

Farmer Funded Research Responds To Cheese Demand

ROSEMONT, IL — Pizza eaters consume a lot of cheese—nearly one billion pounds a year. That number could go even higher if the dairy industry can solve certain technical issues with cheese for pizza production. This is where dairy checkoff-funded research comes in, helping build demand for milk used in cheese by improving cheese in pizza.

"Cheese manufacturers and pizza makers have told us the dairy industry can sell even more cheese if some further refinements are made," says Lyle Tjosaas, a dairy farmer from Kasson, MN, and a director of Dairy Management Inc.™ (DMI)

"Pizza makers want to meet consumer demand for pizza with reduced fat cheese that melts and tastes like regular cheese. The want technologies to maintain the taste and appearance of cheese on refrigerated pizzas. They want new cheese cultures to control the melting process."

Tjosaas points out that the most pizza makers, and even cheese manufacturers, depend on others to do this ingredient research." Dairy farmer-funded research is needed to make these improvements and increase demand for milk used in cheese," he says.

This farmer commitment to research into cheese used for pizza has resulted in the following technologies developed at checkoff-funded dairy research centers around the country:

• **Reduced-Fat cheese:** Three farmer-funded dairy research centers are working to make reduced-fat cheese melt, taste and look more like full-fat cheese on pizza. These centers

include: the Northeast Dairy Foods Research Center (based at Cornell University, Ithaca, NY), the Wisconsin Center for Dairy Research (based at the University of Wisconsin-Madison) and the Western Dairy Center (based at Utah State University, Logan, UT).

• **Customized Cheese:** Researchers at the Wisconsin center and the California Dairy Foods Research Center (based in Davis, CA) have made it possible for cheese makers to customize their product for pizza makers. The Wisconsin center developed a process to make mozzarella-type cheese that uses the same equipment needed to make "stirred curd" cheeses such as Cheddar and Muenster. This process also provides greater control over functionality, such as melt and stretch. In California, a process allowing cheese manufacturers to control how fast cheese melts during the baking process is being applied to "cheese in the crust" pizza and other foods.

• **Cheese in Refrigerated Pizza:** Researchers at the Northeast center have found that movement of water between the cheese and pizza sauce is responsible for the breakdown of cheese in refrigerated pizza. These researchers are developing new techniques to maintain the taste and appearance of cheese in contact with pizza sauce. The research goal is to improve sales of refrigerated pizza through supermarkets and convenience stores.

Checkoff-funded innovations in cheese research and technologies are communicated to pizza makers and cheese manufacturers through industry meetings, trade shows, exhibits and other

marketing communication efforts.

"This establishes farmer-funded research as a trusted source of information cheese

manufacturers rely on to sell more cheese," Tjosaas says. "This will benefit dairy farmers, because cheese demand drives

the domestic dairy industry today. The more demand there is for cheese, the stronger our dairy business becomes."

National Dairy Women's Conference Nov. 12-14

ST. LOUIS, Mo. — Women's roles in dairies are changing as fast as the industry itself. Dairy women, like all dairy producers, need to keep "One-Step Ahead" of the latest trends in the industry. They need to know where the business of dairying is heading, as well as the most innovative technologies available to make their dairies more effective and efficient. That's why Monsanto Dairy Business is coordinating the first ever "One-Step Ahead" National Dairy Women's Conference.

More than 150 dairy women will convene in Minneapolis, Minn. on Nov. 12-14 to learn more about practical topics such as farm safety, time and stress management, calf care, financial and estate planning, Internet usage and technological innovations.

"At Monsanto Dairy Business, we realize women's on-farm responsibilities are increasing and becoming more managerial. We see this conference as an opportunity to empower dairy women with up-to-date knowledge about dairying and the chance to network with other women from across the country," says Dorothea Fitzsimmons, Technical Service Specialist, Monsanto Dairy Business.

Diane Phillips, Phillips Family Farm, North Collins, N.Y., attended her first regional Monsanto

Dairy Women's conference a few years ago and was pleased with the experience.

"I enjoyed the regional conference because it was a great opportunity to speak to other women with similar circumstances," Phillips explains. "The regional conference also offered valuable information."

Phillips says she is pleased that Monsanto is sponsoring the "One-Step Ahead" National Dairy Women's Conference. She says she believes bringing women who are involved in agriculture throughout the United States to one central location to discuss industry issues and share ideas offers everyone involved many opportunities.

"Attending a conference focused on women's issues in the dairy industry offers us the opportunity to interact with other women involved in agriculture," says Phillips, who operates a 470-cow dairy and farms 700 acres with her husband, David. "We can share our experiences about our businesses and our families, plus, because it's a na-

tional conference, we can learn something from women who live throughout the country."

Because Monsanto understands dairy women have interests outside their profession, there also will be a discussion on the latest in women's health issues, as well as motivational speakers, entertainment and a trip to the Mall of America.

"We've developed a well-rounded conference to meet the informational needs, as well as the social networking needs of dairy women," says Fitzsimmons. "Based on the input I've received from Monsanto's dairy women peer groups, this conference is something women active in dairying have wanted for a long time."

To attend the "One-Step Ahead" National Dairy Women's Conference or to simply learn more about the event, contact a local Monsanto Dairy Business representative or call 1 (800) 822-3090 between 8 a.m. and 5 p.m. PST. Deadlines are October 1 for early bird registration and October 2 - November 11 for regular registration.

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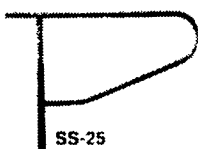
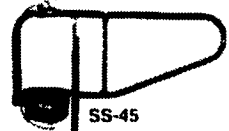
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