

Sociology 496: “Forward? The Wisconsin Idea, Past and Present”

A “legend-dairy” Wisconsin Idea Partnership: The story of Pleasant Ridge Reserve and the Center for Dairy Research

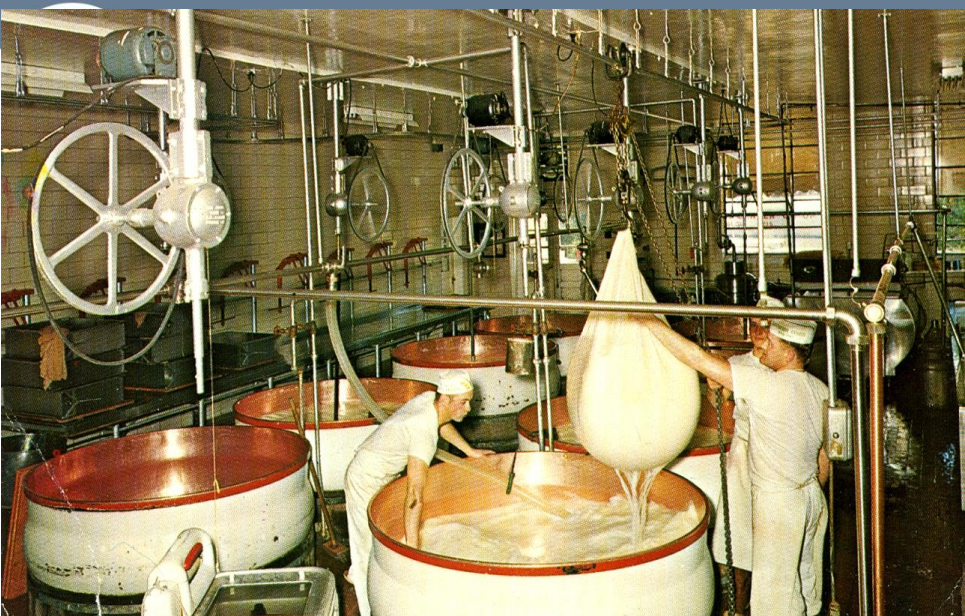
John Jaeggi, Researcher

Coordinator – Cheese Industry and Applications Group

Center for Dairy Research

Center for Dairy Research *“Solution Based Research Backed by Experience, Passion and Tradition”*



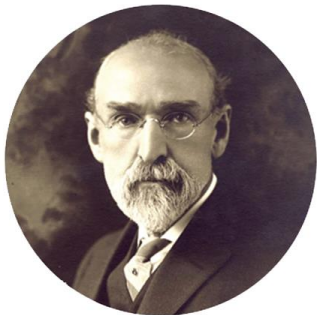


The Wisconsin Idea



“the philosophy that the universities in the state should serve the people of the state and improve the quality of life for all those living within it”

“the boundaries of campus are the boundaries of the state.”



Former UW President Charles Van Hise, 1904



College of
Agricultural & Life Sciences
UNIVERSITY OF WISCONSIN-MADISON
Growing the future

Wisconsin Cheese: The Beginnings

- Began with the migration of Yankee farmers from the Northeast in the 1840s
- In the 1860s, Wisconsin, the leader in the production of wheat, saw the crop devastated by insects
- The 1860s also saw a large immigration of Europeans to Wisconsin
 - Swiss, German, Norwegian, French, Italian and Dutch populations

The Role of UW-Madison

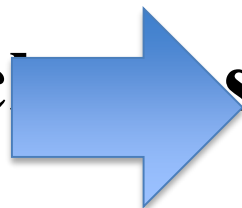


Credit: WI Historical Society

The



c



state



1910 was?

- Many of the early, influential dairy leaders in Wisconsin's dairy development years came from New York
 - William D. Hoard
 - Hiram Smith
 - William A. Henry
 - Stephen Babcock
 - Walter Price



Important Dairy Milestones

“pre” Wisconsin Idea at UW-Madison

- 1880 – First Agriculture Processor - W.A. Henry came from Cornell
- 1883 – UW experimental farm opened
- 1885 – Beginning of Farmer Institutes/Corporate extension
- 1885 – 1st Farm Short Course held
- 1888 – Stephen Babcock, Cornell, hired as Professor of Agricultural Chemistry
- 1889 – UW-College of Agriculture formed
- 1890 – Babcock milk fat test developed
- 1890 - 1st dairy school in US established

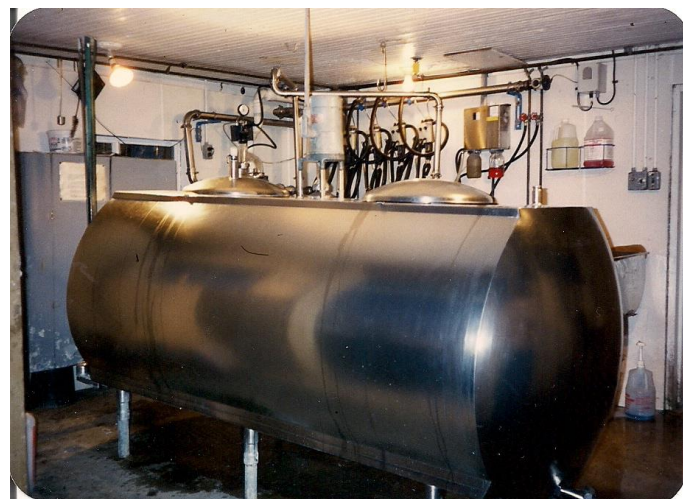
Important Dairy Milestones at UW-Madison

- 1902 – Agriculture Hall was built
- 1910 - Wisconsin becomes the leader in cheese production
- 1922 - Wisconsin had more than 2,800 cheese factories
- 1924 – Dr. Harry Steenbock discovered vitamin-D
- 1930s-1940 - Professor J.L. Sammis developed the modern day low moisture, part skim Mozzarella make used yet today



Important Dairy Milestones at UW-Madison

- 1951 – Babcock Hall construction completed
- 1950s - Farmers began converting to refrigerated bulk tanks
- 1976 - Wisconsin legislature and the UW establish the Walter V. Price Cheese Research Institute
- 1986 - The creation of the Wisconsin Center for Dairy Research in 1986 with Dr. Norman Olson named as the first CDR Director





University of Wisconsin Center for Dairy Research



BUILDING FOR THE FUTURE

Our Vision:

*“World Class Research and Education:
Advancing the North American dairy
industry by generating new knowledge and
transferring insights to the industry”*

What does CDR do?

RESEARCH (APPLIED & BASIC)



In conjunction with Food Science (FS) and other departments

SHORT COURSES



In conjunction with FS staff, Master Cheesemaker curriculum/ program

APPLICATION PROGRAMS



Core funding support for key activities from WMMB and NDC

INDUSTRY TROUBLESHOOTING



Phone calls, analysis of samples, plant visits, working with regulatory agencies, etc

INDUSTRY PROJECTS



Contract Research with Dairy Manufacturers and Suppliers





INNOVATION LEADS TO SOLUTIONS



Who Do We Work With?



In a typical year, CDR works with:

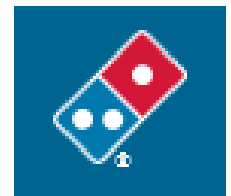
- 120+ dairy companies
- 40 companies that buy/utilize dairy products
- 20 industry suppliers
- 30 national and international organizations and regulatory agencies that support cheese/dairy companies



Little Caesars



Pizza Hut



Cheese Industry Expo/Conference (nation's largest):

- Co-host this event annually with the Wisconsin Cheese Makers Association
- # of attendees > 3000 (Milwaukee 2018)

Technical Communications:

- Dairy Pipeline* quarterly newsletter
- almost 3000 subscribers
- Dried Dairy Ingredients* handbook
- +1,100 copies distributed



CDR Industry Team Members



Ex-Officio



Wisconsin Cheese

Wisconsin produces the most cheese out of any state in the US, ~25%. In world cheese production, it would be 4th overall if WI was a country!

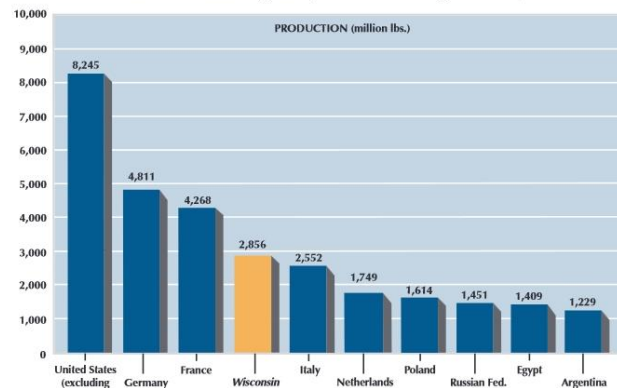


The Wisconsin Master Cheesemaker Program began in 1994. Today there are 70 “Masters”

Specialty Cheese Program (started in 1992) and yearly Artisan Cheese Short Courses (since 1994).

World Cheese Production

Wisconsin's Rank Among the Top Cheese-Producing Countries, 2013



Source: USDA/NASS, "Dairy Products Annual Summary"; EuroStat; UN FAOStat Online Database

Wisconsin has 1,173 licensed cheesemakers and is the only state that requires a licensed cheesemaker to supervise production of cheese intended for sale.

Source: WDATCP, January 2015



2014 World Championship Cheese Contest

Wisconsin dominated the competition, earning 33 gold medals of the total 90 categories judged.

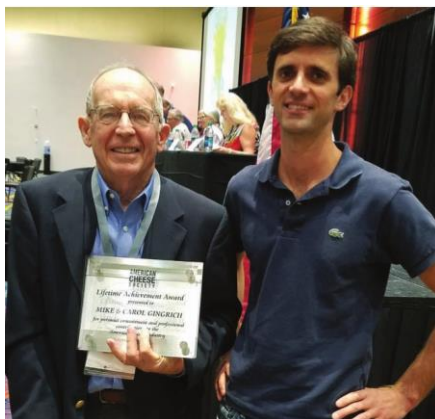


SOURCE: 2014 WCMA World Championship Cheese Contest Results.

© 2014 Wisconsin Milk Marketing Board, Inc.

Wisconsin produces about 50% of specialty cheese in the US (640 million pounds)!

CDR Impact: Award Winning Cheeses and Cheesemakers



Many award winning cheesemakers have attended CDR Short Courses



15+ Short Courses per year | **~1400+** industry attendees/year | **14+** Individual Company Trainings

Specialty Cheese Product Development

- Millions of pounds of specialty cheese is made and sold monthly as a direct result of CDR recipe development and scale up at manufacturer
- Funding began directly from Dairy Farmers of Wisconsin in 1992 to develop specialty cheeses in Wisconsin

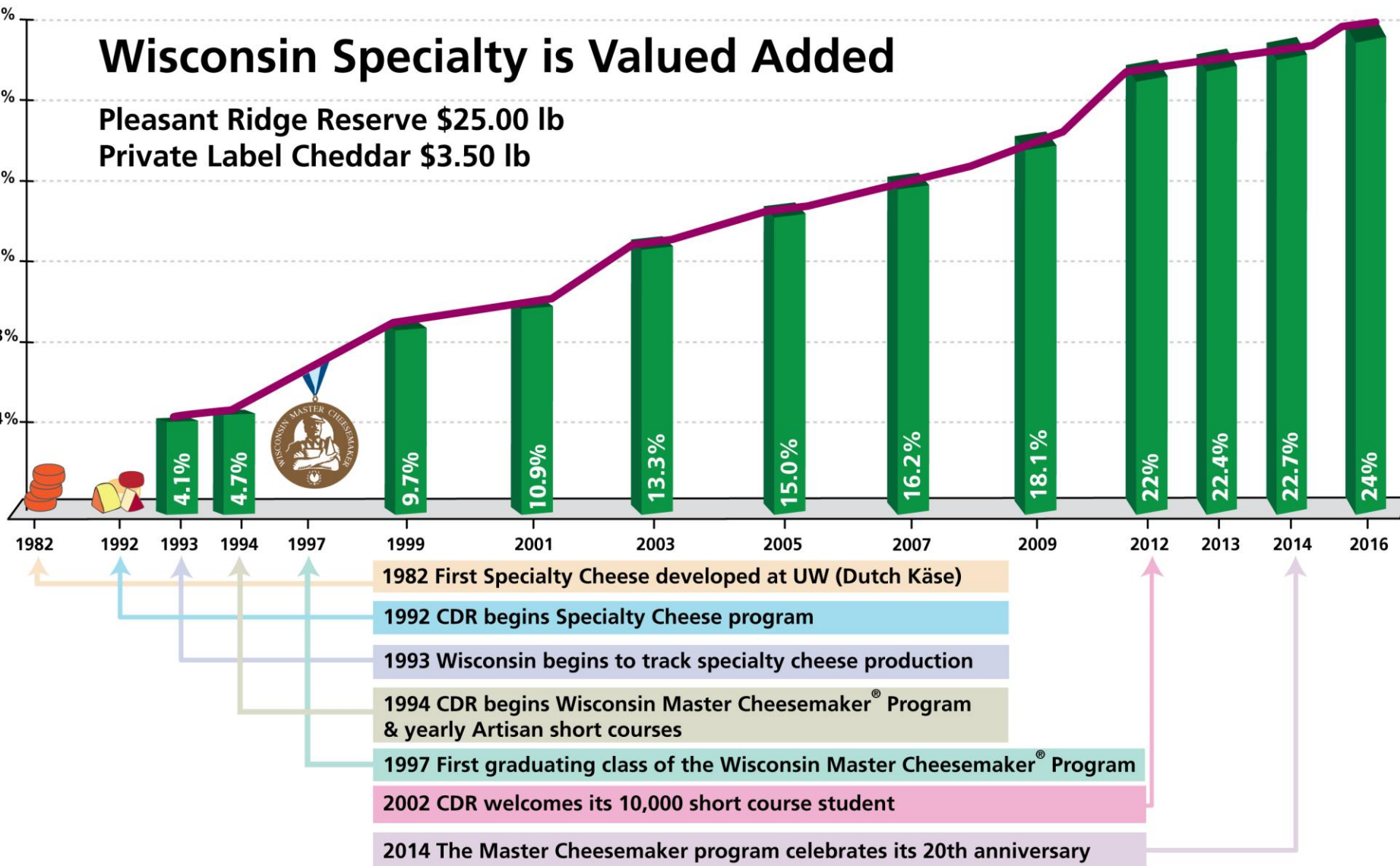


Specialty Cheese Growth– A Revolutionary Change in the Wisconsin Dairy Industry

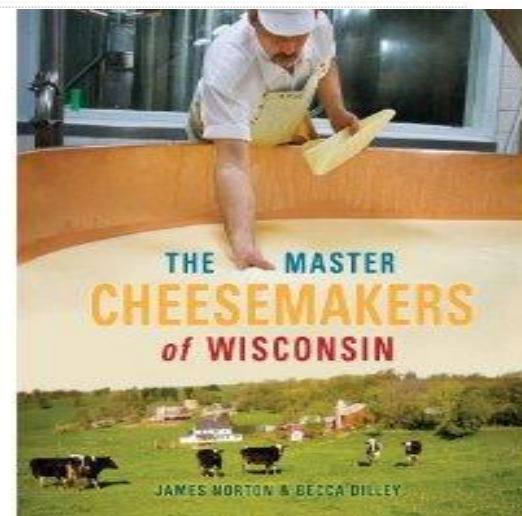
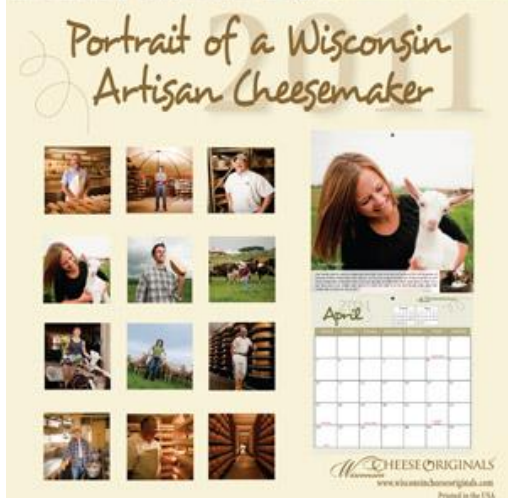
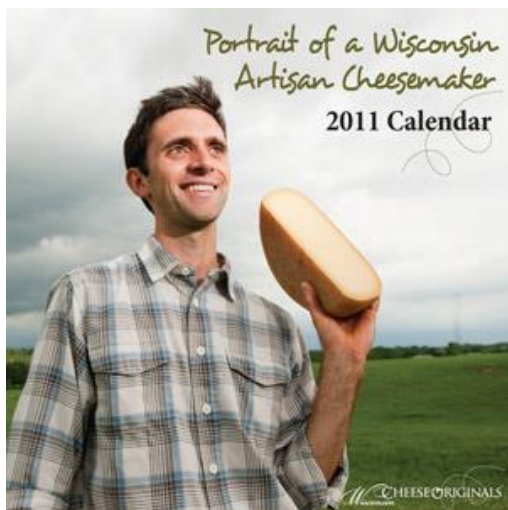


Wisconsin Specialty is Valued Added

Pleasant Ridge Reserve \$25.00 lb
Private Label Cheddar \$3.50 lb



Specialty Cheese Makers Hit the Big Time



Uplands Farm Pleasant Ridge Reserve



- Best of Show at the 2001, 2005, and 2010 American Cheese Society Conference
- U.S. Champion at the 2003 U.S. Championship Cheese Contest
- 2007 Gallo Gold Medal Award for Best Artisanal Dairy Product





CDR and Uplands Farm

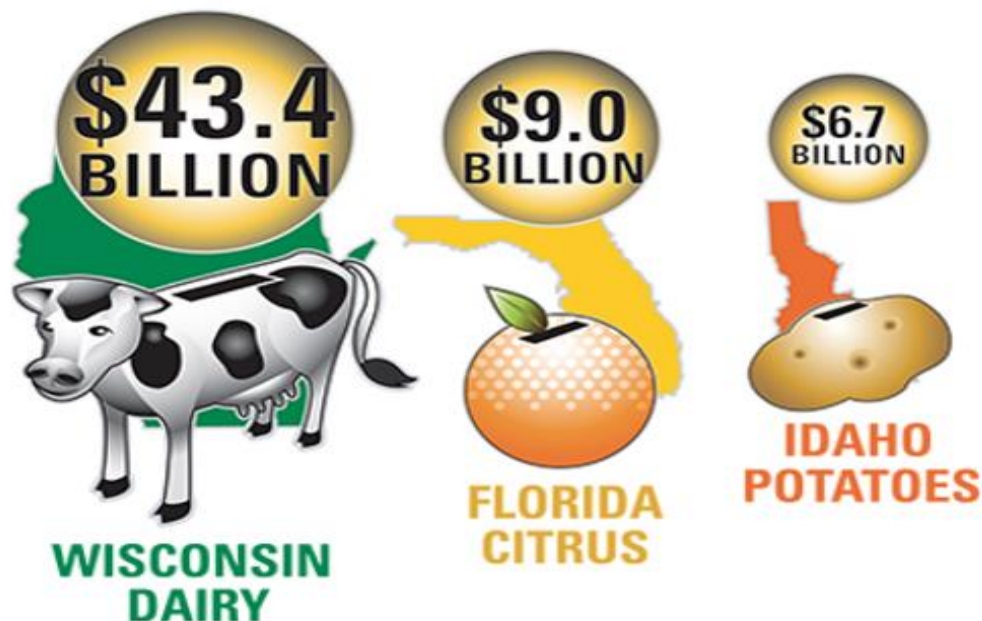
THE STORY

- Initial meeting
- Cheese Tech Short Course
- Cheese trials and follow up
- Wisconsin infrastructure/Cedar Grove scale up activities
- Wisconsin Department of Agriculture Trade and Consumer Protection (WDATCP)
- The man with the plan for success
- GRAND CHAMPION
- OMG moment
- Construction on farm

The \$43.4 Billion Wisconsin Dairy Business

Dairy's Economic Impact

Dairy means more to Wisconsin than citrus to Florida or potatoes to Idaho — contributing \$43.4 billion annually to Wisconsin's economy.



Source: University of Wisconsin, Florida Citrus Mutual, University of Idaho

WISCONSIN GROWTH OPPORTUNITIES



SPECIALTY CHEESE

(increase to 50% of total WI cheese from the 23% current level)



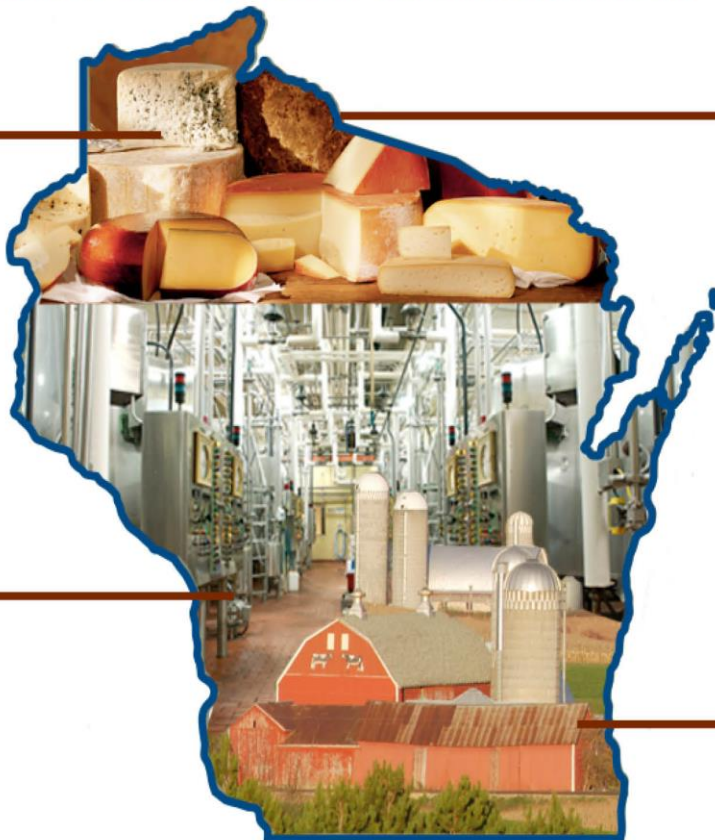
DAIRY EXPORTS

(double current value of exports)

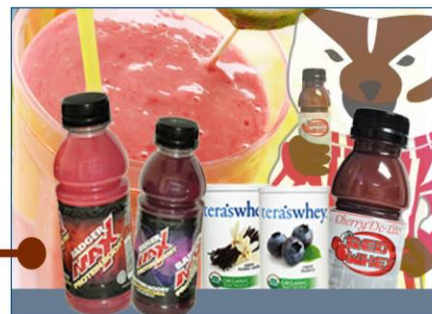


CULTURED PRODUCTS

(double per capita consumption of cultured/fresh products)



DAIRY INDUSTRY



NEW BEVERAGES

(new products to replace declining milk consumption)

Training Students for Tomorrow



Positioning for the Future



***“The boundaries of campus are the
boundaries of the state.”
AND THE NATION!***





Thank You!



College of
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UNIVERSITY OF WISCONSIN-MADISON
Growing the future



INDUSTRY TEAM