

2010
International Cheese
Technology Exposition

Hosted by
Wisconsin Center
for Dairy Research
and
Wisconsin Cheese
Makers Association

April 20-22, 2010
Alliant Energy Center
Madison, Wisconsin, USA

Website
www.cheeseexpo.org



NEWS RELEASE

For more information, contact: Wisconsin Cheese
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Seminars announced for 2010 International Cheese Technology Exposition April 20-22 in Madison; Exhibit Space Sold Out

Madison—In a unique partnership, Dairy Management Inc. joins the 2010 International Cheese Technology Expo with an industry-wide summit conference, Cheese and the Sodium Challenge, on the Expo's opening day. The 2010 ICTE is expected to gather more than 2,000 representatives from the cheese, whey and butter industries for technology seminars and the trade exposition April 20-22 at the Alliant Energy Center in Madison, Wisconsin.

Exhibit space for the ICTE is sold out. "This is the largest exposition in the 27-year history of the show," explains John Umhoefer, executive director of Wisconsin Cheese Makers Association (WCMA). "The exhibit floor will have 336 booths and nearly 200 exhibiting companies displaying the latest technology and services for the cheese industry," notes Umhoefer.

Exhibits are free for all cheese industry manufacturing and marketing personnel. To receive a registration form, visit ICTE's website at www.cheeseexpo.org or contact WCMA directly at 608-828-4550 or info@cheeseexpo.org.

Tuesday Events

The event begins Tuesday evening, April 20 with a Welcome Reception sponsored by the Innovation Center for U.S. Dairy from 6:00 to 8:00 p.m. in the Alliant Energy Center Atrium.

Wednesday Events

Wednesday morning, the Innovation Center for U.S. Dairy, a subsidiary of Dairy Management, Inc., will present "Innovation Center Summit: Cheese and the Sodium Challenge." Reducing salt intake has been a public health priority for decades. Numerous efforts have stoked a renewed focus on sodium.

The summit will address:

- Understanding current trends and marketplace landscape: Learn new consumer insights and sensory research results
- Cheese and Sodium Product Analytics: New research study highlights current sodium variance in retail cheese
- Expert Panel: Public Environment Overview and Renewed Focus on Sodium Intake: Overview and discussion on the New York sodium initiative, Institute of Medicine Committee on Sodium, the 2010 U.S. Dietary Guidelines and a United Kingdom case study
- Outcomes from an industry point of view session held in February: Cheese Industry Actions Needed for Long Term Business Growth

Attendees can participate in this and other seminars with a Full or Single Day Registration for the 2010 ICTE.

Lunch Wednesday is hosted by DSM Food Specialties. At the luncheon, Wisconsin Cheese Makers Association marks its 119th year with Annual Business Meeting open to all attendees.

Wednesday afternoon, April 21 is devoted to the nation's largest exhibition of technology and services exclusively for dairy processors: the 336 booth cheese technology trade show.



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At 5:00 p.m., Chr. Hansen hosts a reception featuring award-winning cheeses and the Auction of Gold Medal Cheeses from the 2010 World Championship Cheese Contest.

Thursday Events

The ICTE hosts concurrent seminars on Thursday morning, April 22. Dairy Business Innovation Center will present "Why Your Label Matters: A Branding Session with the DBIC". This seminar will provide an in-depth look at marketing through cheese labels, labeling terms and retail branding.

The seminar will include:

- Completed Results from a three-year labeling terms research project: Data from nine consumer focus groups; and input from 73 manufacturers, 11 retailers, and 89 industry professionals
- Most effective Labeling Terms and Projected Label Trends
- Exclusive Cheese Labeling Video Footage Featuring Consumer Focus Groups, Retailers and Distributors
- Case studies: "Before & After" Assessment of Current Industry Labels: Tips for crafting a great label & an overview of the DBIC labeling program.

Also Thursday morning, the concurrent session "Technology Insights: Cheese, Ingredients and Effluent Challenges" will be presented by Wisconsin Center for Dairy Research, Wisconsin Cheese Makers Association and Wisconsin Milk Marketing Board. This session begins with a key challenge for dairy processors: enhanced state and federal interest in effluent limits for dairy plant discharges to surface and ground waters. Wisconsin's Center for Dairy Research brings its applied expertise to meeting the reduced sodium challenge.

This seminar will present:

- U.S. EPA/Wisconsin Activity on Dairy Plant Effluent Limits presented by James Bauman, Bureau Director Special Assistant, Bureau of Watershed Management, Wisconsin Department of Natural Resources.
- Facing Strict Water Quality Standards for Phosphorus: A Cost Analysis, presented by Henry Probst, partner, Probst Group, Pewaukee, WI
- CDR Update: Applied Research in Reduced Sodium Cheese and Dairy Ingredients: Making a Reduced Sodium Cheese; Risk Factors Related to Reducing Sodium; Using Dairy Ingredients to Reduce Sodium in Foods
- Ask the Experts: CDR Panel Q&A with Industry

Lunch Thursday is hosted by Danisco. Curing lunch, attendees will celebrate honorees of WCMA's Distinguished Service Award and the inaugural graduates from WCMA's Management Skills for Dairy Professionals Certificate Program.

The trade exposition of dairy technology and services will continue on Thursday from 12:30 to 4:00 p.m.

The 2010 International Cheese Technology Exposition concludes with the highlight of the cheese industry year: the Cargill Awards Reception and the Awards Banquet for winning cheesemakers in the 2010 World Championship Cheese Contest. The evening will draw visitors from around the world to celebrate quality cheesemaking. New Wisconsin Master Cheese Makers and the induction of Mike Moran, new WCMA Life Member, will also be highlights.

After the Awards Banquet, attendees are invited to the Millerbernd Systems Afterglow Reception, a special reception to relax and enjoy the company of peers from around the world.

Attendee information brochures will be mailed later this month. Complete information is available at www.cheeseexpo.org.



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