

CHEESE MARKET NEWS®

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



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French sheep's milk cheese, Esquirrou, is World Champion

MADISON, Wis. — A hard sheep's milk cheese called Esquirrou, made in France at Mauleon Fromagerie by Michel Touyarou and imported by Savencia Cheese USA of New Holland, Pennsylvania, has been named the 2018 World Champion Cheese.

Earning a score of 98.376 out of 100 in last night's final judging round, Esquirrou (pronounced ehs-keer-oo) bested a record-breaking 3,402 entries in the 2018 World Champion Cheese Contest, held at the Monona Terrace Convention Center in Madison, Wisconsin. Esquirrou is crafted in the Pyrénées region of France, aged no less than 90 days, and features nutty notes and a toasted wheat aroma.

First runner-up in the contest, with a final round score of 98.267, is Arzberger Ursteirer, a hard cow's milk cheese aged in a silver mine and made by Franz Moestl and Team of Almenland Stollenkäse in Passail, Austria. Mont Vully Bio — a raw milk cheese washed with Pinot Noir wine and made by Ewald Schafer of Fromagerie Schafer in Cressier, Switzerland — earned the second runner-up position with a score of 98.256 in the final round.

"We salute World Championship Cheese Contest winners for their innovation and commitment to excellence in their craft," says John Umhoefer, executive director of the Wisconsin Cheese Makers Association, which hosts the biennial competition.

A total of 26 nations were represented in this year's contest, and U.S. cheesemakers earned gold medals in 87 of the 121 contest classes. Switzerland came in second with nine golds, and cheesemakers in Netherlands earned seven golds.

Among American states, Wisconsin dominated the competition with 47 gold medals. Idaho, New York, and Vermont tied in the state rankings with six gold medals. Cheesemakers in New Jersey earned four top spots.

The World Championship Cheese Contest, initiated in 1957, is the largest technical cheese, butter, and yogurt competition in the world. A team of 56 internationally-renowned judges evaluated all entries over the three-day competition.

In addition to the champion and two runners-up, the top 20 finalists of the contest include: English Hollow Cheddar made by Maple Leaf Cheesemaking Team, Maple Leaf Cheesemakers Inc., Monroe, Wisconsin; Burrata made by Team Aguas, Caputo Cheese, Melrose Park, Illinois; Mont Vully Bio made by Ewald Schafer, Fromagerie Schafer, Cressier, Switzerland; Baby Swiss made by Team Steenderen, FrieslandCampina Export, Wolvega, Friesland, Netherlands; Mild Gouda made by Eric Steltenpohl, Saxon Cheese LLC, Cleveland, Wisconsin; North-Holland PDO Special Old Big Wheel made by Team Lutjewinkel North-Holland Gold, FrieslandCampina Export, Wolvega, Friesland, Netherlands; Arzberger Ursteirer made by Moestl Franz & Team, Almenland Stollenkäse GmbH, Passail, Austria; Teichalmer made by Moestl Franz & Team, Almenland Stollenkäse GmbH, Passail,

Austria; Le Maréchal made by Fromagerie Le Maréchal SA, Granges-Marnand, Vaud, Switzerland; Sartori Reserve Espresso BellaVitano made by Mike Matucheski, Sartori Co., Antigo, Wisconsin; De Graafstroom Oud made by De Graafstroom, Bleskensgraaf, Zuid Holland, Netherlands; Chebrie made by Woolwich Dairy's Team, Saputo Dairy Products Canada G.P., Orangeville, Ontario; Coupole made by Aged Cheese Team, Vermont Creamery, Websterville, Vermont; Fromage de Chèvre made by Dummermuth+Kursner, Fromagerie, Gimel, Vaud, Switzerland; Holland Master Geit PDO made by Team Gerkesklooster, FrieslandCampina Export, Wolvega, Friesland, Netherlands; Bio Vallée Brebidoux made by Yan Sutterlin, La Fromathèque, Martigny-Croix, VS, Switzerland; Esquirrou entered by Savencia Cheese USA, New Holland, Pennsylvania (imported from France); Cave Aged Chandoka made by David Rogers and Team LaClare, LaClare Family Creamery, Malone, Wisconsin; Sartori Limited Edition Pastoral Blend made by Mike Matucheski, Sartori Co., Antigo, Wisconsin. Turn to CHAMPION, page 11 ⇨

Dairy stakeholders call for U.S. leadership on IP issues

WASHINGTON — Several food, beverage and agriculture organizations recently sent a letter welcoming Andrei Iancu as the new director of the U.S. Patent and Trademark Office (USPTO). The organizations also asked Iancu to maintain critical department roles and functions to help address inappropriate geographical indications (GIs) and other intellectual property rights concerns.

"We are concerned that internal changes USPTO may be contemplating would disrupt USPTO's ability to effectively tackle these concerns and represent America's policy interests as they relate to these issues," says the letter signed by the International Dairy Foods Association, National Milk Producers Federation, Grocery Manufacturers Association, U.S. Dairy Export Council, Consortium for Common Food Names (CCFN), American Farm Bureau Federation, National Council of Farmer Cooperatives, North American Meat Institute, USA Rice and the Wine Institute.

The groups say, as an example, that consistent collaboration with USPTO's overseas attachés and U.S.-based policy team has been a key factor in USPTO's ability to educate foreign governments on GI issues.

The groups say they have worked closely with the department's Office of Policy and International Affairs (OPIA) and called its staff "expert allies" in advancing their shared goals of reducing trade barriers in foreign markets and curbing predatory efforts by foreign competitors. OPIA also plays an essential role in protecting American companies' use of common food names, the groups add.

"We appreciate your commitment to strong leadership on IP policy and ask that you keep these concerns in mind as you evaluate how to best structure USPTO resources for efficiency and effectiveness," the groups say.

Meanwhile, in testimony before the Office of the U.S. Trade Representative, Iancu said he will continue to work with the groups. Turn to IP, page 6 ⇨

Midwest distributor Lipari Foods buys Jim's Cheese

WARREN, Mich. — Lipari Foods, a Midwest food distributor based in Warren, Michigan, this week announced the acquisition of the cheese cutting and packaging business of Jim's Cheese LLC, Waterloo, Wisconsin.

Jim's Cheese is known for its large selection of specialty, aged and cut out cheeses and has been supplying Wisconsin cheese since 1955.

The acquisition will be a great addition to Lipari Foods' offerings of quality products and will expand its manufacturing capabilities, company officials say, noting the acquisition will operate under the JLM Manufacturing division of Lipari Foods.

Lipari's plan is to continue to be the premier "perimeter of the store and specialty" distributor, the company notes.

"We are excited to team up with an established, service-driven company," says Lipari. Turn to BUY, page 6 ⇨

RD Smith Co. acquired by Crane Engineering

EAU CLAIRE, Wis. — Crane Engineering, a Wisconsin distributor of fluid technology solutions, this week announced that it has finalized the acquisition of RD Smith Co. Inc., a long-standing fluid processing equipment distributor based in Eau Claire, Wisconsin, serving Wisconsin, Minnesota and northern Iowa.

The deal adds more capacity to Crane's fluid processing equipment division. Turn to DEAL, page 6 ⇨



Perspective: Cheese Technology

Dr. Mali Reddy serves as president of the American Dairy and Food Consulting Laboratories and International Media and Cultures (IMAC Inc.), Denver, Colorado. He holds several degrees including M.S. and Ph.D. degrees from Iowa State University in food technology and microbiology. He is a guest columnist for this week's issue of *Cheese Market News*®.

Prevention and control of yeast and molds in cheese

Since yeast and molds are widespread in the environment, controlling them in cheese involves an integrated multiprong approach.

How to reduce yeast and molds during the manufacture of cheese?

Raw milk: Raw milk contains vegetative yeast and mold spores. Despite popular belief, some of them may not be inactivated by pasteurization. It is good practice to activate the lactoperoxidase (LP) system in raw milk using milk silo cultures. The end products of the LP system will not only inhibit some yeasts but also pathogenic bacteria.

Bulk starters: Fully-grown bulk starters (that are designed to inhibit yeast and molds) will have hydrogen peroxide, bacteriocins and natural organic acids. When such bulk starters are used at the beginning of vat fill, the natural LP sys-

tem gets activated due to the presence of natural microbial hydrogen peroxide, thus inhibiting some of the thermally injured yeasts in the vat milk.

Use of mold inhibitors in the cheese: If the Code of Federal Regulations (CFR) allows a product to use the approved antimycotics in a particular standard of identity product, use them. They can be applied either into the body of the cheese (added at the time of kneading in Mozzarella cheese) or in some cases onto the surface of cheese, as per the CFR requirements.

Brine tanks: Brine tanks are a major source of yeast and mold contamination because of the constant aeration and infusion of residual sugars and broken-down protein products from the cheese. Proven Brine Guard cultures can protect the brine with the production of

inhibitory compounds and bacteriocins, reducing nutrients for yeast and mold.

How to reduce yeast and molds in the shredding or dicing operation of cheese?

Sanitation: The shred room must be fogged with chlorine periodically to eliminate airborne contamination. Floors and walls must be regularly swept and sanitized. Only least-dusty anti-caking agents should be used in shredding plants to eliminate crusting on floors, ceilings and walls, in addition to being safer for employees. Cheese solids impregnated with anti-caking agents, typically what you see on the floors of shred plants, encourage the growth of yeast and molds through retention of moisture.

Anti-caking agents: As far as possible, limit the use of dry blended and dusty anti-caking agents as it is difficult to eliminate the contamination of yeast and molds when they are blended in an exposed atmosphere. If a dry blended anti-caking agent has an anti-molding ingredient in it, naturally it tests negative for yeast and molds. When it is diluted after applying onto the cheese, the subdued yeast and molds will grow and spoil the product. The anti-caking agent must be spray dried, with high heat, at low pH, to destroy the yeast, molds and their spores.

Generally dry blended anti-caking agents will not have mold inhibitors uniformly distributed because of the variation in the size of the particles. The best approach is to totally liquefy the ingredients of the anti-caking agent along with the mold inhibitor (to arrive at nano particles) and then spray dry to arrive at the smallest particle size, uniformly micro-coated anti-caking agent. This will allow the mold inhibitor to uniformly micro-coat the shredded

or diced cheese and thus will not let yeast and molds grow. This has been proven with 100-percent success in commerce. It is important because the latest stringent request by end users is that the shredded or diced cheese should not mold for at least one month after opening the packages.

How to reduce the growth of yeast and molds in the packaged cheese?

Nitrogen gas flushing (with or without carbon dioxide) will reduce or minimize the concentration of oxygen in the package. If the oxygen concentration is less than 0.5 ppm, according to literature, the mold proliferation will be retarded. Unfortunately, some yeasts are facultative anaerobic and can multiply even if oxygen is reduced to 0.5 ppm. Non-oxygen permeable packaging material will prevent the growth of yeast and molds as long as there are no pinholes, tears or improper sealing. Chemical anti-molding inhibitors will retard the yeast and molds provided the initial concentration of yeast and molds are significantly low.

The use of oxygen-reducing enzymes (glucose oxidase) will limit the growth of yeast and molds, again provided there is no breach in the packaging material. The best prevention is to use a combination of natural glucose oxidase enzyme, chemical mold inhibitor and oxygen impermeable packaging material.

Since elimination of yeast and molds is a constant battle, basic sanitation and employee education — from making cheese to packaging — cannot be ignored. 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

Foremost Farms reaches agreement to sell pharmaceutical lactose business to Kerry

BARABOO, Wis. — Foremost Farms USA this week announced it has agreed to sell its pharmaceutical lactose business located in Rothschild, Wisconsin, to Kerry Biofunctional Ingredients Inc., a division of the Ireland-based Kerry Group.

Foremost Farms says it has a long-standing strategic relationship with Kerry in the pharmaceutical lactose business, under which Foremost Farms manufactured both its own products under the Foremost Farms brand, Fast-Flo, as well as Kerry products under the Kerry brand, Sheffield. Kerry marketed those products worldwide in conjunction with its global excipients business.

"Both companies decided that to strategically compete in the pharmaceutical business, the manufacturing and marketing of these products need to be combined under one ownership to remain competitive in today's rapidly-

changing environment," says Michael Doyle, president and CEO, Foremost Farms.

Foremost Farms will continue to have a strategic relationship with Kerry in the pharmaceutical business by providing its members' milk solids to the Rothschild plant for the manufacture of pharmaceutical lactose by Kerry in a long-term supply agreement, Doyle notes.

"Together both companies believe this will be the best way to drive profitability and growth in this marketplace while still protecting the interests of both companies into the future," he says. "This sale fits Foremost Farms USA's long-term strategy by reinvesting the proceeds from the sale of this business into other value-added whey protein products/businesses that will position us to profitably compete in the global market using our members' quality milk solids." CMN

USDA raises 2018 milk production forecast on milk per cow growth in first half of year

WASHINGTON — USDA's forecast for 2018 U.S. milk production is raised from its forecast last month on more rapid growth in milk per cow in the first half of the year.

In its "World Agricultural Supply and Demand Estimates" report released Thursday, USDA forecasts 2018 milk production at 219.0 billion pounds, up 300 million pounds from last month's report.

In the same report, USDA also reduces its forecast for 2018 imports on a fat and skim-solids basis due to slower sales of a number of processed dairy products.

The forecast for fat-basis exports is raised by 100 million pounds on increased cheese sales to 9.6 billion pounds. The 2018 forecast for exports on a skim-solids basis also is raised on stronger sales of both cheese and whey products from 42.5 billion pounds to 42.8

billion pounds.

Annual product price forecasts for cheese and butter are raised from the previous month as recent prices have increased. Cheese is now forecast to average \$1.545-\$1.605 per pound and butter is forecast to average \$2.210-\$2.300.

However, continued large supplies of nonfat dry milk (NDM) are expected to pressure NDM prices, and the NDM forecast is reduced from \$0.715-\$0.775 last month to \$0.700-\$0.750. The whey price forecast is reduced to \$0.265-\$0.295.

The Class III price forecast is raised to \$14.30-\$14.90 per hundredweight on the cheese price projection, while the Class IV price is down to \$13.25-\$13.95, as the lower NDM price more than offsets a higher butter price forecast, USDA says.

The all-milk price is forecast at \$15.75-\$16.35, unchanged at the midpoint. CMN

NEWS/BUSINESS



Prices mixed at latest Global Dairy Trade auction; GDT releases 2017 annual report

AUCKLAND New Zealand — The Global Dairy Trade (GDT) price index fell 0.6 percent, and average commodity prices were mixed Tuesday following the latest auction on GDT, Fonterra's internet-based sales platform.

No lactose prices were published at Tuesday's auction. Other average prices and the percent change from last month are as follows:

- Anhydrous milkfat: US\$6,245 per metric ton FAS (\$2.8327 per pound), down 3.2 percent.
- Butter: US\$5,280 per metric ton FAS (\$2.3950 per pound), down 1.0 percent.
- Buttermilk powder: US\$1,959 per metric ton FAS (\$0.8886 per pound), down 4.3 percent.
- Cheddar: US\$3,759 per metric ton FAS (\$1.7051 per pound), up 1.7 percent.

Partnership finalized for Michigan facility

NOVI, Mich. — Glanbia plc, Dairy Farmers of America (DFA) and Select Milk Producers this week announced they have finalized a joint venture partnership to build, supply and operate a new large-scale cheese and whey production facility in Michigan, now expected to be commissioned in the second half of 2020.

Glanbia, DFA and Select Milk are the existing joint venture partners behind the Southwest Cheese facility in Clovis, New Mexico. In this new Michigan joint venture, Glanbia will hold 50 percent of the equity of the venture, with DFA and Select Milk holding the balance. Glanbia will be the operational, technical and commercial partner in the Michigan venture, which mirrors the arrangement the partners have in the Southwest Cheese joint venture, company officials note.

In addition, Michigan Milk Producers Association (MMPA) will continue to participate in the project as a strategic milk supplier to the new facility. *(For more information on the project, see previous coverage including our new "Plants in Progress" series in last week's issue.)*

"We are delighted that we have concluded an agreement on the Michigan joint venture with our existing partners in Southwest Cheese to build, supply and operate this new facility," says Brian Phelan, CEO, Glanbia Nutritionals. "The partners have a strong working relationship that has evolved over many years and a strong track record working

• Rennet casein: US\$5,128 per metric ton FAS (\$2.3260 per pound), up 2.2 percent.

• Skim milk powder (SMP): US\$2,051 per metric ton FAS (\$0.9303 per pound), up 5.5 percent.

• Whole milk powder: US\$3,232 per metric ton FAS (\$1.4660 per pound), down 0.8 percent.

The next trading event will be held March 20.

GDT this week announced that it has initiated a review of the factors leading to price outcomes for ultra high temperature (UHT) SMP product in contract periods 1, 2 and 3 in trading event 207. The review has been initiated in consultation with the GDT Events Oversight Board and will investigate the observed differences in winning prices

together to successfully run large-scale cheese and whey facilities. We are also delighted that MMPA will continue to be closely associated with the project as a valued strategic milk supplier. We look forward to progressing at speed now to build and commission the new facility."

Ken Nobis and Joe Diglio, president and general manager, respectively, of MMPA, say MMPA looks forward to its continued involvement in the project.

"In addition to the investment MMPA members currently have in dairy manufacturing facilities and the joint cheese plant project, we understand additional capacity will need to be constructed," Nobis and Diglio say.

They note that as an extension to MMPA's existing strategic alliance with Foremost Farms USA at MMPA's Constantine, Michigan, plant, the two cooperatives are working together on a cheese barrel line at MMPA's Middlebury Cheese Co. facility in Middlebury, Indiana, that initially will process up to an additional 500,000 pounds of milk per day.

MMPA also is actively involved in Foremost Farms dairy campus project in Greenville, Michigan, they add.

"Given the dynamics of the Michigan market, we continue to support collaboration in all that we are doing to maximize returns to dairy producers," Nobis and Diglio say. "We are excited about the potential of these cooperative efforts and the impact they will have on the dairy industry." CMN

for the UHT SMP product, relative to the SMP medium heat product in the relevant contract periods.

To provide assurance to market participants, a summary of findings will be published prior to the next auction March 20, GDT says.

Meanwhile, GDT this week released its 2017 annual report.

"While Global Dairy Trade is best known for its price discovery role, we view our purpose more broadly. It is to provide trading platforms and information that enhance the confidence of buyers and sellers to trade in global and local dairy markets," says Eric Hansen, GDT director.

During the nearly 10 years it has operated, GDT Events have facilitated the trade of more than US\$21 billion cumulative value of dairy products to buyers from more than 80 countries, the report says. More than 40 specifications of dairy ingredients now are offered and more than 6.3 million metric tons (14 billion pounds) of dairy ingredients have been traded.

The report notes work has begun on a significant platform upgrade for GDT Events, which will provide the latest digital features and greater user flexibility.

The first phase of the new generation platform is scheduled to begin this year.

In September, GDT Events' first multi-seller pool was announced. Three of the leading U.S. lactose producers registered to participate in the pool, including Agropur Inc., Hilmar Ingredients and Valley Queen Cheese. Several other leading dairy producers have expressed interest in joining in 2018, the report says.

This year for the first time, GDT provided the opportunity for businesses to further deepen their connections by

meeting face-to-face with each other at its inaugural GDT Buyers' Conference, held in November in Singapore. The event, held alongside the NZX Global Dairy Seminar, brought together buyers and sellers from around the world with GDT's own senior team and members of the GDT Events Oversight Board during a series of presentations and networking sessions.

The report notes that registered sellers and products on GDT increased over the course of 2017. The largest increase was seen in the lactose product group, rising from three to eight products offered. The largest offering is in the SMP product group due to the large number of supply regions, the report says.

Participating bidders per quarter were stable during 2017, averaging 260 across 2017. Winning bidders averaged 232, the report adds.

The report says consistent with previous years, North Asia and South-east Asia and Oceania were the most active regions, comprising more than 50 percent of total participating bidders.

Average prices in 2017 were higher for anhydrous milkfat (AMF), up 58 percent; SMP, up 3 percent; and whole milk powder, up 25 percent. AMF reached an all-time high of US\$7,119 per metric ton FAS in October.

Meanwhile, average prices in 2017 also were higher for butter, up 64 percent; buttermilk powder, up 10 percent; Cheddar, up 24 percent; and rennet casein, up 12 percent. Butter reached an all-time high in July of US\$6,537 per metric ton FAS.

The average price of lactose was 22 percent higher in 2017 and reached an all time high of US\$971 per metric ton FAS in June.

For more information, visit www.globaldairytrade.info. CMN

Carrington Farms acquires Tera's whey

CLOSTER, N.J. — The Carrington Tea Co. LLC, doing business as Carrington Farms, has acquired Tera's whey of Madison, Wisconsin. Founded in 2009 and made from grass fed dairy cows in Wisconsin, Tera's is the first line of USDA certified organic whey proteins in the United States.

Carrington Farms is a natural foods company with products that are distributed in retailers nationwide. This acquisition

will help accelerate Carrington Farms' efforts to deliver protein powders that meet consumers' changing tastes and preferences, the company says.

"At Carrington Farms, we are always aiming to provide simple, clean and real products to our consumers, and adding Tera's whey to our parent brand portfolio is a representation of our commitment as a leading natural foods company," says David Eben, Carrington Farms' CEO. CMN

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NEWS/BUSINESS



IP

Continued from page 1

Representative (USTR) Thursday, CCFN urged the U.S. government to intensify its efforts to repel attempts by the European Union (EU) to confiscate generic terms within major trading markets, as well as within the United States itself. CCFN's testimony was presented as part of the USTR's preparation of its annual Special 301 review of intellectual property rights protections among U.S. trading partners.

"The persistent and serious problem of the EU's transgressions regarding geographical indications (GIs) continues to be highly problematic for the U.S. food and agriculture sector," says CCFN Senior Director Shawna Morris. "It will require continued vigilance and action on the part of the U.S. government. We ask you to continue the core objectives outlined in the 2017 report and to continue to enhance U.S. efforts to hold our trading partners to their commitments."

In extensive written testimony and oral comments, CCFN notes that in 2017, the EU's GI efforts "reached a fever pitch," especially in terms of trade agreements that the EU forged with some of the United States' largest and most important trading partners: Mexico, Japan, China and the Mercosur nations. As part of each of these agreements in 2017, "the EU consistently sought to confiscate common food and beverage names to block competition in those markets."

Morris says the United States must continue to hold other nations to their trade commitments concerning market access, but also to

intellectual property rules that they already have established within their own countries.

The EU's GI strategy expands beyond free trade deals and in 2017 also included the EU's disregard of established international standards under the Codex Alimentarius, CCFN adds. Moreover, the list of products the EU is targeting continues to change and expand. In the area of GI and trademark filings, CCFN notes that entities supported by European governments continue to attempt to misuse the U.S. trademark system to try to inappropriately register certification marks within the United States for terms that have long been generic.

"We strongly recommend that further improvements are made to the PTO trademark review process to more effectively ensure that the U.S. system can safeguard the rights of producers that use common names," Morris says.

CCFN says it appreciates the strong and swift U.S. government responses over the past year to the EU's competition-restricting efforts on GIs and urges the administration to continue those efforts and to intensify opposition to what amounts to a growing threat to the U.S. food and agricultural sector. **CMN**

BUY

Continued from page 1

company like Jim's Cheese," says Spiro Liras, vice president of manufacturing at JLM Manufacturing. "Adding their capabilities to all that Lipari and JLM offer means increased value for all of our customers." **CMN**

DEAL

Continued from page 1

high-value manufacturers to Crane Engineering's offerings, including Fristam Pumps, APV (an SPX FLOW Brand) and Dixon Sanitary. It also extends Crane's distribution capabilities into Minnesota and Iowa, the company says.

"We are excited to build on RD Smith's history of success," says Lance Crane, president and CEO, Crane Engineering. "For over 85 years, RD Smith focused on providing dairy manufacturers with industry-leading quality equipment and service. Now, we're combining that with Crane Engineering's 79 years of family ownership, technical expertise, field service and repair, and access to the latest technology. This positions us on a strong platform for growth."

Fritz Smith, current owner and president of RD Smith, will help facilitate the transition.

"I'm proud of everything our team has accomplished," Smith says. "It has been an honor to serve our customers and lead our team over the last eight decade. Handing over the keys to a company who would look out for our customers was important to me. I'm certain, given their team of experts and broad capabilities, Crane Engineering is the best possible choice for our customers."

Crane adds that his company looks forward to RD Smith employees joining the team.

"Our team is committed to uninterrupted service and a seamless transition for RD Smith customers," he says.

Crane Engineering plans to operate from both RD Smith's Eau Claire and Kimberly, Wisconsin, locations. **CMN**

RPI drops 2 percent December to January

WASHINGTON — With same-store sales and customer traffic retreating from December's strong levels, the National Restaurant Association's Restaurant Performance Index (RPI) fell sharply in January. The RPI, a monthly composite index that tracks the health of and outlook for the U.S. restaurant industry, stood at 100.9 in January, down 2.0 percent from 102.9 in December.

January's decline returned the RPI to the range that generally has been in place for the last year. Prior to December's sharp increase, which was driven by a spike in same-store sales and customer traffic, the RPI had an average reading of 100.8 during 2017.

The Restaurant Performance Index consists of two components — the Current Situation Index and the Expectations Index. The Current Situation Index, which measures current trends in four industry indicators (same-store sales, traffic, labor and capital expenditures), stood at 99.4 in January, down 3.5 percent from December. The Expectations Index, which measures restaurant operators' six-month outlook for four industry indicators (same-store sales, employees, capital expenditures and business conditions), stood at 102.4 in January, down 0.5 percent December.

Restaurant operators reported a net increase in same-store sales for the third consecutive month in January, though results were much softer than December's levels. Along with sales, restaurant operators also reported softer customer traffic levels in January. Twenty-six per-

cent of restaurant operators reported an increase in customer traffic between January 2017 and January 2018, down from 51 percent who reported higher traffic in December. Fifty-two percent of operators said their customer traffic declined in January, up from 25 percent who reported similarly in December.

Restaurant operators reported somewhat dampened capital spending levels. Fifty-two percent of restaurant operators said they made a capital expenditure for equipment, expansion or remodeling during the last three months, down from 62 percent who reported similarly last month.

Forty-three percent of restaurant operators expect to have higher sales in six months (compared to the same period in the previous year), down from 57 percent last month, which represented the highest level in nearly three years. Restaurant operators also are generally optimistic about the direction of the economy. Forty-two percent of restaurant operators said they expect economic conditions will improve in six months, up slightly from 41 percent last month. Only 8 percent of operators think economic conditions will worsen in six months.

Looking forward, a majority of restaurant operators are planning for capital expenditures. Sixty-one percent of restaurant operators plan to make a capital expenditure for equipment, expansion or remodeling in the next six months, up slightly from 60 percent last month. **CMN**

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PEOPLE



Comings and goings ... comings and goings

Markus Mühleisen has been named Arla Foods' new head of Germany. As managing director and group vice president of Germany, he is responsible for Arla Foods' business in Germany and Austria. Mühleisen succeeds Winfried Meier, who

will be leaving Arla Foods at the end of April.

Brad Millerbernd, previously of Millerbernd Process Systems, Winsted, Minnesota, has joined Custom Fabricating & Repair, Marshfield, Wisconsin, as director of technical sales. **CMN**



Retail WATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

Stella brand gets updated look, adds organic products to lineup

MILWAUKEE — Found in retail cases nationwide, the Stella cheese brand, which includes a wide range of Italian cheeses, has a long history dating back nearly a century.

As the story goes, Count Bolognese, an Italian diplomat, was enamored with Wisconsin's rolling pastures, clear waters and pure milk. To bring a little bit of his homeland to this beautiful new countryside he loved, Bolognese began making authentic Parmesan cheese on a small farm on Lake Nebagamon in northern Wisconsin in 1923, hiring a master cheesemaker from Italy. The cheese caught the fancy of the locals, and over the years continued to grow in popularity.

“The deli space is very competitive, and consumers are naturally drawn to the most appealing items first. We redesigned the line in an effort to grab the attention of shoppers straight from the shelf.”

Kristy Klug
SAPUTO SPECIALTY CHEESE

The brand's ownership and where it's produced has changed over the years, but the cheesemakers along the way have followed the principles of the brand's founders by paying close attention to the details. Montreal-based Saputo, a leading North American dairy business with worldwide annual sales of C\$11 billion, acquired Stella Foods in 1997 and continues building on that heritage with its manufacturing and marketing expertise.

From shredded to crumbled and sharp to sweet, today the wide range of Stella Italian-style cheeses includes Aged Asiago, Fontinella (a cheese exclusive to Saputo), Romano, Blue, Fontina,

Fresh Mozzarella, Organic Fresh Mozzarella, Parmesan, Organic Parmesan, Gorgonzola, Italian Sharp, Kasseri and 3-Cheese Italian Blend.

The Stella brand particularly appeals to female foodies who are seeking easy ways to dress up their everyday meals, according to Kristy Klug, marketing manager, Saputo Specialty Cheese. Besides numerous offerings for retail, the brand also is available for foodservice.

In addition to being recognized by consumers for its quality, the Stella brand has received numerous accolades over the years, including its Aged Asiago winning Best of Class at the 2017 U.S. Championship Cheese Contest.

The Stella brand is always innovating, and the entire line received an updated new look, inspired by the Italian countryside, at the end of 2017. Each Stella cup and wedge now features a recipe photo to inspire shoppers to make every day gourmet.

“The deli space is very competitive, and consumers are naturally drawn to the most appealing items first. We redesigned the line in an effort to grab the attention of shoppers straight from the shelf,” Klug says.

“We completed an extensive consumer research project to help us make sound decisions on the redesign. Not only did this research help us determine the packaging design and colors that are most appealing to consumers, it also provided interesting insight into their thoughts surrounding our cheeses,” Klug continues. “Our biggest takeaway from the research was that consumers value Stella as an easy-to-use addition that makes their everyday meals something special.”

The new look has been incorporated on the brand's website, social media and a recent influencer marketing campaign. The redesign received an American Packaging Design Award from *Graphic Design USA* magazine last month. This isn't the first time Stella has been recognized by the magazine; in 2015, the Stella website won the Graphic Design USA American Web Design Award, recognized for providing visitors with a high-quality user experience including unique recipes and beverage pairings.

In recent months, Saputo has tapped into consumer interest in organic foods



Photo courtesy of Saputo Specialty Cheese

ORGANIC OFFERINGS — Saputo, owner of the Stella brand, has tapped into consumer interest in organic foods by adding organic offerings to the Stella lineup. Saputo also offers organic cheeses under other brands.

by adding organic offerings to the Stella line up. (Saputo also offers organic cheeses under other brands.)

“We will be using a variety of tactics to market our new organic cheese, including an upcoming influencer marketing campaign. Through this, a well-known food blogger will be cooking with Stella Organic Fresh Mozzarella.”

Kristy Klug
SAPUTO SPECIALTY CHEESE

Stella Organic Fresh Mozzarella launched this past summer and is available in 4-ounce balls and 8-ounce logs.

“We will be using a variety of tactics to market our new organic cheese, including an upcoming influencer marketing

campaign,” Klug says. “Through this, a well-known food blogger will be cooking with Stella Organic Fresh Mozzarella. Keep your eyes tuned to our social media pages to catch this campaign. We'll be posting the recipe as well as a step-by-step recipe video created by the blogger.”

The company continues to add other new products and packaging to the Stella brand as well, backing them with marketing dollars.

In the past year, the Stella brand has focused its marketing programs on a few key products, including its aged Parmesan, Klug says.

Stella Parmesan is carefully aged for more than 10 months to give it a distinctive and slightly nutty flavor with a hard, granular texture. This domestically-produced favorite is the perfect complement to any delicious pasta dish, salad or pizza, Klug says.

Honing in on quality and convenience, this last year the company introduced Shredded Parmesan, Shaved Parmesan and a 3-Cheese Blend of shredded Asiago, Parmesan and Romano cheeses in 8-ounce pillow bags. This style of packaging is new to the Stella brand and includes a hand-wrapped twist tie at the top, re-emphasizing the brand's focus on quality and attention to detail.

In 2018, the Stella brand is releasing new additions to its line of Fresh

Turn to *STELLA*, page 9 ➔



Dorothy's debut

Savencia Cheese USA, a France-based company with numerous operations in the United States, held a ribbon-cutting event this week for its new "Dorothy's" brand at its plant in Lena, Illinois. The brand is named after Dorothy Demeter, a pioneer in the U.S. dairy industry. The Demeter family, former owners of the plant known as Kolb-Lena, have a long history with the facility. The brand includes two cheeses, "Comeback Cow" and "Keep Dreaming." From left to right are Peter Sload, regional sales manager, Savencia Cheese USA; Ashish Mehta, R&D manager, Savencia Cheese USA; Nicholas Van Berkum, Iowa State University; John Brunner, business France; and Mourad Hannin, French Consulat. In the front with the ribbon are Fred Demeter (son of Dorothy), Savencia Cheese USA; Guillaume Lacroix, General Consul of France in Chicago; Dominique Huth, CEO, Savencia Cheese USA; Dennis Bergman, village president of Lena, Illinois; Gilbert Bourgoïn, plant manager, Savencia Cheese USA; Roland Barthelemy, chairman of the International Cheese Guild; and Harley Schoenfeldt, sales manager, Savencia Cheese USA. In the back of the picture are Lena's village board members and Savencia Cheese USA team. (See "Dorothy's brand launched in honor of dairy pioneer" in the Jan. 12, 2018, issue of Cheese Market News.) (Photo courtesy of Sebastien Lehembre, senior brand manager, Savencia Cheese USA)

CMN

DOROTHY'S

CHEESE WITH REAL CHARACTER
LENA ILLINOIS U.S.A

NEW & CRAFTED IN ILLINOIS

Love is at the heart of Dorothy's cheese. As a 1930s farm girl, Dorothy Kolb fell in love with the cows at her grandfather's Illinois creamery. She took that love to Iowa State, where she became the first woman to earn a degree in dairy science. Dorothy met and married a fellow cheeselover, and together, they forged cheesy love and lovely cheese (and a few kids, too).

Decades later, their love story lives on in these delicate, floral-shaped soft cheeses. Experience the passion of our cheesemaker who trained under Dorothy. Taste it in every savory bite. Feel the weighty heritage of these cheeses, for eye-popping flavor and creamy textures you'll return to, again and again.



For more information please visit www.dorothyscheese.com

Sonoma Creamery introduces savory cheese snack bars

SONOMA, Calif. — Sonoma Creamery is introducing crispy, savory snack bars baked from real cheese and simple ingredients.

Building on the concept of Sonoma's successful Cheese Crisp line, Sonoma Cheese Crisp Bars come in five flavors: Parmesan, Everything Cheddar, Savory Seed, Pepper Jack and Bacon Cheddar. Light and crunchy, the bars are high in protein and low in carbs, with 0 grams of sugar and 110-120 calories per 2-bar pack, the company says.

"Our Cheese Crisp Bars are the perfect solution to satisfy those midday or afternoon cravings but without all that sugar or the long ingredient list which you find in most snack bars," says John Crean, president and CEO of Sonoma Creamery. "It's the single serve, savory snack bar option that everyone has always wanted but nobody was able to come up with until now!"

In the coming months, shoppers will be able to find Sonoma Cheese Crisp Bars in the bar section, check lane, grab-n-go and other merchandising areas where they usually look for bars and other better-for-you single serve snacks, the company says. The vertical packaging emphasizes the flavors with strong color schemes, and each bar package has a window right in the center of the package where the product is visible.

"We think the audience will be broad, starting with adults looking for an on-the-go healthy snack that is not sugary or loaded with whey, soy or other protein powders that make bars taste chalky and artificial," Crean says. "We use only a small number of high-quality, simple ingredients — nothing you can't pronounce. For this reason, we think many parents looking for wholesome and nutritious non-sugary snacks for their kids will also gravitate towards our Cheese Crisp Bars."

The bars are made of real cheese and baked, never fried, he adds. Each bar has a target retail price point of \$1.99.

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

Consumers want better-for-you, convenient cheese

ROCKVILLE, Md. — Packaged Facts recently released a new report, “U.S. Food Market Outlook 2018,” in which it examines and forecasts how current trends across 14 food retail categories will influence growth through 2022.

Packaged Facts counts “the continued evolution of cheese” among the five most intriguing trends and opportunities identified in its 2018 outlook.

“America’s love affair with cheese is both deepening and evolving,” it says. “Consumers increasingly want healthier, better-for-you cheese that isn’t only low in fat or sodium, but is fresh, organic and made from healthier milk.”

Today’s busy consumers also demand convenience, and manufacturers continue to offer products and packaging that are easy to use and store, and that are portable. Cheese manufacturers are capitalizing on snacking and on-the-go eating trends with a slew of new products in special cuts, sizes and packs.

“Packaged Facts forecasts innovation will continue to maximize the experience of eating cheese with unique takes on flavor and indulgence, craftsmanship and authenticity, and health and nutrition,” the report says.

Other key trends identified in Package Facts’ report include cereal reimaged, emphasis on chocolate as “food” not “candy,” a deepening of the e-commerce market for meal and snack bars, and bread baked for digestive health.

For more information about the report, visit <https://www.packagedfacts.com/food-beverage-market-c84/>. CMN

STELLA

Continued from page 7

Mozzarella including Stella Fresh Mozzarella Pearls and Stella Sliced Fresh Mozzarella. With a clean, milky flavor and soft, delicate texture reminiscent of the fresh Mozzarella originally handmade in the Italian countryside, this cheese is designed and packaged for convenience and is perfect for topping Caprese salads, Klug says.

“We know that today’s consumer is on-the-go and needs fast, simple solutions. That said, they don’t want to serve dinners that look or feel rushed. We’re constantly developing new products that fit those needs.”

Kristy Klug
SAPUTO SPECIALTY CHEESE

Leveraging Saputo’s marketing prowess, the Stella brand has undertaken a number of marketing campaigns, working with bloggers and social media to bring information to its target audience.

One of the brand’s national consumer promotions was the recently completed



Photo courtesy of Saputo Specialty Cheese

FORMAT VARIETY — The Stella brand offers cheese in a number of formats, including wedges and shreds. This last year the brand introduced cheeses in 8-ounce pillow bags. This style of packaging is new to the Stella brand and includes a hand-wrapped twist tie at the top, re-emphasizing the brand’s focus on quality and attention to detail.

Stella “Taste of Authenticity” recipe contest. For the promotion, Stella encouraged consumers to submit original recipes featuring Stella cheeses for a chance to win up to \$3,000. The top 30 recipes were prepared by professional chefs, judged and photographed, and the finalists will be featured on the Stella website and social media pages in the coming months.

In 2018, the Stella brand will continue to be heavily supported through print

and digital ads, influencer marketing and social media campaigns, Klug says.

“We know that today’s consumer is on-the-go and needs fast, simple solutions,” Klug says. “That said, they don’t want to serve dinners that look or feel rushed. We’re constantly developing new products that fit those needs. And from mobile couponing to quick instructional recipe videos, we’ve update our marketing tactics to better align with our consumers’ lifestyles.” CMN

Runners promote Arla’s Lacprodan Hydro.365

VIBY J, Denmark — Brazilian marathon runner Adriano Bastos and Danish orienteer and cross-country runner Maja Alm have signed on as ambassadors for Lacprodan Hydro.365, the whey protein hydrolysate developed by Arla Foods Ingredients for sports nutrition products.

Bastos is a marathoner and triathlete with 27 years of experience in the sport, 16 of them as a professional. His accolades include winning the Walt Disney World Marathon for seven consecutive years from 2003 to 2010 and then for an eighth time in 2013. His personal best for a marathon is 2 hours, 15 minutes and 39 seconds, which was set at the World Athletics Championships in Berlin in 2009.

According to Arla, whey protein hydrolysates are proteins that have been finely chopped, or “pre-digested,” so they are absorbed more quickly by the body than standard proteins. This ensures they get to work faster on helping the muscles recover after exercise, reducing recovery time between training sessions and events, the company says.

Alm has won six gold medals in the orienteering world championships, including a trio of consecutive victories in 2015, 2016 and 2017. In cross-country, she has taken gold in the Danish national

championships five times and is the current reigning champion.

In 2014, Alm participated in a study in which 18 runners took part in a one-week camp consisting of 13 training sessions. The runners were divided into two groups of nine, with one group consuming traditional sports drinks containing carbohydrates and electrolytes before each session, while the other group consumed pure Hydro.365 before each session and both a sports drink and Hydro.365 after.

At the conclusion of each training session, runners underwent a 4-kilometer run test. The results demonstrated that the Hydro.365 athletes performed better than the sports drink only group, with a mean improvement of 17 seconds, and they also experienced less muscle damage than the other group, according to Arla.

As ambassadors, Bastos and Alm will help Arla Foods Ingredients highlight the recovery benefits of Lacprodan Hydro.365 to sports nutrition users. They are joining three existing brand ambassadors: Brazilian ultramarathon runner Marcio Villar, Danish Crossfit star Filip Yang Fisker and Danish triathlete Allan Steen Olesen.

For more information, visit www.arlafoodsingredients.com or www.hydro365.info. CMN



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For more information please visit www.saputospecialty.com

Retailer index reveals Trader Joe's, Costco, Amazon are top three U.S. grocery retailers

NEW YORK — Customer data science company Dunnhumby recently released its inaugural Retailer Preference Index, a comprehensive, nationwide study that explores the evolving \$700 billion U.S. grocery landscape.

The study surveyed 11,000 U.S. households and analyzed consumer emotional sentiment for 59 grocery retailers and then combined the survey data with the retailers' financial performance to create each retailer's preference index. The top 10 retailers with the highest preference index scores (ranked from 1-10) include: Trader Joe's, Costco, Amazon, H-E-B, Walmart, Wegmans, Aldi, Sam's Club, Sprouts Farmers Market and Whole Foods Market.

"Does the grocery retail world really need another top 10 list?" says Jose Gomes, managing director of North America for Dunnhumby. "We believe there is a need because other studies either rank retailers on financial measures or survey responses, never both. Our model captures the complexity of customers' preferences and their actual choices by quantifying the relationship between how they perceive a retailer with their emotional connection and the financial performance."

The study found that the top quartile retailers share four effective strategies:

- Price-focused. Aldi's focus on price and certain high-volume staple categories like dairy and packaged foods secured the discount retailer with high rankings on price and overall performance. Stores that index high enough on price can often sacrifice on convenience, speed, digital and personalized discounts and information and still rank highly.

- Quality-focused. Although Whole Foods Market performs below average on prices, it still achieves a high overall score because it indexes high on quality, the study found.

- Value-focused. Trader Joe's, Costco, Sprouts Farmers Market and H-E-B all indexed high on quality and price.

- Price-focused and supported by digital execution. Walmart's success in digital translates into a high ranking, and the retailer also indexes high on price and convenience, the study says. Target ranked second on digital execution but ranked only average on the other supporting factors, moving it out of the top quartile of the study.

"We firmly believe that retailers must differentiate themselves today to be competitive in face of the myriad of options shoppers have," Gomes says. "Differentiation begins with the retailer identifying the shoppers that they can serve better than their competition. A solid customer first strategy, backed by

customer data science, will help the retailer focus its finite resources and attention on the customers that are the most important to their success. This study is intended as a first step on that path of understanding."

Other key findings from the study include:

- Price and quality are the most important preference drivers. Retailers with a weak value core should focus on shoring up that weakness before turning attention to other drivers such as convenience, rewards or speed.

- The top performing grocery retailers include relatively recent entries into the 100-year-old supermarket business and are more likely to be a national banner. All of these banners, except H-E-B, were either established or began to expand around the 1980s, which allowed many of them to carefully select store locations. As a result, many of these banners can focus and differentiate their prices, products and store experience more effectively than

older mainstream banners.

- The second-best performing quartile of retailers include some of the higher performing, older grocery banners including Meijer, Publix and Kroger. This quartile has the highest top of mind recall and the second highest financial performance. This group does not perform as well as the top quartile because their price and quality scores are not as strong, but this second group differentiates itself by excelling at secondary preference drivers, such as promotions, rewards and information.

- Many undifferentiated mainstream banners are delivering minimal value to their shoppers. Even though many have been shopped at for a longer period, they have the weakest emotional connection. They must focus on improving value perceptions and reconnect with their shoppers or profitability will be a challenge in an increasingly competitive market, the study says.

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

Jarlsberg launches new brand campaign

DARIEN, Conn. — Jarlsberg Cheese recently announced it has launched its biggest-ever multifaceted advertising campaign in more than a decade. The campaign debuts this month in the New York Metropolitan area, using a new communication brand platform, "Life's Best Served With Jarlsberg." The campaign runs through April 13 with potential to expand nationwide and internationally.

The campaign, targeted toward older millennials and echo boomers, will highlight the memories people build around Jarlsberg.

"As millennials and echo boomers — aka older millennials — enter the peak ages where rituals around family life and cuisine are reestablished, we want to ensure they're reminded of Jarlsberg; its great taste, and the pleasant memories they associate with it. After all, life's best served with Jarlsberg," says Valerie Liu, marketing manager, Jarlsberg Cheese.

The refreshed brand platform will be leveraged across digital ads, brand ambassadors and influencers, in-store mobile, digital coupons and more to accelerate awareness, brand interest and opportunities for purchase. The new platform repositions Jarlsberg as a premium-quality, versatile cheese and

is designed to foster lasting emotional connections with both new and existing consumers. Additionally, Jarlsberg will debut a Times Square billboard in New York City.

A new microsite, www.jarlsberg.com/lifes-best-served, serves as the center of the campaign where shoppers can find coupons, recipes and inspiration. Traffic will be driven and supported by campaign media that touches on all points of the consumer journey, from awareness and education to engagement and purchase intent.

"We are dedicated to long-term brand building to inspire shoppers nationwide, which ultimately translates to shoppers buying more Jarlsberg and making more memories," Liu says.

The campaign creative, all digital elements, advertising, website and media buying is being handled by Digital Surgeons with offices in New Haven, Connecticut, and New York City.

Jarlsberg also recently partnered with celebrity chef George Duran to create Easter-themed recipes using Jarlsberg cheese. The recipes include "Hop To It Jarlsberg Breakfast Egg Muffins," "Easter Bunny Jarlsberg Puff Pastry Swirls" and "Easter Basket Jarlsberg Festive Salmon Cake." **CMN**

Cello Whisps offered in single-serve packs

FAIRFIELD, N.J. — Schuman Cheese has debuted new single-serve packaging for its Cello Whisps bite-sized crispy cheese snacks. Previously available in 2.12-ounce resealable pouches, Cello Whisps now are also available in 0.63-ounce individual serving sizes.

Schuman Cheese introduced the new size as well as its latest flavors of Cello Whisps at this week's Natural Products Expo West in Anaheim, California. New Bacon BBQ Cheddar Whisps feature baked sharp Cello Cheddar and smoky

bacon barbecue spices. A blend of tomato and basil spices are paired with Cello's award-winning Parmesan for new Tomato Basil Parmesan Whisps, which can be enjoyed as a snack or lend flavor atop a salad or pasta dish, Schuman Cheese says. The new flavors join the award-winning lineup of original varieties including Parmesan, Cheddar and Asiago & Pepper Jack.

Whisps are available to both retail and foodservice markets. For more information, visit www.cellowhisps.com. **CMN**

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WORLD CHAMPIONSHIP CHEESE CONTEST



CHAMPION

Continued from page 1

Wisconsin; and Bufarolo made by CFC & Quattro Portoni, Crown Finish Caves with Quattro Portoni Bergamo, Brooklyn, New York and Italy.

The three top-scoring entries in each category were:

• Cheddar, Mild (0 to 3 months)

Best of Class: Team Middlebury, Cabot Creamery Cooperative, Middlebury, Vermont, *Cheddar*; 99.50.

Second: AMPI Blair Cheese Floor, Associated Milk Producers Inc. (AMPI), Blair, Wisconsin, *Mild Cheddar*; 99.35.

Third: Balderson Cheddar Team, Parmalat, Winchester, Ontario, *Balderson Mild Cheddar*; 99.30.

• Cheddar, Medium (3 to 6 months)

Best of Class: Team Cabot, Cabot Creamery Cooperative, Cabot, Vermont, *Cheddar*; 99.15.

Second: NZMP, Fonterra Cooperative Group Ltd., Auckland, New Zealand, *Cheddar*; 99.05.

Third: Team Cabot, Cabot Creamery Cooperative, Cabot, Vermont, *Cheddar*; 99.00.

• Cheddar, Sharp (6 months to 1 year)

Best of Class: Balderson Cheddar Team, Parmalat, Winchester, Ontario, *Balderson 1-year-old Cheddar*; 99.00.

Second: Kiel Production Team, Land O'Lakes Inc., Kiel, Wisconsin, *Sharp*; 98.50.

Third: Winchester Cheddar Team, Parmalat, Winchester, Ontario, *Sharp Cheddar*; 98.45.

• Cheddar, Aged 1-2 years

Best of Class: Maple Leaf Cheesemaking Team, Maple Leaf Cheesemakers Inc., Monroe, Wisconsin, *English Hollow Cheddar*; 99.20.

Second: Team Chateaugay, McCadam Cheese, Chateaugay, New York, *Cheddar*; 98.60.

Third: Jerome-Team 3, Agropur, Jerome, Idaho, *Aged Cheddar*; 98.45.

• Cheddar, Aged 2 Years or Longer

Best of Class: Suljo Alic, Glanbia Nutritionals, Twin Falls, Idaho, *Cheddar aged 2+ years*; 99.30.

Second: Juan Gomez, Glanbia Nutritionals, Twin Falls, Idaho, *Cheddar aged 2+ years*; 99.05.

Third: Stephanie Deitch, Glanbia Nutritionals, Twin Falls, Idaho, *Cheddar aged 2+ years*; 99.00.

• Traditional Waxed Cheddar, Mild to Medium

Best of Class: Juan Hernandez, Glanbia Nutritionals, Twin Falls, Idaho, *Bandage Cheddar Medium*; 96.85.

Second: Saxon Cheese LLC, Cleveland, Wisconsin, *Old English Style Cheddar, aged 5 months*; 96.25.

Third: Wayne Hintz, Red Barn Family Farms, Appleton, Wisconsin, *Heritage Weis Cheddar Cheese*; 96.20.

• Traditional Waxed Cheddar, Sharp to Aged

Best of Class: Wayne Hintz, Springside Cheese Corp., Oconto Falls, Wisconsin, *Aged Cheddar*; 99.30.

Second: Wayne Hintz, Red Barn Family Farms, Appleton, Wisconsin, *Aged Heritage Weis Cheddar Cheese*; 98.90.

Third: Wayne Hintz, Red Barn Family Farms, Appleton, Wisconsin, *Aged Heritage Weis Cheddar Cheese*; 98.30.

• Burrata

Best of Class: Team Aguas, Caputo Cheese, Melrose Park, Illinois, *Burrata*; 99.60.

Second: Team Aguas, Caputo Cheese, Melrose Park, Illinois, *Burratini 4-ounce*; 99.45.

Third: Castelli Team 1, Castelli America, Ashville, New York, *Burrata*; 99.35.

• Natural Rinded Cheddar

Best of Class: Darrell Demeter, Door Artisan Cheese Co., Egg Harbor, Wisconsin, *Cave Aged English Cheddar*; 99.15.

Second: GVC Cheesemakers, Grafton Village Cheese, Brattleboro, Vermont, *Queen of Quality Clothbound Cheddar*; 98.90.

Third: GVC Cheesemakers, Grafton Village Cheese, Brattleboro, Vermont, *Queen of Vermont Clothbound Cheddar*; 98.65.

• Colby

Best of Class: Team 2 Arena, Arena Cheese, Arena, Wisconsin, *Colby Deli Longhorn*; 99.40.

Second: Laura Sant, Glanbia Nutritionals, Twin Falls, Idaho, *Colby*; 98.75.

Third: Sejad Zukic, Glanbia Nutritionals, Twin Falls, Idaho, *Colby*; 98.70.

• Monterey Jack

Best of Class: Team Cabot, Cabot Creamery Cooperative, Cabot, Vermont, *Monterey Jack*; 99.05.

Second: Tillamook Team 1, Tillamook County Creamery, Tillamook, Oregon, *Stirred Curd Monterey Jack*; 98.95.

Third: Team Wapsie, Wapsie Valley Creamery, Independence, Iowa, *Monterey Jack*; 98.90.

• Marbled Curd Cheese

Best of Class: Cheese Team 1, AMPI, Jim Falls, Wisconsin, *Colby Jack*; 99.50.

Second: Tillamook Team 1, Tillamook County Creamery, Tillamook, Oregon, *Stirred Curd Marbled Curd Colby Monterey Jack*; 99.10.

Third: Team Chateaugay, McCadam Cheese, Chateaugay, New York, *Colby Jack*; 98.90.

• Rinded Swiss Style Cheese

Best of Class: Fritz Baumgartner, Mountain Dairy Mühlekehr, Gourmino AG, Bellmund, Schweiz, Switzerland, *Emmentaler AOP Switzerland*; 99.50.

Second: Ruedi Studerus, Dorfkäserei Thundorf, Ruedi Studeus, Thundorf, Thurgau, Switzerland, *Emmentaler Switzerland AOP*; 99.30.

Third: Thomas Neuenschwander, Käserei Neuenschwander AG, Güttingen, Thurgau, Switzerland, *Emmentaler AOP*; 99.25.

• Rindless Swiss Style Cheese

Best of Class: Thomas Neuenschwander, Käserei Neuenschwander AG, Güttingen, Thurgau, Switzerland, *Bodensee Switzerland Swiss*; 98.25.

Second: Team Guggisberg, Guggisberg Cheese, Millersburg, Ohio, *Aged Swiss Block*; 97.55.

Third: Team Finlandia, Guggisberg Cheese, Millersburg, Ohio, *Finlandia Swiss*; 97.45.

• Mozzarella

Best of Class: Team Lake Norden, Agropur, Lake Norden, South Dakota, *low-moisture whole-milk Mozzarella*; 99.35.

Second: Angela's Team, Dairy Farmers of America, Turlock, California, *whole-milk Mozzarella 2018*; 98.70.

Third: Mozzarella, Lactalis American Group Inc., Buffalo, New York, *whole-milk Mozzarella*; 98.30.

• Mozzarella, Part Skim

Best of Class: Ramon's Team, Dairy Farmers of America, Turlock, California, *part-skim Mozzarella 2018 #5*; 97.00.

Second: New Wilmington Team, Dairy Farmers of America, New Wilmington, Pennsylvania, *low-moisture part-skim Mozzarella*; 96.65.

Third: New Wilmington Team, Dairy Farmers of America, New Wilmington, Pennsylvania, *low-moisture part-skim Mozzarella*; 96.35.

• Provolone, Mild

Best of Class: Team Three, Empire Cheese Inc., Cuba, New York; 99.85.

Second: Team Two, Empire Cheese Inc., Cuba, New York; 99.80.

Third: Team Clayton A, Foremost Farms USA, Clayton, Wisconsin; 99.65.

• Provolone, Aged

Best of Class: Team Clayton B, Foremost Farms USA, Clayton, Wisconsin, *Aged Provolone*; 97.90.

Second: Al Steger, BelGioioso Cheese Inc., Green Bay, Wisconsin, *BelGioioso Aged Provolone Mandarini*; 97.75.

Third: Team One, Empire Cheese Inc., Cuba, New York, *Aged Provolone*; 97.50.

• Smoked Provolone

Best of Class: Pat Doell, Agropur, Luxemburg, Wisconsin, *Smoked Provolone Cheese*; 98.65.

Second: Saputo's Team, Saputo Dairy Products Canada G.P., St. Laurent, Quebec, *Smoked Caciocavallo*; 98.35.

Third: Team Three, Empire Cheese Inc., Cuba, New York, *Smoked Provolone*; 97.75.

• Ricotta

Best of Class: Team Calabro, Calabro Cheese Corp., East Haven, Connecticut, *Hand Dipped Ricotta*; 99.60.

Second: Team Sierra Cheese, Sierra Cheese Co., Compton, California, *Ricotta part skim*; 99.50.

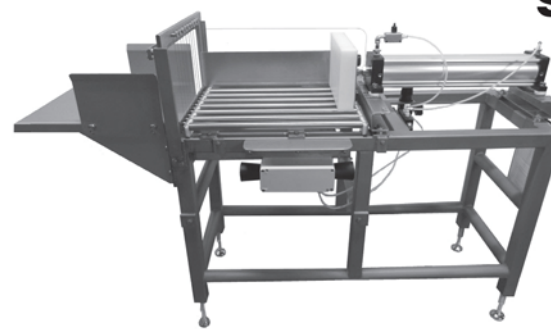
Third: Maplebrook Farm, North Bennington, Vermont, *Maplebrook Farm Ricotta Alta RA0616*; 99.45.

• Parmesan

Best of Class: Tim Dudek, BelGioioso

Turn to PARMESAN, page 12 ⇨

Another New Innovation In Cheese Cutting Technology



Single Direction Horizontal Cheese Cutter

Designed to cut cheese blocks or similar products into uniform portions for retail cuts, dicing, shredding and melting or blending purposes

Model 1820 Features:

- Manual Swing Harp can be Added for Additional Cuts
- Reduced Footprint and Production Time with Compact Design

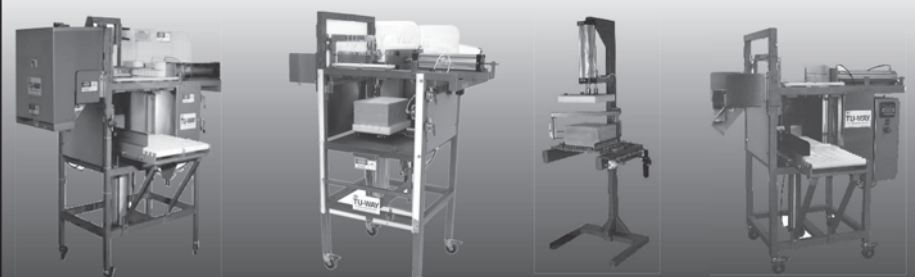


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Keynote Address: Growing U.S. Dairy in Multiple Global Markets

Secretary Tom Vilsack, President & CEO, U.S. Dairy Export Council will discuss opportunities around the globe for U.S. dairy exports, followed by a deep dive on export opportunities by USDEC experts.



Driving Growth of Specialty Cheeses

Wisconsin Milk Marketing Board will reveal data on trends and consumers for specialty cheese marketers and gather a panel of retail and foodservice buyers to describe what the marketplace wants next from your company.



Pathogen Control in Dairy Plants

Innovation Center for U.S. Dairy will highlight current research, resources, and food safety topics impacting dairy manufacturers today.



Dairy Ingredients in the Global Food Market

Center for Dairy Research (CDR) looks at whey and milk proteins, and permeate, from the perspective of competing products and what the global marketplace is seeking.



Cheese Quality Issues and Solutions

Center for Dairy Research (CDR) leads a technical session on cheesemaking improvements perfect for cheesemakers everywhere.



Artisan Track Cheese Workshop

Artisan cheesemakers will enjoy this two-day limited enrollment education track, with advice on quality testing on Day 1, followed by a real cheese-make at Clock Shadow Creamery in Milwaukee on Day 2.



Workforce Connections Track

Must-see education for your Human Resources and workforce staff, Day 1 features *Managing Generations in the Workplace*, and Day 2 features *Coaching, Talent Development, and Performance Feedback*.

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ICTE EXHIBITS AND NETWORKING

A record-breaking 304 companies will exhibit at the 2018 International Cheese Technology Expo. Plan your visits by reviewing our list of exhibitors now.

April 17–19, 2018 | All events take place at the Wisconsin Center, Milwaukee, WI
EXHIBIT HOURS: WED. APR 18 11:30 A.M.–5:00 P.M. | THU. APR 19 11:30 A.M.–4:00 P.M.

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A & B Process Systems	1633	Dorner Mfg. Corp.	1828	JLS Automation	1101	RELCO, LLC	625
ADI Systems Inc.	1740	Dow Filmtec	1834	JW Winco	1649	Reynolds Presto Products.	1647
Advanced Detection Systems	538	DR Tech, Inc.	1239	Karl Schnell Inc.	338	Rieger Flow Products, LLC	546
AGC Heat Transfer, Inc.	1443	DSM Food Specialties USA, Inc.	717	KEI Steam Solutions, Inc.	1734	Rocket Industrial	738
Agropur Ingredients	1408	DualTemp Clauger	1848	Kelley Supply, Inc.	1225 1325	Rockwell Automation	1751
Air Quality Process	1517	DuPont	1017	Klay Instruments	1816	Roehl Refrigerated	1402
Airgas	1351	Ecolab Inc.	917	Koch Membrane Systems	1347	Rohde Brothers	210
Alce North America, Inc.	1888	ELPLAST	413	Koss Industrial, Inc.	1117	Rubber Fab	1600
Alfa Laval Inc.	1413	Emerson	1735	Kraemer Brothers	1631	Rytec High Performance Doors	200
Allied Blending LP	1317	Endress + Hauser, Inc.	1303	Krehalon USA	1704	Sanford Rose Associates-Madison	300
Almac srl	643	Energenecs	403	KROHNE/Durable Controls	1743	Sanitary Design Industries	1814
ALPMA	515	Energy Panel Structures	1446	Kusel Equipment	613	Sanitary Solutions, Inc.	1702
ALS Marshfield	1449	Enerquip, LLC	1500	L & S Electric	1602	Scan American Corp.	509
Ameridia, Division of Eurodia	1818	Enzyme Development Corp.	1822	L. W. ALLEN, Inc.	1856	Sealed Air	1001
Ampco Pumps Co	1604	ErgonArmor Corrosion Engr.	1501	Lallemand	214	Seiberling Assoc/Haskell	847
Anderson Chem/Water	303	ERIEZ	216	Laporte Consultants Corp.	1705	Separators, Inc.	310
Anderson Chem./Sanitation	305	ESE, Inc.	1248	Leibinger Inkjet	1874	SEW-Eurodrive, Inc.	1503
Applied Science, Inc.	439	ESI Group USA	205	Liftvrac	242	SGS NA, Inc	1840
APT-Advanced Process Tech.	417	Evaporator Dryer Technologies	634	Loos Machine & Automation	425	Shambaugh & Son, L.P.	225
Argelith Ceramic Tiles, Inc.	252	Excel Engineering	1505	Malisko Engineering	350	Sharpe Engineering & Equipmt	502
Arthur J. Gallagher & Co.	1810	Exhibit Systems	226	Marchant Schmidt, Inc.	941	Sheffield Machine Knife	1862
Atlantium Technologies	1842	Extrutech Plastics Inc.	630	Martin Milk Service/ Warehousing	301	Short Elliott Hendrickson, Inc.	542
AWI Manufacturing	224	F.N. Sheppard & Co.	1730	Masters Gallery Foods, Inc.	1215	Smart-fab International	247
Axiflow Technologies, Inc.	907	Fiberglass Solutions, Inc.	1713	Matrix Packaging Machinery	633	Socius Ingredients	1892
Badger Scale, Inc.	348	First Choice Ingredients	948	MCT Dairies Inc.	608	Softtrace, Ltd.	946
Baker Tilly	1301	FLAIR Flexible Packaging Corp.	1890	Mead & Hunt, Inc.	742	Spancrete	1502
Bassett Mechanical	540	FlexLink Systems Inc.	246	Membrane Process and Controls	1546	Spectralys	548
Batzner Pest Management, Inc.	1448	Flowtrend, Inc.	317	Membrane System Specialists	1425 1525	Spraying Systems Co.	1643
Bayland Buildings, Inc.	302	Fluid Handling, Inc.	240	MICRODYN-NADIR US, Inc.	1146	SPX Flow, Inc.	500
Bemis Company, Inc.	817	Food Safety Net Services	443	Midwest Refrigerated Services	1540	Stainless Technologies	1605
Bentley Instruments	551	Foreign Type Cheesemakers	611	Miles Data Technologies	1802	Staubli Corporation	231
Best Sanitizers	1870	Fortress Technology, Inc.	1313	Minebea Intec USA, Inc.	1738	Storax Racking FLEXSPACE	204
BioAir Solutions, LLC	1808	FOSS North America	1201	Miron Construction Co.	1400	StrategyBytes	1717
Bioionix, Inc.	441	Foth	243	MOCON, Inc.	610	Stuart W. Johnson & Company.	505
Boldt Company, The	1729	Fremont Industries, Inc.	1609	M-Tek, Incorporated	1611	Sulbana Inc.	1417
Boson Company	746	Fristam Pumps USA	1401	Multi-Conveyor LLC	1404	Sweetener Supply Corp.	1011
Bruker Optics, Inc.	1625	Fromagex	213	MULTIPOND America, Inc	733	Symbiont Science, Engr & Constr.	401
Bulk Lift International	1708	Gamay Food Ingredients	1550	Multivac, Inc.	601	Symphonic Water Solutions, Inc.	1742
Bunzl Processor Division	1603	Garon Foods Inc.	1111	Munters Corporation	1051	Synder Filtration	950
Burkert Fluid Control Systems	1439	GEA	741	Natec USA	1737	TC Transcontinental Packaging	1806
C2AE	1854	General Machinery Corp.	1701	National Utilities Company	632	Technology Group International	547
Caloris Engineering	233	GHD Services	1451	Nelson Jameson	617	Tecnal	1710
Cargill Salt	710	G-M-I, Inc.	1410	Nercon	249	Tetra Pak, Inc.	1025
CEM Corporation	1447	Golden Industrial Refrigeration	1832	NGI Leveling Systems	1836	Thurne	701
Center for Dairy Research	925	Great Northern Corp.	1601	Northfield Corporation	549	Toray Membrane USA	501
CES/Foodlogistik USA	1703	Green Bay Machinery	239	Northland Laboratories	304	Trilogy Essential Ingredients	1750
Cheese Market News	409	Green Bay Packaging Inc.	1411	Nutriceps, Inc.	1538	Tweet-Garot Mechanical	1047
Cheese Reporter	330	Guy Metals	1707	optek-Danulat, Inc.	1246	UltraSource LLC	217
Chem Aqua	1731	GWS Supply	648	Orbis MES Ltd.	1868	United Industries	641
Chemseal, Inc.	1820	Haden & Custance	1430	Packaging Corp. of America	346	United Salt Corp.	211
Cherney Microbiological Svcs.	1725	HaF Equipment USA	1207	Page & Pedersen International	405	Urschel Laboratories	935
Chr. Hansen, Inc.	833	Handtmann	1617	Parker Hannifin Corp.	1305	Vacuum, Pump & Compressor	1715
Clayton Industries	1147	Harpak-ULMA	1433	Paul Mueller Company	1504	Valcour Process Technologies	404
Clean Logix	849	Hart Design & Mfg., Inc.	1719	Payroll Company, The	1812	Valley Cold Transit & Storage	238
Clean Water Technology	1727	Hartness International	236	Pentair Sudmo	1309	VC999 Packaging Systems	747
Code Tech Corp.	1441	Hayssen Flexible Systems	342	Perten Instruments	1548	Viking Masek Global Packaging Tech	901
CODEX-ING Biotech Ingredients	510	Heritage Manufacturing, Inc.	1434	Plastopil Hazorea Company	212	Vivolac Cultures Corp	1250
Complete Filtration Resources	431	Hydrite Chemical Co.	600	POWER Engineers	646	VNE Corporation	503
Concare	208	Hypred USA	639	ProActive Solutions USA	1510	W.M. Sprinkman Corp.	748
Coveris	325	I+S Group ISG	1864	ProAmpac	525	Walker Engineered Products	604
CP Packaging LLC	206	ICL Food Specialties	1746	Probst Group, The	334	Watson-Marlow Fluid Technology	1732
Creative Business Services	402	ID Technology	1830	ProFood World	1739	Webber/Smith Associates	1049
CRYOCARB Inc.	1709	IFM Efector	449	ProLeiT	1858	Weber, Inc.	711
CSK Food Enrichment	531	Ilapak, Inc.	1748	ProSpect Analytical Technology	1333	WeighPack Systems, Inc.	1876
Custom Fabricating & Repair	431	IMA Dairy & Food USA, Inc.	651	Protect-all Inc	1860	Weimer Bearing & Transmission	1866
CVP Systems	701	IML Containers	1733	Protective Coating Specialists	400	Werner Electric Supply	1340
Cybertrol Engineering	1844	iNECTA	1747	PS Seasoning/Pro Smoker/ Vortron	1148	WI Aging & Grading Cheese Inc.	708
Dairy Connection Inc.	609	Ingredients Inc.	1745	Qcomp	250	Winpak	201
Dairy Industries International	244	Ingredion	1412	QLC, Inc.	1331	Wisconsin Milk Marketing Bd	925
DairyChem	234	International Dairy Foods Assn.	1641	Quadbeam	650	Witt Gas Controls, LP	1151
Data Specialists, Inc.	1639	International Machinery Exchange	508	Qualtech	811	Wonderware Midwest	535
DCI, Inc.	1542	International Media & Cultures	218	Quest Industrial	1041	Yamato Corporation	1403
Delkor Systems, Inc.	725	Investors Community Bank	1450	R. Mueller Service & Equipment	712	Zepnick Solutions, Inc.	1241
Delta 3 Engineering, Inc	1741	IPL, Inc.	1838	R.D. Smith Co., Inc.	447	Zhejiang MEY Membrane Tech Co	647
Deville Technologies, LLC	801	ISA Corporation	550	RapidPak	701		
Dirty Ducts Cleaning	411	Ivarson Inc.	515	Reiser	1101		
Diversey	1338	J. Rettenmaier USA	504				
Dixon Sanitary	1700	Jay R. Smith Mfg.	251				
DORAL Corporation	1651	John Maye Company, Inc.	230				

SCHEDULE AT A GLANCE

TUESDAY,
APRIL 17

5:00–7:00 P.M.
Tetra Pak Opening
Reception

7:00–10:00 P.M.
WCMA Young
Professionals Event

WEDNESDAY,
APRIL 18

8:00 A.M. TO NOON
Keynote Address &
Morning Seminars

9:00 A.M.-1:00 P.M.
Collegiate Dairy
Products Contest

11:30 A.M.-5:00 P.M.
ICTE Exhibits &
Complimentary Lunch

12:30–4:30 P.M.
Ideas Showcase in
the Exhibit Hall

3:30–4:30 P.M.
Collegiate Contest
Awards Ceremony

5:00–7:00 P.M.
Chr. Hansen Reception
& Auction of Champion
Cheeses

THURSDAY,
APRIL 19

8:00–9:15 A.M.
Industry Recognition
Breakfast

9:30 A.M. TO NOON
Morning Seminars

11:30 A.M.-4:00 P.M.
ICTE Exhibits &
Complimentary Lunch

12:30–3:30 P.M.
Ideas Showcase in
the Exhibit Hall

5:00–8:30 P.M.
Champions Reception
& World Championship
Cheese Contest
Awards Banquet

8:30–MIDNIGHT
Afterglow Reception

Exhibits are
**FREE to Dairy
Manufacturers**