

CHEESE MARKET NEWS®

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Food industry faces challenges, opportunities in calorie labeling

By Alyssa Mitchell

MADISON, Wis. — By the end of the year, consumers will be more informed of the calorie counts of foods available in chain restaurants as implementation of calorie labeling regulations ramps up.

FDA late last year finalized two rules, prompted by the Affordable Care Act of 2010, requiring that calorie information be listed on menus and menu boards in chain restaurants and similar retail food establishments and vending machines to help consumers make informed decisions about meals and snacks. The final rule also includes grocery stores and convenience stores that sell

restaurant-type foods.

The menu labeling rule applies to restaurants and similar retail food establishments if they are part of a chain of 20 or more locations, doing business under the same name, and offering substantially the same menu items for sale.

In the rule, FDA clarifies that certain foods purchased in grocery stores or other retail food establishments that are typically intended for more than one person to eat and require additional preparation before consuming — such as pounds of cheeses and deli meats and large-size deli salads — are not covered.

While calorie information must be clearly and prominently displayed, it is not the only sort of nutrition information consumers will have access to. Menus and menu boards also must inform consumers that additional information, such as saturated fat, carbohydrate and sodium content, is available upon request.

Meanwhile, the vending machine final rule requires operators who own or operate 20 or more vending machines to disclose calorie information for food sold from vending machines, subject to certain

exceptions. The final rule allows for a number of different ways to display calories for vending machines, including an exemption if the calories, serving size and serving per container information is visible on the vending machine food.

Restaurants and similar retail food establishments have until Dec. 1, 2015, to add calorie counts to menus and menu boards, while vending operators that are covered will have until Dec. 1, 2016, to comply with the requirements.

Cary Frye, vice president of regulatory and scientific affairs for the International Dairy Foods Association (IDFA), notes that the dairy industry will need to be ready to provide foodservice customers with nutrition information for the foods and food ingredients they provide, since bulk food used in foodservice use — such as cheese for pizza, ice cream or cottage cheese for a salad bar — are not required to display a Nutrition Facts panel.

• Challenges in pizza, dairy labeling

Frye notes that with restaurants offering a multitude of food selections to meet everyone's individual taste, it would be impossible to give calorie information for every menu option. According

to the final rules, restaurants will need to label foods that are offered in a variety of sizes or flavors, such as an ice cream cone or a pizza with different combinations of toppings.

When a food item is on the menu with more than two options, a calorie range may be presented going from the lowest calorie option to the highest calorie option.

For pizza, the rules will allow labeling the calories either for the whole pizza as usually prepared, or per slice as long as the total number of servings per pizza is declared.

The option to label pizza by the slice was a "win" for the pizza industry, which initially expressed concern about how to label the calories for the vast number of combinations of crusts, sauces, toppings and cheeses used on pizza.

The National Restaurant Association, which advocated for federal labeling regulations — noting a uniform, national standard is better than a patchwork of state and local requirements — also voiced support for the option to label pizza by the slice as well as by the whole pie.

The association participated actively in the public comment

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INSIDE

OUR BIG PIZZA ISSUE!

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For details, see page 4.
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- ◆ **USDA to hold California FMMO meetings in May.**
For details, see page 31.

Guggisberg Swiss wins U.S. Championship Cheese Contest

MILWAUKEE — Team Guggisberg Sugar Creek, of Guggisberg Cheese, Millersburg, Ohio, took top honors out of 1,892 entries from 28 states for their Swiss wheel at this week's U.S. Championship Cheese Contest. Out of a possible 100 points, the Swiss wheel scored 98.496 in the final round of judging, during which judges re-evaluated the top 16 cheeses at an evening charity gala on Thursday to determine the overall champion.

First runner-up in the contest, with a score of 98.389, is a Brick cheese made by John (Randy) Pitman of Mill Creek Cheese in Arena, Wisconsin. Second runner-up is a Medium Cheddar made by the Kiel Production Team in Land O Lakes, Kiel, Wisconsin, which scored 98.337.

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

The top three cheeses in each category are:

• Cheddar, Mild (0 to 3 months)

Best of Class: Mark Frederixon, Associated Milk Producers Inc., Blair, Wis., *Mild Cheddar*, 99.70.

Second: James Hayden, James Smullin, Dave Bunnell and Kasie Cota, Glanbia Foods, Blackfoot, Idaho, *Mild White Cheddar*, 99.40.

Third: Terry Lensmire, Agropur, Weyauwega, Wis., *Cheddar cheese*, cut from 640, 99.35.

• Cheddar, Medium (3 to 6 months)

Best of Class: Kiel Production Team, Land O Lakes Inc., Kiel, Wis., *Medium Cheddar*, 99.50.

Second: Terry Lensmire, Agropur, Weyauwega, Wis., *Cheddar cheese*, cut from 640, 99.30.

Third: Dan Stearns, Agropur, Weyauwega, Wis., *Cheddar cheese*, cut from 640, 99.05.

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Digital ordering innovations grow sales for pizza makers

By Rena Archwamety

MADISON, Wis. — Innovations in digital ordering channels, including website, mobile and other devices, have become an essential part in growing sales for pizza restaurants.

Domino's recently announced that its emphasis on technology innovation has helped generate approximately 50 percent of U.S. sales from its digital channels at the end of 2014 and reach an estimated run rate of \$4 billion annually in global digital sales. Hungry Howie's Pizza, which recently unveiled a new digital ordering platform, says since its December 2014 launch, some stores have reported online ordering have reached more than 40 percent of sales.

Paul Glomski, co-founder and CEO of Detroit Labs, which has partnered with Domino's on its mobile app development since 2011,

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Milk production up 1.7 percent in February vs. 2014

WASHINGTON — In the 23 major milk-producing states, milk production during February totaled 15.15 billion pounds, up 1.7 percent from February 2014, according to data released Thursday by USDA's National Agricultural Statistics Service (NASS). (All figures are rounded. Please see CMN's Milk Production chart on page 15.)

January revised production
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MARKET INDICATORS

Chicago Mercantile Exchange
Cash prices for the week ended March 20, 2015

	<i>Monday March 16</i>	<i>Tuesday March 17</i>	<i>Wednesday March 18</i>	<i>Thursday March 19</i>	<i>Friday March 20</i>
Cheese Barrels					
<i>Price</i>	\$1.5450	\$1.5600	\$1.5600	\$1.5200	\$1.5200
<i>Change</i>	NC	+1 1/2	NC	-4	NC
Cheese 40-lb. block					
<i>Price</i>	\$1.5700	\$1.5700	\$1.5700	\$1.5500	\$1.5400
<i>Change</i>	NC	NC	NC	-2	-1
Weekly average (March 16-20): Barrels: \$1.5410(-.0040); 40-lb. Blocks: \$1.5600(-.0080). Weekly ave. one year ago (March 17-21, 2014): Barrels: \$2.3050; 40-lb. Blocks: \$2.4150.					
Grade A NDM					
<i>Price</i>	\$0.9900	\$0.9850	\$0.9850	\$0.9850	\$0.9750
<i>Change</i>	-1/4	-1/2	NC	NC	-1
Weekly average (March 16-20): Grade A: \$0.9840(-.0235).					
Grade AA Butter					
<i>Price</i>	\$1.6800	\$1.6800	\$1.6800	\$1.6800	\$1.6800
<i>Change</i>	-1 1/2	NC	NC	NC	NC

Weekly average (March 16-20): Grade AA: \$1.6800(-.0300).
Class II Cream (Major Northeast Cities): \$2.0691(+.0497)–\$2.1888(-.0062).

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Weekly Cold Storage Holdings March 16, 2015						
	On hand Monday	Week Change	Change since March 1 Pounds	Percent	Last Year Pounds	Change
Butter	9,955	-216	+549	+6	17,719	-7,764
Cheese	94,382	-400	-1,621	-2	85,430	+8,952
<i>(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.)</i>						

CLASS III PRICE (Dollars per hundredweight, 3.5% butterfat test)												
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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	16.93	17.59	18.52	18.02	17.38	17.91	18.14	18.22	18.83	18.95
2014	21.15	23.35	23.33	24.31	22.57	21.36	21.60	22.25	24.60	23.82	21.94	17.82
2015	16.18	15.46										

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CHEESE FUTURES for the week ending March 19, 2015
(Listings for each day by month, settling price and open interest)

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	1.570	4,792	1.571	4,792	1.571	4,792	1.574	4,789	1.574	4,789
APR15	1.583	4,381	1.580	4,390	1.580	4,392	1.595	4,419	1.589	4,483
MAY15	1.560	4,149	1.552	4,206	1.551	4,229	1.571	4,222	1.563	4,264
JUN15	1.618	3,919	1.599	3,950	1.593	4,005	1.610	3,990	1.599	4,025
JUL15	1.694	2,984	1.668	3,005	1.656	3,051	1.667	3,051	1.658	3,078
AUG15	1.750	2,696	1.733	2,703	1.728	2,790	1.737	2,820	1.737	2,836
SEP15	1.790	2,717	1.775	2,719	1.769	2,821	1.770	2,853	1.775	2,863
OCT15	1.801	2,384	1.786	2,388	1.785	2,407	1.785	2,431	1.785	2,435
NOV15	1.800	2,515	1.786	2,522	1.783	2,554	1.785	2,554	1.789	2,554
DEC15	1.780	2,363	1.775	2,375	1.775	2,440	1.775	2,441	1.775	2,442
JAN16	1.735	170	1.700	170	1.735	170	1.735	170	1.735	170
FEB16	1.730	133	1.720	133	1.730	133	1.730	133	1.730	133
MAR16	1.709	150	1.720	150	1.709	150	1.709	150	1.709	150
APR16	1.700	98	1.735	98	1.705	98	1.705	98	1.705	98
MAY16	1.720	82	1.730	82	1.720	82	1.720	82	1.720	82
JUN16	1.720	83	1.709	83	1.720	83	1.720	83	1.720	83
Total Contracts Traded/ Open Interest	468/33,616		279/33,766		777/34,197		275/34,286		445/34,485	

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

DRY WHEY FUTURES* for the week ended March 19, 2015
(Listings for each day by month, settling price and open interest)

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	48.00	826	48.00	826	48.00	826	48.00	826	48.00	825
APR15	44.45	797	44.75	798	44.75	798	44.40	801	45.00	803
MAY15	43.38	813	43.00	813	42.00	813	41.75	812	41.50	815
JUN15	42.75	781	42.33	781	41.00	776	41.00	775	41.00	773
JUL15	41.25	619	41.25	619	40.75	618	40.75	618	40.40	618
AUG15	42.15	544	42.15	535	40.50	536	40.00	532	39.00	532
SEP15	41.73	521	41.90	517	41.00	528	40.50	531	40.00	537
OCT15	41.25	490	41.25	490	41.10	501	41.10	504	40.73	507
NOV15	41.10	439	41.50	438	41.30	434	41.25	439	40.53	435
DEC15	41.00	410	41.00	410	41.00	415	41.00	415	40.33	408
JAN16	41.55	29	41.55	29	41.55	29	41.55	29	41.55	29
FEB16	41.53	14	41.53	14	41.53	14	41.53	14	41.53	17
MAR16	40.13	19	40.13	19	41.00	19	41.00	19	41.00	19
JUN16	40.05	19	40.05	19	41.00	19	41.00	19	41.00	19
Total Contracts Traded/ Open Interest	176/6,346		22/6,333		108/6,351		44/6,359		73/6,362	

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

Dry Products* March 20, 2015

NONFAT DRY MILK

Central & East: low/medium heat \$.9700-\$1.1300(-4 1/2); mostly \$1.0300(-4)-\$1.0975(-3 1/4).
high heat \$1.1000(-5)-\$1.2000(-2 1/2).
West: low/medium heat \$.9350(-3 1/2)-\$1.1550(-2 1/2); mostly \$.9875(-4 1/4)-\$1.0800(-2).
high heat \$1.1050(-4)-\$1.2500(+1).
Calif. manufacturing plants: extra grade/grade A weighted ave. \$1.0384(+.0426) based on 11,238,774 lbs.

WHOLE MILK POWDER (National): \$1.3500-\$1.6200(+7).

EDIBLE LACTOSE

(FOB)Central and West: \$.1700(-1)-\$.3800(-1 1/2); mostly \$.2000-\$.2800(-2).

WHEY POWDER

Central: nonhygroscopic \$.3600(-4)-\$.5550(+1 3/4); mostly \$.4200-\$.4650(-1/2).
West: nonhygroscopic \$.3800-\$.5275(-1/2); mostly \$.4200-\$.4700.
(FOB) Northeast: extra grade/grade A \$.4300-\$.5350(-1/4).

ANIMAL FEED WHEY (Central): Whey spray milk replacer \$.2500(-5)-\$.4200.

WHEY PROTEIN CONCENTRATE (34 percent): \$.8500(-3)-\$1.2075(-1 1/4); mostly \$.9000-\$1.0900(-3).

DRY BUTTERMILK

(FOB)Central & East: \$.8450(+3)-\$1.0200(+1 1/2).
(FOB) West: \$.7500-\$1.0000; mostly \$.8800-\$.9150(-1/2).

CASEIN: Rennet \$3.6500-\$4.0000; Acid \$3.7000-\$4.4000.

*Source: USDA's Dairy Market News

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MARKET INDICATORS



International Dairy Markets

March 20, 2015

Western Europe

Butter: 82 percent butterfat \$3,400(-150)-\$3,650(-275).
Butteroil: 99 percent butterfat \$3,875(-175)-\$4,400(-225).
Skim Milk Powder: 1.25 percent butterfat \$2,150(-100)-\$2,450(-150).
Whole Milk Powder: 26 percent butterfat \$2,850(-100)-\$3,200(-200).
Whey Powder: Nonhygroscopic \$950-\$1,150(-50).

Oceania

Butter: 82 percent butterfat \$3,500(-300)-\$4,000(-150).
Cheddar Cheese: 39 percent maximum moisture \$3,300(-100)-\$3,800(-50).
Skim Milk Powder: 1.25 percent butterfat \$2,600(-150)-\$3,175(+125).
Whole Milk Powder: 26 percent butterfat \$2,850(-325)-\$3,400(-400).

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.

CME FUTURES for the week ended March 19, 2015

Class III Milk*

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	15.50	5,716	15.50	5,707	15.52	5,714	15.57	5,700	15.54	5,699
APR15	15.40	5,669	15.39	5,681	15.38	5,681	15.55	5,713	15.51	5,690
MAY15	15.10	5,647	15.02	5,670	14.98	5,724	15.22	5,743	15.15	5,848
JUN15	15.61	5,037	15.45	5,092	15.35	5,139	15.52	5,172	15.40	5,193
JUL15	16.32	3,864	16.13	3,895	15.95	3,914	16.04	3,929	15.93	3,926
AUG15	16.95	3,343	16.76	3,381	16.58	3,415	16.62	3,471	16.60	3,480
SEP15	17.25	3,129	17.09	3,128	17.00	3,165	17.02	3,209	17.03	3,218
OCT15	17.40	2,787	17.25	2,783	17.19	2,802	17.20	2,831	17.20	2,849
NOV15	17.39	2,639	17.26	2,640	17.20	2,669	17.22	2,725	17.20	2,729
DEC15	17.15	2,465	17.10	2,465	17.07	2,466	17.10	2,497	17.10	2,511
JAN16	16.80	345	16.80	349	16.73	386	16.73	387	16.73	389
FEB16	16.71	223	16.75	228	16.71	231	16.71	232	16.71	234
MAR16	16.55	229	16.55	230	16.55	237	16.55	238	16.55	238
APR15	16.50	116	16.50	116	16.50	116	16.41	117	16.41	117
JUL16	16.56	91	16.56	91	16.56	94	16.46	95	16.46	95
Total Contracts Traded/ Open Interest	494/41,475		674/41,631		1,159/41,929		1,182/42,252		1,125/42,409	

Class IV Milk*

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	14.17	389	14.17	389	14.17	389	14.17	389	14.17	389
APR15	14.23	404	14.23	404	13.90	404	13.90	404	13.90	401
MAY15	14.53	444	14.40	456	14.19	468	14.21	468	14.25	468
JUN15	14.91	413	14.83	413	14.58	413	14.58	413	14.49	413
JUL15	15.37	231	15.29	231	15.11	231	15.11	231	15.11	231
AUG15	15.77	258	15.69	258	15.50	259	15.50	259	15.50	259
SEP15	16.12	163	16.12	163	16.04	163	16.04	163	16.04	163
OCT15	16.61	156	16.55	156	16.38	161	16.38	161	16.38	161
NOV15	16.81	190	16.75	190	16.52	195	16.52	195	16.52	195
DEC15	16.91	210	16.91	210	16.86	210	16.71	210	16.70	210
JUL16	16.92	12	16.92	12	16.92	12	16.92	16	16.92	16
Total Contracts Traded/ Open Interest	3/2,915		12/2,927		46/2,950		26/2,972		5/2,969	

Cash-Settled NDM*

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	105.00	688	105.00	688	104.50	688	104.50	691	104.68	691
APR15	105.25	739	105.13	739	102.75	782	102.80	782	102.50	796
MAY15	107.75	852	107.68	834	105.50	839	105.50	839	103.75	829
JUN15	111.00	723	110.50	722	107.50	748	107.53	748	106.25	737
JUL15	114.00	584	113.95	582	112.50	578	112.50	578	112.50	590
AUG15	118.50	493	118.50	499	116.25	516	116.00	516	116.23	518
SEP15	124.20	425	124.00	427	121.00	440	121.00	440	121.25	435
OCT15	128.00	290	128.00	290	126.50	314	126.50	314	125.00	318
NOV15	130.00	327	130.00	327	129.00	335	128.98	336	128.00	336
DEC15	131.25	311	131.25	311	129.00	316	129.00	317	129.00	317
JUL16	136.98	14	136.98	14	132.98	24	134.00	27	133.98	27
Total Contracts Traded/ Open Interest	100/5,469		115/5,456		441/5,609		25/5,618		211/5,624	

Cash-Settled Butter*

	Fri., March 13		Mon., March 16		Tues., March 17		Wed., March 18		Thurs., March 19	
MAR15	171.00	887	170.53	887	170.53	887	170.53	899	170.50	899
APR15	172.50	858	172.00	857	170.50	858	170.00	857	170.00	857
MAY15	174.95	848	173.30	868	173.50	882	174.15	883	174.00	888
JUN 15	175.00	768	175.00	777	174.75	782	175.23	783	175.00	794
JUL15	178.00	511	177.25	528	177.25	543	177.25	543	177.25	543
AUG15	178.50	502	178.25	510	178.25	540	178.25	559	178.25	559
SEP15	180.75	467	180.75	468	179.75	497	180.00	507	180.00	514
OCT15	182.50	543	182.50	543	181.00	567	181.00	571	181.00	571
NOV15	183.00	481	183.00	481	181.50	522	182.00	537	182.00	537
DEC15	183.00	260	183.00	260	182.00	289	182.03	302	182.03	302
JUL16	175.00	6	175.00	6	175.00	6	175.00	6	175.00	6
Total Contracts Traded/ Open Interest	167/6,138		116/6,197		265/6,388		93/6,462		42/6,485	

Advanced Prices and Pricing Factors

	April 2015	March 2015
Base Skim Milk Price for Class I ¹ :	\$9.37/cwt.	\$9.59/cwt.
Advanced Class III Skim Milk Pricing Factor:	\$9.37/cwt.	\$9.59/cwt.
Advanced Class IV Skim Milk Pricing Factor:	\$7.93/cwt.	\$7.61/cwt.
Advanced Butterfat Pricing Factor ² :	\$1.8442/lb.	\$1.8008/lb.
Class II Skim Milk Price:	\$8.63/cwt.	\$8.31/cwt.
Class II Nonfat Solids Price:	\$0.9589/lb.	\$0.9233/lb.
Two-week Product Price Averages:		
Butter:	\$1.6944/lb.	\$1.6585/lb.
Nonfat Dry Milk:	\$1.0577/lb.	\$1.0213/lb.
Cheese:	\$1.5617/lb.	\$1.5408/lb.
Dry Whey:	\$0.4935/lb.	\$0.5415/lb.

Note: The Class I price equals the Class I skim milk price times 0.965 plus the Class I butterfat price times 3.5, rounded to the nearest cent.
For information only: The Class I base price is 15.50.

1/ Higher of advanced Class III or IV skim milk pricing factors. The Class I skim milk price equals this price plus applicable Class I differential.

2/ The Class I butterfat price equals the price plus applicable Class I differential divided by 100.

Data provided by USDA

National Dairy Products Sales Report

For the week ended:	3/14/15	3/7/15	2/28/15	2/21/15
Cheese 40-lb. Blocks:				
Average price ¹	\$1.5640	*\$1.5584	\$1.5528	\$1.5323
Sales volume ²	13,740,374	*11,337,722	14,495,567	13,613,972
Cheese 500-lb. Barrels:				
Average price ¹	\$1.6103	\$1.6052	\$1.6016	\$1.6024
Adj. price to 38% moisture	\$1.5345	\$1.5296	\$1.5257	\$1.5282
Sales volume ²	9,530,808	10,397,994	9,890,187	10,377,959
Moisture content	34.94	34.93	34.92	34.99
Butter:				
Average price ¹	\$1.7190	*\$1.6813	\$1.7068	\$1.7117
Sales volume ²	2,495,574	*4,705,509	4,527,474	4,592,292
Nonfat Dry Milk:				
Average price ¹	\$1.0724	*\$1.0443	\$1.0580	\$1.0194
Sales volume ²	15,699,807	*17,129,700	26,220,759	*27,456,106
Dry Whey:				
Average price ¹	\$0.4835	*\$0.5045	\$0.4879	\$0.5117
Sales volume ²	6,479,236	*5,938,618	8,619,181	9,071,836

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

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— Besnik Fetroski and Mustafa Dogan, Founders of Philos Foods and Buyers of the Arla Foods Cheese Plant in Norton Shores, MI

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GUEST COLUMNISTS

CMN Exclusive!



Perspective: Pizza Marketing

For 25 years “**Big Dave**” Ostrander was the successful owner and operator of Big Dave’s Pizza & Subs in Oscoda, Mich. He started his consulting and training career in 1990 and works with both those in the pizza business and those who are suppliers to it. He contributes this column for *Cheese Market News*® special pizza edition.



Perspective: Cheese Technology

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

Extra cheese on that?

It’s been quite a long time since the cheese market has been this low. Our dairy farmer friends need a little boost in demand, and we all need a little boost in our bottom lines. Here is how to do it. It will benefit the farmers and fatten pizza makers’ lean bottom lines at the same time.

Remember when I shared with you the four magic words? The four words that produced over ten thousand dollars in profit the first time I implemented it? The four words are: Extra cheese on that?

Just like that. Do not ask: “Would you like extra cheese on your pizza?” This requires an analytical right brain decision. Just simply speak the magic words in a voice that people can mentally picture a smile associated with.

I’ve been told that Mickey D’s upsells a billion dollars in add-on French fries by asking for the sale. I know that 20 to 30 percent of those asked when they place their order on the phone or in person will agree to the extra cheese.

Turn to OSTRANDER, page 8 ⇨

Meeting the technical cheese needs of the pizza industry

In the United States and worldwide, the pizza industry continues to grow. At the same time, consumers are demanding better quality and safer food products. Since cheese is one of the major ingredients in pizza, the pizza industry is constantly demanding the following from the cheese industry:

- High-quality cheese in terms of flavor, firmness and longer keeping quality;
- Best performance of the cheese when baked on pizza including least browning, least oiling off, tenderness of the melted cheese, flavor of the cheese after baking, excellent melt, overall appearance, and uniqueness of the cheese performance specific to a particular food chain; and
- Safety and affordability.

The cheese industry has to respond judiciously to the requirements of the pizza industry. If not, the entire industry will suffer.

What do we, the cheese industry, have to do to satisfy the requirements of the customers? I will try to answer or give my opinion with regard to the above requirements.

- **High-quality cheese in terms of flavor, firmness and longer keeping quality.**

Traditionally Mozzarella cheese does not have any special flavor. Yet customers are requesting more flavor. Cheese used to have more flavor from beneficial adventitious flora in addition to the starter cultures used. With the advent of modern quality control requirements and improved sanitation, though, the beneficial adventitious flora which contributes to the flavor is diminishing. With regard to starters, most of the cheese plants in the United States are making cheese using predominantly coccus (*streptococcus thermophilus*) cultures, and the amount of rod cultures (*Lactobacillus bulgaricus*, *Lactobacillus lactis* and *Lactobacillus helveticus*) is diminishing. This is one of the reasons for the lack of flavor, since rod cultures have significant influence on cheese flavor due to proteolysis. This happened because the industry thought it was easier not have to worry about the coccus-to-rod ratios, etc.

Turn to REDDY, page 7 ⇨

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NEWS/BUSINESS

CONTEST

Continued from page 1

• Cheddar, Sharp (6 months to 1 year)

Best of Class: Rob Blount, Great Lakes Cheese of New York, Adams, N.Y., *Cheddar*, 99.50.

Second: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., *Cheddar, Vermont Sharp*, 98.90.

Third: Land O'Lakes Manufactured for Masters Gallery Foods Inc., Plymouth, Wis., *Sharp Cheddar Cheese*, 98.85.

• Cheddar, Aged 1-2 years

Best of Class: Terry Lensmire, Agropur, Weyauwega, Wis., *Cheddar cheese, cut from 640*, 98.50.

Second: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., *Cheddar, Cabot Private Stock*, 98.30.

Third: Kiel Cheesemakers, Land O'Lakes Inc., Kiel, Wis., *Aged Cheddar 1-2 Years*, 98.25.

• Cheddar, Aged 2 Years or Longer

Best of Class: Terry Lensmire, Agropur, Weyauwega, Wis., *Cheddar cheese, cut from 640*, 99.30.

Second: Land O'Lakes Manufactured for Master Gallery Foods Inc., Plymouth, Wis., *Aged Cheddar Cheese*, 98.80.

Third: Tracy Stuckey, Great Lakes Cheese of New York, Adams, N.Y., *Cheddar*, 98.75.

dar, 98.75.

• Bandaged Cheddar, Mild to Medium

Best of Class: Team Henning, Henning's Cheese, Kiel, Wis., *Medium Cheddar Midget*, 99.50.

Second: Wayne Hintz, Springside Cheese, Oconto Falls, Wis., *Cheddar Favorite*, 99.05.

Third: Saxon Cheese LLC, Cleveland, Wis., *Old English Style Cheddar, aged 6 months*, 99.00.

• Bandaged Cheddar, Sharp to Aged

Best of Class: Josh Pettit, Glanbia Foods, Twin Falls, Idaho, *Bandaged Sharp Cheddar*, 97.80.

Second: Dane Huebner, Grafton Village Cheese, Brattleboro, Vt., *Vermont Clothbound Cheddar*, 97.65.

Third: Wayne Hintz, Red Barn Family Farms, Appleton, Wis., *3-Year Heritage Weis Old World Style White Cheddar Cheese*, 97.60.

• Colby

Best of Class: Team Arena, Arena Cheese, Arena, Wis., *Colby Deli Longhorn*, 99.10.

Second: Jason Studnicka, Meister Cheese Co., Muscoda, Wis., *Colby Longhorn*, 98.95.

Third: Ryan's Team, Guggisberg-Deutsch Käse, Middlebury, Ind., *Traditional Colby Longhorn*, 98.90.

• Monterey Jack

Best of Class: Jason Studnicka, Meister Cheese Co., Muscoda, Wis., 99.75.

Second: Larry Inman, AMPI, Rochester, Minn., 99.60.

Third: Jerome Fredrick, Lynn Dairy Inc., Granton, Wis., 99.30.

• Marbled Curd Cheese

Best of Class: Tillamook County Creamery, Tillamook, Ore., *Stirred Curd Marbled Curd Colby Monterey Jack*, 99.50.

Second: Team SV, Cady Cheese LLC, Wilson, Wis., *Gold'N Jack 3*, 99.25.

Third: Tillamook County Creamery, Tillamook, Ore., *Stirred Curd Marbled Curd Colby Monterey Jack*, 98.95.

• Swiss Style Cheese

Best of Class: Team Guggisberg Sugarcreek, Guggisberg Cheese, Millersburg, Ohio, *Swiss Wheel*, 99.00.

Second: Penn Cheese, Winfield, Pa., *Rindless Block Swiss*, 98.70.

Third: Neal Schwartz, Chalet Cheese Co-op, Monroe, Wis., *Swiss wheel*, 98.50.

• Mozzarella

Best of Class: Chilton Team, Foremost Farms USA, Chilton, Wis., *Low-Moisture Mozzarella*, 98.60.

Second: Mozzarella Department, Sorrento Lactalis, Buffalo, N.Y., *Whole-Milk High-Moisture Retail*, 98.05.

Third: Mozzarella Department, Sorrento Lactalis, Buffalo, N.Y., *Whole-Milk*

Low-Moisture Retail, 97.70.

• Mozzarella, Part Skim

Best of Class: Team Candido Corrales, Dairy Farmers of America (DFA), Turlock, Calif., 99.55.

Second: Chilton Team, Foremost Farms USA, Chilton, Wis., 99.30.

Third: Team Lake Norden, Lake Norden Cheese Co., Lake Norden, S.D., 99.00.

• Provolone, Mild

Best of Class: Roger Krohn, Agropur, Luxemburg, Wis., 99.35.

Second: Terry Lensmire, Agropur, Luxemburg, Wis., 99.30.

Third: Provolone Department, Sorrento Lactalis, Buffalo, N.Y., 99.20.

• Provolone, Aged

Best of Class: Kevin Benzel, Belgioioso Cheese Inc., Green Bay, Wis., *Mandarini*, 99.45.

Second: Burnett Dairy Team, Burnett Dairy, Grantsburg, Wis., *Aged Provolone B*, 99.35.

Third: Burnett Dairy Team, Burnett Dairy, Grantsburg, Wis., *Aged Provolone*, 99.15.

• Smoked Provolone

Best of Class: Roger Krohn, Agropur, Luxemburg, Wis., *Smoked Provolone*, 99.15.

Second: Provolone Department, Sorrento Lactalis, Buffalo, N.Y., *Smoked Mild Provolone*, 98.85.

Turn to RESULTS, page 9 ⇨



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GUEST COLUMNISTS



CMN Exclusive!



Perspective: Dairy Pricing

Eric Meyer is president of HighGround Dairy*, Chicago, a firm which specializes in dairy hedging, risk management and market analysis services. He contributes this column exclusively for *Cheese Market News*®.



Perspective: Dairy Marketing

As director of communications for the California Milk Advisory Board, **Jennifer Giambroni** oversees consumer, trade and industry outreach to build awareness and demand for Real California Milk and dairy products. She contributes this column exclusively for *Cheese Market News*®.

Cheese exports may hang in there but that doesn't mean prices will

What a wild ride 2015 has been thus far. Those participating in the Chicago Mercantile Exchange (CME) futures and options markets know exactly what I am referring to. Spot nonfat dry milk (NDM) and butter have endured wild swings since the beginning of the year that spilled over into the Class III and cheese futures markets. But if all you do is buy and sell physical cheese, 2015 has been a ho-hum year. CME block Cheddar has been stuck in a 12-cent range (\$1.47-\$1.59) for nearly three months and a 4-cent range for the last month and a half. Barrels have traded within a slightly wider range (12.5 cents, \$1.44-\$1.5650) over the past 45 days but this has been the least volatile CME spot market in recent memory.

As the calendar rolls forward, it appears that fundamentals and common sense have prevailed and the steep premiums built into cheese futures are eroding. Cheese production has been quite strong over the past few months and the strong demand seen in January and February —

keeping the domestic market afloat — has likely been more for building inventory rather than for immediate use. But even with that spark in demand that had such a large impact on spot NDM, butter and the entire CME futures complex, CME spot cheese prices held relatively steady.

So now that demand has been front loaded and the “spring flush” is right around the corner, where will the excess milk go? Here's what we know to help answer this question. Class III milk prices have carried a premium to Class IV for the past six months. The value proposition for farmers has clearly been weighted to the cheese side of the equation. Manufacturers' inventories of NDM are at record levels for this time of year and export opportunities are few and far between. Europe remains flush with milk heading into its seasonal peak and with its largest cheese customer (Russia) still on the sidelines, the production mix has shifted over to skim milk powder (SMP). In 2015, Europe

Turn to MEYER, page 8 ⇨

Cheese is tops for pizza and more

My oh pie — it's time for the International Pizza Expo, the yearly celebration of all things crusty, cheesy, gooey and comforting, all of the reasons we love pizza. With U.S. pizza sales exceeding \$38.5 billion a year and more than 73,000 pizzeria locations in our hungry nation, pizza's reign as America's favorite food is well secure.

What's on tap for the show in Las Vegas this year will run the gamut and really highlights the conflicting nature of what attracts us to food and the way we eat today. For example, we know that convenience and portability are key consumer drivers but consumers also want quality and long to return to the sit-down, homemade meals of the past (take a look at Pinterest if you have any doubts). So, where does pizza fit in?

Just take a look at information from Technomic and other recent pizza trend reports. Not only is rustic, old-world style pizza, techniques and flavors identified as a top trend, but conversely consumer are also looking for up-scale, non-traditional toppings with a fusion of flavors, perhaps inspired by the success of flavor mashups

in the food cart and truck world. We want healthy options like veggies, lighter toppings and thin or flatbread crusts but we also crave über-indulgent, kitchen-sink style concoctions, calories be damned. And we don't care when we eat it because the traditional meal time is completely out the window — pizza is fitting the bill from breakfast, lunch and dinner to appetizer, entrée and dessert.

And while consumers seek bolder, more authentic and complex flavors, they also seek quality ingredients even from the corner pizza joint. Don't forget sustainability. This is really where cheese, as one of the fundamental building blocks of any pizza, brings it all together. Something as simple as cheese can help create a signature dish that will set one operator apart from the competition. From the basics of Mozzarella blends, Monterey Jack and Cheddar to an array of specialty cheeses that can instantly take a pizza menu to a new level of flavor (not to mention profitability), cheese is an area with limitless potential because of its variety, flavor profiles and quality story.

On Tuesday afternoon, CMAB consulting chef, Mark Todd, will help tell that story by addressing how operators can move beyond Mozzarella for pizza profits as well as tap into the range of cheeses and other dairy products to fit pizza trends today. In the CMAB pizza kitchen, Chef Todd will be highlighting some of the bigger trends like global flavors with a healthy twist in the Veggie Burrito or Chorizo Rojo pizzas. These dishes also showcase Hispanic-style cheeses, which offer authentic flavor, a variety of different tastes and textures and an affordable price tag. Also on the sampling board are non-pizza options like Green Olive Salad and Caprese Kebabs that tap into the same ingredient profile but give great menu diversity as well as frozen yogurt and gelato, which are gaining popularity as operators continue to expand meal-parts.

In a category that reaches approximately 94 percent of the U.S. population from c-store to white tablecloth, pizza operators have always done a good job of keeping up with and even ahead of these trends. After all, with its endless array of toppings and crust options from thin to

Turn to GIAMBRONI, page 7 ⇨

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GUEST COLUMNISTS



CMN Exclusive!

REDDY

Continued from page 4

However, it is about time we used more of the traditional microbiological bulk starter technology to improve cheese flavor. Perhaps using the beneficial adventitious microflora as secondary starters is the best way to go. In the past, several companies used lactic cultures, along with coccus and rod cultures, to induce the flavor. At times we have to look into the past practices to arrive at a better solution for the present problem. Cheesemaking is a delicate combination of art and science, and we cannot ignore this fact.

Now let us talk about the firmness of the cheese. Generally any cheese will get softer with age. In the American industry, for the past few decades, the Mozzarella cheese block performance (firmness) was only evaluated until a maximum of three weeks. Beyond that, cheese will get softer due to bacterial and added enzymes (rennet) present in the cheese. Cheese is a living dynamic system and changes take place on a daily basis during aging. This requirement of keeping cheese firm forever came from foreign shipment requirements. For example, cheese going to Korea or other

Asian countries has to be firm for at least 2 to 3 months, due to shipping time, loading time, distribution in those countries, etc. In order to produce such Mozzarella, the cheese industry has to modify the cheesemake including but not limited to usage of starters, composition of the starters, enzymes, finished pH, salt levels and the cheese moisture. Such technological manipulations cannot be used for cheese sold or consumed domestically. For the sake of convenience, cheese plants would like to make one kind of cheese that will satisfy everybody. This is a basic mistake.

In terms of longer keeping quality, traditional Mozzarella performs well around 10 days after the manufacture. The performance of 10-day-old fresh cheese will be lot different than a 21-day-old cheese. The 21-day-old cheese will be softer than the 10-day-old cheese unless the cheese is made with no starter cultures, the least amount of rennet and using direct acidification procedures or some other manipulations such as freezing etc. These facts have to be explained to customers so that they will understand technology and its limitations and not bother you with unrealistic expectations.

• **Best performance of cheese when**

during the process. Give this consumer the chance to participate and you'll have not just a customer but a long-term advocate.

We're big advocates of sharing ideas, information and experiences, not only with consumers but also with our trade partners. So come share a bite, slice or scoop with us in Vegas and let's discuss how cheese and dairy can help you capture the trends of today to create new customers for you in the future. CMN

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

baked on pizza

Adherence to the required chemical and microbiological specifications is more important to the Mozzarella cheese producer than their customer. Cheese should be produced using the highest moisture level permitted by the Code of Federal Regulations and the lowest fat level required. This will not only maximize the profit but also improve the functionality of the cheese. If the cheese is produced using good manufacturing procedures and excellent technology, the customer's required quality control parameters and specifications can be met.

Out of all, the most important cheese quality customers are looking for is the tenderness of the Mozzarella on pizza. This is especially important because of the significant increase in home delivery of pizza and also the sales of single slices. This particular functionality can be easily accomplished through custom-designed starter technology.

• **Safety and affordability**

The importance of producing a safe product at an affordable price almost goes without saying.

A routine training program is a must for cheese plant employees. A basic and simplified bacteriology or microbial technology class, once in three months, is a great way to improve the microbiological quality of cheese through employee education. Employee training is a worthwhile

investment and is a must.

Milk and cheese prices are not in the control of the cheese manufacturer, so they must concentrate on cheese yields and implement the latest technology involved in improving the yields. Cheese yields are the prime factors which can float or sink a company in this competitive world. The Code of Federal Regulations of the United States gives several provisions for improving cheese yields without having to deviate from the norm.

If your customer registers a complaint, please try to resolve it with sound technology. Problems do not go away by themselves, and they have to be solved with technology. Cheesemakers must be involved in evaluating the cheese. Only then can they recognize the complaint and put forth efforts to resolve the problem. A daily 10-minute meeting with the production and marketing personnel will do a lot of good. This is missing in the industry.

If you stick to the above mentioned points, there is no reason to get scared of anybody, especially the customer. Fear is the worst thing in the world. I am a big believer of eliminating fear with knowledge. Knowledge is power, knowledge is strength and finally knowledge is insurance. CMN

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

GIAMBRONI

Continued from page 6

deep dish, pizza is the original customizable food and remains so today thanks to carefully selected ingredients.

This ability to easily customize is integral to the experience for the next generation of pizza eaters. From toddlers, tweens and teens to the much coveted millennial, this is a generation of ratings, scores and reviews as well as personalized products and services. They don't just want to eat a pizza, they want to take part in its creation, share what it looks like while they are eating it, maybe even help name it

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GUEST COLUMNISTS



CMN Exclusive!

MEYER

Continued from page 6

is poised to steal away SMP market share from the United States that was built up over the past few years. The fundamental picture in the short to medium term is bearish for NDM which means cheaper domestic product can be added to the cheese vats and increase yields.

U.S. cheese exports have been a bright spot over the past number of years as quality has improved to meet global specifications and Westernized diets have infiltrated developing markets in Asia. Fresh cheese (mostly pizza cheese) exports to South Korea and Japan grew by 43.3 million pounds (57 percent) in 2014 and while January has been off to a slow start, value-added

or functional cheese exports will likely hold up as buyers look for the consistency and quality they have grown accustomed to from U.S. manufacturers. Commodity cheeses or processing solids may not fare as well as competition from both Europe and Oceania region has heated up.

But there is a real problem looming. U.S. and European dairy farmers haven't yet been given a clear signal to produce less in a marketplace that is oversupplied, and the dramatic shift in exchange rates will likely have a considerable impact on commodity exports in the coming months, and maybe longer.

Instead of looking at the euro vs. U.S. dollar chart, which has fallen up to 24 percent since topping out last May, let's instead look at an exchange rate com-

parison from our largest cheese customer, Mexico. Over the past six months, the Mexican peso has depreciated by more than 14 percent against the U.S. dollar while appreciating 4.5 percent against the euro. When Mexican buyers start shopping for product again, Europe may be given consideration or, most likely, U.S. suppliers will need to drop their prices to remain competitive. A similar graph can be pulled when looking at a number of different dairy importing currencies in Asia or the Middle East. For countries that peg their currencies to the U.S. dollar (China, Saudi Arabia, United Arab Emirates, etc.), their local appreciation to the Euro has been 22 percent over the past six months. This puts Europe in the driver's seat for picking up export business in the coming months

and puts the United States in an unfamiliar position of late to drive prices lower in order to cling to its market share. CMN

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

**These observations include information from sources believed to be reliable, but no independent verification has been made and therefore their accuracy and completeness cannot be guaranteed. Opinions and recommendations expressed are the opinion of the authors and are subject to change without notice. The risk of loss in trading futures contracts or commodity options can be substantial, and investors should carefully consider the inherent risks of such an investment in light of their financial condition.*

OSTRANDER

Continued from page 4

Let's do a little math. If you are buying 500 pounds of cheese a week, by asking for the extra sale your cheese consumption goes up 10 percent or 50 pounds a week. You paid hypothetically 15 cents an ounce and sprinkled 3 ounces on top of an extra cheese pie. Your cost would be somewhere south of 50 cents; you charged roughly \$1.50 for the extra topping. You drove \$1.00 to the bottom line every time this happened. Fifty pounds of cheese will yield more than 250 extra cheese portions. Two hundred fifty times \$1.00 equals \$250 a week in pure profit. My pizzeria bought well over 1,000 pounds a week. Last week I did an on-site consulting visit to Texas. My client there uses almost a ton of cheese a week. The bottom line numbers just get better and better as your weekly volume increases.

This may be a stretch for a few of you but I think you understand the end goal. Your phone order people could be paying their salaries in up-selling, plus adding to your bottom line. All of this activity will spark a little more cheese production and show a little love to our brothers and sisters in the dairy world.

And of course remember all of this is a smoke dream if you don't portion control your cheese. Remember: Every Ounce Counts! If you aren't weigh'n it ... You're winging it! CMN

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Editor's note: "Big Dave" Ostrander will be presenting a Super-Seminar Thursday morning, March 26, at the Pizza Expo. He says if you set your alarm, roll out and meet him at the 7:45 a.m. seminar; he promises to demonstrate how he portion-controlled cheese on every pizza. He also promises to tell you how he motivated his staff to ask for the sale. More information about Big Dave can be found at his website: www.bigdaveostrander.com.

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NEWS/BUSINESS



RESULTS

Continued from page 5

Third: Pat Doell, Agropur, Luxemburg, Wis., *Smoked Provolone*, 98.80.

• Ricotta

Best of Class: Team Calabro, Calabro Cheese Corp., East Haven, Conn., *Hand Dipped Ricotta*, 99.35.

Second: Ricotta Department, Sorrento Lactalis, Buffalo, N.Y., *Whole Milk Milk-Based Ricotta*, 99.20.

Third: Joseph Taranto, Montena Taranto Foods, Ridgefield, N.J., *Traditional Ricotta*, 99.10.

• Parmesan

Best of Class: Steve Bierhals, BelGioioso Cheese Inc., Green Bay, Wis., *American Grana*, 99.60.

Second: Tim Dudek, BelGioioso Cheese Inc., Green Bay, Wis., *Parmesan*, 99.55.

Third: Lake Country Dairy Team, Arthur Schuman Inc., Fairfield, N.J., *Cello Riserva Artisan Reserve Parmesan Wheel*, 99.25.

• Asiago

Best of Class: Eau Galle Cheese Factory Team, Eau Galle Cheese Factory, Durand, Wis., *Aged Asiago*, 99.50.

Second: Lake Country Dairy Team, Arthur Schuman Inc., Fairfield, N.J., *Cello Riserva Hand Crafted Asiago Wheel*, 99.30.

Third: Randy Krahenbuhl, BelGioioso Cheese Inc., Green Bay, Wis., *Asiago Fresco*, 99.20.

• Baby Swiss Style

Best of Class: Jamie Fahrney, Chalet Cheese Co-op, Monroe, Wis., *Baby Swiss block*, 99.10.

Second: Gary Vaughn, Middlefield Cheese, Middlefield, Ohio, *Baby Swiss cheese*, 98.75.

Third: Silvan Blum, Chalet Cheese Co-op, Monroe, Wis., *Baby Swiss wheel*, 97.80.

• Feta

Best of Class: Micah Klug, Agropur, Weyauwega, Wis., *Feta cheese*, 99.50.

Second: Terry Lensmire, Agropur, Weyauwega, Wis., 99.20.

Third: Steve Webster, Klondike Cheese Co., Monroe, Wis., *Odyssey Feta*, 99.10.

• Feta, Flavored

Best of Class: Luke Buholzer, Klondike Cheese Co., Monroe, Wis., *Odyssey Mediterranean Herb Feta in Brine*, 99.40.

Second: Jim Demeter, Klondike Cheese Co., Monroe, Wis., *Odyssey Tomato & Basil Feta*, 99.35.

Third: Micah Klug, Agropur, Weyauwega, Wis., *Feta cheese with Peppercorn*, 99.00.

• Havarti

Best of Class: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., 99.45.

Second: Decatur Dairy Team 2, Decatur Dairy Inc., Brodhead, Wis., 99.30.

Third: Team Edelweiss, Edelweiss Creamery, Monticello, Wis., 98.75.

• Havarti Flavored

Best of Class: Team Edelweiss, Edelweiss Creamery, Monticello, Wis., *Dill Havarti*, 99.05.

Second: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., *Dill Havarti*, 99.00.

Third: Matt Henze, Decatur Dairy Inc., Brodhead, Wis., *Havarti Dill*, 98.85.

• Gorgonzola

Best of Class: Simply Artisan Reserve, Litehouse, Sandpoint, Idaho, *Double Creme Gorgonzola*, full of creamy single-source milk, 98.90.

Second: Caves of Faribault Team, Caves of Faribault, Faribault, Minn., *AmaGorg Cave Aged Gorgonzola*, 97.95.

Third: Imperia Foods Montfort Wisconsin Team, Arthur Schuman Inc., Fairfield, N.J., *Montforte Gorgonzola Wheel*, 97.90.

• String Cheese

Best of Class: Joe Buechel, Baker

Cheese Factory Inc., St. Cloud, Wis., *Low-Moisture Part-Skim Mozzarella String Cheese*, 99.50.

Second: Kurt Premo, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Farmers Rope String Cheese*, 99.45.

Third: String Team 3, Kraft Foods/Pollio Italian Cheese Co., Campbell, N.Y., *Kraft/Polly-O Low-Moisture Part-Skim Mozzarella String Cheese*, 99.35.

• Cottage Cheese

Best of Class: Cottage Team, Westby Co-op Creamery, Westby, Wis., *4-percent Small Curd Cottage Cheese*, 98.25.

Second: Kemps LLC, St. Paul, Minn., *Kemps Cottage Cheese with Chives*, 96.90.

Third: Kemps LLC, St. Paul, Minn., *Kemps 4-percent Large Curd Cottage*

Cheese, 95.85.

• Fresh Mozzarella

Best of Class: George Crave, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Fresh Mozzarella Ovoline*, 99.15.

Second: Team Calabro, Calabro Cheese Corp., East Haven, Conn., *Ovoline*, 98.90.

Third: Losurdo Foods Fresh Mozzarella Line, Losurdo Foods Inc., Heuvelton, N.Y., *Bocconcini in water*, 98.75.

• Blue-Veined, Exterior Molding

Best of Class: Nathan Arnold, Sequatchie Cove Creamery, Sequatchie, Tenn., *Shakerag Blue*, 99.25.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Bayley Hazen Blue*, 99.10.

Turn to BLUE, page 10 ⇨

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NEWS/BUSINESS



BLUE

Continued from page 9

Third: Turner Reynolds, Nature's Harmony Farm, Elberton, Ga., *Elberton Blue Cheese*, 98.15.

• **Blue-Veined**

Best of Class: Rogue River Blue, Rogue Creamery, Central Point, Ore., *Rogue River Blue*, 99.40.

Second: Blue Team, Rogue Creamery, Central Point, Ore., *Smokey Blue*, 99.30.

Third: Caves of Faribault Team, Caves of Faribault, Faribault, Minn., *St. Pete's Select Cave Aged Blue Cheese*, 99.25.

• **Brick & Muenster**

Best of Class: John (Randy) Pitman, Mill Creek Cheese, Arena, Wis., *Brick*, 99.85.

Second: Walter Hartwig, Zimmerman Cheese Inc., South Wayne, Wis., *Muenster*, 99.75.

Third: John (Randy) Pitman, Mill Creek Cheese, Arena, Wis., *Muenster*, 99.70.

• **Brie & Camembert**

Best of Class: Lactalis Belmont, Lactalis American Group, Belmont, Wis., *Camembert*, 99.80.

Second: Soft Production Team, Alouette Cheese - Kolb Lena, Lena, Ill., *Alouette Special Reserve Brie*, 99.55.

Third: Team MTC, Mt. Townsend Creamery, Port Townsend, Wash., *Pacific Northwest Camembert*, 99.50.

• **Open Class: Soft Ripened Cheeses**

Best of Class: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Harbison*, 99.35.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Moses Sleeper*, 99.10.

Third: Matthew Brichford, Jacobs and Brichford Farmstead Cheese, Connersville, Ind., *Ameribella*, 99.00.

• **Edam & Gouda**

Best of Class: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Young*, 98.40.

Second: Bruce Workman, Fair Oaks Farms, Fair Oaks, Ind., *Gouda*, 98.35.

Third: Duane Petersen, Arla Foods, Kaukauna, Wis., *Edam Loaf*, 98.30.

• **Gouda, Aged**

Best of Class: Maple Leaf Shelf Curing Team, Maple Leaf Cheese Co-op, Monroe, Wis., *Maple Leaf Traditional Gouda*, 99.60.

Second: Marieke Gouda Team,

Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Mature*, 99.45.

Third: Gary Grossen, Babcock Dairy Plant, Madison, Wis., *Aged Gouda*, 98.60.

• **Gouda, Flavored**

Best of Class: John Dirk Bulk, Oakdale Cheese, Oakdale, Calif., *Cumin Gouda*, 99.65.

Second: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Black Pepper Mix*, 99.60.

Third: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Cumin*, 99.45.

• **Smoked Gouda**

Best of Class: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Smoked Cumin*, 99.50.

Second: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Gouda Smoked*, 99.45.

Third: Javier Vega, Glanbia Foods, Twin Falls, Idaho, *Smoked Gouda*, 98.90.

• **Fresh Hispanic Cheeses (Quesos Frescos)**

Best of Class: Team W&W Dairy, W&W Dairy, Monroe, Wis., *Queso Fresco*, 99.45.

Second: MCP Team, Mexican Cheese Producers Inc. (Bar-S), Darlington, Wis., *Queso Cremoso Pail*, 99.40.

Third: Marquez Brothers International Inc., Hanford, Calif., *Queso Fresco*, 99.35.

• **Hispanic Melting Cheeses (Quesos para Fundir)**

Best of Class: Team Nuestro Queso, Nuestro Queso LLC, Kent, Ill., *Queso Oaxaca Ball*, 99.60.

Second: Team Nuestro Queso, Nuestro Queso, LLC, Kent, Ill., *Queso Oaxaca Strips*, 98.30.

Third: Marquez Brothers International, Inc. Hanford, Calif., *Oaxaca*, 97.85.

• **Hard Hispanic Cheeses (Queso Duro)**

Best of Class: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth GranQueso Reserve*, 99.50.

Second: Team MCP, Mexican Cheese Producers Inc. (Bar-S), Darlington, Wis., *Queso Cotija Wheel II*, 99.40.

Third: Team MCP, Mexican Cheese Producers Inc. (Bar-S), Darlington, Wis., *Cotija Wheel*, 99.35.

• **Open Class: Smear Ripened Soft Cheeses**

Best of Class: Murray's Cheese and Jasper Hill Farm, Murray's Cheese, New York, *Cave Master Reserve, Green-sward*, 99.50.

Second: Jasper Hill Farm, Cellars at Jasper Hill, Greensboro, Vt., *Win-nimere*, 99.25.

Third: Team Marin French, Marin French Cheese, Petaluma, Calif., *Schloss*, 99.10.

• **Open Class: Smear Ripened Semi-soft Cheeses**

Best of Class: Spring Brook Farm, Farms for City Kids Foundation, Reading, Vt., *Ashlyn - Semi-soft Raw Milk Vermont Artisan Cheese*, 99.20.

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NEWS/BUSINESS

SOFT

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Second: Spring Brook Farm, Farms for City Kids Foundation, Reading, Vt., *Reading - Semi-soft Vermont Artisan Raclette*, 99.15.

Third: Matthew Brichford, Jacobs and Brichford Farmstead Cheese, Connersville, Ind., *Briana*, 99.10.

• Open Class: Smear Ripened Hard Cheeses

Best of Class: Chris Roelli, Roelli Cheese Co., Shullsburg, Wis., *Extra Aged Alpine Cheese*, 99.75.

Second: Team Emmi Roth USA, Emmi Roth USA, Monroe, Wis., *Roth's Private Reserve*, 99.70.

Third: Uplands Cheese, Dodgeville, Wis., *Pleasant Ridge Reserve*, 99.50.

• Pepper Flavored Monterey Jack

Best of Class: Tillamook County Creamery, Tillamook, Ore., *Stirred Curd Red and Green Jalapeno Pepper Jack*, 99.15

Second: Adelita Simic, Glanbia Foods, Twin Falls, Idaho, *Ghost Pepper Jack*, 99.05.

Third: Tillamook County Creamery, Tillamook, Ore., *Stirred Curd Red and Green Jalapeno Pepper Jack*, 99.00.

• Pepper Flavored "American" Style Cheeses

Best of Class: C&W Team, Cabot Creamery Cooperative, Cabot, Vt., *Vermont Hot Buffalo Wing Cheddar*, 99.65.

Second: Team Cracker Barrel Natural Cheese, Valley Queen Cheese for Kraft Foods, Glenview, Ill., *Jalapeno Cheddar*, 99.50.

Third: Southwest Cheese Co., Southwest Cheese LLC, Clovis, NM., *Southwest Reserve*, 99.15.

• Open Class: Pepper Flavored Cheeses

Best of Class: Glenn Goss, Schnabel-tier, Rochester, Ind., *Chipotle Pepper Gouda*, 99.50.

Second: John (Randy) Pitman, Mill Creek Cheese, Arena, Wis., *Pepper Brick*, 99.40.

Third: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Wildfire Blue*, 99.30.

• Open Class: Flavored Soft Cheeses

Best of Class: Fresh Mozz Team, Lactalis American Group, Nampa, Idaho, *Marinated Fresh Mozzarella*, 99.65.

Second: George Crave, Crave Brothers Farmstead Cheese LLC, Waterloo, Wis., *Marinated Fresh Mozzarella*, 99.55.

Third: Carlos Rodriguez, BelGioioso Cheese Inc., Green Bay, Wis., *Zesty Marinated Hand Braided Fresh Mozzarella*, 99.15.

• Flavored Semi-soft Cheeses

Best of Class: Team SV, Cady Cheese LLC, Wilson, Wis., *Monterey Jack with Kalamata Olives*, 99.50.

Second: Team Toscana, Toscana Cheese Co., Secaucus, N.J., *Fresh Marinated Braid Mozzarella*, 99.50.

Third: John (Randy) Pitman, Mill Creek Cheese, Arena, Wis., *Caraway Brick*, 99.45.

• Open Class: Flavored Hard Cheeses

Best of Class: Igor Kranjc, Glanbia Foods, Twin Falls, Idaho, *White Cheddar/Chives*, 99.15.

Second: Team Great Midwest, Saputo Specialty Cheese for Henning's, Richfield, Wis., *Great Midwest Pizzano Cheddar Cheese*, 99.15.

Third: C&W Team, Cabot Creamery Cooperative, Cabot, Vt., *Everything Bagel Vermont Cheddar*, 99.00.

• Open Class: Flavored Cheeses with Sweet Condiments

Best of Class: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Limited Edition Peppermint BellaVitano*, 99.50.

Second: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Reserve Balsamic BellaVitano*, 99.45.

Third: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Reserve Raspberry BellaVitano*, 99.40

• Open Class: Smoked Soft and Semi-soft Cheeses

Best of Class: Dave Newman, Arla Foods, Kaukauna, Wis., *Edam loaf smoked*, 99.80.

Second: Burnett Dairy Team, Burnett Dairy, Grantsburg, Wis., *Smoked String Cheese*, 99.40.

Third: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Smoked Fontina*, 99.20.

• Open Class: Smoked Hard Cheeses

Best of Class: Mike Matucheski, Sartori Co., Antigo, Wis., *Sartori Smoked Alpine Style*, 99.60.

Second: Swiss Team, Pearl Valley Cheese Inc., Fresno, Ohio, *Smoked Swiss*, 99.45.

Third: Fernando Chavez-Sandoval, Gold Creek Farms, Woodland, Utah, *Smoked Cheddar*, 99.15.

• Open Class: Soft Cheeses

Best of Class: Tom Pintar, BelGioioso

Cheese Inc., Green Bay, Wis., *BelGioioso Crema di Mascarpone*, 99.10.

Second: Fresh Cheese Team, Vermont Creamery, Websterville, Vt.,

Mascarpone, 98.90.

Third: Di Stefano Cheese, Pomona, Calif., *Fresh Mascarpone*, 98.85.

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NEWS/BUSINESS



OPEN

Continued from page 11

• Open Class: Semi-soft Cheeses

Best of Class: Saxon Team, Saxon Creamery, Cleveland, Wis., *Snowfields aged 15 months*, 99.25.

Second: Marieke Gouda Team, Holland's Family Cheese, Thorp, Wis., *Marieke Golden*, 99.05.

Third: John (Randy) Pitman, Mill Creek Cheese, Arena, Wis., *Farmer*, 99.00.

• Open Class: Hard Cheeses

Best of Class: Uplands Cheese, Dodgeville, Wis., *Extra Aged Pleasant*

Ridge Reserve, 99.70.

Second: Saxon Cheese LLC, Cleveland, Wis., *Saxony Alpine Style Aged 18 months*, 99.65.

Third: Bill Sikorski, BelGioioso Cheese Inc., Green Bay, Wis., *Romano*, 99.45.

• Reduced Fat Soft & Semi-soft Cheeses

Best of Class: String Team 2, Kraft Foods/Pollio Italian Cheese Co., Campbell, N.Y., *Reduced Fat Mozzarella String Cheese*, 99.80.

Second: Micah Klug, Agropur, Weyauwega, Wis., *Reduced Fat Feta*, 99.55.

Third: String Team 1, Kraft Foods/Pollio Italian Cheese Co., Campbell,

N.Y., *Reduced Fat Mozzarella String Cheese*, 99.45.

• Reduced Fat Hard Cheeses

Best of Class: Cheddar Room Team, Cabot Creamery Cooperative, Cabot, Vt., *Vermont 50-percent Reduced Fat Cheddar*, 98.10.

Second: Rudy Jozelic, Glanbia Twin Falls, Twin Falls, Idaho, *Reduced Fat Cheddar*, 95.50.

Third: Travis Holscher, Valley Queen Cheese Factory Inc., Milbank, S.D., *Reduced Fat Cheddar - Cut Cheese*, 95.45.

• Lowfat Cheeses

Best of Class: Matt Erdley, Klondike Cheese Co., Monroe, Wis., *Odyssey Lowfat Feta in Brine*, 99.20.

Second: Steve Webster, Klondike Cheese Co., Monroe, Wis., *Odyssey Fat Free Feta in Brine*, 98.80.

Third: Lactalis Belmont, Lactalis American Group, Belmont, Wis., *Feta Fat Free Chunk*, 98.65.

• Reduced Sodium Cheeses

Best of Class: Penn Cheese, Winfield, Pa., *Lacey Swiss Cheese, reduced sodium*, 99.50.

Second: Chad Duhai, Zimmerman Cheese, South Wayne, Wis., *Reduced Sodium Muenster*, 99.25.

Third: Roger Krohn, Agropur, Luxemburg, Wis., *Reduced Sodium Provolone*, 99.10.

• Cold Pack Cheese, Cheese Food

Best of Class: Team Pine River, Pine River Pre-Pack, Newton, Wis., *Aged Asiago Cold Pack Cheese Food*, 99.50.

Second: Team Pine River, Pine River Pre-Pack, Newton, Wis., *Garlic and Herb Cold Pack Cheese Food*, 99.45.

Third: Team Pine River, Pine River Pre-Pack, Newton, Wis., *Extra Sharp Cheddar Cold Pack Cheese Food*, 99.20.

• Cold Pack Cheese Spreads

Best of Class: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Chunky Blue Cold Pack*

Cheese Spread, 99.10.

Second: Team Mercks Silver, Bel Brands USA, Little Chute, Wis., *Mercks Swiss Almond Cold Pack Cheese Spread*, 99.05.

Third: Team Mercks Gold, Bel Brands USA, Little Chute, Wis., *Mercks Beer Cold Pack Cheese Spread*, 98.70.

• Spreadable Cheeses

Best of Class: Cream Cheese Team, Swiss Valley Farms, Luana, Iowa, *Cream Cheese*, 99.30.

Second: Alouette Cheese USA, New Holland, Pa., *Smithfield Cream Cheese*, 98.60.

Third: Team Franklin Foods, Franklin Foods, Enosburg Falls, Vt., *Hahn's Cream Cheese*, 98.50.

• Flavored Spreadable Cheeses

Best of Class: Courtney Schreiner, Lactalis U.S.A., Inc., Merrill, Wis., *Rondelé Garlic & Herbs Gourmet Spreadable Cheese*, 99.30.

Second: Margarete Porod, Lactalis U.S.A., Inc., Merrill, Wis., *Rondelé Peppercorn Parmesan Gourmet Spreadable Cheese*, 99.05.

Third: FFP South, Family Fresh Pack, Monticello, Wis., *Kelly's Kitchen Cranberry Almond Gourmet Cheese Spread*, 98.95.

• Pasteurized Process Cheeses

Best of Class: Jerry Prah, Lactalis USA Inc., Merrill, Wis., *Wee Brie Pasteurized Spreadable Cheese*, 99.10.

Second: Process Slice Team, Associated Milk Producers Inc., Portage, Wis., *Process American Swiss Slice*, 98.75.

Third: Joe Wilson, Biery Cheese Co., Louisville, Ohio, *Pasteurized Process White American*, 98.10.

• Flavored Pasteurized Process Cheeses

Best of Class: Team Loaf, Land O'Lakes, Spencer, Wis., *White Extra Melt w/ Jalapenos*, 99.40.

Second: Joe Wilson, Biery Cheese Co., Louisville, Ohio, *Naturally Smoked Pasteurized Process Cheddar Cheese*, 99.05.

Third: Williams Team Gold, Williams Cheese Co., Linwood, Mich., *Spicy Beer Spread*, 98.45.

• Soft Goat's Milk Cheeses

Best of Class: Cypress Grove Chevre, Arcata, Calif., *Perfectly cultured milk tastes of fresh cream with a citrus finish*, 99.50.

Second: Fresh Cheese Team, Vermont Creamery, Websterville, Vt., *Creamy Goat Cheese*, 99.45.

Third: Fresh Cheese Team, Vermont Creamery, Websterville, Vt., *Fresh Goat Cheese*, 99.40.

• Flavored Soft Goat's Milk Cheeses

Best of Class: Fresh Cheese Team, Vermont Creamery, Websterville, Vt., *Fresh Goat Cheese Crumbles Apricot & Thyme*, 99.25.

Second: Camy Berntgen, Montchevre-Betin Inc., Belmont, Wis., *Peppadew*, 98.85.

Third: Team Laura Chenel's, Laura Chenel's Chèvre, Sonoma, Calif., *Ca-becou marinated aged goat cheese*, 98.80.

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NEWS/BUSINESS

FLAVORED

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• Flavored Soft Goat's Milk Cheeses with Sweet Condiments

Best of Class: Bryan Adams, Montchevre-Betin Inc., Belmont, Wis., *Honey Goat Cheese*, 99.65.

Second: Coach Farm, Pine Plains, N.Y., *Fresh Goat Cheese filled with Fig Jam*, 99.30.

Third: Dennis Cardy, Montchevre-Betin Inc., Belmont, Wis., *Rondin Honey*, 99.20.

• Surface (Mold) Ripened Goat's Milk Cheeses

Best of Class: Team Laura Chenel's, Laura Chenel's Chèvre, Sonoma, Calif., *Taupiniere aged goat cheese*, 99.50.

Second: Aged Cheese Team, Vermont Creamery, Websterville, Vt., *Coupole*, 99.40.

Third: Tim Pennekamp, Montchevre-Betin Inc., Belmont, Wis., *Mini Cabrie*, 99.35.

• Semi-soft Goat's Milk Cheeses

Best of Class: Scott Rood, Montchevre-Betin Inc., Belmont, Wis., *Crumbled Fresh & Natural Goat Cheese*, 99.65.

Second: Estella Galeas, Montchevre-Betin Inc., Belmont, Wis., *Crumbled Plain Tray*, 99.55.

Third: Central Coast Creamery, Paso Robles, Calif., *Goat Gouda*, 99.35.

• Flavored Semi-soft Goat's Milk Cheeses

Best of Class: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., LaValle, Wis., *Cocoa Cardona*, 98.95.

Second: Mary Kay VonGlahn, Montchevre-Betin Inc., Belmont, Wis., *Pomegranate & Orange Zest*, 98.90.

Third: New Products Team, Alouette Cheese - Kolb Lena, Lena, Ill., *Chavrie Cucumber & Chives Log*, 98.85.

• Hard Goat's Milk Cheeses

Best of Class: Katie Hedrich-Fuhrmann, LaClare Farms, Malone, Wis., *Evalon*, 99.25.

Second: J. Michael Whitehead & The Production Team, Heartland Creamery, Newark, Mo., *Goat Cheddar*, 98.80.

Third: Central Coast Creamery, Paso Robles, Calif., *Goat Cheddar*, 98.50.

• Soft & Semi-soft Sheep's Milk Cheeses

Best of Class: Landmark Creamery Team, Landmark Creamery, Albany, Wis., *Petit Nuage*, 98.80.

Second: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Ba Ba Blue*, 97.70.

Third: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Farmstead Feta*, 97.55.

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

Best of Class: Murray's Cheese and Old Chatham Shepherding Co., Murray's Cheese, New York, *Cave Master Reserve*, *Hudson Flower*, 98.80.

Second: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Driftless - Honey Lavender*, 98.75.

Third: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Driftless - Cranberry Cinnamon*, 98.65.

• Surface (Mold) Ripened Sheep's Milk Cheeses

Best of Class: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Cave Aged Marisa*, 98.60.

Second: Old Chatham Shepherding Co. White Team, Old Chatham Shepherding Co., Old Chatham, N.Y., *Mini Kinderhook Creek*, 98.50.

Third: Old Chatham Shepherding Co. White Team, Old Chatham Shepherding Co., Old Chatham, N.Y., *Kinderhook Creek*, 98.35.

• Hard Sheep's Milk Cheeses

Best of Class: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Ocooch Reserve*, 99.40.

Second: Cedar Grove Cheese Team, Cedar Grove Cheese, Plain, Wis., *Donatello*, 99.35.

Third: Brenda Jensen, Hidden Springs Creamery, Westby, Wis., *Timber Coulee Reserve*, 99.15.

• Soft & Semi-soft Mixed Milk Cheeses

Best of Class: Tony Ellis, BelGioioso Cheese Inc., Green Bay, Wis., *Crumbly Gorgonzola with Sheep's Milk*, 98.65.

Second: Bekkum Family, Nordic Creamery, Westby, Wis., *Sarah Select with Peppers*, 98.55.

Third: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Airco*, 98.60.

• Surface (Mold) Ripened Mixed Milk Cheeses

Best of Class: Old Chatham Shep-

herding Co. White Team, Old Chatham Shepherding Co., Old Chatham, N.Y., *Hudson Valley Camembert*, 99.40.

Second: Carr Valley Cheese Makers, Carr Valley Cheese Co. Inc., La Valle, Wis., *Cave Aged Mellige*, 99.00.

Third: Katie Hedrich-Fuhrmann, LaClare Farms, Malone, Wis., *Martone*, 98.70.

• Hard Mixed Milk Cheeses

Best of Class: Mike Matucheski, Sartori, Plymouth, Wis., *Sartori Limited Edition Pastorale Blend*, 99.65.

Second: Cedar Grove Cheese Team, Cedar Grove Cheese, Plain, Wis., *Weird Sisters*, 98.80.

Third: Team Hook, Hook's Cheese Co. Inc., Mineral Point, Wis., *Triple Play*, 98.50.

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Entertainer



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NEWS/BUSINESS

DIGITAL

Continued from page 1

says a company can expect digital technologies like mobile ordering to be a big deal if it fits well with their business.

"For a company like Domino's, it's such a good fit that it became a significant piece of their business," Glomski says. "The trend we see is that a lot of companies have realized the opportunity you have to connect with people by a device 24 hours a day."

Mobile and online ordering channels also present restaurants with an opportunity to sell add-ons or allow users to customize toppings. Domino's allows users to choose from "light," "regular" and "extra" cheese, and it actively promotes the "extra" option on its digital ordering channels. It also promotes different add-ons, such as its Stuffed Cheesy Bread, throughout the year on a rotating basis.

Tim McIntyre, Domino's vice president of communications, says the company has used "millions of pounds" of extra cheese as a result of the company's sales increases via digital ordering channels.

• **New innovations**

Voice and eye recognition technolo-

gy, smartwatch compatibility and in-car ordering are a few of the latest innovations major pizza companies recently have brought to their digital ordering platforms.

Earlier this month, Domino's announced that its customers now can place and track their orders via Pebble and Android Wear smartwatches. To utilize this new ordering feature, Pebble and Android Wear smartwatch users must have Domino's app for their smartwatch, along with saved order history or preferences.

"Pairing Domino's with smartwatch technology couldn't be more of a natural fit," says Kevin Vasconi, Domino's chief information officer. "We are constantly looking for ways to use technology to enhance our customers' experience and provide them with more convenience."

Glomski says wearable technology is a big thing now, with Apple's announcement that it will release the Apple Watch to the public in April, and several Android watches that already are available.

"For something you do as frequently as order food, that could be a good fit for a wearable device," Glomski says. "You look at your watch, say on the subway, and you know in 20 minutes you

will be home. Tap the watch a couple of times to get a pizza to show up at your apartment."

Also this month, Pizza Hut, Visa Inc. and Accenture announced they are working together to develop a proof-of-concept connected car to test mobile and online purchases on the go. The partners expect to test the connected car commerce experience in Northern California over a three-month period, starting this spring. As part of the connected car trial, Pizza Hut now will provide in-car access to menus, delivery and pick-up options as well as test in-restaurant "beacon technology" to notify team members when the customer's car has arrived. Interactive voice control will be used to enable consumers to make in-car purchases while keeping both hands on the steering wheel.

"We're committed to offering speed and convenience to our customers when ordering online, and this new connected car technology is the latest way for us to do that," says Baron Concors, chief digital officer, Pizza Hut. "We have the largest suite of mobile apps and are proud to be the exclusive pizza company to offer Visa Checkout, so with our history of innovation, it only made sense for us to be the first to test the beacon technology in cars."

Late last year, Pizza Hut restaurants in the United Kingdom partnered with Tobii Technology to release the "World's First Subconscious Menu." The menu, completely controlled by the customer's retina, featured images of 20 ingredients and used a mathematical algorithm to identify, from 4,896 possible ingredient combinations, the customer's perfect pizza.

• **Quick service**

Some of the latest innovations for pizza ordering feature simple concepts that make ordering a pizza quick and easy.

Italian startup company La Comanda recently introduced Click'N'Pizza, a device that attaches magnetically to the refrigerator door and offers three features: Just One Click, which automatically e-orders the user's favorite pizza; Turn and Click, which allows the user to select from different toppings, and Promo'N'Click, where the user can select from promotions with a single click. Distribution is slated to start in North America by this summer, with the first test phase done in partnership with Pizza Hut.

An even more streamlined ordering app, "Push for Pizza," requires only a few touches to place an order. First, users push the pizza button. Then they choose from cheese or pepperoni, and the app will order from a nearby pizzeria based on the user's location.

Glomski says while some app features like card-on-file technology seem very simple, these strongly impact the user experience by making the ordering process very easy.

"For the customer, it's about getting their food and making it really easy," he says. "If you do that, people will keep coming back over and over again."

• **App advice**

The key to developing successful apps is creating a good user experience, which is specific to whomever the company's customers are, Glomski says.

"A good user experience for one company might be something that's flashy and 100-percent design, with very little about functionality," he says. "For most of them, it's a combination of functionality and the value you deliver to your customers. Every client we talk to, we say the way to get the most benefit from a mobile app is to look at your particular business and really look at what you're trying to solve for your business and your customer and start there."

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NEWS/BUSINESS



APPS

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In mobile apps, Glomski says people have high expectations for experience but they don't expect it to do everything that a website does.

"Another insight we share with clients quite a bit is that it's better to do a few things that work really well and fit with a mobile app than to take everything and then try to cram it in there," he says. "An app isn't meant to do everything. It's better to do a few things well, get it in the customer's hands, and then get feedback about what they like and don't like. Sometimes it's hard to tell with new technology what's going to resonate. You can then read reviews of the app, talk to people and get a sense of what's really important to them." CMN

NASS

Continued from page 1

for the 23 major states, at 16.54 billion pounds, was up 2.2 percent from January 2014. The January revision represents an increase of 17 million pounds or 0.1 percent from last month's preliminary production estimate.

For the entire United States, NASS estimates February production totaled 16.17 billion pounds, up 1.7 percent from February 2014. NASS estimates there were 9.31 million cows on farms in the United States in February, 3,000 head more than in January 2015 and 100,000 head more than in February 2014. Production per cow in February 2015 averaged 1,736 pounds, NASS says, a gain of 9 pounds vs. February 2014.

In the 23 major states, NASS reports there were 8.62 million cows in February 2015, 2,000 head more than in January 2015 and 106,000 head more than in February 2014. Production per cow averaged 1,757 pounds, up 8 pounds vs. a year earlier. This is the highest production per cow for the month of February since the 23-state series began in 2003, NASS says. This comparison is based upon all months of February being adjusted to 28 days, NASS says.

California led the nation's milk production with 3.27 billion pounds of milk in February, down 3.8 percent from its production a year earlier. The number of dairy cows in California in February totaled 1.78 million head, down 1,000 head from a month earlier and down 2,000 head from a year earlier. Production per cow in California averaged 1,840 pounds in February, a drop of 70 pounds compared to February 2014.

Wisconsin followed with 2.21 million pounds of milk produced in February, a gain of 4.3 percent vs. its production a year earlier. There were 1.28 million cows on Wisconsin farms in February, NASS reports, 1,000 head more than the previous month and 6,000 head more than a year earlier. Production per cow in Wisconsin in February averaged 1,730 pounds, up 65 pounds from a year earlier. CMN

MIXED

Continued from page 13

• Butter

Best of Class: Team Chaseburg, CROPP Cooperative/Organic Valley, La Farge, Wis., *Organic Pasture (Salted & Cultured) Butter*, 99.35.

Second: FFUSA - Reedsburg #3, Foremost Farms USA, Reedsburg, Wis., *Salted Butter*, 99.15.

Third: Grassland Dairy Products, Greenwood, Wis., *Salted Butter*, 99.10.

• Unsalted Butter

Best of Class: Team Hillsboro, Hill-sboro Riverview Dairy, Hillsboro, Wis., *Unsalted Butter*, 99.20.

Second: Grassland Dairy Products, Greenwood, Wis., *Unsalted Butter*, 99.15.

Third: DFA Winnsboro, Winnsboro, Texas, *80-percent Unsalted Butter*, 98.65.

• Open Class Shredded Cheese, Flavored or Unflavored

Best of Class: Team Sartori Whey, Sartori Co., Plymouth, Wis., *Sartori Reserve SarVecchio Parmesan*, 99.10.

Second: Team V&V Supremo/Chula Vista, V&V Supremo Foods, Chicago, *Queso Quesadilla*, 98.95.

Third: Masters Gallery Foods Inc., Plymouth, Wis., *Shredded Colby Jack Cheese*, 98.85.

• Prepared Cheese Foods

Best of Class: Pasture Pride Cheese Makers, Pasture Pride Cheese, Cashton,

Wis., *Traditional Juustoleipa*, 98.60.

Second: Team Arthur Schuman, Arthur Schuman Inc., Fairfield, N.J., *Cello Whisps*, 98.25.

Third: Team Calabro, Calabro Cheese Corp., East Haven, Conn., *Rotolini*, 98.00.

• Lowfat Cow's Milk Yogurt

Best of Class: Karoun Dairies Inc., San Fernando, Calif., *Gopi Indian Lowfat Yogurt*, 99.05.

Second: Auburn Dairy Products, Inc., Auburn, Wash., *Yami Lowfat Plain Yogurt*, 99.00.

Third: Karoun Dairies Inc., San Fernando, Calif., *Karoun Mediterranean Lowfat Yogurt*, 98.95.

• Lowfat Cow's Milk Yogurt, Flavored

Best of Class: Westby Cooperative Creamery, Westby, Wis., *Low Fat Strawberry Yogurt*, 99.50.

Second: Auburn Dairy Products, Inc., Auburn, Wash., *Yami Lowfat Strawberry Yogurt*, 98.90.

Third: West Seneca Culture Division, Upstate Niagara Cooperative, West Seneca, N.Y., *Lowfat Blended Yogurt - Orange Cream*, 98.40.

• High Protein Cow's Milk Yogurt

Best of Class: Adam Buholzer, Klondike Cheese Co., Monroe, Wis., *Odyssey Greek Yogurt 10-percent*, 99.30.

Second: Schreiber Foods-Richland Center West, Schreiber Foods, Richland Center, Wis., *3-percent Greek Plain*, 99.15.

Third: Adam Buholzer, Klondike

Cheese Co., Monroe, Wis., *Odyssey Greek Yogurt 0-percent*, 99.10.

• High Protein Cow's Milk Yogurt, Flavored

Best of Class: West Seneca Culture Division, Upstate Niagara Cooperative, West Seneca, N.Y., *Blueberry Greek Yogurt*, 99.50.

Second: Schreiber Foods-Richland Center West, Schreiber Foods, Richland Center, Wis., *Orange Cream Greek Yogurt*, 99.45.

Third: Auburn Dairy Products, Inc., Auburn, Wash., *Zoi Whole Milk Strawberry Greek Yogurt*, 99.40.

• Yogurt, All Other Milks

Best of Class: Old Chatham Sheepherding Co. Yogurt Team, Old Chatham Sheepherding Co., Old Chatham, N.Y., *Sheep's Milk Yogurt - American Cherry*, 98.45.

Second: Coach Farm, Pine Plains, N.Y., *Vanilla Goat Milk Yogurt*, 98.40.

Third: Old Chatham Sheepherding Co. Yogurt Team, Old Chatham Sheepherding Co., Old Chatham, N.Y., *Sheep's Milk Yogurt - Plain*, 98.35.

• Drinkable Cultured Products, All Flavors/All Milks

Best of Class: Marquez Brothers International, Inc., Hanford, Calif., *Drinkable Yogurt, Guava*, 99.95.

Second: Marquez Brothers International, Inc., Hanford, Calif., *Drinkable Yogurt, Strawberry Banana*, 99.90.

Third: Marquez Brothers International, Inc., Hanford, Calif., *Drinkable Yogurt, Pina Colada*, 99.80. CMN

Milk Production — February 2015

	Feb. 14	Feb. 15	Pct. Chg.	YTD 2014	YTD 2015 *	Pct. Chg.
Arizona	377	388	2.9	774	800	3.4
California	3,400	3,272	-3.8	7,024	6,803	-3.1
Colorado	264	284	7.6	556	594	6.8
Florida	211	220	4.3	434	453	4.4
Idaho	1,032	1,047	1.5	2,167	2,201	1.6
Illinois	147	150	2.0	306	314	2.6
Indiana	292	309	5.8	614	651	6.0
Iowa	354	371	4.8	745	781	4.8
Kansas	232	247	6.5	488	517	5.9
Michigan	716	772	7.8	1,495	1,618	8.2
Minnesota	704	734	4.3	1,481	1,537	3.8
New Mexico	630	607	-3.7	1,312	1,276	-2.7
New York	1,039	1,063	2.3	2,174	2,236	2.9
Ohio	411	421	2.4	865	890	2.9
Oregon	198	199	0.5	413	414	0.2
Pennsylvania	831	848	2.0	1,734	1,778	2.5
South Dakota	157	172	9.6	330	360	9.1
Texas	780	813	4.2	1,637	1,708	4.3
Utah	160	171	6.9	335	358	6.9
Vermont	204	204	0.0	427	430	0.7
Virginia	140	140	0.0	293	293	0.0
Washington	498	510	2.4	1,041	1,064	2.2
Wisconsin	2,115	2,207	4.3	4,433	4,617	4.2
23 STATE TOTAL	14,892	15,149	1.7	31,078	31,693	2.0
EST. U.S. TOTAL	15,907	16,170	1.7	33,191	33,828	1.9

Note: Production reported in millions of pounds. Source: National Agricultural Statistics Service. *YTD figures include preliminary current month plus revised previous month.

NEWS/BUSINESS

MENUS

Continued from page 1

process throughout the rulemaking process, and also launched a Pizzeria Industry Council in 2013 to engage the pizza community and address concerns and issues specific to pizza operators.

"We advocated on behalf of our membership to ensure labeling would include pizza by the slice and are pleased FDA incorporated this in their final rule, and we're continuing to work with our members and the pizza community on education and implementation," says Dan Roehl, vice president of government relations, National Restaurant Association.

Tim McIntyre, vice president, communications, for Domino's, says

while the company supports providing consumers with calorie information, it has sought a common sense approach in implementation.

Domino's — and many in the pizza industry — conduct the bulk of their orders via phone or online ordering, he notes. Domino's has provided calorie information on its website for 14 years, he adds.

"The concept of menu labeling is to put information in front of people at the point of decision making when ordering," he says. "In our case, that would be on our website most times vs. in the stores."

McIntyre notes that while Domino's is a large company, it is made up of individual franchises — about 5,000 stores across the U.S. alone — and many are owned by independent operators.

"Why burden these small business

owners with the cost of changing a large menu board in the store that is rarely seen at the point of ordering," he says.

"We're not against menu labeling," he adds. "Where we push back is because pizza is so customizable and the bulk of orders are made off the premises — you're putting an onus on individual franchisees by associating them with a brand, and our franchisee small business owners then have to take on a cost burden that a competing small pizza shop down the street doesn't have to."

• Opportunity for cheesemakers

Frye says cheesemakers and dairy companies need to be aware of these impending regulations, as those who sell products to foodservice or vending customers may want to supply nutrition information and prepare for possible re-

quests for label or formulation changes.

However, it also provides an opportunity for the industry to showcase different options for cheese that pizza makers can consider, including swapping out certain cheeses for others or using cheese in lieu of another ingredient to provide the best protein/calorie/flavor balance, she adds.

Further, as cheese and dairy companies work on new formulations for lower fat, lower calorie and lower sodium cheeses, menu labeling provides an opportunity to tout these products to restaurants as a lower calorie but still savory option.

• Additional clarification

As the industry nears the implementation dates for menu and vending machine calorie labeling, some stakeholders are still looking for additional clarification on various aspects of the rules.

In a hearing last week on the fiscal year 2016 budget request for FDA, Sen. Jerry Moran, R-Kan., chair of the Senate Agriculture, Rural Development and FDA Appropriations Subcommittee, noted over the past four years, FDA has been given significant new responsibilities through the Food Safety Modernization Act, menu labeling legislation and drug compounding legislation.

"When implementing these laws, FDA must avoid the trappings of 'one-size-fits-all' solutions," Moran says. "Small businesses suffer under this practice all too frequently because they have limited capital to respond to significant new requirements and little time to implement these changes."

Moran says FDA's final rule on menu labeling is overly broad and inflexible and lacks a great deal of business practicality.

"I was disappointed to see the inclusion of grocery stores, convenience stores and other entities that do not sell restaurant-style food as their primary business," he says.

Roehl notes that the National Restaurant Association is seeking clarification from FDA on what constitutes a menu vs. a marketing material, such as a billboard or pizza box, in terms of where calorie information will be required to be posted.

Meanwhile, many wonder whether the new calorie labeling laws will cause Americans to behave differently when dining out.

In two recent studies, USDA's Economic Research Service (ERS) began to explore these questions.

Menu labeling could motivate consumers to make different food choices at restaurants by reminding them about the importance of calories when eating out, but research shows that it is most likely to influence behavior when consumers learn new, surprising information, ERS says. Several studies have shown that menu labeling reduces the likelihood that a consumer purchases an item if its actual calories exceed expectations but has little impact if its actual calories are consistent with expectations, ERS adds.

To learn more from the studies in ERS' February 2015 *Amber Waves* magazine, visit www.ers.usda.gov/amber-waves. CMN

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NEWS/BUSINESS



Pizza Hut undergoes brand makeover, menu changes including new logo, revamped site

PLANO, Texas — Pizza Hut last November announced a major brand evolution, including 10 new crust flavors, five new premium ingredients, four new drizzles, new Skinny Slice pizzas, 11 new specialty recipes, a revamped website, a new logo, new box and relaxed uniforms.

"Pizza Hut has been defining what's possible with pizza since 1958, and our newest changes are the most significant we've made in our history as we once again look to take the entire

category to another level," says David Gibbs, CEO, Pizza Hut. "We are radically reinventing the pizza category with a menu transformation that more than doubles our amount of ingredients and flavors, a world-class digital ordering experience and an entirely new look and feel to our brand, all the way down to our uniforms."

The new menu, dubbed the "Flavor of Now," features all the Pizza Hut classics like Meat Lover's, Stuffed Crust and Supreme, but adds bolder flavors and many possibilities to customize. The Flavor of Now menu includes 10 new crust flavors like Honey Sriracha, Salted Pretzel and Ginger Boom Boom,

six signature sauces like Premium Crushed Tomato and Buffalo, new premium ingredients like Salami, Fresh Spinach and Peruvian Cherry Peppers, and drizzles like Balsamic. Customers can create their own pizza or choose from 11 new "Explore Flavor" recipes, such as the 7-Alarm Fire or the Old Fashioned Meatbrawl.

Pizza Hut also recently rolled out new Skinny Slice Pizzas, made from a thinner version of Pizza Hut's Hand-Tossed Crust. Five special recipes for Skinny Slice Pizzas have been introduced, including the Skinny Club with creamy garlic Parmesan sauce, hardwood-smoked ham, diced Roma

tomatoes and fresh spinach with a toasted Asiago crust flavor. All five special recipes feature 250 calories or less per slice.

Pizza Hut has revamped its online ordering as well, offering it in both English and Spanish on mobile and Web. The design is more interactive and visual to make it easier to quickly choose from the expanded menu, the company says.

Pizza Hut's red roof logo also has been contemporized, along with delivery boxes, cups and employee uniforms.

All these changes were promoted in a national advertising campaign celebrating the "Flavor of Now." CMN

Papa John's brings back Philly Cheesesteak Pizza

LOUISVILLE, Ky. — Based on high consumer demand, Papa John's is bringing back the Philly Cheesesteak Pizza just in time for the college basketball championship series.

The Philly Cheesesteak Pizza proved to be a fan favorite following its initial offering during the holiday season last December, the company says. In addition to the Philly Cheesesteak Pizza, Papa John's will continue to offer its Double Chocolate Chip Brownie. Available now through April 26, customers can try the Philly Cheesesteak Pizza for \$12 and the family-sized Double Chocolate Chip Brownie for \$6.

"By bringing back the Philly Cheesesteak Pizza, we want our customers to know we hear them — and we're giving them both the quality and the unique flavor combination of pizza and Philly Cheesesteak that they love," says Bob Kraut, Papa John's chief marketing officer. "We're committed to making everything 'better' for our customers — by using better ingredients on our pizzas to create better experiences for our customers at any occasion."

In celebration, Papa John's also is bringing back Indiana Pacer and NBA All-Star Paul George for a new commercial in which George and Papa John shoot hoops.

Papa John's developed its own approach to the flavors and ingredients of the traditional Philly Cheesesteak. This limited time pizza offer features fresh, original hand-tossed pizza dough, layered with toppings including creamy garlic sauce and thinly-sliced steak made by the famous Original Philly Cheesesteak Co. Additional toppings include fresh sliced onion and green peppers covered with Mozzarella and Provolone cheeses.

The Philly Cheesesteak Pizza and double-chocolate chip brownie will be available at participating Papa John's restaurants nationwide, and can be ordered online at www.papajohns.com or through Papa John's mobile ordering app for iPhone and Android devices. CMN

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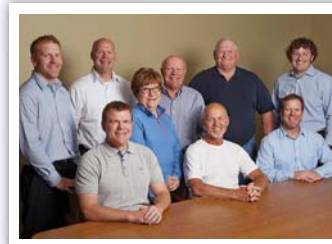
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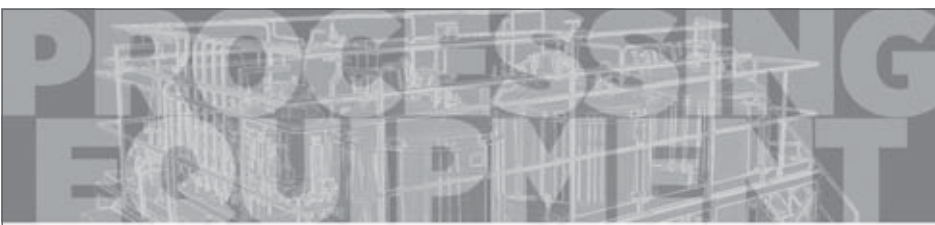
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WIPO publishes Fonterra application to patent new process for making pizza cheeses

GENEVA, Switzerland — The World International Property Organization (WIPO) recently published an application Fonterra has submitted to patent a new process for making pizza cheese.

The application notes that traditional cheesemaking processes typically form a coagulum by adding an enzyme to set the cheesemilk. The coagulum then is mechanically cut to form curd particles. Considerable variability and inconsistency can occur in this traditional vat setting and cutting process, Fonterra's says, and the new process would provide an alternative.

Fonterra says its invention provides a process of manufacturing cheese where the traditional step of producing a coagulum, which requires cutting to aid separation of the curd from the whey, is replaced with a step where the coagulated mass disaggregates into small curd particles without mechanical cutting, providing a more reliable and consistent curd for cheesemaking. The curd produced by this invention then would be heated and stretched, as in the traditional Mozzarella cheesemaking

processes, either by immersing the curd in hot water or heating and working it in a substantially liquid-free environment.

Advantages of this process, the application says, include the ability to closely control the functional and compositional characteristics of the end cheese products to enable the consistent production of cheeses. In particular, this process allows for the production of cheeses having a higher moisture and lower calcium content than may be achieved using traditional processes.

A range of cheeses may be made by this method, including but not limited to: Cheddar, Cheddar-like, Gouda, Gouda-like, and Mozzarella and Mozzarella-like pizza cheeses that have stringy characteristics when melted. The application notes that cheeses of all types, including soft, semi-soft, hard and extra-hard, may be made by this novel process.

Fonterra says in particular, Mozzarella made by this process has applications in the pizza making industry, where Mozzarella and Mozzarella-like cheeses are used in significant quantities. CMN

Papa John's announces 2014 financial results

LOUISVILLE, Ky. — Papa John's International Inc. recently announced its financial results for the fourth quarter and fiscal year ended Dec. 28, 2014.

Fourth quarter earnings per diluted share were \$0.52 in 2014 compared to \$0.41 in 2013, an increase of 26.8 percent. Earnings per diluted common share of \$1.75 for the full year increased 12.9 percent over earnings per diluted common share of \$1.55 for 2013.

System-wide comparable sales

increases were 4.1 percent for North America and 8.9 percent for international for the fourth quarter. System-wide comparable sales increases were 6.7 percent for North America and 7.4 percent for international for the full year. Also, there were 126 net global restaurant openings in the fourth quarter and 235 for the full year, of which 181 were international and 54 were in North America.

Fourth quarter 2014 revenues were \$425.5 million, a 9.7 percent increase from fourth quarter 2013 revenues of \$387.9 million. Fourth quarter 2014 net income increased 12.8 percent to \$21.2 million compared to fourth quarter 2013 net income of \$18.8 million. Full-year 2014 revenues were \$1.60 billion, an increase of 11.1 percent from 2013 revenues of \$1.44 billion. Full-year 2014 net income was \$73.3 million, compared to 2013 net income of \$69.5 million.

Domestic company-owned restaurant sales increased \$15.0 million, or 8.8 percent for the fourth quarter, and \$66.5 million, or 10.5 percent, for the 2014 full year. Domestic commissary sales increased \$8.7 million, or 5.6 percent, for the fourth quarter, and 7.8 million, or 9.5 percent, for the full 2014 year, due to increases in the prices of certain commodities, primarily cheese and meats, and higher overall margins. Higher sales volumes also contributed to the full-year increase.

International revenues increased \$1.7 million, or 6.6 percent, in the fourth quarter, and \$13.8 million, or 15.6 percent for the 2014 full year, primarily due to increases in the number of restaurants and comparable sales. CMN



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NEWS/BUSINESS

Yum! Brands reports Pizza Hut relaunch not as strong as expected, provides 2014 financials

LOUISVILLE, Ky. — Yum! Brands Inc., parent company of Pizza Hut, KFC and Taco Bell, recently reported its fourth quarter and full-year 2014 financial results.

Study recommends addressing pizza in childhood nutrition counseling

CHICAGO — The American Academy of Pediatrics (AAP) recently announced a new study on pizza appearing in the February 2015 issue of its journal *Pediatrics*.

According to the study, pizza contributes to higher calorie, saturated fat and sodium intake in children's and teens' diets. As the second-largest contributor to calorie and nutrient intake in children's diets, its impact on maintaining healthy weight is important, AAP says.

The authors of the study, "Energy and Nutrient Intake from Pizza in the United States," examines dietary recall data from a period of several years for children age 2-11 and teens age 12-19.

On the days pizza is consumed, it makes up more than 20 percent of the daily intake of calories, plus overall calorie intake for that day is much higher, the study notes.

Since dietary counseling is more effective if focused on specific foods rather than overall nutrients, and pizza plays a prominent role in children's overall diet, the authors suggest that pizza be directly addressed in nutrition counseling. Additionally, because pizza is available from multiple sources such as restaurants, fast food, stores and schools, the authors say efforts should focus on improving nutritional content and marketing. CMN

Blaze Fast-Fire'd Pizza expands in U.S., enters Canada

LOS ANGELES — Blaze Fast-Fire'd Pizza is opening its 70th U.S. location this quarter in Frisco, Texas, which will be the build-your-own pizza chain's 70th restaurant in 17 states.

The brand also recently announced it has signed a franchise agreement with Five Star Blaze Holdings Inc. to develop Blaze Pizza restaurants in Canada. This deal includes plans to open a minimum of 60 franchise units. The fast-casual pizza chain is targeting Toronto, Edmonton and Calgary for the first five restaurants. The development area for Blaze Pizza includes the Canadian provinces of Ontario, Alberta, British Columbia, Manitoba and Saskatchewan.

"The global trends behind the booming fast-casual restaurant segment — better quality, customization and premium environment — are also driving Blaze Pizza's popularity and rapid expansion," says Robert Baxter, who leads Five Star Blaze Holdings' parent company, Cypress Five Star LLC.

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

For the 2014 full year, Pizza Hut Division system sales increased 1 percent, driven by 2-percent unit growth and offset by a 1-percent same-store sales decline. Restaurant margin decreased by 3.5 percentage points to 8.2 percent. Operating profit decreased 13 percent.

Pizza Hut Division system sales in the fourth quarter increased 2 percent, driven by 2-percent unit growth. Same-store sales were even. Restaurant margin decreased 2.7 percentage points to 6.4 percent. Operating profit decreased 11 percent.

"While the initial relaunch of the Pizza Hut brand in the U.S. did not deliver the sales lift we expected, con-

sumers have responded positively to the new menu, and we intend to leverage this more effectively going forward," says Greg Creed, CEO, Yum! Brands.

For the year, Pizza Hut's international system sales grew 6 percent in emerging markets and 1 percent in developed markets. U.S. system sales declined 1 percent. For the quarter, international system sales grew 5 percent in emerging markets and 1 percent in developed markets. U.S. system sales for the fourth quarter grew 2 percent.

For the year, international same-store sales grew 1 percent in emerging markets and were even in developed markets. U.S. same-store sales declined

3 percent. For the quarter, international same-store sales were even for both emerging and developed markets. U.S. same-store sales at Pizza Hut were even in the fourth quarter.

The Pizza Hut Division opened 465 new international units in 51 countries, including 247 units in emerging markets, in 2014.

Operating margin declined 3.9 percentage points for the year and 3.2 percentage points for the quarter, driven by sales deleverage and strategic investments in international G&A. Foreign currency translation negatively impacted operating profit by \$2 million for the year and \$1 million for the quarter. CMN



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NEWS/BUSINESS



Domino's reports 2014 financial results showing growth in same-store sales, global stores

ANN ARBOR, Mich. — Domino's Pizza Inc. recently announced results for its fourth quarter and fiscal 2014, reporting growth in same store sales, global store counts and earnings.

Domestic same store sales grew 11.1 percent during the quarter vs. the year-ago period and 7.5 percent for the full year, continuing positive sales momentum in the company's domestic business. The international division also posted strong results with same store sales growth of 6.1 percent during the quarter and 6.9 percent for the full year. The fourth quarter marked the 84th consecutive quarter — or 21st full year — of international same store sales growth. The company also had global net store growth of 743 stores in 2014, comprised of 81 net new domestic stores and a record 662 new stores internationally.

On an as-reported basis, fourth quarter diluted earnings per share (EPS) were 85 cents, up 9 percent over the prior-year quarter. Full year diluted EPS were \$2.86, up 15.3 percent over the prior year. On an as-adjusted basis, fourth quarter diluted EPS were 91 cents, up 16.7 percent over the prior-year quarter. Full year as-adjusted

diluted EPS was \$2.90, up 18.4 percent over the prior year.

The company deployed free cash flow totaling approximately \$147 million in fiscal 2014, including \$82.4 million in share repurchases, \$52.8 million in quarterly dividend payments and \$11.8 million in required principal payments on long-term debt. Additionally, on Feb. 11, 2015, the board of directors declared a 31 cent per share quarterly dividend for shareholders of record as of March 13, 2015, to be paid on March 30, 2015. This represents a 24-percent increase over the previous quarterly dividend.

"Fundamental strength, with a growing global store base, robust sales and technological innovation, continues to truly drive the business," says J. Patrick Doyle, Domino's president and CEO. "Franchisees are both energized and financially sound, which is fueling our store reimage program, sales and store growth."

Revenues were up 13.5 percent for the fourth quarter vs. the prior year period, due primarily to higher supply chain volumes and elevated commodity prices (specifically cheese and meats) as well as increased sales of equipment

to stores as the store reimagining program continues. Additionally, sales and store growth contributed to increased revenues in all business segments, although these increases were partially offset by the negative impact of foreign currency exchange rates.

Net income was up \$3.4 million, or 7.5 percent, for the fourth quarter vs. the prior year period, primarily driven by domestic and international same store sales growth and global store count growth, as well as increased supply chain volumes. **CMN**

Little Caesars building new resource center

DETROIT — Little Caesars is building a new 205,000-square-foot Global Resource Center, expanding its world headquarters campus in Detroit to more than twice its current size. The company also has announced that it will completely renovate its existing 186,000-square-foot Little Caesars Fox Office Center into a modern, flexible, open and collaborative workspace. The new Little Caesars Global Resource Center will connect to the Fox Office Center by a pedestrian bridge.

"We are excited to provide our employees, and the next generation of our employees, with new, expanded space to meet and interact, the most modern infrastructure and technologies, and world-class amenities," says David Scrivano, president and CEO,

Little Caesars. "This state-of-the-art headquarters campus will create a collaborative workspace that helps us continue to attract, train and retain the top talent and franchisees we need to continue our explosive growth and better serve our customers around the world."

Anticipated features of the new building and renovated space include a flagship Little Caesars Pizza store, auditorium, collaborative work spaces and meeting rooms, state-of-the-art training facilities for franchisees, crew and employees, innovation kitchens, green space, childcare facility and expected LEED Silver certification. Construction will begin this spring and is expected to be complete by the end of calendar 2016. **CMN**

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NEWS/BUSINESS



Pizza Hut offers fans chance to win \$1 million prize with backwards half-court shot

PLANO, Texas — As March Madness ramps up this weekend, Pizza Hut is inviting fans to www.stuffedcrustshot.com to enter for a trip to Indianapolis to attempt a backwards half-court shot for \$1 million in celebration of its 20th anniversary of Stuffed Crust Pizza.

In 1995, Pizza Hut encouraged Americans to eat their pizza backwards when it rolled out Stuffed Crust. Now, 20 years later, Pizza Hut is changing

the game again by offering America the chance to sink a half-court shot for a \$1 million prize — they just have to do it backwards.

"Making half-court shots has become a little too commonplace, so as we upped the ante 20 years ago by stuffing cheese inside pizza crust, we're doing it again by challenging America to make a half-court shot backwards," says Jared Drinkwater, vice president of market-

ing, Pizza Hut. "The great thing is that even if you won't be in Indianapolis, you still have a shot at this \$1 million prize. We can't wait to see what happens on April 5."

The company will hold a live event — hosted by Jay Williams, college basketball analyst — at the Hinkle Fieldhouse in Indianapolis, Indiana, on April 5, where four fans will attempt the backwards half-court shot for \$1 million. Pizza Hut fans from across the country can enter for a chance to win a spot in the contest by visiting www.stuffedcrustshot.com by March 29. Three winners, chosen at random and announced on March 31, will win a trip to Indianapolis to compete.

Between 1 and 3 p.m. April 5, Pizza Hut will host a shoot-around at Hinkle; one lucky fan that participates in the shoot-around and can make a backwards lay-up will win the chance to be the fourth competitor in the \$1 million backwards half-court shot contest. The official contest will kick-off at 4 p.m., with each competitor getting one attempt at making the backwards half-court shot. Everyone in attendance will be able to try all of Pizza Hut's new Stuffed Crust flavors.

To ensure the whole nation gets a piece of the pie, Pizza Hut will offer half off all Stuffed Crust Pizza orders on April 9 if a competitor sinks the backwards half-court shot.

"Few things can make a crowd go wild like a made half-court shot, so I can only imagine the reaction a made backwards half-court shot for a million dollars is going to get," Williams says. "I cannot wait to see what happens in Indianapolis. This is certainly an exciting and flavorful way to celebrate the 20-year anniversary of Stuffed Crust Pizza."

The 20th anniversary of Stuffed Crust Pizza also includes a throwback price of \$9.99 for a 1-topping large Stuffed Crust Pizza, the original price the company sold it for 20 years ago. It will be supported by an advertisement featuring basketball legend and one of the league's leading stuffers, David Robinson, who starred in the original Stuffed Crust commercial, and broadcasting legend Dick Vitale. Walking through a "Hall of Stuffed Stuff," Robinson relives his original commercial, and the idea of "a crust so good, you want to eat it first." The commercial can be viewed by visiting www.YouTube.com/PizzaHut. CMN

MenuTrends Keynote report from Datassential examines types of pizza consumers are eating

CHICAGO — The latest MenuTrends Keynote report from food industry researcher Datassential is a comprehensive overview on the types of pizza consumers are eating, where they are eating it and what they think of retail pizzas. The October 2014 report also covered data growth, consumer interest, and trending ingredients including premium meats and cheeses.

Among consumers who have eaten pizza within the last two weeks, 8 percent of consumers prefer a cheese pizza, ranking in at No. 5 out of 15 types of pizza. Pepperoni was No. 1 at 40 percent.

Forty-six percent of consumers say a great pizza is having a great crust,

while 14 percent say it's about "truly great" cheese.

High-end cheeses was a Datassential MegaTrend with consumers, with 26 percent expressing interest. High-end cheeses placed second, following wood-fired or coal-fired pizzas.

Under noteworthy trending ingredients, pizzas at full-service restaurants are topped with seasonal and pickled vegetables, seafood, and premium cheese like burrata and taleggio. Pizzas and independents are incorporating high-end cheeses and truffles.

For the full report, contact Brian Darr at 312-655-0594, or e-mail brian@datassential.com. CMN

Pie Five offers limited time Thai-riffic Pie

DALLAS — From March 9 through April 19, Pie Five Pizza is offering "Thai-riffic Pie," a Thai-inspired creation featuring sweet chili sauce, grilled chicken, a mix of vegetables, crushed red peppers, carrot sticks, cilantro and a Mozzarella and Provolone blend, at locations nationwide.

"If you love Thai food, you're going to love this new pie," said Patty Scheibmeir,

vice president of R&D and Product Innovation, Pie Five Pizza. "It's nut-less and full of flavor, without the spiciness of most Thai foods. It's different from any specialty pie we've ever served, but we think it's going to be a customer favorite."

A complete menu and more information are available at piefivepizza.com. CMN

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Pizza Hut launches Skinny Slice nationwide

PLANO, Texas — Pizza Hut last fall launched a nationwide rollout of Skinny Slice Pizzas, made from a thinner version of Pizza Hut's Hand-Tossed Crust.

Five special recipes for Skinny Slice Pizzas have been introduced, including:

- **Skinny With a Kick:** Premium crushed tomato sauce topped with pepperoni, sliced jalapeno peppers, Peruvian cherry peppers, fresh green bell peppers and fresh red onions, flavored with red pepper on the crust edge.
- **Skinny Luau:** Premium crushed tomato sauce topped with grilled chicken, slow-roasted ham, fresh green bell peppers and sweet pineapple.
- **Skinny Club:** Creamy garlic Parmesan sauce topped with grilled chicken, slow-roasted ham, diced Roma tomatoes and fresh spinach, flavored with toasted Asiago on the crust edge.
- **Skinny Beach:** Premium crushed to-

mato sauce topped with grilled chicken, fresh red onions, Peruvian cherry peppers and fresh spinach.

- **Skinny Italian:** Classic marinara sauce topped with classic meatballs, diced Roma tomatoes, fresh mushrooms, fresh red onions and fresh spinach, flavored with a balsamic drizzle.

All five recipes feature 250 calories or less per slice. In addition to the featured varieties, customers can create their own Skinny Slice Pizza for 300 calories or less per slice with up to five ingredients.

"We are so excited to be offering such a wide range of flavorful and delicious pizzas that also happen to have fewer calories than our other pizzas," says Rachel Huber, Pizza Hut senior nutritionist. "Nobody wants to feel like they're sacrificing flavor when they're counting calories, and with our new line of Skinny Slice Pizzas, they'll never need to." CMN

Little Caesars offers bacon-wrapped deep dish

DETROIT — Little Caesars recently introduced a new bacon-wrapped deep dish pizza, which is available for a limited time.

The new Bacon Wrapped Crust DEEP!DEEP! Dish pizza is an 8-corner deep dish pizza wrapped in whole strips of thick-cut bacon and topped with pepperoni and more bacon. This new limited-time pizza offering is an extension of Little Caesars' DEEP!DEEP! Dish product, an 8-corner, large pizza featuring a crunchy crust with caramelized cheese edges and topped with pepperoni and cheese.

"Little Caesars focuses on giving customers new flavors and choices at a great value and with the sense of fun we're known for," says Edward Gleich, senior vice president of global marketing, Little Caesars. "With the new Bacon Wrapped Crust DEEP!DEEP! Dish, we're pushing

pizza to its bacon limits with more than three-and-a-half feet of bacon wrapped around the crust alone."

The new Bacon Wrapped Crust DEEP!DEEP! Dish is available at all U.S. Little Caesars restaurants through late April for \$12. It is available on Little Caesars' HOT-N-READY menu from 4-8 p.m. or all day by request.

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

IFT study eyes ideal cheese toppings

AUCKLAND, New Zealand — The University of Auckland in New Zealand and the Institute of Food Technologists (IFT) published a new study in the *Journal of Food Science* quantifying pizza baking properties and performance of different cheeses, including browning and blistering, and investigating the correlation to cheese properties.

The color of cheeses including Cheddar, Colby, Edam, Emmental, Gruyere, Mozzarella and Provolone were quantified using a machine vision system and image analysis techniques.

In the study, Mozzarella was found to have extremely different pizza baking performance from the other cheeses.

Because of its high water activity and elasticity, mozzarella has a unique stretchability, making it commonly used as a pizza topping, according to the study.

Gruyere and Provolone can be added to pizzas to obtain a less burnt appearance because they produce more free oil, and the color can be made more uniform by adding cheeses with low elasticity, such as Colby.

"It gives pizza manufacturers the opportunity to dial in an experience," says Bryony James, University of Auckland associate professor, Ph.D., in a video describing the study.

To read the full study, visit www.onlinelibrary.wiley.com and search for *Journal of Food Science* Volume 79, Issue 8. CMN

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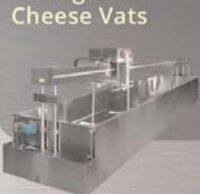
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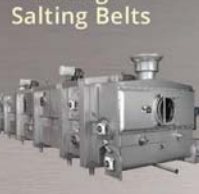
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NEWS/BUSINESS

Emerald Expositions acquires International Pizza Expo, partner magazine Pizza Today

SAN JUAN CAPISTRANO, Calif. — Emerald Expositions LLC recently announced it has acquired the International Pizza Expo from MacFadden Communications Group.

International Pizza Expo is described as the largest trade show in the world for pizza professionals, including cheese manufacturers and buyers.

Last year, more than 7,500 qualified independent, chain and franchise pizzeria buyers attended the show in Las Vegas.

Pizza Expo 2015 will be held March 23-26 at the Las Vegas Convention Center in Las Vegas, Nevada.

Emerald Expositions also acquired

Pizza Today, the partner magazine of Pizza Expo and a publication serving the pizza market.

The pizza team is based in Louisville, Kentucky, and is led by Peter Lachapelle, who will report to Joe Randall, executive vice president of design, healthcare, antiques and military at Emerald Expositions.

"This is Emerald's first trade show acquisition in the foodservice industry, and we are exceptionally pleased that the International Pizza Expo is such a strong, vibrant and growing show," Randall says. "We look forward to supporting the team in the continued entrepreneurial building of the business."

Based in San Juan Capistrano, California, Emerald Expositions is an operator of business-to-business

trade shows in the United States, producing more than 80 shows and conference events each year. CMN

Domino's promotion seeks sightings of old logo

ANN ARBOR, Mich. — Domino's launched the Logo Informants Sweepstakes Feb. 18 in efforts to find which stores still use the old "Domino's Pizza" logo.

Until April 27, Domino's consumers can take photos of the old marketing, upload them to Instagram using the hashtags #loginformants and #sweeps, and for each photo uploaded they are entered to win prizes. Five consumers will win free pizza for a year (approximate

retail value \$500) and 1,000 consumers will win a \$10 Domino's digital gift code.

In 2012, Domino's dropped pizza from its name because, as the company states in its marketing, it is more than pizza. The company launched the sweepstakes to ensure logo consistency across all Domino's locations.

For more information, or for the full sweepstakes terms and conditions, visit www.loginformants.com. CMN

Sbarro revamps pizza recipe to include 20 percent more cheese

COLUMBUS, Ohio — Sbarro enhanced its signature pizza recipe in November to add more 100 percent whole milk Mozzarella to all of its signature pizzas.

"We have the best cheese in the business — Mozzarella we shred fresh daily to assure the best taste," says David Karam, CEO, Sbarro. "By adding 20 percent more cheese, we are bringing to light one of the best cheese and high-quality pizza product stories in the industry."

"By adding 20 percent more cheese, we are bringing to light one of the best cheese and high-quality pizza product stories in the industry."

David Karam
SBARRO

The upgraded recipe coincides with a revitalization of the brand currently underway. The chain will continue to create its dough in-house from scratch daily and utilize high quality staples like San Marzano-style tomato sauce in its signature pies and pastas, the company says.

Sbarro also is offering a new take on the X-treme Double Duo Pepperoni featuring two types of pepperoni layered between 100 percent whole milk Mozzarella and Pepper Jack cheeses.

Additional developments include a new logo and store remodeling projects continuing this year.

To celebrate the changes, Sbarro is hosting a digital sweepstakes asking customers to "Say Cheese!" for a chance to win prizes including a \$500 shopping spree and free pizzas. For more details, visit www.facebook.com/Sbarro. CMN



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NEWS/BUSINESS



Bosch Packaging plans to acquire Osgood Industries Inc. pending antitrust approvals

FARMINGTON HILLS, Mich. — Germany-based process and packaging technology supplier Bosch Packaging Technology has announced plans to acquire Osgood Industries Inc. of Oldsmar, Florida. Agreements were signed Feb. 6, and the transaction is pending the successful completion of all necessary antitrust approvals. The purchase price was not disclosed.

With this acquisition, Bosch says it intends to further strengthen its engagement in North America. Osgood Industries, which develops, manufactures and services complete rotary and linear machinery lines, had sales of approximately \$26 million in 2014 and

employs about 150 people.

Osgood Industries' equipment fills pre-formed containers with products which require clean or ultraclean hygienic standards, including both standardized and customized applications. This applies to foods such as ice cream, yogurt, dessert, salad and cheese, among others. The acquisition will involve a comprehensive service portfolio of maintenance, spare parts, customer engineering, rebuilds and retrofits of existing equipment.

"For almost four decades, Osgood Industries has taken pride in developing the highest-quality products for our customers," says Martin J. Mueller,

president, Osgood Industries. "As a family-owned and operated business, we look forward to joining Bosch, with its worldwide sales channels and rich heritage. Bosch has demonstrated its commitment to growing in this market, and we are proud to be part of that growth."

Bosch and Osgood Industries already have established a business relationship. Osgood Industries is a North American sales agent for Bosch Packaging Technology, representing Bosch's portfolio of thermoforming, fill and seal technology.

"With Osgood Industries, we are further adding to our strategic activities in the area of liquid food," says Friedbert

Klefenz, president of Bosch Packaging Technology. "The experience of the Osgood team, their dedication to customer satisfaction and their expertise in this growing segment make this a much-valued addition to the Bosch team." CMN

Domino's launches 50 percent off pizza deal until March 22

ANN ARBOR, Mich. — Domino's is offering 50 percent off all menu-priced pizza orders placed online from March 16 through March 22. The company says it is excited to let customers enjoy any combination of pizza at half off as they cheer on their teams during the first week of the month-long college basketball tournament.

"Domino's offers a variety of convenient digital ordering channels, so customers will never have to miss a second of any game when they order online," says Jenny Fouracre, Domino's spokesperson.

College basketball's tournament month is a busy time for Domino's. The company sold more than 1.7 million pizzas during the 2014 semifinals and championship game nights combined.

"While teams across the U.S. compete for a spot in the finals, Domino's team members are putting on their game faces and gearing up for their own big delivery days," Fouracre says. CMN

Blast 825 Pizza donates \$3,366 to the Placer SPCA

FRESNO, Calif. — Blast 825 Pizza raised more than \$1,600 from its Jan. 28 Rocklin, California, grand opening celebration, which it matched for a total donation of \$3,366 to the Placer Society for the Prevention of Cruelty to Animals (Placer SPCA).

Blast offered guests \$4 pizzas and salads with 100 percent of the proceeds going to the Placer SPCA through the company's new pet-centric charitable initiative, Blast Buddies.

During the event, Placer SPCA representatives created a signature pizza they called the "Pet Lover's Pizza," featuring garlic infused olive oil, Blast blend cheese, sun dried tomato, roasted onion, roasted garlic, black olives and pesto drizzle. Blast 825 sold the specialty pizza from Jan. 28 through Feb. 28.

"We are happy to support the Placer SPCA again because it's a perfect fit with our new Blast Buddies initiative," said John Ferdinandi, CEO, Milano Restaurants, Blast 825's parent company. "We are proud to announce we will continue supporting local pet charities through store grand openings as Blast 825 expands."

Blast 825 Pizza currently has four restaurants open, with two more opening this year. CMN



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NEWS/BUSINESS



USDA announces support for schools under expanded Team Up for School Nutrition initiative

WASHINGTON — U.S. Agriculture Secretary Tom Vilsack recently announced additional support for schools working to serve school children healthy meals with the nationwide expansion of the Team Up for School Nutrition Success Initiative.

The initiative will provide school nutrition personnel across the country tailored technical assistance and peer-to-peer mentoring. This allows schools to address their individual resource and training needs. USDA conducted a pilot of the Team Up effort in Mississippi last fall and now will expand the program to other regions of the country.

The Team Up for School Nutrition Success Initiative is one more in a series of USDA efforts to help schools successfully serve healthier meals, which has included additional funding for school food services, trainings and technical support, and flexibility in the new standards where appropriate.

“Updated healthy meal standards, based on the recommendations of pediatricians, ensure kids across the country to have access to nutritious food,” Vilsack says. “Over 90 percent of the nation’s schools are successfully achieving updated healthy meal standards. The Team Up program allows the remaining schools still working to meet the standards to pair up and learn best practices from schools that are already successfully serving healthier meals. We will continue to do everything we can to support schools as they work to ensure our kids get the healthy start in life they deserve.”

The Team Up For School Nutrition Success training is tailored to schools and covers topics including menu planning, financial management, procurement, meal presentation and appeal, as

well as youth engagement tactics and strategies to reduce plate waste. Schools have the opportunity to learn from one another in order to make positive strides toward providing healthy school environments with financial stability and strong student participation.

USDA’s Food and Nutrition Service (FNS) partnered with the National Food Service Management Institute (NFSMI) to conduct the original Team Up pilot in Mississippi in November 2014. Fifty-three School Food Authorities (SFAs) were paired with 27 mentors in order to provide peer-to-peer mentorship on issues ranging from financial management to student participation.

NFSMI is conducting a 3-, 6- and 12-month follow up with the pilot SFAs to assess progress made and any needs for additional training. The next training will take place in April with school foodservice professionals all across the Southwest. Subsequent trainings in remaining regions of the country will follow:

- April 2015 — Southwest
- May 2015 — Northeast
- June 2015 — West
- July 2015 — Midwest
- August 2015 — Mid-Atlantic
- September 2015 — Mountain Plains

Attendees at the November Team

Up pilot requested additional forums where specific topic areas could be further discussed and best practices shared. As a result, beginning in January, FNS and NFSMI began conducting a monthly Team Up Thursday webinar series. These webinars are focusing on highly requested topics in the area of meal pattern implementation. The webinars will be available to all school nutrition personnel and state agencies in order to broaden the reach of this training opportunity.

For more information about Team Up and to listen to the previous webinars, visit www.nfsmi.org/Resource-Overview.aspx?ID=527. **CMN**

ALDI honored for liveGfree Gluten Free Pizza

BATAVIA, Ill. — Grocer ALDI was recently awarded the 2015 Product of the Year award in the Convenience Meal Category for liveGfree Gluten Free Pizza after the grocer recently announced the addition of the gluten-free brand “liveGfree” to its store shelves.

liveGfree Gluten Free Pizzas are made from premium ingredients including wheat-free, gluten-free and soy-free rice crust and topped with vine-ripened tomato sauce, Mozzarella and Romano cheeses, uncured, nitrate-free pepperoni and spices. The pizzas are available in two varieties, cheese and pepperoni, at \$4.99 for a 10-ounce pizza, ALDI says.

In partnership with the global research company TNS, more than 40,000 consumers were surveyed to assess consumer opinions on innovation, use, satisfaction and purchase intent of the competing products. **CMN**



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NEWS/BUSINESS



Blue Bell ice cream recalled after Listeria outbreak, three deaths are linked to product

ANN ARBOR, Mich. — The Centers for Disease Control and Prevention (CDC) and FDA are working with state and local health officials to investigate an outbreak of *Listeria monocytogenes* infections that may be linked to Blue Bell Creameries ice cream.

According to the CDC and the Kansas Department of Health and Environment, five patients who were treated in a single hospital in Kansas were infected with *Listeria monocytogenes*. Three of the strains found in the patients also have been found in products manufactured at the Blue Bell Creameries production facility in Brenham, Texas. All five patients are

adults, and three deaths have been reported.

The patients became ill with listeriosis after hospitalizations for unrelated causes at the same hospital. They became ill between January 2014 and January 2015 after a majority were known to have consumed Blue Bell Creameries ice cream at the hospital.

FDA was notified that the three strains, as well as four other rare strains of *Listeria monocytogenes*, were found in samples of Blue Bell Creameries single serving Chocolate Chip Country Cookie Sandwich and the Great Divide Bar ice cream products collected by the South Carolina Department of Health &

Environmental Control during routine product sampling at a South Carolina distribution center on Feb. 12, 2015. These products are manufactured at Blue Bell Creameries' Brenham facility.

The Texas Department of State Health Services subsequently collected product samples from the Blue Bell Creameries Brenham facility. These samples yielded *Listeria monocytogenes* from the same products tested by South Carolina and a third single-serving ice cream product, Scoops, which also is made on the same production line.

Blue Bell Creameries released a statement saying that one of its ma-

chines produced a limited amount of frozen snacks with a potential *Listeria* problem. When this was detected, all the products produced by this machine were withdrawn, the company says, and its team members recovered all involved products in stores and storage. The company also has shut down the production line where the products were made.

According to the Kansas Department of Health and Environment, hospital records available for four patients show that all were served ice cream from Blue Bell Creameries' prepackaged, single-serving products and milkshakes made from these products. The hospital receives ice cream manufactured by Blue Bell Creameries, although it is not confirmed that the hospital receives ice cream only from the Brenham facility.

CDC says while Blue Bell Creameries reported it had removed the affected products from the market, contaminated ice cream products may still be in the freezers of consumers, institutions and retailers. CDC recommends that consumers do not eat any products that Blue Bell brand ice cream removed from the market.

Blue Bell Creameries notes that the recall does not include its half gallons, quarts, pints, cups, three gallon ice cream or the majority of its take-home frozen snack novelties. **CMN**



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Kraft recalls Mac & Cheese due to metal pieces

NORTHFIELD, Ill. — Kraft Foods Group is recalling approximately 242,000 cases of select manufacturing codes of the original flavor of Kraft Macaroni & Cheese Dinner due to the possibility that some boxes may contain small pieces of metal.

The recalled product is limited to the 7.25-ounce size of the original flavor of boxed dinner with the "Best When Used By" dates of Sept. 18, 2015 through Oct. 11, 2015, with the code "C2" directly below the date, which specifies the production line on which the affected product was made. Some of these products also have been packed in multi-pack units that have a range of different code dates and manufacturing codes on the external packaging. No other sizes, varieties or pasta shapes are included in this recall.

Kraft has received eight consumer contacts about this product from the impacted line with this range of code dates. No injuries have been reported.

The recalled product was shipped to customers in the United States as well as to Puerto Rico and some Caribbean and South American countries, but not to Canada. **CMN**

NEWS/BUSINESS

GDT announces new advisory board members

AUCKLAND, New Zealand — Global Dairy Trade (GDT) recently announced that two new bidder members have been appointed to the GDT Advisory Board to join three existing bidder members reappointed for a further two-year term.

Bidder and seller members of the GDT Advisory Board are appointed for two-year terms. Established in 2012, the advisory board ensures the voice of bidders and sellers is heard on possible changes to GDT's operation. Members bring an important user perspective as GDT continues to evolve and meet ever-changing market needs, GDT says. The GDT Advisory Board comprises five bidders and five sellers. Members are selected based on published criteria to ensure a broad range of representation.

The primary goal of the advisory board is to ensure that the GDT trading platform is developed and managed in a way that embraces the objectives of independence, neutrality and transpar-

ency, and is trusted by both bidders and sellers.

The new members are Fromageries Bel SA and Gloria SA, while the three members reappointed are Mongolia Kindairy Trade Co., Kuwait Danish Dairies and Olam International Ltd. Other current members of the advisory board include Amul (Gujarat Cooperative Milk Marketing Federation Ltd.), Arla Foods Amba, Dairy America Inc., Euroserum and Fonterra Cooperative Group Ltd.

GDT thanks two outgoing advisory board members, Cremeria Americana S.A. de C.V. and Hasani Trading Co., for their contributions the past two years. CMN

Prices plummet at Global Dairy Trade auction

AUCKLAND, New Zealand — The Global Dairy Trade (GDT) index fell 8.8 percent, and average prices for all commodities were lower Tuesday following the latest auction on GDT, Fonterra's internet-based sales platform.

The average price achieved across all contracts and contract periods for each commodity, and percent drop from earlier this month, is as follows:

- Anhydrous milkfat: US\$3,877 per metric ton FAS (\$1.7856 per pound), down 8.4 percent.
- Butter: US\$3,555 per metric ton FAS (\$1.6125 per pound), down 9.4 percent.
- Buttermilk powder: US\$2,635 per

metric ton FAS (\$1.1952 per pound), down 11.6 percent.

- Cheddar: US\$3,130 per metric ton FAS (\$1.4198 per pound), down 7.4 percent.

- Rennet casein: US\$7,507 per metric ton FAS (\$3.4052 per pound), down 15.2 percent.

- Skim milk powder: US\$2,731 per metric ton FAS (\$1.2388 per pound), down 5.5 percent.

- Whole milk powder: US\$2,928 per metric ton FAS (\$1.3281 per pound), down 9.6 percent.

The next trading event will be held April 1. For more information, visit www.globaldairytrade.info. CMN

AMPI to review performance at annual meeting

NEW ULM, Minn. — Associated Milk Producers Inc. (AMPI) will hold its annual delegate meeting March 23-24 in Bloomington, Minnesota, where the cooperative will review its performance over the last year, including record dairy markets, milk production increases and rising foodservice sector sales. Nearly 400 people, including AMPI elected representatives from six Upper Midwest states and industry leaders, are expected to attend.

Wisconsin Secretary of Agriculture Ben Brancel, who operated his family dairy for 22 years before entering public service, will speak in the opening program. Agricultural economist Michael Swanson will analyze the global dairy marketplace and its impact on AMPI dairy farmer-owners. Veterinarian Lance Fox will close the first-day agenda with an inspirational story about climbing Mt. Everest.

During the annual business meeting March 24, AMPI Chairman of the Board Steve Schlangen, a dairy farmer from Albany, Minnesota, will address the role the cooperative is playing to ensure a solid market for its members' milk. Donn DeVelder and Sheryl Meshke, AMPI's newly-appointed co-presidents and CEOs, will then detail the cooperative's long-range plans.

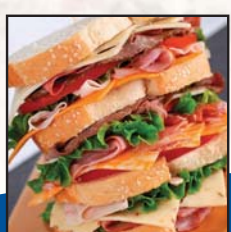
AMPI delegates will vote to determine the cooperative's position on issues and policies as part of its grassroots policy-making process.

AMPI Young Cooperators — members under the age of 40 — will participate in a co-op leadership development program, which provides an opportunity for members to learn more about the milk marketing business they own while networking and socializing. CMN



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NEWS/BUSINESS



DFA reports financial results; cooperative net sales in 2014 totaled \$17.9 billion

KANSAS CITY, Mo. — Dairy Farmers of America (DFA) recently announced its full-year financial results, reporting a net income of \$43.1 million for 2014. DFA's net sales totaled \$17.9 billion for 2014, a nearly 40 percent increase compared with \$12.8 billion in 2013. This increase was primarily a result of higher milk prices, which averaged \$23.98 per hundredweight in 2014 compared with

\$20.05 in 2013. The higher milk prices also provided improved margins for DFA farmer-members.

In 2014, DFA directed the marketing of 63.7 billion pounds of milk for both members and others. This represented approximately 31 percent of the total milk production in the United States. Payments to members for milk marketed were \$10.9 billion in 2014, compared

with \$7.9 billion in 2013. The average 2014 price paid to members per hundredweight of milk was \$24.17, compared with \$20.15 in 2013.

Cash distributed to members in 2014 totaled \$28 million, with \$8 million of allocated patronage dividends and \$20 million in equity retirements.

DFA continued to expand its commercial investments in 2014. The cooperative's Fluid Milk and Ice Cream Division acquired Oakhurst Dairy, a Portland, Maine-based company that processes milk, juice and fruit drinks.

In 2014, DFA opened two new dairy ingredients plants. A facility in Fallon,

Nevada, manufactures 250,000 pounds of whole milk powder a day to meet the needs of international customers. In Linwood, New York, DFA opened its first facility built and operated in partnership with a group of individual farmer-members. This plant produces cream and skim milk for a range of regional customers.

DFA grew as a result of the merger in early 2014 with Dairylea Cooperative, a Northeast-based milk marketing cooperative with 1,200 members. DFA says the two cooperatives have enjoyed a successful partner relationship since DFA was formed in 1998. **CMN**

DFA holds 17th annual meeting in Kansas City

KANSAS CITY, Mo. — More than 1,400 Dairy Farmers of America (DFA) members and guests met here this week for the cooperative's 17th annual meeting. This year's meeting theme — "Connect. Collaborate. Innovate." — explored the various ways DFA works to strengthen its commitment to serving members.

"As dairy farmers, we maintain a strong connection not only to our cows and the land on which we farm, but also to DFA," says Randy Mooney, chairman of DFA's board of directors. "In return, the cooperative pursues collaborations and innovations that assure ongoing markets for our milk."

Mooney delivered the chairman's report and talked about the favorable year for dairy producers. An overview

of DFA's business was delivered by DFA president and CEO Rick Smith, who focused on DFA's pursuit of increased commercial business.

Guest speakers included Tim Hunt, global dairy strategist with Rabobank; Jim Mulhern, president and CEO, National Milk Producers Federation; and Tom Gallagher, CEO, Dairy Management Inc.

At the cooperative's annual banquet, DFA recognized 2015 Members of Distinction, outgoing board directors and winners of the 2015 DFA Cares Foundation Scholarship. The meeting concluded with the resolutions process, where 250 elected delegates from across the country voted on issues that guide policy positions and business activities for DFA for the coming year. **CMN**

Kraft files for high-protein cream cheese patent

NORTHFIELD, Ill. — Kraft Foods recently filed for an international patent for methods of making spreadable, high-protein cream cheese products.

Kraft notes in its application that attempts to increase the protein level in cream cheese compositions previously tended to result in processing and/or textural shortcomings. The company describes a method of making a high-protein cream cheese with better texture, spreadability and other characteristics.

The method Kraft describes in its

patent application includes providing a cheese curd that may have about 6 to 10 percent protein, about 20 to 25 percent fat and a pH of about 4.3 to 4.6, and then adding a cultured dairy liquid having a higher pH to the cheese curd. The method also includes blending one or more high-protein dairy powders that have about 70 percent protein or more into the mixture, which may be homogenized to form a high-protein cream cheese with about 8 to about 20 percent total protein and the spreadability of conventional cream cheese. **CMN**



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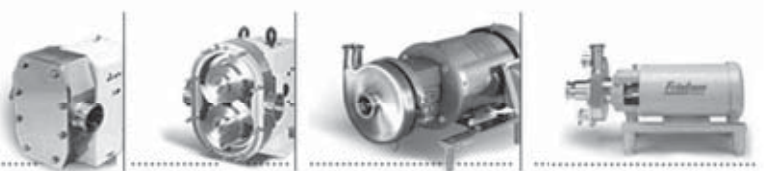
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OUTREACH SPECIALIST

The WCDR is currently looking for a Dairy Training Facilitator. This position will provide outreach support to the dairy industry, with priority given to managing and conducting the Dairy Plant Worker Certificate Program, an unprecedented training for Wisconsin's dairy processing workforce. The candidate must have a Bachelors in Food Science/related field; a minimum of six years of experience in dairy manufacturing/processing, or equivalent; and two years of training/mentoring experience. Must possess an understanding of dairy chemistry/technology, milk quality/microbiology, sanitation, relevant dairy processing regulations, and production plant best practices. 100% position, min \$45,000/year.

Unless confidentiality is requested in writing, the names of applicants must be released upon request. Finalists cannot be guaranteed confidentiality. Send resume and cover letter referencing PVL #82018 to Carmen Huston, Center for Dairy Research, 1605 Linden Dr., Madison, WI 53706 Email: Huston@cdr.wisc.edu Detailed job announcement: http://www.ohr.wisc.edu/WebListing/Unclassified/PVLSummary.aspx?pvl_num=82018



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PEOPLE

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

The Executive Board of **Royal FrieslandCampina N.V.**, Amersfoort, Netherlands, appointed **Tine Snels** as executive director of the FrieslandCampina Ingredients business group effective June 1, 2015. Snels will take over responsibility for the business group from **Roelof Joosten**, who will succeed **Cees 't Hart** as CEO of Royal FrieslandCampina on the same date. Snels joined FrieslandCampina in July 2012 as managing director of operating company FrieslandCampina Kievit, part of the FrieslandCampina Ingredients business group. Snels has nearly 20 years experience in management functions in the business-to-business ingredients, additives and animal feeds market. Joosten has been a member of the FrieslandCampina Executive Board since 2012. He joined the company in 2004. Hart has been CEO of Royal

FrieslandCampina N.V. since January 2009. He was appointed chairman of the board of Royal Friesland Foods N.V. in 2008 and guided the company through a merger with Campina B.V. in December 2008.

The Cornucopia Institute, Cornucopia, Wisconsin, has announced **Dr. Jérôme Rigot** will join the staff as a policy analyst. Rigot is a Maine-based agricultural researcher and organic certification professional with broad experience in organic farming, specialty crop production, composting and the culinary arts. He holds a doctorate in agricultural and environmental chemistry from the University of California, Davis. Rigot did postdoctoral research at Ohio State University.

Robin Holding has been appointed to the role of **Hayssen Flexible Systems** horizontal machinery sales manager, U.K. In this role, Holding will be responsible for selling the entire

Hayssen Flexible Systems Horizontal Machinery range in the south of the United Kingdom, including equipment from the newly acquired Schib Packaging SRL. Holding has more than 30 years of experience in the processing and packaging equipment industry, with roles in both engineering and sales.

Fonterra Co-operative Group Ltd, Auckland, New Zealand, announced the resignation of **Pascal De Petrini**, managing director of the Co-operative's Asia Pacific, Middle East and Africa (APMEA) business unit, and member of Fonterra's management team. Petrini will return to France as executive vice president strategic resources cycles with his former company, Danone, in June. As an interim measure, Fonterra's APMEA business will be managed by a temporary structure with the heads of the regions reporting to the CEO. CMN

NEWS/BUSINESS

IDFA accepting submissions for Innovative Milk and Cultured Dairy Products contest

WASHINGTON—The International Dairy Foods Association (IDFA) is accepting submissions for its annual Innovative Milk and Cultured Dairy Products contest at the Milk and Cultured Dairy Products conference. The conference, May 19-20 at the Crown Plaza Northstar Minneapolis, will explore what's new in dairy ingredients, processing technology and packaging.

During the contest, attendees will sample the latest products and vote for their favorites. Awards will be given for the most innovative milk or cultured dairy product and for the most innovative milk or cultured dairy prototype product.

Each company may enter one of any of the following types of milk or cultured dairy products: milk, yogurt, sour cream, dips, cottage cheese, probiotic drinks, cultured milks and smoothies. Expect for the prototype category, only milk or cultured dairy products that are currently being sold in the marketplace are eligible. The products can be in the original retail containers. Each company may enter one prototype milk or cultured dairy product not yet available in the marketplace.

For more information, e-mail edlugacz@idfa.org, or call 202-220-3512. To register for the conference, visit www.idfa.org/forms/meeting/Microsite/Milk_Cultured_Dairy_2015,2. CMN

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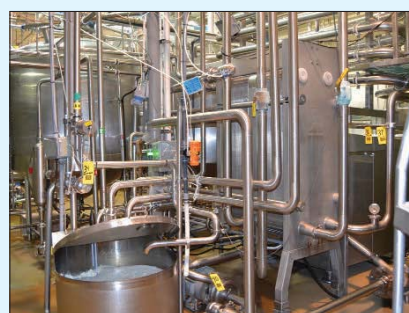
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Land O'Lakes and Feeding America launch third Pin A Meal, Give A Meal

ARDEN HILLS, Minn. — The Land O'Lakes Foundation and the Land O'Lakes Dairy Foods team has partnered with Feeding America on the Pin A Meal, Give A Meal campaign for a third year. The campaign launched March 2 and will run through April 30.

For every Land O'Lakes recipe (or other recipe of the users' choosing), pinned on Pinterest, the Land O'Lakes Foundation will donate \$1 for a guaranteed maximum of \$350,000 to Feeding America.

According to Feeding America, one in six Americans struggle with hunger. The goal of the campaign is to donate 3.5 million meals to food insecure households across the country.

The Land O'Lakes Pin A Meal, Give A Meal Pinterest board, Facebook page, Twitter page and website will feature recipes visitors can share on Pinterest. The pins and repins will be tracked, and the donation will be made directly to Feeding America.

Those who don't use Pinterest can donate to Feeding America by visiting <http://www.feedingamerica.org/landolakes>. CMN

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NEWS/BUSINESS



Arla Foods enters joint venture with Australia's largest cheese importer F. Mayer

AARHUS, Denmark — Arla Foods recently announced it has entered a joint venture with Australia's largest cheese importer, F. Mayer Imports. Arla says this partnership will help it build

on the success of its Castello specialty cheese brand in Australia.

Arla Foods will own 51 percent share in the joint venture, "Arla Foods Mayer Australia Pty Ltd.," while F.

Mayer Imports will own 49 percent. The head office will be in Sydney, and the joint venture will be effective as of May 4, 2015.

With this joint venture, Arla says it aims to increase its annual revenue in Australia from the current 200 million Danish krone (approximately US\$30 million) to 1 billion Danish krone (approximately US\$152 million) by 2020.

The new joint venture will market, sell and distribute imported and local dairy specialty products to the Australian market. These products include Castello cheese, Lurpak butter and various other Arla products, as well as specialty dairy products from third-party producers in Europe and Australia via F.

Mayer. All of Arla's current and future business in Australia will be placed in the joint venture with F. Mayer Imports.

"Although the overall Australian dairy market is only seeing low growth rates, the market for specialty cheese is lively and growing," says Lars Eggers, Arla's managing director in Australia, who will become the general manager of the new joint venture. "Australians want to be inspired by quality food, including artisan cheese. We believe we have the products to tap into that movement."

Eggers adds that Castello cheese has been sold in Australia for more than 35 years, while F. Mayer has been sourcing specialty cheese from other countries for decades. **CMN**

USDA extends comment period on DGAC report

WASHINGTON — The period for written comments on the Scientific Report of the 2015 Dietary Guidelines Advisory Committee has been extended from April 8 to May 8, 2015. The extension will be announced in the Federal Register in the coming weeks, USDA says.

The comment deadline extension comes following requests from several lawmakers to extend the deadline. Earlier this week, Sen. Jerry Moran, R-Kan., joined 29 of his Senate colleagues in calling on USDA Secretary Tom Vilsack and U.S. Department of Health and Human Services (HHS) Secretary Sylvia Burwell to issue an extension.

The senators also requested that USDA and HHS stay within statutory guidelines, consider the most relevant nutrition scientific literature and reject the Dietary Guidelines Advisory Committee's "inconsistent conclusions and recommendations regarding the role of lean red meat in a healthy diet," Moran says.

"I am pleased USDA heeded our call for an extension of the comment period to make certain stakeholders have

enough time to review and comment on the lengthy report," he says.

Several House lawmakers recently sent a similar request. (*See "House lawmakers request comment period be extended for Dietary Guidelines report" in last week's issue of Cheese Market News.*)

HHS and USDA will hold a public oral comment meeting March 24. **CMN**

EVENTS

USDA to hold Calif. FMMO outreach meetings in May

WASHINGTON — USDA will hold three public outreach meetings throughout California in May 2015 to provide a forum to review proposals received regarding a federal milk marketing order (FMMO) for California. The outreach meetings will give USDA the opportunity to explain the FMMO rulemaking process and allow proposal sponsors the opportunity to explain the technical details of their submissions.

Agendas for the meetings will be released following the April 10 additional proposal submission deadline.

All attendees are encouraged to pre-register. Meetings will begin at 9:00 a.m. at the following locations:

- May 5: California State University, Chico, Bell Memorial Student Union, Room 203, Corner of West 2nd and Chestnut Streets, Chico, California
- May 6: Piccadilly Inn Airport, Fresno, California
- May 7: Los Angeles County Farm Bureau, West, Palmdale, California

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NEWS/BUSINESS



U.S. dairy groups join Australia, New Zealand in call for ambitious outcome in TPP

WASHINGTON — The national dairy organizations of the United States, Australia and New Zealand this week issued a joint letter to their respective trade and agriculture officials, pressing for an ambitious, comprehensive and commercially meaningful outcome in the Trans-Pacific Partnership (TPP) negotiations.

Representing three of the leading dairy exporting nations in the world, the groups say TPP provides a historic opportunity to eliminate trade distortions and ensure an abundance of safe and affordable products for consumers, while providing increased opportunities for dairy farmers and processors.

The dairy organizations specifically call for “significantly increased dairy market access” with Japan and Canada, two of the 12 partners in the treaty. Noting that negotiations with Japan have made progress, the organizations say vital work remains and the ambitious goals of the partnership should not be sacrificed for the sake of expediency. They also urge negotiators to turn a greater spotlight on Canada, saying the country needs to provide more meaningful market access for all dairy products if it is to remain a participant in the treaty.

“Our neighbor to the north needs to come to the table now with a sub-

stantial offer on dairy,” says Connie Tipton, president and CEO of the International Dairy Foods Association. “The U.S. dairy industry will not accept another deal like the North American Free Trade Agreement that allows Canada to exclude dairy. TPP was launched to open markets, not create more barriers.”

Jim Mulhern, president and CEO of the National Milk Producers Federation, echoes that sentiment.

“The U.S. dairy industry is tired of having the door slammed in its face,” he says. “While progress has been made with Japan, the job there is not yet finished. Meanwhile Canada is

dragging its feet. We simply will not tolerate an agreement that doesn’t provide the opportunity for us to sell significantly more U.S. dairy products to both countries.”

Tom Suber, president of the U.S. Dairy Export Council, notes the increased demand for everything from milk to ice cream in the Asia-Pacific markets.

“The United States is ideally suited to help meet increased demand for a wide range of dairy products throughout the TPP region,” Suber says. “The full range of U.S. exporters deserves to see expanded access for their products that allows them to keep growing their sales over time.”

While traditional tariff barriers remain widespread for dairy products, trade also is restricted by more subtle, non-tariff measures, such as the European Union’s aggressive stance on geographical indications, as was demonstrated in its trade agreement with Canada, the organizations say. The organizations say they expect TPP to ensure that new market access will not be hindered by these types of non-tariff barriers, which are aimed at thwarting imports.

The letter provides a forum for the three countries to deliver a united message to negotiators on these key priorities but also notes that the organizations each have additional criteria by which they will judge the final TPP outcome. CMN



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