

PRESS RELEASE  
For Immediate Release

## CHEESE PROCESSORS INVITED TO PARTICIPATE IN 2<sup>ND</sup> CANADIAN CHEESE GRAND PRIX

**MONTREAL --- Dairy Farmers of Canada** is sponsoring the **2<sup>nd</sup> Canadian Cheese Grand Prix**, a nationwide biennial competition launched in 1998 to promote the excellence and variety of Canadian cheeses from coast to coast. The **Canadian Cheese Grand Prix** will award **16 Category Champions** and the **Grand Champion** with trophies and certificates during an awards presentation ceremony on **May 25, 2000** at Institut de tourisme et d'hôtellerie du Québec (Montreal).

**"The contest is open to all processors of cheese made in Canada from cow's milk"**, stated John Core, President, Dairy Farmers of Canada. **"There are close to 200 processors in the Canadian cheese industry who make more than 150 varieties of cheese, and all are invited to enter their products"**. He added that the **Canadian Cheese Grand Prix** aims to increase the knowledge and appreciation of Canadian cheeses among consumers and professionals in the food, hotel, and restaurant industries. Processors are therefore encouraged in their quest for excellence and new product development.

### *The 2<sup>nd</sup> Grand Prix Jury*

**"Besides the Retail Packaging Design category, the Canadian Cheese Grand Prix includes 15 cheese categories"**, explained Richard Doyle, Executive Director, Dairy Farmers of Canada. A jury, composed of **six experts** renowned across the country in the agri-food and tourism industries, will select three finalists from each category on **April 29 and 30, 2000**. The **Category Champions** and the **Grand Champion** (all cheese categories) will be unveiled on **May 25**. **"The jury represents various regions, and includes authorities in the food science, cuisine, and hotel and restaurant management sectors"**, he added.

The **2<sup>nd</sup> Canadian Cheese Grand Prix** jury members are: **Tony Aspler (Toronto, Ontario)**, award-winning wine columnist, editor of *Winetidings Magazine* and author of several books; **Phil Bélanger (Edmunston, New Brunswick)**, Manager of the Atlantic Centre of Excellence in Tourism and Chairman of the New Brunswick Chapter of La Confrérie de la Chaîne des Rôtisseurs; **Jean-Claude Belmont (Montreal, Quebec)**, chef and professor at the Institut de tourisme et d'hôtellerie du Québec; **Gail Hall (Edmonton, Alberta)**, Chairman of the Advisory Committee to the Culinary Arts Program at Northern Alberta Institute of Technology and Vice Chair of the National Board of Directors of Cuisine Canada; **Zdravko Kalabric (Unionville, Ontario)**, professor of Kitchen Administration at George Brown College, Executive Chef of York Downs Golf and Country Club in Unionville, and winner of several international culinary competitions; and the **Jury Chairman, Jacques Goulet (Sainte-Foy, Quebec)**, tenured professor at Laval University's Food Science and Nutrition Department in Sainte-Foy and author of several technical and scientific works on milk technology.

### *Judging Criteria*

**"Cheese entries will be judged according to several criteria for each category, such as flavor, body, texture, density, color, appearance, finish, and salt"**, explained Jacques Goulet, Jury Chairman. He explained that during evaluation, the jury will not know the names of the cheeses and the cheese processors. **"For the Retail Packaging Design category, the criteria will include the quality of graphic design, product image as conveyed by package design, and overall consumer appeal"**, he specified. **"Besides, all products entered in the contest, of which the entry deadline is February 18, must be available to consumers at large at the time of judging"**.

### *1998 Grand Prix: A Success*

“The first Grand Prix was a tremendous success. It allowed us to demonstrate our products’ excellence and to show that the Canadian cheese industry is world class”, stated John Core. At the 1<sup>st</sup> Canadian Cheese Grand Prix in 1998, some 150 products in 11 categories had been entered. Of these, 33 finalists were selected across the country: **15 from Quebec, 12 from Ontario, 2 from Alberta, 2 from British Columbia, and 2 from Nova Scotia.** Among the *Category Champions* were *Gouda (Sunnyrose Country Cheese) from Alberta, Ricotta (Quality Cheese) and Old Cheddar (Parmalat) from Ontario* as well as *Monterey Jack and Mild Cheddar (Dairyworld Foods/Armstrong) from British Columbia.* *Soft Raw Milk Cheese Lechevalier-Mailloux*, produced by *Piluma Farm* in Saint-Basile-de-Portneuf, **Quebec**, was awarded *Grand Champion* of all categories.

### *A World Class Industry*

In terms of generated economic activity, the Canadian cheese processing industry is concentrated primarily in Ontario and Quebec. British Columbia and Alberta are 3<sup>rd</sup> and 4<sup>th</sup> in importance. Quebec remains the country’s foremost cheese producer, accounting for 57% of the total Canadian cheddar and specialty cheese production. **“For a long time, the Canadian industry has attained world class standards, especially the cheddars, which have become the quality standard in this category. Canadian cheeses have conquered international markets and won numerous awards. Today, Canada stands among the world’s best cheese makers”**, indicated John Core. Dairy Farmers of Canada is proud to have contributed to the rise of the Canadian cheese market, and will continue to support the dairy industry”. 300 Million Pounds Consumed in Canada

In 1998, per capita cheese consumption in Canada was 10.72 kg. According to a study carried out by NPD Group Canada Inc., consumers bought close to 300 million pounds (284,785,000) of all Canadian cheese types in 1999: **36.9% in Ontario, 25.6% in Quebec, 18.1% in the Prairies, 14.2% in British Columbia, and 5.2% in the Maritimes.** “Cheddar ranks number one, with almost 111 million pounds, followed by Mozzarella, Sliced Cheese, and Parmesan”, said Core. Among **fine cheeses**, the most frequently sold were *Havarti, Gouda, Feta, Swiss, and Brick*; the most popular by region are ***Feta in the Maritimes, Manitoba, Saskatchewan, and British Columbia, Havarti in Ontario, and Gouda in Quebec.***

### *Dairy Farmers of Canada*

Dairy Farmers of Canada is the national lobby, policy, and promotion organization representing Canada’s 21,500 dairy producers. Its main objective is to promote the interests of milk producers nationwide. Its members also include provincial milk marketing offices, provincial dairy producer organizations, dairy control bodies, and breed-related organizations. Dairy Farmers of Canada’s marketing activities are easily recognized by the signature “*Quality Milk*” and the “*little Canadian blue cow*” logo.

**Presentation of trophies and certificates to the award winners of the 2<sup>nd</sup> Canadian Cheese Grand Prix, organized by Dairy Farmers of Canada, will take place in Montreal on Thursday, May 25, 2000 at Institut de tourisme et d’hôtellerie du Québec.**

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**DAIRY FARMERS OF CANADA UNVEILS THE 16 CHAMPIONS  
OF THE 2<sup>ND</sup> CANADIAN CHEESE GRAND PRIX  
BÉNÉDICTIN BLUE CHEESE FROM ABBAYE ST-BENOÎT (QC):  
GRAND CHAMPION**

**MONTREAL---** Dairy Farmers of Canada announced today the 16 Category Champions and the Grand Champion of the 2<sup>nd</sup> Canadian Cheese Grand Prix. In total, 9 cheeses from Québec, 4 from Ontario, 2 from British Columbia, and 1 from Alberta were honored. Winner of the *blue cheese* category, the **BÉNÉDICTIN** from **Abbaye Saint-Benoît** in Québec was awarded **Grand Champion** of all categories. At the end of April, the jury had chosen 49 cheeses from 20 processors as finalists out of the 141 cheeses entered by 28 processors across the country. Organized by **Dairy Farmers of Canada**, the Canadian Cheese Grand Prix promotes the excellence and variety of Canadian cheeses nationwide.

***The 2000 Canadian Cheese Grand Prix Champions***

<i>Fresh Cheese:</i>	<b>Délicrème / Plain</b> , Agropur (QC)
<i>Soft Cheese:</i>	<b>Brie Double Crème</b> , Fromagerie Cayer (QC)
<i>Semi-Soft Cheese:</i>	<b>Monterey</b> , Armstrong Cheese (BC)
<i>Washed-Rind Cheese:</i>	<b>Cantonnier</b> , Fromage Côté (QC)
<i>Firm Cheese:</i>	<b>Gouda</b> , Sylvan Star Cheese (AB)
<i>Swiss-Type Cheese:</i>	<b>Kingsberg</b> , Fromage Côté (QC)
<i>Pasta Filata Cheese:</i>	<b>Provolone Sette Fette</b> , National Cheese (ON)
<i>Mozzarella:</i>	<b>Mozzarella</b> , Saputo Food (QC)
<i>Blue Cheese and <u>Grand Champion</u>:</i>	<b>Bénédictin Blue Cheese</b> , Abbaye Saint-Benoît(QC)
<i>Flavoured Cheese – non-particulate flavouring:</i>	<b>Anco Smoked Gouda</b> , Agropur (QC)
<i>Flavoured Cheese – particulate solids and flavouring:</i>	<b>Brie Fine Herbs</b> , Fromagerie Cayer (QC)
<i>Mild Cheddar:</i>	<b>Mild Cheddar</b> , Village Cheese (BC)
<i>Medium Cheddar:</i>	<b>Medium Cheddar</b> , Parmalat/Balderson Cheese (ON)
<i>Old, Extra Old Cheddar:</i>	<b>Balderson 6 Year Heritage</b> , Parmalat/Balderson Cheese (ON)
<i>Cold Pack Cheese:</i>	<b>Old Sharpe</b> , Ivanhoe Cheese (ON)
<i>Retail Packaging Design:</i>	<b>Sir Laurier d'Arthabaska</b> , Fromage Côté (QC)

The 2<sup>nd</sup> Canadian Cheese Grand Prix jury included **six experts** renowned across the country: **Tony Aspler (Toronto, ON); Phil Bélanger (Edmunston, NB); Jean-Claude Belmont (Montreal, QC); Gail Hall (Edmonton, AB); Thomas Pigeon (Toronto, ON); and Jacques Goulet (Sainte-Foy, QC)**, Jury Chairman. Encouraged by the success of the 1998 and 2000 Canadian Cheese Grand Prix events, Dairy Farmers of Canada is pleased to announce the **3<sup>rd</sup> Grand Prix in 2002**.

The official Canadian Cheese Grand Prix photos are available on the site [www.myrecipes.org](http://www.myrecipes.org)

## 2000 CANADIAN CHEESE GRAND PRIX CHAMPIONS

### QUÉBEC

#### **ABBAYE SAINT-BENOÎT**

*blue cheese and Grand Champion:*  
**Bénédictin Blue Cheese**

8245, boul. Métropolitain est  
Montréal, PQ H1J 1X6  
(514) 351-8310  
Contact: Daniel Allard, Sales-Marketing Director

#### **AGROPUR**

*fresh cheese: **Délicrème / Plain***  
*flavoured cheese – non-particulate flavouring:*  
**Anco Smoked Gouda**

6500, boul. Henri-Bourassa  
Montréal-Nord, PQ H1G 5W9  
(514) 321-6100  
Contact: Richard Gélinas, Product Manager

#### **FROMAGE CÔTÉ**

*washed-rind cheese: **Cantonnier***  
*swiss-type cheese: **Kingsberg***  
*retail packaging design: **Sir Laurier d'Arthabaska***

80, rue Hôtel-de-ville  
Warwick, PQ J0A 1M0  
(819) 358-3300  
Contact: Danielle Ouellette, Quality Control Manager

#### **FROMAGERIE CAYER**

*soft cheese: **Brie Double Crème***  
*flavoured cheese – particulate solids and*

*flavouring:*  
Saint-Raymond, PQ G3L 3X9 **Brie Fine Herbs**  
(418) 337-4287  
Contact: Dorothy Jacobs, Quality Control Manager

#### **SAPUTO FOOD**

*mozzarella: **Mozzarella***

6869, boul. Métropolitain Est  
Saint-Léonard, PQ H1P 1X8  
(514) 328-6662  
Contact: Suzette Duguay-Samson, Product Manager

## **ONTARIO**

### **NATIONAL CHEESE**

675 Rivermede Road  
Concord, ON L4K 2G9  
(905) 669-9393  
Contact: Jack Wang, Q.A. Manager

*pasta filata cheese:* **Provolone Sette Fette**

### **IVANHOE CHEESE**

R.R. no. 5  
Madoc, ON K0K 2K0  
(613) 473-4269  
Contact: Chris Spencer, Plant Manager

*cold pack cheese:* **Old Sharpe**

### **PARMALAT/BALDERSON CHEESE**

Highway 511  
**Heritage**  
Balderson, ON K0G 1A0  
(613) 267-1979  
Contact: Michael Sobol, Senior Category Manager

*medium cheddar:* **Medium Cheddar**  
*old, extra old cheddar:* **Balderson 6 Year**

## **BRITISH COLUMBIA**

### **ARMSTRONG CHEESE**

511 Audley Blvd.  
Annacis Island  
Delta, BC V3M 5S5  
(604) 517-5368  
Contact: Gabe Tonin, Marketing Director

*semi-soft cheese:* **Monterey**

### **VILLAGE CHEESE**

Armstrong, BC V0E 1B0  
(250) 546-8651  
Contact: Yvan Matte, Cheesemaker

*mild cheddar:* **Mild Cheddar**

## **ALBERTA**

### **SYLVAN STAR CHEESE**

R.R. no. 1  
Red Deer, AB T4N 5E1  
(403) 340-1560  
Contact: John Schalkwyk, General Manager

*firm cheese:* **Gouda**

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