



## Official Cheese Curds of the MN State Fair

One of the largest events in the area, and one that some of you are surely planning to attend, is the Great Minnesota Get-Together, the State Fair! We're excited to once again be the main supplier of cheese curds for the event.

The MN State Fair expects nothing but the best and we gladly stepped in to take the role of main curd supplier; providing over 50 tons of curds to the 12-day festival. When you're at the fair, please thank your vendors who are proudly serving up real Ellsworth Cheese Curds:

### Original Deep Fried Cheese Curds

The Mouth Trap

Big Cheese

Duke's Poutine

And when you're enjoying your corn on the cob from **The Corn Roast**, it's going to taste even better now that you know it's Ellsworth Creamery Butter slathered on it!

## Congratulations 2015 Scholarship Winners

We wish to recognize and congratulate the recipients of this year's Ellsworth Cooperative Creamery Scholarships. The goal of this program is to provide scholarships to members of our cooperative's families who wish to continue their post high school education in Agriculture at a two year technical school or a four year university. Wishing you all much success in your future careers!



Elizabeth S. Anderson, daughter of Bryon and Sara Anderson. Attending UW-River Falls.



Mykayla Getschel, daughter of Doug and Holly Getschel. Attending Iowa State University.



Ashley Stafne, daughter of Michael and Bonnie Stafne. Attending UW-Barron.

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232 North Wallace Street  
Ellsworth, WI 54011  
(715) 273-4311

www.ellsworthcheese.com



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## Ellsworth Creamery Retail Stores Expand Offerings with New "Food to Go" Options



Our retail store customers have been enjoying some new food options this summer. With busy schedules in mind, we launched a line of pizzas and

deli sandwiches that feature fresh and wholesome ingredients, including Ellsworth Cooperative Creamery cheeses.

Take and Bake pizzas were tested in the Ellsworth store this spring and after months of tasting and ingredient-tweaking have been experiencing swift sales. The 12" pizzas feature Ellsworth All Natural Cheese Curd Crumbles as their base, with additional Ellsworth cheeses on top. Three flavors were introduced initially: Cheese, Pepperoni and Sausage. A new pizza flavor, Chicken Bacon Ranch, was recently added and is quickly becoming a top seller. Each pizza boasts nearly a pound of Ellsworth cheeses!

Taking a cue from our Comstock store, we're now offering our popular deli sandwiches in Ellsworth, too. With limited restaurant options in both the Comstock and Ellsworth areas, this was very well received by customers. The sandwiches are made fresh daily, and just like the pizzas, feature our delicious cheeses! A "boxed lunch" option is also available and businesses and groups can pre-order for meetings and events.

We've been getting positive reviews about the flavor combinations and the clever sandwich names: The Chicken Cumbler (tangy chicken salad made special with the addition of our natural cheddar cheese curd crumbles. Garnished with tomato and romaine and

served on a soft buttery croissant. It's curd-licious!), The Hamarti (deli ham paired with our Blaser's Havarti cheese. Topped with Dijonaise and served on a rustic ciabatta roll), The Beefy Bacon Cheddar (deli roast beef with our Blaser's Bacon Cheddar, topped with garlic butter and served on herbed focaccia) and the Gouda Gobbler (deli sliced roast turkey with our Ellsworth Valley Garlic Gouda, topped with tomato pesto and served on a rustic ciabatta roll)!

The line of sandwiches and pizzas carry "The Happy Farmer" label, a marketing and branding strategy that was developed to help create a name and buzz for the new products. The name was meant to be a "tip of the hat" to our patron farmers and tribute to the joy and passion they bring to agriculture and our cooperative. The development of these food items was also meant to be a way for us to build a market for our cheeses and inspire new and creative uses for our products with consumers and restaurant chefs and owners.

### Late Breaking News!



Just as we were sending this publication to print, we received word from WCCO TV that they planned to stop at our Comstock store and production facility as part of their Goin' to the Lake segment featuring the Cumberland, WI area. If you missed seeing this feature during their newscast on August 13, visit our Facebook page or website where we have posted the replay videos. Above, John Freyholtz, Operations Manager, in front of the camera!



## Award Winning Cheeses!



Two Ellsworth Cooperative Creamery cheeses took home honors from the American Cheese Society (ACS) cheese competition last month. Blasers Wisconsin Brick earned first place in the American Originals category for the Cow's Milk Brick Cheese division. In the Flavored Cheeses Category, under the Monterey Jack with Flavor Added (All Milks) division, Blasers Hot Pepper Jack was named the second place winner.

We wish to acknowledge the efforts of everyone within our organization for their contributions to making quality cheeses that continuously earn national recognition. From our cheese making staff, to you, our patron farmers, we believe that it's a dedication to quality that is the first ingredient in all of our products.

The American Cheese Society (ACS) is the leader in supporting and promoting American cheeses. Founded in 1983 to support the North American artisan and specialty cheese industry, ACS provides advocacy, education, business development, and networking opportunities for members of the cheese industry, while striving to raise the quality and availability of cheese in the Americas. The ACS competition is the foremost annual world-renowned cheese judging and competition.

## The Changing World of Dairy

By Paul Bauer, CEO, Manager  
paulb@ellsworthcreamery.net

Several national and international matters are having a ripple effect that is impacting the world of dairy. It's important for our farmers to be aware of what's happening in the global market and how issues you may be hearing about on the news are affecting milk and cheese prices.

First, there's a lot of milk in the world and this is going to change how farmers are paid in the upper Midwest. Fluid milk consumption is going down, as it has for years. The amount of Class 1 milk available to go in the bottle is increasing. These factors combined will put downward pressure on prices for Class 1 and the PPD.

Class 2 milk will cause the PPD to go negative for an extended period of time. Since Class 2 milk is based on the higher of Class 3 or Class 4, we're going to see negative PPDs for the foreseeable future, which isn't good for the upper Midwest.

On the positive side, there haven't been very many new plants built for commodity style cheese. The margins are very thin on commodity style cheese and commercial customers are trying to buy more product, driving the prices up. So you've got the market signals in Class 1 milk going down, Class 2 milk going down, and then for commercial cheddar products, they're the same or going up. It doesn't seem logical; however, at the end of the day it's going to be tough for the upper Midwest dairy farmers to get a clear signal on what to do.

The additional milk in the order system will put enough stress on the system that it may collapse. In addition,

California farmers are moving to the upper Midwest because they can grab large tracts of land in South Dakota and Michigan and relocate their herds, leading to a growth in dairy in that area adding to the milk supply locally.

The International market is totally flooded with milk due to the Russian embargo. Large amounts of product from New Zealand, Australia and Europe are parked in China making it very hard to move additional dry products into those markets. As a result, we view the export powder market as very soft and that probably won't change until the world economy starts picking up, or demand starts picking up, or we have less production. We have some really mixed signals all the way around.

As your cooperative, we're trying to manage through this and taking each of these issues into consideration throughout our decision-making and planning processes. While I don't have a crystal ball, I'm predicting lower milk prices through 2016. We're going to see a split between mailbox prices and Class 3 prices. In fact, mailbox prices may potentially be lower than Class 3 prices because of the negative PPDs that are coming forward.

### **One additional reminder in closing...**

Keep in mind that the plant is still paying those Class 3 prices and we're paying those dollars into the pool. We don't get to keep those dollars, rather they're going to other processors and they are collecting the dollars and using them. It doesn't go to benefit the Creamery at all, it goes to benefit other manufacturers of product.

## On the Way to 15,000 Fans



Back by popular demand, it's our Big Curd Fan Challenge on Facebook; A repeat of last year's competition that resulted in attracting 4,000 loyal and engaged followers to our Facebook community.

Social media, continues to be an extremely valuable tool for educating the public, attracting customers, and driving traffic to our website and retail and online stores. Our goal continues to be growing a community of engaged and enthusiastic fans, and turning them into loyal customers, as we did with last year's winner, Connie, and her co-workers from Carl Zeiss Company in Maple Grove, MN!

The objective of this year's contest is to break the 15,000 page follower mark, and when we do, three great prizes will be awarded. We wanted the prize packages to be something that cheese curd lovers couldn't resist. Would you like to win any of these yourself?

**Grand Prize:** We hit the road to deliver a Deep Fried Cheese Curd & Brat Party! That's right, one lucky person will be chosen at random to be our #1 Curd Fan. We'll travel to their workplace, school, neighborhood, or organization to serve up our authentic deep fried curds (yes, using our famous recipe), and our exclusive cheese curd brats, for up to 160 of their coworkers, friends, or family.

While we'd love to head off with our curds and brats to somewhere exotic,

we knew we had to be realistic. To qualify for this prize the party must be within 100 miles of Ellsworth. We chose 100 miles because that's where our patron farms are located, and we wanted you to qualify for the contest!

Those who live further away than 100 miles can still be winners with our second and third prize offerings...

**Second Place:** The Whole Herd for a Year, one pound packages of each of our top cheese curd flavors (Natural, Garlic, Taco, Ranch and Cajun), shipped to their home every month for a year! Imagine 365 days of cheese curd enjoyment; what cheese curd lover could resist that?

**Third Place:** A \$50 Ellsworth Creamery Gift Card. The winner can visit our retail stores in Ellsworth or Comstock, WI, or spend their prize online via our website (EllsworthCheeseCurds.com).

**The best part... YOU can qualify to win these prize packages, too.** Enter by visiting our website or Facebook page and look for the "Big Curd Fan Challenge" image. Don't forget to tell all your friends, family, and coworkers to enter, too (you'll increase your odds of winning when you do).

Picture it... golden deep fried cheese curds and yummy cheese curd brats... you surrounded by 159 of your closest friends and family... laughter, fun and full tummies! It all could be yours if you're named the Biggest Cheese Curd Fan! Get entered today!

### **Website:**

EllsworthCheese.com

### **Facebook Page:**

Facebook.com/EllsworthCheese

## Best Wishes to Beth Ingli

We wanted to take the opportunity to wish Beth Ingli all the best in her new adventures. Beth recently announced her plans to accept a part-time job offer so that she can spend more time on the farm and with her family.

We couldn't possibly list all of Beth's contributions to our cooperative. In her role as Retail Stores Supervisor she was instrumental in expanding the sales and reputation of our retail stores and online sales. She oversaw an expansion of our Ellsworth location and under her direction our stores have become daytrip destinations that attract thousands of visitors monthly.

An enterprise such as ours has many moving parts and Beth's position came with long hours, and at times, much stress. Yet Beth always approached her work energetically and with a smile.

She assures us that we'll still see her on a regular basis, though. "I won't be a stranger because I still need to eat the best cheese in the country," she told us.

Thank you, Beth, for your 5 ½ years of hard work and dedication to the Ellsworth Cooperative Creamery!



Beth could often be found advocating for our Creamery and agriculture at area schools and nursing homes. Her many appearances on Twin Cities Live earned her celebrity status among store customers.