

Announcing the 2nd Jersey Value-Added 101 Workshop

Designed for the Jersey owner asking, "Should I process my own milk?"

At different times, Jersey owners have contemplated processing their own milk and marketing products direct to consumers. There are a variety of motivations, such as:

- the prospect of earning profits greater than simply selling commodity milk;
- a way to expand the dairy operation without adding more cows or farming more acres;
- capitalizing on the growing consumer interest to "eat local."

Numerous Jersey producers are already processing their own milk, and more are beginning to explore the potential. Given this, at its November 2016 meeting, the NAJ Board directed staff to organize a seminar covering the various aspects of starting an on-farm processing business. The first 101 Value-Added workshop was held last year in St. Louis, Missouri, and after a positive response by the participants NAJ is hosting a second workshop.

Scheduled for March 21 and 22 in Dayton, Ohio, the day-and-a-half forum is designed to be the proverbial "101" introductory level course. Participants will hear from Jersey producers who are successfully processing their own milk and marketing their products, tour two on-farm processing facilities and learn from industry-leading consultants about the process and approach needed to establish a successful enterprise.

Four Will Share Their Stories

Jersey Value-Added 101 kicks off Wednesday morning, March 21 with the **Blue Jacket Dairy** Story. The creamery in Bellefontaine, Ohio is run by Angel and Jim King. In 2008 they decided to extend their family farm operation to produce artisan cheese. They make a variety of fresh cheeses including cheddar curds, quark, chevre, mozzarella, and Gretna Grilling, a halloumi-style cheese. The

Kings chose to focus on the cheese making and now purchase milk from nearby farms.

Thursday morning, we will hear the **Kilgus Farmstead** story from Matt Kilgus. The farm in Fairbury, Illinois, started bottling and distributing the herd's Jersey milk in 2009. They seasonally graze the 160-cow herd to produce a rich non-homogenized Queen of Quality™ labeled milk. The milk is marketed within a 150-mile radius along with their home-grown Jersey, Berkshire Pork, and Boer Goat meat.

Tours

Youngs Jersey Dairy in Yellow Springs, Ohio, produce cheese and ice cream. The dairy has developed on-farm processing and food service into a total experience for the consumer. The farm of 40 milking Jerseys has turned to agri-tourism to attract 1.2 million annual visitors.

Ayars Family Farm in Mechanicsburg, Ohio started making ice cream in 2010. The ice cream is made on site in small batches. The ice cream business has expanded the traditional ways of marketing their milk. More recently the Ayars family added an Event Center to their dairy to facilitate hosting and entertaining groups.

Planning For Success

A successful business start-up is built on a process of investigation, analysis and planning. Jersey Value-Added 101 will draw upon the experience and advice of these recognized experts:

Neville McNaughton, founder and President of CheezSorce and Sanitary Design Industries, St. Louis, Mo., who has worked in some of the industry's top dairy plants and has judged some of the world's most prestigious cheese competitions.

James D. Gage, consultant based in Waterloo, Wis., specializing in value-added dairy and local foods business development who has worked on

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business and marketing issues with over 250 clients over the last 12 years.

They will pull no punches as they talk about evaluating farm and human resources, consumer demand, what products to make, how to set up a facility, food safety, and product marketing. For a complete list of presentations, visit <http://bit.do/ValueAdded101>.

If You Want Answers ...

you will want to attend Jersey Value-Added 101.

Wednesday, March 21: 7:00 a.m. – 5:30 p.m., includes breakfast and lunch, bus transportation to Youngs and Ayars, evening on your own

Thursday, March 22: 7:00 a.m. – 1:00 p.m., includes breakfast and break

Members of National All-Jersey Inc. can register for \$300 per person. The non-member registration fee

is \$400 per person. The fee includes all workshop sessions, materials, tour bus, lunch at Youngs Jersey Dairy, and breakfast both days.

The workshop will be held at the Crowne Plaza Dayton, Dayton OH., off exit 53A on I-75, just south of I-70. The hotel offers a shuttle service from the Dayton International Airport, which is served by Allegiant, American, Delta, and United.

A block of hotel rooms has been booked at \$119 per night, plus tax, through February 18, 2018. Use Offer Code NAJ and make reservations online or by calling 800/689-5586.

<https://www.ihg.com/crowneplaza/hotels/us/en/dayton/daycc/hoteldetail> - Group Code “NAJ”

The registration deadline is Friday, March 9, 2018. Space is limited. Register online at <http://bit.do/ValueAdded101> or mail in form below.

<p>JERSEY VALUE-ADDED 101 WORKSHOP</p> <p>Presented by National All-Jersey Inc.</p> <p>March 21-22, 2018</p> <p>Crowne Plaza Dayton, Dayton, OH</p>	
Email address	
Registration Type	SELECT ONE: <input type="checkbox"/> NAJ Member, \$300 per person <input type="checkbox"/> Non-member, \$400 per person
FIRST NAME	
LAST NAME	
ADDRESS 1	
ADDRESS 2	
CITY	
STATE/PROVINCE	
ZIP (POSTAL CODE)	
DAYTIME PHONE	
Payment Type: Required by March 10.	<input type="checkbox"/> CHECK ENCLOSED payable to National All-Jersey Inc.
NOTE: Registration fee is non-refundable.	<input type="checkbox"/> CHARGE CREDIT CARD. Enter cardholder name, card type, card number, expiration date and security code here:
SIGNATURE	
<p>CLOSING DATE FOR REGISTRATION: FRIDAY, MARCH 9, 2018</p> <p>MAIL TO NATIONAL ALL-JERSEY INC., 6486 E. MAIN ST., REYNOLDSBURG, OH 43068-2362</p>	

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National All-Jersey Inc.

Jersey Value-Added 101 Workshop

**Crowne Plaza Dayton, Dayton, OH
Wednesday and Thursday, March 21 and 22, 2018**

PROGRAM

Wednesday, March 21

7:00 a.m. Registration and Breakfast

7:45 a.m. **Welcome and Opening Introductions**

8:15 a.m. **Experiences with Artisan Cheese**, Angel King, Blue Jacket Dairy, Bellefontaine, OH

9:00 a.m. **Product Options; Opportunities and Challenges with each**, Jim Gage

- Fluid milk, butter, yogurt, ice cream, cheese

10:00 a.m. *Break*

10:30 a.m. **Processing Facilities and Training**, Neville McNaughton

11:30 a.m. *Morning sessions concludes*

11:45 a.m. Bus leaves for **Youngs Jersey Dairy** Yellow Springs, OH

12:30 p.m. **Experiences with Agri-tourism** Youngs Jersey Dairy and lunch

2:15 p.m. Bus leaves for **Ayars Family Farm**, Mechanicsburg, OH

3:00 p.m. **Experiences with Ice Cream** Ayars Family Farm

4:15 p.m. Depart for hotel, *evening on your own*

Thursday, March 22

7:00 a.m. Breakfast Buffett

7:45 a.m. **Experiences with Fluid Processing**, Matt Kilgus, Kilgus Farmstead, Fairbury, IL.

8:30 a.m. **Market Assessment, Consumer Demand, and Sales Options**, Jim Gage

9:30 a.m. **Food Safety and Regulatory Requirements**, Neville McNaughton

10:30 a.m. *Break*

11:00 a.m. **Gaining Expertise and Training Options**, Jim Gage and Neville McNaughton

11:30 a.m. **Discussion**

- Questions/Discussion
- What are you doing next?

1:00 p.m. Adjourn

MEET THE EXPERT PRESENTERS

Neville McNaughton, St. Louis, Mo., has been in the cheese making industry for more than 40 years, both as cheesemaker and consultant. He is the Founder and President of Sanitary Design Industries and its consulting arm, CheezSorce, where he works with all sizes of dairies teaching the art of artisan cheese making, as well as integrated plant and equipment design throughout the U.S. and Canada. Originally from New Zealand, Neville has worked in some of the industry's top dairy plants and has judged some of the world's most prestigious cheese competitions. He received a Diploma in Dairy Technology from Massey University in Palmerston North, NZ. Based on his own cheese making experience, McNaughton is a passionate educator and has taught at the Vermont Institute of Artisan Cheese, University of Wisconsin-River Falls, and for Pennsylvania Sustainable Agriculture. He has lectured nationally and presented papers on cheese making, cheese cultures and cheese making technology. He was recently selected by the Dairy Practices Council to help rewrite the guidelines on Food Safety Practices in Cheese Making.

James D. Gage, Waterloo, Wis., is the principal for James D. Gage Consulting, Inc. that specializes in value-added dairy and local foods business development. Jim is the past manager of the Wisconsin Dairy Business Innovation Center, and has worked on business and marketing issues with over 250 value-added clients over the last 12 years. He serves as the business strategist in-residence for the American Cheese Society (2013-16), and is a certified Wisconsin Value-Added Food & Farm Business Consultant. Gage has worked extensively with the private sector high technology community as part of the University of Wisconsin's Environmental Remote Sensing Center, and has been part of agricultural research and management consulting teams in more than 40 countries worldwide while working with the Land Tenure Center (University of Wisconsin), the International Development Management Center (University of Maryland), and the Peace Corps. Jim holds an M.S. in Horticulture and Plant Physiology from the University of Maryland-College Park, and a B.A. in Political Science from Fordham University.