

Division of Marketing  
Agricultural Development and Diversification (ADD) Program  
1995 Grant Final Report  
Grant Number 10091

**Grant Title** Butter, Made From Goat Milk Whey (Year 2)

**Amount Awarded** \$5,000.00

**Name** Tom Considine

**Organization** SW WI Dairy Goat Products Co-op  
Portage

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# Southwestern Wisconsin Dairy Goat Products Cooperative

P.O. Box 103, Mt. Sterling, WI 54645 608 734 3151

## Final Report

When we first started on this venture to create *Butter, Made from Goat Milk Whey*, we wanted to save a product we were wasting, and turn it into a viable product. If this was accomplished, we would be the only producers of this product, making Wisconsin very unique in this bold new venture. The addition of this product has helped our Cooperative pay our producers better for their milk, and make it look very lucrative for prospective new producers to come to Wisconsin to milk goats, or to have a change in careers and milk goats, although they may have lived here all along. We at the Cooperative want to continue to be the largest producer of goat cheese and *Butter, Made from Goat Milk Whey*.

In going about this project, we had hoped to create new jobs for our Cooperative because we needed a butter maker, people marketing the product and people milking goats to increase production of milk, for the product. We did! We have hired a custom butter maker to come into our plant and just make the butter. We found that the product we got from him, turned out to be vastly superior to the product our cheese/butter maker was able to make. This butter maker also has a full time job of making butter for a cow factory. This is why we feel our product is so much better. With the quality of the butter high, awards came, and demand grew rapidly. We needed more milk to make the butter, as well as our own product, (because we were able to sell more cheese because of the doors opened for us by butter), that we brought on many new producers since we started making it. This obviously adds to the total agricultural products marketed through Wisconsin, as well as making us the only state with this product. Not only does this product make Wisconsin unique, it is actually a very efficient way to make this butter. For the whey, was originally thrown out as waste, but now is used for a quality product.

The project hit some hard times early on. There were problems: packaging, shelf life, a consistent quality product. We had an uphill fight to gain back leery customers because of this. Obviously, we didn't foresee these problems to this extent, and the initial year, we were disappointed. We got our act straightened around the second year, and sales went through the roof. At times we couldn't make it fast enough. In this winter of 1996/97 we will definitely run out of butter in inventory before we can make anymore. (\*Remember, goats are seasonal milkers, and milk flow between October and March is very small, and we can't make a quality product.) Expected sales were far lower than actual sales. These extra sales have brought in extra money, because the same pound of milk going into the plant, is now being used two ways

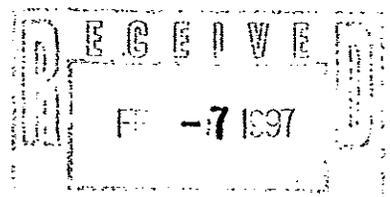
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and marketed two ways. Our cheese price, which did not go down, almost made the butter "pure profit".

We felt that increased exposure to our products through a high quality brochure would help us and the State of Wisconsin. Portions of grant money were used for the creation of such a brochure. It professionally shows the excellent location of our cooperative, and superbly describes our products.

The best thing about this project is that it will never quit. While we used our allotment of grant money, our commitment to this product continues. We have high hopes of increasing production longer into the months of low production (October, November, February, March), so that we will be able to make butter longer, helping to shorten the time we will be without it in inventory. We have also looked at making a flavored butter to have a bit of diversity with our products.

Many of the Food Shows we have gone to, we have sold out of butter well before we sold out of cheese. People have raved about it, and we can understand some of the excellent awards given to this product. We are proud of this product and we thank the State of Wisconsin for aiding us in this endeavor to create a unique product for the State of Wisconsin.



# Mt. Sterling Cheese Co-op



- Award winning goat's milk cheese -- 100% natural, made from goat's milk that is BGF-free
- Cheese is sold to distributors, wholesalers, by mail order and through the retail store
- Cheese plant and retail store are located in beautiful rural Wisconsin, just 5 miles from the Gays Mills apple orchards which features two apple festivals annually

## To Order Cheese or Butter

We mail order throughout the US. Products are shipped on Mondays by UPS.

Phone or FAX in your order:

608/734-3151 FAX: 608/734-3810

or Mail your order to:

Mt. Sterling Cheese Co-op

P.O. Box 103

Mt. Sterling, WI 54645-0103

## Visit our Retail Store

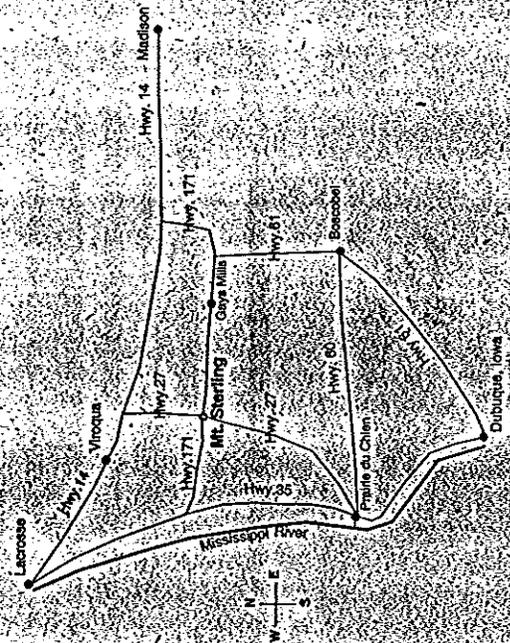
Store hours:

Jan - May: Monday - Friday 9 - 5

June - July 4: Monday - Saturday 9 - 5

July 5 - Oct: Monday - Saturday 9 - 5, Sunday 10 - 5

Nov - Dec 24: Monday - Saturday 9 - 5



## EXPLORE THE TASTE EXPERIENCE OF GOAT'S MILK PRODUCTS

### CHEDDAR

A natural cheddar style goat's milk cheese made from raw, not pasteurized milk and then is aged a minimum of 90 days. A premium sharp cheddar and a pasteurized no salt added cheddar is also available.

### COUNTRY JACK

A milk flavored jack style goat's milk cheese made from pasteurized milk. Also flavored with jalapeno, dill, chive, cayenne, garlic, onion, and vegetable.

### GOURMET BUTTER

Made from whey cream, this butter has the unique flavor profile of goat's milk. It is naturally a snow white color, no dyes have been added.

For the best flavor, remove goat cheeses from their packages and let them come to room temperature before serving.

## The Growing Name of Goat's Milk Products

Chefs around the world have long valued goat's milk products for their delicate, rich flavor. With a long tradition of popularity in Europe and recently a growing following in the U.S., goat's milk products are expanding the world of dairy flavors for chefs and the consumer.

Additionally, goat's milk products stand unique in their dietary appeal. Dairy goat products are a wholesome source of vitamins and minerals. For some individuals, cow milk sensitivity poses a real problem. Goat's milk is an alternative for those individuals and is often recommended for people with ulcers or other intestinal ailments. Some doctors suggest that it is an excellent alternative for babies and children who have cow's milk allergies.

### Try Goat's Milk Butter

Our newest product, this butter has the smooth texture associated with goat's milk products. It is snow white in color, having no artificial dyes or coloring added. For those wanting something special, Mt. Sterling offers its distinctive whey cream butter. The cream used to make this butter is separated from the liquid after the milk is cultured and the curd has set up. The whey cream carries a hint of cheese culture flavor and acidity to the butter. Goat milk butter is more sensitive to temperature change than cow's milk butter and needs to be kept refrigerated, when not being used. Flavor and texture can deteriorate when goat's milk butter stays above 45°F.



## Who We Are

We are a member owned and operated cooperative, incorporated under Wisconsin law in 1976 as the Southwestern Wisconsin Dairy Goat Products Cooperative. Over forty family-operated goat dairy farms in Wisconsin, Iowa, and Minnesota produce our milk. In 1983, as demand for our quality goat's milk products increased, we purchased the Mt. Sterling Cheese Factory and chose to use this name on our labels.

## Mt. Sterling's Quality Commitment

The facilities of every goat milk producer are inspected by each state's Dept. of Agriculture and also by the Co-op. The cheese factory is also routinely inspected by the State of Wisconsin. Each time milk is picked up from a farm it is sampled and tested for quality. All of this is done to ensure that the products we sell are fresh, wholesome and delicious.



## About Mt. Sterling's Raw Milk Cheddar

Milk used to make the raw milk Cheddar is not pasteurized. With the subsequent 60-day ripening period, safety standards are met and the resulting cheese has an outstanding full flavor. This cheese is Mt. Sterling's most popular product and has won the Gold Medal at the American Dairy Goat Products Association contest and also took awards at the Wisconsin State Fair.

## Mt. Sterling's Scenic Location

The Mt. Sterling Cheese Co-op manufactures its prize-winning cheeses in one of the most lovely settings in the nation. The beautiful hill country of southwestern Wisconsin is often spoken of as "God's country" with a landscape of rolling wooded hills interspersed with the pastoral scene of dairy farms. Located just 5 miles from Mt. Sterling are the Gays Mills apple orchards. Hundreds of acres of apple orchards hold host to two festival weekends, the Apple Blossom Sunday (Mother's Day weekend) and the Apple Festival Weekend (the third full weekend of September).