

Our 2022 Exceptional Partners:

- Alpine Slicing and Cheese Conversion
- Baumgartner's Cheese Store, Inc.
- Dave & Glenda Buholzer
- Ron & Sue Buholzer
- Steve & Thea Buholzer
- Cheese Louise, Inc.
- Colony Brands, Inc.
- Darlington Dairy Supply
- Decatur Cheese Co-op
- Gibbville Cheese Co., Inc.
- Maple Leaf Cheese Co-op
- Maple Leaf Cheesemakers
- Bill & Carolyn Robichaux
- R. Mueller Serv. & Equip.
- Silver Lewis Cheese Co-op
- Vilutis and Company
- Wis. Swiss & Limburger Producers
- Zeitler Auto Body-Gail & Chuck

(Please patronize these folks!)



"Cheese Is Our Culture"™

Culture, Curds, and Cheesey Chatter



Jan.-February 2022

A Publication of the National Historic Cheesemaking Center



NHCC turned up the heat on Thursday, Jan. 14 for 10 exchange students from Argentina, accompanied by Juda High School English teacher, Jane Brewer. They had lunch at the famous Baumgartner's Cheese Store and Restaurant....with many eating grilled SWISS cheese sandwiches (no one "braved" trying LIMBURGER!). The students informed Executive Director Donna Douglas that it was 105 degrees in their hometown of Buenos Aires, that day! *(More story on page 3)*

'gruyere' is ruled common type by federal judge

U.S. cheesemakers have won a court case in which a federal judge ruled gruyere does not have to come from the Gruyere region of Europe to be sold under the gruyere name. A consortium of Swiss and French cheesemakers from the region around the town

(Continued on Page 2)

REMINDER DATES

NHCC is closed to general public.

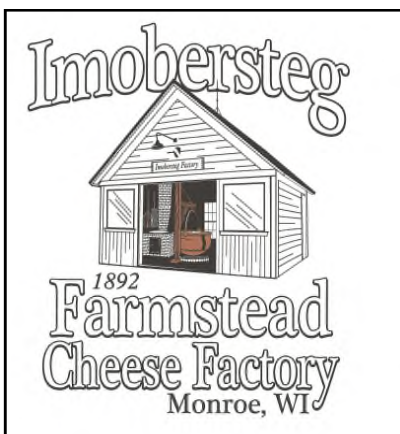
We open for the year on May 1st!

For off-season tours contact

Exec. Director Donna Douglas



Volume 15, Issue 1



Thanks to Colony Brands Inc. for the printing of Culture

A HUGE thank you to our 2022 valued business members, listed here:
2022 Business and Supporting Members

James Andresen
Donna Douglas
Bob & Nancy Faith
Jim Glessner
Virginia Goetz
Benjamin Johnson
Greg Knoke
Jerry & Lynn Lokken
Jim and Donna Mueller
Bob & Kathy Reffue
JoAnn Schwitz
Henry & Melva Tschanz

Badger State Propane
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Green County Cheese Days, Inc.
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Bill & Marilyn Ross
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James Curran Sr.
Dennis & Janis Everson
Gile Cheese Company LLC (Tim and Diane)
Ron Goecke
Mike & Deb Hutchinson
Leona Klassey
Virgil & Carol Leopold
Mike Moran
Janet Zee & Ron Purintun
David & Holly Schmid-
Dan & Ann Stearns

To be listed here, donate a business membership!

(From Page 1)

of Gruyeres, Switzerland, sued in U.S. District Court in Virginia after the federal Trademark Trials and Appeals Board denied an application for trademarks protections.

The consortium said gruyere has been made in the region since the early 12th century to exacting standards and cheese made outside the region can't truly be called gruyere, similar to the argument that champagne can only be applied to sparkling wines from the Champagne region of France.

But the U.S. Dairy Export Council and other groups opposed the trademark protection. They said American consumers understand the gruyere name to be generic, applying to cheeses of a certain style regardless of their place of origin.

Gruyere cheese from Switzerland won the World Championship Cheese Contest in Madison in 2008, 2010, and 2020.

U.S. District Judge T.S. Ellis ruled earlier this month against to Swiss consortium, finding that American consumers do not associate the gruyere name with cheese made specifically from that region. While similar trademark protections have been granted to Roquefort cheese and Cognac brandy, Ellis said that same case can't be made for gruyere.

The Gruyere consortium is appealing Ellis' ruling.

A representative of the U.S. Dairy Export Council said the legal battle over gruyere is part of an increased effort in Europe to seek international trade protection for a variety of products, including gorgonzola, asiago and feta cheeses and bologna lunch meats.

(A condensation of an article from the Wisconsin State Journal Jan. 16 with attribution to *The Associated Press*)

Stirring the kettle,

With President Jim



As I jot these notes, the thermometer is starting to climb after a night of minus 31 wind chills. Such is winter in Wisconsin! One would think that after 50 years in the Badger State one would be used to such teeth-chattering. Hah!

At the Cheese Center we are beginning to formulate some display changes within our buildings. We think those will be exciting for our guests.

And don't forget this is an even numbered year, so it is full steam ahead for the Cheese Days in Monroe Festival now slated for September 16-18. This renowned event brings throngs of folks who want to experience a true heritage-based epic! We are looking forward to hosting our many friends across the nation. Put it on your calendar—NOW!

Stay warm and healthy, Jim



Argentine Exchange students watch video at the Cheese Center.

Argentine students experience life in the cheese country

By Mrs. Jane Brewer

Juda High School English Teacher

Eight visiting students and their chaperone arrived from Buenos Aires, Argentina, to participate in a foreign exchange program at Juda High School. The students range in age from 16-18. They will stay with host families in the Juda area until Tuesday, Feb. 8, 2022.

While in Wisconsin, the students along with their English teacher, Jane Brewer, have been enjoying a variety of activities including a stop at Minhas Craft Brewery for a tour and soda sampling, Baumgartner's Cheese Store and Tavern for lunch, and the sites at the Green County National Historic Cheesemaking Center.

After departing from Wisconsin, they are headed to Washington D.C., Boston, New York City, Orlando, and Miami for an additional taste of American sites and culture. They will return to their home country in March.

Date	Who are you?	Where are you from?
Jan 14 2022		
1/14	Marcelo Soto	Argentina
1/14	Caro Maston	Argentina
1/14	Agustina Arena	Argentina
1/14	Julian Tuzen	Buenos Aires, Argentina
1/14	Nicolás Arias Marques	Buenos Aires, Argentina

Board of Directors

- Fayth Block
- Dave Buholzer
- Jim Glessner, president
- Anita Huffman
- Jim Huffman
- Ken Klassey
- Fritz Kopp
- Steve Stettler
- Henry Tschanz



Admin Staff

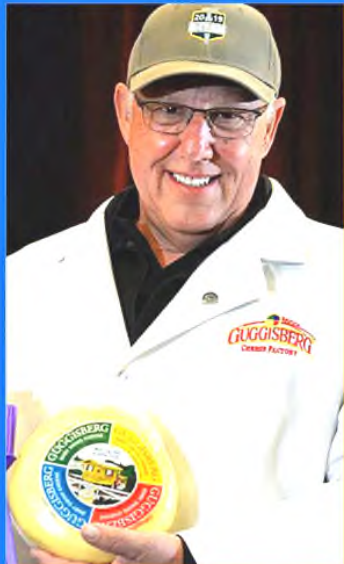
- Donna Douglas
executive director
- Deborah Briggs
assistant director

Culture, Curd and Cheesey Chatter is published monthly by the National Historic Cheesemaking Center, P.O. Box 516, Monroe, WI 53566

All Rights Reserved



WCMA (Wis. Cheese Makers Assn.) congratulates graduates of its Learning to Lead management training series. This group, hailing from Alpine Slicing & Cheese Conversion, Associated Milk Producers, Inc., Ellsworth Cooperative Creamery-Wohlt Cheese, Foreign Type Cheesemakers Association Laboratory, Grande Cheese Company, Klondike Cheese Company, Schuman Cheese-Lake Country Dairy, Specialty Cheese Company, and Wapsie Valley Creamery, engaged fully in the classes, exploring and experimenting with new ways to build and motivate their teams. Their application projects over the past four months were both practical and impactful. And, they are admirably loyal to their employers and this industry. Bravo to all of them - and sincerest thanks to amazing instructor Cyndi Wentland!





Richard Guggisberg
Guggisberg Cheese

Favorite Cheese
Baby Swiss and Swiss

Proudest Achievement
Winning the Grand Champion award twice for our Swiss and Baby Swiss. It's a testament to the quality of the team involved in our production, from our employees to our milk producers and everyone in between.

Why I Support WCMA
"It's an honor to be part of an organization made up of so many great people with so much industry knowledge. I appreciate the education and advocacy WCMA provides for cheesemakers throughout the U.S.A. As a board member, I appreciate being able to guide WCMA's offerings, activities, and policies."




Bruce Workman
Edelweiss Creamery

Favorite Cheese
Gruyère or Butterkäse

Proudest Achievement
Achieving my first Wisconsin Master Cheesemaker certification (of 12!), and building a viable business that I can pass on to the next generation.

Why I Support WCMA
"I've been honored that my peers have chosen me to serve on the WCMA Board for three terms. I love the ability to connect with a variety of my colleagues in the industry that share similar issues."





National Historic Cheesemaking Center

“.....Preserving a time that was, that will never be again”

January 10, 2022

Executive Board

Jim Paul
Colony Brands, Inc. & Affiliates

President Jim Glessner

Dear Jim.

Immediate Past President Dave Buholzer

On behalf of the Board of Directors and members of the National Historic Cheesemaking Center, we would like to extend our appreciation for your designation and generosity, with a donation of \$95 that you received from "Giving Tuesday," in recognition of celebrating 95 years in business (1926-2021), sharing one of the Colony Brands social media sites or internally.

Vice President Henry Tszchanz

Secretary Anita Huffman

Treasurer Fayth Block

Board Members Fritz Kopp Jim Huffman Ken Klassey

Through the generosity of volunteerism and caring support of people like you the National Historic Cheesemaking Center continues to expand, drawing visitors from all over the world.

Member-at-Large Steve Stettler

Executive Director Donna Douglas

The National Historic Cheesemaking Center is a non-profit entity, incorporated as a 501c(3) organization, Federal ID 39-1803863. Donations are tax deductible to the extent provided by law. Please note that no goods or services were received for this generous donation.

Assistant Director Deborah Briggs

Sincerely,

Jim Glessner, President

Donna Douglas, Executive Director

P.O. Box 516, Monroe, Wisconsin - Located at Hwy 69 South & 21st Street

Nunes in final 'Alice' year

Julia Nunes of Chippewa Falls is in her second year as the 74th Alice in Dairyland. She becomes the first Alice to serve two consecutive terms in the program's history. She began service on July 6, 2020. Her two terms will end July 15, 2022.

Amid significant challenges caused by the COVID-19 pandemics, she shifted gears from usual activities by hosting live events on Facebook and Zoom that featured Wisconsin farms and agricultural products.

Applications were due Jan. 5 for the 75th Alice. Those finals will take place May 19-21.

Building repairs underway

January 14, 2022, Zweifel Construction finished the majority of the work on the Depot building. They replaced the 14 ft. section of old boards on the west side, and replaced some trim on the basement entry structure. They also installed 140 ft. of metal fascia as well as replaced the two decorative korbels underneath the attic windows. The attic windows still need to be replaced so that is a work in progress. --From Fritz Kopp

CHEESE COUNTRY book is now available through the mail. It features the 12 remaining active cheese factories in Green county as well as many interesting photographs and cheese related anecdotes. The 114 page book is a must have for cheese history buffs of every age. The price is \$20.00 plus \$8 shipping cost. Make your check payable to: NHCC

Mail to: NHCC, Box 516, Monroe, WI 53566

PLEASE CLIP FOR REFERENCE

National Historic Cheesemaking Center

Phone: 608-325-4636

P O Box 516

Fax: 608-325-4647

Monroe, Wisconsin 53566

Website: www.nationalhistoriccheesemakingcenter.org

Email address: info@greencountywelcomecenter.org

YouTube: Seek National Historic Cheesemaking Center Channel



Wisconsin Cheesemaker's Association awards highest honor, other awards at 2022 Cheese Expo

The expo, taking place in Milwaukee, is planned for April 14-22 at the Wisconsin Center. More than 4,000 cheese industry leaders, suppliers, marketers and others are ex-



These individuals will be recognized by the Wisconsin Cheesemakers Assn., at the 2022 Cheese Expo for “outstanding work in the dairy processing industry.” Top row, from left: Andy Dederich, Art Zimmer, Bob Wagner,

ATTENTION VOLUNTEERS

It is almost February and it will not be long before the Center opens for a new year at the National Historic Cheesemaking Center! It is time to think about when you would like to volunteer, passing the history of cheesemaking on to visitors to Monroe.

Due to COVID and several long-time volunteers relinquishing their spots, we **ARE IN NEED OF ADDITIONAL** volunteers. Spread the word, we need help!

Due to the continued shortage of volunteers, we ask if at all possible that you consider an additional slot on the volunteer schedule. Every effort is made to schedule two volunteers per shift. If you would like to volunteer and have a friend that would enjoy spending a shift with you, please let us know and invite them to join you.

Volunteering does not necessitate a membership, but as always, we would encourage you to join us.

If you can make a commitment now, contact Assistant Director Deb Briggs and make your wishes known!



2022 NHCC Board of Directors & Committees

President: Jim Glessner

Vice-President: Henry Tschanz

Secretary: Anita Huffman

Treasurer: Fayth Block

Immediate Past President: Dave Buholzer

Directors

Ken Klassey(3yr)

Fritz Kopp(2 yr)

Jim Huffman(1yr)

Director -At-Large: Steve Stettler

A. Archival and Display

Chair: Director, Jo Ann Schwitz, Mary Ann Hanna, Millie Stauffer, Gary Guralski, Deb Hutchinson

B. Grounds, Brick, Building

Chair: Fritz Kopp, Bill Schmid, Henry Tschanz, Terry Hanna, Rudy Kaderly, Mark Steinmann,

Nate Hare, John Marean, Sam Kaderly

D. By-Laws:

Chair: Jim Glessner, Jean Tullett, Millie Stauffer

E. Finance:

Chair: Dave Buholzer, Steve Stettler, Fayth Block

F. Fundraising:

Chair: Deborah Briggs, Dave Buholzer, Glenda Buholzer, Steve Stettler, Gary Grossen, Jeff Everson

G. Gift Shop:

Chair: Director, Deborah Briggs

H. Grants

Chair: Jim Glessner, Donna Douglas

I. Long Range Planning

Chair: Jim Glessner, Donna Douglas, Jim Huffman, Glenda Buholzer, Ken Klassey

J. Membership

Chair: Fritz Kopp, Donna Douglas, Dave Buholzer, Steve Stettler

K. Newsletter

Chair: Director, Jim Glessner (Editor), Carla Hartwig, De Paulson, Jo Ann Schwitz

L. Sunshine

Co-Chair: Millie Stauffer (general)

Helen Locher (sympathy)

M. Tourism & Marketing

Chair: Director, Jim Glessner, Ken Klassey, Noreen Reuchert (ex-officio)

N. Video Interviews

Chair: _____, _____

***O. Volunteer Relations:**

Chair: Director, Deborah Briggs-fundraising

P. Website

Chair: Director, Deb Briggs

SUPER BOWL APPETIZERS

CHEESE PUFFS

- | | | | |
|---|-----------------------------------|---|---------------------------|
| 2 | cups mayonnaise | 2 | teaspoons Dijon mustard |
| 1 | cup grated Cheddar cheese | | Party crackers (about 40) |
| 2 | tablespoons onions, finely grated | | |

Mix all ingredients except the crackers. Spread mixture evenly on the crackers – edge to edge. Chill thoroughly. Just before serving, broil 4-6" from heat source until golden brown. Serve immediately.

WISCONSIN PUMPERNICKEL MELTS

- | | | | |
|---|---|---|--------------------------------------|
| 1 | loaf sliced pumpernickel cocktail bread | 8 | ounces Havarti cheese, sliced thinly |
| 4 | tablespoons Dijon mustard | | Chives |

Spread the bread thinly with the mustard. Top with the cheese and sprinkle with chives. Place under broiler until golden brown and bubbly. Serve immediately.

SUPER BOWL BEAN DIP

- | | | | |
|-----|-----------------------------------|-----|--|
| 1 | 16-ounce can refried beans | 1 | 3-ounce package cream cheese, softened |
| 1 | cup Picante salsa | | |
| 1 | cup shredded Monterey Jack cheese | 2 | teaspoons chili powder |
| 1 | cup shredded Cheddar cheese | 1/2 | teaspoon ground cumin |
| 3/4 | cup sour cream | | Tortilla Chips |
| | | | Pico de Gallo salsa |

Combine the first 8 ingredients. Transfer to a slow cooker. Cover and cook on high for 2 hours or until completely heated through, stirring a couple of times while heating. Serve with the chips and salsa

CHEDDAR PECAN CHEESE BALL

- | | | | |
|-------|---|---|------------------------------------|
| 2 | 8-ounce packages cream cheese, softened | 1 | 1-ounce package ranch dressing mix |
| 3 1/2 | cups shredded sharp Cheddar cheese | 2 | cups pecans, chopped |
| | | | Party crackers |

In a large bowl, mix together the cream cheese, Cheddar cheese and ranch dressing mix. Form into 1 large ball or 2 smaller. Roll in the chopped pecans. Refrigerate overnight and serve with a variety of party crackers.

CHEESE AND BACON SPREAD

- | | | | |
|---|--|-----|-----------------------------------|
| 2 | cups shredded sharp Cheddar cheese | 1/2 | cup almonds, sliced |
| 6 | green onions, green only, finely chopped | 6 | slices bacon, cooked until crispy |
| | | 3/4 | cup mayonnaise |

Crumble bacon and mix all ingredients together. Season with salt and pepper, if desired. Refrigerate several hours so flavors blend. Serve with toasts or crackers.

Cheese

M	U	N	S	T	E	R	E	T	N	E	E	C	S
E	R	E	L	L	Y	R	E	T	S	M	H	S	B
P	E	H	C	S	E	L	R	E	O	E	E	S	L
A	E	Z	S	C	L	I	E	Z	D	E	G	I	U
R	R	A	A	O	C	H	Z	D	A	E	A	W	E
M	H	R	C	O	C	E	A	M	A	D	T	S	C
E	E	S	T	M	R	R	E	E	E	S	T	U	H
S	T	T	A	E	G	R	G	D	S	T	O	B	E
A	A	E	L	Z	I	E	O	A	D	S	C	H	E
N	R	L	S	C	E	N	L	M	E	D	L	I	S
C	A	E	A	A	S	E	O	E	L	E	S	O	E
R	S	N	E	S	L	A	C	M	A	D	U	O	G
R	H	E	D	S	U	H	A	V	A	R	T	I	G
I	W	E	N	S	L	E	Y	D	A	L	E	V	I

- CREAM CHEESE
- RICOTTA
- GOUDA
- CHEDDAR
- WENSLEYDALE
- AMERICAN
- COTTAGE
- BLUE CHEESE
- EDAM
- HAVARTI
- MUNSTER
- PARMESAN
- MOZZERELLA
- SWISS

Thank You Colony Brands, Inc. Associates,

The National Historic Cheesemaking Center Museum greatly appreciates the generous donations from the Associate Donation Program of Colony Brands, Inc., that have graciously designated our non-profit organization with a second donation in the amount of \$1,287.50.

Your generosity to our organization will provide for improvements to the NHCC Center Museum, for visitors from all over the world to enjoy. We recognize your hard work and dedication, as employees, of the extra hours to meet the peak demands and fulfillments at Colony Brands during challenging times and busy season.

To each one of you "Thank You" for sharing your success with non-profits community partners again this year! We wish you a most successful healthy year 2022 Colony Brands, Inc, Congratulations on celebrating 95 years in business 1926 - 2021... and still growing!

In Appreciation, Donna Douglas, Executive Director



National Historic Cheesemaking Center **“Cheese is Our Culture™”**

Welcome 2022!

I am happy to report that we had visitors representing 46 states this year at the National Historic Cheesemaking Center Museum. Many of our visitors commented that they were glad that we were open, since many attractions have not opened their doors due to the pandemic. We are grateful to the volunteers that were willing to volunteer during these challenging times.

Of great importance to NHCC Officers and Board is “Keeping Up Appearances!” Our home in the re-located historic depot building at the corner of 21st Street and State Road 69 South in Monroe, is a showplace for travelers and visitors to see.

Living up to our reputation as one the most beautiful sites in the “Swiss Cheese Capital of the United States” we completed our “to do” list this year that included:

- ***Re-painting the century –old Imobersteg Farmstead Cheese Factory***
- ***Complete restoration of the Milk Buggy , donated by Dave and Glenda Buholzer***
- ***Replacing wooden steps to the Rib-sider Caboose with sturdy iron steps***
- ***Re-paving and striping the large parking lot***

Good Bye 2021!

As I sit in my home office today, typing my monthly contribution to this newsletter, (-17 degrees) I am grateful for the opportunity to serve our amazing National Historic Cheesemaking Center organization and the Executive Board, NHCC Committees, our members, valuable volunteers, generous donors of monetary gifts, and the many visitors that enter our doors annually. Processing 2022 memberships, correspondence, mailings, press releases, data entry, and purging files keep me busy during the winter months .

A special thank you to my Assistant Director, Deborah Briggs, that supports me and the entire organization throughout the year. Deb has skills that do not duplicate mine, and we work together as a team, for the betterment of NHCC. We encourage you to submit comments and suggestions concerning our presence on social media.

Check us out on Facebook.

Your Director,

Donna

NATIONAL HISTORIC CHEESEMAKING CENTER, INC.
2022
ANNUAL MEMBERSHIP FORM

The National Historic Cheesemaking Center, Inc. is a 501(c)3 non-profit organization dedicated to the preservation of information and artifacts about the history of cheesemaking in America, extending back to the "old world."

NAME _____

SPOUSE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ CELL _____

E-MAIL ADDRESS _____

(PLEASE CHOOSE ONE)

- | | | |
|---|----------|--------|
| <input type="checkbox"/> INDIVIDUAL MEMBERSHIP | \$15.00 | Annual |
| <input type="checkbox"/> FAMILY MEMBERSHIP | \$25.00 | Annual |
| <input type="checkbox"/> Business & Supporting Membership-Level 1 | \$50.00 | Annual |
| <input type="checkbox"/> Business & Supporting Membership-Level 2 | \$100.00 | Annual |
| <input type="checkbox"/> Business & Supporting Membership-Level 3 | \$200.00 | Annual |
| <input type="checkbox"/> SUSTAINING MEMBERSHIP | \$500.00 | Annual |

NOTE: Checks may be made payable to "NHCC" and mail along with this form to:

National Historic Cheesemaking Center
PO Box 516
Monroe, WI 53566

Thank you for your support

I would like to continue to receive the monthly newsletter via US Postal Service

Yes _____ No _____

Please send the monthly newsletter ONLY at this e-mail address:

**National Historic
Cheesemaking Center
P.O. Box 516
Monroe WI 53566**

**Non Profit Organization
U.S. Postage Paid
Monroe WI
Permit No. 236**

Return Service Requested

The National Historic Cheesemaking Center is a tribute to those who have gone before...and is dedicated to the hard work and sacrifices of all those in the dairy industry who have made this area of southern Wisconsin and northern Illinois internationally famous.

The unique center recalls the rich heritage of the area and is illustrative of the lively cheese industry which still flourishes today.

*.....Recalling an era that was,
And will never be again!*



IMOBESTEG CHEESE FACTORY

**National
Historic Cheesemaking
Center
2108 6th Avenue
Monroe WI 53566**