

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
- 11:30a.m. *Morning sessions concludes*
- 11:45 a.m. Bus leaves for **Young's Jersey Dairy** Yellow Springs, OH
- 12:30 p.m. **Experiences with Agri-tourism** Young's 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 Buffet
- 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.