

Pennsylvania Farmstead and Artisan Cheese Alliance

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Check us out online!

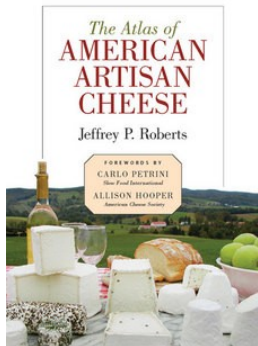
www.pacheese.org

At the PA FACA web site you'll find:

Upcoming Events

All Newsletters

Membership Info



New Book

The Atlas of American Artisan Cheese

By Jeffery P. Roberts

Soft cover, 436, cover price \$35.00

Released in June 2007, Jeff Roberts, one of the founders of the Vermont Institute for Artisan Cheese at the University of Vermont has put together a comprehensive list of farmstead and artisan cheesemakers throughout the United States.

2008 Annual Meeting

The annual meeting for the Pennsylvania Farmstead & Artisan Cheese Alliance will be held on Thursday, April 3, 2008 at the Carlisle Central Farmers Market located at 117 North Hanover Street in Carlisle. The evening will begin with a pot-luck social hour from 5:30-6:30 pm (drinks & table service provided) followed by a short business meeting. At 7:00 pm, there will be a marketing panel discussing how cheesemakers can better market their products to specialty retail shops, chefs and at farmers markets.

Cheese Alliance Teams Up With Fair Food



Do you want to have your cheeses showcased for chefs and specialty market owners in the Philadelphia area, but don't have the time to do it yourself? PA FACA and the Fair Food Project want to help.

On Wednesday, March 12, 2008, representatives from both organizations will be hosting cheese sampling at three different locations—Fork Restaurant, Reading Terminal Market and at DiBruno Brothers Rittenhouse. The event is only open to wholesale buyers including chefs, specialty retailers and grocers.

This is a fantastic opportunity for cheesemakers wanting to break into the Philadelphia market or those already established who want to expand or introduce new products.

You will need to supply the following items by March 10th:


- Minimum of three pounds per type of cheese to be sampled (1lb. For each location, individually wrapped and labeled).
- Price list, availability and shipping/delivery terms.
- Brochures

Samples and marketing materials can be sent/delivered to either:

- Sandra Miller in Cumberland County (717-423-5663) 173 Jumper Road, Newburg, PA 17240.
- Susan Miller in Chester County (484-866-2832) 2573 Horseshoe Trail, Chester Springs, PA 19425.

What PA FACA Accomplished in 2007

The Pennsylvania Farmstead and Artisan Cheese Alliance had a productive 2007 and looks forward to maintaining the momentum in the coming year. Here is a recap of what we've done to promote Farmstead & Artisan Cheese in Pennsylvania.

- **Pennsylvania Farm Show**—for the second year in a row, PAFACA hosted a booth next to the PA Wine Association. Over 2,000 printed directories were handed out to the public and several members who staffed the booth handed out samples of their cheeses.
- **Pennsylvania Association for Sustainable Agriculture Farming for the Future Conference**—also for the second year, The Art of Cheese pre-conference track hosted a literal who's who in the artisan cheese world, including Margaret Morris of Glengarry Cheesemaking & Dairy Supply, Sue Conley & Peggy Smith of Cowgirl Creamery, Peter Dixon of Dairy Farm Consulting, Emilio Mignucci of DiBruno Brothers, Dale Martin of Agri-Services and a hands-on cheesemaking demo by Jim Amory of LeRaysville Cheese Factory.
- **Two Day Cheesemaking Workshop**—held in conjunction with Pennsylvania Women's Agricultural Network (PAWAgN), Keswick Creamery hosted a 2-day workshop in Newburg, PA.
- **Marketing Trip to Washington, D.C.**—this was PA FACA's first trip to a metropolitan area for cheesemakers to both sample cheeses and see different ways in which to market their products. Members first had lunch at Agraria Restaurant, which specializes in using locally-produced ingredients. The chef was very excited to meet us and now purchases products from PA FACA members. The second stop was at the Cowgirl Creamery in historic Penn Quarter where owners Peggy Smith and Sue Conley graciously hosted a tasting and spoke about selling artisan cheeses. From there, we walked over to the FreshFarm Penn Quarter farmers market where we met several local cheesemakers. At a small café, Robin Shuster presented information about a new group of farmers markets opening in the Washington metro area. The trip was concluded at the Georgetown Whole Foods which has an extensive cheese department. A representative spoke with cheesemakers about what it takes to sell products in Whole Foods.
- **American Cheese Society**—In August, several members of PA FACA made the trek to Burlington, Vermont to see what the rest of the country was doing. PA FACA president, Melanie Dietrich Cochran spoke on a marketing panel representing small-scale cheesemakers.
- **Buy Fresh, Buy Local**—the south-central Pennsylvania BFBL campaign held its first Local Foods week in September. PA FACA hosted a cheese tasting at Troegs Brewing Company in Harrisburg. Over a dozen cheesemakers provided sample for this event that was attended by nearly 200 people.
- **Harvest Celebration Dinner**—Fourteen Pennsylvania cheesemakers provided their hand-crafted products for the second annual PASA Harvest Celebration Dinner held at the Whitaker Center and Harrisburg Hilton. Cheeses were featured at the reception and used throughout the evening's entrees.
- **Marketing Trip to Philadelphia**—this trip let cheesemakers visit another metropolitan market. Stops included lunch at the White Dog Café, a visit to Reading Terminal Market and time at DiBruno Brothers where the group met with Jeffery P. Roberts, author of *The Atlas of American Artisan Cheese*.

Slow Food Harrisburg Kicks Off With Cheese

On January 25, 2008, the Slow Food Harrisburg Convivium held their first event at the Harrisburg Area Community College Conference Center. The entire dinner was centered around farmstead & artisan cheeses and was prepared by the Olewine School of Culinary Arts. Prior to the dinner, there was wine & cheese reception where diners could meet the cheesemakers.



The menu included Roasted Beet Salad with Otterbein Acres Sheep Milk Feta and Candied Walnuts and Pennsylvania Duck Shepherds Pie with Keswick Creamery Wallaby and Potato Puree. The evening was topped off with a phenomenal cheesecake made with Chevre from Three Bell Farm.



The event was covered by the Patriot-News and Lancaster Farming.

The Art of Cheese Year Three

For the third year in a row, cheesemakers turned out for the Pennsylvania Association for Sustainable Agriculture's pre-conference track dedicated to farmstead and artisan cheesemaking. This year's line-up included:

- *Costs & Consideration and Packaging & Aging Artisan Cheeses*, both taught by Peter Dixon of Dairy Farm Consulting
- *Assessing & Balancing Production, Resources & Marketing Goals* taught by Krista Dittman & Caruth Van Beuzekom of Farmstead First who have started a cooperative cheesemaking facility.
- *Obtaining a Provisional Raw Milk Cheese Permit* which was Holly Foster of Chapel's Country Creamery's experience with the raw milk cheese beauracracy in Maryland. (Note: Holly was one of the cheesemakers who we met at the Penn Quarter Farmers Market on the PA FACA trip to Washington, DC)
- *The Artisan Cheese Plate* presented by Anne Saxelby, owner of Saxelby Cheesemongers, a shop in New York City wholly devoted to artisan and farmstead cheese produced in the United States.
- *Marketing & Cooking with Farmstead Cheeses* was presented by Chef Jason Turner of the Good Life Café which is dedicated to using local and organic ingredients.
- *Regulations for On-Farm Processing in Pennsylvania*—Paul Dix, one of the Milk Sanitarians at the Pennsylvania Department of Agriculture covered the legal requirements for producing farmstead



ATTENTION: Do you have news about your farm, creamery or cheeses? Won any awards? Need to buy or sell equipment or livestock? Looking for interns? Please let PA FACA know.

Join PA FACA or Renew Your Membership

_____ **Cheesemaker Membership \$25**

Open to Licensed Pennsylvania cheesemakers actively producing chesses for sale. Full voting member.

_____ **Provisional Membership \$25**

Open to those interested in making cheese or in the beginning steps to become a licensed cheesemaker in Pennsylvania. Limited to 3 years, full voting member.

_____ **Friend of the Pennsylvania Farmstead & Artisan Cheese Alliance \$25**

Open to individual cheese enthusiasts and out-of-state cheesemakers, non-voting member.

_____ **Affiliate Membership \$50**

Open to distributors, retailers, suppliers, consultants, educators, restaurants/caterers, government agencies, agricultural organizations, etc., non-voting member.

To join, send this completed form with a check or money order made out to
PA Farmstead & Artisan Cheese Alliance, c/o Martha Pisano, 151 Doe Run Station Road, Coatesville, PA
19320. Dues are paid on an annual basis.