anaheim, CA. For more information or to register online, visit www.iddba.org.

June 11-14: 2011 IFT Meeting & Expo, New Orleans Morial Convention Center, New Orleans, LA. For more information, visit www.ift.org.

Aug. 3-6: American Cheese Society's Annual Conference, Palais des Congrès de Montréal, Montréal, Canada. For more information, visit www.cheesesociety.org.

Sept. 19-21: Second Annual International Dairy Show, Georgia World Congress Center, Atlanta, GA. For more information, visit www.dairyshow.com.

Oct. 10-11: Global Cheese Technology Forum, Reno, NV. For more information, contact Laurie Jacobson via email: ljacobso@calpoly.edu.

Seventh Annual Oregon Cheese Festival Scheduled For March 19 In Central Point

Central Point, OR—Thousands of visitors will gather here at Rogue Creamery on Saturday, March 19 for the seventh annual Oregon Cheese Festival.

Held under three tents, attendees will have a chance to sample cow, sheep and goat's milk cheeses from creameries across Oregon.

Representatives will be on hand from Fraga Farm, Juniper Grove Farm, Pholia Farm, La Mariposa Creamery, Mama Terra Microcreamery, Ochoa Creamery, Tumalo Farms, Tillamook Creamery, Willamette Valley Cheese Company, Fern's Edge Goat Dairy, Rivers Edge Chevre, Ancient Heritage Dairy, Fairview Farm, Goldin Artisan Goat Cheese, Briar Rose Creamery, Oak Leaf Creamery and Rouge Creamery.

Southern Oregon and other local culinary artisans will also have booths, offering samples and sales to visitors. Some exhibitors include Lillie Belle Farms, Oregon Crepes, Ris-

ing Sun Farms, Applegate Valley Artisan Breads, Butte Creek Mill, and a number of wine companies.

To commence the festival, a meal introducing guests to participating artisans will be held Friday night at the Ashland Springs Hotel in Ashland, OR. Throughout the meal, cheese expert Janet Fletcher will act as emcee and join cheese makers in discussing the showcase dishes. Cost to attend the dinner is \$85 per person, and space is limited.

On Saturday, cheese author Laura Werlin will conduct a class on grilled cheese, and children's activities are also planned.

Cost to attend the festival is \$15 per person and includes tastings and demonstrations. A \$5 wine tasting fee includes a commemorative wine glass.

For more information contact Rogue Creamery at (866) 396-4704 or visit www.roguecreamery.com. **r**

IDF Symposium On Sheep, Goat & Non-Cow Milk To Be Held May 16-18 In Greece

Athens, Greece—The International Dairy Federation (IDF) will host a global symposium on sheep, goat and other non-cow milk products here May 16-18.

The event has been created for scientists and other professionals involved in the sheep, goat and other non-cow dairy sectors, including milk producers, processors, trade associations, research institutes, government officials and academia.

Topics of discussion include animal husbandry and milk production, technology, chemistry, physics, microbiology and nutrition. Sessions will also cover how to improve the quality of raw materials and promote the expansion of new and existing markets.

A detailed agenda and list of keynote speakers will soon be available. For more information or to register for the symposium online, visit www.idfsheepgoatmilk2011.aug.gr. **r**



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Dairyfood USA, Inc., a SQF certified market leader in specialty cheese production for over 60 years, is seeking an executive to join their Senior Management Team. Reporting to the President, the VP of Operations will direct the manufacturing, plant engineering and shipping functions to effectively and efficiently deliver a safe, quality product that meets the strategic business goals of the company. In addition, he/she will work closely with the Controller and others to develop controls and monitor processes to measure attainment of the prescribed objectives. This position will be responsible for overseeing and developing a collaborative, capable and accountable operations leadership team to meet the challenges of a growing and diversifying customer base and product portfolio.

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For confidential consideration, please forward resume to:



Peggy White
 Human Resource Manager
DAIRYFOOD USA, INC.
pwhite@dairyfoodusa.com

California Class 1 Minimum Prices & Other Advanced Prices - April 2011

Class 1:	Lb. Fat	Lb. SNF	Lb. Fluid	Equivalent Per CWT
Northern CA	\$2.3582	\$1.1951	\$0.0343	\$21.66
Southern CA	\$2.3582	\$1.1951	\$0.0374	\$21.93

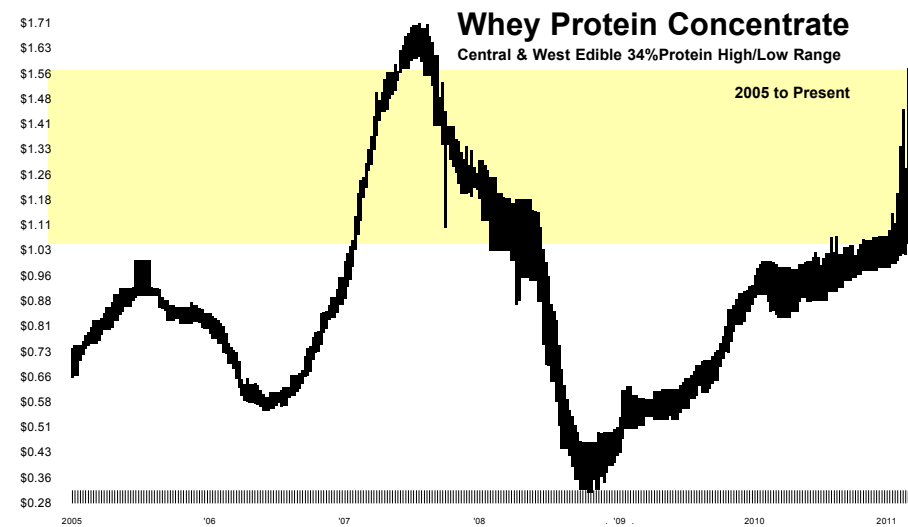
Statewide Average CWT Price

Based Upon Production	\$21.68
Based Upon Utilization	\$21.82

Commodity Market Prices

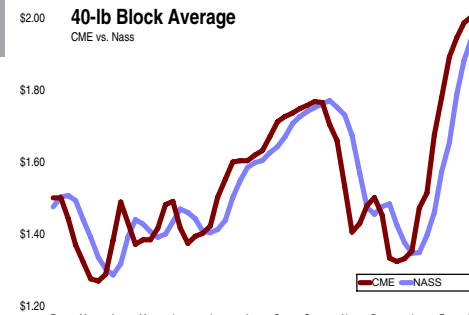
Product	\$ Per LB.
Cheese, US 40-block, CME - Daily Simple Average	\$2.0081
AA Butter, CME - Daily Simple Average	\$2.0967
CA Extra Grade & Grade A NFDM - Weighted Average	\$1.3875
Western Dry Whey (Mostly) - Simple Average	\$0.4775

Commodity Reference Price for April Class 1 - \$22.1380



DAIRY PRODUCT PRICES

March 11—NASS,USDA. Prices included are provided each week by manufacturers. Prices collected are for the (wholesale) point of sale for natural, unaged Cheddar; boxes of butter meeting USDA standards; Extra Grade edible dry whey; and Extra Grade and USPH Grade A nonfortified NFDM. A transaction is complete when the product is "shipped out" and title transfers. •Revised



Style and Region	WEEK ENDING			
	March 5	Feb. 26	Feb. 19	Feb. 12
40-Pound Blocks				
Average Price	Dollars/Pound			
MN/WI	2.0038	1.9580	1.8445	1.7646
Other States	1.9380	1.8768	1.7799	1.6444
US	1.9432	1.8810	1.7850	1.6518
Sales Volume	Pounds			
MN/WI	872,551	553,442	733,036	570,314
Other States	10,121,132	10,028,971	8,580,252	8,683,164
US	10,993,683	10,582,413	9,313,288	9,253,478
500-Pound Barrels				
Average Price	Dollars/Pound			
MN/WI	2.0577	2.0054	1.9172	1.993
Other States	2.0267	1.9755	1.8858	1.7678
US	2.0415	1.9896	1.9005	1.7840
Price Adj. to 38% Moisture	Dollars/Pounds			
MN/WI	1.9683	1.9171	1.8365	1.7223
Other States	1.9120	1.8621	1.7847	1.6722
US	1.9388	1.8878	1.8088	1.6979
Sales Volume	Pounds			
MN/WI	4,089,191	3,961,675	3,967,084	4,858,039
Other States	4,452,472	4,460,494	4,496,936	4,579,680
US	8,541,663	8,422,169	8,464,020	9,437,719
Moisture Content	Percent			
MN/WI	35.19	35.14	35.28	35.23
Other States	34.28	34.23	34.49	34.46
US	34.71	34.66	34.86	34.86
Butter				
Average Price	Dollars/Pound			
US	2.0115	2.0358•	2.0795	2.0862
Sales Volume	Pounds			
US	5,031,991	3,922,387	2,515,814	3,165,702
Nonfat Dry Milk				
Average Price	Dollars/Pound			
US	1.4730	1.4027	1.3938	1.3613
Sales Volume	Pounds			
US	20,169,358	17,533,704	18,083,040•	17,309,984
Dry Whey Prices				
Average Price	Dollars/Pounds			
US	0.4599	0.4288	0.4350	0.4201
Sales Volume	Pounds			
US	10,890,101	10,022,494	10,205,610	10,072,646

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143	144	145	146	147	148	149
150	151	152	153	154	155	160

TYPE OF BUSINESS:

Cheese Manufacturer/Processor

Cheese Packager

Cheese Marketer (broker, distributor, retailer)

Other dairy processor (butter, cultured products, ice cream, .)

Whey processor

Food processing/Foodservice

Supplier to dairy processor

Other _____

JOB FUNCTION:

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Plant Management

Plant Personnel

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Purchasing

Warehouse/Distribution

Sales/Marketing

Other _____

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DAIRY FUTURES PRICES

Settling Price	Date	Month	Class III*	Class IV*	Dry Whey*	NDM*	Butter*	Cash Settled Cheese*
3-4	March 11		19.58	19.75	49.000	151.000	210.025	1.9670
3-7	March 11		19.61	19.75	49.000	150.000	211.000	1.9940
3-8	March 11		19.54	19.75	48.000	149.000	210.000	1.9820
3-9	March 11		19.63	19.75	46.750	149.000	210.500	1.9930
3-10	March 11		19.60	19.75	46.000	149.000	210.000	1.9930
3-4	April 11		18.43	20.59	53.000	160.025	210.000	1.8150
3-7	April 11		18.40	20.59	52.500	160.000	211.000	1.8130
3-8	April 11		17.96	20.30	51.000	159.500	212.000	1.7730
3-9	April 11		18.25	20.30	51.000	158.475	212.000	1.7960
3-10	April 11		17.87	20.15	49.500	156.525	211.000	1.7830
3-4	May 11		17.56	20.59	53.000	163.000	208.000	1.7240
3-7	May 11		17.50	20.55	53.250	162.000	208.000	1.7200
3-8	May 11		17.08	20.37	51.000	159.500	209.500	1.6850
3-9	May 11		17.23	20.36	51.000	159.500	209.500	1.6850
3-10	May 11		16.88	20.36	49.475	159.500	209.500	1.6690
3-4	June 11		17.02	20.40	52.975	162.000	207.750	1.6900
3-7	June 11		16.94	20.40	53.000	161.750	208.250	1.6900
3-8	June 11		16.75	20.35	50.750	159.250	210.025	1.6740
3-9	June 11		16.90	20.35	50.250	159.250	210.000	1.6780
3-10	June 11		16.66	20.35	48.500	157.250	211.500	1.6590
3-4	July 11		17.04	20.00	52.000	166.000	204.000	1.6950
3-7	July 11		16.95	20.05	52.000	159.000	206.000	1.7000
3-8	July 11		16.88	20.05	50.275	159.000	206.500	1.6910
3-9	July 11		16.90	20.20	50.275	159.000	207.000	1.6910
3-10	July 11		16.84	20.20	48.500	159.000	208.950	1.6860
3-4	August 11		17.07	19.50	49.250	155.000	200.500	1.7040
3-7	August 11		17.10	19.55	49.750	155.000	202.075	1.7040
3-8	August 11		17.00	19.55	48.750	154.750	203.250	1.7120
3-9	August 11		16.96	19.64	48.750	155.000	204.500	1.7120
3-10	August 11		17.08	19.64	46.500	155.000	205.500	1.7150
3-4	September 11		17.11	18.72	47.750	146.000	199.500	1.7190
3-7	September 11		17.20	18.85	47.750	146.000	202.000	1.7190
3-8	September 11		17.15	18.80	47.050	146.000	202.000	1.7270
3-9	September 11		17.15	18.95	47.050	146.000	203.500	1.7350
3-10	September 11		17.18	18.95	44.525	146.000	203.750	1.7360
3-4	October 11		16.98	18.56	45.000	146.000	196.100	1.7300
3-7	October 11		17.07	18.78	45.500	146.250	200.000	1.7300
3-8	October 11		17.00	18.80	45.025	146.275	200.000	1.7370
3-9	October 11		16.97	18.89	45.025	146.275	200.575	1.7370
3-10	October 11		16.95	18.90	45.000	146.250	201.350	1.7370
3-4	November 11		16.74	17.79	44.000	137.525	195.000	1.7050
3-7	November 11		16.79	17.80	44.250	139.000	194.000	1.7050
3-8	November 11		16.71	17.80	45.000	138.250	194.000	1.7130
3-9	November 11		16.74	17.80	45.000	138.250	194.250	1.7130
3-10	November 11		16.76	17.85	45.000	137.550	195.500	1.7100
3-4	December 11		16.68	17.35	46.000	137.000	186.250	1.6860
3-7	December 11		16.68	17.35	46.000	137.000	186.250	1.6860
3-8	December 11		16.60	17.35	46.500	138.000	186.250	1.6940
3-9	December 11		16.65	17.40	46.500	137.000	186.425	1.6940
3-10	December 11		16.67	17.44	46.500	137.025	186.500	1.6940
3-4	February 11		16.19	15.35	45.025	120.000	170.050	1.6370
3-7	February 11		16.19	15.35	45.025	120.000	175.050	1.6370
3-8	February 11		16.19	15.35	45.025	121.000	175.050	1.6370
3-9	February 11		16.22	15.35	45.025	121.000	175.050	1.6370
3-10	February 11		16.22	15.35	45.025	121.000	170.050	1.6370
Open Interest - March 10			36,800	2,880	1,750	1,567	2,425	1,898

DAIRY PRODUCT MARKETS

AS REPORTED BY THE US DEPARTMENT OF AGRICULTURE

WHOLESALE CHEESE MARKETS

NATIONAL - MARCH 4: Prices moved slightly higher on the cash cheese market with blocks breaking the \$2.00 per pound barrier. At the higher price levels, buyer resistance to purchases has increased. Spot offerings, at least of American varieties, are becoming more available, though rarely more than a couple loads at a time. Cheese yields remain very strong seasonally, as early 2011 milk components were above recent years. Cheese output remains about steady as competition from Class IV manufacturers for milk remains strong.

NORTHEAST - MARCH 9: Recent price increases have resulted in higher wholesale prices for all varieties with the exception of Swiss Cuts, which declined 4 cents as a result of updated Class III prices released Friday. Cheese production was interrupted in some areas of the Northeast, especially New England, where a major winter storm dumped as much as three feet of snow. Cheese makers continue to purchase increased volumes of condensed skim in lieu of higher priced nonfat dry milk. Most cream cheese manufacturers are starting to work overtime to fill kosher orders for Passover. Demand remains good for Mozzarella, Provolone and aged Cheddar cheese.

Wholesale prices, delivered, dollars per/lb:

Cheddar 40-lb blocks:	\$2.3200 - \$2.5950	Process 5-lb sliced:	\$2.0725 - \$2.3825
Muenster:	\$2.3400 - \$2.5450	Swiss Cuts 10-14 lbs:	\$3.0125 - \$3.3350

MIDWEST AREA - MARCH 9: Cheese offerings are starting to accumulate at the plant level. A few traders expressed the expectation that cheese offerings could rise soon as manufacturers move cheese from storage for cash. Most buyers are wary about building inventory at prices around \$2.00 per pound. A few branded product packagers have announced significant retail price increases that will likely slow sales when they become effective. Regardless, orders from buyers using monthly averages are sharply below February levels. Planned promotions on branded product,

including process, still has some operations running on heavier schedules, but these are more the exception. Few buyers are interested in adding to aging programs at current prices. New export interest in cheese is quiet due to current prices. Seasonally high milk components continue to generate good cheese yields.

Wholesale prices delivered, dollars per/lb:

Brick/Muenster 5# Loaf:	\$2.3100 - \$2.5125	Process 5# Loaf:	\$2.1700 - \$2.5175
Monterey Jack 10#:	\$2.2400 - \$2.5650	Cheddar 40# Block:	\$2.1500 - \$2.5650
Mozzarella 5-6# (LMPS):	\$2.2300 - \$2.6650	Blue 5# Loaf:	\$2.8300 - \$3.0300
		Grade A Swiss 6-9#:	\$2.7000 - \$3.3300

WEST - MARCH 9: Pricing levels remain mostly firm with barrels closing at \$1.9800 and blocks at \$2.0125 at midweek. At these levels, buyers are often a little more cautious about making purchases beyond nearby needs. New export deals have slowed at these pricing levels, especially outside of subsidized sales. Cheddar demand is steady domestically. Swiss interest is slightly lower along expected levels. Mozzarella demand is fair to good with steady volumes clearing. Cheese production in the West is mostly steady and reflecting the milk supply. Plants are running on expected schedules with no big issues reported.

Wholesale prices delivered, dollars per/lb:

Cheddar 40# Block:	\$2.1300 - \$2.4825	Process 5# Loaf:	\$2.0925 - \$2.3500
Monterey Jack 10#:	\$2.3200 - \$2.4800	Cheddar 10# Cuts:	\$2.3100 - \$2.5300
		Grade A Swiss Cuts 6 - 9#:	\$2.5900 - \$3.0200

FOREIGN -TYPE CHEESE - MARCH 9: Recent price increases have resulted in higher wholesale prices for all domestic varieties with the exception of Swiss Cuts, which declined 4 cents as a result of Friday's updated Class III price. Some adjustments were made in various import varieties due to changes in the US dollar and euro differential.

Wholesale selling prices, delivered, dollars per/lb:

	Imported	Domestic
Blue:	\$2.6400-4.6900	\$2.4600-3.9475
Gorgonzola:	\$3.6900-6.3900	\$2.9625-3.2225
Parmesan (Italy):	0	\$3.5775-3.9925
Provolone (Italy):	\$3.4400-6.2900	\$2.5025-2.6600
Romano (Cows Milk):	0	\$3.6500-5.7925
Sardo Romano (Argentine):	\$2.8500-3.6900	0
Reggianito (Argentine):	\$3.2900-3.8300	0
Jarlsberg (Brand):	\$2.9500-4.8900	0
Swiss Cuts Switzerland:	0	\$3.1050-3.4275

OCEANIA CHEDDAR & BUTTER MARKETS

OVERVIEW - MARCH 3: The devastating earthquake in Christchurch on the South Island of New Zealand last week had minimal impact on New Zealand's dairy industry, other than distribution logistics both locally and at the port. Reports of minimal disruptions to dairy operations in the areas were heard. At one storage location, walls to the structure were damaged to the point that stored inventory was exposed to the elements and will potentially have to be disposed of rather than enter food distribution channels.

CHEDDAR CHEESE - MARCH 3: Cheddar cheese markets in the Oceania region are steady to firm with prices generally unchanged to slightly higher. Traders and handlers are stating that cheese sales are following along known and projected lines. Most cheese sales have been prearranged with minimal spot buyer interest being reported. Milk production in the Oceania region is sufficient to maintain steady cheese production schedules for known needs. Most manufacturers and handlers are projecting that they will have minimal, if any, carryover volumes at the end of the current production season.

39% MAXIMUM MOISTURE: 4,300 - 4,600

BUTTER - MARCH 3: Oceania butter markets and prices are firm. Butterfat continues to be limited for full trade needs. Often, suppliers are not acknowledging new buyer interest as they fulfill previous commitments. International buyer interest is strong and often going unfilled from Oceania suppliers.

82% BUTTERFAT: 4,600 - 5,100

MILK EQUIVALENT, MILKFAT & SKIM SOLIDS

	Milkfat* Basis	Skim** Solids	Comparable period in 2010	Milkfat* Basis	Skim** Solids
Week of March 7 - March 11, 2011	0.0	0.0	Cumulative since Oct. 1, 2010	0.0	0.0
Cumulative since Oct. 1, 2010	0.0	0.0	Cumulative Jan. 1 - March 11, 2011	0.0	0.0
			year 2010	0.0	0.0

WHOLESALE BUTTER MARKETS

NATIONAL - MARCH 4: Butter producers and handlers continue to question themselves as to what should they do with inventory management. Most butter producers remain hesitant to generate significant butter inventory, but instead are enhancing inventories slowly. Some domestic butter producers are indicating that international buyers are looking to the US market for butter supplies. For some, domestic production is being geared to fill this international buyer interest, realizing near term financial returns, and foregoing butter production for their own needs. Many are questioning if they are making the right production decision, but at least they are maintaining steady production schedules. Domestic butter demand is holding steady at fairly good levels, stronger than many butter producers and handlers had projected. Upcoming Easter/Passover orders continue to develop.

that international buyer inquiries are still occurring. Some butter producers are generating butter for known international sales, while others are churning for current needs with inventory enhancement occurring, but at a slower pace than many desire. Butter producers and handlers have never had to deal with this high of a cash butter price at this time of the year when inventory building typically occurs. Many feel that butter prices will probably maintain higher levels than usual for much of the year, but remain cautious with their strategies. Current domestic butter orders are holding up quite well. Retailers continue to report scattered retail feature activity which is clearing good volumes of butter. Foodservice orders are generally in line with previous years at this time. Upcoming Easter/Passover orders continue to develop, but for the most part, are completed and appear to be strong, stimulated by scheduled retail activity near the holiday period.

NORTHEAST - MARCH 9: Cream demand improved again this week as cream cheese makers increase their production schedules in preparation for the Passover holiday. Multiples moved higher and ranged from 122-132, mostly 125-130. The higher cream multiples prompted some manufacturing plants to sell cream rather than make butter. Other manufacturers made butter for current orders with some additions to inventories. Higher butter prices have sparked interest for existing butter inventories as Easter is less than seven weeks out. Export butter interest continues to be good.

WEST - MARCH 9: The midweek price is 0.5 cents higher than a week ago. Butter production is seasonally active and generally trending slightly higher. Butter demand is fair to good for current offerings. Print demand is good with good pulls noted from retail and club store accounts. Placements are taking place ahead of Easter/Passover needs. There are more concerns about pricing levels of ad features around the holiday periods and to what impact higher butter prices will have on future butter sales. Consumer demand is mixed with the biggest impact noted on branded print butter. Foodservice demand is steady. Higher butter prices are just one of the increased ingredient costs being realized by the foodservice community. Prices for bulk butter range from 1 cent over to 3 cents under the market. The butter price has held steady at \$2.12 per pound for the three trading sessions so far this week with 16 cars of butter sold.

CENTRAL - MARCH 9: Most butter producers and handlers continue to question their inventory management strategies. Many remain cautious with their cream acquisitions and production schedules while others are more comfortable and are forging ahead. Domestic butter producers continue to indicate

DRY MILK PRICES - MARCH 7 - MARCH 11

Nonfat Dry Milk:

Central & East	
Low/Med. Heat:	1.4600(+2) - 1.8500(-5)
Mostly:	1.4800(NC) - 1.7800(NC)
High Heat:	1.5100(NC) - 1.9000(NC)

Western

Low/Med. Heat:	1.3900(+3) - 1.7200(-13)
Mostly:	1.4800(+1) - 1.6800(-7)
High Heat:	1.4500(+3) - 1.7600(+4)

Whole Milk:

National:	1.8100(+6) - 2.0600(+2)
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Buttermilk Powder:

Central & East:	1.4100 (NC) - 1.6500(NC)
West:	1.4000 (+2) - 1.5600(+2)
Mostly:	1.4400 (+2) - 1.5000 (+3)

California Weighted Average NDFM:

Week Ending:	Price:	Total Sales:	Sales to CCC:
March 4	\$1.4150	13,557,078	0
February 25	\$1.3605	13,854,271	0

ORGANIC DAIRY MARKET - RETAIL

ORGANIC DAIRY RETAIL - FEB. 25: Comparing the February 2010 average price in each city with February 2011, in 2011, 14 cities are higher, 13 are lower, and 3 are the same. Denver, at \$2.88, is the city with prices most below one year ago, being 56 cents lower. Denver also has the lowest February 2011 price of any city, which has been true every month since April, 2010. Minneapolis, at \$4.99, is the city with prices most above one year ago, being 90 cents higher. For this February, Minneapolis also has the highest price of any city, which has occurred every month since March, 2010. The overall February 2011 average price for the 30 cities combined is 2 cents higher than the combined average for February 2010. Organic milk remained the overwhelming focus of organic dairy advertising and the volume of ads remained similar to the last four reporting periods. This report, 2,622 of 9,210 surveyed newspaper weekly supermarket ads had organic dairy content. The Northeast returned from being one of the two regions with the least organic dairy advertising for the prior two reports, by placing second this week, with 24.7 percent of organic ads. Remaining regions and percentages of ads include: Midwest, 29.4 percent; Southeast, 21.2 percent; South Central, 17.2 percent; and Northwest, 7.6 percent.

WEEKLY GOLD STORAGE HOLDINGS

SELECTED STORAGE CENTERS IN 1,000 POUNDS - INCLUDING GOVERNMENT STOCKS

DATE	BUTTER	CHEESE
3/07/11	6,812	128,010
3/01/11	6,412	128,070
Change	400	-60
Percent Change	6	NC

CCC PURCHASES

Butter	2010/2011	2009/2010	NDM	2010/2011	2009/2010
Central	None	None	Central	None	None
West	None	None	West	None	132,276
East	None	None	East	None	None
TOTAL	None	None	TOTAL	None	132,276
Cheese	2010/2011	2009/2010	Milk Equivalent	2010/2011	2009/2010
Central	None	None	Central	0.0	0.0
West	None	None	West	0.0	100.0
East	None	None	East	0.0	0.0
TOTAL	None	None	TOTAL	0.0	100.0

CASH PRICES - MARCH 7 - 10, 2011 - CME

Visit www.cheesereporter.com for daily prices

	CHEDDAR BARRELS	40-LB. BLOCKS	AA BUTTER	GRADE A NFDM	EXTRA GRADE NFDM
MONDAY March 7	\$1.9800 (NC)	\$2.0200 (NC)	\$2.1200 (+¼)	\$1.8150 (NC)	\$1.8000 (NC)
TUESDAY March 8	\$1.9800 (NC)	\$2.0125 (-¾)	\$2.1200 (NC)	\$1.8150 (NC)	\$1.8000 (NC)
WEDNESDAY March 9	\$1.9800 (NC)	\$2.0125 (NC)	\$2.1200 (NC)	\$1.8150 (NC)	\$1.8000 (NC)
THURSDAY March 10	\$1.9650 (-½)	\$2.0125 (NC)	\$2.1200 (NC)	\$1.8100 (-½)	\$1.8000 (NC)
FRIDAY March 11	\$1.9650 (NC)	\$2.0150 (+¼)	\$2.1200 (NC)	\$1.7900 (-2)	\$1.8000 (NC)
Week's AVG Change	\$1.9740 (+0.0085)	\$2.0145 (+0.0115)	\$2.1200 (+0.0420)	\$1.8090 (-0.0090)	\$1.8000 (NC)
Last Week's AVG	\$1.9655	\$2.0030	\$2.0780	\$1.8180	\$1.8000
2010 AVG Same Week	\$1.2545	\$1.2745	\$1.4710	\$1.1100	\$1.1200

CHEESE REPORTER'S MARKET OPINION

Cheese Comment: Cheese prices were relatively steady in light trading activity this week. There was no block market activity at all on Monday. On Tuesday, an offer-based sale of 1 car of blocks at \$2.0125 reduced the price. Wednesday's activity was limited to an offer-based sale of 1 car of blocks at \$2.0125, which left the price unchanged. There was no block market activity at all again on Thursday. Friday's activity was limited to an unfilled bid for 1 car of blocks at \$2.0150, which raised the price. The barrel price declined Thursday on an offer-based sale of 1 car at \$1.9650. That sale had followed offer-based sales of 2 cars of barrels at \$1.9750 and 1 car of barrels at \$1.9725.

Butter Comments: Butter prices rose slightly this week. A total of 8 cars of butter were sold on Monday, including 6 on offers and 2 on bids, with the first 4 being sold at \$2.1175 and the last 4 at \$2.1200, which raised the price. Four cars of butter sold Tuesday, 1 on an offer and 3 on bids, all at \$2.1200, which left the price unchanged. Another 4 cars were sold Wednesday, all on offers at \$2.1200, which left the price unchanged. And 6 cars were sold on offers Thursday at \$2.1200, which again left the price unchanged. Friday's activity was limited to an uncovered offer of 1 car of butter at \$2.1200, which left the price unchanged.

Nonfat Dry Milk Comments: Grade A nonfat declined Thursday on an uncovered offer of 1 car at \$1.8100, then fell Friday on an uncovered offer of 1 car at \$1.7900. There was no activity on extra grade NDM

WWW.CHEESEREPORTER.COM

WHEY MARKETS - MARCH 7 - MARCH 11, 2011

FOR THE PERIOD MARCH 7 - MARCH 11, 2011

Whey Protein Concentrate—Central and West:
Edible 34% Protein: 1.0500(+3) -1.5700(+29½) Mostly: 1.0700(+4) -1.3000(+17)

Dry Whey—Central (Edible):
Nonhygroscopic: .3600(NC) - .5800(-1) Mostly: .3725(NC) - .4225(NC)

Dry Whey—West (Edible):
Nonhygroscopic: .4050(NC) - .5775(NC) Mostly: .4500(+1) - .5200(+½)

Dry Whey—Northeast: .4125(+½) - .4375(+½)

Lactose—Central and West:
Edible: .3100(+2) - .5200(NC) Mostly: .3300(NC) - .4150(+1½)

Casein: Rennet: \$4.1400(NC) - \$4.9000(+30) Acid: \$4.2800(NC) - \$4.8500(+20)

Animal Feed Whey—Central: Milk Replacer: .2750(NC) - .3800(NC)

Visit www.cheesereporter.com for weekly prices

HISTORICAL MONTHLY AVERAGE BUTTER PRICES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
'98	1.1932	1.3918	1.3452	1.3788	1.5465	1.8618	2.0085	2.1730	2.7566	2.4089	1.7447	1.4131
'99	1.4222	1.3153	1.2927	1.0289	1.1289	1.4931	1.3444	1.3963	1.3393	1.1248	1.0725	0.9163
'00	0.9090	0.9245	1.0200	1.0691	1.2450	1.2440	1.1790	1.1933	1.1727	1.1462	1.6490	1.3700
'01	1.2531	1.3852	1.5708	1.8217	1.8713	1.9783	1.8971	2.0880	2.0563	1.4070	1.3481	1.2793
'02	1.3454	1.2427	1.2473	1.1712	1.0590	1.0427	1.0302	0.9752	0.9635	1.0315	1.0425	1.1175
'03	1.0815	1.0405	1.0915	1.0906	1.0919	1.1142	1.1985	1.1708	1.1731	1.1846	1.2057	1.2861
'04	1.4320	1.7132	2.135	2.2204	2.0363	1.9300	1.7458	1.5408	1.7656	1.6475	1.9238	1.7083
'05	1.5775	1.6145	1.5527	1.4933	1.4044	1.5313	1.6210	1.6861	1.6988	1.6204	1.4260	1.3552
'06	1.3368	1.1930	1.1663	1.1632	1.1755	1.1643	1.1645	1.3035	1.3170	1.3206	1.2915	1.2405
'07	1.2248	1.2187	1.3218	1.3725	1.4825	1.5019	1.4913	1.4464	1.3783	1.3020	1.3590	1.3190
'08	1.2246	1.2088	1.3454	1.3905	1.4750	1.5001	1.5385	1.6279	1.6973	1.7320	1.6165	1.2007
'09	1.1096	1.1097	1.1770	1.2050	1.2526	1.2235	1.2349	1.2000	1.2199	1.2830	1.5008	1.3968
'10	1.3950	1.3560	1.4641	1.5460	1.5896	1.6380	1.7787	1.9900	2.2262	2.1895	1.9295	1.6327
'11	2.0345	2.0622										

Food Safety System, Ethanol Policy Offer Opportunities To Reduce Potential Duplication In US Government Programs

Washington—The fragmented food safety system, economic development programs, and federal efforts directed at increasing domestic ethanol production are among the opportunities to reduce potential duplication, overlap, and fragmentation in federal government programs, according to a recently released US GAO report.

“The fragmented federal oversight of food safety has caused inconsistent oversight, ineffective coordination, and inefficient use of resources,” the report noted. Fifteen federal agencies collectively administer at least 30 food-related laws.

Budget obligations for the two primary food safety agencies, the FDA and USDA's Food Safety and Inspection Service (FSIS), totaled over \$1.6 billion in fiscal year 2009. USDA is responsible for the safety of meat, poultry, processed egg products, and catfish, while FDA is responsible for virtually all other food, including dairy.

Three major trends also create food safety challenges, the report continued: a substantial and increasing portion of the US food supply is

imported; consumers are eating more raw and minimally processed foods; and segments of the population that are particularly susceptible to food-borne illnesses, such as older adults and immune-compromised individuals, are growing.

GAO recognizes that reorganizing federal food safety responsibilities is a complex process, but reducing fragmentation and overlap could result in numerous nonfinancial benefits.


Other areas of duplication, overlap, or fragmentation identified in the GAO report include:


- GAO is currently examining 80 economic development programs at four agencies, including USDA and the Small Business Administration (SBA), to assess potential for overlap in the design of the programs, the extent to which the agencies collaborate to achieve common goals, and the extent to which the agencies have developed measures to determine the programs' effectiveness.

- The Volumetric Ethanol Excise Tax Credit (VEETC) and the renewable fuel standard (RFS) can be duplicative in stimulating domestic production and use of ethanol, and can result in substantial loss of revenue to the Treasury. The RFS is now at a level high enough to ensure that a market for domestic ethanol production exists in the absence of the ethanol tax credit. r




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