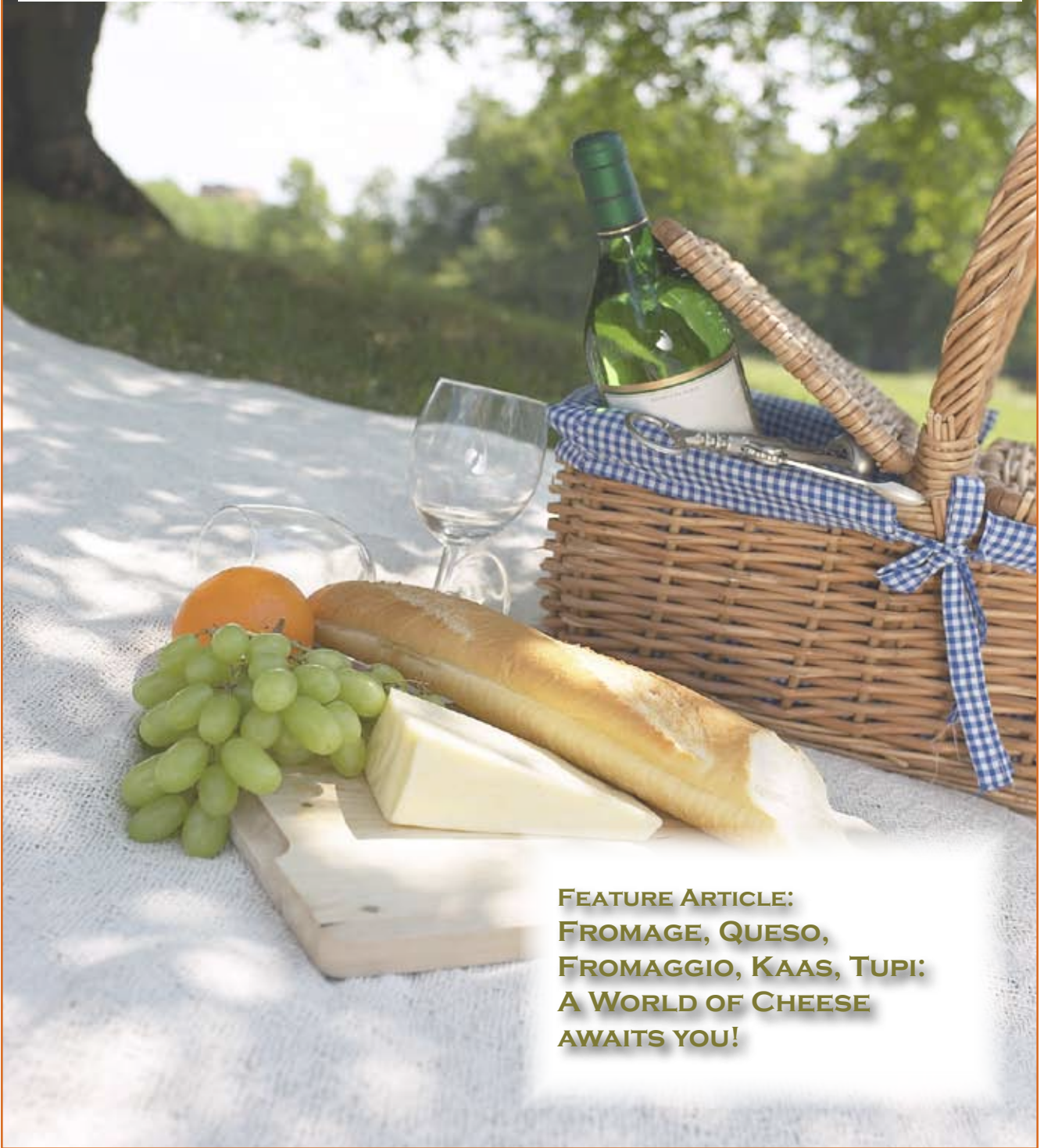


June 2005

# The Experts' FORUM



**FEATURE ARTICLE:  
FROMAGE, QUESO,  
FROMAGGIO, KAAS, TUPI:  
A WORLD OF CHEESE  
AWAITS YOU!**

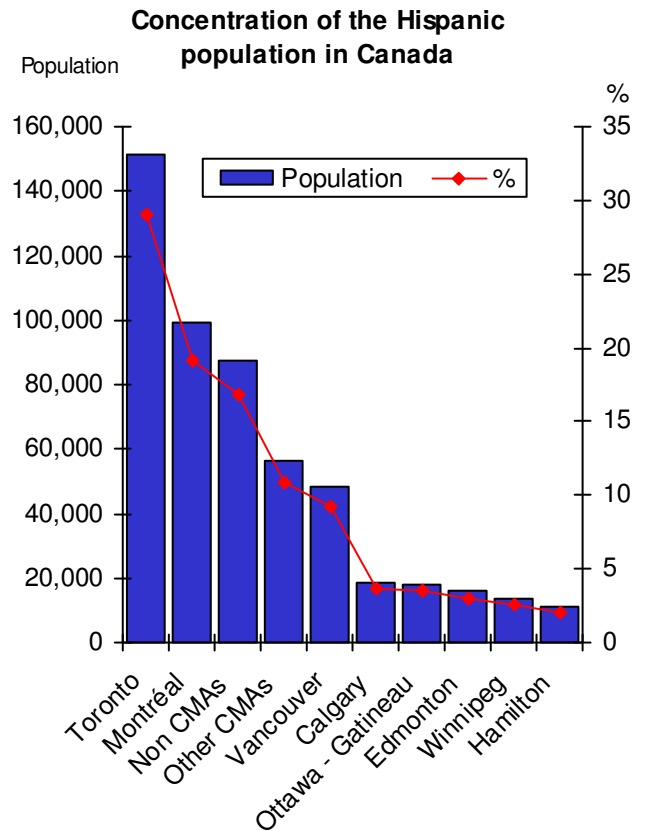
## Fromage, Queso, Formaggio, Kaas, Tupí: A World of Cheese awaits you!

Who can resist the temptation of cheese? Whether on its own, with crackers, with a glass a wine, or melted into a delicious baked dish, cheese is a perfect addition to any diet. It provides flavour and visual appeal to baked products, it provides added value to frozen foods, and adds viscosity to sauces. And with a per capita consumption of 11.81 kg in 2003 and increasing every year, cheese is one of the most popular dairy products. As renown health nutritionist Helen Bishop-MacDonald said, “as a food or as an ingredient, cheese is almost perfect...it’s certainly convenient.” (*The Expert’s Forum*, April 2004).

There are a number of varieties of cheese manufactured in Canada. In fact, Canada is well known for many of its own unique varieties, including Cheddar, Oka, Gouda, and Marble. But when you look at the hundreds of varieties of cheese made around the world, there are so many possibilities for Canadian cheese makers.

With the constant flow of new Canadians entering the country, demands for ethnic and traditional foods are on the rise; these include cheese. From European cheeses such as Motosio, Bel Paese, Fybo and Kashkaval, to Hispanic cheese like Queso Fresco, Queso Blanco and Queso Añejo, the markets for new cheese types in Canada is wide-open and the possibilities are endless.

According to recent statistics, the Canadian Hispanic community now sits at close to 500 thousand people, many of which originate from El Salvador, Mexico, Peru, Colombia, Guatemala, Ecuador and Spain. In addition, Hispanic communities can be found in every province in Canada, with the highest concentration in Montreal, Toronto and Vancouver.



Source: Statistics Canada, 2001 Census

Below is a list of cheeses that are not currently produced, or readily available, in Canada. The Canadian Dairy Commission would like to encourage the manufacture of these cheeses through its *Direct Access Fund (DAF)*, *Innovation Support Fund (ISF)* and *Domestic Dairy Product Innovation Program (DDPIP)*. The DAF, ISF and

DDPIP are programs that would be of potential benefit to cheese makers requiring expert technical assistance and/or additional milk volume to assist them in manufacturing Canadian varieties of these types of cheese.

**Blue-veined cheeses**

- Gorgonzola
- Roquefort

**Cheddar and Cheddar types of cheeses**

- Caerphilly
- Cheschire
- Farmers\*
- Gloucester
- Lancashire
- Leicester
- Montasio



**Soft cheeses**

- Banon
- Gournay

**Others natural**

- |              |             |
|--------------|-------------|
| • Ambrosia   | • Lappi     |
| • Bel Paese  | • Leyden    |
| • Crotonese  | • Mitzithra |
| • Danbo      | • Munster   |
| • Emmental   | • Norvegia  |
| • Esrom      | • Rigatino  |
| • Fynbo      | • Samso     |
| • Gjetost    | • Sardo     |
| • Grana      | • Sbrinz    |
| • Grieve     | • St. Jorge |
| • Kashkaval  | • Svenbo    |
| • Kaseri     | • Trappist  |
| • Kefalotyri | • Vize      |

**Hispanic Cheeses**

**Soft**

- Queso Fresco
- Panela
- Queso Blanco
- Requeson
- Queso telita
- Queso guayanes

**Semi-Hard**

- Asadero
- Oaxaca
- Queso Quesadilla

**Hard**

- Cotija
- Queso Añejo

The Canadian Dairy Commission’s (CDC) commitment to supporting an environment which fosters innovation and growth in the manufacture and use of Canadian dairy products and components includes supporting cheese makers. The CDC has several industry programs available to cheese makers. From free consultation with a recognized food science institution to funding of up to \$25,000 to accessing milk outside of existing provincial plant supply allocations, help is available for those who want it.

**Support Funds**

Two new Funds have been created in support of innovation and technology transfer placing particular emphasis on small and medium sized companies who lack the resources, time and expertise to resolve dairy product innovation and/or product reformulation issues.



- **Direct Access Fund**

The Direct Access Fund will allow eligible companies to seek expert advice directly from a recognized food science institution for up to 7.5 hours or 1,500 dollars of free consultation on a specific project. In the case where a company requires additional technical advice in excess of 7.5 hours, the CDC may elect to share the costs associated with the additional consultation(s) up to a maximum contribution of \$1,500

- **Innovation Support Fund**

Under the new *Innovation Support Fund*, grants will be made available to companies for developing new and re-formulated dairy products/components and further processed products which have the potential to expand the market for milk. The Fund will also provide financial support and expertise in the areas of product analysis, pilot scale trials and packaging techniques. Companies qualifying for funding can receive up to 75% of the eligible costs associated with the project, up to a limit of \$25,000.

### **Domestic Dairy Product Innovation Program (DDPIP)**

Another important program is the DDPIP. It was designed to grant flexibility to the National Milk Marketing Plan by providing a mechanism whereby those who wish to produce new and

innovative dairy products (as defined in the CDC Act) can access the milk they need outside of existing provincial plant supply allocations. By encouraging such new development, the overall demand for milk is expected to increase.

**For more information on the *Direct Access Fund* and the *Innovation Support Fund*, please contact:**

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