



JANNEI GOES TO MELBOURNE



FROST AND ICE
BITTEN LIDSDALE!

A busy weekend with the Watsons

After much preparation and arrangements getting cheese shipped out for delivery to the Australian Specialty Cheese Awards judging at Werribee for Friday the 24th of August and to the Cheese Show public tasting at Ormond Hall near Prahran Melbourne for the 25th August Neil and I (Janette) headed off to Melbourne for a three day stint!

We left frost and ice bitten Lidsdale, Tim to care for the kidding goats and the Factory dormant awaiting

our return. I had spent time preparing flyers and business cards and had used the "Wow" word as a prominent theme for the flyer. It was ironic because after the three days it was a WOW time we had...(and I will update the flyer with more Wows ha!)

We had wow fun as we learnt to navigate the Tram, Bus and Train System with our Myki Cards sooo... exiting, and on a cheese level with another achievement for the Buche

Noir which made for such a moral boost and excitement at the wards dinner in Fitzroy!

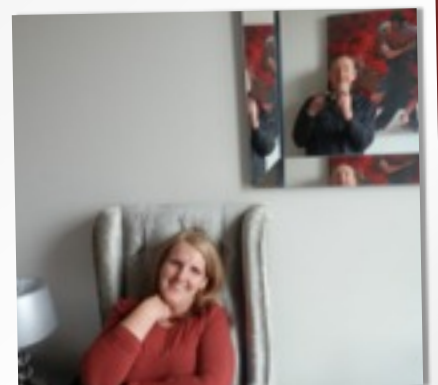
We stayed in a lovely apartment, had some date dinners together, did some valuable marketing talking to retail outlets, attended the Awards Dinner and had some well timed help from close family at a massively packed cheese show in which we were able to clear out most of the stock we took.



OUR STALL



CHEDDAR



OUR APARTMENT

Gracing our stall apart from our super new pull up sign designed by Nick, our web site manager ,was our most recent trophy of the night before! We entered 7 cheese styles of which two achieved Gold awards in the soft curd section, the fresh curd and the Noir. The judges take the top 6 or so cheese in each category and give them a point score . This means the majority of cheese entered don't know how they went at all unless they get a high score and even then it's only if you get gold or win the section that you find out how you went.

As very small cheese makers we always find this difficult because we need to know how we are grading to be able to improve . Luck has had it though that we do very well with our soft cheese. We had others in the hard cooked section, the marinated section, the textured section and the white mould section. People tasting on the Saturday loved our cheddar , agreed the fetta was a solid lower salt healthy cheese, devoured all the white moulds and approved of the exquisite curd and so on!

We pulled out cheese from sale stock to go down as we had no surplus at this time, to take, as it's the end of winter and goats are only just kidding,, but it was well worth it!

We learnt a lot on the public cheese tasting day and while travelling around Melbourne . Its a great place because the small deli is still in demand and there we found lots of cheese and checked out what everyone else in our small industry of - farm made cheeses was doing . Our new slogan at the show on our sign was; "Quality from our farm to your home"!

CAMPION FOR BOTH THE FRESH CURD AND BUCHE NOIR!!

Which we hope you will agree it is. We spoke to business owners who where very keen to take on our

cheese so I have lots of follow up to get on with! We found that Jannei still had what it takes and its given us that power boost we need, as being so small it often feels like you are up against too much competition.

Anyway we where glad we went as we now have a lovely glass trophy for the Buche Noir for the Champion Soft Cheese 2012 ASCA. As it turned out we where pipped at the post for the Grand Champion of the Show by the Tasmanian made Heidi Gruyere, owned by National foods .Sounds like we are boasting again!

Well we where told quietly by a judge that we where good enough to take out the champion, but it was hard to give the trophy to a fresh cheese against a finished ,matured, rinded cheese. We sat opposite National Foods during the dinner. They received four champions and the Grand Champion. on the night

So we guess we where like David against Goliath but where happy with our one trophy. The Gruyere is a 30kilo wheel of cheese aged for 9 months or longer and is a rind finished cheese that means it is turned and salted and aged slowly. Oh well Ho Hum .. but its nice to know we came close!!!

National foods gets its milk from about 1000 dairies and processes 2 billion litres, they own 9 well known cheese brands with their various varieties. We have a small hand made Artisan on site farm factory handling about 25,000 litres of milk a year.

All our products are truly hand made . The gruyere like others are made in huge vats and they have a mechanised system operated by cheese makers with hand ,culturing and testing and then salting and turning .-Lets face it 30kg is just about all one would like to turn. Our Cheddar Chèvre is 3kg on an



FRESH CURD



BUCHE NOIR

average and it is also matured for about 9 months it is achieving a really great flavour .

Well - back home now and the kids are continuing to drop and I have just about put away all the travel gear. We hope we are going to have a busy summer with sales as we continue to develop our summer sales from the cellar door .We swing into full production soon by the end of September . This Saturday the 1st of Sept. was our first day for being officially open Friday, Saturdays and Mondays at the cellar door. We are making a concerted effort to have the cellar door open this summer on the days we say. We are going to try and have someone here to sell cheese on the days we say we are open but you need to ring the electronic and farm bell . Tuesdays and Wednesdays we are mostly here too but its best to telephone us as we try to juggle other facets of life and at present the shop does not attract enough customers to pay for

itself so we are always open to forward planning it helps us and you !

The kids are here to be seen again and our raw milk is at summer prices but still in low supply till the end of September at least. We start the Orange market again next Saturday the 8th and every second Saturday through to April.

I hope you enjoy the pictures , our news update and our cheese..

Cheers from Janette at Jannei Goat Dairy

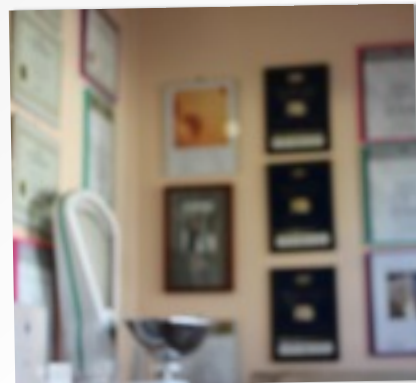
P.S It was quite breezy and cool in Melbourne our Lithgow beanies came in handy as we commuted back from Fitzroy to St Kilda Road on the tram Saturday night! There are some benefits to being used to our cold 800meter climate!



BABIES!



MORE BABIES



GROWING WALL OF AWARDS