



Photo Courtesy of @plantbasedcheeseamsterdam

DEFINING "CHEESE"

The Protection of "Cheese"

By Trevor Thomas, Garde et Juré #6457

If you have been keeping a close eye on the cheese and dairy departments, you will notice the slow and steady growth of plant based dairy products. In fact, some reports show fluid milk consumption down as much as 12%, while the Plant Based Foods Association (PBFA) shows the growth of plant based fluid "milk" as a 1.6 billion dollar growth (up 9%). So, why are sales of plant based food up 20% (12% higher over the previous year), while traditional food growth only shows a 2% growth?

Both sides weigh in...

A study conducted in 2018 by the International Food Information Council (IFIC) found that 75% of Americans **are not** confused if a plant based "cheese" product does, or does not contain animal milk. If reversed, that means that 25% **are** confused, and when questioned on their decision behind purchasing these "cheese" alternatives, an independent study showed that 25% believed that they were lower in calories, 26% thought they were lower in fat, and 24% thought they were without additives. There are those who feel it's time for the FDA to step in and enforce existing regulations which clearly define cheese made from milk - (a) *Milk* means the lacteal secretion, practically free from colostrum,

obtained by the complete milking of one or more healthy cows (FDA Definitions §133.3).

An international debate...

A 2017 landmark ruling by the European Court of Justice stated that a producer of vegan dairy-alternative products in Germany cannot sell its products within the European Union with the descriptions including 'milk', 'butter', and 'cheese'. This same ruling was cited as the United Kingdom Dairy producers threatened a similar lawsuit against 'La Fauxmagerie' a 'plant base cheesemonger' in London.

Lastly, the Canadian government came down with a similar ruling against a "vegan creamery" that sold many of its items as 'cheese'.

While here in the U.S., I do not expect this issue to be solved anytime soon, but I have seen retailers creating whole new refrigerated sections called "Plant-Based Proteins". It's a good start.

I would imagine that this will be a topic debated by both sides trying to find their place in this growing category.

LES PROTECTEURS

A quarterly newsletter for the *Guilde des Fromagers, New World Chapter*



Summer 2019

IN THIS ISSUE



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Celebrating Our 50th Year...

In our last issue of the newsletter, New World Chapter President, Cathy Strange shared the story of how the Guilde Internationale Des Fromagers was founded by Maître Fromager, Pierre Androuët in 1969 and the first induction was in held in March of 1970. By June of 2019, there have been 567 of these inductions, totaling 7,163 members worldwide in 33 countries.

As we enter our 50th year, there are several auspicious occasions planned to celebrate this golden milestone:

On Sunday 22 September 2019 the festivities will kick off with the 574th Induction at the beautiful Château du Clos de Vougeot in Dijon. This 125 acre property began as a vineyard for the Cistercian Monks in the 1100's, a wall was built around it in the 1300's, and finally the historic Château was completed in 1551. Today, it serves as an event center and winery, and even produces an AOC Pinot Noir wine.

In 2020 there are plans being made for a pilgrimage to the Chapel of San Lucio in the Val Cavargna in Lombardy (shown above). More to follow on this event.

Saved by Cheese

By Trevor Thomas, Garde et Juré #6457

At the 2017 American Cheese Society Conference in Denver, I was able to listen to Sam Frank, the 2016 recipient of the DZTA Scholarship speaking on 'Heritage Dairy Breeds'. I was spellbound as he listed one breed after another of dairy cows that have gone extinct since the majority of the dairy industry rely on just a few breeds - Jersey, Holsteins, and Swiss Brown Cows. Sam gave a passionate plea for more bio-diversity within the dairy industry to save some of these breeds that are currently on the brink of extinction. It was a powerful speech that has stayed with me.

Recently, I found a similar article from [Sarah Brown](#) on [Gastro Obscura](#) that shared how bovine researchers and local ranchers have a plan to save the only breed of cows that have adapted to the largest tropical wetlands - Cheese produced with their milk!

The **Pantaneiros** (sometimes known as tucura or jofreano) breed numbers only 500, but bovine researchers have been working since 2013 to help grow this breed of cows that thrive in the vast tropical wetlands

of the Pantanal, which stretches over Brazil, Bolivia, and Paraguay.

Dr. Sergio Dani has been working on the Bioma Cheese Project, which aims to promote and commercialize **Nicola**, the cheese made from the Pantaneiro's milk. If enough people try and buy the cheese, he believes, this unique and scientifically important breed can be saved.

Nicola is produced by creating a curd from the raw milk, then placing it in a cloth sack up to a week. The result is a cheese that is hard on the outside and soft on the inside, with a texture similar to mozzarella. It is featured in regional dishes such as chipá (cheese bread), sopa Paraguaia (corn bread), and chipa guasu (corn cake).



Photo courtesy of Marcus Vinicius Morais de Oliveira

HAVE A STORY TO SHARE?

"The Protector" Newsletter wants your story! Newsletters are published each quarter and include will include stories about the cheese makers, distributors, importers, affineurs, cheesemongers, and protectors. Please send your submissions to [Trevor Thomas](#)



Meet Cathy Strange, President, New World Chapter

By Lee Smith, Compagnon d'Honneur, #5355



Mention the name 'Cathy Strange' to anyone in the cheese industry and they will tell you how her name is almost synonymous with 'Cheese'.

While many know her (or know her name), they may not know her background.

Cathy was born in Brooklyn, but the South is where she lived for her young and adult life. She was living in North Carolina when a friend who happened to be managing a restaurant in Durham and asked Cathy to come join them. When she got there, she fell in love with the food and the people. It was through this restaurant experience that she gained a deeper respect for all of the ingredients that were used in the kitchen....including cheese!

After the restaurant was sold, one of Cathy's best friends steered her to the wine departments of a local retailer called Wellspring Grocery, a specialty store.

In 1991, Whole Foods

Markets acquired Wellspring Grocery. Cathy loved the fast pace and team environment of this new retail experience and moved her way up the ranks within the Specialty side of the business.

Cathy was inducted (#4899) into the Gilde in 2006, and was elevated to Maître Fromager and President of the New World Chapter when it was formed in 2010.

Today, she remains as passionate about the cheeses and have supported many producers along the way, becoming a trusted mentor.

Gilde des Fromagers, New World Chapter Board of Directors:

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