

# CHEESE MARKET NEWS®

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



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## Artisan pizza trend presents opportunity for cheesemakers

By Alyssa Sowerwine

**MADISON, Wis.** — A growing surge in consumer preference for artisan pizza with premium ingredients is presenting a unique opportunity for smaller, independent restaurants and specialty cheesemakers.

While some smaller “mom and pop” shops have closed in the last decade as they were pushed out by larger chains offering steep discounts on food and other items, those in the artisan pizza sector are gaining ground as consumers continue to gravitate toward “buy local” trends and fresh, premium ingredients.

According to research compiled by the Wisconsin Milk

Marketing Board (WMMB), pizza is a staple of the American diet and has proven itself in recent years to be a quintessential recession-proof food.

Now, two out of five consumers say they would like pizza places to offer healthier ingredients, such as whole wheat crusts, organic toppings and crusts, and all-natural and locally sourced ingredients, research compiled by WMMB shows.

“This demand helps drive the increase we’ve seen in more specialty-type pizzas using not just Mozzarella, but many different cheese varieties such as Asiago, Provolone, Feta, Blue—you name it,” says Liz Fitzsimmons, director of local markets communications, WMMB.

“Pizza is such a popular food, such a universal food, and Wisconsin cheese plays such a big part in the pizza industry — from Mozzarella to artisan cheeses,” she adds.

Fitzsimmons recently completed work on a 30-minute episode of “Discover Wisconsin” that showcases some of the best pizzas found in the state.

The episode, which aired throughout the Midwest on the media network March 3 and can be viewed at [www.discoverwisconsin.com](http://www.discoverwisconsin.com), began

with an overview exploring Mozzarella’s unique characteristics with a visit to the University of Wisconsin-Madison’s Center for Dairy Research. A visit to Sargento Foods, Plymouth, Wis., also provided viewers with insight into using specialty cheese blends to complement other pizza toppings.

“There’s a strong trend that favors using local foods,” Fitzsimmons notes. “This episode really supported that and focused on the superior Wisconsin cheese and other ingredients that come from right here in the dairy state.”

Anna Alberici, owner of Greenbush Bar, Madison, Wis., which features artisan pizzas on its menu, says using local ingredients is important to her, and it’s also something that customers appreciate.

Alberici says the restaurant gets all of its pizza cheese from Grände Cheese Co., Brownsville, Wis. In addition, all of Greenbush’s pizza crusts are homemade and its vegetables are fresh cut at the restaurant and sourced from local farms, as are its meats.

Taking Wisconsin’s cheese pride on the road, Stan Woodworth, senior vice president of channel management, WMMB, will be featuring several Wis-

consin cheese varieties on pizza at the Pizza Expo next week in Las Vegas.

Klondike Cheese Co., Monroe, Wis., is one company whose cheeses will be featured.

Luke Buholzer, vice president of sales, Klondike Cheese Co., notes that as he has attended the Pizza Expo with WMMB for a few years, he is more and more amazed at the interest in artisan cheese on pizza.

“Usually when I talk to pizzerias, they tell me that one of their top three pizzas usually includes Feta cheese,” says Buholzer, noting that Feta is one of the company’s specialties. “It goes really good on pizza.”

Buholzer adds that pizza demand is a good opportunity for cheesemakers.

“Everybody eats pizza. It’s especially a great way for independent pizzerias to stand out, and a way for artisan cheesemakers to work with them,” he says.

The California Milk Advisory Board (CMAB) also will be exhibiting at next week’s Pizza Expo. Mark Todd, consulting chef for pizza, CMAB, notes he will be doing “pizza cheese blending.”

“It still seems to amaze people that you can put other cheeses on pizza besides Mozzarella,” he

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◆ **Jan. cheese production climbs 2.9 percent.**

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## Vermeer from FrieslandCampina named World Champion Cheese

**MADISON, Wis.** — Cheesemakers from a FrieslandCampina plant in Steenderen, Netherlands, won the top prize out of more than 2,500 entries from 24 countries at this week’s World Championship Cheese Contest for their Vermeer, a mature Gouda-style cheese with reduced fat and salt. The Vermeer scored 98.73 points out of a possible 100 in Wednesday’s final round of judging.

Adrian Mayer of Käserei Grundbach, Wattenwil, Switzerland, was named first runner-up with a score of 98.55 for his Winzer Käse, a smear-ripened semi-soft cheese. Karl Germann of SO Appenzeller Käse GmbH, Appenzell, Switzerland, was second runner-up with his Appenzeller Kaese, which scored 98.34.

Vermeer is part of the “A Dutch Masterpiece” line of cheeses produced by Royal FrieslandCampina and imported to the United States by Jana Foods. This is the second time that a cheese from “A Dutch Masterpiece” has won the World Championship Cheese Contest; in 2004, the World Champion award went to Rembrandt Extra Aged Gouda, also part of this line.

“We’re proud that we make this fantastic cheese,” says Piet Nederhoed, plant manager at the Steenderen plant where Vermeer is produced. “Apart from its full-bodied taste, what makes this cheese so special is the fact that it contains less fat and salt than mature Gouda cheese. Vermeer cheese is aged naturally for 22 weeks to achieve the best possible taste.”

The winning cheese was praised by contest judge Dan Konz of Minnesota for its “nice, smooth, clean flavor” and “nice body and mouthfeel.”

The winners were selected among 16 finalists in the championship round of judging Wednesday evening, when judges re-evaluated the top 16 gold-winning cheeses to determine the overall champion.

In addition to the top three, the other finalists included: Harald Kämpf, Fromagerie de Courtelary, Courtelary, Switzerland, for Tête de Moine; Steve Stettler, Decatur Dairy Inc., Brodhead, Wis., for Havarti; Decatur Cheesemakers, Decatur Dairy Inc., Brodhead, Wis., for Pepper Havarti; Olivier Baudois, Fromagerie Le Cerneux-Péquignot, Le Cerneux-Péquignot, Switzerland, for Gruyère AOC; Gold Creek Farms, Kamas, Utah, for Cheddar smoked with

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## Cheese, other ingredients reflect regional pizza style

By Rena Archwamety

**MADISON, Wis.** — While its origins lie in the old country, pizza has been adopted as an American favorite and interpreted in a variety of ways. On a cross-country road trip, one is bound to find a pizza joint or two in the smallest of towns, and the preferred pizza is a matter of taste and region.

• **A Coal Miner’s Pizza**

The small town of Old Forge, Pa., has just one school and around 20-25 pizza restaurants, estimates Pat Revello, second-generation owner of Revello’s Cafe-Pizza on Main Street Old Forge. Because of its extremely favorable pizzeria-per-capita ratio, this town of about 10,000 is the self-proclaimed “Pizza Capital of the World.”

The town even has its own “Old-Forge-style” of pizza. This style

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## Pizza trucks pack a punch in tough economic times

By Aaron Martin

**MADISON, Wis.** — An increasing number of pizza vendors, from upstart entrepreneurs to large-scale franchises, are trading brick-and-mortar stores for trucks outfitted with all the comforts of a pizza kitchen to reduce overhead costs and increase marketability.

That trend has been

Turn to TRUCKS, page 13





## NEWS/BUSINESS



## AMS requests export certificate forms for dairy

WASHINGTON — USDA's Agricultural Marketing Service (AMS) in Monday's Federal Register announced the agency's intention to request approval from the Office of Management and Budget for export certificate request forms for dairy products.

There currently are 17 different export certificate request forms for dairy products with more expected as negotiations continue with more countries, AMS notes.

The dairy grading program is a voluntary user fee program authorized under the Agricultural Marketing Act of 1946. The regulations governing inspection and grading services of manufactured or processed dairy products are contained in 7 CFR part 58.

AMS notes that in order for the agency to provide the required information on the export sanitary certificates, it must collect the information from the ex-

porter. The information required on the sanitary certificates varies from country to country, requiring specific forms for each country to collect the necessary information. Such information includes identity of the importer and exporter, consignment specifics and border entry point at the country of destination.

AMS notes there are currently 17 different export certificate request forms with ongoing negotiations with at least five more countries on possible new sanitary certificates.

Comments on the request are due May 4 and may be sent to Office of the Deputy Administrator for AMS Dairy Programs, Room 2968-S, 1400 Independence Ave., S.W., Washington, D.C. 20090, or may be submitted online at [www.regulations.gov](http://www.regulations.gov).

For more information, contact Kenneth Vorgert at 630-437-5037; e-mail: [ken.vorgert@ams.usda.gov](mailto:ken.vorgert@ams.usda.gov). CMN

## JBT FoodTech signs contract with O-AT-KA

CHICAGO — JBT Corp. announced March 5 that its JBT FoodTech business has signed a contract valued in excess of \$6 million with O-AT-KA Milk Products Cooperative Inc.

JBT FoodTech will supply an automated batch retort system to sterilize various dairy-based drink products. The retort system will allow O-AT-KA to process a wide range of products and processes at optimal performance and efficiency, says JBT FoodTech.

"We are very pleased with O-AT-KA's

continued confidence in JBT's leading retort technology," says Steve Smith, vice president and general manager, JBT FoodTech food processing systems division. "This project is another excellent example of how JBT FoodTech supports our customers in their development and expansion of the industries they serve."

The order was received in the first quarter of 2012 with the project scheduled for completion by the fourth quarter of 2012. CMN

## Dry Products\*

March 9, 2012

## NONFAT DRY MILK

**Central & East:** low/medium heat \$1.2000-\$1.4350(-1 1/2); mostly \$1.2800(-2)-\$1.4000(-1). high heat \$1.400(-2)-\$1.4800(-2).

**West:** low/medium heat \$1.2000(-3)-\$1.3900; mostly \$1.2300(-5)-\$1.3500(-1). high heat \$1.3600(-3/4)-\$1.4900(-1).

**Calif. manufacturing plants:** extra grade/grade A weighted ave. \$1.3558(+.0037) based on 10,516,808 lbs. Sales to CCC: 0 lbs.

**WHOLE MILK POWDER (National):** \$1.6200-\$1.6700.

## EDIBLE LACTOSE

(FOB) Central and West: \$ .7900-\$ .9950; mostly \$ .8200-\$ .9000.

## DRY WHEY

**Central:** nonhygroscopic \$ .3000-\$ .7175(-3 1/4); mostly \$ .6200-\$ .6550(-3).

**West:** nonhygroscopic \$ .3000-\$ .6350(-2 1/2); mostly \$ .4500-\$ .6300(-1).

(FOB) Northeast: extra grade/grade A \$ .5000(-18 1/4)-\$ .7025(-3 3/4).

**ANIMAL FEED (Central):** Whey spray milk replacer \$ .4900(-3)-\$ .6100(-3).

**WHEY PROTEIN CONCENTRATE (34 percent):** \$ 1.4000(-2)-\$ 1.6675; mostly \$ 1.5000(-1)-\$ 1.5400.

## DRY BUTTERMILK

(FOB) Central & East: \$ 1.2600-\$ 1.3425.  
(FOB) West: \$ 1.2000(-3)-\$ 1.3050; mostly \$ 1.2400(-1)-\$ 1.2900.

**CASEIN:** Rennet \$ 4.3000-\$ 4.9000; Acid \$ 4.8200-\$ 5.1000.

\*Source: USDA's Dairy Market News

## MARKET INDICATORS



[www.cheeseshredder.com](http://www.cheeseshredder.com)



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## CME FUTURES for the week ended March 8, 2012

## Class III Milk\*

	Fri., March 2	Mon., March 5	Tues., March 6	Wed., March 7	Thurs., March 8
FEB 12	16.06 5,539	----	----	----	----
MAR12	15.36 6,043	15.19 6,064	15.25 6,063	15.35 6,093	15.36 6,263
APR12	14.99 4,515	14.24 4,769	14.89 4,694	15.09 4,735	15.24 4,734
MAY12	14.95 3,532	14.20 3,701	14.86 3,746	15.05 3,737	15.27 3,748
JUN12	15.49 3,061	14.84 3,167	15.44 3,174	15.51 3,184	15.68 3,213
JUL12	15.95 2,371	15.42 2,462	15.88 2,465	15.97 2,453	16.19 2,453
AUG12	16.22 2,342	15.90 2,344	16.27 2,348	16.28 2,367	16.48 2,380
SEP12	16.34 2,218	16.18 2,241	16.34 2,240	16.40 2,251	16.49 2,256
OCT12	16.31 1,982	16.20 2,025	16.34 2,032	16.40 2,034	16.47 2,037
NOV12	16.24 1,794	16.11 1,819	16.17 1,825	16.18 1,827	16.25 1,828
DEC12	16.16 1,732	16.08 1,747	16.13 1,750	16.22 1,751	16.23 1,751
JAN13	15.96 155	15.96 155	16.02 159	16.03 159	16.10 160
FEB13	15.96 115	15.94 115	16.10 120	16.10 120	16.14 120
MAR13	15.85 45	15.94 46	16.04 49	16.10 50	16.15 55
APR13	16.11 20	16.10 20	16.10 20	16.11 25	16.11 26
MAY13	16.15 15	16.15 15	16.14 15	16.14 15	16.14 16
JUN13	16.15 18	16.10 18	16.10 18	16.20 19	16.20 20
JUL13	16.25 15	16.25 15	16.25 15	16.25 15	16.25 15
AUG13	16.40 9	16.30 9	16.30 9	16.30 9	16.30 9
Total Contracts Traded/ Open Interest	1,531/35,342	2,420/30,733	1,539/30,745	2,646/30,847	1,598/31,087

## Class IV Milk\*

	Fri., March 2	Mon., March 5	Tues., March 6	Wed., March 7	Thurs., March 8
FEB 12	15.92 370	----	----	----	----
MAR12	15.43 320	15.41 320	15.39 320	15.39 320	15.39 320
APR12	15.20 323	15.20 323	14.95 323	14.95 323	14.95 323
MAY12	15.33 280	15.33 280	15.33 280	15.27 280	15.27 280
JUN12	15.65 233	15.65 233	15.65 233	15.65 233	15.65 233
JUL12	16.00 55	16.00 55	16.00 55	16.00 55	16.00 55
AUG12	16.20 51	16.20 51	16.20 51	16.20 51	15.98 51
SEP12	16.35 49	16.35 49	16.35 49	16.35 49	16.35 49
OCT12	16.50 56	16.50 56	16.50 56	16.50 56	16.30 56
NOV12	16.60 57	16.60 57	16.60 57	16.60 57	16.43 58
Total Contracts Traded/ Open Interest	0/1,851	0/1,481	3/1,481	0/1,481	5/1,482

## Cash-Settled NDM\*

	Fri., March 2	Mon., March 5	Tues., March 6	Wed., March 7	Thurs., March 8
FEB 12	137.92 222	----	----	----	----
MAR12	131.00 208	131.00 208	131.00 208	131.50 208	131.50 208
APR12	126.00 242	126.00 242	126.00 242	126.00 242	126.00 242
MAY12	126.75 217	126.75 217	126.00 231	125.00 231	125.25 231
JUN12	129.25 301	129.25 301	127.25 305	127.25 310	127.50 310
JUL12	131.25 248	131.25 253	130.00 257	130.00 257	130.00 258
AUG12	134.00 193	133.75 204	133.00 216	133.00 216	133.00 216
SEP12	134.00 135	134.00 135	134.00 142	134.00 142	134.00 142
Total Contracts Traded/ Open Interest	2/2,056	19/1,850	47/1,893	10/1,898	6/1,904

## Cash-Settled Butter

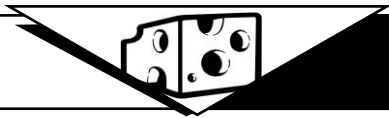
	Fri., March 2	Mon., March 5	Tues., March 6	Wed., March 7	Thurs., March 8
FEB 12	147.12 620	----	----	----	----
MAR12	143.00 825	142.50 823	142.03 820	143.00 820	143.00 821
APR12	151.00 631	150.00 630	148.25 640	147.75 645	147.75 648
MAY12	154.00 571	153.00 582	151.00 589	151.00 591	151.00 591
JUN12	156.00 547	155.50 553	153.75 563	154.00 570	154.00 570
JUL12	158.00 463	157.00 469	156.50 470	156.25 486	156.25 486
AUG12	160.75 486	159.48 494	158.75 504	158.50 510	158.50 513
SEP12	161.00 458	160.50 473	160.50 474	159.50 488	159.50 489
OCT12	163.00 442	162.50 466	161.75 487	161.00 509	160.50 512
NOV12	164.75 381	164.00 399	162.75 430	162.00 443	162.50 452
Total Contracts Traded/ Open Interest	109/5,773	161/5,248	152/5,368	127/5,452	37/5,477

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

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## EXPORT TOOL KIT



CMN Exclusive!



## Perspective: Export Expertise

**Tom Suber** is president of the U.S. Dairy Export Council, which is primarily supported by Dairy Management Inc. through the producer checkoff that builds on collaborative industry partnerships to build global demand for U.S. dairy products. He contributes this column exclusively for *Cheese Market News*®.

## TPP: Moving in the right direction

The gavel fell on the 11th round of the Trans-Pacific Partnership (TPP) free trade talks today, March 9, in Melbourne, Australia. While negotiators still need to resolve many issues, the prospective deal could evolve into a far better proposition than when U.S. Trade Representative Ron Kirk first announced U.S. participation in 2009.

In fact, what began as an endeavor that seemed to offer little, if any, upside to the U.S. dairy industry is moving toward a potentially significant treaty that holds the possibility of not only lowering tariff barriers in key U.S. dairy export markets, but also takes a big step toward stemming the epidemic of non-tariff barriers to trade.

From the very beginning, our government stated that its goal was to expand the TPP from the initial participants — Australia, Brunei, Chile, New Zealand, Peru, Singapore, and Vietnam (which started only as an observer) — to create what Ambassador Kirk called “the largest, most dynamic trade collaboration of our time.”

With so few members, and with the United States already having free trade

agreements with four of them (Australia, Chile, Peru and Singapore), the USTR’s description sounded like wishful thinking.

But Vietnam quickly became a full fledged participant and Malaysia joined the talks. Then late last year, just before the November announcement that the nine current TPP participants had agreed on the “broad outlines” of a deal, Canada, Japan and Mexico said they wanted to take part.

Japan and Canada, the 3rd and 10th largest economies in the world, respectively, present huge potential for new dairy business. Even with significant impediments to market access, Canada was the No. 2 U.S. dairy export market by value in 2011 and Japan the No. 5.

If we were to remove existing market access barriers and improve and harmonize sanitary and phytosanitary (SPS) rules, it would dramatically increase the commercial significance of the talks for U.S. dairy suppliers.

All three countries are worthy additions to the negotiations — with some caveats. Japan would need to loosen its restrictive market access scheme,

liberalize its complex quota system and address non-tariff trade concerns, such as how its food additive approval system currently operates.

Canada must be willing to finally negotiate fully comprehensive market access provisions in dairy and ensure that it would not block U.S. trade with non-tariff trade barriers. Canada and Mexico together would represent further integration of North America — a very important goal.

The extent to which Canada and Japan are willing to reform is unknown. All three nations are currently discussing with existing participants how and when they might take a seat at the table. Japan’s interest is especially notable, because it may not present itself again. Japan is almost certain to enter into free trade talks with the European Union this year and will be looking to negotiate with other countries if its TPP bid is rejected.

The clock is ticking. Negotiations among current members are proceeding along a separate track from a decision on the new entrants with the expressed goal to complete the text of the agreement this year.

That is an ambitious target, but trade officials made significant progress in the Australia round, and Round 12 is slated for Dallas in May.

And even if current members put off Canada, Japan and Mexico, the TPP FTA could still deliver important benefits to U.S. dairy suppliers by definitively addressing a number of major non-tariff issues. Of course, potential benefits must outweigh our existing concerns, but some important elements are underway in this area.

First, U.S. negotiators, following an idea originally initiated by USDEC, are well down a path to establishing an enhanced SPS pact that will facilitate trade for all agricultural products. The deal would set more specific obligations to protect against unjustified obstacles to trade and create greater reliance on

science and international standards setting bodies, encourage harmonized import documentation and provide for stakeholder consultations prior to implementing new rules.

Second, TPP could be a vehicle to establish a bulwark against the EU’s aggressive efforts to expand its over-reaching geographical indication system to restrict commonly used product names, like parmesan and feta.

And just last month, USDEC sent Ambassador Kirk and Ag Secretary Tom Vilsack a letter and confidential report detailing the impact of New Zealand dairy policies on the U.S. industry as well as a handful of small competitors that have struggled to gain a toehold in the country. It is critical that the United States addresses issues related to competition in global dairy markets. This is why USDEC members remain very concerned about expanding U.S.-New Zealand dairy trade.

Trade deals are not just about market access anymore. Over the past decade, we’ve seen non-tariff barriers hinder U.S. export efforts as much as excessive duties. The TPP FTA offers an opportunity to ease U.S. entry into major markets and to establish a template for all future trade deals — beyond the Pacific Rim — addressing non-scientific health requirements, unwarranted certification procedures and other non-tariff concerns limiting U.S. potential.

It could become a means for the United States to address unresolved issues left over from the dormant Doha Round of World Trade Organization talks. Portions of its text could be applied to other agreements to facilitate U.S. dairy trade across the globe.

Now our negotiators need to seize the potential in front of them to turn these possibilities into concrete realities. **CMN**

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

## NEWS/BUSINESS



## RathGibson agrees to acquisition by metal component manufacturer Precision Castparts

**JANESVILLE, Wis.** — RathGibson has agreed to be acquired by Precision Castparts Corp. The acquisition is pending regulatory approvals.

Precision Castparts Corp. (PCC) is a worldwide, diversified manufacturer of complex metal components and products. It serves the aerospace, power, and general industrial markets.

RathGibson is a worldwide manufacturer of precision engineered straight lengths, coil, and U-Bend tubing for diverse industries such as power generation, renewable, oil and gas, petrochemical, chemical, food and dairy, beverage, pharmaceutical, and general commercial.

“The acquisition of RathGibson by Precision Castparts represents a great day for our company. Operating as part of PCC will allow RathGibson to

accelerate its growth plans and offer a more complete product capability to the market. We look forward to capitalizing on the opportunities that this strategic partnership will offer. We also would like to thank our current ownership group, led by Wayzata Partners, for shepherding RathGibson through its recent restructuring, and giving the company a solid foundation to prosper,” says Mark Essig, CEO, RathGibson.

“Wayzata Investment Partners led RathGibson through a difficult turnaround, but most of the credit goes to the team at RathGibson. With the PCC acquisition, the company is left in very stable hands,” says Eugene Davis, board chairman, RathGibson.

RathGibson has manufacturing locations in Janesville; North Branch, N.J., and Clarksville, Ark. In addition to the

sales offices in Janesville and North Branch, RathGibson also has sales offices in Shanghai, China; Mumbai, India; and Vienna, Austria.

## Creative Business Services brokers sale of Jim’s Cheese to Lake Forest Holdings LLC

**GREEN BAY, Wis.** — Bob Wolter, Michael Schwantes and Tom Alberts of Creative Business Services, Green Bay, Wis., are pleased to announce they have brokered the sale of Jim’s Cheese Pantry, Waterloo, Wis., to Steve Sivilis and Chip Kubly of Lake Forest Holdings LLC, Milwaukee.

Jim Peschel Sr. started Jim’s Cheese Pantry in Waterloo in 1955 and passed it on to his son, Jim Peschel, who has successfully operated the business to date. Primarily a cheese distribution operation featuring aged and specialty

For more information about RathGibson and Greenville Tube products, please visit [www.RathGibson.com](http://www.RathGibson.com) and [www.GreenvilleTube.com](http://www.GreenvilleTube.com). **CMN**

cheeses, Peschel expanded his territory to 10 states in the Midwest with revenues of nearly \$11 million in sales.

Peschel will continue to work with the new owners for a period of time to insure a smooth transition.

“We wish the new owners continued success,” he says.

Creative Business Services is an industry player in the sale of businesses and companies throughout the Midwest since 1979, with one its specializations in the cheeses and dairy industry. **CMN**



## NEWS/BUSINESS



## Western United Dairymen files second petition with CDFA to amend Class 4b formula

MODESTO, Calif. — Western United Dairymen (WUD) recently filed its second petition in three months with the California Department of Food and Agriculture (CDFA), asking that the Class 4b formula be amended to better capture the whey value. (See “WUD requests CDFA hearing on additional 4b changes” in the Dec. 9, 2011, issue of Cheese Market News.) CDFA denied the first request for a hearing.

WUD says the formula as it was modified after last summer’s June 30 hearing does not provide a fair or legally sufficient means of determining the whey value and says it already is clear that the new formula, implemented Sept. 1, 2011, does not track the federal order’s whey value in a reasonable and sound manner.

“In fact, since the new sliding scale was implemented, the California whey value averaged \$1.93 per hundredweight

lower than in federal orders,” says WUD CEO Michael Marsh in his letter to Candace Gates of the CDFA Dairy Marketing Branch. “California dairy families are suffering financially under the current formula. The department must amend the formula to accurately capture whey value.”

WUD proposes modifying the current sliding scale in California Class 4b formula to allow the whey factor to more closely reflect the whey value generated by the current Class III formula.

CDFA also received a petition collectively submitted March 2 by a coalition that includes California Dairies Inc., the Dairy Farmers of America-Western Council, Land O’Lakes Inc., the Security Milk Producers Association, the Milk Producers Council, the California Dairy Campaign and the Alliance of Western Milk Producers.

This coalition also is requesting

a hearing to consider amending the Class 4b milk pricing formula. The groups claim the current Class 4b milk pricing formula results in prices that significantly undervalue milk produced by dairies and have caused the coalition families to collectively lose approximately \$300 million in 2011.

“The current formula addressing the whey solids factor has resulted in coalition families being undercompensated, expending capital and equity, increasing debt burdens, and, in some cases, losing family dairy operations or currently facing bankruptcy,” the coalition says in its letter.

The coalition proposes to replace CDFA’s current “sliding scale” approach with a new “sliding scale” approach that results in a whey value that tracks the market direction followed by the federal milk marketing order (FMMO) Class III whey value. It would like CDFA to use a simple average of the Dairy Market News “West” price range for dry whey and institute a floor of \$0.00 per

hundredweight and a cap of \$4.00 per hundredweight.

Farmdale Creamery, San Bernadino, Calif., this week submitted a response asking CDFA to deny the WUD petition for a new hearing. The cheese processor says frequent changes to the regulated system in response to market conditions are disruptive to an orderly marketing plan, and the newly imposed 160-percent increase in the cost of whey in milk must be allowed more time to work itself out as to how it would affect any development of the company’s whey processing operation.

“The August 2011 decision to raise the 4b Whey Factor from the \$0.25/cwt level to the current \$0.65/cwt level is still trying to find its way into the price of cheese for us,” Farmdale Creamery writes.

CDFA has until March 16 to order a hearing or deny the petition. For more information and updates, visit [www.cdfa.ca.gov/dairy/dairy\\_hearings\\_matrix.html](http://www.cdfa.ca.gov/dairy/dairy_hearings_matrix.html). CMN

## Urschel Laboratories opens new locations

VALPARAISO, Ind. — Urschel Laboratories Inc. U.S.A. continues to expand globally — including the opening of a new subsidiary office in Italy, relocation of its direct Singapore office to a larger location, opening its first Latin American office, and signing a new sales representative in Chile.

“Food processing is a worldwide industry. As an engineering-driven company, we are always looking for more challenges and better ways to serve our customers,” says Tim O’Brien, vice president of sales, Urschel Laboratories.

Urschel International Limited Italy officially opened for business Dec. 1. This, the tenth Urschel International branch to open in Europe, strengthens the Urschel global network of sales and

service, the company says.

Urschel Asia Pacific Pte. (UAP) officially opened in 2004 in Singapore as the Asian headquarters of Urschel Laboratories Inc. Since then, the company has sustained growth in sales volume and personnel. To match this growth, the company has recently moved to a larger building that offers greater accessibility and room for future expansion.

The first direct Latin American Urschel office, Urschel Latinoamérica S.R.L., opened in Rosario, Argentina, in January 2011. In terms of sales, the new office has had a successful initial year, the company says. Also in Latin America, Urschel Laboratories has signed Inter Chile as its official sales representative in Chile. CMN

## Most prices down after latest gDT auction

AUCKLAND, New Zealand — The trade weighted index was down 0.9 percent Tuesday following the latest auction on globalDairyTrade, Fonterra’s internet-based sales platform.

The only commodity to see a price increase on Tuesday was anhydrous milkfat, up 3.7 percent from earlier this month to US\$3,631 per metric ton FAS (\$1.6470 per pound).

The average prices achieved across all contracts and contract periods for each commodity, and the percent change from March 1, are as follows:

- Milk protein concentrate: US\$5,131 per metric ton FAS (\$2.3274 per pound),

down 7.6 percent.

- Rennet casein: US\$7,519 per metric ton FAS (\$3.4106 per pound), down 2.5 percent.

- Skim milk powder: US\$3,194 per metric ton FAS (\$1.4488 per pound), down 1.9 percent.

- Cheddar: US\$3,497 per metric ton FAS (\$1.5862 per pound), down 1.3 percent.

- Whole milk powder: US\$3,409 per metric ton FAS (\$1.5463 per pound), down 0.3 percent.

No buttermilk powder was offered at Tuesday’s auction.

The next trading event will be held March 20. For more information, visit [www.globalDairyTrade.info](http://www.globalDairyTrade.info). CMN

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## NEWS/BUSINESS



## WCCC

Continued from page 1

cherrywood; Cheesemakers from Canarias Seleccion, Alcorcon, Spain, for Maxorata Semi Hard Goat's Milk Cheese; John Burris, Lactalis American Group, Belmont, Wis., for President Brie; Team Steenderen, FrieslandCampina, Wol Vega, Netherlands, for Mild Gouda; Alexis's Team, La Maison Alexis de Portneuf, St.-Laurent, Quebec, for Bleubry: Smooth Blue; Johannes Schefer und Team, Urnäsch Milchspezialitäten AG, Urnäsch, Switzerland, for Urnäsch Holzfasskäse; Cracker Barrel Natural Cheese Team, Agropur for Kraft Foods, Glenview, Ill., for Sharp Cheddar; Cheddar Team, Cabot Creamery Cooperative, Cabot, Vt., Aged Cheddar, Vermont; and Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., for Marieke Gouda Smoked.

Though none placed in the top three, U.S. cheesemakers overall dominated the competition, earning gold medals in 55 of the total 82 categories judged. Among the U.S. states, Wisconsin had 30 gold medals and New York took nine. Switzerland took home seven gold medals, Canada had six, Denmark five and the Netherlands four.

"Thousands of cheesemakers from around the world have participated in the largest technical cheese competition ever held," says John Umhoefer, executive

director of the Wisconsin Cheese Makers Association, which hosts the biennial competition. "Every medalist should be extremely proud of their accomplishment."

The top three winners in each category are:

- **Cheddar, Mild (0 to 3 months)**

*Best of Class:* Mark Frederixon, AMPI-Blair Division, Blair, Wis., *Mild White Cheddar*; 99.50.

*Second:* Pierre Champagne, Agropur, Longueuil, Quebec, *Cheddar*; 99.45.

*Third:* Keith Cummins, Glanbia Foods Inc., Twin Falls, Idaho, *Mild Cheddar*; 99.40.

- **Cheddar, Medium (3 to 6 months)**

*Best of Class:* Bruce Whipple, Glanbia Foods Inc., Twin Falls, Idaho, 98.15.

*Second:* Irish Dairy Board, Dublin, Ireland, 97.85.

*Third:* Kiel Production Team, Land O'Lakes Inc., Kiel, Wis., 97.55.

- **Cheddar, Sharp (6 months to 1 year)**

*Best of Class:* Cracker Barrel Natural Cheese, Agropur for Kraft Foods, Glenview, Ill., 99.75.

*Second:* Kiel Cheesemakers, Land O'Lakes Inc., Kiel, Wis., 99.20.

*Third:* Tracy Stuckey, Great Lakes Cheese of New York, Adams, N.Y., 99.00.

- **Cheddar, Aged 1-2 years**

*Best of Class:* Kiel Cheesemakers, Land O'Lakes Inc. for WAG, Kiel, Wis., 99.50.

*Second:* Marshfield Plant, Foremost Farms, Marshfield, Wis., 99.45.

*Third:* Irish Dairy Board, Dublin, Ire-

land, 99.05.

- **Cheddar, Aged 2 Years or Longer**

*Best of Class:* Cheddar Team, Cabot Creamery Cooperative, Cabot, Vt., *Aged Cheddar, Vermont 2+ Years*, 99.10.

*Second:* Team Black Creek, Saputo Cheese USA Inc., Lincolnshire, Ill., *3-year Cheddar*; 99.05.

*Third:* Cheddar Team, Cabot Creamery Cooperative, Cabot, Vt., *Aged Cheddar, Vermont 2+ Years*, 98.85.

- **Bandaged Cheddar, Mild to Medium**

*Best of Class:* Red Barn Family Farms, Appleton, Wis., *Heritage Weis White Cheddar*; 99.80.

*Second:* Red Barn Family Farms, Appleton, Wis., *Heritage Weis White Cheddar*; 99.55.

*Third:* Red Barn Family Farms, Appleton, Wis., *Heritage Weis Old-World Style White Cheddar*; 99.50.

- **Bandaged Cheddar, Sharp to Aged**

*Best of Class:* Red Barn Family Farms, Appleton, Wis., *Heritage Weis Reserve White Cheddar*; 99.70.

*Second:* Red Barn Family Farms, Appleton, Wis., *Heritage Weis White Cheddar*; 99.65.

*Third:* Mike Billiard, Glanbia Foods Inc., Twin Falls, Idaho, *Bandaged Sharp Cheddar*; 99.45.

- **Colby**

*Best of Class:* Kerry Henning, Henning's Cheese, Kiel, Wis., *Colby Block*; 99.60.

*Second:* Mike's Team, Guggisberg-Deutsch Kase Hause, Middlebury, Ind., *Colby Longhorn*; 99.45.

*Third:* Team Arena, Arena Cheese, Arena, Wis., *Traditional Colby*; 99.40.

- **Monterey Jack**

*Best of Class:* Kiel Cheesemakers, Land O'Lakes Inc., Kiel, Wis., 99.15.

*Second:* Team 2, Jerome Cheese Co., Jerome, Idaho, 99.0.

*Third:* Joan Heath, Glanbia Foods, Twin Falls, Idaho, 98.90.

- **Marbled Curd Cheese**

*Best of Class:* Mike's Team, Guggisberg-Deutsch Kase Hause, Middlebury, Ind., *Colby-Jack Longhorn*; 97.90.

*Second:* Dan Omundson, LaGrander's Hillside Dairy Inc., Stanley, Wis., *Marbled Cheese*; 97.40.

*Third:* Shift A Cheese Department, Southwest Cheese Co., Clovis, N.M., *Colby Jack*; 97.35.

- **Rinded Swiss Style Cheese**

*Best of Class:* Niklaus Haldimann, Gourmino Switzerland, Heimenschwand, Switzerland, *Emmentaler AOC Switzerland*; 99.50.

*Second:* Marcel Züger, Gourmino Switzerland, Lömmenschwil, Switzerland, *Emmentaler AOC Switzerland*; 98.80.

*Third:* Gourmino Switzerland, Gourmino AG, Langnau im Emmental, Switzerland, *Rahmtaler*; 98.70.

- **Rindless Swiss Style Cheese**

*Best of Class:* Team Guggisberg, Guggisberg Cheese, Millersburg, Ohio, *200-pound Block Swiss*; 97.40.

*Second:* Team Penn Cheese, Penn Cheese Corp., Winfield, Pa., *Rindless Block Swiss*; 97.25.

*Third:* Silvan Blum, Chalet Cheese Co-op, Monroe, Wis., *20-pound rindless Swiss wheel*; 96.55.

- **Mozzarella**

*Best of Class:* Mozz Team 2, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Whole*

*Milk Mozzarella*; 99.15.

*Second:* Team Lake Norden, Lake Norden Cheese Co., Lake Norden, S.D., *low-moisture whole-milk Mozzarella*; 98.95.

*Third:* Roger Krohn, Agropur, Luxembourg, Wis., *Low Moisture Mozzarella, Whole Milk*; 98.90.

- **Mozzarella, Part Skim**

*Best of Class:* Craig Schelling, Foremost Farms USA, Milan, Wis., 99.20.

*Second:* Roger Krohn, Agropur, Luxembourg, Wis., 99.15.

*Third:* Plant Floor, Foremost Farms USA, Alma Center, Wis., 99.05.

- **Provolone, Mild**

*Best of Class:* Team Denmark, Land O'Lakes, Denmark, Wis., *no smoke Provolone*; 99.55.

*Second:* Bill Kocha, BelGioioso Cheese Inc., - Glenmore, Denmark, Wis., *Mild Provolone*; 99.50.

*Third:* Team Anselmo Martinez, Dairy Farmers of America, Turlock, Calif., *Provolone*; 99.25.

- **Provolone, Aged**

*Best of Class:* DCI Cheese Co., Park Cheese for DCI Cheese Co., Richfield, Wis., *il Giardino Provolone Mandarinini*; 98.50.

*Second:* Bill Kocha, BelGioioso Cheese Inc.-Glenmore, Denmark, Wis., *Sharp Provolone*; 97.80.

*Third:* Team Anselmo Martinez, Dairy Farmers of America, Turlock, Calif., *Aged Provolone*; 97.65.

- **Ricotta**

*Best of Class:* Brian Hodur, Sorrento Lactalis, Buffalo, N.Y., *Part Skim Whey Based Ricotta*; 99.30.

*Second:* Topo Gigio, Antonio Mozzarella, Newark, N.J., *Old Fashioned Ricotta, whole milk*; 99.25.

*Third:* Dan Windsor, Sorrento Lactalis, Buffalo, N.Y., *Whole Milk Whey Based Ricotta*; 99.15.

- **Parmesan**

*Best of Class:* Johnny Stender, BelGioioso Cheese Inc.-Chase, Pulaski, Wis., *Parmesan*; 98.70.

*Second:* Pollock Cheese Plant, Dairy-Concepts LP, Pollock, S.D., *Block Parmesan*; 97.10.

*Third:* Lake Country Dairy Team, Arthur Schuman Inc., Fairfield, N.J., *Cello Riserva Copper Kettle Parmesan Cheese Wheel*; 97.05.

- **Baby Swiss Style**

*Best of Class:* Gabe Wand, Swiss Valley Farms, Monona, Iowa, *Baby Swiss Wheel*; 98.00.

*Second:* Neal Schwartz, Chalet Cheese Co-op, Monroe, Wis., *20-pound Baby Swiss wheel*; 97.40.

*Third:* Gary Vaughn, Middlefield Cheese, Middlefield, Ohio, *Baby Swiss cheese*; 97.35.

- **Feta**

*Best of Class:* Adam Buholzer, Klondike Cheese Co., Monroe, Wis., *Feta in Brine*; 99.60.

*Second:* Arvanitis S.A., Thessaloniki, Greece, *Dopio cheese*; 99.50.

*Third:* Mike Schultz, Nasonville Dairy Inc., Marshfield, Wis., *Feta*; 99.45.

- **Feta, Flavored**

*Best of Class:* Steve Webster, Klondike Cheese Co., Monroe, Wis., *Peppercorn Feta in Brine*; 98.95.

Turn to RESULTS, page 10 ⇨

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## NEWS/BUSINESS



### REGION

*Continued from page 1*

is distinct that it is rectangular instead of round and has a thicker crispy crust. The story is that Old Forge pizza began with some hungry coal miners.

"We were a coal region, and we had some coal miners playing cards in somebody's house, and a lady made this pizza using cheese and a certain kind of dough," Revello says. "It became Old Forge pizza."

The pizzas of Old Forge are baked on the same size 12-by-17-inch trays, but each restaurant has its signature combinations and recipe.

"We're not big on toppings. Usually 90-95 percent of the pizzas are served plain," Revello says. "There's the 'Red Pizza' with sauce and cheese on top, and there's the 'White Pizza' with a crust on the bottom, filled with cheese, and (crust) folded over the top."

Revello's uses a three-cheese blend and has been loyal to Kraft since the family opened its restaurant in the 1960s.

"We've used nothing but Kraft cheese over the years," Revello says. "If it's not broken, don't fix it. You can't get better quality and consistency than from Kraft. We look for that in every menu item."

One might expect a competitive atmosphere in Old Forge with all these

pizza restaurants vying for a slice of the customer pie, but Revello says that is not the case.

"What's very unique about the town is the restaurant owners, we're all best friends," he says. "We travel, go out to eat together, and eat in each others' restaurants. There's no competition — we're straight-forward friends."

The concentration of pizza restaurants, many of which have been around even longer than Revello's, has made Old Forge a destination for pizza lovers. People will come into town for the

pizza and then decide where to go. If one place is too busy, they will go to the next place.

"Each place has their own group of people who like their pizza," Revello says. "I always say if there was only one pizza place in Old Forge, it wouldn't survive."

#### • Connecticut Pizza Explosion

New Haven, Conn., is another East Coast town known for its pizza. Italian immigrant Frank Pepe introduced the city to his Neapolitan-style thin-crust pizza which he would make in the coke-

burning ovens of his bakery and sell from a push cart at markets. He established Connecticut's first pizzeria in 1925.

When they first started, Pepe and his wife Filomena offered two types of pizza: tomatoes with grated cheese, garlic, oregano and olive oil, and another with anchovies.

"My grandfather came up with this combination of putting a pizza together. It was like the big bang, it just happened," says Gary Bimonte, third-generation co-owner of Frank

*Turn to STYLE, page 12* ⇨

## Milano's Cheese Corp. receives national recognition from SQFI

LINDEN, N.J. — JVM Sales Corp. d/b/a Milano's Cheese Corp. has recently been awarded the SQF 2000 Level 3 Excellent Certification by the Safe Quality Food Institute (SQFI).

The announcement comes as the company begins an aggressive launch into the retail industry, says Anthony Caliendo, vice president of sales and marketing, Milano's Cheese Corp.

"This is a huge advantage for us in building our brand," Caliendo says. "We are here today because of our CEO Mary Beth Tomasino who is committed to quality and safety and who assembled the team to make this happen."

Milano's Cheese received the SQF Level 2 designation last year and then made the decision to proceed with the

Level 3 certification process. Level 3 is the highest level of certification awarded to manufacturers and distributors by SQFI and is achieved by demonstrating a comprehensive implementation of food safety and quality management systems for more than a year. Through the system, manufacturers and distributors also receive a compliant, food or excellent rating.

"The Level 3 Excellent Certification was important to our company on many different levels," Tomasino says. "More and more retailers are limiting their business transactions to SQFI-certified companies because consumers are increasingly more educated and knowledgeable about food safety and compliance. As a smaller, privately

owned Italian cheese distributor, it was a natural decision to apply for this certification because we are competing for market share with much larger corporations."

Milano's Cheese notes that only 31 cheese companies nationwide have achieved this recognition, and Milano's is the only manufacturer focusing exclusively on grated and shredded Italian hard cheeses to earn the certification, Caliendo says.

"Due to our food safety measures, consistency and competitive price, we are one of the fastest-growing cheese manufacturers in the U.S., and we know that this certification will distinguish us from the competition and assist in our international growth plans." CMN



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## NEWS/BUSINESS



## Grants, partnerships allow cheese and dairy producers to reap benefits of biofuel systems

By Aaron Martin

MADISON, Wis. — Anaerobic manure digesters have grown in popularity over the last decade as cheese and dairy producers have used the technology to convert methane into electricity and reduce greenhouse gas emissions.

While the environmental benefits of manure digestion appear irrefutable, high investment and maintenance costs have put the technology out of reach for many dairy producers across the country.

However, recent developments have shown that grant funding, private partnerships, carbon offset markets and adding whey into the systems can make anaerobic digesters feasible for mid- to

large-scale dairy producers — and the technology can yield specific benefits for cheesemakers.

Researchers from the University of Vermont and the Central Vermont Public Service Commission (CVPSC) studied six dairy operations with anaerobic digestion systems and found that using grant funding from governmental or other agencies to offset high initial investment costs can make anaerobic digesters economically feasible for dairy producers with an average herd size of 1,212 cows.

The CVPSC Cow Power Program assists Vermont farmers in planning and installing anaerobic digesters and generators and markets the resulting power

to its customers at a premium price (an additional 4 cents per kilowatt hour).

Under the CVPSC pricing policy, dairy producers received a total of \$0.181 per kilowatt hour of electricity generated, 4 cents of which came from the optional premium paid by customers.

“With about six dairy farms generating about 12 million kilowatt hours of electricity in 2010, and more than 4,600 CVPSC electricity customers voluntarily paying a premium of 4 cents per kilowatt hour (a total of \$470,000 per year), the CVPSC Cow Power Program represents a successful and locally-sourced renewable energy project with many environmental and economic benefits,” says lead report author Dr. Qingbin Wang.

The study found that average project startup costs exceeded \$2 million. Of that cost, \$703,313 (34.7 percent) came from grants, about \$1.1 million (53.6 percent) came from loans, and \$238,286 (11.7 percent) came from owner contributions.

Annual operational expenses averaged \$174,470, and system depreciation averaged \$166,456. However, revenue from the digester and generator system averaged \$1,263 a day (\$461,000 a year), with 76 percent coming from electricity sales and 24 percent coming from fiber by-product sales, the study found.

Researchers conclude that the \$120,074 average return makes anaerobic digesters a profitable investment for the producers it surveyed — so long as grant funding offsets initial investment costs. Also, utility customers must be willing to pay a premium for converted energy, and producers must generate revenue or savings from fiber by-products resulting from the digestion process that can be used as compost or bedding.

Without those conditions, the electricity price paid to producers would have to be significantly higher than the market rate to achieve profitability, says Wang.

Carl Morris, general manager of Joseph Gallow Cottonwood Dairy, Atwater, Calif., agrees with that assessment. The dairy, which consists of a cheese plant that produces 33 million pounds of cheese annually and 5,500 cows, installed an anaerobic manure digester in 2004.

“Making your own electricity out of cow manure instead of paying the electric company is appealing,” says Morris. “But there is a lot of uncertainty, there are a lot of expenses, so some sort of grant funding is important.”

Cottonwood Dairy received grant funding from Western United Resource Development and a self-generation rebate from Pacific Gas and Electric to install a 7.5-acre covered lagoon manure digester that fuels three generators. The result has been a profitable source of renewable energy for the cheesemaker.

Warm wastewater from the cheese plant is flushed through the dairy’s freestanding stalls to jettison 450,000 pounds of manure into the covered lagoon each day.

“The water collects the manure and it goes through solid separation, then to the digester,” Morris says. “(Wastewater from the cheese plant) generates more fuel for the digestion. Any nutrients in the wastewater add to the nutrient load that is being converted into methane.”

Utilizing wastewater from the cheese plant has helped Cottonwood Dairy optimize sustainability and cost savings — but that isn’t the only way cheesemakers can benefit from the technology.

The CVPSC study found that adding mostly-liquid whey flushes out sediments that have accumulated in the digester, which contributes to more efficient biogas production and reduced waste.

Cottonwood Dairy estimates energy

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Turn to BIOFUEL, page 9 ⇨



# NEWS/BUSINESS



## BIOFUEL

*Continued from page 8*

earnings of \$2,000 per day (\$730,000 annually). Within four years, the system had paid for itself, the company says.

"We have a very complex agreement with the local utility. We're actually using the electricity we produce, which reduces the amount we purchase from them by 60 to 70 percent," Morris says.

The CVPSC study says the average herd of 1,212 animals on farms it surveyed emitted an average 1.2 million liters of methane a day, which is converted into about 5,295 kilowatt hours of electricity.

According to those findings, converting manure from 95 million animals in the United States could generate the equivalent of 8 billion gallons of gasoline each year (1 percent of U.S. consumption), the study says.

Such environmental benefits have helped promote the technology. The Environmental Protection Agency (EPA) says there were more than 150 anaerobic digester systems installed nationwide by last year.

Those on-farm anaerobic digester systems have prevented the direct emission of about 45,000 tons of methane, an equivalent of 944,000 tons of carbon dioxide annually, according to the EPA.

That kind of environmental sustainability drew Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., to the technology in 2008.

Crave brothers Charlie, George, Mark and Thomas began investigating biofuel technology about seven years before they implemented an anaerobic digestion system in 2008, says George Crave, president of the company.

George Crave says he and his brothers decided to partner with Clear Horizons LLC, a Milwaukee-based company founded to install, integrate and maintain anaerobic digestion systems.

"They own the equipment. They own the digester, the tank, some of the pumps and they operate it with their employees," Crave says. "They sell the electricity to the power company and that's their end of it. We're able to discharge our waste from the farm and cheese factory in a much more environmentally sensitive manner."

Unlike the covered lagoon system installed at Cottonwood Dairy, the Craves' system captures methane from manure and whey in a 411,000-gallon above-ground digester tank. An adjacent settling tank allows solid particles to fall to the bottom. A portion of the solids are then recycled back into the digester to maintain its temperature, and remaining solids go into a separation system where moisture is removed. The dried material can then be used or sold as animal bedding or compost, and the extracted moisture is pumped into a manure lagoon.

A portion of the whey produced in the cheese factory is piped into the digester along with manure from the farm's 1,200 cows.

The partnership with Clear Horizons allowed Crave Brothers Farmstead Cheese to bypass those high startup costs and reap the environmental rewards. The arrangement doesn't, however, afford energy savings.

"We don't get a break on the energy. Doing the right thing environmentally is really the benefit for us," Crave says. "The reality is a lot of this equipment is very expensive, the controls are expensive, it's not low-tech equipment. It takes a while to justify the investment."

"If we're going to lessen our dependence on imported energy, what are the options? This is a very viable option," Crave adds.

While Crave Brothers Farmstead Cheese and Gallow Cottonwood Dairy have utilized a private partnership and

grant funding, respectively, to reap the environmental and economic benefits of anaerobic digesters, a recent study by USDA found there may be another way for some dairy and cheese producers to make renewable energy generation a reality.

Dairy and hog operations located in carbon offset markets — where those who reduce methane emissions can sell carbon offset credits to greenhouse gas emitters who face emissions caps — could tap into another revenue stream, the USDA says in a summary of its economic research report on climate change policy and methane digesters released last year.

A carbon price of \$13 per metric ton of carbon dioxide equivalent emissions would allow dairy and hog operations

to supply offsets equivalent to about 22 million tons of carbon dioxide annually, amounting to \$1.8 billion in profits over 15 years time, the USDA says.

The USDA study estimates it would be profitable for 100 dairies in California, New York, Wisconsin and Texas (400 dairies total) to implement anaerobic digesters at an offset rate of \$13 per metric ton of carbon dioxide equivalent emission.

Still, high investment and maintenance costs continue to create barriers for many more producers who could benefit from the technology.

"This isn't for the faint of heart. The regulatory issues are strenuous, and it requires a major investment," Morris says. "But we're very pleased with our digester, it's been very successful for us." CMN



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*Exploiting Chaos  
and Unlocking "Cool"*



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*Consumer Decision Trees in  
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## NEWS/BUSINESS



## RESULTS

Continued from page 6

*Second:* Team Kousa, Arla Foods, Kousa, Denmark, *Mediterranean style, garlic & parsley Feta*, 98.90.

*Third:* David Schmidt, Agropur, Weyauwega, Wis., *Feta with Basil & Tomato*, 98.60.

- **Havarti**

*Best of Class:* Steve Stettler, Decatur Dairy Inc., Brodhead, Wis., *Havarti*, 99.60.

*Second:* Torben Pradsgaard, Arla Foods Nr Vium, Videbæk, Denmark, *Havarti Graddost plain, 60+*, 99.55.

*Third:* Peter Møller, Arla Foods Nr Vium, Videbæk, Denmark, *Havarti Graddost plain, 60+*, 99.50.

- **Havarti Flavored**

*Best of Class:* Luke Buholzer, Klondike Cheese Co., Monroe, Wis., *Dill Havarti*, 99.40.

*Second:* Decatur Cheesemakers, Decatur Dairy Inc., Brodhead, Wis., *Dill Havarti*, 99.35.

*Third:* Ron Bechtolt, Klondike Cheese Co., Monroe, Wis., *Dill Havarti*, 99.30.

- **Gorgonzola**

*Best of Class:* DCI Cheese Co., Salemville for DCI Cheese Co., Richfield, Wis., *Salemville Gorgonzola*, 99.65.

*Second:* Mark Ruttner, BelGioioso Cheese Inc. - Langes Corners, Denmark, Wis., *CreamyGorg*, 99.40.

*Third:* Tony Ellis, BelGioioso Cheese Inc. - Langes Corners, Denmark, Wis., *Crumbly Gorgonzola*, 98.90.

- **Gruyere**

*Best of Class:* Baudois Olivier, Fromagerie Le Cerneux-Péquignot, Le Cerneux-Péquignot, Switzerland, *Gruyère AOC*, 99.95.

*Second:* René Pernet, Fromagerie du Haut-Jorat, Peney-le-Jorat, Switzerland, *Le Gruyère AOC du Haut-Jorat*, 99.90.

*Third:* Adrian Scheidegger, Käseerei Niedermuhren, Heitenried, Switzerland, *Le Gruyère AOC*, 99.85.

- **String Cheese**

*Best of Class:* String Team 1, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *low-moisture part-skim Mozzarella String Cheese*, 99.30.

*Second:* String Team 1, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *low-moisture part-skim String Cheese*, 99.20.

*Third:* Cesar & Heydi, Cesar's Cheese, Random Lake, Wis., *whole milk stretched by hand natural flavor*, 99.00.

- **Cottage Cheese**

*Best of Class:* Bison, Upstate Niagara Co-op, West Seneca, N.Y., *Lowfat Cottage Cheese 1-percent*, 97.10.

*Second:* Bison, Upstate Niagara Co-op, West Seneca, N.Y., *Nonfat Cottage Cheese*, 95.80.

*Third:* Cottage Team, Cabot Creamery Cooperative, Cabot, Vt., *Vermont Style Cottage Cheese*, 95.25.

- **Fresh Mozzarella**

*Best of Class:* FDL Team 1, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Fresh Mozzarella*, 99.60.

*Second:* Di Stefano Cheese, Baldwin Park, Calif., *Ovoline 4-ounce Mozzarella ball*, 99.50.

*Third:* Mozzarella Fresca, Lactalis American Group, Tipton, Calif., *Fresh Mozzarella 4-ounce ball*, 99.45.

- **Blue-Veined, Exterior Molding**

*Best of Class:* Alexis's Team, La Maison Alexis de Portneuf, St.-Laurent, Quebec, *Bleubry: Smooth Blue*, 98.50.

*Second:* Team Quality, Quality Cheese Inc., Vaughan, Ontario, *Borgonzola*, 98.40.

*Third:* Jindi Cheese P/L, Jindivick, Australia, *Old Telegraph Road Heritage Blue*, 98.05.

- **Blue-Veined**

*Best of Class:* Jim Ingvorsen, Bornholms Andelmejeri, Kelmensker, Denmark, *Organic Danablu 50+*, 99.65.

*Second:* Per Olesen, Bornholms Andelmejeri, Kelmensker, Denmark, *Danablu 60+*, 99.50.

*Third:* Drosblo Dairy, Thorso, Denmark, *Danablu*, 99.45.

- **Brick, Muenster**

*Best of Class:* Matt Erdley, Klondike Cheese Co., Monroe, Wis., *Muenster*, 99.20.

*Second:* Team Blaser's, Comstock Creamery LLC, Comstock, Wis., *Wisconsin Brick*, 98.20.

*Third:* Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis., *5-pound Brick Loaf*, 98.05.

- **Brie**

*Best of Class:* Belmont-John Burris, Lactalis American Group, Belmont, Wis., *Brie 3-kilogram-President*, 99.15.

*Second:* Production Team, Kolb-Lena Inc., Lena, Ill., *8-ounce Alouette Baby Brie*, 99.10.

*Third:* St. Hyacinthe factory, Agropur Fine Cheese, Saint-Hubert, Quebec, *Brie Chevalier Triple Crème*, 99.05.

- **Camembert & Other Surface (Mold) Ripened Cheeses**

*Best of Class:* Lion Dairy and Drinks - Burnie, Lion Dairy and Drinks, Docklands, Australia, *Camembert*, 98.85.

*Second:* St. Hyacinthe factory, Agropur Fine Cheese, St.-Hubert, Quebec, *Rondoux double crème*, 98.50.

*Third:* Feta Production, Parmalat SA, Stellenbosch, South Africa, *Simonsberg Camembert, ready to eat, 125 grams*, 98.35.

- **Edam**

*Best of Class:* Team Marum, FrieslandCampina, Wollega, Netherlands, *Frico Edam matured*, 99.40.

*Second:* Team Gerkesklooster, FrieslandCampina, Wollega, Netherlands, *Edam block, mild Edam type*, 98.00.

*Third:* Bedum Team Edam, FrieslandCampina, Wollega, Netherlands, *Edam rindless*, 97.50.

- **Gouda**

*Best of Class:* Team Steenderen, FrieslandCampina, Wollega, Netherlands, *Gouda Excellent mild*, 99.15.

Turn to AWARDS, page 14 ⇨

## ARTISAN

Continued from page 1

says. "I will be using a blend/base cheese and will put different artisan cheese on top of each one, so people can see how just changing one ingredient gives a different flavor profile. I also will be showing different recipes for artisan pizzas."

Todd notes that looking at the numbers of how many pizzerias are in the top 50 chains, the chains are still gaining ground.

"Still, there's been a groundswell in change for mom and pop pizzerias," he says. "The thing that's been interesting for cheesemakers is that they are breaking the mold of 'only Mozzarella goes on pizza.' For cheesemakers, the artisan pizza trend opens a foodservice door for a lot of them. Previously they had to rely mostly on artisan cheese trays."

Lenny Moonsammy, in charge of sales and marketing for Bellwether Farms, Petaluma, Calif., notes that the importance of the buy local trend provides a greater opportunity for smaller cheesemakers like Bellwether Farms.

"Pizza provides another outlet for cheese, and there's been so much excitement around it," she says. "I do think it's a growing trend for people to look to other cheeses besides Mozzarella on their pizzas."

Moonsammy notes the company is one of the few in the country that does a hand-dipped Ricotta.

"Pizzeria Delfina in San Francisco needs 10 tubs a week from us," she says. "It's mainly Ricotta that is used on pizzas from us, but we've seen some different pizzas with applesauce as a base, and then Carmody, a Northern Italian-style cheese that is creamy and melts beautifully. I know our sheep's milk cheeses have been grated on top of some pizzas, too."

Moonsammy adds that getting Bellwether Farm's cheeses to artisan pizzerias helps the company better understand how its cheeses are being used, and helps facilitate a relationship with the consumer.

She also notes that there is a place in the market for both small and larger cheese manufacturers, as well as small and large pizza makers. In addition, she feels that smaller, artisan pizza operations really understand how to use different types of specialty cheese.

"We could never supply the cheeses for those large chain pizza companies," she says. "There's almost a trust between us and smaller pizzerias with understanding how to properly use these flavor combinations."

Howard Bulka, chef and owner of Howie's Artisan Pizza, Palo Alto, Calif., says that he thinks consumers put a lot of emphasis on the quality of the products at restaurants.

"There's a lot of room for differentiation (for smaller operations) because the large chain products tend to be similar in quality and offerings," he says. "Even if artisan is a bit more expensive,

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# NEWS/BUSINESS



## LOCAL

Continued from page 10

I think it's a better value for what you're getting. Pizza is available everywhere, but not necessarily good pizza."

Bulka adds that the chain concept doesn't work for a growing portion of the dining audience.

"I would never take my kids to a chain to eat. The quality of the food doesn't meet my standards," he says. "In California, it's hard not to get your products locally. We also have local olive oil and cured meats, in addition to some California cheeses."

However, not every region has the privilege of sourcing premium specialty cheeses and other ingredients from local farms and cheesemakers.

George Crave, president of Crave Brothers Farmstead Cheese, Waterloo, Wis., supplies cheese to pizzerias both within and outside the state of Wisconsin.

"In this area, where there are a lot of cheeses, buying local is popular; however, we also have to have a market to sell elsewhere," he says. "Artisan cheeses are popular with consumers everywhere because they have value, but there are some places, like in Florida, where they don't have a lot of artisan cheesemakers in the area, and we're happy to supply them with good, quality cheese as well."

That locally sourced issue also holds true for the larger pizza chains, like Domino's Pizza Inc. While a larger chain like Domino's may not have the capability of showcasing locally sourced products, that does not mean the company will just sit on the sidelines watching the growth in the artisan pizza trend pass it by.

Domino's recently launched a line of three different "artisan" pizzas, available for \$7.99. The pizzas are available in Spinach and Feta, Sausage and Peppers, and Salami and Roasted Veggies varieties.

Tim McIntyre, vice president of communications, Domino's Pizza Inc., says the company was looking for a new twist on its pizza.

Dairy Management Inc., which manages the national dairy checkoff program, has worked in partnership with Domino's to improve the pizza category in general and Domino's pizzas in particular.

"The artisan line is sort of the next extension of our American Legends rollout, which was a hint of better things to come," he says. "The crust on these pizzas is stretched very thin, using fresh dough, which makes the flavors pop a bit more. The flavor combinations are very specific recipes, unlike any other pizza you can get from us, no additions, no substitutions. We want you to experience this particular flavor profile."

McIntyre notes that as Domino's

Pizza has embraced using different cheeses in the past several years, it has started to branch out further into the artisan-type food realm.

"We wanted to give the 30-plus adult audience an incentive to return to our brand, since so many of them said 'Oh, I lived on Domino's in college.' We could have remained the delivery people, but we wanted to be more... so the artisan line is yet another extension of us playing with flavors that we know Americans like," he says.

McIntyre adds that the growing consumer interest in artisan pizza certainly played a part in rolling out the new line.

"We have had some backlash on using the word 'artisan,' with people saying, 'Oh, you're using the hot word of the year,'" he says. "But we're really paying attention to consumer tastes as well as what's happening in society. Our advertising was twisted a little bit. We know you don't think you can get a gourmet pizza at Domino's. We consciously used the word 'artisan' ironically. We didn't think we were being yet another company to jump on the bandwagon, we were just having fun with it."

"Some of the other pushback was people saying that 'artisan' is a smaller operation, etc.," he adds. "That's why we took this twist. The ingredients are fresh, special recipes. We did what we could for an organization of our size. It's sort of 'artisan with a wink.'"

McIntyre notes that Domino's does not consider itself an artisan, "but after you've tasted the pizza, you might think that we are. You can get really good food at Domino's, but you can still get it fast."

He adds that smaller pizza operations have a particular audience and consumer base, and Domino's is not necessarily competing with that.

CMAB's Todd notes that in his opinion, places like Domino's doing artisan pizza is the opposite of a threat to the smaller operations.

"If people like the artisan pizza at Domino's, they will likely reach out to see what other, smaller artisans can do," he says. "Mom and pops can capitalize on differentiation. The more you can do to make your products unique in a customer's mind, the more you can carve a niche in the market."

Todd also notes the profit opportunities using different cheeses comes in with the different flavor intensities of the cheese.

"You can use a smaller amount of a stronger cheese to achieve the same level of taste. So additional sales come in by being able to differentiate yourself, and you also can make more on a pie by charging more for premium ingredients," he says.

He adds that while larger chains featuring artisan-type pizzas will dilute some of the impact of the word "artisan," the trend itself will continue to expand. CMN

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## NEWS/BUSINESS



## STYLE

Continued from page 7

Pepe Pizzeria Napoletana, which now has six locations in Connecticut and one in New York.

Bimonte says there was a “pizza explosion” in the New Haven area in the early 1970s, and that he believes New Haven now has the most pizza places per capita in Connecticut and perhaps even in a few surrounding states.

The flagship New Haven Frank Pepe’s uses around 2,000 pounds of Mozzarella in a week, Bimonte estimates.

“We use not a lot and not too little. We consider it just the right amount,” he says of the Mozzarella. “We don’t shred our Mozzarella. We slice it because it gives us a more consistent product. We also use an imported Pecorino Romano on top of the Mozzarella.”

The most popular pizza at Frank Pepe’s is the plain Mozzarella pizza, Bimonte says, though it also is known for its specialty White Clam Pizza with fresh clams, grated cheese, olive oil, fresh garlic and oregano, as well as Pepe’s original plain tomato pizza with garlic and grated cheese.

“Our style of pizza at Frank Pepe Pizzeria, we don’t have a lot of different ingredients — just basic ingredients

that are what you would find in Italy,” Bimonte says. “Grandfather always said, ‘Do one thing, do it right, do it the best you can.’”

#### • Chicago Deep Dish

Heading into the central states known for casseroles and comfort food, those looking for a substantial meal can dig into the deep-dish Chicago-style pizza.

Lou Malnati and his father Rudy Malnati worked with the originators of the Chicago Deep Dish Pizza at Pizzeria Uno on Ohio Street when it first opened in the 1940s. Malnati became Uno’s general manager and eventually opened up his own Lou Malnati’s Pizzeria on St. Patrick’s day 1971.

While Pizzeria Uno later expanded nationwide with its Uno Chicago Grill restaurants, Lou Malnati’s has remained a family-owned business in the Chicago-land area, though it now has expanded to 34 stores.

As opposed to New York-style pizza that’s often consumed as an on-the-go snack, Chicago pizza is a layered, hearty family meal.

“The biggest difference is it’s more of a meal, eaten with a knife and fork, than picked up and folded,” says Jim D’Angelo, COO, Lou Malnati’s Pizzeria. “True Chicago-style pizza has a decent amount of dough and holds lots of in-

gredients — it’s very layered.”

The ingredients also are inverted from traditional-style pizzas, with slices of Mozzarella laid inside first, then sausage, vegetables or other ingredients. Sauce is layered on next and mixed with the ingredients, then topped off with spices.

The layered structure of deep-dish Chicago pizza allows for more ingredients per bite. D’Angelo estimates Lou Malnati’s large deep dish uses double the amount of cheese than that on its thin-crust pizza. The quality and characteristics of cheese also differs for deep-dish.

“Deep dish has to have a little more cheese, and it has to be able to firm up a little bit. It can’t be too liquidy,” D’Angelo says. “On thin crust, the cheese tends to be creamier. In deep dish, you take the first slice out, and it all could run out. The best way to eat it is to wait a few minutes for the cheese, though it has to have that character to start with, more firmness.”

Lou Malnati’s has used block Mozzarella from the same Wisconsin dairy that has supplied the restaurant for more than 40 years

“Through the distributor we use in Chicago, we were introduced to our dairy in the beginning,” D’Angelo says. “They’re a bigger dairy, but this plant where they do it is still an old-school dairy. Cheese still is made the same ways it was made 40 years ago ... it’s more of a customized cheese we use.”

Due to the thickness, Lou Malnati’s bakes its deep-dish pizzas for 30 minutes, approaching the baking process more like bread than the high-temperature quick conveyor ovens more often used for pizza. D’Angelo says this also helps the flavors to blend well together.

“We get a lot of comments around how people get to taste all the different ingredients, yet they work so well to-

gether,” he says. “Baking for 30 minutes, it’s almost like sauteing that right on the pizza. Flavors blend together, there’s a good heightened taste and smell, senses working together, texture, all of that.”

#### • California Flavors

The right mix of flavors also is a focus for Jeff Moogk, executive chef of San Diego-based Sammy’s Woodfired Pizza & Grill. Sammy’s offers unique topping combinations on its California-style pizzas at its 17 restaurants in California and Nevada.

California-style pizza tends to focus less on meats and instead emphasize the vegetables and cheeses, Moogk says. Famed Chef Wolfgang Puck is widely credited with popularizing the trend of inventive California pizzas in the mid 1980s at his West Hollywood signature restaurant Spago.

Sammy’s Woodfired Pizza & Grill first opened in 1989 with about 15 fairly traditional pizzas, adding new varieties as diners became more adventurous.

Among Sammy’s more recent pizza offerings are Redwood Hill Farms Smoked Goat Cheddar with oven-roasted tomato and fresh organic rosemary, Raclette & Fingerling Potato with applewood smoked bacon, and La-Dou’s Barbecue Chicken with cilantro, smoked Gouda and red onion.

“We look at combinations of pizzas like a sandwich. There are thousands of different combinations you can do,” Moogk says. “Obviously with pizzas it starts with crust and cheese. Everything else needs to complement the cheese it’s served with.”

Standards like pepperoni pizza remain a customer favorite, though another pizza at Sammy’s that has grown in popularity is its Organic Arugula & Pear with prosciutto, Gorgonzola and balsamic basil dressing, which has been on the menu for 12 years.

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## NEWS/BUSINESS



### TRUCKS

*Continued from page 1*

propelled by time-strapped consumers who have been warming up to the idea of sidewalk cuisine. Of 1,004 adults surveyed last fall, 59 percent reported that they would likely visit a food truck, up from the 47 percent of people who reported they would visit a food truck in 2010, according to a survey conducted by the National Restaurant Association.

"Though food trucks are often equated with chefs and entrepreneurs, they also present opportunities for operators of established restaurants to expand their operations and presence, as a majority of consumers say they would be likely to visit a food truck run by their favorite restaurant," says Hudson Riehle, senior vice president of research and knowledge group, National Restaurant Association. "Mobile foodservice can be a good way to extend an existing restaurant brand beyond the four walls of the establishment."

The National Restaurant Association survey also found that the convenience of mobile cuisine is particularly appeal-

ing to adults with children and young demographics. Seventy percent of those with children reported they were likely to patronize a pizza truck, compared to 52 percent of adults without children. More than 66 percent of people age 18-44 reported they would patronize a pizza truck, while 38 percent of people age 65 or older said they would visit one.

"Convenience is a major driver in restaurant growth, and food trucks are certainly a convenient option by essentially bringing the restaurant to the consumer," says Riehle.

While the convenience of food trucks appeals to consumers, it's the lower cost of investment for mobile pizza businesses that appeals to owners, says Steve Moynes, co-owner, Pizza Trucks of Canada.

Moynes, who succeeded in the mobile vending business in the 1990s by amassing more than 400 hotdog carts across North America and China, has since shifted his focus to customizing pizza trucks.

"With the price of retail space being at such a premium, trying to set up a pizza business would be at least a \$200,000 to \$300,000 investment," Moynes says. "I can get you into a complete pizza kitchen for

\$40,000. It's a really good opportunity for people to get into the business with very little overhead."

Moynes also notes that pizza trucks allow operators to tap into smaller, underserved markets that large scale franchises dare not go.

"I can put someone into a trailer in a little town of 3,000-5,000 people — there

are so many of these little towns around North America that don't have really good pizza because none of the big chains will go into the small towns," Moynes says. "When you're mobile, you can drive down the street when there aren't enough people around."

While mobile food vendors represent

*Turn to MOBILE, page 14 ⇨*

### GEA Engineering represents Nu-Con brand

**HUDSON, Wis.** — GEA Process Engineering Inc. is now handling sales and services for Nu-Con Ltd. products.

The GEA Group recently acquired Nu-Con, Auckland, New Zealand, and exclusive representations agreements for the supplier of powder handling systems and bulk filling lines has expired, so GEA Process Engineering will now represent Nu-Con products, the companies have announced.

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For more information about the structure and representation of GEA Nu-Con, contact Patrick Cole, sales manager, at [patrick.cole@geagroup.com](mailto:patrick.cole@geagroup.com). For information about GEA Nu-Con products and services, contact Dan Brotzler, GEA Nu-Con sales coordinator, at [dan.brotzler@geagroup.com](mailto:dan.brotzler@geagroup.com). **CMN**

### FLAVORS

*Continued from page 12*

Moogk says Sammy's tries to stay as local as possible in sourcing its ingredients, though it sometimes uses imported cheeses such as its Brie in the Brie Cheese & Truffle Oil pizza with fresh sautéed wild mushrooms. The restaurant carries 20 different cheeses, many from California cheesemakers.

Looking ahead, Moogk says he hopes to introduce more seasonality to Sammy's pizzas as far as the vegetables or fruits used.

"In the spring we would like to introduce fresh figs to the pizzas and salads. When springtime is here, we probably will be putting some asparagus on pizzas," he says.

Moogk says he has seen people's tastes change throughout the years, and that diners tend to be a lot more experimental now than 10-15 years ago. However, there also will still be a taste for the traditional.

"Pizzas will always be both traditional and evolutionary," he says. "It's just a matter of finding the right combinations that will taste good and be fresh at all times. I don't think the evolution of pizza will ever stop." **CMN**

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## NEWS/BUSINESS



## AWARDS

Continued from page 10

**Second:** Gary Grossen, Babcock Hall Dairy Plant, Madison, Wis., *Gouda*, 98.85.

**Third:** Team Gerkesklooster, FrieslandCampina, Wolvega, Netherlands, *Kroon Gouda Mild*, 98.80.

• **Gouda, Aged**

**Best of Class:** Team Uniekaas, Best Cheese Corp., Mount Kisco, N.Y., *Vintage 3-year Gouda*, 98.95.

**Second:** Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Super 18-24 month*, 98.90.

**Third:** Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Mature 6-9 month*, 98.55.

• **Gouda, Flavored**

**Best of Class:** Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Cumin*, 98.45.

**Second:** Team Gerkesklooster, FrieslandCampina, Wolvega, Netherlands, *Gouda rindless with cumin*, 98.40.

**Third:** Team North-Holland Gold, FrieslandCampina, Wolvega, Netherlands, *North-Holland cumin*, 98.10.

• **Quesos Frescos**

**Best of Class:** Team W&W Dairy, W&W Dairy, Monroe, Wis., *Queso Fresco, Fresh Hispanic Cheese*, 99.70.

**Second:** Team Nuestro Queso, Nuestro Queso LLC, Kent, Ill., *Blanco - Mexican*

*style white cheese*, 99.25.

**Third:** Team 1 Brian & Luis, Mexican Cheese Producers, Darlington, Wis., *Quesos Fresco Wheel, whole milk*, 98.95.

• **Quesos para Fundir**

**Best of Class:** Decatur Cheesemakers, Decatur Dairy Inc., Brodhead, Wis., *Quesos para Fundir*, 99.30.

**Second:** Chad Duhai, Zimmerman Cheese Inc., South Wayne, Wis., *5-pound Asadero Wheel*, 99.20.

**Third:** John Pitman, Mill Creek Cheese, Arena, Wis., *Quesadilla*, 98.95.

• **Smear Ripened Soft Cheeses**

**Best of Class:** DuVillage's Team, La Fromagerie 1860 DuVillage Inc., St.-Laurent, Quebec, *La Tentation de Laurier*, 99.15.

**Second:** OKA factory, Agropur Fine Cheese, St.-Hubert, Quebec, *Providence*, 98.60.

**Third:** Graindorge, Fromagerie E. Graindorge, Livarot, France, *Pont l'Evêque PDO*, 98.45.

• **Smear Ripened Semi-soft Cheeses**

**Best of Class:** Adrian Mayer, Käserei Grundbach, Wattenwil, Switzerland, *Winzer Käse*, 99.45.

**Second:** Käserei Studer AG, Amriswil, Switzerland, *Maxx365*, 99.30.

**Third:** Sennerei Andeer, Andeer, Switzerland, *Andeerer Gourmet*, 99.25.

• **Appenzeller Cheese**

**Best of Class:** 5112 Karl Germann, SO Appenzeller Käse GmbH, Appenzell, Switzerland, *Appenzeller Kaese*, 99.85.

**Second:** 5053 Anton Birrer, SO Appenzeller Käse GmbH, Appenzell, Switzerland, *Appenzeller Kaese*, 99.80.

**Third:** 51110 Norbert Eberle, SO Appenzeller Käse GmbH, Appenzell, Switzerland, *Appenzeller Kaese*, 99.75.

• **Smear Ripened Hard Cheeses**

**Best of Class:** Harald Kämpf, Fromagerie de Courtelary, Courtelary, Switzerland, *Tête de Moine*, 99.50.

**Second:** Käserei Stude AG, Amriswil, Switzerland, *Alter Schweizer*, 99.25.

**Third:** Severin Caratsch, Cascharia Mustair, Mustair, Switzerland, *Bündner*

*Bergkäse*, 99.20.

• **Pepper Flavored 'American' Style Cheeses (Cheddar, Colby, Jack)**

**Best of Class:** Edhem Cucic, Glanbia Foods Inc., Twin Falls, Idaho, *Habanero Pepper Jack*, 99.65.

**Second:** Phil Barringer, Glanbia Foods Inc., Twin Falls, Idaho, *Habanero Pepper Jack*, 99.60.

**Third:** Alic Suljo, Glanbia Foods Inc., Twin Falls, Idaho, *Pepper Jack*, 99.40.

• **Pepper Flavored Cheeses (Other Natural Styles)**

**Best of Class:** Decatur Cheesemakers,

Turn to WINNERS, page 16 ⇨

## MOBILE

Continued from page 13

new opportunities for entrepreneurs to enter the market and for existing franchises to branch out — the restaurant industry's golden rule still applies.

"The food has to be good," Moynes says. "Cheese is the number one thing on pizza, you have to have good cheese. It has to cook good and look good on the pizza."

Jonathan Reinemund, brand manager, Bacio Cheese, couldn't agree more. Bacio Cheese offers a "super premium" line of pizza cheese — Mozzarella blended with buffalo milk.

"We're really focused on the independent pizzeria, someone who is willing to spend a little more for premium ingredients," says Reinemund.

Bacio Cheese, launched in January 2011 and distributed by Foodperformance and Roma, uses packaging to cater to both mobile and brick-and-mortar markets. The company's pizza cheese is available in a 6-pound block and pre-shredded 5-pound bags. Both sizes are available in whole milk or part-skim milk varieties.

"We came out with the blocks to target old-school Italian pizzerias; those are the guys who are most likely to go for the premium artisan Mozzarella because they're committed to quality," Reinemund says.

Still, a large corner of Bacio Cheese's market segment is vendors who sell pizza by the slice. That includes mobile food vendors who are attracted to the quality of cheese, and its convenient pre-shredded packaging.

"The buffalo milk gives it a nice, creamy taste and nice texture that melts and reheats well. It holds up very well in form, color and texture. A lot of our business is by-the-slice because of that," he says. "There are a lot of people who really appreciate the convenience of having it pre-shredded, but that convenience would appeal to (mobile food vendors) in particular."

Bacio Cheese has found that its quality and packaging appeals to independent, artisan-minded pizza operators who don't have room, or time, for an large cheese grater in a pizza truck, Reinemund says.

However, there aren't many features of a brick-and-mortar pizzeria that can't be incorporated into a food truck, including a cheese grater.

Moynes says his trucks offer 14-, 16-, or 18-foot kitchens outfitted with refrigerators, dry storage and deck ovens or conveyor ovens for baking.

"It's a full scale pizza restaurant," he says. "We could even put in walk in coolers, but they're not really that feasible in the truck."

In the last eight years, Moynes has focused his business exclusively on custom-made pizza trucks. Since, the family-owned business has seen demand soar.

"I decided to design a pizza truck and use it as a delivery vehicle as well. Someone would order a pizza, and I would cook it on the way to their house," Moynes says.

Moynes had already sold off two successful franchises before retiring in 1997 and decided to forgo a third franchise to focus exclusively on customizing pizza trucks.

"We put it up on a website, and all hell broke loose," he says. "I had a whole bunch of people calling me. I have to turn people away all the time."

Moynes says his company designs and builds 10-12 trailers a year. The business also is slowly branching out internationally. He shipped a finished pizza truck to Australia last week, and he'll soon begin work on a truck for a customer in Bermuda.

The growing success Moynes has found in the customized pizza truck business is no fluke, according to the National Restaurant Association survey.

"Our research shows that in just one year, the number of consumers who say they would be likely to visit a food truck has increased significantly. We also found that food trucks have a more noticeable presence in communities in the West and Northeast than in other parts of the United States," says Hudson Riehle of the National Restaurant Association.

Sterling Rice Group, an agency that tracks restaurant and culinary trends, has found that food trucks have become an effective way for franchises and potential restaurateurs to test-market their offerings at a minimal investment. If consumers respond well to the products, mobile food vendors could choose to park the truck and open a traditional restaurant.

Experts see the convenience, cost-effectiveness and increased popularity among consumers pushing the mobile restaurant trend into more and more food markets in coming years.

Aaron Noveshen, founder of The Culinary Edge (TCE), a San Francisco-based company that helps restaurateurs innovate business solutions, says he expects 10 percent of the top 200 restaurant chains in the United States to have a mobile presence within the next two years. CMN

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# NEWS/BUSINESS



## Nu-Con Equipment (USA) changes to Powder Process-Solutions effective March 6

CHANHASSEN, Minn. — Effective March 6, Nu-Con Equipment USA will change its name to Powder Process-Solutions (PPS). The change is a result of the recent acquisition of Nu-Con Ltd. (NZ) and its international offices by the GEA Group Aktiengesellschaft.

“We want our North American customers to understand that the acquisition did not include independently owned and operated Nu-Con Equipment USA,” says Marv Deam, CEO/co-owner, PPS.

Since 1991, Nu-Con Equipment USA had been the exclusive distributor of Nu-Con components in North America. Going forward, Powder Process-Solutions will continue to serve customers with new components, parts, airlock repair and field service.

“In today’s economy, a big brand name may be relevant for purchasing cars, copiers or cola drinks,” Deam says. “However, when searching for innovative solutions to critical process challenges, we believe our customers benefit from a relationship based on over 20 years of trust and expertise. Our relationships with valued customers have given us the opportunity to provide unique components and process solutions.”

As part of the transition, the owners announced the formation of Powder-

Solutions Group (PSG) as the parent company. PSG will bring together innovative technologies in order to provide customers with a single source for unique sanitary bulk powder handling solutions. By working closely with companies in the food, dairy, nutritional, pharmaceutical and other industries, PSG continues to develop and refine new strategies to assist companies in achieving their business objectives with sanitary, safe and efficient solutions.

“We believe in listening to our customers and providing them with the innovative solutions they call for, and Powder-Solutions Group will allow us to do that better,” Deam says.

A newly enhanced website, [www.Powder-Solutions.com](http://www.Powder-Solutions.com), is structured around the company’s two major business segments: Distribution of unique products through Powder-Solutions Inc. (PSI), and innovative Process solutions through Powder Process-Solutions. Customers will see that PSG provides strong technical and customer service support in addition to a broad range of solutions, company officials say.

Powder-Solutions.com is designed to give users clear easy access to content, while supporting the depth of the company’s expertise. The site also highlights

**“When searching for innovative solutions to critical process challenges, we believe our customers benefit from a relationship based on over 20 years of trust and expertise.”**

Marv Deam  
POWDER PROCESS-SOLUTIONS

“We will continue to offer high quality, cost effective solutions in order to meet the powder processing needs of customers,” says Mike Salvador, president/co-owner, PPS. “PPS has a tremendous product portfolio and a dedicated staff of design and engineering resources.”

Powder-Solutions Inc. will continue to distribute the USDA accepted/3-A Certified BFM fitting, the first snap-in flexible sleeve specifically designed to replace the standard flexible sleeve and hose clamp assembly and eliminate chronic sanitation and safety concerns for the bulk powder processing industry.

Also recently added is a new product, the PSI-Pleat, an easy-to-install pleated filter element which will improve plant air quality and efficiency through an updated, easy to clean and install filter design. Currently, the PSI-Pleat is under USDA-Dairy review for acceptance in dairy applications.

“Our past growth and success has been achieved through a high level personalized service, the ability to quickly offer customized solutions that precisely match the unique needs of our customer, and by delivering sanitary, safe and efficient components and process solutions,” Salvador says. “We will deliver the same level of dedication and service to our customers going forward as Powder Process-Solutions.” CMN

the cooperation with other leading equipment manufacturers, including Scan-Vibro (vibratory sifters and conveyors), PLF International (can filling lines), DMN (rotary valves and diverters), and TechnoPak (25-kilogram bag filling line and vacuum powder samplers).

Powder Process-Solutions provides complete process solutions for dry bulk powder handling. The owners note that all of the process system design, engineering and execution supplied previously by Nu-Con Equipment originated from the U.S. office, not New Zealand.

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## NEWS/BUSINESS



## WINNERS

Continued from page 14

Decatur Dairy Inc., Brodhead, Wis., *Pepper Havarti*, 99.50.

*Second:* String Team 1, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Jalapeno String Cheese*, 99.40.

*Third:* Team Edelweiss, Edelweiss Creamery, Monticello, Wis., *Havarti with Chapolti*, 99.35.

- **Flavored Soft Cheeses**

*Best of Class:* Mozzarella Fresca, Lactalis American Group, Tipton, Calif., *Fresh Mozzarella in oil, herbs and spices*, 99.80.

*Second:* George Crave, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Marinated Fresh Mozzarella*, 99.65.

*Third:* Mozzarella Fresca, Lactalis American Group, Tipton, Calif., *Fresh Mozzarella Medallion in oil, herbs and spices*, 99.50.

- **Flavored Semi-soft Cheeses**

*Best of Class:* Johannes Schefer und Team, Urnäsch, Switzerland, *Urnäscher Holzfasskäse*, 98.95.

*Second:* Thomas Knestel, Vorarlberg Milch eGen, Feldkirch, Austria, *Ländle Mostkäse*, 98.35.

*Third:* String Team 2, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Flavored String Cheese*, 97.60.

- **Flavored Hard Cheeses**

*Best of Class:* Fluekiger Juerg, Senne-rei Spluegen, Spluegen, Switzerland, *Spluegner Kraeuterzauber*, 98.25.

*Second:* Cracker Barrel Natural

Cheese, Valley Queen for Kraft Foods, Glenview, Ill., *Black Pepper Cheddar*, 98.15.

*Third:* Kerry Henning, Henning's Cheese, Kiel, Wis., *Peppercorn Cheddar*, 97.90.

- **Flavored Cheeses with Sweet or 'Dessert' Condiments**

*Best of Class:* DuVillage's Team, La Fromagerie 1860 DuVillage Inc., St.-Laurent, Quebec, *Lady Laurier d'Arthabaska*, 99.45.

*Second:* David Martinez, Glanbia Foods Inc., Twin Falls, Idaho, *Monterey Jack with Walnuts*, 98.10.

*Third:* Kelly Longseth, Family Fresh Pack, *Kelly's Kitchen Cranberry Almond Cheese Spread*, 98.05.

- **Smoked Soft and Semi-soft Cheeses**

*Best of Class:* Holland's Family Cheese

Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Smoked*, 99.65.

*Second:* Sylvan Star Cheese Ltd., Red Deer, Alberta, *Naturally Smoked Gouda*, 99.60.

*Third:* Team Emmi Roth USA, Emmi Roth USA, Verona, Wis., *Smoked Fontina*, 99.50.

- **Smoked Hard Cheeses**

*Best of Class:* Gold Creek Farms, Kamas, Utah, *Cheddar smoked with cherry wood*, 99.35.

*Second:* Gold Creek Farms, Kamas, Utah, *Parmesan smoked with cherry wood*, 99.10.

*Third:* Saputo's Team, Saputo, St.-Laurent, Quebec, *Smoked Caciocavallo*, 99.05.

- **Open Class Soft Cheeses**

*Best of Class:* Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Harbison*, 99.10.

*Second:* Lake Country Dairy Team, Arthur Schuman Inc., Fairfield, N.J., *Cello Thick & Smooth*, 98.20.

*Third:* Team Mascarpone, Sorrento Lactalis, Nampa, Idaho, *5-pound Mascarpone*, 98.05.

- **Open Class Semi-soft Cheeses**

*Best of Class:* Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Golden*, 98.85.

*Second:* Wolfgang Attwenger crew, Gmunder Molkerei, Gmunden, Austria, *Gmunder Milch Raclette*, 98.65.

*Third:* Cellars at Jasper Hill, Greensboro, Vt., *Landaff from Landaff Creamery*, 98.60.

- **Open Class Hard Cheeses**

*Best of Class:* Gary Domke, Sartori Co., Antigo, Wis., *Sartori Reserve Extra Aged Asiago*, 99.55.

*Second:* Werner Wolf and Team, Obersteirische Molkerei eGen, Knittelfeld, Austria, *Erzherzog Johann*, 99.45.

*Third:* Rudolf Steiner & Team, Tirol Milch eGen, Worgl, Austria, *Tirol Milch Tiroler Felsenkeller*, 99.35.

- **Reduced Fat Soft & Semi-soft Cheeses**

*Best of Class:* Team Steenderen, FrieslandCampina, Wollega, Netherlands, *Vermeer*, 98.45.

*Second:* Team Steenderen, FrieslandCampina, Wollega, Netherlands, *Milner old*, 98.30.

*Third:* Team Steenderen, FrieslandCampina, Wollega, Netherlands, *Milner mature*, 98.20.

- **Reduced Fat Hard Cheeses**

*Best of Class:* Pieter ter Beek, CONO Kaasmakers, Westbeemster, Netherlands, *Beemster Lite Mild 30+*, 98.70.

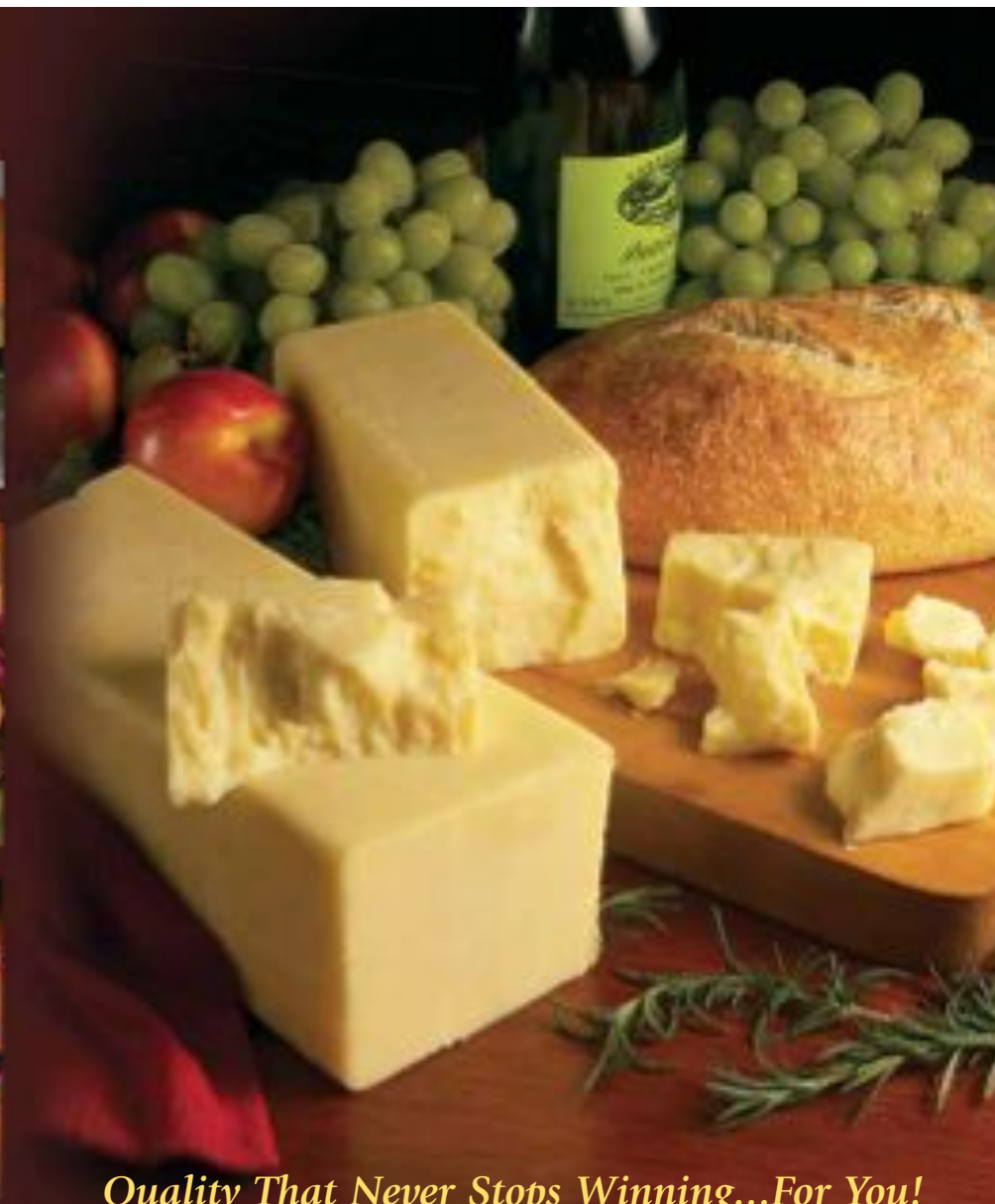
*Second:* Pieter ter Beek, CONO Kaasmakers, Westbeemster, Netherlands, *Beemster Lite Old 30+*, 98.45.

*Third:* Cheddar Team, Cabot Creamery Cooperative, Cabot, Vt., *50-percent Reduced Fat Cheddar*, 98.40.

- **Lowfat Cheeses**

*Best of Class:* Team Lake Norden, Lake Norden Cheese Co., Lake Norden, S.D., *Lite Mozzarella*, 98.60.

*Second:* John Ernst, Sorrento Lactalis, Buffalo, N.Y., *Low Fat Whey Ricotta*, 98.55.



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## NEWS/BUSINESS



## Straw Hat Pizza goes green

**SAN RAMON, Calif.** — Straw Hat Pizza has announced it has created an updated mission with a social responsibility pledge which accepts the responsibility of promoting and empowering its restaurants to be as “green” as possible and encouraging others to pursue a reusable and renewable agenda.

“Straw Hat Pizza has been purchasing from local providers that practice sustainable farming, organic and chemical free, along with cage-free naturally raised animal products, for more than 50 years, and now these practices will be imbedded into our mission so we can reward positive behavior and achievements in social responsibility,” says Jonathan Fornaci, president, Straw Hat Pizza. “Our new company social responsibility pledge includes a number of details about how Straw Hat Pizza is working to reduce its environmental footprint.”

The company says it will vigorously develop and support business practices that encourage green and sustainable practices, such as a recent franchisee who hired a contractor to change out all his pizza parlor’s light bulbs with energy-efficient lighting, installed LED exit signs, new walk-in refrigerator strip curtains and occupancy sensors for the business’s rest rooms and employee room. Other examples of sustainable practices already adopted by Straw Hat Pizza include using boxes and napkins made from 100-percent recycled materials.

The company currently operates more than 80 locations across the country, and growth plans are to reach 150 locations within two years. For more information, visit [strawhatpizza.com](http://strawhatpizza.com). CMN

## Papa Murphy’s offers new bacon cheeseburger pizza

**VANCOUVER, Wash.** — Papa Murphy’s recently launched a new variety based on two consumer favorites — the Bacon Cheeseburger Pizza.

The take-and-bake pizza starts with Papa Murphy’s freshly made original crust that is topped with burger sauce, a blend of ketchup and mustard. Toppings include generous portions of 100-percent real Mozzarella, ground beef, crispy bacon, fresh onions and Roma tomatoes. Finally, the pizza is topped with a layer of dill pickle chips and a sprinkle of freshly-grated Cheddar.

“The testing phase of this pizza told us we’d have an instant fan favorite — people love the Bacon Cheeseburger,” says Jennifer Anhorn, chief marketing officer, Papa Murphy’s. “And the buzz has just continued to climb thanks to our passionate pizza fans on Facebook.”

The Bacon Cheeseburger Pizza bakes in a 425-degree oven for 12-18 minutes. Price and participation vary nationwide. For more information, visit [www.papamurphys.com](http://www.papamurphys.com) or [www.facebook.com/papamurphyspizza](http://www.facebook.com/papamurphyspizza). CMN

## Freschetta launches sauce made with sea salt and olive oil for pizza

**BLOOMINGTON, Minn.** — The makers of Freschetta pizzas recently announced the introduction of sea salt and olive oil to the sauce of the brand’s Brick Oven pizza varieties, which now are available in the frozen food section of grocers nationwide.

“Through the Freschetta brand we continue to make ongoing strides to improve upon our pizzas by offering the most flavorful, highest-quality ingredients in the frozen pizza category,” says Stacy Bergmann, senior brand manager, Freschetta. “We have taken note of how consumers are continuing to seek out better, more flavorful ingredients like sea salt and olive oil and are excited to have added these

fresh-tasting ingredients into our pizza sauce.”

In addition to the new sea salt and olive oil ingredients, Freschetta pizzas offer flash-frozen vegetables picked at the peak of freshness and unique blends of real cheeses and premium meats for a fresh taste experience, Bergmann says.

Freschetta pizzas featuring sauce made with sea salt and olive oil are now available in the following varieties: 5 Italian Cheese, Pepperoni and Italian Style Cheese, Zesty Italian Style Supreme, Spinach and Mushroom and Three Meat Medley.

To celebrate the brand’s new flavor launch, the company also has kicked off the Rally for Real Pizza Campaign this

month to spur consumers to “boycott blah” and “fight for Fresch flavor.”

The campaign consists of multiple elements utilizing Facebook, Twitter and bloggers.

“We are really looking forward to seeing how much support consumers can add to the Rally for Real Pizza campaign taking place online,” says Lindsay Stang, associate marketing manager, Freschetta. “By utilizing Facebook, various Twitter activities and a strong network of bloggers, we hope we can really spread the word about fresh-tasting ingredient options that families can turn to right in the frozen pizza aisle with Freschetta pizzas.”

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

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# NEWS/BUSINESS



## Unique Pizza and Subs Corp. signs letter of intent to purchase Pizza Fusion Holdings

PITTSBURGH — Unique Pizza and Subs Corp. recently announced it has signed a letter of intent to purchase Boca Raton, Fla.-based Pizza Fusion Holdings.

“I was extremely impressed with the Pizza Fusion concept from the first time I met Vaughan (Lazar, founder and

CEO, Pizza Fusion) approximately two years ago,” says James Vowler, president and CEO, Unique Pizza and Subs Corp. “Later that day I had the pleasure of sampling his pizza and was able to learn more about his organic-based franchise.”

Vowler adds that because Pizza

Fusion and Unique Pizza’s menus and concepts are so different, the companies will be able to coalesce their experience and help growth both pizza franchises.

“James Vowler knows this business inside and out and will be an enormous asset to the growth of the Pizza Fusion brand,” Lazar says. “We have a lot of

projects in the pipeline, and the opportunity to work with Jim and Unique Pizza to see them through is exciting for both parties.”

The acquisition is subject to the execution of a definitive agreement and other conditions, including the availability of working capital. CMN

## CiCi’s allocates \$5 million to spur growth

COPPELL, Texas — CiCi’s Pizza Inc. announced March 6 that it will implement new investment and financing programs to help existing and prospective franchisees with funding options to address financing challenges posed by skiddish lenders.

The new programs are part of the CiCi’s “Build the Brand” initiative to add 500 new restaurants by 2020. Through its Franchisee Investment Program, CiCi’s has allocated \$5 million to provide select qualified multi-unit franchisees with funds to open a minimum of five restaurants. CiCi’s will invest \$100,000 per restaurant toward development costs. In doing so, the company will become a non-voting minority shareholder. After certain financial milestones are met, CiCi’s will roll over the initial \$100,000 into the development of subsequent restaurants.

“As the restaurant industry begins to show signs of improvement, we recognize a growing optimism among operators and a desire to expand their portfolios,” says Forbes Anderson, chief financial officer, CiCi’s Pizza. “We created the Franchisee Investment Program to provide experienced multi-unit operators with the direct access to credit they need in order to develop new restaurants.”

To further address the current economic climate, CiCi’s has created several financing and incentive programs for existing franchisees that are focused on accelerating new openings this year, or increasing multi-unit operators’ annual development schedules. These benefits include reduced franchise and royalty fees, as well as potential to receive a franchise fee refund for those that meet the specific program guidelines. CMN



**ROYAL PIE** — Papa John’s International Inc. last spring worked with a food artist in the United Kingdom to create a one-of-a-kind mosaic portrait pizza of Prince William and Kate Middleton to celebrate their April 29, 2011, wedding. The bride’s veil was made from mushrooms and her dress from cheese, while the groom’s morning suit consisted of salami and peppers. “Like our original crust pizza, our royal portrait is made from 100-percent fresh dough and quality ingredients, so it tastes as good as it looks,” says Andrew Varga, chief marketing officer, Papa John’s.

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## NEWS/BUSINESS



## Domino's plans for recapitalization

CHICAGO—Domino's Pizza Inc. recently announced a recapitalization in which some of its subsidiaries intend to refinance outstanding securitization debt. In April 2007, certain Domino's subsidiaries entered into a \$1.85 billion securitized financing facility consisting of \$1.7 billion of fixed rate notes and \$150 million of variable funding notes. As of Jan. 1, 2012, the outstanding securitized debt balance was \$1.45 billion.

Domino's intends to replace this with a new securitized financing facility, expected to consist of \$1.475 billion of fixed rate notes and \$200 million of variable funding notes, of which it is expected that \$100 million of the variable funding notes will be funded on the closing date. The new fixed rate notes are expected to require repayment near the seventh anniversary of the closing date, and the new variable funding notes are expected to require repayment on or before the fifth anniversary of the closing date, with an option for up to two one-year renewals subject to certain minimum financial conditions.

The net proceeds of the new facility will be used to repay the 2007 notes in full and for general corporate purposes, which may include a special dividend to holders of common stock, other equivalent payments and stock repurchases. The consummation of the notes offering is subject to market and other conditions and is anticipated to close in the first quarter of 2012. CMN

## Pizza Inn debuts Grilled Cheese Pizza thanks to contest

THE COLONY, Texas — Pizza Inn Holdings Inc. will debut a Grilled Cheese Pizza thanks to input from franchise owners and employees during its annual National Culinary Contest.

The annual National Culinary Contest at Pizza Inn invites franchise owners and employees across the restaurant chain to propel select dishes onto menus across the nation. Grilled Cheese Pizza and Buttered Cinnasugar Pizzert were chosen as the menu items to be debuted this year.

"Our Pizza Inn team members know our customers so well. The Grilled Cheese Pizza and Buttered Cinnasugar Pizzert are proof, once again, that great ideas and delicious recipes can come from the field," says Charlie Morrison, president and CEO, Pizza Inn.

The Grilled Cheese Pizza boasts a grilled cheese center on New York crust, a grilled cheese sauce and a mix of Mozzarella and Cheddar cheese, the company says.

The recipe was submitted by Debbie Seaton, Elizabethton, Tenn., a 31-year veteran of the pizza chain.

"I wanted to create something simple and delicious and have fun with it in the process," she says. CMN

## Pizza Inn pushes for expansion in United States, Chinese markets

THE COLONY, Texas — Pizza Inn Holdings Inc. is carrying out plans to expand its fast-casual concept, Pie Five Pizza Co., in the Dallas-Fort Worth area with eight new locations targeted for completion there by June.

In addition, the company says, up to 15 more company-owned restaurants could be opened by September 2013.

"We feel that we have fine-tuned a successful restaurant concept with our first location, and we are quickly moving to take advantage of that success in other areas throughout the DFW Metroplex," says Charlie

Morrison, CEO, Pizza Inn.

The fast-casual concept features an industrial design aimed at upscale neighborhoods and offers more than 5 million combinations of fresh, made-to-order, customized individual pizzas baked in less than five minutes, the company says.

In addition to expansion in the United States, Pizza Inn Holdings also has announced plans to unveil a new full-service restaurant with a broader menu in China.

Through a new development agreement with Hangzhou Restaurant Management Company Ltd., the new restaurant concept will offer

steak, duck, pasta and a variety of western dishes in addition to a large selection of Pizza Inn pizzas.

"We have a wonderful partner to grow the presence of Pizza Inn in China, and this new restaurant shows it," says Morrison. "This new concept is an exciting part of the evolution of the Pizza Inn brand to capture the great potential China has to offer."

The development agreement with Hangzhou Restaurant Management is for five years, covering the Province of Zhejiang in China. The next locations for Pizza Inn restaurants are expected to open in Ning Po, Wenzhou and Hangzhou. CMN



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## Mintel report: Pizza restaurants should consider healthier options, mobile applications

CHICAGO — Despite tough economic conditions, pizza restaurants continue to perform well, according to a new report by leading market research company Mintel. While segment growth was only 0.5 percent in 2010, it is expected to increase an estimated 2.2 percent at current prices in 2011 (the increase is 0.6 percent at inflation-adjusted prices) to become a \$33.6 billion industry. With brighter economic times expected, Mintel forecasts that 2012 sales will remain strong and increase another 2.9 percent to reach a forecast \$34.6 billion. By 2016, Mintel expects that sales growth will slow a bit and reach \$36.5 billion at current prices.

“The competitive nature of the pizza industry keeps the leading companies

on their toes,” says Eric Giandelone, foodservice director, Mintel. “Menu innovation, thoughtful pricing and national promotions aimed at value have been driving sales in the past several years and are expected to continue in the future.”

Pizza prices have remained fairly flat, up only 1 percent in the past three years, in order to remain competitive, Mintel says, while restaurants have made up by increasing the prices of other menu items. Ongoing economic troubles including unemployment and low disposable personal income keep the pizza restaurant segment from stronger growth, and issues surrounding diet, health and weight could affect the pizza market when mandatory menu nutrition labeling becomes law,

likely within the next year, Mintel adds.

High cheese prices also influence pizza profits. Commodity cheese prices peaked in July 2011 and since have dropped, but October prices were still as high as the peak 2010 price and higher than all of 2009, Mintel says. As there is no indication that prices will drop significantly, operators are pursuing bulk contract pricing.

Leading pizza companies remain competitive with menu innovation, advanced menu-ordering technology and national, highly visible promotional activities that drive sales, which has helped the segment to recover from leaner times, Mintel says.

The popularity of pizza has been boosted by its “comfort food” status during tough economic times, which has been

positive for sales, and the convenience behind the improved ways consumers can order their pizzas also has helped, Mintel notes. For example, Domino's launched its iPhone and iPad pizza ordering app in June 2011, and in less than a month, app orders contributed \$1 million in total sales.

Pizza Hut is the most-visited brand among Mintel's survey respondents. Independent, local pizza restaurants are the second-most visited, which Mintel could become say an even bigger proposition over time, considering the buy-local trend sweeping the country and these establishments' more specialized menus.

Turn to REPORT, page 27 ⇨

## Domino's Pizza partnership aims for fire safety

ANN ARBOR, Mich. — Domino's Pizza Inc. has partnered with the National Fire Protection Association (NFPA) to remind customers what they can do to prevent fires in their homes.

In participating markets across the country, Domino's is utilizing its pizza boxes to deliver fire safety tips throughout the month of March.

“Domino's delivers about 1 million pizzas each day — so we reach a lot of people in their homes, where fire safety begins. We are excited to work with NFPA to use our network of delivery experts to make homes across the country a little bit safer,” says Chris Brandon, spokesperson, Domino's Pizza. CMN

## Domino's covers 80 percent of smart phones with apps, offers

ANN ARBOR, Mich. — Domino's Pizza Inc. is launching a new Android smart phone ordering app, and now offers its mobile ordering capabilities to more than 80 percent of smart phones.

Domino's will also offer free Android smart phones to customers who sign up for a new two-year service plan at [www.dominos.com/android](http://www.dominos.com/android).

“We are excited to now connect Domino's with Android users through this new app,” says Russell Weiner, chief marketing officer, Domino's Pizza. “And what better way to celebrate Domino's new Android app than by offering free Android phones.”

Domino's apps for iPhone and iPod touch achieved \$1 million in total sales in just 28 days, and just three months after its release, the app achieved more than \$1 million in sales in a single week. Mobile ordering, along with traditional online ordering, makes up 30 percent of Domino's sales. CMN

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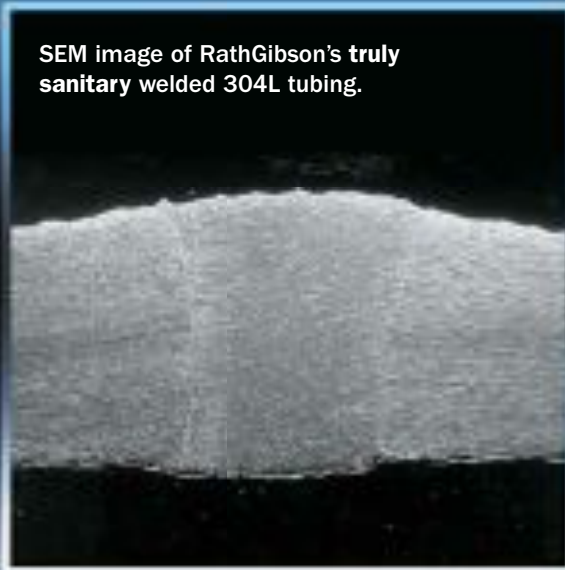
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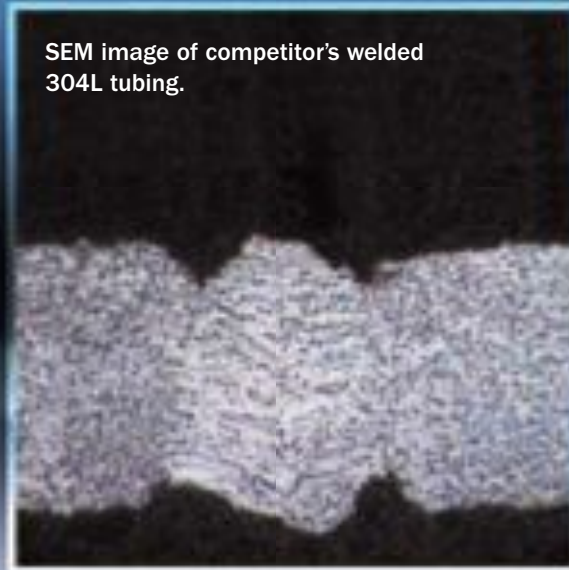
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SEM image of RathGibson's truly sanitary welded 304L tubing.



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SEM image of competitor's welded 304L tubing.



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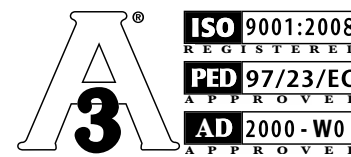
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## NEWS/BUSINESS



## REPORT

Continued from page 20

Households earning \$100,000 or more a year are more likely to have eaten at an independent pizza restaurant than a Pizza Hut. Domino's Pizza, Papa John's and Little Caesars round out the top five pizza brands by usage.

Mintel says the youngest adults, age 18-24, are the most likely among all age groups to have eaten at Little Caesar's, known for its value pricing, cartoon character and game offerings. In August 2011, Little Caesars launched an iPhone app that includes a "Topping Drop" interactive game that is rated well on the app search.

Pizza restaurants wanting to target this age group in hopes that they will carry their pizza preference through their

adult years may consider finding similar elements to add to their marketing or operations, Mintel says, adding that a forward-thinking smartphone app could be one that allows customers to use their cell phone as a debit card. Mintel says those age 18-24 are the most open to the idea of purchasing or downloading a cell phone app if it allows them to pay for goods by swiping their cell phone instead of using a credit or debit card.

Cheese pizza remains the leading pizza type in menu mentions, having increased 9 percent in the past three years, Mintel says. Cheese also is the most mentioned pizza topping, in particular Mozzarella, which increased in menu mentions 16 percent in the past three years.

Mintel says menu innovation might easily focus on cheese, as when asked what

they would like to see more of on pizza restaurant menus, 29 percent of Mintel's survey respondents said they would like to see different types of cheeses used. Pizza operators continue to focus on calling out the popular Mozzarella and other cheese varieties as they continue to innovate.

Mixing Mozzarella with lesser-known varieties also is an easy way to upgrade toppings and add a slightly gourmet edge, Mintel says. One company it notes is Brix Pizza, which recently added two interesting pizzas to its wood-fired pizza lineup highlighting Mozzarella used in new flavor combinations. Its Fiesta Pizza features red chili pepper pesto, Mozzarella, black bean corn salsa and crispy tortilla strips, and its Tomato and Basil Pesto Pizza includes basil pesto, Mozzarella, roasted garlic cloves, Roma tomatoes and goat cheese.

Mintel also says standout cheese types are featured in one of Domino's Pizza's new artisan pizzas — its Spinach and Feta Pizza, featuring Alfredo sauce, Feta, Parmesan and Asiago cheeses with fresh baby spinach, onions and an artisan-style crust.

Mintel says more than half of its survey respondents are interested in healthier toppings, cheese and crust options. Most (66 percent) agree that pizza restaurants are doing a good job of offering more healthful menu choices.

Pizza served by-the-slice, with vegetable toppings and thin crust, can be a more healthful choice when dining out. Mintel says operators should do more to offer and market healthier pizzas, adding this may be underway given anticipated nutrition-labeling laws.

In fall 2011, Uno Chicago Grill announced it was opening 30 locations of its fast-casual concept, Uno Dué Go throughout Texas, Mintel notes. The units will emphasize natural, organic and locally-sourced ingredients, and these smaller units will be built in suburban areas, hospitals, airports and stadiums.

Mintel says consumers age 25-34 are the most likely to indicate an interest in healthier toppings, healthier cheese and healthier crust options in pizza. This group also indicates the greatest likelihood of limiting the amount of pizza they eat because it has too much fat.

Mintel suggests any pizza brand bettering its nutritional profile might find success advertising its message in health-related magazines; conduct a promotion with doctors' offices, including the positive nutrition news along with samples when doctors see pharmaceutical reps; or partner with well-regarded health groups and/or weight loss programs for special better-for-you pizza options.

For more information or to order the complete report, visit [www.mintel.com](http://www.mintel.com). CMN

## Pizza School of New York launched

STATEN ISLAND, N.Y. — The Pizza School of New York has launched in Staten Island as has its website, <http://pizzaschoolnewyork.com>.

The school focuses on the art of wood fired pizza, gourmet breads, custom brick ovens, revolving brick ovens and complete consulting on how to open a pizza restaurant.

Scot Cosentino, school founder, says the school will be run at 1718 Hylan Blvd. in Staten Island, N.Y.

"It will be a completely hands-on experience turning pizza makers from all over the world into gourmet artisans who will master the art of wood fired pizza," he says. "We also will be focusing on gourmet breads, sauce making and offer a variety of services from brick oven skills to complete consulting on start-up operations."

Cosentino notes the school currently has students from all over the world. For more information, visit <http://pizzaschoolnewyork.com>. CMN

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# NEWS/BUSINESS



## CiCi's Pizza rolls out American Classics line

**COPPELL, Texas** — Cici's Pizza has rolled out an American Classics, which celebrates unique pizza traditions from across the United States.

The line includes Cheeseburger, Mac and Cheese, Buffalo Chicken and Kansas City BBQ themed-pizzas. The most recent addition is the Philly Cheesesteak Pizza.

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

## Kashi introduces Four Cheese pizza

**LA JOLLA, Calif.** — Kashi recently introduced its new Kashi Four Cheese pizza, the latest addition to its line of frozen pizzas. The new variety features a blend of Provolone, Mozzarella, White Cheddar and Fontina cheeses with a tomato-and-vegetable-blend sauce on top of a thin crust made with Kashi 7 Whole Grains & Sesame with flaxseed.

"In developing the new Kashi Four Cheese Pizza, we've put a tasty, unique spin on this classic mealtime favorite," says Jeff Johnson, senior nutritionist and natural food and lifestyle expert at Kashi.

The pizza also offers 6 grams of fiber, 15 grams of protein and 14 grams of whole grains per serving and can be prepared in just minutes, Johnson notes.

The pizza is now available in the frozen aisle of grocers and natural food retailers nationwide for a suggested retail price of \$5.99.

For more information, visit [kashi.com](http://kashi.com). **CMN**

## Papa Murphy's rolls out Mini Murph Make 'N Bake pizza

**VANCOUVER, Wash.** — Papa Murphy's International this week launched the Mini Murph Make 'N Bake Pizza Kit. The easy-to-assemble kit includes a kid-sized pizza box adorned with "Murph," the company's new mini chef, and is filled with a 7-inch pizza crust, container of pizza sauce, 100 percent all-natural, whole milk Mozzarella, pepperoni slices and baking instructions.

"A lot of time, love and thoughtfulness went into creating this product," says Jenifer Anhorn, chief marketing officer, Papa Murphy's. "We wanted to make family pizza night even more fun, and we've met that goal with the Mini Murph."

As with Papa Murphy's other pizzas, the Mini Murph bakes in a 425-degree oven in 10-14 minutes. The price starts at \$3 and is available at participating locations nationwide.

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

## LOWFAT

*Continued from page 16*

*Third:* Mike DeVoy, Lactalis USA Inc., Merrill, Wis., *Rondele Garlic & Herbs Light Spreadable Cheese*, 98.30.

### • Reduced Sodium Cheeses

*Best of Class:* Team Lake Norden, Lake Norden Cheese Co., Lake Norden, S.D., *Reduced Sodium low-moisture part-skim Mozzarella*, 99.60.

*Second:* Pat Doell, Agropur, Luxembourg, Wis., *Reduced Sodium Provolone*, 99.45.

*Third:* Roger Krohn, Agropur, Luxembourg, Wis., *Reduced Sodium Provolone*, 99.30.

### • Cold Pack Cheese, Cheese Food

*Best of Class:* Pine River Team 2, Pine River Prepack, Newton, Wis., *Extra Sharp Cheddar*, 99.80.

*Second:* Pine River Team 1, Pine River Prepack, Newton, Wis., *Swiss & Almond*, 99.45.

*Third:* Kelly Longseth, Family Fresh Pack, Belleville, Wis., *Wollersheim Winery White Cheddar*, 99.15.

### • Cold Pack Cheese Spread

*Best of Class:* Brunkow Cheese, Darlington, Wis., *Raw Milk Cheddar with Horseradish*, 97.75.

*Second:* Anjan Reddy, Bel Brands USA, Little Chute, Wis., *Sharp Cheddar Cheese Spread*, 97.70.

*Third:* Greg May, Bel Brands USA, Little Chute, Wis., *Swiss Almond Cheese Spread*, 97.65.

### • Spreadable Cheeses

*Best of Class:* In-EU-vators, Kraft Foods, Munich, Germany, *dual texture cream cheese*, 99.65.

*Second:* Team Beaver Dam, Kraft Foods, Beaver Dam, Wis., *Philadelphia Cream Cheese*, 99.60.

*Third:* Jerry Prah, Lactalis USA Inc., Merrill, Wis., *President Feta Spreadable Cheese*, 99.10.

### • Flavored Spreadable Cheeses

*Best of Class:* Team Buko, Arla Foods Amba, Holstebro, Denmark, *whipped cream cheese with pepper*, 99.45.

*Second:* Team Franklin Foods, Franklin Foods, Enosburg Falls, Vt., *Green Mountain Farms Garlic & Herb Spreadable Cheese*, 99.40.

*Turn to SPREADS, page 24 ⇨*



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## NEWS/BUSINESS



## SPREADS

Continued from page 23

*Third:* Team Franklin Foods, Franklin Foods, Enosburg Falls, Vt., *Green Mountain Farms Salsa Cream Cheese*, 99.20.

- **Pasteurized Process Cheeses**

*Best of Class:* Team Birkum, Arla Foods, Odense, Denmark, *Cheese sticks, 45+*, 98.95.

*Second:* Team Slice, Land O'Lakes, Spencer, Wis., *Sliced Processed American Cheese*, 98.90.

*Third:* Ralph Schutz, Associated Milk Producers Inc., Portage, Wis., *White American Cheese EZ melt loaf*, 98.80.

- **Flavored Pasteurized Process Cheeses**

*Best of Class:* In-EU-vators, Kraft Foods, Munich, Germany, *cheese slices*

*filled with cream cheese*, 98.15.

*Second:* Robert Chouinard, Associated Milk Producers Inc., Portage, Wis., *Hot Pepper*, 98.00.

*Third:* Joe Wilson, Biery Cheese Co., Louisville, Ohio, *Naturally Smoked Cheddar Cheese Food*, 97.85.

- **Soft Goat's Milk Cheeses**

*Best of Class:* Adeline Druart & Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Fresh Crottin*, 99.65.

*Second:* Manuel Cano, Central Quersera Montesinos S.L., Jumilla, Murcia, Spain, *Delicias de Cabra Natural*, 99.60.

*Third:* Melissa Foecking, Montchevre-Betin Inc., Belmont, Wis., *Fresh & Natural Goat Cheese*, 99.50.

- **Flavored Soft Goat's Milk Cheeses**

*Best of Class:* Mark Newbold, Coach Farm, Pine Plains, N.Y., *Coach Farm Fresh Goat Cheese with Pepper*, 98.70.

*Second:* José Carrión, Central Quersera Montesinos S.L., Jumilla, Murcia, Spain, *Delicias de Cabra con Pimienta Verde*, 98.25.

*Third:* Michelle Weber, Montchevre-Betin Inc., Belmont, Wis., *Garlic & Herbs Goat Cheese*, 98.10.

- **Surface (Mold) Ripened Goat's Milk Cheeses**

*Best of Class:* Philippe Bonnet, Damafro Inc., Saint-Damaze, Quebec, *La Bûchette*, 99.00.

*Second:* Cypress Grove Chevre, Arcata, Calif., *Soft-ripened cheese*, 98.95.

*Third:* St. Hyacinthe factory, Agropur Fine Cheese, Saint-Hubert, Quebec, *Rondoux Goat*, 98.90.

- **Semi-soft Goat's Milk Cheeses**

*Best of Class:* Mogens Larsen, Nordex Food A/S Norager, Norager, Denmark, *Goat's milk Feta*, 98.70.

*Second:* Ray Smith & Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Feta*, 98.50.

*Third:* Vandersterre Groep, Bodegraven, Netherlands, *Landana Goat cheese mild*, 98.30.

- **Flavored Semi-soft Goat's Milk Cheeses**

*Best of Class:* Maxorata Semi Hard, Canarias Seleccion, Alcorcon, Spain, *Goat's Milk Cheese*, 98.80.

*Second:* Team Uniekaas, Best Cheese Corp., Mount Kisco, N.Y., *Uniekaas Hollandse Honey Bzzz Chevre*, 98.70.

*Third:* Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Cocoa Cardona*, 98.65.

- **Hard Goat's Milk Cheeses**

*Best of Class:* Mark Newbold, Coach Farm, Pine Plains, N.Y., *Coach Farm Grating Stick*, 99.60.

*Second:* El Pinsapo Team, Agasur S.C.A., Málaga, Andalusia, Spain, *Madurado en Aceite El Pinsapo*, 99.50.

*Third:* Pam Hodgson, Sartori Co., Plymouth, Wis., *Sartori Limited Edition Caprimenthe*, 99.45.

- **Soft & Semi-soft Sheep's Milk Cheeses**

*Best of Class:* Moestl Franz & Crew, Almenland Stollenkaese GmbH, Passail, Austria, *Bellino*, 99.90.

*Second:* Queijos São Gião, Soc. Agro-Pecuária de Vale do Seia, Lda,

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

**California Pizza Kitchen Inc.** (CPK), Los Angeles, has announced that **G.J. Hart** has been appointed as the company's president, executive chairman and CEO. Hart succeeds Rick Rosenfeld and Larry Flax, co-founders of CPK. For the last 10 years, Hart has served as CEO of Texas Roadhouse. CPK was acquired by Golden Gate Capital in July 2011.

**Domino's Pizza Inc.** has announced that **Kevin Vasconi** will become the company's executive vice president and chief information officer effective March 19. Vasconi is the former chief information officer and vice president of engineering of Stanley Black & Decker.

**Sargento Foods Inc.**, Plymouth, Wis., has announced a number of recent hires. **Kevin Cross** has been hired as senior national account manager and will be responsible for the division's sales activities in Texas and Colorado. Previously, Cross held the position of national accounts manager for McCain Foods in Lisle, Ill. **Tim Campsall** has been hired as director of new business development in the innovation department and will be responsible for leading new business development in support of the consumer products division's strategic plan. Previously, he worked for S.C. Johnson USA in Racine, Wis., as the senior brand manager of home storage innovation and

licensing. **Barbara Kilcoyne** has been hired as consumer insights manager to support new business development and will identify and utilize consumer insights relevant to strengthening the process of creating new product ideas. Previously, she worked for Kerry Ingredients & Flavours in Beloit, Wis., as senior market research analyst. **Stuart Manning** has been hired as associate marketing manager of the consumer products division and will work on refrigerated and non-refrigerated snack product lines, analyzing business performance and executing consumer promotion programs. Previously, he worked as an assistant brand manager at Scotts Miracle-Grow in Columbus, Ohio. **Rocky Bodsberg** has been hired as a financial analyst and will participate in the budgeting process, evaluation of profitability variances to budget, analysis of selling, general and administrative expense spending variances, preparation of financial projections, customer-specific profitability analysis and new product profit and loss projection. Previously, he held the position of accounting analyst for Kohler Co., Kohler, Wis. **Robert Steeb** has been hired as safety manager in the human resources department and will be responsible for planning, managing and implementing safety programs for all of-  
 fice, manufacturing and logistic areas to

ensure a safe, healthy and accident-free work environment. Previously, he held the position of safety and environmental manager at Menasha Packaging Company, Hartford, Wis. **John Josephs** has been hired as general manager of the company's transportation department and will ensure the fleet continues to operate in a safe and effective manner while managing transportation spending. Previously, he worked for more than 20 years in logistics and transportation.

**WOW Logistics**, Appleton, Wis., has announced the addition of two new strategic positions in its engineering department. **Peter Upton-Rowley** has been named as logistics engineer and **Jamie Hess** has been named operations engineer. They will be tasked with improving customer service and driving additional operational efficiencies through current storage and handling resources. Hess has eight years of engineering experience within the warehousing and logistics industry. Previously, she was manager of supply chain engineering and parcel operations for Genco and engineering solutions director for LeSaint Logistics. Upton-Rowley joined WOW Logistics in 2003 and has held a range of positions to develop his knowledge of the warehousing and distribution industry. **CMN**

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Turn to GOAT, page 28 ⇨



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● **HELP WANTED** 7

### Research Specialist: Dairy Plant Quality Assurance Specialist


University of Wisconsin-Madison  
 Department of Food Science/Dairy Plant

This specialist performs all tests associated with the manufacture of a variety of dairy products. This individual must maintain laboratory certification as defined by the Wisconsin Division of Health/Bureau of Public Health. Participate in training intern students, short course and regular degree students. Also responsible for developing and implementing a Hazard Analysis Critical Control Point (HACCP) program along with monitoring cleaning and sanitation procedures in the Babcock Hall Dairy Plant. Set up and maintain an evaluation program for finished products, ingredients and packaging materials. Maintain product labeling files and develop nutritional and ingredient statements as needed. Participate in special research, instructional or data gathering projects including developing and maintaining laboratory operating procedures required by regulatory agencies or the supervisor. Assist plant supervisor with daily production as needed.

**Degree and area of specialization:** B.S. in Microbiology, Bacteriology, Chemistry, Food Science or Related Science

**License/certification:** Wisconsin Department of Agriculture, Trade and Consumer Protection Dairy Plant Laboratory Competency Certification (within first year).  
 For a full position description see: [http://www.ohr.wisc.edu/pvl/pv\\_072886.html](http://www.ohr.wisc.edu/pvl/pv_072886.html)

**APPLY:** Please send resume and cover letter referring to Position Vacancy Listing #72886 by March 23, 2012 to:  
 William Klein  
 Department of Food Science  
 1605 Linden Drive, Room 124  
 Madison, WI 53706-1519  
**Email: waklein@facstaff.wisc.edu**




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## CHEESEMAKER


UW-Madison, Center for Dairy Research  
 Job Announcement Code: 1200499

The UW-Madison, College of Ag, and Life Sciences, Wisc. Center for Dairy Research has an opening for a pilot plant cheesemaker and milk/whey processing operator. The position requires knowledge of cheese manufacturing as well as general milk and whey processing equipment operation, assembly and cleaning. This position will support the teaching, research and outreach activities of the CDR cheese and dairy products pilot plants. This position requires the applicant to obtain a Wisconsin Cheesemakers License within six months of hiring. Must be able to bend, stoop and work on feet for long periods of time.

How to Apply: Special application/examination and detailed position materials can be downloaded at <http://www.ohr.wisc.edu/COB/CurrentUWEmployment.html> Send completed documents to:



**Kalle Radtke**  
**UW Madison, CALS**  
**Email: krattke@cals.wisc.edu**  
**All materials must be received by**  
**4:30 p.m. on March 16, 2012**



## SUPPLY CHAIN MANAGER

Dairyfood USA, Inc., an SQF Level 3 Certified market leader in specialty cheese production, seeks a Supply Chain Manager with a thorough knowledge of the industry and extensive experience in the sourcing and procurement of cheese, ingredients, and packaging materials. Manages the MRP process to ensure efficient production, timely customer order fulfillment and delivery and best inventory management practice. Manages Senior Buyer of packaging.

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## NEW PRODUCTS

## FOR DAIRY MANUFACTURERS

## Clear Lam Packaging Inc. develops plant-based plastic product

ELK GROVE VILLAGE, Ill. — Clear Lam Packaging Inc. has developed renewable plant-based packaging for Lactalis American Group Inc., achieving a first for the snack cheese market. The packaging, produced for all varieties of Lactalis' Precious Sticksters brands, features a film material made partially from plant-based plastic.

The renewable package is made on horizontal form, fill and seal machines. The package, which holds individually sealed cheese sticks, is made from a lamination of plant-based, renewable plastic and an outer layer is made from traditional petroleum-based plastic. This ma-

terial, which is 50 percent plant-based, generates up to 35.2 percent fewer greenhouse gases and uses up to 36.8 percent less energy than the conventional petroleum-based materials it replaces. Lactalis made the packaging change as part of its corporate sustainability commitment.

"We're pleased to have partnered with Lactalis to help introduce this new, renewable package for Precious Sticksters," says James Sanfilippo, president and CEO, Clear Lam Packaging. "Clear Lam and Lactalis conducted extensive internal R&D and real-world testing to ensure this material met our rigorous standards

for sustainability, durability and print quality."

The bags perform well under typical distribution conditions and meet all FDA requirements for food use, the company says.

"We believe that by adopting this new packaging, we are promoting a better future by reducing our energy consumption and environmental impact — a long-term goal to which we are fully committed," says Frederick Bouisset, president and CEO, Lactalis American Group.

To learn more about Clear Lam and its Project EarthClear program, visit [www.clearlam.com](http://www.clearlam.com). CMN

## Automated washing equipment from CM Process Solutions helps cheese, pizza makers

CORONA, Calif. — CM Process Solutions LLC says its automated washing equipment can ensure that food processing containers are consistently cleaned and sanitized while improving throughput speed and reducing labor costs.

"Washing systems are becoming an integral part of the food processing line," says Mark Corser, president of CM Process Solutions. "Instead of manually washing containers with a hose or pressure washer, which introduces risk into the process, more companies are installing systems that automatically meet its specific washing and sanitizing needs, and are also adding to their volume capacity as well."

In Northern California, Laura Chene's Chevre, a producer of goat cheese, recently installed a customized washer from CM Process Solutions to clean and sanitize its process buggies used to transfer cheese from the mixer to the packaging department at its newly expanded Sonoma County plant.

"These buggies handle millions of pounds of cheese annually," says Charles Willard, senior project engineer, CM Process. "This is still done in small batches, 400 pounds at a time, so these buggies are an integral part of the process stream. Once the cheese has been processed, the buggies must be cleaned and made ready for the next cycle."

Prior to opening the new facility, workers cleaned the buggies with spray hoses in an open area of the plant, which didn't have much floor space.

"Before, this was a fulltime job," says Willard. "But since we got the automated washing system, we simply line up the carts and push them in and start the system. Because it is automated, the worker in charge of cleaning the buggies can do other things while the washer is working. It saves on labor for spray washing and does a much better cleaning job."

Willards also notes that the stainless steel construction and metal components add to its durability.

"One important design element is that the buggies are front-loaded into the washer upside down to ensure that even the wheels are completely cleaned," says Willard. "Other washing systems load the buggy in on its side with the wheels facing the front door where there are no spray nozzles. This means the wheels are not cleaned well and we didn't want to risk tracking contaminants from the back end of the process to the front, where the cheese is loaded."

CM Process Solutions automated washing technology has also been deployed by the Papa John's pizza franchise. To help meet this stringent sanitation requirements, Papa John's

Turn to WASHERS, page 27 →

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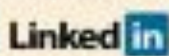
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NEWS/BUSINESS



## Forecast for dairy product exports raised to \$400 million, imports raised to \$200 million in USDA's latest 'Outlook for U.S. Ag Trade'

WASHINGTON — The forecast for U.S. dairy product exports was raised \$400 million and the forecast for dairy product imports was raised \$200 million in USDA's latest "Outlook for U.S. Agricultural Trade" published.

USDA raised its February forecast for fiscal 2012 dairy product exports to \$4.4 billion, up from the \$4.0 billion forecasted in November. This forecast still is slightly below the fiscal year 2011 dairy export total value of \$4.511 billion.

"The dairy products forecast is raised \$400 million due to stronger-than-anticipated exports of cheese, whey, lactose and nonfat dry milk," the outlook says. "Strong import demand from Asia and Mexico is expected to continue to drive exports."

The latest outlook also raised its February forecast for fiscal 2012 dairy product imports to \$3.0 billion, up from \$2.8 billion in the November forecast. This also is up from the fiscal year 2011 dairy import total value of \$2.704 billion.

The forecast for cheese imports for fiscal year 2012 remains at \$1.1 billion, the same as November's forecast and fairly even with fiscal year 2011's total cheese imports of \$1.061 billion.

Overall fiscal 2012 agricultural exports are forecast at \$131.0 billion, down \$1 billion from the November forecast and \$6.4 billion below fiscal 2011. The fiscal 2012 total agricultural import projection is raised \$1 billion from November's forecast to \$106.5 billion in February, representing a 13-percent increase from 2011. The fiscal 2012 trade balance in February's forecast is \$24.5 billion, down from \$26.5 billion in November's forecast.

USDA says world growth in 2012 is expected to be down from 2011 with world inflation and the dollar down modestly from 2011. The modest pickup in U.S. growth is not large enough to fully offset the lack of growth in the Eurozone, and in the developing world, overall inflation is expected to fall due to credit tightening and despite tighter labor markets. The net result is world consumer price index (CPI) inflation slowing to 2.6 percent in 2012, down from 4.1 percent in 2011. Overall global trade growth is expected to be only 4 percent in 2012, down from more than 6 percent in 2011.

Despite slower world growth, the outlook for agricultural trade is promising, USDA says. Development of natural gas and other energy sources, as well as slower world growth, are expected to mitigate the impact of rising crude oil prices despite supply issues. A weak dollar will make U.S. goods more competitive and low interest rates are expected to provide continued inexpensive credit for U.S. exports in 2012.

World food prices declined 8.5 percent in October-December 2011 from July-September 2011, USDA says. The preceding quarterly drop was 4 percent. After peaking in the spring of 2011, average global food prices have steadily subsided.

The U.S. dollar has fallen in exchange value since 2009, and USDA

says it expects the decrease in consumers' purchasing power in terms of foreign currency over the past two years to limit import growth in 2012. However, the slowly improving U.S. economy will keep import demand relatively strong, and all import product groups are projected to post higher import values this year. CMN

## January cheese production climbs to 912.3 million pounds, up 2.9 percent from year ago

WASHINGTON — Total U.S. cheese production, excluding cottage cheese, was 912.3 million pounds in January 2012, 2.9 percent above January 2011 but 1.9 percent below December 2011's 930.2 million pounds. (All figures are rounded. Please see CMN's Dairy Production chart on this page.)

Italian-type cheese production totaled 397.2 million pounds in January, up 2.3 percent from a year earlier. Production of Mozzarella, the most-produced Italian cheese, was up 0.5 percent from a year earlier to 309.6 million pounds.

American-type cheese production totaled 370.6 million pounds, up 3.1 percent from a year earlier. Cheddar, the largest component of American-type production, saw a 0.9 percent-increase from production a year earlier to 277.3 million pounds.

Wisconsin led the nation's cheese production with 225.5 million pounds in January, up 3.3 percent from its production a year earlier. California followed with 197.5 million pounds, up 4.5 percent from a year earlier.

The next four cheese-producing states in January were Idaho with 71.4 million pounds, up 4.3 percent from a year earlier; New Mexico with 64.7 million pounds, down 5.3 percent; New York with 62.6 million pounds, up 10.0 percent; and Minnesota with 52.2 million pounds, down 2.8 percent.

Total U.S. butter production was 180.6 million pounds in January, 8.5 percent above January 2011 and 9.0 percent above December 2011's 165.7 million pounds.

California led the nation's butter production 62.7 million pounds, up 16.0 percent from January 2011. CMN

## WASHERS

Continued from page 26

Dallas, Texas, commissary installed an automated two-lane, four-tank washing system provided by CM Process Solutions to clean and sanitize its dough trays at the rate of 2,000 per hour.

"This washing system plays a vital in the process," says Dan Farmer of Papa John's U.S. Corporate Engineering Operations. "The rapid and more or less continuous washing and drying of these trays allows us to automatically meet our volume requirements and ensure consistent cleanliness."

In addition to the assurance that the automated washing system will meet Papa John's stringent hygiene standards, Farmer adds that a properly designed automated washing system also pays off in tray throughput at Papa Johns.

"The equipment we selected was priced competitively, met our quality standards, and was also tailored to fit our processing line so that we are easily able to meet the necessary tray cleaning production rate for the commissary operation."

In addition to system configuration, there are other parameters that can be customized to provide the right washing system solution for a specific application. This includes water temperature, cleaning agents and water recovery systems, all of which can be vital to meeting both food safety and productivity goals.

For more information, contact CM Process Solutions, 1269 Pomona Road, Corona, CA 92882; Phone: (951) 808-4376; e-mail: sales@cmplsolutions.net or visit the website: www.cmplsolutions.net. CMN

### Dairy Product Production — January 2012

	January 11	January 12	% Change	YTD 2011	YTD 2012	% Change
<b>Cheese</b>						
American types <sup>1</sup>	359,347	370,605	3.1	359,347	370,605	3.1
Cheddar	274,823	277,330	0.9	274,823	277,330	0.9
Other American	84,524	93,275	10.4	84,524	93,275	10.4
Swiss	27,086	27,924	3.1	27,086	27,924	3.1
Brick & Muenster	10,584	11,690	10.4	10,584	11,690	10.4
Cream & Neufchatel	54,520	57,659	5.8	54,520	57,659	5.8
Hispanic	18,427	18,486	0.3	18,427	18,486	0.3
Italian types	388,351	397,219	2.3	388,351	397,219	2.3
Mozzarella	308,227	309,617	0.5	308,227	309,617	0.5
Parmesan	22,614	28,534	26.2	22,614	28,534	26.2
Provolone	26,891	28,806	7.1	26,891	28,806	7.1
Ricotta	22,551	21,873	-3.0	22,551	21,873	-3.0
Romano	3,393	3,290	-3.0	3,393	3,290	-3.0
Other Italian	4,675	5,099	9.1	4,675	5,099	9.1
All other types	28,540	28,749	0.7	28,540	28,749	0.7
<b>TOTAL CHEESE</b>	<b>886,855</b>	<b>912,332</b>	<b>2.9</b>	<b>886,855</b>	<b>912,332</b>	<b>2.9</b>
<b>Butter</b>	<b>166,425</b>	<b>180,591</b>	<b>8.5</b>	<b>166,425</b>	<b>180,591</b>	<b>8.5</b>
Cottage cheese - curd	34,673	35,261	1.7	34,673	35,261	1.7
Cottage cheese - creamed	26,771	25,862	-3.4	26,771	25,862	-3.4
Cottage cheese - lowfat	31,425	33,444	6.4	31,425	33,444	6.4
Sour Cream	97,219	102,791	5.7	97,219	102,791	5.7
Yogurt (Plain & Flav.)	359,768	382,799	6.4	359,768	382,799	6.4
<b>Canned Evap. &amp; Cond.</b>	<b>38,979</b>	<b>42,692</b>	<b>9.5</b>	<b>38,979</b>	<b>42,692</b>	<b>9.5</b>
Dry Whole Milk	6,206	5,479	-11.7	6,206	5,479	-11.7
NDM - Human	117,033	152,879	30.6	117,033	152,879	30.6
Skim Milk Powders	39,988	39,704	-0.7	39,988	39,704	-0.7
Dry Skim - Animal	632	713	12.8	632	713	12.8
Dry Buttermilk	11,486	12,679	10.4	11,486	12,679	10.4
Cond. Whey - Human	8,522	8,044	-5.6	8,522	8,044	-5.6
Dry Whey - Human	86,471	89,096	3.0	86,471	89,096	3.0
Dry Whey - Animal	4,598	5,975	29.9	4,598	5,975	29.9
Lactose - Human & Animal	81,410	87,698	7.7	81,410	87,698	7.7
WPC - Human	32,579	36,185	11.1	32,579	36,185	11.1
WPC - Animal	2,292	2,173	-5.2	2,292	2,173	-5.2
WPC 25.0-49.9 Percent	19,391	21,757	12.2	19,391	21,757	12.2
WPC 50.0-89.9 Percent	15,480	16,601	7.2	15,480	16,601	7.2
Protein Isolates	5,303	5,517	4.0	5,303	5,517	4.0
<b>Ice Cream, hard</b>	<b>55,942</b>	<b>55,035</b>	<b>-1.6</b>	<b>55,942</b>	<b>55,035</b>	<b>-1.6</b>
Ice Cream, lowfat, total	23,823	28,597	20.0	23,823	28,597	20.0
Frozen Yogurt	3,607	3,432	-4.9	3,607	3,432	-4.9

Notes: Production reported in thousands of pounds, except frozen products, which are reported in thousands of gallons.

Source: USDA. All production percentages are rounded.

<sup>1</sup>Includes, Cheddar, Colby, Monterey and Jack.



## NEWS/BUSINESS



## GOAT

Continued from page 24

Seia, Portugal, *Queijo Serra da Estrela* (PDO), 99.75.

*Third:* Ilbesa, Benavente, Zamora, Spain, *Queso de Oveja Curado Esquila*, 99.55.

• **Flavored Soft & Semi-soft Sheep's Milk Cheeses**

*Best of Class:* Carr Valley Cheese Makers, Carr Valley Cheese Co., LaValle, Wis., *Black Sheep Truffle*, 99.40.

*Second:* Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *maple flavor fresh cheese*, 98.95.

*Third:* Old Chatham Shepherding Co. Blue Team, Old Chatham, N.Y., *Ewe's*

*Blue*, 98.90.

• **Surface (Mold) Ripened Sheep's Milk Cheeses**

*Best of Class:* Carr Valley Cheese Makers, Carr Valley Cheese Co., LaValle, Wis., *Cave Aged Marisa*, 98.80.

*Second:* Old Chatham Shepherding Co. Creamery Staff, Old Chatham, N.Y., *Kinderhook Creek*, 98.75.

*Third:* Manuel Cano, Central Quersera Montesinos S.L., Jumilla, Murcia, Spain, *Caña de Oveja*, 98.70.

• **Hard Sheep's Milk Cheeses**

*Best of Class:* Manuel Viaño, Lacteas Castellano Leonesas S.A. - Reny Picot, Fresno de la Ribera, Zamora, Spain, *Señorio de Castilla*, 99.80.

*Second:* Ilbesa, Benavente, Zamora, Spain, *Queso de Oveja Añejo DM*, 99.75.

*Third:* Ilbesa, Benavente, Zamora, Spain, *Queso de Oveja Añejo Esquila*, 99.70.

• **Soft & Semi-soft Mixed Milk Cheeses**

*Best of Class:* Arvanitis S.A., Thessaloniki, Greece, *Original Greek Feta*, 99.05.

*Second:* Höller Hannes, Pinzgauer Milch Produktions GmbH, Maishofen, Austria, *Pinzgauer Cheese*, 98.85.

*Third:* Alexis's Team, La Maison Alexis de Portneuf, St.-Laurent, Quebec, *Chevre des neiges triple cream*, 98.75.

• **Flavored Soft & Semi-soft Mixed Milk Cheeses**

*Best of Class:* Alexis's Team, La Maison Alexis de Portneuf, St.-Laurent, Quebec, *Chevre des neiges fig & orange*, 99.40.

*Second:* Manuel Viaño, Lacteas Castellano Leonesas S.A. - Reny Picot, Fresno de la Ribera, Zamora, Spain, *El Iberico de Reny Picot*, 99.25.

*Third:* Carr Valley Cheese Makers, Carr Valley Cheese Co. Ink, LaValle, Wis., *Benedictine*, 98.55.

• **Surface (Mold) Ripened Mixed Milk Cheeses**

*Best of Class:* Alexis's Team, La Maison Alexis de Portneuf, St.-Laurent, Quebec, *Le Double Joie*, 97.45.

*Second:* Kim Sovang, Arla Foods Amba, Skanderborg, Denmark, *Black Castello*, 96.90.

*Third:* Old Chatham Shepherding Co. Creamery Staff, Old Chatham Shepherding Co., Old Chatham, N.Y., *Hudson Valley Camembert*, 96.75.

• **Hard Mixed Milk Cheeses**

*Best of Class:* John Dirk Bulk, Central Coast Creamery, Paso Robles, Calif., *Seascape*, 98.70.

*Second:* Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Limited Edition Pastorale Blend*, 97.15.

*Third:* Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *washed rind cow/sheep*, 97.10.

• **Salted Butter**

*Best of Class:* AMPI Butter Boys, Associated Milk Producers Inc., New Ulm, Minn., 99.90.

*Second:* Team 1, OATKA Milk Products Co-op Inc., Batavia, N.Y., 99.85.

*Third:* Team 2, OATKA Milk Products Co-op Inc., Batavia, N.Y., 99.80.

• **Unsalted Butter**

*Best of Class:* Team 4, OATKA Milk Products Co-op Inc., Batavia, N.Y., 99.55.

*Second:* Steven Bjork, Grassland Dairy Products, Greenwood, Wis., 99.40.

*Third:* Donald Much, Grassland Dairy Products, Greenwood, Wis., *unsalted butter*, 99.30.

• **Goat's, Sheep's & Mixed Milk Butter**

*Best of Class:* Jackson Mitchell, Meyenberg Goat Milk Co., Turlock, Calif., *European style goat butter*, 97.05.

*Second:* Bjorn Unseth, Mt. Sterling Creamery, Mt. Sterling, Wis., *Whey Cream Goat Butter Salted*, 94.60.

• **Open Class Shredded Cheese, Flavored or Unflavored**

*Best of Class:* Team Sartori Whey, Sartori Co., Plymouth, Wis., *Sartori Reserve Shredded SarVecchio Parmesan*, 97.60.

*Second:* Jerome Cheese Co. Team 3, Jerome Cheese Co., Jerome, Idaho, *Colored Cheddar/Monterey Jack*, 97.55.

*Third:* Plymouth, Wis. Team, Great Lakes Cheese, Plymouth, Wis., *White Cheddar Cheese, 2-pound*, 96.90.

• **Prepared Cheese Foods**

*Best of Class:* Lori Steele, BelGioioso Cheese Inc. - Freedom, Freedom, Wis., *Fresh Mozzarella with Prosciutto and Basil*, 98.80.

*Second:* Brunkow Cheese, Darlington, Wis., *Brun-uusto Baked Cheese*, 98.75.

*Third:* Carr Valley Cheese Makers, Carr Valley Cheese Co., LaValle, Wis., *Bread Cheese*, 98.65. **CMN**

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