NASS Revises 2006-07 NDM Prices; Mandatory Reporting Rule Released

Washington—USDA’s National Agricultural Statistics Service (NASS) on Thursday released revised nonfat dry milk prices for the period covering April 29, 2006 to April 14, 2007. Also on Thursday, USDA issued a final rule establishing, on an interim basis, a “Dairy Product Mandatory Reporting Program,” as required under legislation passed in 2000 and certain provisions of the 2002 farm bill.

NASS confirmed an error in industry reporting of nonfat dry milk prices, the agency issued revisions on April 13, 2007, to previously published data for the week of March 31, March 24 and March 17. To determine the extent of the price misreporting, NASS subsequently conducted a special data validation of all nonfat dry milk plants for the period covering April 29, 2006, to April 14, 2007. As of Thursday, NASS said it has contacted all plants with sales of nonfat dry milk in order to review reporting criteria, verify previously reported data, and make any necessary revisions. During the verification process, five firms made revisions to previously reported price and volume data for nonfat dry milk. These revisions resulted in changes ranging from minus 0.8 cents to plus 8.5 cents per pound in the NASS-reported weekly average price of nonfat dry milk.

Generally, the downward price revisions occurred early and at the end in the period covered by this new report. For example, revised NDM prices were below the original NDM prices every week for the weeks of April 29 through July 1, 2006; those downward revisions ranged from 0.08 cent per pound for June 10 to 0.79 cent per pound for April 29. And at the end of the period covered by this report, four of the five revised NDM prices are below the original price; those downward revisions range from 0.03 cent per pound for April 14 to 0.12 cent per pound for March 17. Between July 1, 2006, and March 17, every revised price was above the original price. Also, the revised price for March 24, 2007, was above the original price.

For the first eight weeks during which revisions were positive, changes were less than one cent; more specifically, they ranged from 0.18 cent per pound for August 12 to 0.86 cent per pound for August 19.

Starting with the revision for September 2, 2006, and through the revision for March 10, 2007, of the revisions were for more than one cent per pound, and five were for less than one cent per pound. The largest revision in 2006 was for December 30; 3.34 cents per pound.

The largest revisions over the entire period were during the first 10 weeks of 2007; those revisions ranged from 3.99 cents per pound for January 27 to 8.5 cents per pound for February 17. The average upward revision during that 10-week period was 5.72 cents per pound.

NASS also revised volume data for the period covered by its report. With the lone exception of March 24, 2007, all original volumes were revised down.

Those downward volume revisions ranged from under 200,000 pounds for three dates in March and April 11 this year to 13.4 million pounds on July 1, 2006.

Beerage Milk Sales In 2006 Recorded Biggest Increase In Over 20 Years

Washington—Total beverage milk sales last year posted their biggest volume increase in over 20 years, preliminary figures released this week by USDA’s Economic Research Service (ERS) show.

Beverage milk sales in 2006 totaled 54.993 billion pounds, up 1.128 billion pounds, or 2.1 percent, from 2005. That was the largest volume increase in beverage milk sales since 1985, when sales of 53.939 billion pounds were up 1.148 billion pounds from 1984.

Despite last year’s big sales jump, beverage milk sales remained below the 55.686-billion-pound level for the 10th consecutive year. The last time beverage milk sales topped 55.0 billion pounds was in 1996, when they reached 55.028 billion pounds.

Beverage milk sales in 2005, at 53.865 billion pounds, had been at their lowest level since 1984, when they totaled 52.791 billion pounds. Beverage milk sales have been under 54.0 billion pounds three times in the last 20 years: in 2000, 2001 and 1987.

In its beverage milk sales figures, ERS includes whole milk, 2 percent milk, 1 percent milk, skim milk, flavored whole milk, other flavored milk, buttermilk and miscellaneous fluid milk products.

In the broader “fluid milk” category, sales reached a record-high 62.133 billion pounds last year, up 1.419 billion pounds from 2005. Included in the fluid milk category are beverage milk, cream products, eggnog and yogurt.

In 2006, for the third straight year, 2-percent milk sales outpaced whole milk sales. And the two categories continue to move in opposite directions.

Sales of 2-percent (reduced-fat) milk last year totaled 17.799 billion pounds, up 276 million pounds from 2005. Sales of 2-percent milk have now increased for five straight years, although they remain more than 2.0 billion pounds below the record of ...
**Mascarpone**

Continued from p. 1

increased dramatically, with consumers and chefs finding new sweet and savory applications for the cheese, according to president George Crave.

A ny time a recipe calls for heavy cream, it can be substituted with Mascarpone, Crave said. "The unique flavor and consistency ultimately makes for a better sauce.

Crave Brothers makes its Mascarpone using sweet cream skimmed right off a stream of fresh milk. It has often been favorably compared to leading Italian brands, Crave said.

A accounting for roughly 20 percent of total production, Crave Brothers' Mascarpone is distributed nationally to foodservice, retail and industrial outlets, and is available in 8- and 16-ounce retail packages, and 5-pound foodservice tubs.

**Dishes, Desserts Beyond Tiramisu**

When most people think of Mascarpone, they immediately think of the chief ingredient in Tiramisu. Entire websites have been exclusively devoted to the Italian dessert. The original recipe called for custard and only recently has Mascarpone been substituted. The basic ingredients are eggs, Mascarpone, ladyfingers, cream, espresso coffee, liqueur, sugar, and cocoa or shaved chocolate.

Both in restaurant and household kitchens, Mascarpone has customarily been used as a primary ingredient for tiramisu and cannoli, said Bob Constantino, executive vice president of Cantaré Foods, San Diego, CA.

However, Mascarpone can be used in everything from White Pizza with Mascarpone and Smoked Mozzarella to Garlic Mashed Potatoes with Mascarpone, and Mascarpone Cheesecake.

"Due to new, upscale eating habits, a focus in food publications, and exposure on several food/cooking shows, consumers are finding new ways of integrating Mascarpone into their menus as both a substitute or as one of the main ingredients in their dishes," he said.

Over the years, almost every issue of food magazines have published at least one recipe calling for Mascarpone, Crave added.

Crave Brothers also lists a number of recipes on its website, including Creamy Mascarpone Mushroom Soup, Chocolate Mascarpone Pie, and Creamy Peanut Toffee Torte.

Philip Jason Dorwart, chef/owner of CREATE Catering & Consulting, Minneapolis, MN, said Mascarpone is basically "the best cream cheese you can get."

**Flavor expansion in specialty cheeses has made a significant impact in line expansion and flavored Mascarpone may enjoy this same dynamic.**

Bob Constantino, Cantaré Foods.

"Flavor expansion in specialty cheeses has made a significant impact in line expansion and flavored Mascarpone may enjoy this same dynamic," Constantino said.

"Although there are differences in the type of cream used in Italian varieties, ultimately a true Mascarpone should be sweet and creamy in texture – not grainy or dense," he continued.

**Use Of Stabilizers In American Mascarpone Makes Cheese Denser**

When compared to imported Italian Mascarpone, a number of manufacturers admit that most mass-produced American brands are heavier and denser from the use of stabilizers, resulting in an inferior product.

"Frankly speaking, some American Mascarpone manufacturers try and cut corners by adding gums and fillers to their Mascarpone," Constantino said.

Cantaré Foods employs traditional manufacturing techniques, he said, using high-quality cream and butterfat, producing a creamy, slightly sweet flavor.

"Although there are differences in the way of cream used in Italian varieties, Ultimately a true Mascarpone should be sweet and creamy in texture – not grainy or dense," he continued.

BelGioioso's Jamie Wichlacz argues that domestically produced Mascarpone is fresher because it's ready to ship to retailers within a few days.

"BelGioioso uses all-natural ingredients in its Mascarpone, yet the product has a shelf-life of five months when unopened," she said.

Mascarpone made by Vermont Butter & Cheese is different from other domestic and Italian brands because it has a higher fat content, Hoeper said.

"There is a stronger cream flavor – it's more yellow and less thick," she said. "It's typically blended with whipped cream to reduce the rich

**Mascarpone is basically the best cream cheese you can get.**

Philip Jason Dorwart, chef/owner of CREATE Catering & Consulting.

**Sales have steadily increased as awareness of the cheese has grown.**

"You will see more uses of this cheese because of its versatility and character.

**Custom Applications**

**Manual to Fully Automated Lines**

**Fully Engineered and Integrated Cutting Systems**

**Cheese Cutting Systems**

**Random or Exact Weight**

One, Two, or Three-Way Cutting

Low, Medium, & High Production

640's/500/200/100/40/20/5/Rounds / Cubes & Sticks

**For more information, circle #6 on the Reader Response Card on p. 14**

**June 29, 2007**

**CHEESE REPORTER**
Mascarpone
Continued from p. 9

ness without losing flavor.”
Our company doesn’t use stabilizers, Hooper said, adding that most
domestic manufacturers use some
kind of stabilizers, which makes the
product very hard.

Strong Sales In Metropolitan Market
With High Concentration Of Italians
Consumer demographics for Mascarpone trend very closely with con-
sumers who purchase and appreciate
specialty cheeses, Cantaré’s Con-
tantino said.

“Metropolitan markets where
there is a high concentration of Ital-
ian population has been the primary
demographic for Mascarpone,” he
said. “However, market penetration
has increased to locations outside of
major cities and to a broader, more
diversified consumer.”

Those buying Mascarpone today
tend to be adventurous, educated
restaurant afficianados ages 25 to 54,
Constantino said.

“Athough its roots are traditional
Italian, recent exposure in cooking
shows, recipes, restaurants and food
magazines have positioned Mascar-
pone as a versatile cheese that can be
used in several applications, shifting
it more to the mainstream market,”
he continued.

Mascarpone remains a distinctly
ethnic cheese, Wichlacz agreed, yet
has moved into the mainstream
market.

“You see many different recipes
using this versatile cheese in various
savory and sweet applications,” she
said. “People love the flavor and richness of the cheese, and enjoy
experimenting with different applications.”

Jamie Wichlacz,
BelGioioso Cheese, Inc.

“Mascarpone sales have grown
substantially over the past five
years and we predict double-digit
growth in the future,” Constantino
said.

“(Mascarpone) has been accepted
by all three segments, and it’s here to
stay,” Crave said. “I think the market
will continue to grow.”

According to Jamie Wichlacz, sales of Mascarpone have steadily
increased as awareness of the cheese
has grown.

“You will see more uses of this
cheese because of its versatility and
character,” she said.

The average American consumer
still has a fair way to go to catch up
with Italians’ everyday use of Mascar-
pone, however.

“In Italy, people spread it on bread
instead of butter,” BelGioioso’s
Wichlacz said.

Fromartharie To Market Alto
Dairy’s Black Creek Classic
Cheddar Nationwide
Waupun, WI—Alto Dairy Coopera-
tively recently announced an alliance
with Fromartharie, Incorporated,
Millington, NJ, to market Alto’s
Black Creek Classic Cheddar cheese
nationwide.

Fromartharie, a manufacturer’s
representative organization whose
goal is to optimize the business of a
select group of value-added specialty
food companies, will help Alto Dairy
reach specialty cheese markets across
the US with its Black Creek Classic
Cheddar, Alto Dairy said.

Nine-month, two-year and three-
year Cheddars in a seven-ounce
square, packaged in upscale parch-
ment are currently being offered in
the Black Creek Classic line. Black
Creek’s new pasture-grazed Cheddar
is also available.

“We are excited to partner with
Fromartharie,” commented Dennis
Kasiboski, vice president of sales at
Alto Dairy. “Our dairy producers
want consumers around the country
to experience one of Wisconsin’s
finest aged Cheddar cheeses.”

“Fromartharie will maximize
Black Creek Classic’s exposure and
distribution into the food industry by
marketing their Cheddar cheese into
key markets,” said Ron Schinbeckler,
Fromartharie’s general manager.

“Alto has a strong reputation in
the dairy industry and we are happy to
join forces with them and optimize
their sales.”

“Alto aspires to bring higher mar-
gins and added value to our mem-
bers’ milk; this partnership will
greatly aid our ambitions in doing
so,” said Rich Scheuerman, Alto’s
president and CEO.

**distinguish yourself**

True pearls are hard to find. Our Dairy Enhancers create opportunities for you to develop innovative
products and concepts that appeal to consumers worldwide. For the seed of an idea, or layers of
expertise and product knowledge, contact Dairy Ingredients... and make your products shine.

Dairy Enhancers: creating value, attracting consumers

DELVO-ADD®, DELVO-TAM®, Fromase®, Maxilact®, Piccantase®, LAFT®, Fabulose®

DSM Food Specialties

Dairy Ingredients

www.dsm-dairy.com

6690 West 66th Avenue, Golden, CO 80401-4147

Sales & Orders: 800-652-4416 • E-mail: info.dairy-us@dsm.com