

# **Entrepreneurial Community of the Month**

Wisconsin's Artisan Dairy Industry  
and the Dairy Business Innovation Center

## **Traditions and Transition: Wisconsin Entrepreneurs in the Artisan Dairy Industry**

Wisconsin was destined to be a dairy state. Lush pastureland created by receding glaciers, hard-working European immigrants with strong dairy traditions and a state government that saw the economic potential of dairying – all these things came together to create America's Dairyland.

To add value to their milk, Wisconsin farmers have always turned to making cheese. Wisconsin has more licensed cheesemakers – and more stringent licensing standards – than any other state. These skilled craftsmen produce 2.4 billion pounds of cheese each year, more than 25 percent of all domestic cheese.

"We have a cheese making and dairy tradition that's above all others," said Jim Gage, manager of the Dairy Business Innovation Center, a nonprofit organization dedicated to growing specialty and artisan dairy businesses.

But the landscape of Wisconsin's dairy industry is in flux. In 1945, Wisconsin had more than 1,500 cheese factories and 30,000 dairy farms. Today, the state has 115 cheese plants and 14,000 dairy farms. As with every sector of agriculture during the 1980s, many dairy farmers and processors have had to get big or get out. In the dairy industry, California began to build mega plants, displacing smaller producers and processors in Wisconsin.

"Dairy farms were being lost at the rate of 3 or 4 per day," said Norm Monsen of the Wisconsin Department of Agriculture. "Prices were low and the rural economy was terrible."

But many farmers and processors saw opportunity in the face of bleak prospects.

A growing number of producers opted to leave conventional dairying for the artisan dairy industry. Artisan cheeses and other products are produced in small batches primarily by hand, with particular attention paid to the art of cheesemaking.

"We (in Wisconsin) saw that we were not going to be able to compete with commodity type cheese," Gage said. "We had to do something different."

Something different has been something good. Wisconsin produces 600 varieties, types and styles of American, international-style and original cheeses that win more awards than any other state or country. In the last 10 years, 35 artisan dairy businesses cropped up around the state. Specialty cheese production is now 17 percent of the state's total.

"This is not only good for individuals making additional profits from these artisan products, but it's good for the industry," Monsen said. "Wisconsin is now known as the dairy state not because of the volume of cheese we produce, but because of its quality."

### **Origins of the Dairy Business Innovation Center**

In 2003, Dan Carter stepped up to lobby for funding to support an artisan dairy movement. A Wisconsin native, Carter spent his career in the Wisconsin dairy industry, eventually

winning the Annual Lifetime Achievement Award from the American Cheese Society. He approached Senator Herb Kohl to ask for federal funds to address changes in the dairy industry.

“Senator Kohl’s response was interesting: ‘Come to me with something that will transform the industry,’” Gage said.

The resulting federal set aside provided \$2.5 million each year for five years, to be shared between the Department of Agriculture and the newly created Dairy Business Innovation Center, put in place to meet an increasing demand from Wisconsin dairy producers and processors seeking to enter the specialty cheese and dairy sector.

Gage said \$1.5 million was slated to fund a value-added dairy initiative, providing small grants to allow producers and processors to test new markets and new ideas. The other \$1 million was assigned to the DBIC to work one-on-one with clients as well as to support workshops and research for the specialty dairy industry.

But when all set-asides were frozen in 2006, the DBIC did not receive year four funding. They decided to use money left over from previous years to focus on their one-on-one consulting, since they are the only organization in the state to provide such a service.

The DBIC uses 18 private consultants and five members of the Department of Agriculture. At any one time, they are helping 40 to 50 clients.

Since its launch in 2004, the DBIC has assisted more than 155 dairy entrepreneurs with a variety of technical services, coordinated more than 70 projects to increase market share for Wisconsin dairy products and assisted with seven relocation ventures.

For example, Gage said they are currently helping a farm family decide whether to create an on-site ice cream facility. For 4 to 6 months, the DBIC will provide expertise in food safety, environmental issues, business planning and other areas to help the family decide whether they want to invest in the facility.

The DBIC charges fees for workshops and training sessions, and they are currently tweaking their fee structure for consulting services.

“The demand for the consulting service is very high,” Gage said, adding that during a recent trip to the American Cheese Society conference in Vermont, people from various other states were asking if they could get help from the DBIC.

### **Why it’s Good to do Dairy in Wisconsin**

A dairy producer or processor is never working in a vacuum in Wisconsin.

At nearly every turn, help can be found. Along with the DBIC, the state has numerous other public and private groups that support the dairy industry, such as the 115-year-old Wisconsin Cheese Makers Association, the Wisconsin Dairy Artisan Network, and, of course, the University of Wisconsin.

The University’s Center for Dairy Research focuses on cheese, dairy safety and quality and dairy ingredients. Other centers provide national and international research, outreach, economic information and technical expertise to support a strong dairy industry.

But even with all that assistance, dairy producers and processors still have each other to turn to in Wisconsin.

“We have found that companies will really share with other companies,” Gage said. “I think people realize that’s it good for the industry as a whole.”

Gage also cites an innovative Department of Commerce and Department of Agriculture, which both contribute to positive change in the industry.

It could even be argued that dairy processing laws and regulations, which could serve to hinder producers, provide a boost to Wisconsin's image as the number one dairy state.

Wisconsin is the only state in the nation to require that cheesemakers obtain a license. Cheesemakers must take 6 courses and 240 hours of apprenticeship under a licensed cheesemaker or serve an 18-month apprenticeship and pass a rigorous exam. And there are more than 1,200 licensed cheesemakers in the state.

A cheesemaker can become a Master Cheesemaker after 10 years of work as a licensed cheesemaker, additional coursework and passing a rigorous exam.

"This (cheesemaker's license) can be seen as an obstacle," Gage said. "But if we want to be known for our quality, we just have to go through a few more hoops than most people."

In addition to an institutionalized support network, a rich tradition of dairying propels Wisconsin's dairy industry – and its reputation worldwide. The state has a high concentration of farmers markets and a large population of citizens interested in fresh, local dairy products.

Gage adds, "We have a cheese making and dairy tradition in this state that's above all others."

### **Challenges remain for Dairy Artisans**

With most stars aligned for small dairy producers in Wisconsin, they still face obstacles.

"While we're encouraging a lot of commodity cheese producers to jump off the price structure and create value-added products, we realize that the producer has to be willing to engage themselves with consumers in more direct markets," Gage said.

That can be a challenge for farmers more accustomed to tending livestock than attending to the needs of costumers. Producers must be willing to provide that direct farmer/consumer connection that will help sell products for a premium.

And they need to know their markets. Is it a high end cheese? To be sold locally, nationally or internationally?

Producers must also be vigilant about keeping up with sound business practices.

"Often the last thing that happens is the business planning," said Gage. "(Farmers) often do this part late at night because they just don't have time. But they need to realize the importance of financials as they embark on something new in the dairy business."

Working expenses are high for small cheese companies in their first few years, so Gage suggests talking to advisors and bankers to get the best possible loans, and looking for grant opportunities as well.

In Madison, Wisconsin, the Dane County Farmers Market – known as one of the best markets in the nation – stands as testimony to the number and variety of dairy artisans in the state. From the more common aged cheddar to a high-end Gruyere for a discerning palate, cheeses in Wisconsin continue to carry cache in the state and throughout the world.

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*The artisan dairy industry in Wisconsin is represented by a variety of producers – some have come from a strong tradition of dairying in Wisconsin; some have come armed with MBAs and PhDs from out of state. All of them are committed to creating high quality products that continue to put Wisconsin cheese at the top of any list. The following cheese companies are examples of the artisan dairy movement in Wisconsin.*

## **Dreamfarm: Dreamy Cheese on a Small Scale**

Drive to Dreamfarm in Cross Plains, Wisconsin, and you find yourself traversing bluffs and hills that open to dreamy views of the countryside. Up the driveway, you're met by a large yellow lab and Dreamfarm's farmer in a white lab coat and hairnet. From behind Diana Murphy, you hear the bleating of goats.

With a smile from ear to ear, Murphy is headed to her processing facility across from her house, where her goat's milk is turned into creamy, delectable, award-winning cheeses.

Dreamfarm is a fitting name.

Murphy is in the fourth season of making cheese on a small-scale using milk from her 17 goats. The goats, curious and playful, are Alpine/Nubian crosses. With names like Frenchie, Scarlet and Jane, they nuzzle visitors, jump in the feed troughs and generally look for trouble.

"Goats are very personable animals," Murphy said as she stands center stage surrounded by a group of eight curious onlookers nudging her for attention.

Murphy started getting goats for her four daughters as 4-H projects. At the time, she worked for Vermont Valley Community Farm, a Community Supported Agriculture farm in Nearby Blue Mounds, Wisconsin.

"I just started experimenting with goat cheese, making it in my kitchen," Murphy said. "I had all this milk and I thought I should do something with it."

She brought some to her co-workers at Vermont Valley, and they loved it.

That led her to pursue it as a business. After another two years of taking classes and tests at the University of Wisconsin and apprenticing at Cedar Grove Cheese factory, Murphy obtained her cheesemaker's license.

In 2004, Murphy received a \$9,550 grant from the Wisconsin Value Added Dairy Initiative to build a cheese processing facility by remodeling an outbuilding on her farm.

Here, rich goat's milk is turned into a smooth, creamy goat cheese, feta cheese, and small sliceable blocks. Murphy makes plain cheese as well as a host of flavors: garlic, peppercorn, French herb, Herbes de Provence and Italian blend, among others. In 2007, she took home first and third place prizes from the American Cheese Society for her feta and her marinated olive and safflower cheeses.

As she discusses the process of milk to cheese, Murphy frequently checks the temperature gage on her pasteurizer and goes after a single fly that made its way into her squeaky clean facility.

Murphy makes cheese every three days, after seven milkings. The milk is brought from the barn to the processing facility to be pasteurized. Murphy adds cheese culture and rennet and lets it sit for 20 hours. She tests the pH of the cheese at this phase, when it looks like a big vat of yogurt. Murphy then lines baskets with cheese cloth and scoops the mixture into baskets, letting it drain for 24 hours. Before packaging, she adds salts and any herbs. Everything is done by hand – mostly by Murphy, but also with the help of her daughters.

"I like to see the product from start to finish," she said. "I like the fact that I milk the goats and then I get to see the product all the way to my customers' hands."

Diana maintains two primary markets for her cheese. She sells it in "shares" to customers of Vermont Valley CSA, providing her a steady, up-front income. CSA members can choose three share options from Dreamfarm: a four week Spring Share for \$24, where customers receive an 8 oz. container every other week over 20 weeks; a 15-week Standard Share for \$60, where customers can receive the same flavor or a variety every other week;

and/or a Storage Share option in November and December. Vermont Valley has 1,000 members, and Murphy has 275 CSA customers. She sells about 100 cartons of cheese each week.

In addition to being in a beautiful setting, Dreamfarm is also strategically located near a large market in Madison. Murphy sells her cheese at the Westside Community Market there, a newer vending arena in a town known for its thriving farmers markets. She also sells some products to a store in a nearby small town. Madison, though, offers the most prospects for outlying farms.

Murphy is looking into selling her cheese at the Madison natural foods cooperative, which stocks a plethora of local farm products. And then there's Fromagination – a soon-to-be store in downtown Madison that will feature artisan cheese from local producers.

Murphy was raised on a dairy farm in Wisconsin. She left the farm to attend Madison Area Technical College and study art, but she ended up spending too much time in front of a computer and longed to be back in the country. She and her husband bought Dreamfarm in 2002.

She knew about cows, but she had to learn about goats and making cheese. The University of Wisconsin program helped her, as did the inspiration she gained from apprenticing at Cedar Grove Cheese and at Fantome Farm with fellow goat cheese maker Anne Topham, who's been making goat cheese for 25 years.

"That was a great learning experience for me," Murphy said.

Murphy hopes any one of her four daughters will come back to work on the farm in the future.

"But they're off to college, and they don't seem interested right now," she said.

Murphy left her family farm to go to college as well. But cheese connoisseurs are grateful that she came back.

## **Uplands Cheese Company: Capturing Upscale Markets**

What's the secret to Mike Gingrich's successful gourmet cheese business?

"I'll tell you, it's the grass," said Gingrich, co-owner of Uplands Cheese Company in Dodgeville, Wisconsin. "It puts a richness in the flavor profile. When the cows go out to graze, they are picking the tastiest portions. All the selection is done by the experts. That's what makes our cheese special."

Special enough to win numerous national and international awards for their Pleasant Ridge Reserve, the only cheese that they make. Uplands found success in focusing on producing a single cheese in small batches – proving quality over quantity can work in the artisan dairy business.

In 1994, Gingrich and his wife Carol partnered with Dan and Jeanne Patenaude to buy a 300-acre hilltop farm in scenic southwestern Wisconsin. Mike, a former high-tech executive from California, wanted to move to Wisconsin to raise his children here, after having spent time on the farms of his aunts and uncles when he was young. He took on the role of marketing and Dan Patenaude oversees the farm.

The Gingrichs and Patenaudes added dairy cows – eventually 200 -- and set up a rotation grazing system, dividing the pasture into 20 separate paddocks through which the cows traverse to find optimal grazing. They started milking cows and just selling their milk in conventional markets, but, as Mike said, "We were looking for a value-added business."

He started working on his cheesemakers license, apprenticing with Cedar Grove Cheese in Plain, Wisconsin, and learning from experts at the Center for Dairy Research at UW-Madison.

Mike was drawn to a Beaufort-Gruyere, French-style of cheese, made in small quantities in Europe from cows grazing in the rich Alpine pastures, similar to Gingrich's Wisconsin farm.

"A lot of European cheeses are only made from pasture-raised milk," Mike said, adding that high quality grasses give the cheese its signature nutty, clean flavor.

In 1999, Mike made test batches of the cheese, with assistance from the Center for Dairy Research. He aged and washed the cheese in his basement for 3 to 4 months before tasting various samples and picking what would ultimately become the award-winning Pleasant Ridge Reserve.

In the summer of 2000, Mike began making his cheese at the Cedar Grove factory and aging and shipping it from a facility in Spring Green.

In 2001, Pleasant Ridge Reserve was awarded Best in Show by the American Cheese Society, giving Mike and his partners a big leg up on marketing.

"We doubled our production, then doubled it again," Mike said.

In 2004, the Gingrich and Patenaude families built a processing plant and authentic aging caves on their farm. They now produce 60,000 lbs of cheese per year, 10 times as much as they did just five years ago.

From early on, Mike knew he needed to find a special marketing niche for Pleasant Ridge Reserve. He needed to capture a higher price for his product since production costs are high and labor is intensive.

First, the cheese is only produced May through October, the six months in Wisconsin when grazing is good. Also, the aging takes a long time. Cave-aged in a traditional European way, the cheese is kept at strict temperatures in a high humidity. Mike has three caves on-farm. He washes and turns each cheese wheel twice a week by hand for months on end until they reach peak aging.

"Cave aging gives you a whole different set of flavors," Mike said, adding that the non-pasteurized milk also adds to its unique flavor profile.

Mike knew his gourmet product had to find a home in an upscale market.

"Initially, I just started calling restaurants and stores, just finding out who buys the cheese and offering to send samples of ours," Mike said. "I spent a lot of time on the telephone."

His phone time paid off. Uplands' main marketing avenues are high-end restaurants and cheese and gourmet shops from San Francisco to New York and many metropolitan areas in between. He also sells his cheese online, where customers can buy a 10 lb. wheel for \$180 down to \$22.50 for a 1.25 lb. wedge.

Mike said Wisconsin is a great place to be in the dairy business.

"But the cheesemakers license requirement can be a disadvantage," he added. "To have to personally be licensed to make cheese to sell to the public can be an impediment for someone wanting in on it at a small-scale."

Although, the license adds a stamp of quality assurance to cheese produced in what's already known as America's Dairyland.

"We really do have a great dairy infrastructure here," Mike said. "Aside from just having great weather for cows, we have so many milk processing centers, feed and grain mills and industry suppliers."

He also said the many dairy resource and research centers in the state provide solid support to farmers and processors in their quest to contribute to Wisconsin's cheesemaking legacy.

In less than a decade, Mike has seen a major change in the dairy artisan industry in Wisconsin.

"When we started eight years ago, there weren't that many places doing this, but now, in response to market opportunities, we see a lot more artisan cheesemakers," he said, adding that the artisan cheese market has been growing 20 to 30 percent each year and will probably continue rapid growth.

"The artisan dairy business in Wisconsin is a great opportunity for anybody who wants to make a profit on the farm," Mike said.

But Mike does caution others interested in artisan cheesemaking in Wisconsin.

"It is a lot more profitable than selling milk, but it's a lot of work," he added.

"People don't realize the time it takes to do the marketing and customer service sides of the business. A lot of farmers might want someone else to do the marketing for them, but the customer really wants that connection with the farm. They are not just buying a product, but they are satisfying their values, whether they be the desire to buy local, organic or other eco-friendly products."

Mike, Carol and the Patenaudes have an ideal business relationship – Dan and Jeanne focusing on the farming side while Carol and Mike can focus on production and marketing. Mike is the only full-time employee at Uplands, but they also employ about 10 people for seasonal help.

As for Mike and company's future plans: "We've maxed out right now on the amount of cheese we can make. We're not interested in expanding. We just want to keep getting better."

A difficult task when you're already so close to the top.

## **Brunkow Cheese of Wisconsin: Tradition and Transition**

In 1899, a group of Wisconsin dairy farmers pooled their resources to build a cheese factory that would provide a market for their milk. Organized as a cooperative, each farmer pledged money and labor to build the factory.

In a sense, much of the business remains the same today with dairy farmers bringing their milk to Brunkow Cheese, named after the farmer who originally donated the land for the factory. The third generation of the Geissbuhler family is now running the business, continuing to make award-winning cheeses.

But after 108 years in business, a lot has changed.

Aside from using refrigerated trucks instead of teams of horses to haul milk, Brunkow has seen other big shifts in the dairy industry, especially in the last decade.

In the 1990s, Wisconsin saw resurgence in specialty and artisan cheese, and Brunkow Cheese did not miss the opportunity to capture a larger market share.

"Twelve to 13 years ago, we started shifting from a commodity market to a more specialty market," said Joe Burns, cheesemaker at Brunkow. "One of the main reasons for this was the Dane County Farmers Market."

Brunkow, located in the rolling hills of southwestern Wisconsin, is not only in prime dairy country, but also within reasonable distance to the metropolitan market in Madison.

Started in 1972, the Dane County market in Madison is widely known as one of the best farmers markets in the country. With about 300 vendors, the market is set on Madison's isthmus between two scenic lakes. Hugging the square around the State Capitol Building, the market is a prime venue for locals and tourists alike.

Brunkow's red tent is a popular stop for visitors at the market. The company also sells at another Madison market as well as at farmers markets in Chicago.

Markets like Madison and especially Chicago gave Brunkow an opening to sell more upscale products at a higher premium. They also have a regional account with Whole Foods.

Under the Fayette label, Brunkow started making three English-style artisan cheeses three years ago, testing them in the Chicago market. They now sell Argyleshire, Little Darling and Avondale Truckle to the upscale markets in both Chicago and Madison.

All made with raw milk, the cheeses are cloth-wrapped and aged anywhere from three to 18 months in cellars, where they are closely monitored with a labor-intensive process. The longer the cheese is aged, the higher price it brings.

Making less than 100 wheels of these cheeses a week, Burns added, "That's very little in the cheese world," especially in a cheese world dominated by large factories in California.

"We just couldn't compete with the commodity cheeses," Burns said. "When the California markets started making large quantities of cheese in the 1990s, our accounts started drying up. We knew the way for us to survive was in the specialty and artisan markets. We had to find a way to differentiate ourselves."

Brunkow basically had to re-invent itself a decade ago when it shifted much of its production from commodity cheese to specialty cheeses. Currently, about 20 percent of cheese produced by Brunkow is artisan, 60 percent is specialty and another 20 percent is commodity cheese.

"And this is shifting a little more and more every week, with artisan increasing and commodity decreasing," Burns said.

Brunkow turned to the Dairy Business Innovation Center in the fall of 2005 for help with this shift. The Center advised them on marketing, packaging and make-processes in their new artisan line as well as provided business planning advice.

Brunkow's decision to transition from commodity to specialty markets has paid off for this 100-year-old family business. Burns said they will continue to develop and improve their specialty brands in the future.

A former Chicago wine buyer, Burns admits that making artisan cheeses takes a lot of patience and attention to detail, but it's worth the extra effort.

"To me, it's more an art than a science," he said. "I've learned it more by hand and nose than in a lab."

## **Cedar Grove Cheese: A Champion for the Industry**

Bob Wills of Cedar Grove Cheese doesn't harbor ill-will against his competitors in the dairy business; in fact, he helps them get started.

At least five artisan dairy producers started honing their craft at Cedar Grove's facility in Plain, Wisconsin. Mike Gingrich of Uplands Cheese started producing his product at Cedar Grove. Both Mike and Dreamfarm cheesemaker Diana Murphy did apprenticeships there. And numerous others have been to Cedar Grove for advice, support and expert training.



“We watch our ‘kids’ doing great stuff out there,” Wills said. “Part of the success in Wisconsin is due to a team effort.”

Nestled in lush Wisconsin countryside, Cedar Grove is a family-owned cheese company with 30 full-time employees that has been making cheese for more than 125 years. Wills and his wife bought the company in 1989 from his in-laws.

“At that time, we were making 60 pound blocks and selling them to Kraft,” Wills said. “We were just making a commodity and getting commodity prices. We knew we had to do something different.”

The different direction they took has distinguished Cedar Grove as one of the most innovative cheese factories in Wisconsin, and in the country, influencing many other producers and boosting the industry’s image.

Cedar Grove makes cheese under its own label, using milk from 35 farmers in Wisconsin. But a bulk of their production is custom makes for others – small farms, large companies and everything in between. Wills said diversifying naturally evolved at Cedar Grove and has given them a solid business base.

“Basically, we don’t sell more than 15 percent of our products to any one customer,” Wills said of his commitment to business diversity.

In addition to producing under his own label and custom making cheese for a variety of clients, Wills produces such products as whey powder for Annie’s Homegrown, cheese for Earth’s Best baby foods and smear cheese for Whole Foods. Wills said they served 75 commercial clients in August of 2007.

While they have a large, diverse set of customers, Cedar Grove is very focused on one aspect of production.

“We’ve defined ourselves as manufacturers,” he said. “I used to go out to stores, trying to sell products, but I was out of the plant too much. What we do well is manufacturing. We’re not the best distributors or packages, so we’ve contracted out for those things. We lose a little margin there, but it’s worth it for us to focus on our efficiencies.”

But diversity does carry over to the production side as Wills strives to stay on the cutting edge of quality control and customer demand for high standards.

Modestly, Wills describes the many “firsts” at Cedar Grove. But he can’t disguise his influence on the industry. He was the first cheesemaker in the country to declare his products rBGH-free in 1993. Cedar Grove was also an early adopter in the organic movement. One of the largest organic cheese producers in the country, 70 percent of its production is now organic. Horizon Organics, the nation’s leading brand of certified organic milk, bought some of their first cheese from Cedar Grove until, “They outgrew us,” Wills said.

And Wills said they’ve made a commitment to use non-GMO products.

But Wills is always looking ahead at not only consumer trends but also the best way to protect the environment and provide consumers the highest quality products. Lately, Wills has been working with the Food Alliance, a nonprofit organization that promotes sustainable agriculture by recognizing and rewarding farmers who produce food in environmentally friendly and socially responsible ways. They certify producers and food handlers based on factors including animal welfare, fair labor standards and protecting water and soil resources.

“The organic industry has been very watered down,” Wills said. “Big companies came in and undermined a lot of the standards. Consumers need to get what they deserve when they are looking for food produced under high standards.”

Another unique innovation at Cedar Grove is the Living Machine Wills uses to treat waste water from his plant. With help from the Wisconsin departments of Commerce and Natural Resources, the Living Machine cleans up wash water from cheese production so that it can be safely discharged into nearby Honey Creek. Constructed in a greenhouse at the Cedar Grove factory, the Machine consists of a series of large tubs filled with a witch's brew of microbes and tropical plants, used to clean and filter the water.

Trying to remain on the cutting edge, Wills continues to look for avenues to improve his production as well as meet high quality standards. One avenue may be cheese produced from exclusively grazing cows.

"Grass-based cheeses have a big potential," Wills said. "It's a product that's good for everyone: the cows, the people, and the environment. And they are winning all the contests on taste."

With a PhD and a law degree, Wills said he still had a lot to learn on the job as one of Wisconsin's premier cheese makers.

"The cheese exam was the hardest test I've taken in my life," he said of the exam through the University of Wisconsin, which bestowed him with the title of Master Cheesemaker. In Wisconsin, you must be a licensed cheesemaker for 10 years to even take the test.

Wills mastery extends beyond his outstanding products to a broader, brighter vision for the dairy industry in Wisconsin.

By Lisa Bauer 9/07

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#### **For more information on...**

- ... the **Center for Rural Entrepreneurship**, go to [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)
- ... **Dreamfarm**, go to <http://www.dreamfarm.biz/>
- ... **Uplands Cheese Company**, go to <http://www.uplandscheese.com/>
- ... **Brunkow Cheese of Wisconsin**, go to [http://www.pcml.com/cw\\_bk.htm](http://www.pcml.com/cw_bk.htm)
- ... **Cedar Grove Cheese**, go to <http://www.cedargrovecheese.com/>
- ... the **Dairy Business Innovation Center**, go to <http://www.dbicusa.org/>
- ... the **Food Alliance**, go to <http://www.foodalliance.org/>
- ... **Fantome Farm**, go to <http://www.fantomefarm.com/>
- ... the **Wisconsin Cheese Makers Association**, go to <http://www.wischeesemakersassn.org/>
- ... the **Wisconsin Specialty Cheese Institute**, go to <http://www.wisspecialcheese.org/>
- ... **Fromagination**, go to <http://www.fromagination.com/>
- ... the **Wisconsin Dairy Artisan Network**, go to <http://www.wisconsinartisan.com/>
- ... a **report on Wisconsin's specialty cheese** more by the University of Nebraska, go to [http://www.foodmap.unl.edu/report\\_files/cheese.htm](http://www.foodmap.unl.edu/report_files/cheese.htm)
- ... a broadcast **production on Wisconsin artisan cheesemakers**, go to <http://livingonthewedge.com/index.html>