

VCC Executive Council Meeting
Wednesday, May 11, 2011
White River Jct., VT 05001

Present: Mark Fischer, Christopher Coutant, Rachel Schaal, Lisa Battilana, Linda Miller, Sebastian von Trapp

Jeremy is unavailable, but wanted us to know that he will be in Washington, DC, for the Taste of Vermont. We briefly discussed what we do want Rachel to do regarding these types of events.

Cheese Trail Map/Brochure: Rachel distributed copies of mockups. These look great. The images on the map will be removed from the map.

Two new licensed cheesemakers: Willow Moon in Plainfield – Kim Ingraham and Sarah Peck (mother/daughter). Turkey Hill Farm in Randolph Center, they will be making cheese for Fat Toad in addition to having own line.

There is also Sawyer Artisanal Cheese making organic, raw cow's milk cheese working with David Major in Vermont, but they are aging the cheese in Walpole, New Hampshire. The cheese is Ver Hampshire Tomme. The issue is that they identify themselves with Walpole address. Does the Milk Handler's license represent the cheesemaker or the facility. Mark will check on this. If Sawyer asks to join the VCC as a cheesemaker, Rachel will tell him no based on the address of the company. He can still become an Associate Member.

Rachel still awaiting high resolution photos for brochure.

Newsletter: Only one for this year. Hoping to send to the printer within the next few days with a turn around time of two weeks. We have 1,957 on the mailing list. ~\$30 to mail at 17 cents per and sent out via the Mailing Center. We hope to enclose a copy of the map to enclose in the newsletter if ready.

Festival update: We have 11 weeks to go and have sold ~650 tickets, which is a bit ahead of last year's sales out of 1,750. Emily Bradbury is the PR manager and is working directly with the web designers. Murray's purchased a block of 40 with a bus. Chris Howell of Vermont Farm Tours will be doing tours on Saturday as well as throughout the summer. 86 out of 92 tables are spoken for. The Festival Committee will decide which requests will be filled based on a Vermont link. There will be an additional food vendor as well as the pizza vendor from last year. The next hurdle for Rachel is to collect insurance forms. All need to show \$1M liability rider. Rachel will get this request out to all vendors ASAP.

ACS August 3-7: VCC has the sponsorship breakfast on the 4th. We agreed to pay the entrance fees and hotel for Sebastian and Mark as well as Rachel. Jeremy will be going, but Spring Brook will pay for this. Christopher may go as well. Lisa and Linda will think about doing just one day with the Council paying for the membership and one day seminar/hotel.

Educational Committee update: Deadline to use the grant money for educational programming has been extended through December 30th. Four farm visits are planned. They are for Friday 6/10 at Consider Bardwell/Hildene, Tuesday 6/14 will be at Spring Brook/Cobb Hill; Friday 6/17 will be at Bonnie View/Jasper Hill and Tuesday 6/21 will be at Woodcock/

Vermont Shepherd . Christopher noted that the best day for retailers to get away is on a Monday. Friday is not good day per John at the Lebanon Co-Op. Based on this, Rachel will see if Consider Bardwell/Hildene can be changed. The limit will be 10-12 attendees. This includes lunch with a cost of \$10/person.

The proposed main Event scheduling is going to be difficult, and since there are so many other venues such as the Fancy Food Show, Cheesemakers Festival, etc. Christopher suggested having smaller events with up to 10-12 people to discuss marketing, cheese cutting, etc. The plan is to hold at various places around Vermont. Some examples are: VIAC, Middlebury Food Co-Op, Consider Bardwell, Hildene, Brattleboro Food Co-Op, Grafton Village Cheese, Spring Brook Farm, Woodstock Farmers Market, Provisions International, NECI, and Jasper Hill Farm. This will allow for a vast array of locations geographically. Christopher had a list of other possible locations. On Monday, June 27th from 10:30 to 2:30 Robert Aguilera (used to be at Fromaggio Kitchen in Cambridge) and currently Fromaggex cheese paper as well as Lisa Frederico from the Berkshire Massachusetts Food Co-Op with Jeremy Stephenson at Provisions International for retailers to see how cheeses are cut and wrapped. There will be a \$25 fee with a maximum of 30 attendees with a lunch provided by Provisions. Based on the feedback from this event, then those topics will be covered at the rest of the locations. Associate Members will be the first to be invited to these events.

Raw Milk Legislation: New change requested by Rural Vermont to teach courses. Still clearly states that raw milk cannot be resold. As long as one is the consumer of the raw milk, it can be changed into cheese.

HACCP/Peter Dixon: Rachel has a list of tasks Peter has completed and is working on templates and checklists that can be used by cheesemakers to tailor to their own business. We need to have Peter come to a Council meeting and compare this to Laini's facility, for instance, as a dry run to see if it meets the HACCP requirements. We discussed consulting with Greg Lockwood to see if this program will be acceptable. We are awaiting regulatory changes from the FDA, but we need to find the right person in the FDA that will help determine if this type of plan will meet their standards.

Events: Strolling of the Heifers. The manager at the Putney Co-Op is a friend of Rachel's, and has found that there will be changes in the format so that this event will not just be a feeding frenzy. Junior chefs will be doing demonstrations. Rachel offered \$500 of VCC funds to help the Brattleboro Co-Op buy the VCC members' cheese. We would need an invoice of which cheesemakers they bought the cheese from, but we do not anticipate that these funds will go either Cabot or Grafton Village as they already will be participating.

ACTION: Rachel will send a list of events that she has been requested to attend. Discussed the Beer Festival briefly, but we need to compare the requests to the criteria we created two years ago. Linda will email the criteria to all. We need to discuss further at our next meeting.

Next meeting: Next Executive Council Meeting Wednesday, June 15 from 1 to 4 pm.

Respectfully submitted,

Linda Simon Miller, Secretary