



FOR IMMEDIATE RELEASE

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**AMERICAN CHEESE SOCIETY TO RELEASE CHEESEMAKER INDUSTRY DATA
& 2012 CONFERENCE PREVIEW AT 37TH WINTER FANCY FOOD SHOW**

Denver, CO (January 13, 2012) — As the leader in promoting and supporting American cheese, the American Cheese Society (ACS) is pleased to announce the release of two new industry documents at the 37th Winter Fancy Food Show in San Francisco, CA:

- **Data from a comprehensive survey of artisan, farmstead, and specialty cheesemakers** in the United States and Canada, conducted by ACS in April 2011, including: the population of artisan, farmstead, and specialty cheesemakers in these regions; trends in cheesemakers' size, production volume, and growth; data on raw milk cheese production; and findings on HACCP preparedness.
- **A preview of the program for [Cheese Rally in Raleigh: Owning Our Future](#)**, the 29th Annual ACS Conference & Competition, which will be held in Raleigh, NC from August 1-4, 2012. Sessions are designed for diverse industry and enthusiast audiences, including: Opening Keynote by renowned author and expert on humane livestock handling, Temple Grandin; technical sessions geared toward cheesemakers, retailers, and distributors; and unique regional tastings and tours.

ACS will release both documents at the [Winter Fancy Food Show](#), January 15-17, 2012 at the Moscone Center in San Francisco. Stop by **ACS booth #5021** in the American Cheese Society Pavilion to pick up your copies. These documents will be made available on the ACS website on February 1, 2012.

Members of the ACS staff will also be available at the booth to provide information about the groundbreaking [Certified Cheese Professional™ Exam](#) (CCPE™). The only exam of its kind, the CCPE™ was established by ACS to encourage improved standards of comprehensive cheese knowledge and service, offering professionals in the cheese industry the opportunity to earn the distinguished title of ACS Certified Cheese Professional™ or ACS CCP™. The inaugural exam will be held August 1, 2012 in Raleigh, NC.

To learn more about these and other ACS programs, resources, and partnership opportunities, visit Booth #5021 at the Winter Fancy Food Show, or contact the ACS office: 720-328-2788 or info@cheesesociety.org.

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About the American Cheese Society

ACS is the leading organization supporting the understanding, appreciation, and promotion of farmstead, artisan and specialty cheeses produced in North America. At 1,500 members strong, ACS provides advocacy, education, business development, and networking opportunities for cheesemakers, retailers, enthusiasts, and extended industry. ACS strives to continually raise the quality and availability of cheese in the Americas.

Since its founding in 1983, ACS proudly hosts the foremost annual educational conference and world-renowned cheese judging and competition, which culminates in the "Festival of Cheese," a public event that features more than 1,600 competition entries from throughout North America alongside gourmet cheese accompaniments, wines, and craft beers. For more information, visit <http://www.cheesesociety.org/>.

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