



# Cheese Market News®

## Crumbled Blue's versatility adds bold flavor to any dish

By Rena Archwamety

**MADISON, Wis.** — Blue cheese crumbles, a staple in the deli case, offer a range of applications beyond a typical salad topping. Both consumers and chefs are exploring this versatile cheese to add a punch of flavor to anything from pasta and pizza to dips and desserts.

“Nearly half of U.S. menus now feature Blue cheese, speaking to America’s love for this creamy, tangy variety,” says Brittany Fladeboe, branded product manager, Roth Cheese, adding that the company is seeing this in sales growth as well. “We saw double-digit growth in Blue cheese volume and dollar sales in 2021, and we doubled our distribution for our 4-ounce crumbles.”

These positive trends are one reason Emmi Roth invested in its Seymour, Wisconsin, production facility, which exclusively produces the company’s award-winning Blue cheeses that include Roth Buttermilk Blue and Gorgonzola crumbles as well as the

small-batch smoked Roth Moody Blue and the aged Roth Buttermilk Blue Affinée.

“We’ve seen sales trending towards higher-end Blue cheese products, and we’re exploring more options in crumbles format — both with flavor and age,” Fladeboe says.

Crumbled Blue is the most prevalent form of Blue cheese found at retail, accounting for 73% of sales, notes Shannon Berry, cheese specialist for Dairy Farmers of Wisconsin. She adds the minimum age to get a good crumbled Blue is three months; otherwise it can run the gamut.

“It all depends on what you are doing with the crumbles. If looking for a creamier or sweet variety, look for BelGioioso Crumbly Gorgonzola. If hoping for brighter flavors, like in a classic Blue cheese dressing, look for younger Blues like Roth’s Buttermilk Blue Affinée,” Berry says.

### • Works well with others

Blue cheese has the potential for an “astounding number of varied applica-

tions,” and to understand its versatility, Berry explains the way Blue cheese is made. Mold is introduced to the pressed cheese by piercing and allowing oxygen inside; the milk is activated with oxygen, causing mold to bloom and speeding up the breakdown of the curd, producing amino acids.

“The amino acids can produce an umami taste, which adds a savory touch to any dish,” she says. “Milk has a natural sweetness, and cultures used to create flavor metabolize the milk into acid. This process allows for the sharpness or acidity evident in

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## USDA lowers milk production forecasts for 2022 and 2023

**WASHINGTON**—Milk production forecasts for 2022 and 2023 are lowered from last month, to 226.0 billion pounds and 228.3 billion pounds, respectively, due to slower expected growth in milk per cow, says USDA in its latest World Agricultural Supply and Demand Estimates report released this week.

USDA also notes that its Cattle report, to be released July 22, will provide a mid-year estimate of the dairy cow inventory and producer intentions regarding retention of heifers for dairy cow replacement.

This week’s report shows imports on a fat basis are raised for 2022 on stronger expected imports of butterfat-containing products and several other dairy products, but imports on a skim-solids basis are unchanged. No changes are

made to the 2023 import forecasts of fats or skim-solids. Exports on both a skim-solids and a fat basis also are raised for 2022, reflecting stronger expected exports of butter, cheese, whey, skim milk powder and lactose, USDA says. The forecast for 2023 fat-basis exports is unchanged from last month but is raised on a skim-solids basis with expectations of higher skim milk powder exports carrying into 2023.

The 2022 butter price forecast is raised from last month to \$2.780 per pound on firm demand, while the cheese price forecast is lowered to \$2.185 on continued large stocks, USDA notes. The forecasts for nonfat dry milk (NDM) and whey prices are unchanged from last month, at \$1.755 and \$0.640 per pound, respectively.

With a lower cheese price, the

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## WDPA members donate to form UW Bob Bradley Dairy Foods Fund

**MADISON, Wis.**—The Wisconsin Dairy Products Association (WDPA) is proud to announce the creation of the Dr. Robert L. Bradley Dairy Foods Fund at the University of Wisconsin-Madison. During the past two months, WDPA members donated almost \$400,000, which exceeded the minimum amount needed to create this new endowment fund.

The fund is being established to encourage and facilitate college students pursuing dairy foods careers. It will support dairy foods-related teaching, research and extension work within the UW Food Science Department. The funds also will be used to provide financial support:

- To develop and train students entering the dairy industry;
- For graduate student tuition and/or stipends;
- Training and participation in dairy products judging; and
- To defray travel expenses for students.

This endowment fund is being named after Dr. Robert L. Bradley to acknowledge the tremendous contributions he has made to the dairy industry. Specifically, Bradley donated countless hours of his time to help Wisconsin processors improve their dairy plant operations. He has educated thousands of students over the past 60 years, with a majority of them employed in Wisconsin dairy plants.

Bradley is a national authority on all facets of dairy products. He is the “go-to” person when a company needs answers to their production problems. He also is a major factor in the success of WDPA, the organization notes. Bradley serves as the head judge for WDPA’s World Dairy Expo Championship Dairy Products Contest, has been a member of WDPA’s Regulatory Committee for four decades and continually provides expert advice to member

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# MARKET INDICATORS

## Chicago Mercantile Exchange

Cash prices for the week ended July 15, 2022

|                             | Monday<br>July 11 | Tuesday<br>July 12 | Wednesday<br>July 13 | Thursday<br>July 14 | Friday<br>July 15 |
|-----------------------------|-------------------|--------------------|----------------------|---------------------|-------------------|
| <b>Cheese Barrels</b>       |                   |                    |                      |                     |                   |
| Price                       | \$2.1725          | \$2.1700           | \$2.1700             | \$2.1050            | \$2.0700          |
| Change                      | -1                | -1/4               | NC                   | -6 1/2              | -3 1/2            |
| <b>Cheese 40-lb. Blocks</b> |                   |                    |                      |                     |                   |
| Price                       | \$2.1100          | \$2.1100           | \$2.1100             | \$2.0575            | \$1.9950          |
| Change                      | NC                | NC                 | NC                   | -5 1/4              | -6 1/4            |

Weekly average (July 11-15): Barrels: \$2.1375(-.0381); 40-lb. Blocks: \$2.0765(-.0148).

Weekly ave. one year ago (July 12-16, 2021): Barrels: \$1.5645; 40-lb. Blocks: \$1.6970.

|                    | Monday<br>July 11 | Tuesday<br>July 12 | Wednesday<br>July 13 | Thursday<br>July 14 | Friday<br>July 15 |
|--------------------|-------------------|--------------------|----------------------|---------------------|-------------------|
| <b>Grade A NDM</b> |                   |                    |                      |                     |                   |
| Price              | \$1.7300          | \$1.7250           | \$1.7100             | \$1.6750            | \$1.6600          |
| Change             | -1 3/4            | -1/2               | -1 1/2               | -3 1/2              | -1 1/2            |

Weekly average (July 11-15): Grade A: \$1.7000(-.0469).

|                        | Monday<br>July 11 | Tuesday<br>July 12 | Wednesday<br>July 13 | Thursday<br>July 14 | Friday<br>July 15 |
|------------------------|-------------------|--------------------|----------------------|---------------------|-------------------|
| <b>Grade AA Butter</b> |                   |                    |                      |                     |                   |
| Price                  | \$3.0000          | \$2.9650           | \$2.9400             | \$2.9000            | \$2.9300          |
| Change                 | +3                | -3 1/2             | -2 1/2               | -4                  | +3                |

Weekly average (July 11-15): Grade AA: \$2.9470(-.0005).

|                         | Monday<br>July 11 | Tuesday<br>July 12 | Wednesday<br>July 13 | Thursday<br>July 14 | Friday<br>July 15 |
|-------------------------|-------------------|--------------------|----------------------|---------------------|-------------------|
| <b>Extra Grade Whey</b> |                   |                    |                      |                     |                   |
| Price                   | \$0.5000          | \$0.4700           | \$0.4600             | \$0.4600            | \$0.45500         |
| Change                  | +1                | -3                 | -1                   | NC                  | -1/2              |

Weekly average (July 11-15): Extra Grade: \$0.4690(-.0235).

Class II Cream (Major Northeast Cities): \$4.1265(-.0392)-\$4.2149(-.0401).

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## Weekly Cold Storage Holdings

July 11, 2022

|               | On hand |             | Change since July 1 |         | Last Year |         |
|---------------|---------|-------------|---------------------|---------|-----------|---------|
|               | Monday  | Week Change | Pounds              | Percent | Pounds    | Change  |
| <b>Butter</b> | 65,228  | +2,624      | +2,886              | +5      | 76,163    | -10,935 |
| <b>Cheese</b> | 84,993  | -1,495      | -1,190              | -1      | 85,752    | -759    |

(These data, which include government stocks and are reported in thousands of pounds, are based on reports from a limited sample of cold storage centers across the country. This chart is designed to help the dairy industry see the trends in cold storage between the release of the National Agricultural Statistics Service's monthly cold storage reports.)

## CLASS III PRICE

(Dollars per hundredweight, 3.5% butterfat test)

| YEAR | JAN   | FEB   | MAR   | APR   | MAY   | JUN   | JUL   | AUG   | SEP   | OCT   | NOV   | DEC   |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2016 | 13.72 | 13.80 | 13.74 | 13.63 | 12.76 | 13.22 | 15.24 | 16.91 | 16.39 | 14.82 | 16.76 | 17.40 |
| 2017 | 16.77 | 16.88 | 15.81 | 15.22 | 15.57 | 16.44 | 15.45 | 16.57 | 16.36 | 16.69 | 16.88 | 15.44 |
| 2018 | 14.00 | 13.40 | 14.22 | 14.47 | 15.18 | 15.21 | 14.10 | 14.95 | 16.09 | 15.53 | 14.44 | 13.78 |
| 2019 | 13.96 | 13.89 | 15.04 | 15.96 | 16.38 | 16.27 | 17.55 | 17.60 | 18.31 | 18.72 | 20.45 | 19.37 |
| 2020 | 17.05 | 17.00 | 16.25 | 13.07 | 12.14 | 21.04 | 24.54 | 19.77 | 16.43 | 21.61 | 23.34 | 15.72 |
| 2021 | 16.04 | 15.75 | 16.15 | 17.67 | 18.96 | 17.21 | 16.49 | 15.95 | 16.53 | 17.83 | 18.03 | 18.36 |
| 2022 | 20.38 | 20.91 | 22.45 | 24.42 | 25.21 | 24.33 |       |       |       |       |       |       |

## STAFF

**Susan Quarne, Publisher**  
(PH 608/831-6002; FAX 608/288-9093)  
Email: squarne@cheesemarketnews.com

**Alyssa Mitchell, Editor in Chief**  
(Cell 330/715-3391; Office 608/288-9090)  
Email: amitchell@cheesemarketnews.com

**Rena Archwamety, Managing Editor**  
(Cell 608/444-9049; Office 608/288-9090)  
Email: rena@cheesemarketnews.com

**Taylor Froelich, Assistant Editor**  
(Cell 920/360-2453; Office 608-9090)  
Email: tfroelich@cheesemarketnews.com

## REGULAR CONTRIBUTORS

Creative Business Services, Dairy Council of California, HighGround Dairy, International Dairy Foods Association, Mike McCully, National Milk Producers Federation, StoneX, John Umhoefer, Edward Zimmerman

## ADVERTISING/SUBSCRIPTION ORDERS & INFO

Contact: Susan Quarne - Publisher  
P.O. Box 628254, Middleton, WI 53562  
PHONE 608/831-6002 • FAX 608/288-9093

WEBSITE: [www.cheesemarketnews.com](http://www.cheesemarketnews.com)

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## CHEESE FUTURES\* for the week ending July 14, 2022

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

|  | Fri., July 8 | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|--------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 2.219 2,867  | 2.222 2,800   | 2.215 2,795    | 2.217 2,807   | 2.215 2,813     |
| AUG22                                    | 2.145 3,081  | 2.135 3,086   | 2.104 3,098    | 2.071 3,089   | 2.035 3,135     |
| SEP22                                    | 2.224 2,920  | 2.203 2,926   | 2.170 2,938    | 2.105 2,965   | 2.065 2,996     |
| OCT22                                    | 2.264 2,720  | 2.250 2,731   | 2.230 2,735    | 2.155 2,781   | 2.103 2,838     |
| NOV22                                    | 2.257 2,715  | 2.260 2,720   | 2.235 2,728    | 2.160 2,748   | 2.103 2,757     |
| DEC22                                    | 2.212 2,834  | 2.207 2,838   | 2.180 2,837    | 2.120 2,801   | 2.088 2,822     |
| JAN23                                    | 2.123 595    | 2.123 592     | 2.105 584      | 2.049 625     | 2.045 629       |
| FEB23                                    | 2.077 427    | 2.078 426     | 2.062 418      | 2.005 439     | 1.995 464       |
| MAR23                                    | 2.063 322    | 2.063 321     | 2.050 327      | 1.996 347     | 1.993 348       |
| APR23                                    | 2.045 225    | 2.040 225     | 2.025 227      | 1.999 235     | 1.989 241       |
| Total Contracts Traded/<br>Open Interest | 299/19,222   | 189/19,182    | 215/19,220     | 647/19,371    | 592/19,602      |

## CHEESE BLOCK FUTURES\*

|  | Fri., July 8 | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|--------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 2.160 134    | 2.162 134     | 2.162 134      | 2.162 134     | 2.157 136       |
| AUG22                                    | 2.180 161    | 2.165 161     | 2.132 166      | 2.100 171     | 2.090 171       |
| SEP22                                    | 2.193 50     | 2.193 50      | 2.180 50       | 2.144 55      | 2.100 65        |
| OCT22                                    | 2.253 64     | 2.253 80      | 2.253 80       | 2.178 91      | 2.163 95        |
| NOV22                                    | 2.258 61     | 2.258 61      | 2.258 61       | 2.194 61      | 2.180 74        |
| DEC22                                    | 2.215 63     | 2.215 63      | 2.215 63       | 2.153 63      | 2.121 63        |
| JAN23                                    | 2.164 5      | 2.164 5       | 2.139 5        | 2.070 10      | 2.070 16        |
| FEB23                                    | 2.157 1      | 2.157 1       | 2.132 1        | 2.075 1       | 2.070 7         |
| MAR23                                    | 2.138 1      | 2.138 1       | 2.120 1        | 2.069 1       | 2.066 7         |
| APR23                                    | 2.170 10     | 2.160 10      | 2.145 10       | 2.119 10      | 2.109 16        |
| Total Contracts Traded/<br>Open Interest | 12/560       | 24/576        | 5/581          | 35/607        | 93/672          |

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

\*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

## DRY WHEY FUTURES\* for the week ended July 14, 2022

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

|  | Fri., July 8 | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|--------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 56.325 517   | 56.225 517    | 56.000 517     | 56.000 533    | 54.600 533      |
| AUG22                                    | 51.375 481   | 51.400 483    | 50.675 486     | 50.675 487    | 48.675 491      |
| SEP22                                    | 48.000 459   | 48.000 459    | 47.475 459     | 46.750 458    | 43.000 457      |
| OCT22                                    | 47.500 377   | 47.500 378    | 47.475 378     | 46.000 378    | 45.475 378      |
| NOV22                                    | 45.525 326   | 45.525 323    | 45.525 323     | 46.800 327    | 44.425 323      |
| DEC22                                    | 47.500 325   | 47.500 326    | 46.975 326     | 46.950 326    | 44.500 326      |
| JAN23                                    | 47.000 87    | 47.000 88     | 47.000 88      | 47.000 88     | 44.975 88       |
| FEB23                                    | 48.025 42    | 48.025 43     | 47.975 43      | 47.975 43     | 44.025 46       |
| Total Contracts Traded/<br>Open Interest | 10/2,795     | 26/2,808      | 52/2,811       | 46/2,831      | 41/2,835        |

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

\*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

## Dry Products\*

July 15, 2022

### NONFAT DRY MILK

Central & East:

low/medium heat \$1.7500(-2)-\$1.8700(-1);  
mostly \$1.7900-\$1.8400(-2).

high heat \$1.9400-\$1.9800(-1).

West:

low/medium heat \$1.6975(-4 1/4)-\$1.8250(-3 1/2);

mostly \$1.7200(-4)-\$1.7900(-3).

high heat \$1.8375(-4 1/4)-\$1.9800(-1).

**WHOLE MILK POWDER (National):**

\$2.1000-\$2.4500.

### EDIBLE LACTOSE

(FOB)Central and West: \$.3600(+2)-\$.5700; mostly \$.4100-\$5.000.

### WHEY POWDER

Central:

nonhygroscopic \$.4600-\$.6000;  
mostly \$.5000-\$.5500.

West:

nonhygroscopic \$.4425(+1/4)-\$.6475(-1);  
mostly \$.4900-\$5.900.

(FOB) Northeast:

extra grade/grade A \$.5000(-3/4)-\$.6250(-2).

**ANIMAL FEED WHEY (Central):** Whey spray milk replacer \$.4500-\$4.600.

**WHEY PROTEIN CONCENTRATE (34 percent):** \$1.5500-\$2.0075;

mostly \$1.7500-\$1.9150.

### DRY BUTTERMILK

(FOB)Central & East: \$1.9350-\$2.0000.

(FOB) West: \$1.8100-\$1.9500; mostly \$1.8500-\$1.9200.

**CASEIN:** Rennet \$5.4500-\$5.7800; Acid \$6.7000(+15)-\$7.2000(+40).

\*Source: USDA's Dairy Market News

# NEWS / BUSINESS

# MARKET INDICATORS

## NMPF praises legislation introduced to suspend tariffs on infant formula imports

WASHINGTON — This week, legislation was introduced in the U.S. House that would temporarily suspend tariffs on certain infant formula product imports. Rep. Earl Blumenauer, D-Ore., sponsored the bipartisan-supported bill.

The National Milk Producers Federation (NMPF) says it also supports this legislation that would encourage additional infant formula supply imports as a temporary way to ease short-term supply shortfalls in the U.S. market. However, NMPF also emphasized that boosting longer-term domestic production to ensure safe, secure infant formula supplies in the future is needed.

The "Formula Act," H.R. 8351, would waive U.S. tariffs on infant formula imports through the end of this year to ensure that the domestic market has the supplies of formula it needs as it recovers from an acute processing capacity crisis that has created nationwide infant-formula shortages.

"The United States has experienced a dire and highly unusual shortage of infant formula for much of this year, a temporary crisis that's dragged on way too long but appears to be improving," says Jim Mulhern, president and CEO of NMPF. "As of this month, all U.S. formula production facilities are back online and working hard to restock the supply chain gaps that American families have struggled with over the past several months. That's good news."

"U.S. government efforts to expand supply, including a temporary, short-term expansion of infant formula imports, are important steps to help ease the crisis," he adds. "We support

congressional action on the Formula Act. The legislation's targeted focus and ample timeframe will address these short-term challenges while ensuring that the United States doesn't create a permanent dependence on formula produced in foreign facilities. As the pandemic showed, long-term reliance on sourcing critical life-saving products from overseas puts American families at the mercy of foreign suppliers and foreign safety standards."

**"U.S. government efforts to expand supply, including a temporary, short-term expansion of infant formula imports, are important steps to help ease the crisis."**

Jim Mulhern  
NATIONAL MILK  
PRODUCERS FEDERATION

In addition to advancing the Formula Act, NMPF says Congress and the Biden administration should work together with the U.S. dairy and formula industries to explore what additional domestic reforms are needed to further expand U.S. infant formula production capacity so that the United States can create a reliable supply base for this important product. **CMN**



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## CME FUTURES for the week ended July 14, 2022

### Class III Milk\*

|  | Fri., July 8 | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|--------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 22.79 4,656  | 22.74 4,648   | 22.66 4,678    | 22.72 4,623   | 22.62 4,547     |
| AUG22                                    | 21.75 4,740  | 21.70 4,753   | 21.26 4,819    | 20.95 4,706   | 20.36 4,882     |
| SEP22                                    | 22.29 3,895  | 22.08 3,910   | 21.66 3,993    | 20.97 3,934   | 20.46 3,996     |
| OCT22                                    | 22.47 3,216  | 22.44 3,242   | 22.15 3,295    | 21.40 3,313   | 21.00 3,409     |
| NOV22                                    | 22.31 3,080  | 22.28 3,083   | 22.10 3,111    | 21.35 3,123   | 20.87 3,171     |
| DEC22                                    | 21.83 2,950  | 21.79 2,954   | 21.51 2,957    | 20.85 2,908   | 20.43 2,923     |
| JAN 23                                   | 20.98 1,524  | 21.00 1,479   | 20.73 1,525    | 20.10 1,599   | 19.89 1,627     |
| FEB 23                                   | 20.65 1,090  | 20.65 1,101   | 20.40 1,120    | 19.77 1,151   | 19.67 1,176     |
| MAR23                                    | 20.40 1,122  | 20.40 1,134   | 20.08 1,158    | 19.53 1,166   | 19.45 1,121     |
| APR 23                                   | 20.10 799    | 20.10 799     | 19.80 812      | 19.40 814     | 19.35 816       |
| MAY23                                    | 19.90 772    | 19.90 772     | 19.75 798      | 19.41 800     | 19.40 801       |
| Total Contracts Traded/<br>Open Interest | 1,285/29,729 | 767/29,762    | 1,397/30,246   | 2,775/30,223  | 1,843/30,555    |

### Class IV Milk\*

|  | Fri., July 8 | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|--------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 25.63 1,662  | 25.66 1,682   | 25.76 1,680    | 25.76 1,680   | 25.86 1,680     |
| AUG22                                    | 24.86 1,713  | 24.86 1,727   | 24.83 1,723    | 24.80 1,728   | 24.50 1,746     |
| SEP22                                    | 24.19 1,829  | 24.19 1,831   | 24.10 1,843    | 23.54 1,843   | 23.10 1,848     |
| OCT22                                    | 23.77 1,473  | 23.77 1,468   | 23.61 1,487    | 22.93 1,511   | 22.42 1,567     |
| NOV22                                    | 23.46 1,411  | 23.22 1,417   | 23.07 1,436    | 22.45 1,441   | 22.03 1,450     |
| DEC22                                    | 22.88 1,438  | 22.66 1,443   | 22.66 1,443    | 22.25 1,433   | 21.80 1,433     |
| JAN 23                                   | 22.09 745    | 21.98 758     | 21.90 758      | 21.21 764     | 21.21 769       |
| FEB 23                                   | 21.63 672    | 21.40 699     | 21.30 699      | 20.67 713     | 20.67 718       |
| MAR23                                    | 21.40 670    | 20.99 681     | 20.95 691      | 20.48 698     | 20.40 703       |
| APR 23                                   | 20.95 386    | 20.90 390     | 20.87 390      | 20.20 421     | 20.20 422       |
| MAY23                                    | 20.81 363    | 20.81 363     | 20.73 363      | 20.39 363     | 20.38 363       |
| Total Contracts Traded/<br>Open Interest | 616/13,261   | 153/13,358    | 127/13,412     | 149/13,494    | 1,136/13,598    |

### Cash-Settled NDM\*

|  | Fri., July 8  | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|---------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 179.025 1,195 | 179.050 1,197 | 179.100 1,174  | 179.100 1,173 | 180.575 1,166   |
| AUG22                                    | 174.350 1,268 | 174.750 1,268 | 173.800 1,283  | 173.000 1,297 | 172.500 1,310   |
| SEP22                                    | 169.325 1,337 | 168.250 1,329 | 167.350 1,329  | 163.350 1,352 | 161.000 1,356   |
| OCT22                                    | 167.000 969   | 166.000 1,003 | 166.000 1,008  | 160.500 1,022 | 156.350 1,070   |
| NOV22                                    | 165.000 796   | 163.650 806   | 162.450 811    | 158.450 816   | 154.750 819     |
| DEC22                                    | 164.000 990   | 163.075 1,002 | 162.575 1,007  | 160.000 1,015 | 153.750 1,023   |
| JAN 23                                   | 163.000 265   | 162.500 277   | 160.725 277    | 157.200 285   | 152.200 286     |
| FEB 23                                   | 162.000 268   | 161.700 280   | 158.825 280    | 156.675 282   | 152.275 281     |
| MAR23                                    | 160.300 350   | 161.000 360   | 158.425 360    | 156.175 367   | 152.000 375     |
| APR 23                                   | 160.000 203   | 160.000 213   | 158.000 213    | 156.400 220   | 152.400 223     |
| Total Contracts Traded/<br>Open Interest | 327/8,389     | 249/8,483     | 116/8,490      | 238/8,591     | 406/8,677       |

### Cash-Settled Butter\*

|  | Fri., July 8  | Mon., July 11 | Tues., July 12 | Wed., July 13 | Thurs., July 14 |
|--|---------------|---------------|----------------|---------------|-----------------|
| JUL22                                    | 292.475 1,565 | 294.100 1,563 | 293.250 1,562  | 292.500 1,562 | 292.575 1,562   |
| AUG22                                    | 284.000 1,437 | 285.500 1,474 | 283.025 1,497  | 281.275 1,508 | 277.100 1,557   |
| SEP22                                    | 280.800 1,543 | 282.050 1,541 | 279.275 1,538  | 272.875 1,547 | 267.000 1,555   |
| OCT22                                    | 276.000 1,412 | 276.925 1,412 | 275.000 1,425  | 267.875 1,427 | 263.000 1,449   |
| NOV22                                    | 269.775 1,076 | 269.775 1,076 | 267.225 1,081  | 261.000 1,093 | 257.000 1,122   |
| DEC22                                    | 257.500 1,018 | 257.500 1,020 | 257.500 1,020  | 255.000 1,026 | 249.000 1,051   |
| JAN 23                                   | 245.000 377   | 245.000 374   | 245.000 378    | 242.275 426   | 240.000 446     |
| FEB 23                                   | 237.000 290   | 237.000 289   | 237.000 298    | 235.000 370   | 234.000 383     |
| MAR23                                    | 231.000 306   | 231.000 306   | 231.000 311    | 231.000 365   | 230.000 380     |
| APR 23                                   | 227.500 114   | 227.500 114   | 227.500 124    | 226.000 202   | 226.000 207     |
| MAY 23                                   | 225.000 121   | 225.000 121   | 227.300 134    | 226.000 200   | 226.000 205     |
| JUN 23                                   | 225.000 133   | 225.000 133   | 225.000 143    | 224.000 221   | 224.000 226     |
| Total Contracts Traded/<br>Open Interest | 171/9,428     | 110/9,459     | 168/9,547      | 569/9,983     | 305/10,185      |

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.  
\*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

| RETAIL PRICES (Consumer Price Index*) | Percent change versus |       |       |        |         |
|---------------------------------------|-----------------------|-------|-------|--------|---------|
|                                       | June 2022             | 1 mo. | 6 mo. | 1 year | 2 years |
| Cheese & related products             | 263.462               | +1.0  | +8.9  | +9.7   | +8.8    |
| Dairy & related products              | 261.255               | +1.4  | +11.0 | +13.5  | +14.4   |
| All Food                              | 305.041               | +1.0  | +6.3  | +10.4  | +13.1   |

\*Source: U.S. Department of Commerce. For index, prices during 1982-84 = 100.

## National Dairy Products Sales Report

| For the week ended:            | 7/9/22     | 7/2/22      | 6/25/22    | 6/18/22    |
|--------------------------------|------------|-------------|------------|------------|
| <b>Cheese 40-lb. Blocks:</b>   |            |             |            |            |
| Average price <sup>1</sup>     | \$2.2034   | \$2.2227    | \$2.2738   | \$2.3089   |
| Sales volume <sup>2</sup>      | 10,614,075 | 11,330,065  | 12,330,284 | 14,661,293 |
| <b>Cheese 500-lb. Barrels:</b> |            |             |            |            |
| Average price <sup>1</sup>     | \$2.3559   | *\$2.3614   | \$2.4122   | \$2.4556   |
| Adj. price to 38% moisture     | \$2.2306   | *\$2.2361   | \$2.2847   | \$2.3286   |
| Sales volume <sup>2</sup>      | 14,345,977 | *13,325,436 | 14,871,731 | 12,409,726 |
| Moisture content               | 34.52      | *34.53      | 34.54      | 34.62      |
| <b>Butter:</b>                 |            |             |            |            |
| Average price <sup>1</sup>     | \$2.9740   | *\$2.9265   | \$2.9584   | *\$2.9728  |
| Sales volume <sup>2</sup>      | 2,065,253  | *3,197,005  | 3,356,097  | 4,103,321  |
| <b>Nonfat Dry Milk:</b>        |            |             |            |            |
| Average price <sup>1</sup>     | \$1.8423   | *\$1.8163   | \$1.8389   | \$1.8202   |
| Sales volume <sup>2</sup>      | 10,318,218 | *22,744,205 | 19,715,861 | 17,646,214 |
| <b>Dry Whey:</b>               |            |             |            |            |
| Average price <sup>1</sup>     | \$0.5264   | \$0.5877    | \$0.5946   | \$0.6136   |
| Sales volume <sup>2</sup>      | 5,399,466  | 4,384,985   | 5,070,935  | 4,913,501  |

<sup>1</sup>Revised. <sup>2</sup>Prices weighted by volumes reported. <sup>3</sup>Sales as reported by participating manufacturers. Reported in pounds.

GUEST COLUMNIST *CMN Exclusive!*

### Perspective: Dairy Markets

Katie Burgess is director of risk management at Ever.Ag\*, a brokerage firm that specializes in dairy product price risk management. She contributes this column exclusively for *Cheese Market News*®.

## U.S. milk supply: Where does the industry go from here?

Reflecting on the first half of 2022, limited supply drove prices in a way markets haven't seen in years. With data in hand through May, U.S. milk output declined 0.9% year-to-date, the weakest start since 2001. When looking at individual months, January through May ranked in the bottom 10% over the past 20 years. Cow numbers fell by more than 100,000 head year-over-year in May, the biggest deficit since 2010.

Less milk is pushing prices higher. Class III and Class IV milk topped \$25 per hundredweight for the first time ever. Chicago Mercantile Exchange (CME) spot butter hit the \$3 mark for the first time since 2015. Nonfat dry milk values rose to eight-year highs.

But what does the second half of 2022 have in store? How quickly can the U.S. flip from supply deficit to surplus?

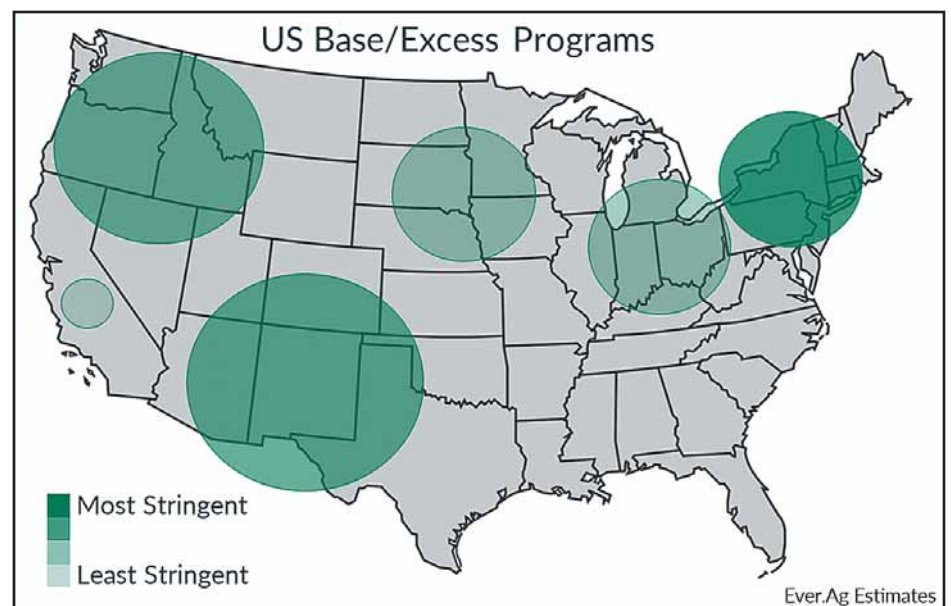
Even with elevated costs, higher milk prices are lifting on-farm margins to the highest levels since 2014 in many regions, particularly among producers not subject to spot feed prices. History tells us that dairy producers can quickly hit the gas. When on-farm margins top \$4 per hundredweight via the Ever.Ag margin model — a level reached during the first half of 2022 — year-over-year milk production expands by an average of 2.3% over the following

three months, compared to just 1.3% growth for all other periods.

While data suggests a surge of milk is possible during the second half of 2022, several factors could prevent history from repeating itself.

First, costs are uncertain (and are not evenly distributed geographically). Feed prices will likely remain volatile through the summer until the size of the grain crop is known. Between the beginning of June and the time of publication in mid-July, December corn and soybean meal futures traded across a wide range, amounting to a \$1.60-per-hundredweight shift in terms of feed costs. And in a world where on-farm margins averaged \$1.70 over the past five years, \$1.60 could be the difference between profitability or not for many producers. In some spots, like drought-stricken California, the situation is even more extreme, with limited water availability and alfalfa prices setting new all-time highs.

Dairy producers are also contending with general inflation, paying higher prices for labor, supplies and nearly everything else. Plus, the price to build a new dairy is skyrocketing. Contacts cite costs to build a new 6,000-cow dairy are up by more than 50% over the past five years. These higher costs — along with rising interest rates — will likely make producers think twice



before adding more cows.

On top of the cost uncertainty, there are a few other hindrances.

Base/excess plan programs implemented by handlers are penalizing producers for exceeding milk production thresholds. While each program is a little different in terms of penalties and enforcement, they are typically based on historical output and effectively limit output growth. As such, we believe the historical milk production increase of +2% typically seen after periods of strong on-farm margins will likely remain out of reach for the second half.

And, even if producers have a market for expanded output, it may be hard to find new cows. Dairy heifer costs are at multiyear highs due to limited availability. Over the past few years, more dairy producers have bred lower-tier cows to beef while only raising the dairy heifers they needed to replenish the herd. As such, the number of heifers expected to enter the milking herd in 2022 dipped to the lowest level since 2005.

Despite the challenges, we believe milk supplies will look better in the second half of the year. In fact, it's nearly guaranteed, based on easier year-over-year comparisons. Even if cow numbers hold steady at May's total of 9.405 million head, by October the herd will be in positive year-over-year territory. What's more, we believe that we will add some cows in the months

ahead.

Contacts are already reporting loosening milk supplies. Stronger flows are reflected in the data as well, with USDA reporting that for the first full week of July, spot milk prices dropped to the lowest level in nearly a year.

Our milk production forecast for the second half points to milk supply returning to positive territory by August and topping +1.0% by year-end. That's an improvement over the numbers posted earlier this year but still not a glut of milk by any extent. Our belief is that improved supply means that the price peaks for the year are behind us, though they will likely remain elevated compared to historic norms. **CMN**

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## NEWS/BUSINESS

### Ever.Ag debuts new customer success portal for additional support

**FRISCO, Texas** — Ever.Ag, a leading agtech provider dedicated to empowering supply chains to feed a growing world, continues to distinguish itself as a dedicated and knowledgeable partner to its customers through the launch of its new customer support resource. The Ever.Ag Customer Success Portal now provides around-the-clock access to product support, documentation and related resources.

“In all of the agriculture sectors

we support, from dairy to crops to livestock, we empower our clients by being a partner as well as a technology provider,” says Ever.Ag CEO Scott Sexton. “We are always looking for innovative ways to support their success, and our new portal will help everyone stay connected to the resources they need.”

Ever.Ag's customers will find multiple resources within the portal, including step-by-step user guides, support case status information,

FAQ documents, product update announcements, company and industry news articles, live online discussion forums and specialized product training.

The initial launch features resources for 14 of the company's products, and more will be added soon. A dedicated team of customer success, support, and professional services representatives will monitor the portal and continue to respond to support cases. **CMN**

### USDA awards String contract, seeks cheese and yogurt

**WASHINGTON** — USDA recently awarded a contract for the purchase of 907,200 pounds of low-moisture, part-skim String cheese to Miceli Dairy for a total of \$3.49 million.

USDA also recently announced it is seeking to purchase a total of 1.74 million pounds of Cheddar, Pepper Jack and high-protein yogurt. Bids are due by 1 p.m. CT July 20. **CMN**

## Retail

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## WATCH

NEWS &amp; MARKETING IDEAS TO HELP SELL MORE CHEESE

## On fire! Queso Mama, Gordo's brands heat up the growing queso category

By Rena Archwamety

**NASHVILLE, Tenn.** — In a retail category that has almost doubled in size since 2019 and was highly rated by consumers as a “food that makes them happy” in a recent nationwide survey, queso cheese dip has become a mainstream hit across the country both as a snack and in recipes. And within this category, refrigerated quesos from Queso Mama and Gordo's trademarked brands have grown exponentially over the past few years, appealing to those looking for fresher, better-tasting and cleaner-label snacks.

Chairmans Foods, which owns both Queso Mama and Gordo's brands, commissioned a survey of more than 1,400 consumers last November to see just how people are “quesoing.”

“It revealed how people felt about the category and brands and confirmed our beliefs that people definitely see queso as a ‘fun food,’” says Dan Setlak, general manager, Gordo's Retail & Foodservice. “It's an engaging category. People crave it, love it and are particular about their choices, not unlike how consumers feel about their ice cream.”

Some of the highlights of the survey included:

- Quality matters — 87% of queso consumers said real dairy ingredients are important.
- Frequent buyers — 75% of queso consumers said they bought queso at least once every three weeks.
- Popular at parties — 49% of queso consumers indicated they serve queso as a party food at least four times a year, and 22% serve it as a party food seven or more times per year.

Leigh Vickery, founder of Queso Mama, notes the brand has a “very strong, loyal and vocal” customer base that is clear in communicating their feelings about “when they want” and “how they want” their refrigerated queso.

“I love that we have built the brand to be collaborative. Customers feel open to talk with us, and I pay attention to what they tell me in emails and social media, and how they're creating their own recipes with it,” she says. “Queso is becoming more and more

of a staple than an indulgence. Our customers tell us they keep Queso Mama in the refrigerator all the time. Because of its clean label and high-quality ingredients, people feel good about offering it as an afternoon snack — and often I hear parents say ‘it's what gets my kids to eat their broccoli.’ I'm paying attention to and also

**“Queso is becoming more and more of a staple than an indulgence.”**

Leigh Vickery  
QUESO MAMA

educating them on all the ways you can use it in recipes, not just Tex-Mex.”

### • National growth

Texas-based Vickery first introduced her refrigerated queso dips to fill a niche that had been missing on store shelves.

Vickery also was paying attention to the early days of what now has become a macrotrend: clean labels for all foods. She knew the market was missing “fun foods” for consumers with a discerning palate and desire to stay away from artificial ingredients. She developed a recipe for a clean-label white refrigerated queso with green chile — a flavor profile brand new to the market. She took her ideas and prototypes to Whole Foods Market headquarters, which saw the opportunity and picked up her new products. As the company grew quickly, adding Costco, Target and other large customers, Vickery turned to Chairmans to build a relationship that has continued to grow since those early years.

“I saw a hole in the market that would be fun to build a brand around, and Whole Foods gave me a shot,” Vickery says. “I was very early to market — perhaps too early — but I beat out a lot of competitors along the way. I had the luxury of growing organically and staying really focused on the customer as a small business and was able to build our fan base slowly without the pressures larger



Photo courtesy of Chairmans Foods

**CLEAN LABEL** — Queso Mama founder Leigh Vickery says she first introduced her refrigerated white queso products in 2009 as a fresher, clean-label alternative to the highly processed, “glow in the dark” shelf-stable products on the market. Her products can be found in hundreds of Costco, Target, Whole Foods Markets and beyond, with more information at <https://quesomama.com>.

corporations face to return certain sales numbers within a few quarters.”

Originally branded “Leigh Oliver's,” the brand now known as “Queso Mama” quickly received another break, this time in the foodservice market, around 10 years ago when the Dallas Cowboys requested the queso on menu items such as a cheese steak sandwich and gourmet pulled pork nachos at its new stadium.

“Somebody high up in the organization had it at a party and said, ‘I want this in the new stadium.’ I was driving carpool for my middle-school son when I got the phone call from them,” Vickery says. “To be honest, I thought it was a friend pranking me, and I didn't believe they were really the Dallas Cowboys at first. Then I realized this was a real call. He explained how he found out about it and asked if we make it in foodservice. To be clear, I had no idea how to pack our product in the large sizes they needed, but I faked my way through the call, immediately called my friends at Chairmans and said, ‘Please tell me you can do this.’ And of course, they could and have for a decade or more.”

While Queso Mama started with retail and later added foodservice, the Gordo's brand was founded more than

15 years ago by the Sweat family and their family foodservice business in Atlanta who noticed many of their ingredient offerings — meats, cheeses and spices sold to restaurants in the Southeast — were being used by their restaurant customers to make queso cheese dip.

Founder and creator Ward “Gordo” Sweat picked a favorite family recipe for the cheese dip and brought it to retail and foodservice. It was an immediate success regionally, and now it is in more than 15,000 stores. Gordo's is now the No. 1 refrigerated queso cheese dip in the country, Setlak says.

Gordo's came under Chairmans' portfolio in May 2021. Between Gordo's and Queso Mama, Chairmans Foods notes it has two very complementary brands and is clearly committed to quality, refrigerated queso which quickly is expanding in markets across the country.

“They're the backbone for these brands to become truly national,” Vickery says of Chairmans, adding that Queso Mama has tripled in size over the past couple of years. “Chairmans has been committed to queso, building relationships with consumers and key accounts and growing the

Turn to QUESO, page 7

## Lactalis' Galbani Cheese brand launches U.S. ad campaign to promote uses for Ricotta

MILWAUKEE — Lactalis' premium Italian cheese brand Galbani Cheese recently launched one of the brand's largest ad campaigns since it came to the United States.

According to the Galbani marketing teams, 80% of consumers use Ricotta in pasta dishes but less than 40% use it in snacks, desserts or on its own. This ad campaign seeks to reimagine when and how audiences use the versatile cheese this summer by featuring it as a go-to ingredient for summer get-togethers in salads, desserts and snacks that the whole family can enjoy.

The campaign, "You Gotta Ricotta," features regional TV ads in 19 U.S. northeast markets; digital video and connected TV such as YouTube, Roku, etc.; and social such as Facebook and Instagram paid ads featuring video and static.

Lactalis' Galbani marketing team launched the campaign June 13, and it will continue throughout the year and into 2023. The campaign features a wide variety of recipes that provide consumers with inspiration on ways to enjoy the product beyond traditional Italian recipes, available at <http://Galbanicheese.com/gottaricotta>.

The Galbani brand, which Lactalis

launched in the United States in 2008, is Italy's No. 1 cheese brand and is celebrating its 140th anniversary this year. Galbani is the No. 1 brand of Ricotta in the United States, and Lactalis produces its U.S. Ricotta exclusively at its Buffalo, New York, facility. Galbani Ricotta is distributed worldwide, and in the United States, Galbani is distributed nationwide, most prominently in the Northeast, where approximately 40% of the nation's Ricotta is consumed.

Galbani makes a variety of Ricotta sizes and types, including Whole Milk, Part Skim, Low Fat, Fat Free, Classic,

Double Cream and its brand new Lactose Free Whole Milk Ricotta.

For more information, visit <http://galbanicheese.com>. **CMN**

## Crave Brothers announces recipe contest winners

WATERLOO, Wis.—In celebration of Crave Brothers Farmstead Cheese's 20th Anniversary, Crave Brothers recently announced six winners, including three consumers and three professionals, for its 20th Anniversary 2022 Recipe Contest.

Home cooks and food professionals were invited to submit their favorite original recipes in any of the three following categories: Appetizer/Side Dish (including salads), Main Entrée and/or Desserts. They were required to use any one or more Crave Brothers Farmstead Cheeses including Fresh Mozzarella, Mascarpone, Chocolate Mascarpone, Farmers Rope String Cheese, Oaxaca and/or Cheddar Cheese Curds.

"Cheese is a diverse ingredient that can be used in a variety of ways, and we know no better way to celebrate our 20th anniversary than with a recipe contest," says Debbie Crave, vice president. "It was a challenge to judge so many delicious entries. We always like new recipe ideas using our cheeses."

Recipes were judged by a professional panel using a criterion of creativity, presentation, flavor and innovative use of Crave Brothers cheese. The winners are:

### • Consumer

Café Mocha Bread Pudding Cheesecake with Hot Mocha Sauce & Mixed Berries, featuring Chocolate Mascarpone by Mary McShack from Alabama (Dessert).

Caprese Inspired Shrimp Gnocchi, featuring Mascarpone and Fresh Mozzarella by DonnaMarie Ryan from Massachusetts (Main Entry).

Gluten Free, Curd Cloud Bites with Spiced Honey Mascarpone Spread, featuring Cheddar Cheese Curds and Mascarpone by Chera Little from Texas (Appetizer).

### • Professional

Cannoli Cheesecake, featuring Mascarpone by Dustin Barman from Wisconsin (D•Bar Bakery) (Dessert).

CRAVEable Corn Dip, featuring Oaxaca, Farmers Rope and Fresh Mozzarella by Sarah Mittelstadt from Wisconsin (Farm Table Foundation) (Appetizer).

Dry rubbed pork tenderloin with Crave's captivating Coconut Peanut Butter Chocolate Mascarpone Dipping Sauce, featuring Chocolate Mascarpone by Natalie E Herman from South Carolina (NEH Media LLC) (Main Entry).

The winning recipes will be published on the Crave Brothers website at [www.cravecheese.com](http://www.cravecheese.com). **CMN**

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## QUESO

Continued from page 5

queso category. And furthermore, Gordo's, Chairmans and Queso Mama share similar values and cultures. It's how a true partnership is supposed to work. It's a joy, both the growth and momentum we have now as well as the great people we get to work with each day."

## • Appeal and potential

Both Queso Mama and Gordo's products are premium-quality, refrigerated queso lines started by small businesses. Gordo's leverages the dairy Real Seal on its products, and Queso Mama highlights its ultra-clean, gluten-free ingredient list.

"The entire Chairmans Foods team has a passion for and takes great pride in creating great-tasting, quality products. The opportunity to invest in these two complementary and well-loved consumer brands in a growing category makes this an exciting time in our company," Setlak says.

"I think part of queso's appeal is that it can be used both in recipes as a key ingredient — a topping on enchiladas, burritos or even as the secret ingredient in the ultimate mac and cheese — but also used in substantial snacking that makes people feel good about what they are feeding themselves and their friends and families," he adds. "We've also developed a lot of recipes in-house and shared them on social media, which helps fuel consumer passion."

Gordo's queso cheese dip line, which primarily is sold in the Southeast Mid-Atlantic and Midwest but available nationally, includes original, mild jalapeno and hot varieties as its main flavors, with more varieties set to launch before the end of the year.

Vickery notes Queso Mama has been successful at Costco, Whole Foods, Target stores and more, particularly in the Midwest and Southwest, as well as in the Northeast and Pacific Northwest markets. With Chairmans' additional capacity, the brand now also is poised to expand to markets along the West Coast and East Coast.

Queso Mama's core line includes the original green chile and a spicier roasted jalapeno variety. The brand plans to launch at least one exciting new flavor very soon.

"Part of the strength of both Queso Mama and Gordo's is our loyalty to our customers and theirs with us — we focus on the customer and bring new ideas to them as well as include them on where we're headed," Vickery says. "Like family-founded Chairmans Foods itself, both these brands are family-founded, family-driven, with the consumer in mind, not corporate-created brands with no soul or story. There are real people behind them that have worked passionately and tirelessly for years with a commitment to making great-tasting products. I

**"We're real people;  
we want to feed you,  
and we get a lot of  
joy out of doing it."**

Leigh Vickery  
QUESO MAMA

think that authenticity shines through because we believe in our work, and it's helping us get to the next level. This simple truth is actually a very strong part of our success. We're real people; we want to feed you, and we get a lot of joy out of doing it." CMN



Photo courtesy of Chairmans Foods

**FAMILY RECIPE** — The creators of Gordo's Cheese Dip originally owned a foodservice business and humbly created the product for retail using a family-favorite, restaurant-style recipe. Today, Gordo's is sold in more than 15,000 stores, has the No. 1 share position and continues to expand across the country. For more information, visit <https://gordosdips.com>.

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## Fonterra's Anchor Dairy will market new sustainable certified butter in the U.S. market

CHICAGO — Anchor Dairy, the consumer brand of New Zealand dairy cooperative Fonterra, recently launched Organic carbonzero Certified Butter.

Anchor Dairy notes the trend toward both clean label and sustainable products continues to increase, and consumers are taking these factors into

consideration when making purchasing decisions. Audited and verified by Toitū Envirocare, an independent certifier that verifies carbon emissions across the product life cycle, Anchor's Organic carbonzero Certified Butter helps consumers to live a more sustainable life and support companies dedicated

to reducing their carbon footprint, the brand says.

In order to meet the carbonzero certification requirements of Toitū Envirocare, Fonterra calculated the carbon emissions required in the distribution of Anchor butter from farm to consumers' homes, developed a plan to reduce emissions further and supported renewable energy projects to offset emissions that couldn't be reduced.

The climate in New Zealand allows for cows to pasture graze 365 days a year, and it's this pasture-rich diet that gives Anchor's Organic carbonzero Certified Butter its creamy taste and rich golden hue, the brand notes. The butter is certified USDA organic, meaning it's non-GMO and free from synthetic fertilizers and pesticides, antibiotics and growth hormones such as rBGH/rBST.

The packaging features imagery of lush New Zealand pastures as well as a QR code that will direct consumers to Provenance.org, a trusted third-party company dedicated to providing supply chain transparency of everyday products, to show consumers how Anchor's certifications make for a better environment.

"With sustainability and the environment a core pillar of the Fonterra brand, we're thrilled to be amongst the first companies to offer U.S. consumers a carbon zero butter option," says Megan Patterson, Americas marketing communication manager, who is spearheading the consumer launch.

The 8-ounce block of butter is being distributed by KeHE at a suggested retail price of \$8 per package.

For more information, visit [www.anchor dairy.com/us/en.html](http://www.anchor dairy.com/us/en.html). CMN

## Folios Cheese Wraps offers new Mozzarella

DARIEN, Conn. — Folios Cheese Wraps recently debuted a new Mozzarella variety at this year's International Dairy Deli Bakery Show in Atlanta. The new Folios Mozzarella Cheese Wraps were featured alongside other varieties including Folios Parmesan, Folios Cheddar and Folios Jarlsberg.

Made with 100% all-natural lightly baked sheets of cheese, Folios Cheese Wraps are lactose- and gluten-free, grain-free and have only 1 gram of carbs. The keto-certified wraps can be stuffed, rolled, folded, melted, crisped and baked into chips, tacos, burritos, nachos, pizza, wraps and more.

"What makes Folios Cheese Wraps so special is not only the high quality of the first 100% all-natural cheese wrap,

but the amazing diversity and how economical it is," says celebrity chef George Duran. "When you use Folios Cheese wraps in your recipes, there is no need to add more shredded cheese as Folios can be the wrap, the bowl and the taco as well as the cheese. I use Folios to make everything from wraps, to rolls, to pigs in a blanket and so much more."

Brand officials say the flavor and versatility of the new Mozzarella Folios is ideal for sandwiches, pizza, wraps, lasagna and many other options, like Chicken Parm, Eggplant Parm, and Crispy Breadstick Dippers with Marinara.

For more information, visit [www.cheesefolios.com/recipes-landing-page/](http://www.cheesefolios.com/recipes-landing-page/). CMN

## Land O'Lakes launches new Butter Balls

ARDEN HILLS, Minn. — Land O'Lakes Inc. has put a new spin on butter with the launch of Land O'Lakes Butter Balls — half-tablespoon butter balls for everyday cooking. Inspired by consumers who picked up cooking during the pandemic, this first-of-its-kind product for retail shelves offers Land O'Lakes butter in a convenient, pre-portioned size that makes cooking easier.

Throughout the pandemic, the Land O'Lakes innovation team worked to create solutions in the kitchen for the millions of Americans who were cooking at home more frequently. Recognizing that almost 75% of U.S. consumers want to continue preparing meals after the pandemic, the team wanted to make at-home meals easier,

even as life starts to return to normal.

"Innovation is core to Land O'Lakes, and we see this product as the answer to the convenience consumers crave while staying true to the great product they rely on — sweet cream butter," says Heather Anfang, U.S. vice president of Land O'Lakes Dairy Foods. "While the pandemic created unprecedented challenges across all industries, our commitment to innovation never wavered — and instead we chose to lean in and are excited to bring this unique product to consumers this summer."

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

## Daiya debuts plant-based summer cheeses

VANCOUVER, British Columbia — Daiya, a dairy-free cheese brand, recently announced two new plant-based summer cheeses.

The Daiya Grilling Cheeze Block is the first plant-based grilling cheeze made with oats and chickpeas. This allows it to form a crispy golden-burst outer crust without melting away when grilled or fried.

Daiya's Feta Style Block also is

an ideal addition to summer recipes, as it crumbles easily to top salads, pizza or other hot or cold dishes.

"Our new artisan-inspired cheeze blocks, crafted with wholesome plant-based ingredients for an authentic Mediterranean taste, will inspire new tasty and robust creations and ensure those with dietary restrictions don't have to miss out," says Dan Hua, vice president of marketing for Daiya. CMN

## Medlee introduces sweet butter spreads

GREENWOOD, Wis. — Grassland Dairy's Medlee brand has released a line of new sweet butter spreads.

Salted Caramel Sweet Butter Spread combines salty and sweet flavors and is ideal for toast, pancakes, bagels or melted over popcorn.

Cinnamon Roll Sweet Butter Spread features warm cinnamon, crunchy sugar and vanilla notes and can be used on a variety of breakfast foods.

Triple Chocolate Sweet Butter Spread features dark rich chocolate chunks, cocoa powder and nutty nips making it an ideal addition to English muffins or desserts.

Strawberry & Cream Sweet Butter Spread features hints of vanilla and sugar with the fresh flavor of strawberries, making it ideal for any summer treat.

All four flavors come in 2.5-ounce packages and are made with Grade AA butter and organic ingredients. Medlee Sweet Butter spreads can be found at a variety of grocery stores and retailers including Target, Kroger and Pick N' Save. CMN

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## PEOPLE & AWARDS

### Celebrating 50 Years

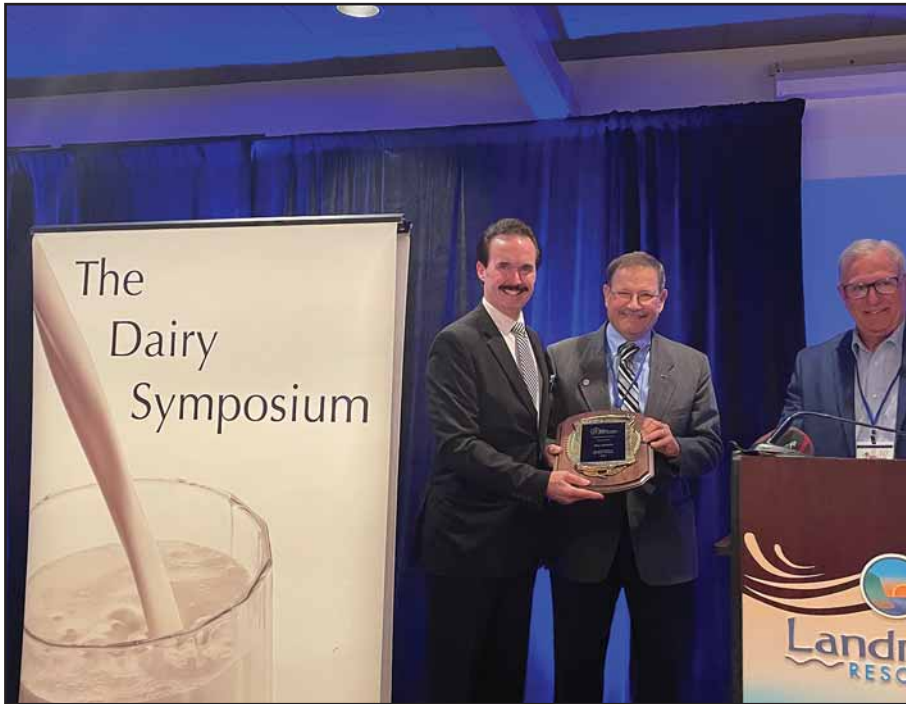


Photo by Alyssa Mitchell/Cheese Market News

**EGG HARBOR, Wis.** — Jim Bleick, center, on Monday evening was recognized with the Wisconsin Dairy Products Association's (WDPA) 2022 Presidents Award during a special dinner marking 50 years of WDPA at its annual symposium in Door County, Wisconsin.

Bleick attended the University of Wisconsin and spent his entire professional working career at Graf Creamery in Zachow, Wisconsin. Through the years at Graf Creamery, he was involved with every aspect of the company's operations. He learned how to operate all the equipment in the plant, acclimated himself to all the cream and butter routes, and obtained his butter makers license by the age of 21. Bleick became a plant supervisor at 26, vice president at 33 and president of the company in 1996 when he was 43 years old. He retired in 2018 after 46 years of working at Graf Creamery.

Also pictured are Brad Legreid, left, WDPA executive director, and 2022 WDPA President Greg Pollesch of Galloway Co. CMN

### BRADLEY

Continued from page 1

companies.

Bradley has been working at UW-Madison's Department of Food Science since 1964. During his nearly 60-year career, his accomplishments have been vast, both within and outside the university. His research activity is mainly focused in the general areas of food product development, ultrafiltration and reverse osmosis, frozen dessert technology, analytical methods of food analysis and dairy food technology. Bradley received his bachelor's degree in dairy technology at the University of Massachusetts and received his master's degree as well as his Ph.D. in food science at Michigan State University. As an emeritus faculty member, Bradley continues to teach students and industry professionals on a wide range of dairy-related topics. He and his research have been featured in many news articles and podcasts. He is a recipient of many prestigious awards, including the Presidents Award from WDPA, the Milk Industry Foundation Teaching Award and the Alfa Laval Agri Award from the American Dairy Science Association.

WDPA wishes to thank the following members for their generous contributions:

- Nelson-Jameson: \$50,000
- Grassland Dairy Products: \$50,000
- Galloway Co.: \$50,000
- Kwik Trip: \$50,000
- Steinhauer Charitable Foundation: \$50,000
- WDPA: \$50,000
- Dairy Farmers of America: \$25,000
- Compeer Financial: \$10,000
- Culver's: \$10,000



Bradley

- Ted Galloway: \$10,000
- Century Foods: \$5,000
- Denali Ingredients: \$2,500
- Timon Zander: \$1,000

WDPA also wishes to acknowledge the efforts of Dr. Scott Rankin, UW-Madison, for developing the parameters of this fund, as well as Brandi Funk, UW Foundation, for fund management.

**The fund will support dairy foods-related teaching, research and extension work within the UW Food Science Department.**

This newly-established fund was announced at the July 11 Presidents Banquet at the WDPA Dairy Symposium in Door County, Wisconsin. WDPA marked 50 years of the association during this year's event, which featured a golf outing, networking and information sessions. CMN

### Let's Eat Healthy lauds those with good habits

**SACRAMENTO, Calif.** — The Let's Eat Healthy initiative, launched by the Dairy Council of California, recently recognized individuals who educate, inspire and empower children, families and communities to develop lifelong eating habits.

The initiative is designed to bring together educators, health professionals and community leaders to coordinate, collaborate and co-create opportunities to champion community health.

"This year's award recipients are making a difference by expanding nutrition education and farm-to-school programming, advocating for sustainable food systems and supporting equitable access to nutritious foods," says Karen Ross, secretary of the California Department of Food and Agriculture.

The award winners include:

- CalFresh Healthy Living, University of California;
- ImagineU Children's Museum;
- Linda Allen, reading specialist and health and wellness coordinator, Sundale Elementary School;
- Heather Cruz, physical education, health and wellness coordinator, Chula Vista Elementary School District;
- Niaomi Hrepich, registered dietitian, WIC and CalFresh Healthy Living Program director, Monterey County Public Health Department; and

- Dawn Soto, senior foodservice training specialist, Los Angeles Unified School District Food Services Division. CMN

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## NEWS/BUSINESS

## Leprino Foods breaks ground on new dairy manufacturing facility in Lubbock, Texas

LUBBOCK, Texas — Denver-based Leprino Foods Co. recently broke ground on its new 850,000-square-foot state-of-the-art manufacturing facility located in East Lubbock, Texas. Supported by world-class food safety, operations, training and maintenance programs, as well as monitored and controlled through leading edge automation and instrumentation, the facility expands Leprino's existing domestic network of manufacturing facilities.

The groundbreaking ceremony included representatives from Leprino Foods, the project's general contractor, local government, business and higher education leaders, dairy suppliers, and other Lubbock dignitaries and community members.

"(This) groundbreaking is a brick-and-mortar milestone for Leprino Foods and everyone in Lubbock who helped us get to this point," Leprino Foods President and CEO Mike Durkin says. "We are ready and excited to become part of the Lubbock community, and we are committed to being good

business partners and good neighbors."

The plant will be constructed in two phases. Phase 1 construction will be completed in late 2024 and operational in early 2025. Phase 2 is slated to be completed by early 2026. This investment will result in \$10.6 billion over the next 10 years for the state of Texas. The plant will be supplied by regional dairies and roughly 200 milk trucks per day to produce more than 1 million pounds of cheese daily. Other products that will be produced at this facility include dairy ingredients such as whey and lactose.

Leprino Foods is in the beginning stages of hiring full-time positions to manage the 24/7/365 facility. Team members will have the opportunity to train at one of Leprino Foods' facilities across the country while the Lubbock plant is under construction. Other positions will range from production operations and maintenance to technical engineers and human resources. The total annual payroll at the facility will be more than \$33 million with competitive wages. CMN

## Dairy Innovation Hub funds 10 UW projects

MADISON, Wis. — The University of Wisconsin-Madison College of Agricultural and Life Sciences (CAL S) recently selected 10 projects for funding through the Dairy Innovation Hub initiative.

The one-year grants fund work in stewarding land and water resources, enriching human health and nutrition, ensuring animal health and welfare, or growing farm business and communities.

The projects include:

- A high level environmental and economic assessment tool for dairy farms, Victor Cabrera;
- Predicting meat cuts and carcass traits of beef on dairy calves through 3D images of live animals, Joao Dorea;
- Estimating energy value and milk yield potential of whole-plant corn forage, Luis Ferraretto;

- Improving the properties of cheese snacks by applying acoustic and textural mapping, Selvarani Govindasamy-Lucey;

- Development of antibiotic-free or antibiotic-reduced therapy to control bovine mastitis, Hilario Mantovani;

- Assessing and addressing barriers to dairy product exports by small and medium sized Wisconsin manufacturers, Charles Nicholson;

- Genomic solutions to improve dairy bull fertility, Francisco Penagaricano;

- Pilot scale process to convert an acid whey waster stream to high-value food products, Scott Rankin;

- Evaluating *Salmonella* Cerro as a preventative for salmonellosis, Garret Suen; and

- Unraveling the metabolic limitations of enhanced biosynthesis, Victor Ujor. CMN

## House Ag Committee leaders encourage farm bill feedback to be submitted online

WASHINGTON — House Agriculture Committee Chairman David Scott, D-Ga., and Ranking Member Glenn "GT" Thompson, R-Pa., are offering members of the public an opportunity to submit feedback and ideas for the 2023 Farm Bill through an online form.

An integral part of the oversight and review process of the 2018 Farm Bill and further preparation for the 2023 Farm Bill is getting direct input from producers, stakeholders and consumers on how various farm bill programs are working for them, the lawmakers say.

"This is a chance to hear directly from farmers, ranchers and foresters across the nation who utilize our farm bill programs to make sure we are prioritizing their needs as well as the needs of the nutrition, research and rural development communities," Scott says. "I strongly encourage all who are interested to share their input

on how the 2018 Farm Bill is or is not meeting their needs, so that we, at the House Agriculture Committee, can craft a strong farm bill and best meet the needs of people."

Thompson adds it is "critical" that committee receives feedback from farmers, ranchers, producers and families nationwide as the 2023 Farm Bill draws nearer.

"Hearing directly from farm country about what's working and what's not is the only way to ensure we craft a bill that meets the needs of rural America," Thompson says.

In addition to the feedback gathered online, the House Agriculture Committee will continue to conduct hearings in Washington, D.C., and hold listening sessions across the country to gather input as it prepares for the 2023 Farm Bill.

Stakeholders are invited to submit feedback at <https://agriculture.house.gov/forms/form/?ID=9>. CMN

## Milk Moovement software company raises \$20 million for new product development

HALIFAX, Nova Scotia — Milk Moovement, a cloud-based dairy supply chain software company, announced the closing of a \$20 million Series A round led by VMG Catalyst. The new funding will help accelerate product development and adoption of Milk Moovement among leading dairy businesses in North America.

Milk Moovement's technology platform brings dairy industry systems to the cloud, allowing full supply chain visibility for dairy farmers and their distribution partners to track and route shipments in real-time, optimize delivery schedules and ultimately create a significant decrease in food waste

and loss of profits.

The organization currently has a network of 2,500 dairy farms and more than 5,000 users. It manages more than 30 billion pounds of raw milk each year, which is about 15% of the U.S. dairy market, the company says.

"Real-time data transparency is critical for managing perishable and provides tremendous benefit to all the constituents in the dairy value chain. We're looking forward to seeing even broader adoption of the company's innovative software platform and the positive change it creates for the industry," says Carle Stenmark, general partner for VMG Catalyst. CMN



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## NEWS / BUSINESS

## Farm sentiment remains weak, down 2 points to 97, in latest Ag Economy Barometer

**CHICAGO**—The Purdue University/Chicago Mercantile Exchange (CME) Group Ag Economy Barometer continued to slide in June, down 2 points to a reading of 97. Producers' expectations for the future also weakened. The Index of Future Expectations fell 5 points to a reading of 96, marking the lowest level for the index since October 2016. Meanwhile, producers were slightly

more optimistic regarding current conditions; the Index of Current Conditions improved 5 points to a reading of 99. The Ag Economy Barometer is calculated each month from 400 U.S. agricultural producers' responses to a telephone survey. The latest survey was conducted June 13-17.

"Rising input costs and uncertainty about the future continue to weigh on

farmer sentiment," says James Mintert, the barometer's principal investigator and director of Purdue University's Center for Commercial Agriculture. "Many producers remain concerned about the ongoing escalation in production costs as well as commodity price volatility, which could lead to a production cost/income squeeze in 2023."

The Farm Financial Performance Index, which is primarily reflective of income expectations for the current year, improved 2 points to a reading of 83 in June yet remains at one of the index's lowest readings over the past two years. When asked about expectations for their farm's financial condition in June 2023 compared to June 2022, 51% of survey respondents said they expect their farms to be worse off financially a year from now. This is the most negative response received to this question since data collection began in 2015.

For the second month in a row, the Farm Capital Investment Index held at a record low of 35 as producers continue to say now is not a good time to make large investments in their farm

operation. Supply chain issues continue to frustrate farmers. In May and June, 50% of producers said that tight machinery inventories were impacting their farm machinery purchase plans.

The top concerns for producers in the upcoming year continue to be input prices (43%), followed by input availability (21%), government policies (18%) and lower output prices (17%). Looking ahead to 2023, a majority of farmers expect to see another round of large input cost increases, with 63% of producers expecting higher costs in 2023 on top of the large increases experienced in 2022. Nearly four out of 10 farmers expect input prices to rise by 10% or more next year when compared to 2022; only one out of 10 producers expect input prices in 2023 to fall below 2022's prices. Producers also expect inflation to push up the cost of living for farm families in the year ahead.

To read the full report, visit [https://ag.purdue.edu/commercialag/ageconomybarometer/?utm\\_source=cision&utm\\_medium=referral&utm\\_content=unsag&utm\\_campaign=220705juneagbarometerag](https://ag.purdue.edu/commercialag/ageconomybarometer/?utm_source=cision&utm_medium=referral&utm_content=unsag&utm_campaign=220705juneagbarometerag). **CMN**

## Agropur announces major investment in Canadian ice cream, frozen novelties plant

**TRURO, Nova Scotia** — Agropur recently announced a major investment of C\$34 million for its ice cream and frozen novelties plant in Truro, Nova Scotia. The investment will be used to redefine the space within the plant and will support the development of several business opportunities for Agropur in this growing market. Agropur says this commitment demonstrates its ambition to solidify its presence and pursue further business. With this investment, the Truro installation will be one of Agropur's Centers for Excellence for extrusion-type frozen products.

In addition to better defining the space in the plant, the investment will allow the creation of a new extrusion line for value-added innovation in the premium novelties segment.

"The Truro ice cream plant is known for its expertise in dairy processing and the production of frozen treats, and we are very pleased to be able to innovate in this area," says Dominique Benoit, senior vice president institutional affairs and communications, Agropur. "Several new projects will be possible because of this investment." **CMN**

## UPCOMING EVENTS

### SWCMA Annual Golf Outing to be Aug. 18

**NEW GLARUS, Wis.** — The Southwestern Wisconsin Cheese Makers Association (SWCMA) annual golf outing will be held at the Edelweiss Chalet Country Club in New Glarus, Wisconsin, Aug. 18, with a shotgun start at noon.

Golf and dinner for SWCMA members is \$150 and non-members is \$175. Just dinner for members is \$55

and non-members is \$60. Dinner will be held at 6 p.m.

Payments can be made to SWCMA, Attn. Linda Lee, 910 Mound View Drive, Platteville, WI, 53818.

Payments must be made by July 30 or a cart will not be guaranteed. All carts must be ordered by Aug. 1.

For more information, email [llee@prairiefarms.com](mailto:llee@prairiefarms.com). **CMN**

### IDFA to offer five-part ESG webinar series

**WASHINGTON** — The International Dairy Foods Association (IDFA) will be holding a webinar series titled Environmental, Social and Governance (ESG) Learning Series.

The sessions will be delivered by Amanda Kish, PwC ESG partner and Paula Ivey, PwC ESG director. Each session will be eligible for one continuing professional education credit.

The webinars will cover an introduction to ESG, providing insights into defining and reporting greenhouse gas emissions, emissions within an organizations supply chain, helping members and understanding the social and governance components of ESG.

The first session, ESG overview, will be held virtually July 28 at 1 p.m. ET. All sessions in the series will be one hour.

Session 2, Scope 1 Greenhouse Gas Emissions Collections and Protocols, will be held in August.

Session 3, Scope 2 Greenhouse Gas Emissions Collections and Protocols, will be held in September.

Session 4, Scope 3 and Supply Chain Responsibility, will be held in October.

Session 5, Social Aspects of ESG, will be in November, and the series will conclude with Session 6, Governance Aspects of ESG, for which the date is yet to be determined.

The webinars are for all IDFA members but will be most relevant to CFOs, financial professionals, COOs, chief sustainability officers and ESG professionals, chief people/HR officers, and marketing and communications professionals.

Registration is free for IDFA members and \$99 for non-members. Registration can be found at [https://www2.idfa.org/forms/cas/login?service=/users\\_only/meeting/GroupRegistrationFormPublic/edit%3FmeetingId%3D22C39200000024](https://www2.idfa.org/forms/cas/login?service=/users_only/meeting/GroupRegistrationFormPublic/edit%3FmeetingId%3D22C39200000024). **CMN**



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# NEWS/BUSINESS

## Researchers awarded \$769,000 grant to develop rapid test for foodborne pathogens

**EAST LANSING, Mich.** — A Michigan State University (MSU) research team received a \$769,000 grant from USDA's National Institute of Food and Agriculture (NIFA) to develop a rapid biosensor test for foodborne pathogens.

The rapid test will be designed for use on-site at poultry farms and processing facilities to inspect large samples for *Salmonella* and *Campylobacter*, which are two common foodborne illness-causing bacteria.

With current technology, pathogen detection is done through traditional bacterial culturing, which is time intensive and can be impractical. Existing

rapid tests are costly and may require trained personnel and a laboratory-style environment, which is why an inexpensive and easy-to-use alternative would be beneficial.

The project is headed by Evangelyn Alocilja, a professor in the MSU department of biosystems and agricultural engineering. She is an expert in rapid biosensing diagnostics for infectious and antimicrobial-resistant diseases and helped develop similar tests for tuberculosis, dengue and COVID-19.

The project for foodborne pathogen rapid tests intends to modify Alocilja's existing biosensor technology to detect

*Salmonella* and *Campylobacter* and then develop a phone-based application to capture and analyze data from the test.

The research team noted that preliminary results showed the biosensor was able to detect genomic DNA of foodborne pathogens in about an hour, which would drastically improve the responsiveness of operations looking to get their products to market more quickly.

"We want to ensure that food is safe while also helping processors get their products into the hands of consumers quickly. If we can troubleshoot problems before the products leave farms

and processors, that would go a long way to improving profitability and food safety," says Alocilja.

The project is a partnership between MSU and Tuskegee University and the research team includes Woubit Abebe, a professor and director of Tuskegee's Center for Food Animal Health and Food Safety; Jeannine Schwehofer, a senior meat quality educator with MSU Extension; Tina Conklin, a food processing specialist with MSU Product Center; Erica Rogers, an environmental extension educator with MSU Extension; Zac Williams, a poultry outreach specialist with the Department of Animal Science; and Alexander Strauch, a veterinarian and biosecurity manager at Herbruck's Poultry Ranch in Saranac, Michigan. CMN

## Gehl Foods LLC establishes operations in Colleton County

**WALTERBORO, S.C.** — Gehl Foods LLC, a food and beverage manufacturing company, announced it has established operations in Colleton County in South Carolina.

Gehl Food & Beverage Southeast is the company's first East Coast operation, joining its facilities in the Midwest and on the West coast. The company is a producer of dairy-based and dairy-alternative shelf-stable beverages, cheese sauces, soups, broths, teas, wine and spirits, among other products.

The \$46 million investment in the new Southeast facility is expected to create 106 new jobs. Individuals interested in job opportunities can email [hrconnect@gehlfoods.com](mailto:hrconnect@gehlfoods.com).

"South Carolina has a proud tradition in agribusiness, and we welcome Gehl Food & Beverage Southeast to the growing roster of businesses within that sector," says Harry Lightsey, South Carolina secretary of commerce. CMN

## WASDE

*Continued from page 1*

2022 Class III price is lowered to \$22.80 per hundredweight while the Class IV price is raised to \$24.70 due to higher butter prices. The all milk price for 2022 is lowered to \$26.15 per hundredweight.

For 2023, forecasts for cheese, butter and NDM are raised on expected lower production, but the price forecast for why is lowered on expected weaker international prices, USDA says. With higher cheese, butter and NDM prices, the 2023 Class III and Class IV price forecasts are raised. The 2023 all milk price forecast also is raised to \$24.15 per hundredweight. CMN

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## Carr Valley, Cypress Grove win trophies at International Cheese & Dairy Awards in England

**STAFFORD, England**—Shropshire Blue Cheese made by England's Long Clawson Dairy was named Supreme Champion Cheese, and Netherlands-based FrieslandCampina's Arina Matured was named Reserve Champion during this year's International Cheese & Dairy Awards. The contest, celebrating its 125th anniversary, was held June 30 at the Staffordshire County Showground in Stafford, England, and drew more than 4,000 entries that were evaluated by hundreds of judges.

Several U.S. cheesemakers earned awards at this year's contest, including trophy winners Carr Valley Cheese, La Valle, Wisconsin, which received the Reefer 90s Award for Best USA Cheese for Gran Canaria, and Cypress Grove, Arcata, California, which received the Champion Americas Cheese ICDA Trophy for its aged goat's milk cheese.

Among class awards, Carr Valley received gold for its goat milk Blue, sheep milk Blue, cow milk Blue cold smoked with alewood, cow milk Blue with peperoncino, Gran Canaria and Blue cheese cold smoked with spruce; silver for Smoked Marisa, sheep milk Blue, cow milk Blue aged a minimum of 120 days, Smoked Gouda, Boozin Billy and Garlic Bread Cheese; and bronze for its cave aged sheep milk cheese, Fontina, Smoked Fontina and Blue cheese cold smoked with spruce.

Cypress Grove received several class awards as well, including two gold medals for its aged goat milk cheese; silver for soft-ripened goat cheese with black Italian truffles and fresh goat cheese with hatch chile, lime and garlic; and bronze for soft-ripened goat cheese.

Many other U.S. cheesemakers also earned medals at this competition.

The Artisan Cheese Exchange, Sheboygan, Wisconsin, received gold medals for The Indigo Bunting and The Fawn, and a bronze medal for its 7-Year Proprietor's Grand Reserve.

Beehive Cheese Co., Uintah, Utah, received a gold medal for Seahive and bronze for Queen Bee Porcini.

Cabot Creamery, Cabot, Vermont, received a silver medal for Mild Cheddar.

Caves of Faribault, Faribault, Minnesota, received a bronze medal for Rindless Blue Cheese.

Cowgirl Creamery, Point Reyes Station, California, won two gold medals for its organic triple cream washed rind cheese and a silver for its organic cider-washed semi-firm cheese.

Grafton Village Cheese Co., Brattleboro, Vermont, received a gold medal for its unpasteurized clothbound mature Cheddar and silver medals for its Bear Hill and unpasteurized sheep and cow mixed milk semi-hard cheese.

The Grey Barn and Farm, Chilmark, Massachusetts, won a silver medal for Pruffrock Washed Rind Cheese.

Hoard's Dairyman Farm Creamery, Fort Atkinson, Wisconsin, won a silver

medal for St. Saviour and a bronze for Mature Cheddar.

Jasper Hill Farm, Greensboro Bend, Vermont, won gold medals for Sherry Gray and Harbison, and a silver medal for Willoughby.

Meadow Creek Dairy, Galax, Virginia, received a silver medal for Appalachian.

MouCo Cheese Co., Fort Collins, Colorado, won a gold medal for Ashley and silver in the Best Label Design category for its Triple Treat gift pack.

Perrystead Dairy, Philadelphia, won bronze medals for its original cross between Fromage Blanc and cream cheese, and its cow's washed

rind cheese made with thistle and calf mixed rennets.

Pine River Pre-Pack, won a bronze medal for its Chunky Bleu Cold Pack Cheese Food.

Point Reyes Farmstead Cheese Co.'s natural rind Blue cheese and semi-hard cheese with Chichimi Togarashi both received silver and bronze medals.

Rogue Creamery, Central Point, Oregon, received a silver for its Smokey Blue and a bronze for Jefferson 2-Year Cheddar.

Sartori Cheese won a gold medal for Tennessee Whiskey BellaVitano and a silver for SarVecchio Parmesan.

Schuman Cheese won a bronze medal for Cello Copper Kettle Parmesan.

Tillamook County Creamery Association, Tillamook, Oregon, received gold medals for its Vegetable Cream Cheese Spread, Chive and Onion Cream Cheese Spread, Smoked Extra Sharp Cheddar and Vintage Cheddar; silver for its Plain Cream Cheese Spread and Vintage Cheddar; and a bronze medal for its Vintage Cheddar.

Tulip Tree Creamery, Indianapolis, won a silver medal for Queen Anne's Lace.

Vermont Creamery, Websterville,

*Turn to AWARDS, page 14*

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## Atalanta Corp. brands unveil Goat Cheddar, spreadable goat cheeses in three varieties

**ELIZABETH, N.J.** — Atalanta Corp. recently announced the launch of a Goat Cheddar from its Table One brand. Made with 100% Canadian goat's milk, the new product combines the mild flavor of Chevre with the tang and versatility of Cheddar for a fresh cheese ideal for spring, officials say.

"This flavorful cheese is a testament to pure ingredients and artisan craftsmanship," says Andrea Berti, senior director of business development, Atalanta. "Its exceptional taste and texture make it the ideal addition to Table One's line of original and all natural products."

Goat Cheddar is available in a con-

venient 6.3-ounce exact weight option or a 6-pound loaf for foodservice.

Meanwhile, Atalanta also recently introduced Celebrity Spreadable Goat Cheeses. Dense and creamy with a likeness to cream cheese, the products are tangy and distinctly goat without being overpowering, officials say.

Available in Original, Garlic Herb and Everything Bagel flavors, the spreads can be used from everything to dips to spreads.

"More and more consumers realize the health benefits of goat's milk over traditional cow's milk," says Rosalie Marfuggi, business develop-

ment manager, Atalanta. "We wanted to create an alternative to mainstays like cream cheese and other cow's milk flavored spreads so consumers can still have those food experiences

with all the added health benefits of goat cheese and none of the extra added ingredients."

For more information, visit <https://celebritygoat.com>. **CMN**

## Land O'Lakes rolls out new cheese products

**ARDEN HILLS, Wis.** — Land O'Lakes Cheese now can be found in the dairy case section of the grocery store with seven new products in select retailers.

Wisconsin farmers supply the milk that is shipped to the Land O'Lakes Kiel, Wisconsin, plant, where it is made into award-winning cheese.

After decades of hand-selecting the award-winning cheese being produced in Kiel, senior grader Steve Schnell now can buy the cheese he selects for the Land O'Lakes brand in the dairy case section of his local grocery store near Kiel.

"It means a lot to all of us at the Kiel facility to have the cheese we make available to purchase in the grocery store with the Land O'Lakes brand on it," Schnell says.

This launch marks the first time Land O'Lakes Shredded Cheese can be found in the dairy case cheese aisle in Wisconsin, and the farmstyle shredded cheese is just one of the varieties available in more than 100 Metro Market and Pick 'n Save stores across the state.

The seven products available include Extra Sharp White Cheddar Chunk Cheese, Sharp Yellow Cheddar Chunk Cheese, Colby Jack Shredded Cheese, Sharp White Cheddar Shredded cheese, Mexican Blend Shredded Cheese, Sharp Yellow Cheddar Shredded Cheese and Colby Jack Snack Cheese.

Land O'Lakes Wisconsin farmer-member Amber Hord Lieterman, who farms with her family near Brillion, Wisconsin, says, "We're proud to have cheese with the Land O'Lakes brand in the dairy case section of the grocery store. We are very active in our community and are always getting the question of where to buy the products that come from milk on our farm — and now we can point to the cheese in the dairy case section at our local store. We love being a part of the Land O'Lakes co-op because of the sense of community — and now we feel like we are showing up in our community that much more." **CMN**

## AWARDS

*Continued from page 13*

Vermont, won gold medals for its Mascarpone, Classic Sour Cream and Cilantro Lime Sour Crème; silver for its Cranberry, Orange & Cinnamon Goat Cheese Log, ash-ripened aged cheese and Fire-Roasted Onion & Chive Sour Crème; and bronze medals for its aged goat milk cheese, Strawberry Spritz Goat Cheese Log, Unsalted Cultured Butter and Fire-Roasted Onion & Chive Sour Crème.

Widmer's Cheese Cellars, Theresa, Wisconsin, received a silver medal for Matterhorn Alpine Cheddar. **CMN**

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Photo courtesy of BelGioioso Cheese Inc.

**CONVENIENT CRUMBLES** — The convenience of pre-crumbled Blue cheese is an advantage to both consumers and chefs, making it easy to portion the amount needed for each application. BelGioioso's latest introduction in this category is a larger 10-ounce Blue cheese crumble retail cup, ideal for consumers who love to cook at home.

## BLUE

*Continued from page 1*

some Blue cheese. So Blue cheese can be savory, sweet and bright all at the same time or can have one flavor that is enhanced over the others.”

This diversity of flavor makes Blue cheese ideal for adding to recipes, and cheese crumbles, which often come in quick-use tubs, provide a fast, convenient option for a flavorful addition to salads, steaks, burgers and more, Berry adds.

“Crumbles can be used like salt or any other seasoning—a quick sprinkle can make all the difference,” she says.

Umberto Marconi, vice president of marketing for BelGioioso Cheese Inc., explains the appeal of Blue cheese varieties.

“BelGioioso Gorgonzola has a mild, earthy, yet slightly sweet flavor, very pleasing to the palate. Many consumers and chefs prefer it because it does not overpower recipes, it complements other ingredients,” he says. “Our Cow & Sheep’s milk Gorgonzola has a creamier texture, earthy aroma and milk flavor, with just the right combination of both milks.”

The convenience of BelGioioso’s pre-crumbled Blue cheeses is an advantage to both consumers and chefs, making it easy to portion the amount needed for each application, Marconi adds. A few years ago, the company introduced a larger 10-ounce Blue cheese crumble cup for retail shelves, ideal for consumers who love to cook at home with this versatile cheese.

Fladeboe notes that Roth’s pre-crumbled Blue cheese is convenient and easy to use and incorporate into

meals and recipes, though there also are challenges to this format.

“Because Blue cheese is so ubiquitous, consumers may find themselves pigeon-holed in how they use it. They might overlook using Blue cheese crumbles on a cheese board because they’re used to serving sliced cheese,” she explains. “From a production standpoint, the crumbled form also requires an extra ingredient to prevent the crumbles from clumping together. We’ve worked hard to find a natural ingredient that maintains the flavor

*Turn to CRUMBLES, page 17*



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## Boursin Cheese debuts Maison Boursin culinary partnership with TV's Padma Lakshmi

CHICAGO — Boursin Cheese recently debuted Maison Boursin, a culinary destination filled with inspiration to make the art of entertaining easy, elevated and enjoyable. The one-of-a-kind experience was created in partnership with culinary TV host and author Padma Lakshmi, who will serve as Maison Boursin's Host in Residence throughout 2022.

After the last two years, people are ready to get back to entertaining — hosting intimate gatherings, dinner parties, brunches and more with friends and family once again, Boursin says. A recent survey commissioned by Boursin and conducted online by The

Harris Poll found that 92% of Americans who ever have hosted enjoy doing so at their home, but 60% of them feel hesitant about assuming the role, with 21% citing uncertainty around the “new rules” of hosting since the pandemic started.

“For decades, Boursin has been a staple of in-home entertaining, offering simple solutions to elevate everyday meals. Maison Boursin combines the art of cheese with the art of hosting in a way that is approachable but elevated,” says James Pearlstein, brand director of Boursin. “After an uncertain few years, it's time to get back to brunches, movie nights and

impromptu dinners with people we love. And Boursin continues to be the perfect wow-worthy element for every entertaining occasion — helping hosts regain their confidence and remember everything they love about hosting friends and family without any added stress.”

To bring the entertaining inspiration of Maison Boursin to life, Boursin and Lakshmi are transforming a house in New York City into a cheese-focused experience that will be open for reservations on June 17 and 18. Boursin fans can visit <http://Boursin.com/Maison> to book a reservation for a 60-minute immersive visit for \$20 per person,

with all proceeds donated to charity.

Each immersive experience includes:

- A sampling of dishes and drinks developed by Lakshmi and Boursin, all featuring a variety of Boursin Cheese flavors.

- A tour of Maison's rooms, specially designed and curated by Lakshmi, featuring different entertaining scenarios with her signature style infused in the décor.

- Entertaining inspiration including tips and tricks on how to host the ultimate gathering, including perfecting floral arrangements and sparking engaging conversations with guests.

- A custom digital look book curated by Lakshmi and Boursin featuring a go-to guide with simple yet elevated ways to host an event, which will be unveiled for all on Boursin's Instagram later this summer.

In addition to the physical experience in New York, Maison Boursin will serve as a virtual collective of entertaining inspiration to help hosts confidently get gatherings back on their calendars and spend more time with loved ones. Fans also will have access to Lakshmi's entertaining tips and Boursin-inspired recipes, such as Lakshmi's Boursin e Pepe and Roasted Figs au Boursin.

“Hosting doesn't have to be intimidating, and I'm looking forward to helping home cooks rediscover the joy of creating memorable moments with loved ones over a shared meal or dish,” Lakshmi says. “I'm excited to share some recipes I've created with Boursin that make entertaining stress-free, craveable and fun.” CMN

## LALA introduces authentic Mexican breakfast smoothies

DALLAS — LALA U.S. recently introduced authentic licuados — traditional Mexican breakfast smoothies that contain milk, fruit and oats — in Walmart and Hispanic specialty grocers.

Licuados are a classic Mexican beverage, sometimes eaten as a quick breakfast at home or more often on the run where people would stop for one at juice and licuado stands.

They come in three flavors: Papaya, Mango-Carrot and Vanilla Honey. Each bottle contains 8 grams of protein and is a good source of fiber, vitamin A and vitamin D.

The Mango-Carrot flavor also was honored as the “Most Innovative Cultured Dairy Prototype Flavor” during the International Dairy Foods Association's Innovative Cultured Dairy Product competition earlier in 2022.

The company also recently introduced dessert yogurt smoothies and fruit and crema desserts as well as three traditional Mexican cheeses. CMN



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# RetailWATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

## CRUMBLES

Continued from page 15

and high quality our Blue cheeses are known for.”

### • Creative inspiration

For consumers who like Blue cheese, Fladeboe says Emmi Roth has seen that this cheese can go beyond the typical known uses in salads and dressings.

**“Consumer desire for bold flavor has helped Blue cheese become a focal point.”**

Brittany Fladeboe  
ROTH CHEESE

“We’ve seen pasta recipes become increasingly popular. Baked buffalo mac and cheese and creamy Blue cheese pasta with shallots are a few examples,” she says. “Consumer desire for bold flavor has helped Blue cheese become a focal point in Blue cheese spread, Blue cheese stuffed dates and other recipes.”

BelGioioso notes it has seen an increased demand for at-home consumption of its Gorgonzola crumbles, which can be used in a variety of ways.

“The cheese has been trending on pizzas, flatbreads and burgers, in cream sauces for pasta or grilled meats, dips for chicken wings or vegetables and dressings for pasta salads,” Marconi says.

Berry notes Wisconsin Cheese’s

## Roth launches three new Gouda flavors

**FITCHBURG, Wis.** — Roth Cheese recently introduced three new flavors of Gouda: Spinach Artichoke, Hot Honey and Buffalo Ranch.

The flavors were chosen by consumers who voted on favorites. Due to the popularity, Roth released these three new flavors to the market.

Spinach Artichoke Gouda features the flavors of spinach artichoke dip in a creamy Gouda. It pairs well with fresh veggies, pita chips and IPAs, making it ideal for dips, crostini and cheese boards.

Sweet and spicy Hot Honey Gouda pairs well with lager, grilled peaches and mojitos, making it ideal to include with roasted vegetables, cheese plates and pizza.

The Buffalo Ranch Gouda combines the flavors of buffalo sauce with cool ranch, creating a favorite for gameday dips, on top of a pizza or in homemade mac and cheese. It also pairs well with pilsner beers, bloody marys and fresh veggies.

The new Roth Gouda flavors can be found at Walmart Supercenters and other grocers nationwide. CMN

online recipe catalog, *Grate. Pair. Share.*, continually adds new inspiration on how to incorporate crumbled Blue cheese into recipes like Honey-Kissed Pears and Blue Cheese Crepes, Grilled Steak Lettuce Wraps, Warm Brussel Sprout Slaw with Blue Cheese, and Rosemary Blue Cheese Icebox Cookies.

“One of my favorite foods to pair with Blue cheese crumbles is chocolate. With younger, creamier Blue cheeses I pair milk chocolate with some pretzels or salted almonds to bring the savory component forward,” Berry says. “Aged, piquant Blues are fantastic with dark chocolate and dried or fresh fruit, like dried cherries or ripe pears. The heavy sweetness of the fruit carries the stronger flavors well.” CMN



Photo courtesy of Roth Cheese

**BLUE BOARD** — Because Blue cheese is so ubiquitous, some consumers may overlook its many possible applications beyond a salad topping, such as adding it to a cheese board, notes Brittany Fladeboe, branded product manager, Roth Cheese.



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## French company La Fromagerie Henri Hutin celebrates 100 years of tradition, innovation

**DIEUE-SUR-MEUSE, France**—La Fromagerie Henri Hutin, created in 1922 when Hutin took over his family's creamery, is celebrating its 100-year anniversary as it continues to be a leading French producer and exporter of soft-ripened, pressed soft-ripened and spreadable fresh specialty cheeses, with brands including Belletoile, Brie Couronne and Tours de Paris.

Recognized a century later for its traditional craftsmanship, cheesemaking expertise and ability to meet the market's changing needs, La Fromagerie Henri Hutin has committed to using only premium milk from pasture-raised cows for its Brie Couronne range of double-crème

Brie, while Tours de Paris, known for its foil-wrapped wedges of Brie, is launching an oval format (7 ounces) with two flavors — 3 Peppers and Mediterrean — in addition to Plain, accompanied by updated graphics for the brand.

Born at the turn of the 20th century into a family of farmers and farmstead cheesemakers in Meuse, France, it was after World War I at 22 years old that Hutin quickly expanded the company's Brie production to meet the demand he created across France's northeastern region, having stretched his sales territory to the nearby cities of Metz and Nancy and earning his reputation as "master cheesemaker."

Hutin's business acumen and know-how, combined with his perseverance — his first factory burned down and the second was destroyed during WWII — allowed his cheese company to continually evolve in its production of soft-ripened cheeses. Maintaining a focus on craftsmanship and quality by using premium fresh milk and cream from cows in the Lorraine Valley, a region known for its agriculture and farmland, Hutin's signature product, Belletoile, became the first triple-crème Brie exported to the United States in 1960.

Hutin's company prospered under his leadership until he retired at the age of 75 and sold his company in 1978 to

another family-owned firm, Hochland Group (Germany). La Fromagerie Henri Hutin has retained its founder's spirit and today not only maintains its excellent reputation, but continues to expand and progress by developing new products and operating in a more sustainable manner. This includes renovating the production facility in Meuse, France, giving it state-of-the-art status and committing to incorporating more milk from pasture-raised cows.

"It is with great pride that we celebrate La Fromagerie Henri Hutin's century of excellence in cheesemaking," says Christel Vibrac, export manager of La Fromagerie Henri Hutin. "While we have a foothold in the past, we consider ourselves 100 years 'young' as we are always looking to the future, just as Henri did. We're making great strides in our effort to combat climate change, all while continuing to make cheeses that are tastier and more convenient for our customers."

For more information, visit [http://www.henri-hutin.com/index\\_en.html](http://www.henri-hutin.com/index_en.html). CMN

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## Real California Milk survey reveals summer dairy preferences

**TRACY, Calif.** — Real California Milk recently conducted a poll of Californians of which dairy-based summer snacks residents prefer the most. The survey was conducted June 10-17 among a sample of 500 Americans 18 or older living in California.

The poll examined consumer preferences of popular dairy foods, including cheese, cottage cheese, cream cheese, drinkable yogurt, ice cream, ice cream novelties, milk, sour cream and yogurt that are eaten alone as a snack or can be added with other ingredients.

The study revealed that when given a choice between a smoothie or milkshake, Gen X, millennials and Gen Z prefer a smoothie. Baby boomers are the exception, with 62% preferring a milkshake.

By gender, 55% of California females prefer a smoothie, while 59% of males prefer a milkshake.

Fifty-seven percent of parents also prefer a smoothie over a milkshake, compared to 45% of non-parents.

Among all respondents surveyed, smoothies ranked first at 46% compared to milkshakes at 37% when asked which dairy-based beverage was best for a hot summer day.

Ice cream, however, remains the overall favorite summertime snack among 58% of residents. Eighty percent said they would prefer ice cream over cheese as a summer snack, and 90% cited ice cream as the dairy snack that reminds them most of summer. CMN

## Unilever's The Ice Cream Shop, Flytrex partner for on-demand drone ice cream delivery

**HOLLY SPRINGS, N.C.** — The Ice Cream Shop, Unilever's first-ever digital storefront, recently partnered with Flytrex, an on-demand food and retail drone delivery service, to offer ice cream delivery via drone across all of Flytrex's U.S. locations.

These include Holly Springs, Fayetteville and Raeford in North Carolina and Granbury, Texas.

The Ice Cream Shop is a virtual storefront that carries a variety of popular ice cream brands including Ben & Jerry's, Breyers, Good Humor, Klondike, Magnum ice cream, Popsicle and Talenti.

The Ice Cream Shop also features exclusive bundles including:

- **Chocolate Lovers Bundle:** Breyers Chocolate Truffle, Klondike Original Vanilla Bar, Magnum Mini Double Caramel Bars, Popsicle Fudgsicle and Ben & Jerry's Chocolate Fudge Brownie;

- **Cookie Crunch Bundle:** Breyers Cookies & Cream, Klondike Vanilla Sandwich, Talenti Caramel Cookie Crunch, Ben & Jerry's Milk and Cookies and Ben & Jerry's Chocolate Chip Cookie Dough;

- **Backyard BBQ Bundle:** Breyers Natural Vanilla, Breyers Chocolate,

Good Humor Strawberry Shortcake Bars, Popsicle Grape, Cherry Orange Pops, Klondike Vanilla Sandwich, Ben & Jerry's Phish Food and Ben & Jerry's Americone Dream;

- **Berry Fruity Bundle:** Breyers Strawberry, Good Humor Strawberry Shortcake Bars, Popsicle Grape, Cherry, Orange Pops, Talenti Roman Raspberry and Ben & Jerry's Strawberry Cheesecake,

- **Ice Cream Favorites Bundle:** Ben & Jerry's Half Bakes, Breyers Natural Vanilla, Klondike Original Vanilla Bar and Magnum Ice Cream Bar Double Caramel; and

- **Ben & Jerry's Favorites Bundle:**

Ben & Jerry's Half Baked, Ben & Jerry's Chocolate Fudge Brownie, Ben & Jerry's Cherry Garcia and Ben & Jerry's Chocolate Chip Cookie Dough.

Orders from The Ice Cream Shop will then be delivered to front and backyards of local residents. Orders are placed through the Flytrex app and provide customers with real time updates along the delivery route until the packaged is lowered by wire into their yard.

The drone delivery service is operating in cooperation with Flytrex partner Causey Aviation Unmanned under a Federal Aviation Administration waiver that allows a delivery radius

of one nautical mile.

"We're excited to team up with Flytrex as our first-ever drone delivery partner to bring The Ice Cream Shop to new heights. Not only are we providing an exciting, innovative and ultra-fast way for ice cream fans to enjoy their favorite Unilever ice cream brands, but The Ice Cream Shop and Flytrex have exclusive ice cream bundles available for purchase. Whether you need some treats to sweeten up your backyard barbecue or are craving a cookie crunch, we're ready to fly straight to your doorstep," says Russel Lilly, general manager for Unilever North American Ice Cream. **CMN**

## CMAB introduces new Cal-Mex Invitational

**TRACY, Calif.** — The California Milk Advisory Board (CMAB) recently announced a new culinary competition for foodservice that celebrates the fusion of California and Mexican cuisines: The Cal-Mex Invitational.

A select group of professional chefs from across the United States will be invited to submit recipes covering three meal occasions that showcase the innovative use of Hispanic-style Real California cheese and dairy products. A panel of judges will then choose the best two recipes in each of the appetizer, entree and dessert categories.

Winning chefs will compete in a head-to-head cook-off at the Culinary Institute of America at Copia in Napa, California, on Aug. 3.

Each category winner will receive a trophy and \$5,000 prize, with the runner-up being awarded a certificate and \$1,500. Non-finalists will receive a certificate and \$500 each.

The live cook-off event will be presented online. The chefs will prepare their dishes in front of the judges and then will be evaluated on criteria such as the use of Hispanic-style California dairy products, taste, texture, presentation and creativity.

For more information about the Cal-Mex Invitational, visit <https://calmex.realcaliforniamilk.com>. **CMN**

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## Guggisberg Cheese named Grand Champion of 2022 Ohio State Fair Cheese Contest

COLUMBUS, Ohio — Guggisberg Cheese of Millersburg, Ohio, was named Grand Champion, and Urban Stead Cheese of Cincinnati was named Reserve Champion at the 2022 Ohio State Fair Cheese contest that was held July 2.

The American Dairy Association Midwest coordinated the event, and judging took place at Pearl Valley Cheese in Fresno, Ohio. Judges included Jeff Jirik, retired cheese product developer; Brian Schlatter, cheesemaker; James Troyer, owner of Troyer Foods; Abbe Turner, cheesemaker; and Kristopher Welch, dairy plant supervisor.

Organizers note participation was at an all-time high with 60 entries from cheesemakers across Ohio. Winners of the contest by classification are as follows:

### • Swiss Class

First: Guggisberg Cheese, Millersburg, Ohio

Second: Pearl Valley Cheese, Fresno, Ohio

Third: Guggisberg Cheese, Millersburg, Ohio

### • Other Swiss Class

First: Guggisberg Cheese, Millersburg, Ohio

Second: Pearl Valley Cheese, Fresno, Ohio

Third: Guggisberg Cheese, Millersburg, Ohio

### • Mild Cheddar Class

First: Urban Stead Cheese, Cincinnati

Second: Snowville Creamery, Pomeroy, Ohio

Third: Middlefield Original Cheese, Middlefield, Ohio

### • Aged Cheddar Class

First: Urban Stead Cheese, Cincinnati

Second: Middlefield Original Cheese, Middlefield, Ohio

Third: Middlefield Original Cheese, Middlefield, Ohio

### • Surface Mold Ripened Class

First: Marchant Manor Cheese, Cleveland

Second: Kuhweid Creamery, Sugarcreek, Ohio

### • Bacteria Ripened Class

First: Black Radish Creamery, Columbus, Ohio

Second: Kuhweid Creamery, Sugarcreek, Ohio

Third: Marchant Manor Cheese, Cleveland

### • Fresh Unripened Class

First: Bunker Hill Cheese, Millersburg, Ohio

Second: Urban Stead Cheese, Cincinnati

### • Open Class - Cow's Milk

First: Pearl Valley Cheese, Fresno, Ohio, *Marble Colby*

Second: Pearl Valley Cheese, Fresno, Ohio, *Colby*

Third: Pearl Valley Cheese, Fresno, Ohio, *Colby*

### • Open Class - Flavored

First: Pearl Valley Cheese, Fresno, Ohio, *Smoked Swiss*

Second: Pearl Valley Cheese, Fresno, Ohio, *Pepper Jack*

Third: Tri State Cheese, Hicksville, Ohio, *Pepper Jack*

### • Open Class - Other Milk

First: Blue Jacket Dairy, Bellefontaine, Ohio

Second: Marchant Manor Cheese, Cleveland. CMN



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## Organic Valley launches new organic creamers

LA FARGE, Wis. — Organic Valley recently launched new organic creamers, available in French Vanilla and Sweet Cream flavors. The new creamers contain no artificial ingredients, are lactose free, and have 40% less sugar than the leading flavored brand creamer, the company says.

“Most creamers on the market are higher in sugar and come with a laundry list of ingredients, so we know consumers will love that the new richly-flavored Organic Valley Creamers are lactose-free, have a smooth, creamy taste and no artificial ingredients — perfect for enhancing a beloved morning coffee or favorite afternoon tea,” says Minh-Quan Huynh, senior brand manager for Organic Valley.

Organic Valley Creamers are available in 24.5-ounce/750-milliliter containers with a suggested retail price of \$4.99-\$5.29 at retailers. CMN

# RetailWATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

## Philadelphia cream cheese introduces new sensory-based restaurant ‘Feeladelphia’

**CHICAGO** — Philadelphia cream cheese, a Kraft Heinz Co. brand, recently opened a multisensorial dining concept, Feeladelphia by Philadelphia cream cheese, where customers don’t order food, they order feelings.

“Over the past few years, the world has been on autopilot. Whether it be monotonous work, cooking the same family dinners over and over or mindlessly scrolling through TikTok, many consumers have forgotten what it feels like to, well, feel,” the brand notes in its announcement.

In addition to the restaurant, the brand also is releasing *The Feeladelphia Experience: An Immersive Cookbook*, a limited-edition “journey through the senses” that can be experienced at home, inviting people to engage in cooking, eating and feeling through food in an entirely new way.

The restaurant, a one-of-a-kind experience in New York City, was created in partnership with Jeremiah Stone and Fabián Von Hauske Valtierra, head chefs and owners of Michelin-starred Contra and Wildair. To bring Feeladelphia to life, diners are taken on a sensorial and experiential journey of cream

cheese-infused dishes curated just for this event. Guests will explore, taste and discover a range of feelings with each new dish as they are immersed with captivating visuals, stimulating sounds and sensorial surprises to enhance each feeling, brand officials say.

“Our brand platform, ‘You Don’t Just Taste It. You Feel It,’ was inspired by consumer narratives describing how Philadelphia cream cheese goes beyond incredible taste to stimulate the senses and evoke feeling in every bite,” says Keenan White, senior brand manager, Philadelphia. “We wanted to bring that idea to life in a novel way, so we partnered with two renowned chefs to explore how Philadelphia can transform dishes into a range of feelings. We’re excited to share this unique and immersive experience with our fans through both the Feeladelphia restaurant and an experiential cookbook.”

Throughout the experience, guests will be taken through a multi-course tasting menu featuring dishes such as “allure,” “curiosity” and “spontaneity.” As a sneak peak, “allure” is the restaurant’s opening dish, featuring a

combination of cream cheese-infused spreads placed atop a homemade baked cracker in a checker pattern. The dish then is topped with Kaluga caviar, adding an additional pop of flavor and texture that complements the dueling spreads. Throughout the menu, guests will experience a range of textures, temperatures, visuals and flavors demonstrating Philadelphia’s ability to transform any dish into a feeling.

specific ingredients,” says Chef Fabián Von Hauske Valtierra.

“The dishes all feature Philadelphia Cream Cheese and allow guests to explore in an entirely new way,” adds Chef Jeremiah Stone.

Feeladelphia opened in New York City for a limited time from July 14-16. The Feeladelphia dining experience is \$35 per person for the three-hour multi-sensorial experience, with all proceeds donated to charity.

For those unable to visit the restaurant, fans can engage their senses at home with the limited-edition *Feeladelphia Experience: An Immersive Cookbook*. In addition to featuring a variety of recipes, including some of those served at the Feeladelphia restaurant, fans will engage all their senses from cover to cover with stimulating storytelling that includes edible pages, interactive scents, curated sonic experiences and more. The cookbook is available for pre-order at <http://Feeladelphiacookbook.com>. For more information about the Feeladelphia restaurant or to pre-order the cookbook, follow @phillycreamchs on Instagram and Twitter. **CMN**

**“The dishes all feature Philadelphia Cream Cheese and allow guests to explore in an entirely new way.”**

Chef Jeremiah Stone

“For us, feelings and food are always connected, so when the team at Philadelphia presented this concept, we felt inspired to create a bespoke menu based on real feelings versus

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# RetailWATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE

## Clover Sonoma expands kids' Clover the Rainbow line with new organic plus whole milks

**PETALUMA, Calif.** — Clover Sonoma, a third-generation family-owned and operated dairy and Certified B Corp., recently announced the addition of two new organic plus milks to its Clover the Rainbow line for kids — Lactose Free Organic Whole Milk and DHA Omega-3 with Choline Organic Whole Milk.

Sourced from American Humane Certified, Northern California family farms, these two new organic plus milks offer customized, whole nutrition for the entire family, Clover Sonoma says. The milks are the second product and category launch in the Clover the Rainbow brand, which started in August 2021 with the introduction of organic yogurt smoothies with fruits and vegetables.

With no added sugar, 11 naturally occurring vitamins and minerals, vitamin D to support the immune system

and ultra-pasteurized for longer shelf life (70 days), the two new Clover the Rainbow organic whole milks include:

- **Lactose Free Organic Whole Milk (64 ounces):** High in calcium, 8 grams of protein per serving and no added sugar. Since milk contains a natural sugar called lactose, Clover Sonoma adds a lactase enzyme to fresh organic milk that breaks down the lactose into two easily digestible sugars, glucose and galactose, making it easy to digest for sensitive tummies and kids who are lactose intolerant.

- **DHA Omega-3 with Choline Organic Whole Milk (64 ounces):** 100-milligrams of Choline to support brain health, 50 milligrams of DHA omega-3 and 8 grams of protein per serving. This new milk also helps boost memory, mood and cognitive development, making it a smart beverage

choice for all members of the family to enjoy, but especially for growing minds, Clover Sonoma says.

“The power of whole milk offers whole nutrition to kids’ growing brains and bodies throughout the day,” says Clover Sonoma Chief Growth Officer Kristel Corson. “Our new Clover the Rainbow organic plus whole milks — Lactose Free and DHA Omega-3 with Choline — offer our high-quality milk for lactose intolerant tummies and the

other option for brain health boost with omega-3. In kids’ dairy, many brands speak to nutrition, organic and sustainable, and some speak to humane, but Clover the Rainbow speaks to all three.”

Clover the Rainbow organic whole milks currently are available at Safeway, Whole Foods Market and independent retailers in California at a suggested retail price of \$5.99.

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

## Borden Melts roll out for grilling season

**COLUMBUS, Ohio** — Borden Cheese recently rolled out new Borden Melts for grilling season. The cheeses — available in American, Extra Sharp Cheddar, Pepper Jack and Swiss varieties — are made with real cream in every slice.

Borden Cheese is a brand of Kansas City, Kansas-based Dairy Farmers of America. At 60 calories and 4 grams of protein per slice, Borden Melts contain 30% daily calcium per serving. The cheeses are available in 16-slice packages in select stores. **CMN**

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## Prairie Farms introduces new cream cheese spreads, Small Batch Ice Cream varieties

EDWARDSVILLE, Ill. — Prairie Farms recently released new cream cheese spreads. The 3.5-ounce Cream Cheese Spread cups are available in six savory and sweet flavors. They are made with award-winning Neufchâtel cheese and contain no artificial preservatives, flavors, colors or growth hormones.

The savory flavors include Original, Onion & Chive and Garden Veggie. The sweet flavors are Sea Salt Caramel, Strawberry and Honey Vanilla.

Prairie Farms Cream Cheese Spread also was voted the No. 1 new dairy product for 2021 according to *Dairy Foods* Readers' Choice Poll.

Prairie Farms Small Batch Ice Cream is made with local milk and cream and contains no artificial growth hormones and no high fructose corn syrup. The pints are available in 12

## Hiland announces summer-themed promotion featuring trip to Missouri theme park

SPRINGFIELD, Mo. — Hiland Dairy and Silver Dollar City are partnering for a new summer promotion that will provide one winner a family trip to the Branson, Missouri, theme park.

The "Do You Dairy?" promotion invites consumers to share photos of how they include Hiland Dairy products in their summer activities, such as flavored milk at a picnic, ice cream cones at a birthday party or cottage cheese on a summer salad. Consumers can enter by posting photos or videos to social media using the hashtag #HilandDoYouDairy or on the promotional landing page at [hilanddairy.com/dairy](http://hilanddairy.com/dairy). Throughout the promotion, "dares" will be shared on Hiland's social channels with entries eligible to win additional prizes like an Instax camera, Silver Dollar City park passes, free Hiland product coupons and summer-themed promotional items.

"A primary goal of Hiland Dairy's marketing is to engage with our consumers actively," says Sarah Carey, marketing coordinator, Hiland Dairy. "Our 'Do You Dairy?' promotion is intended to create a summertime experience for consumers while incorporating Hiland's history of making delicious ice cream, flavored milk, yogurts and other dairy products."

The promotion runs through August, with one winner receiving the "Do You Dairy?" grand prize — a package including a trip for four to Silver Dollar City, travel funds, lodging and other items valued at \$1,667. Official rules are at [www.hilanddairy.com/dairy](http://www.hilanddairy.com/dairy). CMN

different flavors, including the three newest additions: The Hill, Savannah Fudge Pie and Strawberry Shortcake.

Other flavors include Belgian Chocolate, Black Walnut, Butter Pecan, Caramel Praline Pecan, Cookies N' Cream, Salted Caramel Toffee Brittle, Homemade Vanilla, Vanilla and Vanilla Bean.

Additional flavors are available in 48 -ounce cartons.

Prairie Farms Cream Cheese Spread and Prairie Farms Small Batch Ice Cream are available at select local retailers. CMN

## Challenge Dairy unveils new snack spreads

DUBLIN, Calif. — Challenge Dairy recently introduced a new Challenge Snack Spreads lineup, made with real butter and available in six different flavors.

Chocolate Snack Spread is a blend of cocoa, butter and vanilla, making it ideal for pairing with strawberries, crepes or popcorn.

Vanilla Fudge Snack Spread can be eaten with pancakes, graham crackers, pretzels and blueberry waffles, the company suggests.

Salted Caramel pairs salted butter with sweet notes and can be paired with apples, croissants, pancakes or sauteed bananas.

Challenge Dairy also offers three Seasoned Snack Spreads.

Buffalo Snack Spread is made with real spices and can be paired with quesadillas, cauliflower, burgers, chicken wings or nachos.

Everything Snack Spread has seeds, garlic and onion and can be eaten with pita chips, steak, chicken or sandwiches, or be used with vegetable marinades.

The Garlic Parmesan with Herbs spread contains real Parmesan cheese, garlic and parsley and works well with steak, pasta, chips or pretzels.

Challenge Dairy Snack Spreads are available at local retailers. CMN

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## Experience Columbia SC partners with local restaurants for Pimento Cheese Passport

COLUMBIA, S.C. — Experience Columbia SC recently announced the relaunch of its highly-successful Pimento Cheese Passport. The refresh passport program features 17 dishes highlighting the iconic Southern staple along with a new, easy-to-use mobile experience.

“Pimento cheese in Columbia dates back to 1912, when one of the first recipes was published in a local cookbook, and we feel honored to continue its legacy with the relaunch of the passport,” says Charlene Slaughter, director of communications for Experience Columbia SC. “This passport includes a dozen returning locations from our debut pimento cheese passport in 2019 and five new spots for this year, all found throughout our beautiful city.”

Featured dishes range from a classic pimento cheese dip with pita chips to a Southern egg roll made with pimento

cheese and pulled pork, to chipotle Pimento cheese and sausage biscuits, as well as a vegan pimento cheese dip.

Those who download the passport must start using it within 365 days. Prizes will be offered to participants in three tiers: five restaurants earns a Pimento Cheese Passport mug or pint class, 10 restaurants will earn a Pimento Cheese Passport T-shirt, and a grand prize of the above plus a \$50 gift card to a Pimento Cheese Passport restaurant will be given to any participant who visits all 17 locations.

Visitors and residents can start planning their pimento cheese journey and download their passports by visiting the Experience Columbia SC Pimento Cheese web page at <https://passes.experiencecolumbiasc.com/checkout/352/experience-columbia-sc-exclusives/deal/3754/pimento-cheese-passport>. CMN

## Somerdale launches expanded Irish line

WELLINGTON, Somerset — Somerdale International, a leading importer of specialty British and Irish cheeses, recently launched a new extended line of Irish cheeses for retail and foodservice.

All three cheeses are made by the O’Doherty family at Old Irish Creamery in County Limerick on the west coast of Ireland. They represent the best in Irish cheesemaking and are ideal for adding to any cheese board.

The new Claddagh Bo range includes:

- Claddagh Bo Original Irish Cheddar: 12-month aged Cheddar with

natural sweetness and a buttery texture, available in a 5-pound wheel, 14-ounce truckles or 7-ounce pre-pack options;

- Claddagh Bo Irish Whiskey Cheddar: rich and creamy Irish Cheddar flavored with single malt Irish whiskey, available in a pound wheel; and

- Claddagh Bo Irish Porter Cheddar: Irish Cheddar covered in Irish Porter stout providing deep flavor and a marbled look, available in a 5-pound wheel.

“British and Irish specialty cheeses are growing in popularity in the United States. As such, we are focused on providing our retail and foodservice customers with a comprehensive range of great-tasting authentic cheeses that will tempt and tantalize the taste buds and provide real standout appeal on the cheese counters or as part of a menu,” says Alan Jenkins, director of Somerdale International. CMN

## Byrne Dairy releases new Mighty Fine ice cream flavors

SYRACUSE, N.Y. — Byrne Dairy announced the release of three new Mighty Fine ice cream flavors that are now available at Byrne Dairy & Deli dip stands across central New York.

The three new flavors are Maine Blueberry, Chocolate Raspberry and Chocolate Covered Cookie Dough.

Byrne Dairy also offers more than a dozen additional Mighty Fine ice cream flavors. They are available in half gallons at all Byrne Dairy & Deli locations and select retailers.

For more information on Byrne Dairy’s offerings and locations, visit [www.byrnedairy.com](http://www.byrnedairy.com). CMN

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