

# National All-Jersey Inc.

## *Jersey Value-Added 101 Workshop*

**Isle Casino Hotel Bettendorf, Bettendorf, Iowa  
Tuesday, Wednesday, March 24, 25, 2020**

### **PROGRAM**

#### **Tuesday, March 24**

- 7:15 a.m. Registration and Breakfast
- 8:00 a.m. **Welcome and Opening Introductions**
- 8:30 a.m. **Producer Success Story**, Kilgus Farmstead, Fairbury, IL
- 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
- 11:45 a.m. *End of morning session*
- 12:00 p.m. Bus leaves for **Cinnamon Ridge Farms**, Donahue, IA
- 12:45 p.m. *Lunch* Cinnamon Ridge Farms
- 1:30 p.m. **Experiences with a Jersey Value-Added Operation**, Cinnamon Ridge Farms
- 2:30 p.m. Cinnamon Ridge Farm tour
- 3:45 p.m. Dairy Processing Facility Equipment
- 5:00 p.m. Depart for hotel

#### **Wednesday, March 25**

- 8:15 a.m. Breakfast
- 9:00 a.m. **Producer Success Story**, Marcoot Jersey Creamery, Greenville, IL
- 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?

## **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.