

Announcing the 3rd 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 the November 2016 meeting, the NAJ Board directed staff to organize a seminar covering the various aspects of starting an on-farm processing business. After a positive response by the participants from the prior two workshops NAJ is hosting a third workshop.

Scheduled for April 9, 10, and 11, in Brattleboro, Vermont, the two-day 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 processing facilities and learn from industry-leading consultants about the process and approach needed to establish a successful enterprise. Thursday, April 11 will consist of an optional tour to some of Vermont's prominent cheesemakers.

Six Will Share Their Stories

Jersey Value-Added 101 kicks off Tuesday morning, April 9 with the **Echo Farm Pudding** Story. The farm in Hinsdale, NH is run by the Hodge family. In 1997 they started to explore different options to produce their own product, landing on producing a farm pudding. They market seven flavors of pudding regionally through retailers and nationwide through online sales.

Wednesday morning, we will hear the **Cato Corner Farm** story from Mark Gillman. The Colchester, Conn. Farm is operated by Mark and his mother Elizabeth MacCalister. The duo has over 20 years of experience making and marketing award-winning artisan cheese made from Jersey milk. They have developed their own recipes and market unique products bearing names like "Hooligan" that have a huge following in New York City and across New England.

Tours, Afternoon Tuesday April 9

Grafton Cheese, Brattleboro, VT, was founded in 1892 by dairy farmers who gathered together in a cooperative to make their surplus raw milk into cheese. Today Grafton still makes cheese by hand from small, local dairies. Participants will see cheese being made, along with the Grafton retail operation.

Mapleline Farm in Hadley, Mass., has been in John Kokoski's family since 1904. The Jersey herd was established in 1980. In 1995 they diversified the business by selling milk in glass bottles, and then in 2004 built a processing plant on the farm. Today Mapleline milk can be found in stores, coffee shops and restaurants across western Massachusetts and also in the dining halls at the University of Massachusetts-Amherst and other nearby schools.

Optional Tours, Thursday April 11

Interested in cheese? Attend the third day optional tour to visit the award winning cheese operation, **Spring Brook Farm**, in Reading, VT. Second is the **Vermont Farmstead Cheese Market** in Windsor, VT, hear about their agritourism and marketing.

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:

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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 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.

Tuesday, April 9: 7:15 a.m. – 7:00 p.m., Includes breakfast, lunch, and dinner, bus transportation to Grafton Cheese and Mapleline Farm.

Wednesday, April 10: 8:15 a.m. – 5:00 p.m., Includes breakfast and lunch.

Thursday, April 11: 7:30 a.m. – 1:30 p.m., Optional tour. Includes transportation and lunch.

Members of National All-Jersey Inc. can register for \$300/person. The non-member registration fee is \$400/person. Optional Tour \$60/person. The fee includes all workshop sessions, materials, tour bus, and provided meals.

The workshop will be held at the Holiday Inn Express & Suites in Brattleboro, VT., off exit 3 on I-90.

A block of hotel rooms has been booked at \$99 per night, plus tax, through March 10, 2019. Use Offer Code NAJ and make reservations online or by calling 802/257/2400. - Group Code "NAJ"
<http://bit.do/NAJhotel>

The registration deadline is Friday, March 8, 2019. Space is limited. Register online at <http://bit.do/ValueAdded101> or mail in form below.

JERSEY VALUE-ADDED 101 WORKSHOP	
Presented by National All-Jersey Inc.	
April 9-11, 2019	
Holiday Inn Express & Suites, Brattleboro, VT	
Email address	
Registration Type	SELECT ONE: <input type="checkbox"/> NAJ Member, \$300/person <input type="checkbox"/> Non-member, \$400/person <input type="checkbox"/> Optional Tour/lunch \$60/person
FIRST NAME	
LAST NAME	
ADDRESS 1	
ADDRESS 2	
CITY	
STATE/PROVINCE	
ZIP (POSTAL CODE)	
DAYTIME PHONE	
Payment Type: Required by March 8.	<input type="checkbox"/> CHECK ENCLOSED payable to National All-Jersey Inc. <input type="checkbox"/> Call me for Credit Card information.
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	
CLOSING DATE FOR REGISTRATION: FRIDAY, MARCH 8, 2019	
MAIL TO NATIONAL ALL-JERSEY INC., 6486 E. MAIN ST., REYNOLDSBURG, OH 43068-2362	

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National All-Jersey Inc.

Jersey Value-Added 101 Workshop

**Holiday Inn Express & Suites, Brattleboro, VT
Tuesday, Wednesday and Thursday, April 9, 10, 11, 2019**

PROGRAM

Tuesday, April 9

- 7:15 a.m. Registration and Breakfast
- 8:00 a.m. **Welcome and Opening Introductions**
- 8:30 a.m. **Producer Success Story**, Echo Farm Puddings, Hinsdale, NH
- 9:15 a.m. **Product Options: Opportunities and Challenges with each**, Neville McNaughton
- Fluid milk, butter, yogurt, ice cream, cheese
- 10:15 a.m. *Break*
- 10:30 a.m. **Market Assessment, Consumer Demand, Sales Options**, Jim Gage
- 11:30 a.m. *Lunch*
- 12:00 p.m. Bus leaves for **Grafton Cheese**, Brattleboro, VT
- 12:15 p.m. Program and Facility Tour, **Grafton Cheese**
- 1:45 p.m. Bus leaves for **Mapleline Farm**, Hadley, MA
- 2:45 p.m. **Experiences with Fluid Processing**, Mapleline Farm
- 4:30 p.m. Bus Departs Mapleline
- 7:00 p.m. Return to hotel. Provided dinner.

Wednesday, April 10

- 8:15 a.m. Breakfast
- 9:00 a.m. **Producer Success Story**, Artisan Cheese, Cato Corner Farm, Colchester, CT
- 9:45 a.m. **Processing Facilities**, Neville McNaughton
- 11:00 a.m. *Break*
- 11:30 a.m. **Funding Options**, Jim Gage, Mark Gillman
- 12:30 p.m. *Lunch*
- 1:15 p.m. **Food Safety and Regulatory Requirements**, Neville McNaughton
- 2:15 p.m. **Getting Going, Planning progress calendar and business structure**, Jim Gage
- 3:15 p.m. *Break*
- 3:45 p.m. **Gaining Expertise, Training Options, Industry Events**, Jim Gage
- 4:15 p.m. Discussion
- Questions/Discussion
 - What are you doing next?

Optional Tours

Thursday, April 11

- 7:30 a.m. Breakfast
- 8:00 a.m. Bus leaves for Spring Brook Farm, 734 Caper Hill Rd, Reading, VT 05062
- 9:00 a.m. Arrive **Spring Brook Farm**
- 10:30 a.m. Bus leaves for Vermont Farmstead Cheese Market, 71 Artisans Way, Windsor, VT 05089
- 11:00 a.m. Arrive at **Vermont Farmstead Cheese Market**,
- 11:45 a.m. *Harpoon Brewery Lunch*
- 12:30 p.m. Bus leaves for Holiday Inn, Brattleboro, VT
- 1:30 p.m. Return in Brattleboro, VT

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.