

News Release

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For More Information,
contact:

John Umhoefer, Wisconsin Cheese Makers Association
800-999-2454 or e-mail jumhoefer@wischeesemakersassn.org

Seminars announced for 2008 International Cheese Technology Exposition April 22-24 in Madison; Exhibit Space Sold Out

Don't miss your chance to learn the latest in advanced cheese marketing and advanced whey marketing at the 2008 International Cheese Technology Exposition (ICTE), April 22-24, at the Alliant Energy Center in Madison, Wisconsin.

More than 2,000 representatives from the cheese, whey and butter industries are expected for the technology seminars and exposition hosted by Wisconsin Cheese Makers Association (WCMA), in cooperation with the Wisconsin Center for Dairy Research (WCDR).

Exhibit space for the ICTE is sold out. "This is the largest ICTE in the 26-year history of the show," explains John Umhoefer, executive director of Wisconsin Cheese Makers Association (WCMA). "The exhibit floor will have 313 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 WCMA's website at www.wischeesemakersassn.org or contact WCMA directly at 608-828-4550 or office@wischeesemakersassn.org.

The event begins Tuesday evening, April 22 with a Welcome Reception from 6:00 to 8:00 p.m. in the Alliant Energy Center Atrium. This opening opportunity to meet your fellow attendees will feature education as well: learn the art of pairing cheeses with wines, craft beers, appetizers and desserts.

Wednesday Events

Wednesday morning, Wisconsin Milk Marketing Board and Wisconsin Cheese Makers Association will present "Advanced Cheese Marketing". The U.S. cheese industry has transformed the retail dairy case and deli in recent decades, but challenges remain in brand building, packaging, advertising and pricing as cheese varieties and styles expand. Speakers will address advanced marketing concepts and challenges as the cheese industry departs its commodity mindset.

Moderated by Dave Leonhardi, Director of Food Service and Education, Wisconsin Milk Marketing Board, talks include:

- Craig Benzel, Director of Marketing & Corporate Sales, Green Bay Packers, will discuss the business and branding success of the Green Bay Packers franchise.
- "Bringing the Right Product to Market: Cheese Marketer Challenges" by Mark Schleitwiler, Vice President of Operations, Belgioioso Cheese, Inc.; Tim Omer, President, DCI Cheese, Inc.; and Jed Davis, Director of Marketing, Cabot Creamery Cooperation.
- "What is the Right Product to Market? Buyer Perspectives". Industry buyers from foodservice, retail, specialty and industrial channels will address their needs from advanced cheese marketing. Cheesemakers will learn about programs, price points, package needs and promotions. The session will emphasize how to make sales meetings between cheesemakers and buyers productive and successful. John

Kesterke, Category Manager: Dairy and Appetizers, Gordon Food Service is a confirmed panelist.

DSM Food Specialties hosts a complimentary luncheon following the seminar.

Wednesday afternoon is devoted to the nation's largest exhibition of technology and services exclusively for dairy processors: the over-300 booth cheese technology trade show.

New this year, the ICTE will give away a Panasonic 50" plasma HD TV at the close of the exhibit hours on both Wednesday and Thursday, April 23 and 24. Dairy manufacturer attendees are eligible to win.

At 5:00 p.m. the Chr. Hansen and Ecolab reception features award-winning cheeses and the auction of Gold Medal Cheeses from the 2008 World Championship Cheese Contest.

Thursday Events

Thursday morning, Wisconsin Center for Dairy Research, Wisconsin Milk Marketing Board and Wisconsin Cheese Makers Association will present "Advanced Whey Marketing". Advancing markets for whey may be the single greatest opportunity, and greatest need, in the U.S. dairy industry. Decisions to build or partner on whey production capacity require market forecasts, product economics, product research and advanced marketing skills. This session emphasizes information on the market potential for dairy's stealthy star.

Moderated by KJ Burrington, Coordinator Dairy Ingredients and Applications at Wisconsin Center for Dairy Research, talks include:

- "Whey Market Potential & Price Outlook" The session begins with a forecast of market use and whey product prices into the near future.
- "International Whey Markets Outlook" More than any other dairy product, whey is influenced by overseas demand. USDEC will explore the future demand for whey in the Pacific Rim and beyond. Invited Speaker: Matt McKnight, Vice President, Export Ingredient Marketing & Industry Affairs, U.S. Dairy Export Council
- "Whey Market Economics/Paybacks" Seminar hosts are teaming up with industry partners to develop a model engineering template for a real-world whey processing facility. The model presented will clarify equipment costs, plant construction costs and return on investment.
- "End User Requirements" Buyers of whey for food, beverage and ingredient use have been invited to share their goals and requirements for quality whey products from the dairy industry.

Danisco will host a complimentary lunch following the concurrent seminars. A highlight: The 117th official annual meeting of the Wisconsin Cheese Makers Association.

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

The 2008 International Cheese Technology Exposition concludes with the highlight of the cheese industry year: the Cargill Awards Reception and Awards Banquet for winning cheesemakers in the 2008 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 a new WCMA Life Member are also highlights.

Attendee information brochures were mailed in January. A complete program of events is available at www.wischeesemakersassn.org.