

CHEESE MARKET NEWS[®]

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



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Pizza, dairy industries work to provide healthier options

By Alyssa Sowerwine

MADISON, Wis. — While pizza is still easily one of Americans' favorite foods, increasing awareness and concern around obesity, sodium intake and general healthy eating could prove challenging for a food largely viewed as "indulgent."

A recent "Pizza at Foodservice and Retail" report released by market researcher Packaged Facts provides analysis of consumer demographics, attitudes and behaviors as they relate to the pizza industry, derived from the 2007, 2008, 2009, 2010, 2011 and 2012 Experian Simmons National Consumer Surveys. The report also includes analysis of Packaged Facts' August 2012

proprietary 2,000-respondent pizza survey commissioned exclusively for the report.

Packaged Facts' "Pizza at Foodservice and Retail" report projects U.S. frozen and refrigerated pizza sales to register sales of \$4.91 billion in 2012, down 0.9 percent from 2011. It also forecasts U.S. frozen and refrigerated pizza 2011-2014 compound annual growth of -0.1 percent, with one reason for the drop related to health.

"Our survey results suggest a clear trend toward healthier options and home-based cost savings at the expense of pizza," says David Morris, Packaged Facts report author. "When asked about 17 different foods and food types, consumers are more likely to be 'eating more' of those with stronger general health attributes and with home-based cost savings. Unfortunately for pizza purveyors, consumers are less likely to be eating more pizza, whether it is restaurant pizza, frozen pizza or fresh/refrigerated pizza."

The report also cites competition from limited-service takeout and delivery options as a roadblock to boosting refrigerated and frozen pizza sales, as well as the fact that roughly 97 percent of adults

eat pizza, a level of penetration that Morris says both shows how many people enjoy pizza and also suggests difficulty in growing a commoditized market in the face of healthy eating headwinds.

The report says the message to pizza purveyors is clear: enhance the overall healthfulness of pizza, at least incrementally, and experiment with options providing more clear-cut healthfulness without sacrificing taste.

Fortunately for the pizza industry and its fans, pizza can fit into a balanced, healthy diet and provide many nutrients such as calcium, protein and fiber, provided it is consumed in moderation, says the American Pizza Community (APC), a coalition of the nation's largest pizza companies, small business franchise owners, regional chains, suppliers and other entities that make up the U.S. pizza industry.

APC notes tips for consumers to choose a healthier pizza, including opting for thin crust, reduced-fat cheese, lots of veggies, lower-fat meats and perhaps most important — consuming in moderation.

Portion control is key with pizza, says Debbi Beauvais, a registered dietitian and

spokesperson for the Academy of Nutrition and Dietetics.

"When you look at pizza, you have to look at portion sizes," she says. "A slice of pizza with a salad and a glass of milk is a great meal."

Sbarro LLC, Melville, N.Y., which typically offers its pizza in a by-the-slice format, recently introduced a new Sbarro Skinny Slice, a 270-calorie slice of pizza topped with roasted red and green bell peppers, portabella mushrooms, caramelized onions and a sprinkling of Mozzarella and Pecorino Romano cheeses.

"We created the Skinny Slice as a delicious way to help our guests stick to their New Year's resolutions and still get their fix of authentic Italian pizza done the Sbarro way," says Jim Greco, CEO, Sbarro. He says the product is the latest in a series of menu innovations as Sbarro continues to provide more options to its customers.

Beauvais notes that pizza is a convenient food that is satisfying, and there is good nutrition potential based on the toppings that are chosen.

Beauvais says pizza makers and restaurants have the opportunity to increase marketing of

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INSIDE

◆ **Guest column: 'Peeling back the layers of international foodservice.'**

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◆ **Madison Lane to represent Vermont Farmstead Cheese in Northwest.**

For details, see page 14.

◆ **Dairy researchers look at freezing, other technologies to extend cheese shelf life.**

For details, see page 17.

◆ **Survey: U.S. pizza market tops \$40 billion; 97 percent enjoy pizza.**

For details, see page 22.

Marieke Mature Gouda wins U.S. Championship Contest

GREEN BAY, Wis. — Marieke Penterman of Holland's Family Cheese, Thorp, Wis., won the 2013 U.S. Championship Cheese Contest top award for her Marieke Mature Gouda, aged 6-9 months. Her Gouda scored 98.31 out of a possible 100 points in the final round of judging Wednesday evening, when judges re-evaluated the top 16 cheeses to determine the overall champion.

While this is Penterman's first U.S. Championship title, it is not her first time on the podium. In the 2011 U.S. Championship Cheese Contest, Penterman's Aged Gouda came in second runner-up overall.

"People were asking me for words, and I was thinking all night about it, but I still haven't found the right words to describe this feeling," Penterman says.

"I know if it wasn't for our team, we wouldn't be where we all are right now," she adds. "Everyone has put so much dedication into their work. We love what we're doing, and I think that shows in our product."

Spring Brook Farm/Farms For City Kids Foundation of Reading, Vt., received first runner-up for its Tarentaise, a semi-hard Alpine cheese that scored 97.89 in the championship round.

Team Cracker Barrel Natural Cheese from Agropur Weyauwega for Kraft Foods, Glenview, Ill., received a score of 97.88 for its Medium Cheddar, earning the team second runner-up honors.

In addition to the top three, the other finalists in championship round of 16 cheeses included: Pat Doell, Agropur, Luxemburg, Wis., Low Moisture Mozzarella Cheese, Whole Milk; Jeffrey Helm, Middlefield Cheese, Middlefield, Ohio, Baby Swiss; Dave Buholzer, Klondike Cheese, Monroe, Wis., Dill Havarti; Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis., Muenster; Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., Gouda Foenegreek; Bruce Willis, Burnett Dairy Co-op, Grantsburg, Wis., Alpha's Morning Sun with Rosemary; John Pitman, Mill Creek Cheese, Arena,

Turn to *CONTEST*, page 24 ⇨

As pizza grows in Asia, so does demand for cheese

By Rena Archwamety

MADISON, Wis. — Asia is a key market for export opportunities for the U.S. dairy industry, and growth in the region's foodservice and pizza sector have contributed to a rising demand for cheese.

U.S. chains such as Pizza Hut and Domino's Pizza continue to expand in Asian markets. Pizza Hut had 826 casual dining restaurants in China as of the fourth quarter of 2012, a 32 percent increase from the same quarter of 2011, according to parent company Yum! Brands' most recent financial report.

Domino's Pizza says it has experienced a steady "up" throughout the years in its Asia-Pacific region. Its largest and fastest-growing market there is India, with 565 stores, followed by Australia, South Korea and Japan.

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Pizza gurus open School of Pizzeria Management

By Aaron Martin

MADISON, Wis. — The last couple years have been difficult for many independent pizzeria operators who have struggled to make ends meet through an economic recession and the rising cost of cheese and other ingredients. Those factors contributed to 772 independent pizzerias going out

Turn to *SCHOOL*, page 12 ⇨

MARKET INDICATORS



Chicago Mercantile Exchange

Cash prices for the week ended March 15, 2013

| | Monday March 11 | Tuesday March 12 | Wednesday March 13 | Thursday March 14 | Friday March 15 |
|----------------------------|--------------------|---------------------|-----------------------|----------------------|--------------------|
| Cheese Barrels | | | | | |
| Price | \$1.5825 | \$1.5825 | \$1.5875 | \$1.5900 | \$1.5900 |
| Change | +1/4 | NC | +1/2 | +1/4 | NC |
| Cheese 40-lb. block | | | | | |
| Price | \$1.6025 | \$1.6025 | \$1.6000 | \$1.6000 | \$1.6100 |
| Change | +1/4 | NC | -1/4 | NC | +1 |

Weekly average (March 11-15): Barrels: \$1.5865(+.0270); 40-lb. Blocks: \$1.6030(+.0310).
 Weekly ave. one year ago (March 12-16, 2012): Barrels: \$1.5555; 40-lb. Blocks: \$1.5345.

| | Monday March 11 | Tuesday March 12 | Wednesday March 13 | Thursday March 14 | Friday March 15 |
|------------------------|--------------------|---------------------|-----------------------|----------------------|--------------------|
| Extra Grade NDM | | | | | |
| Price | \$1.5600 | \$1.5600 | \$1.5600 | \$1.5600 | \$1.5600 |
| Change | NC | NC | NC | NC | NC |
| Grade A NDM | | | | | |
| Price | \$1.4975 | \$1.4975 | \$1.4975 | \$1.4975 | \$1.5000 |
| Change | NC | NC | NC | NC | +1/4 |

Weekly average (March 11-15): Extra Grade: \$1.5600(NC); Grade A: \$1.4980(+.0005).

| | Monday March 11 | Tuesday March 12 | Wednesday March 13 | Thursday March 14 | Friday March 15 |
|------------------------|--------------------|---------------------|-----------------------|----------------------|--------------------|
| Grade AA Butter | | | | | |
| Price | \$1.6300 | \$1.6300 | \$1.6300 | \$1.6400 | \$1.6550 |
| Change | NC | NC | NC | +1 | +1 1/2 |

Weekly average (March 11-15): Grade AA: \$1.6370(+.0295).
 Class II Cream (Major Northeast Cities): \$1.8486(+.1649)-\$1.9612(+.1528).

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Weekly Cold Storage Holdings March 11, 2013

| | On hand Monday | Week Change | Change since March 1 | | Last Year | |
|--------|-------------------|----------------|----------------------|---------|-----------|---------|
| | | | Pounds | Percent | Pounds | Change |
| Butter | 12,364 | -54 | -17 | NC | 8,776 | +3,588 |
| Cheese | 115,799 | -751 | -935 | -1 | 135,890 | -20,091 |

(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 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2007 | 13.56 | 14.18 | 15.09 | 16.09 | 17.60 | 20.17 | 21.38 | 19.83 | 20.07 | 18.70 | 19.22 | 20.60 |
| 2008 | 19.32 | 17.03 | 18.00 | 16.76 | 18.18 | 20.25 | 18.24 | 17.32 | 16.28 | 17.06 | 15.51 | 15.28 |
| 2009 | 10.78 | 9.31 | 10.44 | 10.78 | 9.84 | 9.97 | 9.97 | 11.20 | 12.11 | 12.82 | 14.08 | 14.98 |
| 2010 | 14.50 | 14.28 | 12.78 | 12.92 | 13.38 | 13.62 | 13.74 | 15.18 | 16.26 | 16.94 | 15.44 | 13.83 |
| 2011 | 13.48 | 17.00 | 19.40 | 16.87 | 16.52 | 19.11 | 21.39 | 21.67 | 19.07 | 18.03 | 19.07 | 18.77 |
| 2012 | 17.05 | 16.06 | 15.72 | 15.72 | 15.23 | 15.63 | 16.68 | 17.73 | 19.00 | 21.02 | 20.83 | 18.66 |
| 2013 | 18.14 | 17.25 | | | | | | | | | | |

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CHEESE FUTURES for the week ended March 14, 2013

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

| | Fri., March 8** | Mon., March 11 | Tues., March 12 | Wed., March 13 | Thurs., March 14 |
|--|-----------------|----------------|-----------------|----------------|------------------|
| MAR13 | 1.646 1,160 | 1.646 1,160 | 1.640 1,135 | 1.636 1,137 | 1.642 1,135 |
| APR13 | 1.684 905 | 1.681 904 | 1.675 936 | 1.661 970 | 1.680 1,028 |
| MAY13 | 1.774 639 | 1.764 647 | 1.744 653 | 1.731 651 | 1.755 688 |
| JUN13 | 1.800 506 | 1.803 502 | 1.783 509 | 1.777 510 | 1.806 560 |
| JUL13 | 1.830 401 | 1.832 401 | 1.832 402 | 1.829 402 | 1.842 410 |
| AUG13 | 1.856 306 | 1.864 313 | 1.864 313 | 1.858 323 | 1.865 340 |
| SEP13 | 1.860 274 | 1.870 279 | 1.869 279 | 1.852 289 | 1.870 316 |
| OCT13 | 1.838 280 | 1.847 280 | 1.847 280 | 1.842 280 | 1.850 304 |
| NOV13 | 1.813 327 | 1.818 327 | 1.818 327 | 1.818 327 | 1.825 350 |
| DEC13 | 1.795 314 | 1.795 314 | 1.795 314 | 1.795 314 | 1.798 315 |
| Total Contracts Traded/ Open Interest | 89/5,112 | 41/5,127 | 159/5,148 | 110/5,203 | 539/5,446 |

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

DRY WHEY FUTURES for the week ended March 14, 2013

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

| | Fri., March 8** | Mon., March 11 | Tues., March 12 | Wed., March 13 | Thurs., March 14 |
|--|-----------------|----------------|-----------------|----------------|------------------|
| MAR13 | 61.95 303 | 61.95 303 | 61.95 303 | 61.95 303 | 61.00 302 |
| APR13 | 58.25 267 | 58.50 267 | 58.48 271 | 58.50 265 | 57.95 263 |
| MAY13 | 55.25 207 | 55.00 209 | 55.00 212 | 55.00 227 | 54.50 222 |
| JUN13 | 55.25 196 | 54.75 196 | 54.75 201 | 54.75 201 | 53.98 201 |
| JUL13 | 55.25 104 | 54.90 110 | 54.75 110 | 54.25 111 | 54.10 112 |
| AUG13 | 55.98 100 | 54.50 106 | 54.50 106 | 54.00 106 | 54.00 105 |
| SEP13 | 55.00 101 | 54.25 105 | 54.25 105 | 54.00 102 | 54.00 100 |
| OCT13 | 54.75 95 | 54.00 96 | 54.00 96 | 53.75 96 | 53.75 96 |
| NOV13 | 54.25 98 | 53.75 101 | 53.75 101 | 53.75 102 | 53.75 102 |
| DEC13 | 53.25 101 | 53.00 95 | 53.00 95 | 52.30 94 | 52.33 94 |
| Total Contracts Traded/ Open Interest | 27/1,572 | 58/1,588 | 24/1,600 | 68/1,607 | 51/1,597 |

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

| | Consumer Price Index* | | Percent change versus February 2013 | | | |
|---------------------------|-----------------------|-------|-------------------------------------|---------|------|--|
| | 1 mo. | 6 mo. | 1 year | 2 years | | |
| Cheese & related products | 223.823 | +0.0 | +2.1 | -1.1 | +8.8 | |
| Dairy & related products | 219.526 | -0.4 | +2.3 | +0.1 | +7.9 | |
| All Food | 236.301 | -0.0 | +0.9 | +1.6 | +5.6 | |

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

Dry Products*

March 15, 2013

NONFAT DRY MILK

Central & East: low/medium heat \$1.4000(-3)-\$1.6325(-2); mostly \$1.4400(-3)-\$1.5800.
 high heat \$1.6250(-1/2)-\$1.6725(-2 1/4).
West: low/medium heat \$1.4200-\$1.5900(-2 1/4); mostly \$1.4500-\$1.5250(-1).
 high heat \$1.5300(-1 1/2)-\$1.6700(-1/2).
Calif. manufacturing plants: extra grade/grade A weighted ave. \$1.5159(-.0129) based on 6,966,964 lbs. Sales to CCC: 0 lbs.

WHOLE MILK POWDER (National): \$1.6400-\$1.7900(+1).

EDIBLE LACTOSE

(FOB) Central and West: \$.4500(+5)-\$.8500(-1); mostly \$.6200(-1)-\$.7500(-1).

DRY WHEY

Central: nonhygroscopic \$.5100-\$1.6750(+1/2); mostly \$.5200(-1)-\$.5900(-2).
West: nonhygroscopic \$.5100-\$1.6550(+1/2); mostly \$.5300-\$1.5925(-1/4).
(FOB) Northeast: extra grade/grade A \$.4900(-3)-\$.6750.

ANIMAL FEED (Central): Whey spray milk replacer \$.4200(-2)-\$.5700(-1).

WHEY PROTEIN CONCENTRATE (34 percent): \$1.1200(-3)-\$1.2600(-2); mostly \$1.1800-\$1.2400(-1).

DRY BUTTERMILK

(FOB) Central & East: \$1.2900(-6)-\$1.4300(-2).
 (FOB) West: \$1.3200(+2)-\$1.4200(-1 3/4); mostly \$1.3500-\$1.4100(-2).

CASEIN: Rennet \$3.9000-\$4.6000; Acid \$4.5000-\$4.8500.

*Source: USDA's Dairy Market News

NEWS/BUSINESS

Dairy Council of California launches website

SACRAMENTO, Calif. — To increase awareness of all of its nutrition education offerings across multiple audiences as well as the health benefits of milk and milk products, Dairy Council of California has launched HealthyEating.org.

Combining the best features, materials and tools of its two previous websites — DairyCouncilofCA.org and MealsMatter.org — Dairy Council of California says it has created an online destination where families can learn to improve eating habits and understand the benefits of consuming milk and milk products; teachers can order nutrition education materials; health professionals can find nutrition information for patients; and members of the dairy industry can access and download helpful tools to use and share with others.

“We completely revamped our web presence to make our materials and other tools available in one location, and better highlight and provide access to our milk-positive nutrition information,” says Tammy Anderson-Wise, Dairy Council of California CEO. “At the same time, we share our nutrition philosophy of balanced eating while demonstrating the value of milk and its irreplaceable package of nutrients.”

Anderson-Wise adds that along with providing consumers access to healthy recipes, meal ideas and healthy eating suggestions, the website serves as an expert resource on milk and dairy products and showcases the dairy industry’s commitment and contribution to community health.

“All of the online resources not only help Dairy Council of California expand its efforts to improve eating habits and teach consumers to include milk and milk products in their diets, but they also provide dairy producers and processors with tools to download and share in their own outreach efforts, including farm and facility tours, community events, or even training employees,” Anderson-Wise says.

Available resources include consumer-friendly handouts and tip sheets for both students and adults (in English and Spanish) covering anything from basic milk facts to how milk gets from cow to container. All resources can be found in the industry section at HealthyEating.org/Community-Resources. Producers and processors also can direct consumers to the site’s interactive tools, including Healthy Eating My Way that customizes eating plans based on personalized needs. CMN

MARKET INDICATORS

www.cheeseshredder.com



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International Dairy Markets March 15, 2013

Western Europe
Butter: 82 percent butterfat \$4,200(+100)-\$4,500(+50).
Butteroil: 99 percent butterfat \$4,800(+100)-\$5,200.
Skim Milk Powder: 1.25 percent butterfat \$3,375-\$3,700.
Whole Milk Powder: 26 percent butterfat \$3,900(+100)-\$4,300(+200).
Whey Powder: Nonhygroscopic \$1,150(+25)-\$1,400(+50).

Oceania
Butter: 82 percent butterfat \$3,800(+400)-\$4,200(+300).
Cheddar Cheese: 39 percent maximum moisture \$3,950(+50)-\$4,250(+50).
Skim Milk Powder: 1.25 percent butterfat \$3,700(+300)-\$4,200(+400).
Whole Milk Powder: 26 percent butterfat \$3,800(+450)-\$4,400(+550).

* Source: Dairy Market News. Prices reported in U.S. dollars per metric ton, F.O.B. port. To convert to price per pound: divide price by 2,204.6 pounds.

National Dairy Products Sales Report

For the week ended: 3/9/13 3/2/13 2/23/13 2/16/13

| | 3/9/13 | 3/2/13 | 2/23/13 | 2/16/13 |
|--------------------------------|------------|-------------|-------------|------------|
| Cheese 40-lb. Blocks: | | | | |
| Average price ¹ | \$1.6446 | *\$1.6610 | \$1.6620 | *\$1.6589 |
| Sales volume ² | 10,196,841 | *10,812,824 | 12,189,255 | *8,986,453 |
| Cheese 500-lb. Barrels: | | | | |
| Average price ¹ | \$1.7080 | \$1.7319 | \$1.7081 | \$1.6681 |
| Adj. price to 38% moisture | \$1.6245 | \$1.6503 | \$1.6289 | \$1.5902 |
| Sales volume ² | 9,630,487 | 9,920,621 | 10,288,693 | 10,681,725 |
| Moisture content | 34.81 | 34.93 | 34.99 | 34.96 |
| Butter: | | | | |
| Average price ¹ | \$1.5764 | \$1.5935 | \$1.5793 | *\$1.5626 |
| Sales volume ² | 4,112,307 | 4,144,723 | 4,447,018 | 4,454,769 |
| Nonfat Dry Milk: | | | | |
| Average price ¹ | \$1.5304 | \$1.5510 | *\$1.5746 | \$1.5577 |
| Sales volume ² | 16,442,542 | *24,135,399 | *15,306,066 | 16,018,694 |
| Dry Whey: | | | | |
| Average price ¹ | \$0.6080 | *\$0.6350 | \$0.6302 | \$0.6342 |
| Sales volume ² | 7,554,079 | *7,391,166 | 7,948,290 | 7,125,889 |

¹Revised. ²Prices weighted by volumes reported. ³Sales as reported by participating manufacturers. Reported in pounds. *More information is available by calling AMS at 202-720-4392.*

CME FUTURES for the week ended March 14, 2013

Class III Milk

| | Fri., March 8** | | Mon., March 11 | | Tues., March 12 | | Wed., March 13 | | Thurs., March 14 | |
|-------------------------|-----------------|-------|----------------|-------|-----------------|-------|----------------|-------|------------------|-------|
| MAR13 | 17.03 | 3,492 | 17.05 | 3,468 | 16.99 | 3,447 | 16.96 | 3,454 | 16.95 | 3,436 |
| APR13 | 17.20 | 3,631 | 17.12 | 3,642 | 17.07 | 3,722 | 17.00 | 3,762 | 17.16 | 3,771 |
| MAY13 | 17.80 | 2,722 | 17.73 | 2,737 | 17.59 | 2,816 | 17.48 | 2,813 | 17.65 | 2,807 |
| JUN13 | 18.20 | 2,020 | 18.14 | 2,034 | 17.99 | 2,061 | 17.88 | 2,106 | 18.11 | 2,111 |
| JUL13 | 18.51 | 1,646 | 18.49 | 1,654 | 18.38 | 1,692 | 18.34 | 1,704 | 18.53 | 1,736 |
| AUG13 | 18.77 | 1,613 | 18.74 | 1,645 | 18.64 | 1,665 | 18.56 | 1,684 | 18.70 | 1,703 |
| SEP13 | 18.80 | 1,357 | 18.77 | 1,361 | 18.71 | 1,393 | 18.65 | 1,403 | 18.70 | 1,396 |
| OCT13 | 18.58 | 1,149 | 18.55 | 1,156 | 18.51 | 1,162 | 18.44 | 1,166 | 18.51 | 1,171 |
| NOV13 | 18.32 | 1,132 | 18.30 | 1,138 | 18.22 | 1,149 | 18.24 | 1,170 | 18.32 | 1,178 |
| DEC13 | 18.06 | 1,060 | 18.06 | 1,061 | 18.00 | 1,070 | 18.01 | 1,094 | 18.03 | 1,104 |
| JAN14 | 17.80 | 179 | 17.80 | 191 | 17.72 | 200 | 17.73 | 202 | 17.80 | 212 |
| FEB14 | 17.62 | 110 | 17.62 | 120 | 17.60 | 124 | 17.60 | 128 | 17.60 | 132 |
| MAR14 | 17.45 | 36 | 17.45 | 37 | 17.45 | 41 | 17.45 | 43 | 17.49 | 45 |
| APR14 | 17.30 | 10 | 17.30 | 10 | 17.30 | 10 | 17.30 | 10 | 17.30 | 10 |
| MAY14 | 17.05 | 3 | 17.05 | 3 | 17.05 | 3 | 17.05 | 3 | 17.05 | 4 |
| JUN14 | 16.75 | 4 | 16.75 | 4 | 16.75 | 4 | 16.75 | 4 | 16.75 | 4 |
| Total Contracts Traded/ | | | | | | | | | | |
| Open Interest | 805/20,164 | | 713/20,261 | | 896/20,559 | | 1,132/20,746 | | 872/20,820 | |

Class IV Milk

| | Fri., March 8** | | Mon., March 11 | | Tues., March 12 | | Wed., March 13 | | Thurs., March 14 | |
|-------------------------|-----------------|-----|----------------|-----|-----------------|-----|----------------|-----|------------------|-----|
| MAR13 | 17.70 | 215 | 17.70 | 215 | 17.70 | 215 | 17.75 | 215 | 17.75 | 215 |
| APR13 | 18.15 | 278 | 18.15 | 278 | 18.15 | 278 | 18.15 | 279 | 18.15 | 281 |
| MAY13 | 18.40 | 242 | 18.40 | 249 | 18.38 | 249 | 18.38 | 249 | 18.38 | 249 |
| JUN13 | 18.45 | 185 | 18.50 | 185 | 18.45 | 193 | 18.45 | 193 | 18.45 | 193 |
| JUL13 | 18.50 | 79 | 18.50 | 79 | 18.50 | 80 | 18.50 | 80 | 18.50 | 80 |
| AUG13 | 18.50 | 83 | 18.50 | 83 | 18.50 | 89 | 18.50 | 89 | 18.50 | 89 |
| SEP13 | 18.48 | 73 | 18.50 | 76 | 18.50 | 76 | 18.50 | 76 | 18.50 | 77 |
| OCT13 | 18.45 | 89 | 18.45 | 89 | 18.45 | 90 | 18.45 | 90 | 18.45 | 90 |
| NOV13 | 18.45 | 88 | 18.45 | 88 | 18.45 | 88 | 18.48 | 111 | 18.53 | 112 |
| DEC13 | 18.25 | 99 | 18.25 | 99 | 18.25 | 99 | 18.23 | 105 | 18.23 | 106 |
| Total Contracts Traded/ | | | | | | | | | | |
| Open Interest | 70/1,431 | | 18/1,441 | | 27/1,457 | | 48/1,487 | | 11/1,492 | |

Cash-Settled NDM

| | Fri., March 8** | | Mon., March 11 | | Tues., March 12 | | Wed., March 13 | | Thurs., March 14 | |
|-------------------------|-----------------|-----|----------------|-----|-----------------|-----|----------------|-----|------------------|-----|
| MAR13 | 153.25 | 156 | 154.00 | 157 | 154.00 | 157 | 154.00 | 157 | 153.75 | 158 |
| APR13 | 154.00 | 253 | 154.00 | 256 | 154.00 | 256 | 154.00 | 256 | 153.75 | 261 |
| MAY13 | 154.10 | 193 | 155.00 | 197 | 155.00 | 199 | 155.00 | 199 | 155.00 | 199 |
| JUN13 | 155.15 | 215 | 156.00 | 215 | 156.00 | 215 | 156.00 | 213 | 156.00 | 213 |
| JUL13 | 155.00 | 101 | 155.20 | 101 | 155.20 | 101 | 155.50 | 101 | 155.75 | 101 |
| AUG13 | 154.75 | 81 | 154.75 | 81 | 154.75 | 81 | 154.75 | 81 | 154.75 | 81 |
| SEP13 | 155.00 | 38 | 155.00 | 39 | 155.00 | 39 | 155.00 | 39 | 155.25 | 39 |
| OCT13 | 154.50 | 29 | 154.50 | 29 | 154.50 | 29 | 154.50 | 29 | 154.75 | 29 |
| NOV13 | 155.00 | 30 | 155.00 | 30 | 155.00 | 30 | 154.75 | 39 | 154.75 | 41 |
| DEC13 | 154.50 | 33 | 154.50 | 33 | 154.50 | 33 | 154.00 | 36 | 154.25 | 36 |
| Total Contracts Traded/ | | | | | | | | | | |
| Open Interest | 15/1,129 | | 22/1,138 | | 9/1,140 | | 24/1,150 | | 11/1,158 | |

Cash-Settled Butter

| | Fri., March 8** | | Mon., March 11 | | Tues., March 12 | | Wed., March 13 | | Thurs., March 14 | |
|-------------------------|-----------------|-----|----------------|-----|-----------------|-----|----------------|-----|------------------|-----|
| MAR13 | 159.00 | 422 | 159.00 | 422 | 159.03 | 422 | 159.03 | 422 | 159.03 | 422 |
| APR13 | 165.83 | 381 | 166.00 | 383 | 166.00 | 383 | 167.00 | 386 | 168.53 | 384 |
| MAY13 | 168.10 | 404 | 168.75 | 406 | 168.78 | 409 | 169.50 | 412 | 171.98 | 417 |
| JUN13 | 169.98 | 386 | 170.25 | 389 | 169.90 | 389 | 170.03 | 394 | 172.50 | 401 |
| JUL13 | 172.15 | 389 | 172.13 | 399 | 172.13 | 399 | 171.98 | 403 | 173.00 | 415 |
| AUG13 | 172.15 | 443 | 172.15 | 447 | 172.15 | 455 | 172.10 | 455 | 172.98 | 465 |
| SEP13 | 174.03 | 413 | 173.00 | 414 | 173.00 | 419 | 172.90 | 419 | 174.75 | 428 |
| OCT13 | 174.50 | 440 | 173.50 | 443 | 173.50 | 443 | 173.45 | 443 | 173.45 | 443 |
| NOV13 | 175.75 | 267 | 175.00 | 273 | 175.00 | 284 | 174.95 | 298 | 175.00 | 300 |
| DEC13 | 171.00 | 161 | 170.00 | 162 | 171.00 | 170 | 171.00 | 171 | 171.00 | 173 |
| Total Contracts Traded/ | | | | | | | | | | |
| Open Interest | 25/3,706 | | 49/3,738 | | 63/3,773 | | 47/3,803 | | 73/3,848 | |

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

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Perspective: Export Expertise

Angélique Hollister is vice president, cheese and consumer products, for the U.S. Dairy Export Council. She contributes this column exclusively for *Cheese Market News*®.

Peeling back the layers of international foodservice

In all the media reports about the ambitious global expansion plans of McDonald's, Subway and the Yum! family of restaurants (Pizza Hut, KFC and Taco Bell), it might seem like the mega-chains are the only international game in town. There is in fact a thriving, locally-based, foodservice chain second tier in most emerging markets that is expanding rapidly, increasingly beyond national boundaries and into surrounding regions. Often specializing in U.S.-style fare, many of these restaurants are sizable users of cheese and prime examples of growing but often overlooked potential customers for U.S. dairy.

The U.S. Dairy Export Council (USDEC), a non-profit organization that leads overseas marketing development on behalf of the U.S. dairy industry and is primarily funded by the dairy checkoff, is currently in the midst of exploring these second-tier chains. The objective: gauging their size, cheese use and growth prospects to assist U.S. suppliers in targeting the sector.

Initial insights are encouraging.

Like their larger brethren, dairy is often

integral to the menu. Based on an initial look at key markets, the volumes they use are nothing to sneeze at. A cross section of companies hints at the possibilities:

- Herfy is a fast-growing network of more than 170 hugely popular quick-service restaurants across Bahrain, Egypt, Kuwait, Saudi Arabia and the United Arab Emirates (UAE). The company serves burgers, wraps and sandwiches utilizing cheese, as well as cheesecake and ice cream desserts. Plans to expand into Lebanon are in the works.

- Mr. Pizza, one of 69 pizza chains in South Korea, runs more than 400 stores, mostly in its home market, but also in China and Vietnam. It even operates two units in the United States. The company plans to enter Southeast Asia this year and ramp up Chinese expansion.

- Saizeriya is a chain of more than 1,000 Italian-style family restaurants (i.e., big cheese users) based in Japan, but also with operations in China, Taiwan and Singapore. Short-range plans are to add at least another 70 stores in its home market.

- Restaurantes Toks operates 100

outlets in 18 states in Mexico, using cheese in breakfast items and U.S. and Mexican sandwiches and entrées, as well as selling milkshakes and desserts with dairy content. The company is adding new stores at a rate of about 16 per year.

- Shanghai-based UES opened more than 400 units in China since it was founded in 1999, primarily in second and third tier cities where the big Western chains have been slower to capitalize. The company sells a mix of traditional Western fast-foods, like burgers and ice cream, and rice dishes.

There are also scores of smaller, domestically-based businesses operating 15 or more stores across all the markets: Mosburger with 38 outlets in Singapore, Thailand and Indonesia (utilizing processed cheese on burgers); Eat & Drink with 20 outlets in the UAE (using cheese in sandwiches, burgers and wraps); Spoon with 26 stores in Costa Rica (using cheese in breakfast items, lasagna and sandwiches); El Salvador-based Los Cebollines with 21 outlets across Central America (using cheese in Mexican dishes); and Ashley American Grill & Salad with 121 outlets in South Korea — to name just a few.

These may not be Subway numbers, but the common thread is cheese use and an eye toward growth. These are companies looking to expand, often following the example set by the mega-chains and crossing borders into neighboring nations.

Earning the business comes with a caveat: Like any customer, domestic or export, these operations expect committed suppliers and products made to their specifications. The United States might have invented modern fast-food, but product requirements are often different overseas, even for U.S.-based chains.

In Asia, for example, buyers often seek multiple cheese formats — slices, shreds, cubes — smaller package sizes and often smaller slices than are typical for U.S. menus.

Buyers value suppliers who understand the tastes, applications and trends in foreign markets. Desserts made with

cream cheese and breads made with cheddar and pepper jack are big in Asia. Healthier eating is on the rise in Latin America. Pizza is immensely popular the world over, but many emerging markets are looking for blends of mozzarella with cheddar and/or gouda for more flavor.

In addition, we have some catching-up to do in seeking to serve some of these chains. Our competitors have established relationships with many of these buyers, meaning U.S. suppliers will need to convince users of better quality, taste, reliability, service or price — or a combination of those factors. Although U.S. suppliers have made strides demonstrating their commitment to international cheese markets, riding out less favorable pricing and delivering the products in the varieties and package sizes buyers want, plenty of room exists for improvement.

The effort is worth it. As we have often stated in this column in the past, foreign markets are at the heart of global foodservice (and dairy) growth in the years ahead.

Euromonitor foresees greater than 5 percent compound annual growth in foodservice sales from 2012-2017 in Brazil, Chile, China, Colombia, India, Saudi Arabia, the United Arab Emirates and parts of Southeast Asia. In absolute dollar terms, incremental fast-food sales gains in the Asia-Pacific region from 2011-2016 will nearly triple U.S. growth at \$58 billion vs. \$20 billion. And that growth is not just coming from the major U.S. franchises. CMN

Note: The U.S. Dairy Export Council is primarily supported by Dairy Management Inc. (DMI) through the producer checkoff that builds on collaborative industry partnerships with processors, trading companies and others to build global demand for U.S. dairy products.

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

NEWS/BUSINESS



Dairy groups comment on upcoming California ag department transportation hearing

SACRAMENTO, Calif. — The California Department of Food and Agriculture (CDFA) has received feedback over the past few weeks regarding its upcoming hearing to amend the state's pooling plan to include Napa County in the North Bay receiving area eligible for transportation allowances. The hearing is scheduled for April 4. (See "Transportation allowance rates corrected in petition to amend pooling plan in California in the March 1, 2013, issue of Cheese Market News.")

California Dairies Inc. (CDI) sent an alternative proposal Feb. 20, saying it believes that transportation allowances should be based on the difference between the cost of the local hauls and the cost of the longer haul to deficit markets.

"Southern California is the largest

deficit market in the state, and CDI has found that it must send more and more milk from the South Valley to meet customer needs as its Southern California dairies exit the business," CDI says.

In addition to specific changes in transportation allowances for plants located in the Southern California receiving area, CDI also proposed that Section 300.2 of the Stabilization and Marketing Plans for Market Milk for the Northern California and Southern California Marketing Areas be adjusted to align transportation credits with actual costs incurred, and that shipments of market milk, market skim milk and condensed milk from Los Angeles County to Orange, Riverside, San Bernardino or Ventura Counties be increased from

\$0.45 per hundredweight to \$0.54 per hundredweight.

Dairy Farmers of America (DFA) submitted an alternative proposal March 1 asking for specific changes to the rates and miles established as transportation allowances for the four different receiving areas to reflect higher operating costs as well as some historical changes to the pattern of milk shipments.

Milk Producers Council (MPC) sent a letter to CDFA March 7 noting that the previous two alternative proposals, if considered, would greatly increase the potential economic impact of any decision coming out of the April 4 hearing.

MPC requested that the call of the hearing be expanded to include Sections 300 (A), (B) and (C) of the Stabilization

and Marketing Plans for Market Milk, and offered an alternative proposal which would create a "transportation surcharge" adjustment on the Class 1, 2 and 3 pricing formulas which would result in the marketplace carrying part of the burden for funding the state's transportation subsidy program.

However, CDFA sent a response March 13 to MPC's request, saying the proposed amendment falls outside of the call of the April 4 hearing. Only the provisions for transportation allowance, transportation credits and milk movement provisions are under consideration, CDFA says.

For more updates and details on the alternative proposals, visit <http://cdfa.ca.gov/dairy/uploader/postings/hearings>. **CMN**

NEWS/BUSINESS



USDA's NASS suspends milk production report for fiscal year 2013 due to sequestration

WASHINGTON — USDA's National Agricultural Statistics Service (NASS) this week announced that, due to reduced funding caused by sequestration, it will suspend a number of statistical surveys and reports for the remainder of fiscal year 2013, including the monthly milk production report, which will be suspended from April through September.

The Balanced Budget and Emergency Deficit Control Act passed in 2011 mandated across-the-board spending cuts, commonly called budget sequestration, if Congress and the president failed to reach an agreement on significant debt-reduction legislation. When the deadline for reaching an agreement passed earlier this month, President Obama was forced to issue a sequestration order canceling \$85 billion in federal government spending through September, the government's fiscal year-end.

USDA says the decision to suspend

the reports "was not made lightly, but it was nevertheless necessary given the funding situation."

The milk production report suspension begins with the report set to be released in April. The February milk production numbers set to be released March 19 will come out as scheduled. Cuts also include the July cattle report which contains total milk cow numbers as well as milk replacement heifers, according to FCStone, Chicago.

Bill Brooks, a dairy economist with FCStone, notes that milk pooling data still will be available from federal market administrators as will commercial milk production data from the California Department of Agriculture (CDFA) each month. Federal order data is released just before milk production report numbers, while California data is released a few weeks later, he says.

"The information we have available won't be as encompassing as the milk

production report but should give us a pretty good idea of where we are at, the reason being that federal order data is just for pooled milk, so you run into the problem of milk not being pooled that can impact that number," he says. "CDFA data is pretty close to the milk production data, it just doesn't include milk left on the farm like (the) USDA (report does)."

Dairy market analysts Mary Ledman, Sara Dorland and Sarina Sharp, who write the Daily Dairy Report (DDR) published by Daily Dairy Report Inc., note that the monthly milk production report has long played a critical role in the price-discovery process for milk and dairy product prices, as well as proven to be the most reliable data in the world of dairy as many other reports include only partial data, leaving sizable gaps.

"While sequestration and the related cuts are mandatory, the Obama administration has latitude when determining where the axe lands," DDR says. "According to USDA's Economic Research Service, the dairy industry is second only to beef in the livestock sector and equal to corn in terms of farm value. The question is how much will be saved by cutting the monthly milk production

report given the importance of the report to the industry vs. other areas that could provide similar budget savings."

Both the National Milk Producers Federation (NMPF) and International Dairy Foods Association (IDFA) expressed concern with the decision, noting that among the other NASS report suspensions, dairy is the only major commodity that will be substantially affected.

Jerry Kozak, president and CEO, NMPF, says that eliminating the milk production report through September will detrimentally affect how decisions are made about the marketing of milk, starting at, but not ending with, the farm level.

"This report is important for ongoing industry outlook purposes, and it's also an essential input for estimating the monthly commercial disappearance of all dairy products, which is of importance to the dairy promotion program," he says. "This decision is a concern to NMPF as well as to the entire dairy industry, and we will need to have further discussions with USDA about why an extremely important informational tool involving a major commodity is being affected this way." CMN

Milk Specialties Global begins production of milk protein concentrate in Visalia, Calif.

VISALIA, Calif. — Milk Specialties Global recently began milk protein concentrate (MPC) production at a plant expansion project that has opened here.

"Tulare County, Calif., is one of the largest milk producing counties in the U.S.," says David Lenzmeier, CEO, Milk Specialties Inc. "The ability to produce MPC in this county allows us to take full advantage of a fresh, local supply of milk, providing the highest quality Grade A, rBGH-free milk protein concentrates to our customers."

The MPC market is expanding in the areas of sports nutrition and functional foods, the company adds.

"With the growing demand of milk proteins and micellar casein, we have dedicated our Visalia, Calif., facility to MPC and isolate production," says Suvash Kafley, director of research & development, Milk Specialties Global. "We will also be making native micellar caseins and low-grit micellar caseins, as well as caseinate replacers for creamer applications. The plant can produce high-quality liquid or powder MPCs and isolates in less than 24 hours, allowing us to provide an estimated 1 million pounds each month."

For more information visit www.MilkSpecialties.com. CMN

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Pizza industry supports bill seeking more flexibility for menu labeling regulations

By Alyssa Sowerwine

WASHINGTON — The American Pizza Community (APC) — a coalition of the nation's largest pizza companies, small business franchise owners, regional chains, suppliers and other entities that make up the U.S. pizza industry — is working with House and Senate leaders to reintroduce a bill to provide consumers with sensible and flexible solutions for disclosure of nutritional information.

The Common Sense Nutrition Labeling Bill — introduced last year by Reps. John Carter, R-Texas, John Barrow, D-Ga., Cathy McMorris Rodgers, R-Wash., Henry Cuellar, D-Texas, Mike Ross, D-Ark., and Reid Ribble, R-Wis., among others — would allow small-business pizza owners to comply with federal menu labeling requirements using innovative approaches that strengthen consumer education and reduce excessive regulatory costs.

According to Jenny Fouracre, director of legislative affairs for Domino's Pizza, a member of APC, the bill did not make it out of committee in time to get passed last year, but APC is working with grocers and convenience stores, as well as lawmakers, to get the bill reintroduced — possibly as soon as the end of this month.

She says that while the pizza industry is happy to provide nutritional information to its consumers, it is seeking flexibility in how that information is presented.

The Patient Protection and Affordable Care Act of 2010 established national menu labeling standards for restaurants operating 20 or more locations or more locations under the

same name.

In drafting these regulations, FDA has interpreted a menu to be any writing that any consumer could ever use to make an order selection. Such a broad interpretation stretches the intent of Congress, which limited labeling to the "primary writing." Labeling every writing is expensive, time-consuming, burdensome, and ultimately of negligible value, APC contends.

"If implemented as currently proposed, the regulations being prepared by FDA could have seriously negative impacts on small-business job creation."

AMERICAN PIZZA COMMUNITY

In addition, FDA's proposed method of labeling pizza requires a calorie range, which results in imprecise and confusing labeling. Such ranges are especially ill-conceived for foods that are as customizable as pizza, Fouracre says. Similarly, FDA proposes labeling the whole pizza, but APC notes pizza typically is a shared meal, and the average consumer eats only 2.1 slices.

"Menu boards are not cheap, and if you change a supplier, recipe, price, etc., you may have to get a whole new menu board," Fouracre says, noting the cost of replacing the boards makes little sense for pizza companies that are based primarily on delivery.

She adds that APC hopes FDA will consider an online menu board option for this reason.

"Consumers are increasingly going online to get their nutrition info these days," she says.

With more than 70,000 pizza stores in the United States, the pizza industry is affected by numerous federal and state regulations that impact the growth of its small-business owners, APC says. The current menu labeling requirements were identified by the Office of Management and Budget as the third most onerous legislative provision of 2010.

"If implemented as currently proposed, the regulations being prepared by FDA could have seriously negative impacts on small-business job creation without, in many cases, improving information available to consumers," APC says.

FDA issued the proposed rules on menu labeling in 2011, but final rules haven't yet been released. FDA Commissioner Margaret Hamburg has said the agency is in the final stages of writing the regulations and final rules should be expected in the "relative near term." CMN

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NEWS/BUSINESS

OPTIONS

Continued from page 1

whole grain crusts and more fruit and veggie toppings.

She adds that if one chain begins to focus on pizza's more healthful attributes, it's likely other companies will follow suit.

The Packaged Facts report also notes that restaurants could beef up efforts to offer pizza with whole grain or gluten-free crusts and call out pizza's more healthful attributes on their menus. The report says that while health claims are often woven into menus, pizza is simply not positioned with the health-driven terminology: only 2.3 percent of restaurants serving pizza as an entree associate it with "gluten free" on the menu, and "lowfat" and "organic" are associated with only 1.9 percent and 1.1 percent, respectively.

"This miniscule degree of penetration suggests that restaurant operators can experiment more with healthful claims that resonate with pizza eaters," the report says.

The report also notes that a slew of vegetable options are available at 10 percent or more of restaurants serving pizza entrees.

"As an inherently healthy food, vegetables provide an ideal vehicle for purveyors to ratchet up pizza's health profile while catering to consumers' needs while not having to aggressively sell the concept to consumers, who already order pizzas with vegetables in abundance," the report says.

Morris notes a lot of the boutique pizza brands are showing that this can be done.

Connie's Pizza, a Chicago pizza chain, offers a Connie's Natural line that puts "natural" at the forefront of its marketing, and the line has a vegetarian multi-grain crust option, he says.

"The brand doesn't hit you over the head with 'health'; it uses 'natural' to sell itself a bit on innate healthfulness, and it provides a high-quality taste experience," he says.

• Pizza in schools

Beauvais — who also is district supervisor of school nutrition for Gates Chili and East Rochester Schools, Rochester, N.Y. — uses a similar tactic with pizza in a school setting.

She says the district makes a lot of its own pizzas — using a 51-percent whole grain crust, and a mix of vegetables or lowfat turkey pepperoni — but gives the pies fun names that the kids like rather than advertising the healthy attributes.

"Pizza is still a great option for school meals; it's still so popular with students, and you have to offer them something they will eat," Beauvais says. She also buys heat 'n serve pizzas that have whole wheat crust, lowfat cheese and lowfat toppings.

One of the school's most popular pizzas is a BBQ pie that features BBQ sauce and pulled pork.

Beauvais notes that pizza is an excel-

lent vehicle for introducing whole grains and fresh vegetables to kids, either at school or at home.

"We're hoping that students are becoming more savvy about fresher, healthier pizzas and are going to be looking for pizzas with whole grain crust and more vegetables as they become regular consumers in the marketplace," she says.

Domino's Pizza also continues to offer its Domino's Smart Slice School Lunch Program. Through its partnership with Dairy Management Inc. (DMI) and its nutrition arm, the National Dairy Council, Domino's is committed to supporting active lifestyles in schools as a founding partner of the GENYOUth Foundation.

Domino's Smart Slice, when topped with lite Mozzarella cheese, meets the USDA school lunch nutrition standards for calories, fat and sodium, with each slice featuring 4 grams of fiber, 24 grams of whole grains and offering a great, says Barry Friedman, director of Domino's Smart Slice School Lunch Program.

The number of schools that now participate in the Domino's Smart Slice program has increased from 1,100 schools in early 2011 to more than 3,000 schools across 37 states today.

Among the many markets that have seen significant growth, Domino's Smart Slice has been especially successful in the Granbury Public School District, Granbury, Texas, where there has been a 50-percent increase in the number of

schools participating in the Domino's Smart Slice program since January 2011.

"Pizza is without a doubt our students' favorite food, and Domino's Smart Slice allows us a more nutritious alternative," says Alicia Hernandez, school nutrition director of Granbury Public Schools. "In addition to assuring parents their children are getting the necessary nutrition, it is delicious, loved by students and already meets the nutrition standards, making Domino's Smart Slice a great win-win for us."

Friedman says Domino's is giving more options to schools to customize what they want on the pizzas to expand beyond traditional cheese and pepperoni. Smart Slices have 51-percent

Turn to SMART, page 8 ⇨

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NEWS/BUSINESS



SMART

Continued from page 7

white whole-wheat flour crust, reduced-sodium pizza sauce and lite Mozzarella. Toppings also include reduced-fat and reduced-sodium pepperoni, lean protein such as chicken and ham and vegetable toppings.

The program offers several varieties with fun names for kids, such as Bellroni, featuring lite Mozzarella, reduced-fat pepperoni, green peppers and roasted red peppers with a sprinkle of Parmesan; BBQ Smokehouse, featuring smoky Memphis-style BBQ sauce, lite Mozzarella, lean ham and a touch of onions; Kick'n Chicken, featuring lite

Mozzarella, grilled chicken, a sprinkle of Cheddar and tangy buffalo sauce; and Cheezzzilla, featuring a combination of five different varieties of cheese including lite Mozzarella, Cheddar, Provolone, Parmesan and Asiago.

Friedman adds that Domino's continues to work very closely with DMI and its culinary partners to look at new ideas to introduce into the schools. DMI is a nonprofit organization that manages the producer checkoff program to work with and through industry and other partners to drive pre-competitive research in nutrition, products and sustainability.

• **New research**

In addition to offering lower-fat toppings and whole grain and gluten-free crusts, new research on whey permeate

may offer the pizza industry another opportunity to make healthier pies.

The Wisconsin Center for Dairy Research (CDR) at the University of Wisconsin-Madison, supported in part by the Dairy Research Institute (DRI), has conducted projects using whey permeate in food formulations that are lower in sodium. DRI is an organization established under the leadership of U.S. dairy farmers through DMI.

Whey permeate is a co-product of the production of whey protein concentrate and whey protein isolate. Milk permeate is the co-product of ultrafiltered milk, milk protein concentrate or milk protein isolate. Sweet whey and milk are the most common starting materials for permeate production in the United States.

Current science indicates that whey permeate's salt-enhancing characteristics make it ideal for replacing salt in many food applications, including pizza crust, while maintaining consumer-acceptable flavor, says Kimberlee (KJ) Burrington, dairy ingredient applications coordinator at CDR.

Burrington notes that CDR research has helped identify permeate's ability to replace salt in formulations, reducing the amount of added salt in foods by 30 to 75 percent and providing a potential solution for companies seeking salt-reduction alternatives to improve sodium levels in products, including pizza dough.

CDR began conducting projects using permeate several years ago. The initial focus was on browning, flavor enhancement and cost reduction, but researchers learned that permeate also had salt-enhancement characteristics.

It is not clear which components of permeate are responsible for the salty properties. While the mechanisms are uncertain, it is possible that the non-protein nitrogen compounds — urea, creatine, creatinine, uric acid, orotic acid and ammonia — may serve as flavor potentiators. The mineral salts — calcium phosphate, magnesium, sodium and potassium — may function as salt enhancers, CDR says.

Burrington says that in general, 10 to 11 grams of permeate will replace 1 gram of salt, or 3 to 4 grams of delactosed permeate will replace 1 gram of salt in a formulation.

It also is recommended to balance the addition of permeate or delactosed permeate by reducing other macro-ingredients such as flour, fat, eggs, granulated sugar and other carbohydrates.

"In many instances, a total cost-reduced formula can also be achieved as permeate replaces other, more costly ingredients," Burrington says.

The application also applies to pizza sauce, she adds.

Burrington says CDR and DRI still are in the process of educating food companies on the technology and how it can be used.

"Each pizza manufacturer will have their own recipes, but we want to give them some basic guidelines on how to do this," she says. "We've also been working with permeate suppliers to show how permeate can be used in other applications."

"I think the important thing to understand is that reducing sodium is a difficult thing for food manufacturers to do," she adds. "Our hope is that whey permeate can be a part of that solution for pizza manufacturers."

DRI continues to sponsor research on whey permeate, and new findings are expected to be released soon, says Bill Graves, senior vice president of product research, DRI. He notes whey permeate research is part of a larger effort to create new and innovative dairy products and dairy ingredients to meet today's consumer needs. CMN

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NEWS/BUSINESS



Dairy Cares names Children's Hospital of Wisconsin 2013 recipient of Garden Party

DE PERE, Wis. — After raising \$60,000 for Children's Hospital of Wisconsin in 2012, the executive committee of Dairy Cares of Wisconsin has announced that Children's Hospital will again be the charitable recipient of the 2013 Dairy Cares Garden Party.

The event, which is hosted by those involved in and friends of the dairy industry, will be the evening of July 20. It is held annually in the De Pere, Wis., residence of Jim and Annette Ostrom of Milk Source LLC.

A few years ago, the Ostroms hosted a garden party at their home for a smaller group of people in the dairy industry, and the party inspired the decision to start an annual fundraising event. (See "Dairy Cares Garden Party on July 28 will benefit Children's Hospital of Wisconsin" in the July 13, 2012, issue of Cheese Market News.)

Last year's event more than doubled the contributions from the prior year and raised \$60,000 for Children's Hospital of Wisconsin. (See "Dairy Cares event raises more than \$60,000" in the Aug. 31, 2012, issue of Cheese Market News.)

Spanish study looks at organochlorine in organic cheese

GRAN CANARIA, Spain — A study recently published by researchers in Spain evaluates levels of polychlorinated biphenyls (PCBs) and organochlorine pesticides (OCPs) in 54 conventional and 7 organic brands of cheeses. The study, "Levels of organochlorine contaminants in organic and conventional cheeses and their impact on the health of consumers: an independent study in the Canary Islands (Spain)," was published the December issue of Food and Chemical Toxicology.

According to the study's results, the concentration of OCPs was low for both conventional and organic cheese, although organic had lower concentrations than conventional. The estimated daily intake of OCPs was lower than the tolerable daily intake.

The levels of PCBs in cheese also were found to be low, and there were higher levels of PCBs in organic than in conventional brands. However, levels of dioxin-like PCBs in both types of cheese reached concentrations above 100 percent of the levels established by the European Union. People consuming the most contaminated brands could have an estimated daily intake well above the recommended tolerable dairy intake, the researchers say, adding that these results are of concern as the adverse health effects from dioxin-like compounds are well-known. CMN

Denise L. Hajos, fundraising manager for the Children's Hospital Foundation, Appleton, Wis., notes that Children's Hospital of Wisconsin recently was ranked in the Top 10 pediatric hospitals in the United States.

"Our accomplishments are tied directly to the support of our community," Hajos says. "We would not be able to offer many of the services that help make us a top children's hospital without with support. We are truly grateful to Dairy Cares for their partnership in making sure that all children receive the best possible health care available." CMN

Greenberg Cheese buys plant in Rexburg, Idaho

REXBURG, Idaho — California-based Greenberg Cheese is the new owner of the Rexburg, Idaho, cheese plant formerly owned by Nelson-Ricks Creamery. The facility, which was sold to Greenberg Cheese in late February by Harry Davis & Co., has the capacity to produce approximately 280,000 pounds of cheese a week at its full capacity, according to its former owners.

"The real estate is in the process of being acquired, and everything is finalized," says Leonard Davis, president and senior appraiser, Harry Davis & Co.

Davis adds that both the seller and the buyer of the facility were very pleased with the transaction, and the

new owners are looking forward to making cheese in the very near future.

"Generally the dairy industry knows us as the dairy industry's auctioneer," Davis says. "However, we have been successfully selling complete factories for continued operation for the past five years. So we do a lot more than just auction equipment."

Greenberg Cheese did not return CMN's request for comment by press time. Greenberg Cheese's website says the company offers complete sales, marketing and distribution solutions for a number of cheese and dairy products as well as custom blends, packaging and private label. CMN

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NEWS/BUSINESS

ASIA

Continued from page 1

“Our first Asian stores opened in Japan back in 1985,” says Tim McIntyre, vice president communications, Domino’s Pizza. “The most recent country we’ve entered, Thailand, was this year. We opened in Vietnam in 2012.”

According to Euromonitor, foodservice growth in Asia is forecast at 3.6 percent for 2012-2016, compared to 2.3 percent globally and 1.7 percent in the United States. Foodservice growth in China for this period is forecast to reach 7.2 percent.

Growth in pizza for the Asia Pacific region is forecast at a 4.1 percent com-

pound annual growth rate (CAGR) for 2011-2016, compared to 1.2 percent for the United States and 0 percent in Western Europe, Euromonitor says.

“If you compare size, the lion’s share is in traditional markets like the United States and EU, but growth is double in emerging markets” says Angélique Hollister, vice president, cheese and consumer products, U.S. Dairy Export Council (USDEC).

Hollister says USDEC forecasts the CAGR for Mozzarella imports into the top seven Asian markets to be 5.4 percent for 2012-2016. South Korea and Japan are the largest Mozzarella importers in Asia, while China, though still small in volume, is offering the fastest CAGR at 19.1 percent.

The Wisconsin Center for Dairy Research (CDR) has sent representatives to China to see firsthand what characteristics people there prefer for pizzas, and CDR has partnered with USDEC to host trade missions from a number of different countries in Asia to discuss Mozzarella preferences.

Dean Sommer, CDR senior management team and cheese and food technologist, says currently a lot of the cheese for pizza in Asia is coming from countries other than the United States. CDR is working with U.S. cheese companies to develop the types of cheeses that Asian markets prefer.

“We’re trying first to observe what they’re getting now and discuss and observe what preferences they want,” he

says. “One of the things we have learned since we hosted the trade missions is they don’t all want the same things. Some countries prefer a very white bake and lots of stretch, while others like a darker bake and not as much stretch. You can’t generalize.”

The good news is that CDR knows what changes need to be made for Mozzarella to perform to the customer’s specifications, Sommer says.

“It’s a question of working with the U.S. industry and exporters, offering technical guidance for this performance or that performance, and giving them what they need to make it so the product is received favorably in these countries,” Sommer says.

Because much of the cheese used in Asia is produced in Oceania, consumers in Asian countries can tend to have slightly different expectations for Mozzarella than U.S. consumers, Hollister notes.

One example is in China.

“The way it comes out of the oven is not what we consider good pizza,” Hollister says. “We like browning and a little stretch but not a stretch that goes on forever. In China, the stretch will go and go and go. They like oiling off and little browning if any.”

The color of Mozzarella produced in Oceania also is different since cows in that region are mostly pasture-fed.

“Consumers in China are expecting Mozzarella on pizza to be a little yellow,” Hollister says. “If it comes out white, it’s not the pizza they’re used to. In Korea, there’s not so much of a different color of cheese. They do make some Mozzarella in Korea, but it’s also feed based so they’re used to white. There are nuances in the markets. We look to China as being a huge potential market in the future, but we definitely have a disadvantage because of consumer expectations.”

However, U.S. cheeses also could have a leg up in providing unique varieties to Asian foodservice markets.

“Where we see an advantage is when trying to push our American Originals,” Hollister says. “Like Pepper Jack — it’s a fun cheese that the market likes. It’s different, one you can’t get from everywhere else. Monterey Jack, Pepper Jack and Colby are really products that interest buyers in that part of the world.”

These types of cheeses may not be used so much on pizza but rather on gourmet burgers or other high-end foodservice products.

Denver-based Leprino Foods, a major producer and exporter of Mozzarella, has an operation in Singapore that provides a foundation for it to serve its Asian markets.

“Those markets continue to increase in their demand for Mozzarella in a variety of applications, both in appetizers and in pizza, and that’s where our innovation studio in Singapore has been very helpful working with customers in those markets and working with their specific needs for our applications,” says Mike Reidy, senior vice president



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NEWS/BUSINESS



DEMAND

Continued from page 10

corporate affairs, Leprino Foods.

Reidy and Ted Wietecha, corporate communications director for Leprino Foods, note that the type of cheese used on pizza in Asian markets tends to be consistent, with minor variations in salt levels and the like, but how the

pizza is delivered can be very different.

“What’s interesting about the Asian market, pizza there isn’t quite as sacred as it is here,” Wietecha says. “Some of the things you see are very unique, and they have a very different array of toppings.”

For example, Pizza Hut Singapore over the holidays promoted a “Double Sensation Pizza” with two concentric crusts: one stuffed with cheesy sausage

and another with Mozzarella, Parmesan and Cheddar. The outer ring of the Double Sensation was topped with turkey ham, bell peppers and mushrooms on a salsa sauce, and the inner ring featured smoked chicken and zucchini on a pepper Alfredo sauce, with a cherry in the center.

Domino’s Japan recently introduced four new pies with mayonnaise as a topping: Mayo Potato, Chicken Teriyaki, Avocado Shrimp and Giant Quattro.

McIntyre says the “base” of the pizza — the crust, sauce and cheese — is essentially the same anywhere in the world, with minor variations in taste due to local sourcing of products. But virtually all countries customize the toppings of Domino’s pizzas due to local tastes.

“We see a lot of seafood toppings in Japan, South Korea and Taiwan and curry toppings in India,” McIntyre says. “One of the favorites in Japan features Camembert soft cheese, shrimp, squid, tomato, broccoli and fried garlic.”

To promote more cheese consumption in Asian countries, Hollister says USDEC in the past did foodservice promotions, supporting chains that would introduce U.S. cheese into the menu. However, now USDEC is changing strategy and focusing over the next

“Asia is really where the future growth of cheese consumption is going to happen. There definitely is an opportunity for the U.S. industry to sell more product there.”

Angélique Hollister
U.S. DAIRY EXPORT COUNCIL

couple of years on trying to expand cheese consumption in second-tier and more local and regional chains in that part of the world (*see this week’s column on page 4*). It will approach local brands that are doing well and expanding regionally in the Asian market and focus on convincing these second-tier players to use more cheese from the United States.

“Asia is really where the future growth of cheese consumption is going to happen,” Hollister says. “There definitely is an opportunity for the U.S. industry to sell more product there.” CMN

PEOPLE



Comings and goings ... comings and goings

Linda Gavin has been named director of corporate food safety and quality assurance for **Atalanta Corp.**, Elizabeth, N.J. Gavin will oversee food safety and management. Previously, Gavin owned her own consulting firm, Gavin Compliance, managed food manufacturing operations for Pathmark Supermarkets and the Manischewitz Co. and also directed outreach activities at Rutgers University’s Center for Advanced Food Technology while simultaneously working with FDA and USDA.

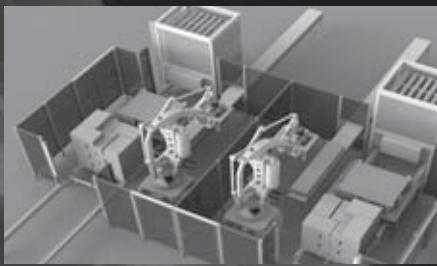
Dairyfood USA, Blue Mounds, Wis., recently announced that **Allan Kosharek** has been appointed vice president of production, and **Brett Thompson** has been appointed sales director. Kosharek has been a part of Dairyfood USA’s management team for 23 years and most recently lead its Safe Quality Food (SQF) certification efforts. Thompson, who joined the company in 2004 as sales and marketing manager, has helped achieve market diversification objectives and partnerships with

market leaders. He will continue to manage sales and marketing for the Midwest region as well as direct sales and marketing for the Eastern and Western regions.

Jessica Yoesel, of Falls City, Neb., was crowned Nebraska State Dairy Princess at the close of the **Nebraska State Dairy Convention** March 12. Yoesel is the daughter of Richard and Diana Yoesel of Yoesel Brothers Dairy, and is a freshman in elementary education at the University of Nebraska-Lincoln. **Lisa Temme**, daughter of Doug and Mary Temme of Temme Agribusiness near Wayne, Neb., was runner-up.

Joe Kim has been appointed chief operations officer of **Pizza Hut Inc.**, Dallas. He will be responsible for all aspects of the company’s operations including speed to market, management of operations and restaurant excellence. Previously, Kim spent 15 years at Valero Energy, most recently serving as senior vice president of strategy and growth. CMN

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NEWS/BUSINESS



SCHOOL

Continued from page 1

of business from 2010-2011, according to the NPD Group, a market research company.

However, Pete Lachapelle, president, Macfadden Protech LLC, publisher of *Pizza Today* magazine and organizer of the International Pizza Expo, and Dave Ostrander, a pizza business consultant and former pizzeria owner, see a brighter future for independent pizzeria owners. They plan to open the School of Pizzeria Management, which aims to connect independent operators with business planning tools and a network of resources.

"We just finished five years of declining numbers of independent pizzerias," Lachapelle says. "But research is showing that there's a good chance for growth in coming years. If the industry is anticipating growth, and we've gone through five years of difficult times, this is a perfect time to fire up the School of Pizzeria Management."

According to NPD Group, the recession hit independent restaurant owners the hardest. About 7,150 independent restaurants closed over the last three years — while the number of chain restaurants grew by 4,511 during that time.

"Restaurant unit losses were steep during the recession, but we are seeing that total unit losses are softening," says Greg Starzynski, director of product management, NPD Group. "Independent restaurants, however, are still struggling."

As the economic environment for pizzerias improves, the business-planning and management tools offered through the School of Pizzeria Management could become vital for independent operators in an increasingly competitive market. According to an analysis by Citigroup Inc., the country's three largest pizza chains are positioned to claim an even bigger slice of the national market in future years. Pizza Hut, Domino's Pizza and Papa John's together control about 30 percent of the \$35 billion pizza market, with smaller chains and independent operators accounting for the rest.

Gregory Badishkanian, analyst, Citigroup, says the biggest pizza franchises are positioned to leverage brand names, national advertising and technological initiatives, such as online ordering and delivery tracking, to expand market shares. Those large companies also have the ability to provide individual franchisees with resources to successfully grow business — an advantage that independent operators haven't previously had.

"Your stereotypical pizzeria opera-

tor did not come from the foodservice industry. They came across a chunk of money — a severance, golden parachute, inheritance — and they grabbed that money, they grabbed grandma's recipe for a good pizza, and they built the pizzeria they knew they always could," Lachapelle says. "With a franchise, there's a network of people who are going to help. They have operations manuals and financial statements that operators can follow point-by-point to keep track of expenses, and they pay a fee for that each month."

At last year's International Pizza Expo, Lachapelle was approached by a number of independent pizzeria owners without those resources who were struggling to stay in business.

"Three different times people came up to me in tears (at the International Pizza Expo) and said they need help; they're going to lose everything," Lachapelle says. "When (independent operators) go to Pizza Expo, the seminars create a network for them. They have a place to go where they can bounce ideas off each other. The goal of the School of Pizzeria Management is to create that atmosphere, that network, year-round."

The School of Pizzeria Management will be based in Louisville, Ky. The schedule for the first slate of classes will be finalized this spring. Classes offered will be: "Profits in Your Numbers," "Growth & Expansion" and "Employee Solutions."

Profits in Your Numbers will cover accounting, inventory, food costs and other methods for tracking earnings. Attendees will have access to FoodCost Pro, software designed by Ostrander to help independent operators manage the cost-profit ratio of menu items and determine which

entrees are the biggest money makers.

Ostrander says pizzeria operators used to overload pizzas with Mozzarella in an effort to wow consumers — but today that's a costly mistake as the price of cheese continues to rise. He suggests that a simple step like pre-measuring cheese portions in rubber cups can save operators up to 50 cents per pizza. Those cost savings can be the first step in keeping prices low and quality high.

"(Cheese distributors) don't mind selling less cheese because they would rather have a more successful, dependable operator for the long haul than make a little extra on each sale," he says.

The Profits in Your Numbers class also will address procurement and inventory of ingredients.

"Most of our operators are not big enough to buy six months worth of cheese," Lachapelle says. "Very few are large enough, or have the wherewithal, to lock in a price for an entire year. They need to form that partnership with their distributor so they know they're getting the right price on cheese. If I ask someone what their percent of food cost is, and they don't know, immediately I know there is a problem in that operation."

The Growth & Expansion course will cover possibilities and strategies for maximizing earning potential of existing pizzerias and the potential of expanding to new locations.

"When you start a pizza place, you should have the end goals in mind of someday selling it and having multiple units," Ostrander says. "You have to draw up an action plan, and with that thought process in place, you are more disciplined in doing things with written instructions so that you can delegate tasks

Turn to COURSE, page 13 ⇨

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NEWS/BUSINESS



Dean Foods Co. achieves EPA 'ENERGY STAR Challenge for Industry' at 18 plants nationwide

DALLAS — In a step toward improving energy efficiency, Dallas-based Dean Foods Co. has met the requirements for the U.S. Environmental Protection Agency's (EPA) "ENERGY STAR Challenge for Industry" by reducing its energy intensity by 10 percent or more at 18 manufacturing locations nationwide.

Dean Foods enrolled 72 of its plants in the EPA's ENERGY STAR Challenge. Across the entire dairy industry, 148 dairy plants have taken the challenge, but only seven other non-Dean plants have met the goal so far.

The ENERGY STAR Challenge is a national call-to-action to improve energy efficiency of America's commercial and

industrial buildings. The U.S. manufacturing industry is responsible for nearly 30 percent of greenhouse gas emissions in the United States and spends almost \$100 billion annually on energy. Under the umbrella of the ENERGY STAR Challenge for Industry, EPA is working with Dean Foods and other companies to fight climate change through improvements in energy efficiency.

"We are pleased to be part of the ENERGY STAR Challenge and very proud of the work we've done company-wide to help protect the environment by improving our energy performance," says Gregg Tanner, CEO, Dean Foods. "The recognition we've received from the EPA

is a tangible way to demonstrate the progress we're making toward our goals to reduce our environmental impact and operating costs, as well as improve our efficiency, by 2020."

In its efforts to meet the ENERGY STAR Challenge, Dean Foods has employed a number of environmentally-friendly initiatives ranging from the use of high efficiency lighting and controls to solar heating and thermal recovery and re-use.

Dean Foods is an Energy Star Partner and has ranked as one of the top consumer products companies on the Carbon Disclosure Project's Leadership Index for three of the past four years. The company first published environ-

mental sustainability goals in 2009. Earlier this year, the company released new 2020 environmental sustainability goals which include reducing greenhouse gases 25 percent and energy use 20 percent by 2020.

The Dean plants that met ENERGY STAR Challenge were located in the following cities: Athens, Tenn.; Belvidere, Ill.; Billings, Mont.; Boise, Idaho; Bridgeton, N.J.; El Paso, Texas; High Point, N.C.; Houston, Texas; Le Mars, Iowa; Livonia, Mich.; Mount Crawford, Va.; Rensselaer, N.Y.; Salt Lake City, Utah; Spartanburg, S.C.; Thief River Falls, Minn.; Tulare, Calif.; Waukesha, Wis. (plant divested in 2011; and White Bear Lake, Minn. CMN

COURSE

Continued from page 12

and focus on growing your business."

The Employee Solutions course will offer ideas to assemble, train, schedule and motivate a dependable staff.

"The course will offer employee solutions: how to hire and fire, how to compensate your managers and allow them to grow with the business," Lachapelle says. "We also want to deal with scheduling, especially with new health care laws going into effect. Based on (the Affordable Care Act), 'full-time' is defined as 30-35 hours (per week), so there may be some folks that have to be provided with insurance."

Ostrander says operating an independent pizzeria becomes more manageable with a capable staff in tow.

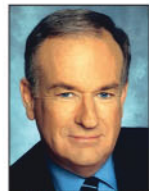
"It's all about delivering consistently good food in a clean, safe environment — and having a crew who can do it when you're not there," he says. "Sooner or later, you're going to leave your restaurant, and when you can throw your keys to your employees and say, 'I'll be back in a month or two,' that's the sign of a good manager."

Ostrander adds that having a capable staff allows owners to focus more on maximizing profits and growing the business rather than day-to-day tasks that can be delegated.

Lachapelle stresses that the School for Pizzeria Management isn't designed strictly for business owners who are struggling, or are in danger of going out of business, but for anyone who wants to improve efficiency and increase revenue.

"I have guys call me all the time and say 'I'm making ends meet, but I know I could be doing a lot better'" Lachapelle says. "This is a place for them to turn to and see if they're getting everything they can out of their business."

For more information visit www.schoolofpizzeriamanagement.com. CMN



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NEWS/BUSINESS



Madison Lane to represent Vermont Farmstead Cheese in Northwest

PORTLAND, Ore. — Northwest specialty-food brokerage Madison Lane this week announced it will be representing Vermont Farmstead Cheese Co. in Oregon and Washington.

Brian Howard, president of Madison Lane, recently signed with the company, which is based in South Woodstock, Vt. Madison Lane will be representing Vermont Farmstead Cheese's wide array of artisanal and farmstead cheeses, all of which are made with 100 percent Vermont milk.

Vermont Farmstead Cheese Co. products include Lillé (a soft-ripened Coulommiers-style cheese); farmstead and artisanal Cheddars such as Ale-

House Cheddar; medium-firm cheeses, including Tilsit and Edam; and several varieties of smoked cheeses. A flavored line of WindsorDale cheeses based on an English Wensleydale recipe includes cranberry, blueberry, cracked pepper, sage, hot pepper, Gorgonzola and plain cheeses. Madison Lane also will represent the company's all-natural, hand-cracked Castleton Cracker line, which includes rye, maple, rosemary, wheat, graham and Cheddar crackers.

"We're looking forward to representing Vermont Farmstead Cheese Co. in the Northwest," Howard says. "They are a great fit with the lines we currently represent — high-quality products with

a broad range of offerings that both consumers and retailers are looking for in this market."

Angie Underwood, Vermont Farmstead Cheese Co. sales manager, says she also is excited about the collaboration.

"We chose Madison Lane to represent our products because they are well-respected, professional and have successfully built a solid network of relationships in the Pacific Northwest specialty-food scene," she says. "I've been impressed by not only Madison Lane's clear plan for integrating our products into the marketplace but also their continual collaboration with us as we work together to make our plan a reality." CMN

North American food companies develop criteria for standard case labeling

LAWRENCEVILLE, N.J. — Foodservice industry leaders are working on industrywide adoption of a standard labeling information for cases of finished products.

Voluntary implementation enables trading partners to share information about food products, such as batch and lot numbers, "best by," and "use by" dates. The guidance document is available at www.gs1us.org/industries/cpg-grocery/tools-and-resources.

"Industry manufacturers and retailers came together to define standardized guidance for the application of case-level GS1-128 barcodes that enable support for current and future supply chain practices, including product traceability," says Greg Buckley, senior director of customer supply chain and logistics, PepsiCo Inc. "These GS1-128 standards will drive efficiency and new capability across our supply chain and allow us to use one common barcode on product that is produced for multiple channels of trade."

The North American Industry Guidance for Standard Case Code Labeling for Extended Product Attributes outlines basic definitions needed to understand and implement standardized product case labeling, along with specific guidelines for the use of human readable information as well as the GS1-128 barcode used to capture multiple product attributes in one scan. Additionally, the document explains how the use of the GS1-128 barcode can streamline business processes and improve product traceability and food safety in the supply chain.

"Consistent with our mission, GS1 US and GS1 Canada helped bring the food industry together to find a standards-based solution to an industry challenge by considering common business practices and various supply chain processes," says Mary Wilson, vice president of standards management, GS1 US.

As industry practices evolve, GS1 US and GS1 Canada will continue to engage the community to ensure that updates to the document will reflect process changes, regulatory requirements and technological developments taking place in industry.

"This document has far-reaching benefits for food manufacturers, retailers and distributors from Canada and the United States," says Mike Sadiwnyk, senior vice president of global relations and chief standards officer, GS1 Canada. "It represents North American industries coming together to define a foundation for the deployment of the new business-to-business applications that are needed to power more efficient and visible supply chains." CMN

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EVENTS



Innovation Center to host food safety workshops

ROSEMONT, Ill. — The Innovation Center for U.S. Dairy will host dairy supply chain food workshops here May 14-15 and Sept. 10-11.

The course is designed for dairy companies that are concentrating on the total food safety performance of their supply chain. The workshop was created to diminish risks from suppliers of ingredients, equipment and service providers through to the finished products of dairy manufacturing facilities.

The course is science and risk-based, as contributed in a collaborative effort among member companies of the Innovation Center for U.S. Dairy.

The curriculum will focus on pro-

viding best supply chain food safety practices for dairy industry companies with a goal of offering recommendations to harmonize a company's supply chain food safety approach. A "Tool Kit" has been developed to address food safety hazards assessment, prevention and mitigation practices.

Breakout sessions will enable attendees to practice applying resources from the Tool Kit to mitigate food safety risk. Course instructors are dairy company food safety leaders.

For more information contact Louise Habura at louise.habura@rosedmi.com or 847-627-3361. Visit www.usdairy.com/foodsafety to register. CMN

IDFA dairy accounting, finance workshop slated for May 14-15 at Hyatt Rosemont

ROSEMONT, Ill. — The International Dairy Foods Association (IDFA) will host a dairy accounting and finance workshop presented by Herbein + Co. Inc. for dairy accountants and financial managers here at the Hyatt Rosemont May 14-15.

Dairy chief financial officers, controllers, accountants and financial managers are encouraged to attend. Sessions will include information about dairy product pricing, tax credits, cost segregation and federal and state milk reports, as well as other topics critical to financial professionals in the industry.

All attendees who complete the

workshop will receive 16 hours of Accounting and Auditing Continuing Professional Education Credits (CPE).

Accounting and finance experts from Herbein + Co. also will present 10 sessions on the latest software, best practices, industry news, current opportunities and industry benchmarks for cheese, ice cream, milk and cultured products.

Registration is \$895 for IDFA members or \$1,095 for non-members. To register visit www.idfa.org. For more information contact Maria Velasco, meetings and educational services assistant, IDFA, at 202-220-3524 or mvelasco@idfa.org. CMN

PAMFES annual conference set for May 1-2

STATE COLLEGE, Pa. — The Pennsylvania Association of Milk, Food & Environmental Sanitarians (PAMFES) will hold its annual conference here at the Nittany Lion Inn May 1-2.

Pre-conference activities set for April 30 will include a golf outing and barbecue at the Penn State Blue Course.

Programming on May 1 will include a PAMFES business meeting, an update on the Pennsylvania Department of Agriculture and field and training sessions on the Food Safety Modernization Act (FSMA), inspector training and third-party audits. The day will conclude with a reception.

On May 2 an FDA update is scheduled. Also, sensory evaluation of dairy products, creamery safety issues and use of social media in the dairy industry will be covered.

Cost to attend is \$300, and the cost to exhibit is \$550. For more information or to register visit www.cvent.com/events/pamfes-annual-conference-2013. CMN

3-A SSI announces accreditation exam for expanded inspection programs

McLEAN, Va. — Applications are now available for an exam to become a 3-A Sanitary Standards Inc. (3-A SSI) certified conformance evaluator (CCE).

An accreditation exam will be held May 20 at the Clarion Hotel & Conference Center in Milwaukee during the 3-A SSI annual meeting and education programs.

The CCE designation is required to conduct third-party verification (TPV) inspections of dairy and food processing equipment covered by 3-A Sanitary Standards.

For more information or to obtain an application visit www.3-a.org. CMN



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NEWS/BUSINESS



Latest FAPRI baseline report forecasts volatility in dairy product prices through 2022

WASHINGTON — If average weather returns, the agriculture industry can expect a record 2013 corn crop, and corn prices could drop to \$2 per bushel, says the latest baseline report released late last week by the University of Missouri's Food and Agricultural Policy Research Institute (FAPRI).

The baseline report, released each year, presents a summary of 10-year baseline projections for U.S. agricultural and biofuel markets. The report assumes normal weather and continuation of current farm policies.

Pat Westhoff, a University of Missouri economist, says the FAPRI corn price depends on expected planting of

96.9 million acres, the second-highest since the 1930s and just under the 2012 record.

FAPRI assumes average weather and a return to trend yields of 162 bushels per acre. That contrasts with 123 bushels in drought-stricken 2012.

While FAPRI assumes average conditions, expect price volatility in the projection period, Westhoff notes.

The report notes that meat and milk producers are in desperate need of the projected larger feed crops in 2013 to lower future feed costs and improve their net returns.

Poor profitability led to reductions in the dairy cow herd for several months in

2012, the report says, noting that further reductions are possible for this year as feed expenses remain high.

However, margins are likely to improve in late 2013 and 2014 if projected crop harvests occur, the report says.

"The all-milk price is projected to average near \$20 per hundredweight in the coming decade. Though it is not apparent by looking at the average price projections, volatility is expected to continue," the report says. "If feed costs fall as projected from the drought-induced highs of 2012-13, many producers will be able to manage financially with \$20-per-hundredweight milk."

Milk production is projected to average 200.6 billion pounds in 2013, up from 200.3 billion pounds in 2012, increasing steadily throughout the projection period to average 217.8 billion pounds in 2018 and 227.6 billion pounds in 2022.

The number of dairy cows on U.S. farms is projected to average 9.17 million head in 2013, down from 9.23 million head in 2012. However, cow numbers are projected to climb steadily over the projection period, averaging 9.43 million head by 2022. U.S. milk per cow is projected to average 21,885 pounds in 2013, up from 21,697 pounds in 2012, increasing over the projection period to average 24,126 pounds in 2022.

Production of American cheese is projected to increase throughout the projection period. American cheese production is projected to total 4.45 billion pounds in 2013, up from 4.35 billion pounds in 2012, and reaching 4.95 billion pounds in 2022. Other cheese production is projected to reach 6.75 billion pounds in 2013, up from 6.50 billion pounds in 2012, and increasing over the projection period to 8.14 billion pounds in 2022.

Butter production is projected to reach 1.75 billion pounds in 2013, down from 1.84 billion pounds in 2012. Butter production will increase throughout the projection period, however, reaching 1.95 billion pounds in 2018 and 2.03 billion pounds in 2022, the report says.

Production of nonfat dry milk (NDM) follows a similar pattern, falling from 2.08 billion pounds in 2012 to 1.97 billion pounds in 2013 but increasing through the rest of the projection period to 2.58 billion pounds in 2022.

Average wholesale prices for U.S. cheese, butter and NDM will see some volatility throughout the projection period, the report says.

Cheese prices are projected to average \$1.76 per pound in 2013, up from \$1.70 per pound in 2012. Cheese prices will average \$1.74 in 2014 before falling to \$1.70 in 2015-2017 and then slowly increasing to \$1.74 in 2022.

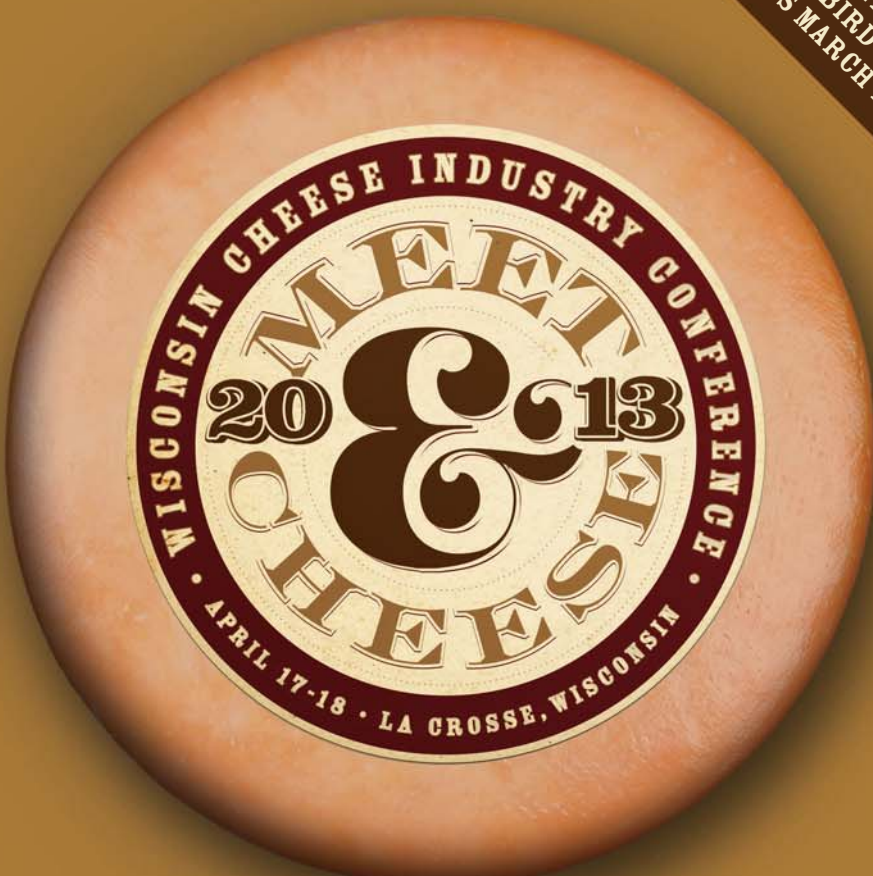
Butter prices are projected to average \$1.59 per pound in 2013, down from \$1.60 in 2012, the report says. Butter also will experience volatility throughout the projection period, moving between \$1.60 and \$1.64 until 2021 where it is projected to average \$1.67 and \$1.69 in 2022.

NDM prices jump to an average of \$1.53 per pound in 2013 from \$1.38 in 2012. NDM prices will see some volatility through 2014-16 but are expected to average \$1.53 in 2017-22.

The all-milk price is projected to average \$19.82 per hundredweight in 2013, up from \$18.63 in 2012, before falling to a low of \$19.34 in 2015. The all-milk projection trends generally higher throughout the projection period, averaging \$19.71 in 2022, the report says.

The full report is available at www.fapri.missouri.edu. CMN

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NEWS/BUSINESS



Dairy researchers look at freezing, other technologies to extend shelf life of cheese

By Rena Archwamety

MADISON, Wis. — As more cheese is being exported and requiring longer shelf-life for shipping and storing times, the Wisconsin Center for Dairy Research (CDR) is starting to look at new research projects on how to best freeze cheese.

“We have gotten a number of inquiries from companies who have gotten inquiries from Asia on whether they can freeze cheese, what works and what doesn’t work, so as not to be detrimental to its performance,” says Dean Sommer, CDR senior management team and cheese and food technologist. “We have done a little work on this, but we expect to do more.”

These questions are particularly relevant to pizza cheese exports such as Mozzarella, which is relatively high-moisture and usually does not have a tremendously high shelf life. As cheese exports are growing, particularly exports to Asia, freezing would be advantageous, Sommer says. CDR is starting to look at how to optimize the process to extend the shelf life of frozen cheeses, and the possible creation of freezing and handling guidelines.

Sommer notes that a lot of work on freezing cheese was done in the 1970s, when there were larger swings in cheese production between spring and fall. Manufacturers were asked to freeze cheese in the spring flush time, when demand was low. Then they brought it out to use in the fall when cheese supplies were tight.

“A lot of work was done back then, but most of the work is old, 30-some years,” Sommer says. “Second, they didn’t go real deep, as they would need to today, into the difference in performance. There was no thought of shipping to Asia.”

Some people have asked about freezing cheese up to a year, though most studies available are for a much shorter time-frame, Sommer says. There is some historical information available and some smaller studies have been done, but CDR now is looking at more comprehensive research on this topic.

Freezing cheese can cause loss of flavor and texture, Sommer says. And while freezing greatly slows down the cheese aging and breakdown process, it doesn’t entirely stop it.

“Even at frozen temperatures, changes continue to happen at the chemical level, affecting flavors but also performance,” Sommer says. “It will affect melt and stretching over time. It could affect browning over time and getting a glistening surface. All the things you look at for Mozzarella performance — stretch, chewiness, mouthfeel — could be affected by long-term storage.

The questions on freezing and long-term storage are not just limited to Mozzarella, but also apply to other cheeses that are facing longer periods of transportation in today’s global trade.

“We’re looking at where cheese has

to last for longer periods of time in export channels than it does in domestic channels,” Sommer says. “It used to be loaded on a trailer and sent across the United States. Now we ship it over to China, and this presents new challenges and potential issues to think about. It’s different than dry milk or whey powder.”

Some large Mozzarella producers use instant quick freeze (IQF) to make their shredded product last longer. The moisture of Mozzarella and other cheeses also can be reduced to extend shelf life, though reducing moisture also reduces the profit margin, says Dr. Mali Reddy, president of American Dairy and Food Consulting Laboratories and

International Media and Cultures Inc. (IMAC). Other technologies increase acid levels or reduce calcium in the matrix.

For those who would prefer to keep the cheese fresh but also extend the shelf life, Reddy says microbial adjustments should be made in the cheese-making process.

“If you want to make cheese for a long hold, send it to Japan so it will be on a boat 20 or 25 days, a lot of people are asking for 90 days of shelf life,” Reddy says. “There are technologies available on the market for these things.”

Reddy says it takes fine-tuning and attention to detail, but there are enzy-

matic systems available on the market to accomplish these longer shelf lives, as well as recent technologies that prevent cheese from deteriorating as much with age.

“If you’re going for 90 days, and if someone wants to use it one week later, so it has to perform the same at one week as at 90 days, different technologies can be done. Yank some calcium off the matrix so it doesn’t break down any further. It prevents aging,” Reddy says.

“Some spores survive pasteurization. If you can legally block it through culture systems, you can control the shelf life,” he adds. “This is a very fine technology.” CMN

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NEWS/BUSINESS



Domino's Pizza releases 2012 financial results reflecting strong earnings per share

ANN ARBOR, Mich. — Domino's Pizza Inc. recently announced results for the fourth quarter and fiscal 2012, which reflect strong earnings per share (EPS) and global store count growth, as well as positive same-store sales, the company says.

Domino's says domestic same-store sales grew 4.7 percent during the fourth quarter vs. the year-ago period and grew 3.1 percent for the full year, continuing the positive sales momentum in the company's domestic business.

International stores also posted strong results with same-store sales growth of 5.2 percent for both the quarter and full-year periods, the company says.

The fourth quarter of 2012 marked the 76th quarter, or 19th full year, of consecutive quarterly international same-store sales growth for the division, Domino's Pizza says. The company also had global net store growth of 513 stores in 2012, led by a record 492 net new stores internationally, along with 21 net new domestic stores.

Diluted EPS, as reported, was \$1.91 for fiscal 2012, up 12 percent over the as-reported EPS in the prior year, Domino's says.

Diluted EPS, as adjusted, was \$2.02 for fiscal 2012, up nearly 20 percent over

the as-adjusted diluted EPS in the prior year. The company also repurchased and retired 1.14 million shares of its common stock for \$45.5 million during the quarter and repurchased and retired 2.47 million shares of its common stock for \$882 million in fiscal 2012.

Revenues were up 7.5 percent for the fourth quarter vs. the prior-year period, due primarily to higher volumes in domestic supply chain, higher same-store sales in both domestic and international stores, and store count growth in international markets, Domino's says.

Net incomes was up 21.6 percent for the fourth quarter vs. the prior-year period, primarily driven by domestic and international same-store sales growth, international store growth and improved operating margins.

Global retail sales at Domino's Pizza were up 9.7 percent in the fourth quarter, or up 9.4 percent when excluding the impact of foreign currency, the company says. For fiscal 2012, global retail sales were up 6.5 percent, or up 8.3 percent when excluding the impact of foreign currency.

Domino's Pizza Inc.'s board of directors on Feb. 27 declared a 20-cent quarterly dividend for shareholders of record

as of March 15, to be paid on March 29.

"Our performance in 2012 was yet another example of the consistent results we have delivered to our shareholders," says J. Patrick Doyle, Domino's president and CEO. "Our strong global brand is driving a robust record of same-store sales growth, new store openings and

technological innovation that is building our business globally."

Doyle adds that the board's initiation of a regular quarterly dividend, in addition to its intention to continue share repurchases, are further evidence of Domino's commitment to return value to its shareholders. CMN

Little Caesars Pizza offers fundraising kits

DETROIT — The Little Caesars Pizza Kit Fundraising Program is now available to non-profit organizations nationwide. There are more than 25 products available to sell in the program.

"As fundraising becomes more critical for all types of non-profit or-

ganizations, it is imperative that these groups use a fundraising program that can help drive their sales by continuously offering unique products that are a value for the customer," says Joan Rivard, vice president, Little Caesars Pizza Kit Fundraising Program. CMN

DiGiorno Pizza expands product portfolio

NORTHBROOK, Ill. — DiGiorno Pizza has expanded its brand portfolio with DiGiorno Pizza Dipping Strips and DiGiorno Italian Style Favorites offerings.

"We've translated our fresh-baked taste into even more unique new forms to excite your taste buds," says Tom Moe, marketing director, DiGiorno.

DiGiorno Pizza Dipping Strips feature

the combination of a thick-crust pizza cut into 12 pull-apart strips, with marinara and garlic dipping sauces. The new offering will be available in pepperoni, three-meat and four-cheese varieties.

DiGiorno Pizza Italian Style Favorites, meanwhile, are available in meatball marinara, chicken Parmesan and meat trio varieties. CMN

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NEWS/BUSINESS



Better For You Foods LLC introduces new Better4U shelf-stable gluten free crust

DELRAY BEACH, Fla. — Better for You Foods LLC, a natural foods company based in Delray Beach, Fla., and owner of the Better4U brand, recently announced the introduction of Better4U shelf stable Gluten Free Pizza Crust.

The product is designed for consumers who want to create their own gluten free pizza. The Better4U pizza crust has a 90-day shelf life and requires no refrigeration.

Better for You Foods says it also plans to launch a frozen, multi-grain gluten free crust in the coming weeks.

Both products are slated to be available in grocery stores during the second quarter of 2013.

“The new gluten free pizza crusts are consistent with our mission to develop products that not only taste great, they’re also significantly better for you,” says Jack Lotker, Better for You Foods founder and CEO. “Gluten free consumers also appreciate the fact that all of our products are manufactured in our company-owned Gluten Free Certified Facility.”

For more information, visit www.better4ufoods.com. CMN

Bacio Cheese provides Hurricane Sandy relief

RICHMOND, Va. — Bacio Cheese and Performance Foodservice-ROMA recently concluded Bacio Cheese Blocks of Hope, a Hurricane Sandy relief program for pizzerias and victims of last year’s storm.

For every pound of Bacio Cheese sold nationwide between Nov. 18, 2012, and Feb. 16, 2013, Performance Foodservice-ROMA donated 10 cents to the American Red Cross for its Hurricane Sandy relief efforts.

In addition, to provide further relief to pizzerias, the Bacio Cheese Blocks of Hope program also provided a 50-cent-per-pound relief rebate to all Bacio customers for purchases of Bacio Cheese within that time frame.

“Hurricane Sandy brought tremendous

destruction to the vibrant pizza market in the Northeast,” says Fred Sanelli, senior vice president for marketing, brands and sales development, Performance Foodservice-ROMA.

“From lost power to completely destroyed stores, many of our pizzeria partners in these affected areas will be rebuilding for a long time,” he adds. “We know the American Red Cross relief work in the area is indispensable, and we are proud to contribute to their efforts. We hope that the Blocks of Hope relief rebate will help our customers along the East Coast rebuild more quickly.”

For more information, visit www.baciocheese.com/blocksofhope. CMN

Better for You Foods acquires natural frozen pizza brand A.C. LaRocco, aims to repair consumer relationships

DELRAY BEACH, Fla. — Better for You Foods LLC (Better4U Foods), a natural foods company based in Delray Beach, Fla., and owner of the Better4U brand of gluten free and thin crust pizzas, recently acquired A.C. LaRocco, a natural frozen pizza brand based in Spokane, Wash. The two companies now offer a total of 15 varieties of all natural frozen pizza.

“A.C. LaRocco has an impeccable reputation and a fiercely loyal consumer base,” says Jack Lotker, Better for You Foods LLC founder and CEO.

Lotker says the A.C. LaRocco brand matches up well with the Better4U brand, noting both offer the health-conscious consumer a variety of pizzas “that taste great and are literally significantly better for you.”

In addition to its popularity among natural food consumers, A.C. LaRocco also has been widely embraced by members of the nutrition and dietetic community, and the brand’s pizzas are frequently recommended by health professionals, he adds.

Lotker also notes that in purchasing the A.C. LaRocco line, Better for You Foods has pledged to repair relationships with retailers and consumers that have been strained by trouble procuring product while the brand’s previous owners faced operational difficulties in recent months.

“There is so much brand loyalty and the products are so good that our primary goal is to quickly re-establish availability for everyone who depends upon these products to maintain a healthy and enjoyable lifestyle,” he says, noting that A.C. LaRocco’s products now will be produced in Better for You Foods’ manufacturing facility. CMN

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NEWS/BUSINESS



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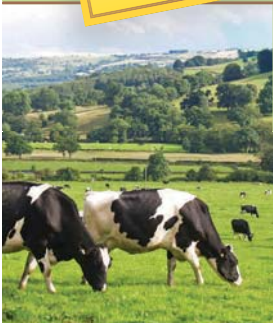
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Papa Murphy's shows continued growth

VANCOUVER, Wash. — Papa Murphy's, one of the world's largest take 'n bake pizza companies, recently announced continued financial growth for the company in 2012. In addition to expanding its national footprint to more than 1,325 locations, the company achieved 25 record sales weeks during the year.

Papa Murphy's two-year comparable-store sales grew nearly 9 percent in 2012, its biggest two-year comparable-store sales since 2007-2009, the company says.

"Our customers voted Papa Murphy's as their No. 1 pizza in four different independent national surveys in 2012," says Ken Calwell, CEO, Papa Murphy's.

Calwell says customers today are demanding a higher level of freshness and premium quality ingredients than ever before.

"At Papa Murphy's, we come in extra early each morning in all of our 1,350 stores and make the pizza dough fresh, grate the 100 percent Mozzarella cheese the old-fashioned way, and we slice our fresh vegetables," he says. "We hand each of our customers the freshest, highest-quality pizza for them to take home and bake, and then serve to their family hot and fresh out of their oven. No other national pizza chain invests

in each of these extra steps to ensure the freshness, premium quality taste of every pizza we create and serve."

Additional highlights of 2012 include:

- Customers' No. 1 choice: For the third consecutive year, customers voting in Zagat's Fast Food Survey ranked Papa Murphy's as the No. 1 rated pizza chain in the United States. The chain also landed on top of other national surveys by Nation's Restaurant News/WD Partners, NPD Crest and Sandelman & Associates, the company says.

- Record sales achievements: In the weeks that included the Super Bowl and Halloween, the two biggest sales weeks in Papa Murphy's 31-year history, record sales were achieved in 2012, the company says.

- Brand growth: Franchising agreements signed last year equate to more than 190 future Papa Murphy's stores. By the end of 2012, the company reached more than 550 franchise partners across 37 states and Canada. Papa Murphy's also signed a Master Franchise Agreement with MAM Foodco LLC to open 100 locations throughout the Gulf Cooperation Council, beginning in Dubai early this year. CMN

CiCi's Pizza awards prizes to artisans in third annual Pizza Throwdown in Texas

COPPELL, Texas — CiCi's Pizza has announced the winner of its third annual CiCi's Pizza Throwdown, held Feb. 19 in Murphy, Texas.

Angel Roldan of the Garland, Texas, CiCi's Pizza restaurant on North Jupiter Road prepared a full buffet of CiCi's pizzas, desserts and garlic Parmesan knots in 24 minutes and 9 seconds,

earning him the national title, \$2,500 in cash, a home entertainment center and the Crystal Pizza Cutter award. In addition to the overall award, Roldan won for fastest sauce and cheese time and fastest cook time. The company will honor him by putting his name on a CiCi's distribution truck that will travel more than 100,000 miles in 2013 to deliver supplies to CiCi's Pizza restaurants nationwide.

Only 21 seconds separated the top three places. Second place went to Maria Enriquez of Columbia, S.C., who won a laptop computer, printer and \$1,500. She also earned the distinction of being tied for fastest dough stretcher with her sister, Erika Dominguez, also of Columbia, S.C., who received fourth place overall. Dominguez won a Kindle Fire HD, a \$50 Amazon gift card and \$500. Third place went to Elizabeth Cruz of Roeland Park, Kan., who won for overall quality. She won an iPad 2 with a \$50 iTunes gift card and \$1,000. Cruz was winner of the first CiCi's Pizza Throwdown.

The pizza artisans trained all year to vie for the national title, competing in local and regional events beginning in October with a starting field of more than 200 competitors. Roldan, who has been featured in CiCi's training videos to demonstrate quality and speed, says he will use his cash prize to purchase a breathing machine for his sister who suffers acute allergies.

CiCi's Pizza has more than 500 restaurants in 34 states and is known for its endless pizza, pasta, salad, soup and dessert buffet. CMN

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NEWS/BUSINESS



Domino's Pizza introduces new handmade pizza

ANN ARBOR, Mich. — Domino's Pizza has expanded its product offerings with the release of a new line of handmade pan pizzas.

"There is a standard out there for pan pizza that we realized could be better," says Patrick Doyle, president and CEO, Domino's. "The reason most people buy a pan pizza is for the crust, and that key component should be fresh, never frozen. But what we think ultimately doesn't matter; I'd encourage customers to taste for themselves."

Domino's also supported the launch with a national television campaign that offered medium two-topping handmade pan pizzas for \$7.99 each, giving fans and consumers a value-inspired way to try it and see how it stacks up versus the pan pizza competition.

"We are proud of the way we have continued to expand and reinvent our menu, and it is safe to say Domino's has not been this excited about a new product since the change to our hand-tossed pizza," Doyle says. CMN

Noble Roman's take-n-bake concept continues to grow

INDIANAPOLIS — Noble Roman's Inc., franchisor of Noble Roman's Pizza and Tuscano's Italian Style Subs, plans to continue expanding its take-n-bake concept.

In January, a third Noble Roman's stand-alone take-n-bake franchise unit dubbed "Noble Roman's Take-n-Bake P'za" opened in the Indianapolis metro area.

The company also has signed additional new franchise agreements, bringing the total number of take-n-bake units open or in development to nine. Six units are currently under development or construction and are expected to open before year's end.

"Consumers continue to gravitate toward take-n-bake pizza due to the convenience, value and taste, and the accelerating growth of our franchise concept is evidence of this powerful trend," says Paul Mobley, chairman and CEO, Noble Roman's Inc. "The fact that our first unit turned a profit in the first month of operation validates the concept and reinforces the opportunity. The expansion of this stand-alone take-n-bake concept represents an additional component to our growth strategy, and I am pleased with the progress we are making with this initiative. Take-n-bake remains the fastest growing segment of the pizza industry and this concept leverages our previous success and brand reputation."

Rights for the first seven TNB stores were sold to existing Noble Roman's franchisees. CMN

Sbarro plans to expand with 40 new locations in South America

MELVILLE, N.Y. — Sbarro Inc. plans to open more than 40 stand alone restaurants in South America thanks to an expanded partnership with Taco Holdings, the franchisee of 23 Sbarro locations in Mexico.

The first locations — two in Colombia and one in Peru — are slated to open this year.

"Taco Holdings is a world-renowned operator and has been a strategic business partner to Sbarro as we continue to expand our footprint in South America," says Jim Greco, CEO, Sbarro. "Ignacio Cortina Rivero and the team at Taco Holdings bring a wealth of knowledge in both business markets and encompass the values of the Sbarro brand."

Sbarro currently operates more than 1,000 eateries across 40 countries, with more than 400 of those restaurants located outside the United States. The company, which recently overhauled its pizza recipe, plans to focus on growing its number of stand alone restaurants through the Taco Holdings partnership.

"Our ability to successfully grow the

Sbarro brand in Mexico has been a direct result of the tremendous support and partnership that we have enjoyed with the company," says Ignacio Cortina Rivero, director general, Taco Holdings. "In addition to working with a leading brand, Sbarro's team of international experts are the best in the business." CMN

Chili's Grill & Bar adds pizza options to menu

DALLAS — Chili's Grill & Bar will begin serving pizza in all of its 823 locations by the end of March, according to parent company Brinker International.

Chili's Grill & Bar locations have

outfitted restaurants with new equipment, including impinger ovens, to bake pizzas. The new pizza lineup features a taco pizza, pepperoni and a Southwestern-themed offering. CMN

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NEWS/BUSINESS



Survey: U.S. pizza market tops \$40 billion; 97 percent enjoy pizza

ROCKVILLE, Md. — The pizza market in the United States now tops \$40 billion annually, according to a recent survey by Packaged Facts.

The survey found that pizza restaurants recorded sales of \$36.1 billion in 2012. Pizza sales at retail totaled \$4.91 billion.

Ninety-seven percent of consumers are self-identified pizza eaters and 93 percent report patronizing a pizzeria at least once a year. On a monthly basis, 27 percent of

respondents get pizza through delivery or pickup (which translates to about 410 million pizzas a year), 26 percent through restaurant dine-in and 24 percent from grocery store frozen food cases.

On the restaurant side, although pizza restaurants are losing share to other restaurant cuisine formats, major pizza chains have continued to grow sales. On the retail side, private label continues to gain sales — and steal share — in each of three mass-market pizza segments

(frozen pizza, pizza products and refrigerated pizza). On store shelves, category growth is primarily on the natural and organic front. Among the top 12 frozen pizza manufacturers, significant growth has come only from Newman's Own and Amy's Kitchen.

Food consumption has trended toward healthier options and home-based cost savings, which can come at the expense of pizza, says David Sprinkle, publisher, Packaged Facts. CMN

Domino's Pizza raises \$3.5 million for St. Jude Hospital

ANN ARBOR, Mich. — Domino's Pizza raised more than \$3.5 million for St. Jude Children's Research Hospital during its 2012 St. Jude Thanks and Giving campaign. This year's campaign brings Domino's total amount raised for St. Jude to more than \$16 million since the partnership was announced in 2004.

"Domino's Pizza stores across the country rallied around this year's campaign to reach a new fundraising record for Domino's Pizza," says J. Patrick Doyle, president and CEO, Domino's Pizza. "I want to extend a heartfelt thanks to everyone — especially our customers, team members and franchise owners — who contributed during the campaign. Together we were able to raise much needed dollars to support the lifesaving work of St. Jude."

Domino's also has commitment to raise \$10 million over the next three years. CMN

Domino's offering March Madness Perfect Combo promotion

ANN ARBOR, Mich. — Domino's Pizza this week announced that for the third straight year, the company is the "Official Pizza of NCAA March Madness."

From March 18-April 14, Domino's will be offering the NCAA March Madness Perfect Combo. For \$19.99, customers can get two medium one-topping pizzas, a 16-piece order of Parmesan Bread Bites, an order of Cinna Stix and a 2-liter bottle of Coca-Cola.

"Domino's is proud to be the Official Pizza of NCAA March Madness, and there's nothing more exciting than the upsets, last-minute heroics and 'Cinderella stories' that make this one of the best times of the year for sports fans," says Chris Brandon, Domino's Pizza spokesperson. "Our NCAA March Madness Perfect Combo is ideal for the many upcoming pizza-eating occasions for fans who want to experience the

craziness of the tournament with friends or family."

Fans who order the March Madness Perfect Combo online, or place any on-line order and add a Coca-Cola product throughout the promotion period, also will get a bonus 10 My Coke Rewards points emailed to them.

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

Little Caesars Pizza plans to offer free Crazy Bread April 8

DETROIT — Little Caesars is offering basketball fans a chance to score with a free order of Crazy Bread at participating Little Caesars restaurants April 8.

If any 16-seeded team beats a 1-seeded team in an unexpected victory in games played on March 21 and 22 of the 2013 NCAA college men's basketball championship tournament, Little Caesars will give

away one free Crazy Bread to each family that mentions the free Crazy Bread offer at the store on April 8.

"If a crazy thing happens and there's an upset, it'll be a slam dunk for Crazy Bread lovers," says Ed Gleich, senior vice president of global marketing, Little Caesars. "And, if the number ones prevail, fans can still catch a great deal at Little Caesars

with our high quality, large Hot-N-Ready pepperoni pizza for just \$5."

Crazy Bread is Little Caesars most popular side item: eight sticks of freshly baked bread topped with flavors of butter and garlic, then topped with Parmesan cheese, Gleich notes.

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

Italian chefs make largest round, gluten-free pizza in the world

ROME — A team of five Italian chefs from NIPfood in December created "Ottavia," the largest round as well as gluten-free pizza in the world, according to the World Record Academy.

The pizza, named for Rome's first emperor, Octavian Augustus, was made Dec. 13 with 19,800 pounds of gluten-free flour, 10,000 pounds of tomato sauce,

8,800 pounds of Mozzarella, 275 pounds of Parmigiano Reggiano, 1,488 pounds of margarine, 551 pounds of sea salt, 220 pounds of lettuce and 55 pounds of vinegar. It was approximately 131 feet in diameter, 51,257 pounds and took 48 hours to prepare.

The team of "Record Pizza Men" was headed by Dovolio Nardi, whose previ-

ous endeavors have involved forming an Italian pizza chain that caters to customers with celiac disease. The event was organized by Dr. Schar.

The previous Guinness world record for the largest pizza measured 122 feet in diameter and was created by Norwood Pick 'n Pay hypermarket in South Africa in the 1990s. CMN

Domino's rolls out new 'Pizza Theater' design, new logo

ANN ARBOR, Mich. — Domino's Pizza has launched its new "Pizza Theater" store design, which brings the art and skill of pizza-making front and center.

After years of development and concept testing, Domino's last summer announced the launch of the new store design that puts pizza-making artists on display as they hand-toss fresh dough and custom-make customers' orders.

Depending on the square footage availability, the new store design allows flexibility for a number of features, which may include a comfortable lobby, open-area viewing of the food preparation process including a step platform for children to see the action, and the ability to order from a kiosk and track carryout orders electronically. The new design also features chalk boards to allow customers to express their creativity or to leave feedback for the store team members.

Some stores may feature a number of "grab and go" items such as salads, desserts and beverages, in-store dining and a big-screen television.

The new design concept is complemented by a new, single-tilde logo that marks a significant change in branding, the 52-year-old company says. All new stores built in the United States and a number of countries around the world will feature the new logo and key components of the new design. The company will only allow existing stores that have undergone major updates and remodeling to use the new logo signage.

"The best way to signal that there's something new on the inside is to create something new on the outside," says Russell Weiner, Domino's Pizza chief marketing officer. CMN

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NEWS/BUSINESS



Sbarro launches new pizza recipe

MELVILLE, N.Y. — Sbarro last fall launched its new pizza recipe and promoted it with two antique 1940s pizza trucks touring the country and serving more than 35,000 free slices to customers. The “Slice of Italy Tour,” held during October’s National Pizza Month, coincided with the introduction of Sbarro’s new Neapolitan-style pizza recipe across more than 500 U.S. eateries.

The Neapolitan-style pizza recipe features all-natural ingredients, including dough made daily from scratch, vine-ripened whole peeled tomatoes and freshly shredded whole milk Mozzarella.

“We’re incredibly proud of our new pizza recipe and we wanted to give consumers everywhere a chance to taste it first-hand. From coast-to-coast, the response has been overwhelmingly positive,” says Jim Greco, CEO, Sbarro. “This launch is part of a larger strategy to take Sbarro back to its roots and revisit the qualities that made us a leader — delicious Italian food made from quality ingredients and served in a warm and welcoming environment.”

As part of the “Slice of Italy Tour,” Sbarro identified local food banks in every city visited, raising funds at each tour stop. Over the course of the tour, more than \$6,000 was raised with 100 percent of the funds donated to the food banks. **CMN**

Pizza Hut offers new Big Pizza Sliders after Super Bowl giveaway

DALLAS — Pizza Hut recently introduced its new Big Pizza Sliders and hosted a giveaway that was announced during the Super Bowl earlier this year.

Made with signature Pizza Hut Pan Pizza dough, the new mini pizzas come nine to a box for \$10 or three for \$5. Customers can choose up to three different recipe combinations with up to three toppings each.

Big Pizza Sliders were introduced during the CBS pre-game show just before the kickoff of Super Bowl XLVII Feb. 3. From 4-7 p.m. Feb. 5, Pizza Hut offered carryout and dine-in customers a free taste of the Big Pizza Sliders.

For the launch of Big Pizza Sliders, Pizza Hut has teamed up with Dr Pepper and Virgin Gaming so customers who purchase any soft drink in-store or online receive a gaming piece directing them to log on at virgingaming.com/pizzahut for a chance to redeem multiple prizes and be automatically entered for a chance to win the ultimate gaming experience with a trip to E3 (Electronic Entertainment Expo) in the spring. The sweepstakes run through March 30.

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

Henningsen Cold Storage receives NWFPA’s employer award

PORTLAND, Ore. — Henningsen Cold Storage was awarded the 2013 Premier Employer Award at the Northwest Food Processors Association’s (NWFPA) Annual Expo and Conference recently held at the Oregon Convention Center.

The award is given to companies that promote economic opportunities for lower-income employees as an integral part of sustaining and improving business results.

Tony Lucarelli, executive vice president, Bill Daniel, human resources manager, and Colin Longmuir, warehouse manager, accepted the award on behalf of Henningsen Cold Storage.

“The award recognizes Henningsen Cold Storage’s many employee practices including their dedication to employee training over many years, their executives’ involvement with all levels in the organization and consistency of promoting from within,” says Dave Zepponi, president, NWFPA. “Henningsen has many practices that engage their workers in the business. They are also well known for their strong support of the communities in the states in which they do business.”

The award is part of a larger project funded by the Hitachi Foundation. The Hitachi Foundation partnered with Northwest Food Processors

Education & Research Institute to find and qualify “Premier Employer” companies and understand and write a case study on employee practices and business results.

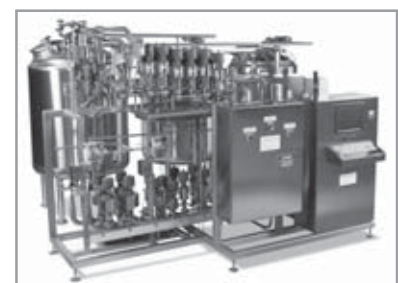
“There are three key pieces to attend to for a company to succeed in this industry: customers, services and locations,” Lucarelli says. “We have to have our warehouses where our customers are or where the product they are storing is consumed. Location is not based on where the talent is, therefore we have to develop our employees to be and do their best.”

More information is available at www.nwfpa.org. **CMN**



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NEWS/BUSINESS



CONTEST

Continued from page 1

Wis., Smoked Brick; Team Edelweiss, Edelweiss Creamery, Monticello, Wis., Butterkase; Bill Sikorski, BelGioioso Cheese Inc., Green Bay, Wis., BelGioioso Romano; Jim Donahue, Montchevre-Betin, Belmont, Wis., Mini Cabrie; Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., for both Cave Aged Marisa and Caso Bolo Mellage; and Brenda Jensen Hidden Springs Creamery, Westby, Wis., Ocooch Mountain.

The contest included 1,702 entries from 30 states and is the largest technical evaluation of cheese and butter in the country. More than 30,000 pounds of cheese were entered in this year's contest.

"Every medalist should be extremely proud of being recognized as the best of the best in the largest national cheese competition ever held," says John Umhoefer, executive director of the Wisconsin Cheese Makers Association, which hosts the biennial competition.

Cheesemakers from Wisconsin received the most gold medals in the competition with 47 of the total 81

categories judged. Vermont and New York came in second with six gold medals each. Oregon had four gold medals, while California, Idaho, Illinois and Ohio all took three. Colorado, Michigan, Minnesota, Missouri, New Mexico and Utah each captured one gold medal.

The top three cheeses given awards in each category were:

• **Cheddar, Mild (0 to 3 months)**

Best of Class: Terry Lensmire, Agropur, Weyauwega, Wis., *Cheddar cut from 640*, 99.50.

Second: David Schmidt, Agropur, Weyauwega, Wis., *Cheddar cut from 640*, 99.30.

Third: Team 1, Le Sueur Cheese Co., Le Sueur, Minn., *White Cheddar*, 99.20.

• **Cheddar, Medium (3 to 6 months)**

Best of Class: Team Cracker Barrel Natural Cheese, Agropur Weyauwega for Kraft Foods, Glenview, Ill., 99.10.

Second: Patricia Beattie, Great Lakes Cheese of N.Y., Adams, N.Y., 98.70.

Third: Team Cracker Barrel Natural Cheese, Agropur Weyauwega for Kraft Foods, Glenview, Ill., 98.50.

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

Best of Class: Tillamook County Creamery, Tillamook, Ore., *Yellow Sharp Cheddar*, 98.65.

Second: Team Cracker Barrel Natural Cheese, Agropur Weyauwega for Kraft

Foods, Glenview, Ill., *Cheddar*, 98.60.

Third: Kiel Cheesemakers, Land O'Lakes Inc., Kiel, Wis., *Sharp Cheddar*, 98.45.

• **Cheddar, Aged 1-2 years**

Best of Class: Timothy Elmer, Great Lakes Cheese of N.Y., Adams, N.Y., 99.65.

Second: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., 99.55.

Third: Foremost Farms USA, Marshfield, Wis., 99.45.

• **Cheddar, Aged 2 Years or Longer**

Best of Class: Tillamook County Creamery, Tillamook, Ore., *White Aged Cheddar*, 99.45.

Second: Tillamook County Creamery, Tillamook, Ore., *White Aged Cheddar*, 99.40.

Third: Weyauwega Cheddar Team, Agropur, Weyauwega, Wis., *Cheddar cut from 640*, 99.35.

• **Bandaged Cheddar, Mild to Medium**

Best of Class: Edhem Cucic, Glanbia Foods Inc., Twin Falls, Idaho, *Bandaged Cheddar*, 97.65.

Second: Wayne Hintz, Red Barn Family Farms, Appleton, Wis., *Heritage Weis Old World Style White Cheddar*, 97.60.

Third: Wayne Hintz, Red Barn Family Farms, Appleton, Wis., *Medium Cheddar Midget*, 97.35.

• **Bandaged Cheddar, Sharp to Aged**

Best of Class: Wayne Hintz, Red Barn Family Farms, Appleton, Wis., *Heritage Weis Reserve Old World Style White Cheddar*, 98.35.

Second: Wayne Hintz, Red Barn Family Farms, Appleton, Wis., *3-Year Heritage Weis Reserve Old World Style White Cheddar*, 98.35.

Third: Dane Huebner, Grafton Village Cheese, Brattleboro, Vt., *Queen of Quality Clothbound Cheddar*, 97.95.

• **Colby**

Best of Class: Southwest Cheese B Crew, Southwest Cheese Co., LLC, Clovis, N.M., *Colby 40-lb. block*, 99.20.

Second: Southwest Cheese A Crew, Southwest Cheese Co., LLC, Clovis, N.M., *Colby 40-lb. block*, 99.00.

Third: Team Arena, Arena Cheese, Arena, Wis., *Colby, Traditional Longhorn Style*, 98.90.

• **Monterey Jack**

Best of Class: Ahmet Maksic, Glanbia Foods Inc., Twin Falls, Idaho, 98.70.

Second: LaGrander's Cheese Team #2, LaGrander's Hillside Dairy Inc., Stanley, Wis., 98.65.

Third: Team Waumandee, Foremost Farms, Cochrane, Wis., 98.50.

• **Marbled Curd Cheese**

Best of Class: Tillamook County Creamery, Tillamook, Ore., *Colby Monterey Jack*, 99.40.

Second: Benjamin Parlov, Glanbia Foods Inc., Twin Falls, Idaho, *Colby/Jack*, 99.35.

Third: David Giese, Valley Queen Cheese Factory Inc., Milbank, S.D., *Colby Monterey Jack - cut cheese*, 99.30.

• **Swiss Style Cheese**

Best of Class: Team Guggisberg Sugarcreek, Guggisberg Cheese, Millersburg, Ohio, *200-pound Swiss block*, 99.50.

Second: Day Shift 1, Pearl Valley Cheese, Fresno, Ohio, *Rindless Swiss block*, 99.45.

Third: Team Guggisberg Sugarcreek, Guggisberg Cheese, Millersburg, Ohio, *200-pound Swiss block*, 99.40.

• **Mozzarella**

Best of Class: Pat Doell, Agropur, Luxemburg, Wis., 98.80.

Second: Roger Krohn, Agropur, Luxemburg, Wis., 98.55.

Third: Robert Whiteside, Empire Cheese Inc., Cuba, N.Y., 98.45.

• **Mozzarella, Part Skim**

Best of Class: Team Appleton Foremost, Foremost Farms USA, Appleton, Wis., 99.70.

Turn to MOZZARELLA, page 25 ⇨

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NEWS/BUSINESS



MOZZARELLA

Continued from page 24

Second: Team B, Dairy Farmers of America, Wilmington, Pa., 98.85.

Third: Terry Lensmire, Agropur, Luxemburg, Wis., 98.80.

• **Provolone, Mild**

Best of Class: Foremost Farms, Clayton, Wis., 99.60.

Second: Rob Stellrecht, Burnett Dairy Co-op, Grantsburg, Wis., 99.45.

Third: Joe Miner, Empire Cheese Inc., Cuba, N.Y., 99.40.

• **Provolone, Aged**

Best of Class: Bill Kocha, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Sharp Provolone*, 99.35.

Second: Team BDC P.M., Burnett Dairy Co-op, Grantsburg, Wis., *Aged Provolone*, 98.55.

Third: Robert Whiteside, Empire Cheese Inc., Cuba, N.Y., *Aged Provolone*, 98.45.

• **Smoked Provolone**

Best of Class: Steven Scott, Empire Cheese Inc., Cuba, N.Y., *Smoked Provolone*, 99.25.

Second: Team Lake Norden, Lake Norden Cheese Co., Lake Norden, S.D., *Smoked Provolone*, 99.20.

Third: Mark Scarpina, Sorrento

Lactalis, Buffalo, N.Y., *Smoked Mild Provolone*, 99.15.

• **Ricotta**

Best of Class: Ricotta Team 2, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Polly-O Hand Dipped Ricottone*, 98.30.

Second: Kyle Kuwik, Sorrento Lactalis, Buffalo, N.Y., *While Milk Deli Whey Based Ricotta*, 98.00.

Third: Joseph Taranto, Montena Taranto Foods, Ridgefield, N.J., *Old Fashion Ricotta*, 97.95.

• **Parmesan**

Best of Class: Eau Galle Cheese Factory Team, Eau Galle Cheese Factory, Durand, Wis., *Parmesan*, 99.60.

Second: John Griffiths, Sartori Co., Antigo, Wis., *Sartori Reserve SarVecchio Parmesan*, 99.50.

Third: John Stender, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Parmesan*, 99.50.

• **Asiago**

Best of Class: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Reserve Extra-Aged Asiago*, 99.20.

Second: Team AMPI, American Milk Producers Inc., Hoven, S.D., *Asiago Wheel, 5 months*, 99.15.

Third: Eau Galle Cheese Factory Team, Eau Galle Cheese Factory, Durand, Wis., *Fresh Asiago*, 99.05.

• **Baby Swiss Style**

Best of Class: Jeffrey Helm, Middlefield Cheese, Middlefield, Ohio, *Baby Swiss cheese*, 99.20.

Second: Neal Schwartz, Chalet Cheese Co-op, Monroe, Wis., *Baby Swiss wheel*, 99.10.

Third: Team Penn Cheese, Penn Cheese Corp., Winfield, Pa., *Baby Swiss, Deli Style Loaf*, 98.95.

• **Feta**

Best of Class: Terry Lensmire, Agropur, Weyauwega, Wis., 99.00.

Second: Micah Klug, Agropur, Weyauwega, Wis., 98.50.

Third: Mike Schultz, Nasonville Dairy Inc., Marshfield, Wis., 98.45.

• **Feta, Flavored**

Best of Class: Steve Buholzer, Klondike Cheese Co., Monroe, Wis., *Mediterranean Herb Feta in brine*, 99.50.

Second: Adam Buholzer, Klondike Cheese Co., Monroe, Wis., *Tomato & Basil Feta in brine*, 99.25.

Third: Belmont Team, Lactalis American Group, Belmont, Wis., *Feta Crumble Tomato Basil*, 99.20.

• **Havarti**

Best of Class: Adam Buholzer, Klondike Cheese Co., Monroe, Wis., 99.45.

Second: Ron Buholzer, Klondike Cheese Co., Monroe, Wis., 99.40.

Third: Decatur Dairy Cheesemakers, Decatur Dairy Inc., Brodhead,

Wis., 99.15.

• **Havarti Flavored**

Best of Class: Dave Buholzer, Klondike Cheese Co., Monroe, Wis., *Dill Havarti*, 99.70.

Second: Ron Bechtolt, Klondike Cheese Co., Monroe, Wis., *Dill Havarti*, 99.50.

Third: Jeff Gundlach, Arla Foods - Hollandtown, Kaukauna, Wis., *Caraway Havarti*, 99.45.

• **Gorgonzola**

Best of Class: Team Mindoro, Swiss Valley Farms, Mindoro, Wis., *Gorgonzola*, 98.20.

Second: Team Seymour, Great Lakes Cheese Co. Inc., Seymour, Wis., *Mild Creama Dolce Gorgonzola*, 97.35.

Third: Team 2, Team Hook, Hook's Cheese Co. Inc., Mineral Point, Wis., *Gorgonzola Dolce*, 97.00.

• **String Cheese**

Best of Class: Steven Scott, Empire Cheese Inc., Cuba, N.Y., *String Cheese*, 97.60.

Second: Robert Whiteside, Empire Cheese Inc., Cuba, N.Y., *String Cheese*, 97.15.

Third: Cesar Luis, Cesar's Cheese, Random Lake, Wis., *Oaxaca String Cheese, hand crafted, RBGH free, cow milk farmstead fresh*, 96.90.

Turn to BEST, page 26 ⇨

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NEWS/BUSINESS



BEST

Continued from page 25

• Cottage Cheese

Best of Class: Upstate Niagara Co-op, West Seneca, N.Y., 98.80.

Second: Upstate Niagara Co-op, West Seneca, N.Y., 98.25.

Third: Upstate Niagara Co-op, West Seneca, N.Y., 97.55.

• Fresh Mozzarella

Best of Class: Edoardo La Torre, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Burrata*, 99.85

Second: George Crave, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Fresh Mozzarella Vac Pak Ball*, 99.80.

Third: Mozz Team 1, Kraft Foods Group, Campbell, N.Y., *Polly-O Gourmet Fresh Mozzarella*, 99.75.

• Blue-Veined, Exterior Molding

Best of Class: Chris Roelli, Roelli Cheese, Shullsburg, Wis., *Red Rock*, 97.60.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Bayley Hazen Blue*, 97.45.

Third: Kuba & Team, Point Reyes Farmstead Cheese Co, Point Reyes, Calif., *Point Reyes Bay Blue*, 96.20.

• Blue-Veined

Best of Class: Caves Team, Caves of Faribault, Faribault, Minn., *St. Pete's Select Cave Aged Blue*, 97.90.

Second: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth Buttermilk Blue*, 97.80.

Third: Team North Hendren Thorp, North Hendren Co-op Dairy, Willard, Wis., *Black River Blue*, 96.35.

• Brick, Muenster

Best of Class: Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis., *Muenster*, 99.80.

Second: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., *Muenster*, 99.75.

Third: Matt Erdley, Klondike Cheese Co., Monroe, Wis., *Brick*, 99.70.

• Brie, Camembert & Other Surface (Mold) Ripened

Best of Class: Colin McGrath, Sprout Creek Farm, Poughkeepsie, N.Y., *Margie*, 99.55.

Second: Scott Ness, Old Europe Cheese Inc., Benton Harbor, Mich., *Double Creme Slicing Brie*, 99.45.

Third: Belmont Team, Lactalis American Group, Belmont, Wis., *President*, 99.35.

• Edam/Gouda

Best of Class: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Belegen*, 4-6 month, 99.45.

Second: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., *Gouda*, 99.40.

Third: Dave Newman, Arla Foods - Hollandtown, Kaukauna, Wis., *Edam*, 99.35.

• Gouda, Aged

Best of Class: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Mature*, 6-9 month, 99.50.

Second: Saxon Cheese Team, Saxon Cheese LLC, Cleveland, Wis., *Big Eds*, 99.45.

Third: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Premium*, 12-18 month, 99.35.

• Gouda, Flavored

Best of Class: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Foene-greek*, 99.20.

Second: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Pesto Basil*, 98.90.

Third: Edin Topic, Glanbia Foods Inc., Twin Falls, Idaho, *Gouda/Black Olives and Garlic*, 98.85.

• Smoked Gouda

Best of Class: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Smoked Belegen*, 99.30.

Second: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Smoked young*, 2-4 month, 99.20.

Third: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., *Smoked Gouda*, 99.00.

• Quesos Frescos

Best of Class: Team Nuestro Queso, Nuestro Queso, LLC, Kent, Ill., *Queso Fresco*, 99.25.

Second: Team Nuestro Queso, Nuestro Queso, LLC, Kent, Ill., *Queso Panela*, 99.15.

Third: Marquez Brothers International, Inc. Hanford, Calif., *Fresco Cremoso, moisture 56-percent*, 99.00.

• Hispanic Melting Cheeses (Quesos para Fundir)

Best of Class: Jammy Graca, Karoun Dairies Inc., Sun Valley, Calif., *Oaxaca*, 99.40.

Second: Team Nuestro Queso, Nuestro Queso, LLC, Kent, Ill., *Queso Oaxaca Ball*, 99.20.

Third: Valley View Cheese Team, ValleyView Cheese Co-op, South Wayne, Wis., *Queso Quesadilla*, 99.15.

• Hard Hispanic Cheeses

Best of Class: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth GranQueso*, 99.25.

Second: Team MCP, Mexican Cheese Producers, Darlington, Wis., *San Rafael Queso Cotija*, 99.05.

Third: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth Gran-Queso Reserve*, 98.80.

• Smear Ripened Soft Cheeses

Best of Class: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Willoughby*, 99.65.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Win-nimere*, 99.55.

Third: Consider Bardwell Farm, West Pawlet, Vt., *Dorset*, 99.20.

• Smear Ripened Semi-soft Cheeses

Best of Class: Spring Brook Farm, Farms for City Kids Foundation, Reading, Vt., *Reading - Semi-soft Vermont Artisan Raclette*, 98.90

Second: Team Liederkrantz, Chalet for DCI Cheese Co., Richfield, Wis., *Liederkrantz*, 98.85.

Third: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth Raclette*, 98.80.

• Smear Ripened Hard Cheeses

Best of Class: Spring Brook Farm,

Turn to SMEAR, page 27 ⇨

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NEWS/BUSINESS

SMEAR

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Farms for City Kids Foundation, Reading, Vt., *Tarentaise - Semi-Hard Raw Milk Vermont Alpine Cheese*, 99.75.

Second: Andy Hatch, Uplands Cheese, Dodgeville, Wis., *Pleasant Ridge Reserve*, 99.60.

Third: Consider Bardwell Farm, West Pawlet, Vt., *Rupert*, 99.50.

• Pepper Flavored Monterey Jack

Best of Class: Carr Valley Cheese-makers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Hot Pepper Jack*, 98.65

Second: Team Black Creek, Meister for DCI Cheese Co., Richfield, Wis., *Black Creek Pepper Jack*, 98.60.

Third: Tillamook County Creamery, Tillamook, Ore., *Jalapeno Pepper Monterey Jack, 20-percent red and 80-percent green*, 98.55.

• Pepper Flavored "American" Style Cheeses (Colby & Cheddar)

Best of Class: Kerry Henning, Henning's Cheese, Kiel, Wis., *Chipotle Cheddar 40-lb. block*, 98.50.

Second: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., *Jalapeno 50-percent Reduced Fat Cheddar*, 97.85.

Third: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., *Chipotle Cheddar*, 97.75.

• Pepper Flavored Cheeses (Other Natural Styles)

Best of Class: Matt Henze, Decatur Dairy Inc., Brodhead, Wis., *Havarti Pepper*, 99.50.

Second: Hansi Lehner Jr., Valley View Cheese Co-op, South Wayne, Wis., *Jalapeno Havarti*, 99.10.

Third: Matt Cotroneo, Glanbia Foods Inc., Twin Falls, Idaho, *Red Habanero Gouda*, 98.95.

• Flavored Soft Cheeses

Best of Class: Lactalis American Group, Tipton, Calif., *Galbani 1/3-ounce Marinade Cup*, 98.50.

Second: MouCo Cheese Co. Inc., Fort Collins, Colo., *MouCo Truffello*, 98.15.

Third: George Crave, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Marinated Fresh Mozzarella*, 98.00.

• Flavored Semi-soft Cheeses

Best of Class: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth Five Peppercorn Raclette*, 99.40.

Second: Anthony Mongiello, Formaggio Italian Cheese Specialties LLC, Hurleyville, N.Y., *Marinated Fresh Mozzarella*, 99.25.

Third: String Team 1, Kraft/Pollio Italian Cheese Co., Campbell, N.Y., *Cracked Black Pepper String Cheese*, 99.00.

• Flavored Hard Cheeses

Best of Class: Bruce Willis, Burnett Dairy Co-op, Grantsburg, Wis., *Alpha's Morning Sun with Rosemary*, 98.85.

Second: Al Graveen, Harmony Specialty Dairy Doods, Stratford, Wis., *Nut Brown Ale Caerphilly*, 98.80.

Third: Kerry Henning, Henning's Cheese, Kiel, Wis., *Shelf-cured Cracked Peppercorn Cheddar*, 98.60.

• Flavored Cheeses with Sweet or "Dessert" Condiments

Best of Class: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Reserve Espresso BellaVitano*, 99.05.

Second: Holland's Family Cheese Team, Holland's Family Cheese, Thorp, Wis., *Thorp Cheese*, 98.65.

Third: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Reserve Merlot BellaVitano*, 98.55

• Smoked Soft and Semi-soft Cheeses

Best of Class: John Pitman, Mill Creek Cheese LLC, Arena, Wis., *Smoked Brick*, 99.55.

Second: Ron Stellrecht, Burnett Dairy Co-op, Grantsburg, Wis., *Smoke Flavpre String Cheese*, 99.50.

Turn to SMOKED, page 28 ⇨



Photo by Mike Roemer

WINNING MOMENT — Marieke Penterman of Holland's Family Cheese celebrates with WCMA Executive Director John Umhoefer as her Marieke Mature Gouda is named the 2013 U.S. Champion Cheese.

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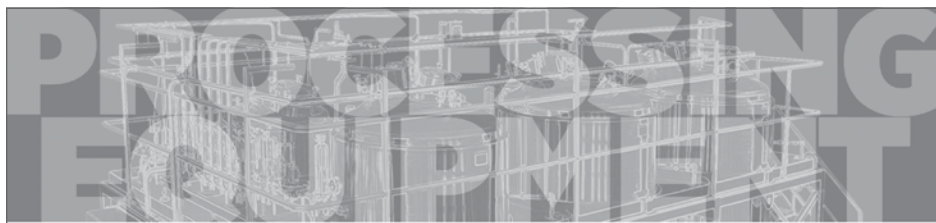
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SMOKED

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Third: Blue Team, Rogue Creamery, Central Point, Ore., *Smokey Blue*, 99.40.

• **Smoked Hard Cheeses**

Best of Class: Fernando Chavez, Gold Creek Farms, Kamas, Utah, *Smoked Parmesan*, 99.45.

Second: Fernando Chavez, Gold Creek Farms, Kamas, Utah, *Smoked Romano*, 99.30.

Third: Day Shift 1, Pearl Valley Cheese, Fresno, Ohio, *Smoked Swiss*, 99.05.

• **Open Class Soft Cheeses**

Best of Class: Bill Codr, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Mascarpone*, 98.60.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Moses Sleeper*, 98.25.

Third: Mark Ruttner, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Crescenza-Stracchino*, 97.85.

• **Open Class Semi-soft Cheeses**

Best of Class: Team Edelweiss, Edelweiss Creamery, Monticello, Wis., *Butterkase*, 99.20.

Second: A Team, Vermont Farmstead Cheese Co, South Woodstock, Vt., *BrickHaus Tilsit*, 98.65.

Third: Valley View Cheese Team, Valley View Cheese Co-op, South Wayne, Wis., *Butterkase*, 98.50.

• **Open Class Hard Cheeses**

Best of Class: Bill Sikorski, BelGioioso Cheese Inc., Green Bay, Wis., *BelGioioso Romano*, 99.45.

Second: Juan Romero, Rumiano Cheese Co., Willows, Calif., *Dry Monterey Jack aged 6 months*, 99.40.

Third: Mike Matucheski, Sartori

Co., Antigo, Wis., *Sartori A*, 99.35.

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

Best of Class: Belmont Team, Lactalis American Group, Belmont, Wis., *Brie light*, 99.35.

Second: Luke Buholzer, Klondike Cheese Co., Monroe, Wis., *Reduced Fat Feta in Brine*, 99.25.

Third: Brewster Cheese, Stockton Cheese, Stockton, Ill., *Reduced Fat Swiss, 180-lb. block*, 99.10.

• **Reduced Fat Hard Cheeses**

Best of Class: Joey Pittman, Glanbia Foods Inc., Twin Falls, Idaho, *Reduced Fat Cheddar*, 98.05.

Second: Stephen Plucker, Valley Queen Cheese Factory Inc., Milbank, S.D., *Reduced Fat Cheddar - Cut Cheese*, 97.80.

Third: Justin Larson, Agropur Inc, Hull, Iowa, *33-percent Reduced Fat Cheddar*, 97.30.

• **Lowfat Cheeses**

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

Second: Dave Zielazowski, Lactalis USA, Inc., Merrill, Wis., *Rondelé Garlic & Herbs Light gourmet spreadable cheese, 50-percent reduced fat*, 99.20.

Third: Steve Buholzer, Klondike Cheese Co., Monroe, Wis., *Lowfat Feta in Brine*, 98.55.

• **Reduced Sodium Cheeses**

Best of Class: Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis., *Reduced Sodium Muenster*, 98.40.

Second: Tricia Slockett, Glanbia Foods Inc., Twin Falls, Idaho, *Reduced Sodium Cheddar*, 98.25.

Third: Chad Duhai, Zimmerman Cheese Inc., South Wayne, Wis., *Reduced Sodium Muenster*, 98.20.

• **Cold Pack Cheese, Cheese Food**

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

Second: Phil Lindemann, Pine River Prepack, Newton, Wis., *Sharp Cheddar Cold Pack Cheese Food*, 99.40.

Third: Harold Patzke, Pine River Prepack, Newton, Wis., *Hot Habanero Cold Pack Cheese Food*, 99.35.

• **Cold Pack Cheese Spreads**

Best of Class: Anjan Reddy, Bel Brands USA, Little Chute, Wis., *Sharp Cheddar Cheese Spread*, 99.45.

Second: Phil Lindemann, Pine River Prepack, Newton, Wis., *Smoked Big Russ Premium Beer Cheese Cold Pack Cheese Spread*, 98.95.

Third: Jeff Wieland, Bel Brands USA, Little Chute, Wis., *Horseradish Cheese Spread*, 98.10.

• **Spreadable Cheeses**

Best of Class: Keith Turzinski, Lactalis USA Inc., Merrill, Wis., *Rondelé Gourmet Spreadable Cheese with Blue Cheese*, 99.05.

Second: Beaver Dam Team, Kraft Foods, Beaver Dam, Wis., *Cream Cheese*, 99.00.

Third: Beaver Dam Team, Kraft Foods, Beaver Dam, Wis., *Cream Cheese*, 98.90.

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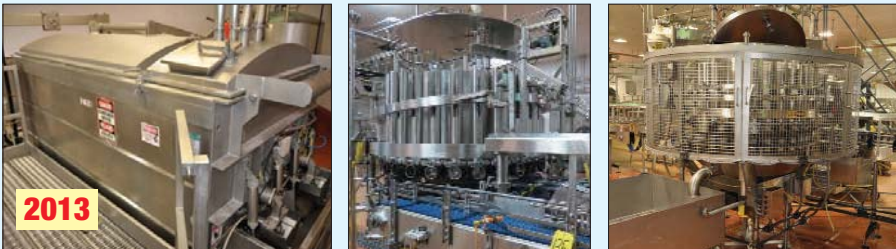
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NEWS/BUSINESS



SPREADABLE

Continued from page 28

• Flavored Spreadable Cheeses

Best of Class: Team Franklin Foods, Franklin Foods, Enosburg Falls, Vt., *Green Mountain Farms Tzatziki Savory Yogurt Dips*, 99.10.

Second: Blue Moose of Boulder Team, Blue Moose of Boulder, Lafayette, Colo., *Truffled Ricotta Dip*, 98.65.

Third: Margarete Porod, Lactalis USA Inc., Merrill, Wis., *Rondelé Garden Vegetable gourmet spreadable cheese*, 98.55.

• Pasteurized Process Cheeses

Best of Class: Process Loaf Team, Associated Milk Producers Inc., Portage, Wis., *Process American Cheese Loaf*, 98.50.

Second: Process Slice Team, Associated Milk Producers Inc., Portage, Wis., *Process American Slice Cheese*, 98.45.

Third: Team Dickson, Dairy Farmers of America, West Middlesex, Pa., *White American Processed Cheese*, 98.40.

• Flavored Pasteurized Process Cheeses

Best of Class: Joe Wilson, Biery Cheese Co., Louisville, Ohio, *Naturally Smoked Pasteurized Process Cheddar Cheese*, 99.55.

Second: Team Loaf, Land O'Lakes, Spencer, Wis., *New Yorker Hot Pepper*, 99.40.

Third: Steven Tollers, Burnett Dairy Co-op, Grantsburg, Wis., *Pasteurized process cheese spread with Jalapeno and Habanero peppers*, 99.30.

• Soft Goat's Milk Cheeses

Best of Class: Adeline Druart and Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Fresh Crottin*, 99.20.

Second: Team Miguel, Laura Chenel's Chevre, Sonoma, Calif., *Fresh Chevre log*, 99.10.

Third: Woolwich Dairy USA Inc., Lancaster, Wis., *Chevrei Original*, 98.90.

• Flavored Soft Goat's Milk Cheeses

Best of Class: Goat Production/Packaging Team, Kolb-Lena Inc., Lena, Ill., *Chavrie Sundried Tomato Goat Log*, 99.65.

Second: Team Mackenzie, Mackenzie Creamery, Hiram, Ohio, *Cognac Fig Chevre*, 99.50.

Third: Carol Cairy, Montchevre-Betin Inc., Belmont, Wis., *Peppadew*, 99.35.

• Surface (Mold) Ripened Goat's Milk Cheeses

Best of Class: Jim Donahue, Montchevre-Betin Inc., Belmont, Wis., *Mini Cabrie*, 99.75.

Second: Joey Conner and Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Bijou*, 99.65.

Third: Team Adrianna, Laura Chenel's Chevre, Sonoma, Calif., *Melodie*, 99.60.

• Semi-soft Goat's Milk Cheeses

Best of Class: Central Coast Creamery, Paso Robles, Calif., *Goat Gouda*, 99.65.

Second: Ray Smith and Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Feta*, 99.60.

Third: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Cardona*, 99.55.

Wis., Cardona, 99.55.

• Flavored Semi-soft Goat's Milk Cheeses

Best of Class: Heartland Creamery, Newark, Mo., *Flavored Chevre made from pasteurized goat's milk, cranberries and pecans added*, 99.70.

Second: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Smoked Goat Cheddar*, 99.55.

Third: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Smoked Billy Blue*, 99.50.

• Hard Goat's Milk Cheeses

Best of Class: Haystack Mountain Goat Dairy, Longmont, Colo., *Wall Street Gold Goat Alpine*, 99.65.

Second: Central Coast Creamery, Paso Robles, Calif., *Goat Cheddar*, 99.55.

Third: Katie Hedrich, LaClare Farms Specialties LLC, Chilton, Wis., *Evalon*, 99.15.

• Soft & Semi-soft Sheep's Milk Cheeses

Best of Class: Team Hook, Hook's Cheese Co. Inc., Mineral Point, Wis., *Little Boy Blue*, 99.40.

Second: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Big Mutton Button*, 99.20.

Third: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Marisa*, 99.05.

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

Best of Class: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Driftless Maple*, 98.65.

Second: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Driftless Honey Lavender*, 98.15.

Third: Old Chatham Shepherding Co. Blue Team, Old Chatham Shepherding Co., Old Chatham, N.Y., *Ewe's Blue*, 97.90.

• Surface (Mold) Ripened Sheep's Milk Cheeses

Best of Class: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Cave Aged Marisa*, 97.75.

Second: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Virgin Pine Native Sheep*, 96.15.

Third: Old Chatham Shepherding Co. White Team, Old Chatham Shepherding Co., Old Chatham, N.Y., *Kinderhook Creek*, 95.75.

• Hard Sheep's Milk Cheeses

Best of Class: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Ocooch Mountain*, 99.20.

Second: Dane Huebner, Grafton Village Cheese, Brattleboro, Vt., *Bear Hill*, 99.15.

Third: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Timber Coulee Grande*, 99.05.

• Soft & Semi-soft Mixed Milk Cheeses

Best of Class: Blue Team, Rogue Creamery, Central Point, Ore., *Echo Mountain Blue*, 99.35.

Second: Todd Jaskolski, Caprine Supreme LLC, Black Creek, Wis., *Feta*, 99.30.

Third: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Airco*, 99.25.

Wis., Airco, 99.25.

• Surface (Mold) Ripened Mixed Milk Cheeses

Best of Class: Joey Conner and Team, Vermont Butter & Cheese Creamery, Websterville, Vt., *Cremont*, 98.80.

Second: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Cave Aged Mellage*, 98.55.

Third: Dane Huebner, Grafton Village Cheese, Brattleboro, Vt., *Shepsog*, 97.25.

• Hard Mixed Milk Cheeses

Best of Class: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Caso Bolo Mellage*, 98.40.

Second: Mike Matucheski, Sartori, Plymouth, Wis., *Sartori Limited Edition Pastorale Blend*, 98.35.

Third: Todd Jaskolski, Caprine Supreme LLC, Black Creek, Wis., *Marbré*, 97.90.

• Butter

Best of Class: Foremost Farms Shift 1, Foremost Farms USA, Reedsburg, Wis., *Salted butter*, 99.85.

Second: Foremost Farms Shift 3, Foremost Farms USA, Reedsburg, Wis., *Salted butter*, 99.80.

Third: Team Chaseburg, CROPP Cooperative/Organic Valley, La Farge, Wis., *Organic Pasture (salted and cultured) Butter*, 99.60.

• Unsalted Butter

Best of Class: Team Graf, Graf Creamery Inc., Bonduel, Wis., *Creamery Unsalted Butter*, 99.65.

Second: Dairy Farmers of America Winnsboro, Winnsboro, Texas, *Unsalted Sweet Cream Butter*, 99.50.

Third: O-AT-KA 3, O-AT-KA Milk Products Co-op Inc., Batavia, N.Y., *Unsalted butter*, 99.30.

• Open Class Shredded Cheese, Flavored or Unflavored

Best of Class: Masters Gallery Team, Masters Gallery Foods, Plymouth, Wis., *Italian Blend - Shredded LMPS Mozzarella, Provolone, Asiago, Parmesan and Romano Cheeses*, 99.70.

Second: Team 2, Great Lakes Cheese, Hiram, Ohio, *Gourmet Shreds - New York Yellow Cheddar, Wisconsin Yellow Cheddar and Vermont White Cheddar*, 99.40.

Third: Masters Gallery Team, Masters Gallery Foods, Plymouth, Wis., *Gourmet Sharp Blend - Shredded Wisconsin, New York and Vermont Cheddar Cheeses*, 99.35.

• Prepared Cheese Foods

Best of Class: Jose Sanchez, Old Europe Cheese Inc., Benton Harbor, Mich., *Baked Brie with Cranberry, Apricot and Almonds*, 99.30.

Second: Carr Valley Cheesemakers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Jalapeno Bread Cheese*, 99.25.

Third: Anthony Mongiello, Formaggio Italian Cheese Specialities, Hurleyville, N.Y., *Fresh Mozzarella hand-rolled with Soppressata meat and Italian herbs and spices*, 99.20. CMN

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• STORAGE 13

NEWS/BUSINESS



Aflatoxin screening of milk no longer required in Iowa

DES MOINES— Iowa Secretary of Agriculture Bill Northey recently announced that the Iowa Department of Agriculture and Land Stewardship no longer will require aflatoxin screening and testing of milk received in Iowa, effective March 1.

The testing requirement was put in place on Aug. 31 due to the drought conditions in Iowa last summer, which can produce aflatoxin in corn. FDA has established guidelines for acceptable aflatoxin levels in corn based on its intended use. Corn containing aflatoxin in concentrations of greater than 20 parts per billion (ppb) cannot be used for human consumption and cannot be used for feed for dairy animals or for immature livestock of other species. (See "Iowa to require milk screening for aflatoxin" in the Aug. 31, 2012, issue of Cheese Market News.)

The Iowa ag department says that during the six months the testing requirement has been in place the department has seen only four loads of milk test positive for aflatoxin, and all four were destroyed. The last load to test positive was on Nov. 7.

"We appreciate the cooperation from milk processors and farmers throughout this process as we work with them to ensure the milk supply stays safe and free of aflatoxin," Northey says. CMN

USDA posts summary of pesticide data

WASHINGTON — USDA's agricultural Marketing Service (AMS) recently posted data from the 2011 Pesticide Data Program (PDP) Annual Summary. AMS says the 2011 PDP report confirms that overall pesticide chemical residues found on the foods tested are at levels below the tolerances established by the Environmental Protection Agency (EPA) and do not pose a safety concern.

Each year, USDA and EPA work together to identify foods to be tested on a rotating basis. In 2011, surveys were conducted on a variety of foods including dairy products, eggs, fresh and processed fruits and vegetables, soybeans and water. Similar to previous years, the 2011 report shows that overall pesticide chemical residues found on foods tested are at levels well below the tolerances set by EPA. The report does show that residues exceeding the tolerances were detected in 0.27 percent of the samples tested. Some residues were found with no established tolerance levels or tolerance exemptions, but EPA has determined the extremely low levels of those residues are not a food safety risk, and the presence of such residues does not pose a safety concern.

For the 2011 report, the PDP New York laboratory tested 743 milk samples for 177 parent pesticides, metabolites, degradates and/or isomers, plus 15 environmental contaminants.

The full findings of the Pesticide Data Program Annual Summary, can be downloaded at www.ams.usda.gov/pdp. CMN

USDA reports milk cow operations decline of 3 percent in 2012

WASHINGTON — The total number of U.S. milk cow operations declined 3 percent from 60,000 in 2011 to 58,000 in 2012, according to "Farms, Land in Farms and Livestock Operations 2012 Summary" recently released by USDA's National Agricultural Statistics Service.

Milk cow operations with 2,000 or more head decreased from 800 in 2011 to 780 in 2012. However, these operations increased from 32.5 to 32.6 as a percentage of inventory and from 34.6 percent to 34.7 percent as a percentage of milk production.

Milk cow operations with 1,000-1,999 head remained the same at 950 in 2012 and increased from 13.7 to 14.0 as a percentage of inventory and from 15.7 to 15.9 as a percentage of production.

Operations with 500-999 head of milk cows decreased from 1,650 in 2011 to 1,570 in 2012. As a percentage of inventory, this size operation decreased from 12.3 percent to 11.9 percent, and as a percentage of production, these farms decreased from 12.6 percent to 12.4 percent.

Milk cow operations with 200-499 head decreased from 4,000 in 2011 to 3,800 in 2012. As a percentage of inventory, these farms remained the same from 2011-2012 at 12.5 percent, and also remained the same at 12.6 as a percentage of production.

Milk cow operations with 100-199 head decreased from 8,300 in 2011 to 7,900 in 2012. These farms decreased from 11.9 percent to 11.8 percent of inventory and from 10.9 percent to 10.7 percent of production in 2012.

Operations with 50-99 head of milk cows decreased from 14,800 in 2011 to 14,500 in 2012. These operations increased from 11.2 percent in 2011 to 11.3 percent of inventory in 2012 and from 9.4 percent in 2011 to 9.5 percent in 2012 as a percentage of production. Milk cow operations with 30-49 head decreased in number from 1,100 in 2011 to 9,700 in 2012.

The smallest milk cow operations with 1-29 head decreased from 19,400 in 2011 to 18,800 in 2012. These remained at 1.6 percent as a percentage of inventory and at 1.0 percent as a percentage of production for both years.

According to the report, the total number of farms in the United States in 2012 is estimated at 2.2 million, down 11,630 farms from 2011. CMN



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ACS launches Certified Cheese Professional Authorized Educator Program

DENVER — The American Cheese Society (ACS) has launched the ACS Certified Cheese Professional (CCP) Authorized Educator Program, which allows qualified educators to use the licensed trademark ACS CCP in promoting and marketing educational offerings geared toward the ACS CCP exam.

Four authorized educator designations are now available:

- **ACS CCP Authorized Education Center:** Designed for for-profit educational centers that provide courses to assist cheese professionals in preparations for the exam with content covering any domains in the ACS Body of Knowledge;

- **ACS CCP Authorized Educator:** De-

signed for individual ACS CCPs who wish to offer coursework covering any of the Body of Knowledge domains. Qualified individuals may be independent instructors or work on a contract basis with outside educational facilities;

- **ACS CCP Authorized Corporate Trainer:** Designed for companies that provide education and exam preparation to internal employees, customers or potential customers; and

- **Non-Profit Universities or Colleges:** Varied levels of authorization are available to non-profit educational facilities.

Authorized educators will receive permission to use the ACS CCP authorized education center/educator/or corporate trainer designation and ACS CCP exam logo

in marketing materials.

They also will receive:

- Premier placement in the ACS online educator directory;

- Inclusion in official correspondence between ACS and exam-takers;

- Authorization to teach to ACS Body of Knowledge domains, and to market relevant courses accordingly; and

- Priority notifications when changes or revisions to the ACS Body of Knowledge are made.

Program applicants must have an ACS CCP on staff, with the exception of organizations that qualify for a special exemption.

For more information visit www.cheesesociety.org. **CMN**

FDA releases report on two traceability pilot projects

WASHINGTON — FDA recently released a report that details the results of two product traceability pilot projects conducted by the Institute of Food Technologists (IFT) under contract with FDA.

The pilots, launched in 2011, were required by the Food Safety Modernization Act, which also requires FDA to establish recordkeeping requirements for high-risk foods to help in tracing products.

The pilots traced foods that had been implicated in previous foodborne illness outbreaks. One focused on chicken, peanuts and spices that are used in processed food; the other centered on tomatoes. The projects were designed to explore and demonstrate methods for rapid and effective tracing of food, including types of data that are useful for tracing, ways to connect points in the supply chain and how quickly data can be shared with FDA.

According to the executive summary, "IFT found several areas (such as uniformity and standardization, improved recordkeeping, enhanced planning and preparedness, better coordination and communications and the use of technology) in which industry improvements and enhancements to FDA's processes would enable tracebacks and traceforwards to occur more rapidly."

The report also reviewed the range of costs associated with improving product tracing efforts based on technologies used to capture data and communicate results.

FDA is seeking public comment on the report through April 4 and will hold three public meetings during the 30-day comment period.

Once comments have been reviewed, FDA plans to begin the rulemaking process on recordkeeping requirements for high-risk foods to help with traceability efforts. FDA will establish a definition of high-risk foods based on foodborne illness data, the likelihood that the foods have high potential for contamination and the severity of the illness attributed to those foods.

For more information on the comment or hearing process, contact FDA Dockets Management at 301-827-6860. **CMN**

CWT assists with more export sales

ARLINGTON, Va. — Cooperatives Working Together (CWT) has accepted 23 requests for export assistance from Dairy Farmers of America, Land O'Lakes, Maryland & Virginia Milk Producers Cooperative Association, Michigan Milk Producers Association and United Dairywomen of Arizona to sell 16.6 million pounds (7,524 metric tons) of butter and 1.2 million pounds (550 metric tons) of Cheddar to customers in Asia, the Middle East, North Africa and Oceania. The product will be delivered through September 2013.

CWT will pay export bonuses to the bidders when delivery of the product is verified by the submission of required documentation. **CMN**

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