



DUTCH CHEESES

THE BRAND OF UNSURPASSED QUALITY

X DAIRY OLYMPICS, SOCHI – MAY 20-24, 2018

MARTIN HAARMAN – TECHNICAL SUPPORT MANAGER

TASTE CAN BUILD A BRIDGE





OUTLOOK

1. CSK, small introduction
2. Dutch cheese
3. The Brand
4. Unsurpassed Quality



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INTRODUCTION TO CSK

15% of natural cheese worldwide produced made with CSK cultures

- International presence with focus on Europe and USA
- Market leader in a number of European cheeses
- European market leader in Bulkstarter and Flavor Adjuncts
- Market leader in Swiss type cheese
- Market leader in cheese coating and full range of coagulants



CSK - DUTCH HERITAGE

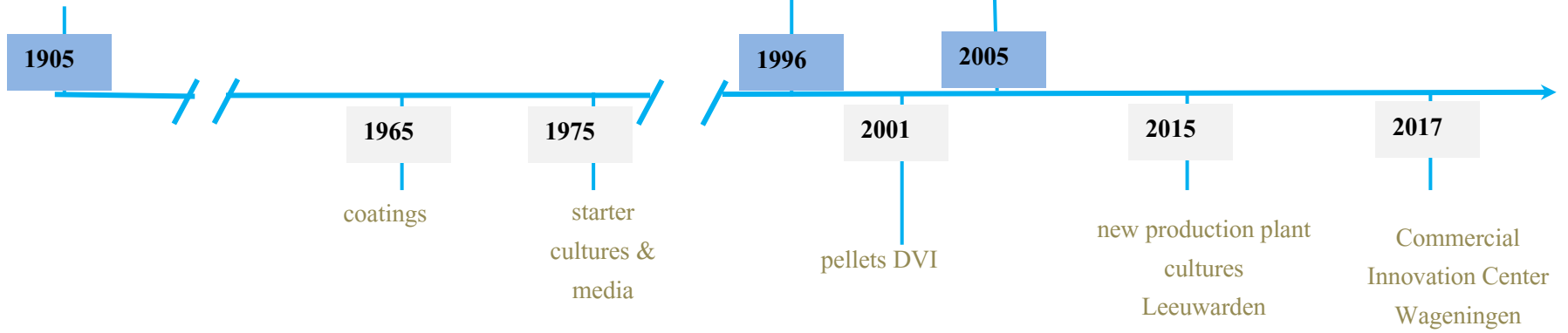


Established in
Leeuwarden NL



Royal

Limited company
International expansion



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PRODUCTS | PRODUCTGROUPS AND BRANDS

TASTE
CAN BUILD
A BRIDGE

- Ceska-star dairy cultures
- Ceska-coat cheese coatings
- Ceska-lase coagulants (animal and microbial)
- Ceska-media bulkstarter media
- Ceska-lact lactic butter ingredients



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CSK

CSK – REPRESENTATION BY PAVLOV

- >2003
- Main office in Moskow
- Present in all Russian regions



CHEESE MAKING IN HOLLAND



800 BC



1600-1700

500-1500



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INDUSTRIAL CHEESE MAKING IN HOLLAND

TASTE
CAN BUILD
A BRIDGE



1873

1927

1975



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CSK

DUTCH CHEESE | GOUDA



Traditional: flat cylindrical, FDM 48+



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DUTCH CHEESE | EDAM



Traditional: ball shape, FDM 40+, varieties with low pH and high salt



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GOUDA

Typical characteristics:

Flavour:

Cheese has complex and rich flavour. Only little acidity, no bitterness.
During ripening flavour intensity moves from mild to more aromatic

Cross cut:

Colour of the cheese is ivory to yellow
Cheese may contain some eyes in the size of 3-5 mm equally distributed

Texture:

At 4 weeks the cheese is somewhat soft to smeary.
During ripening stiffness increases and becomes 'shorter'.



GOUDA

1. Conform standards of Codex
2. PGI Gouda Holland
 - I. Milk from NL
 - II. Shape and ripening conditions
 - III. Composition
 - IV. Ingredients
3. PGI Noordhollandse Gouda
 - I. Milk from NH



GOUDA VARIETIES

Ripened in coating or plastic foil



Specialties:

- Ripening stage
- Fat content – low/medium/high fat
- Salt content
- Herbs and spices
- Flavour specialties with additional cultures → brands
- Types of milk: regular, organic, outdoor cows, vlog etc



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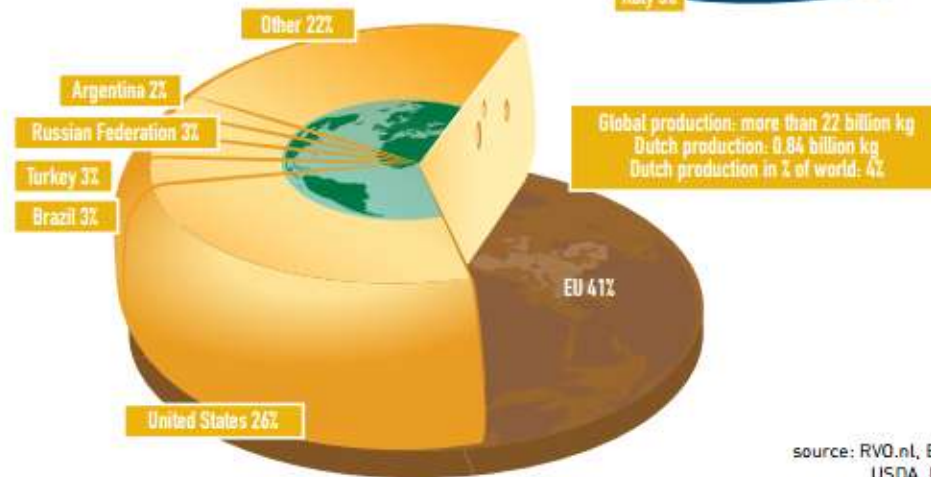
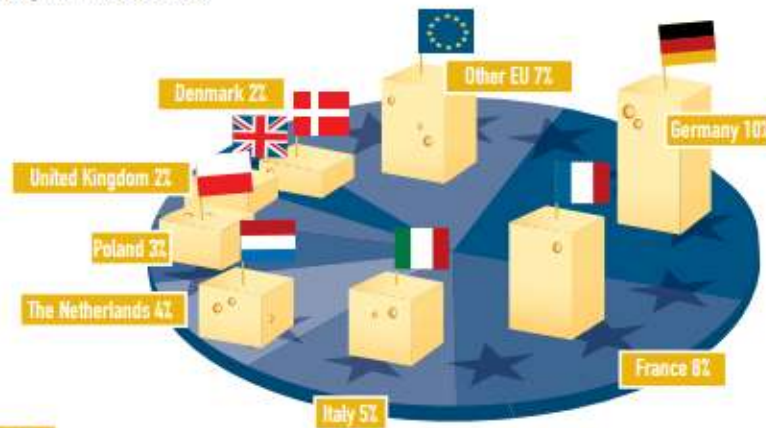
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CSK

WORLD CHEESE PRODUCTION

Position of Dutch cheese production in the world 2015

Production of factory cheese, excluding informal production

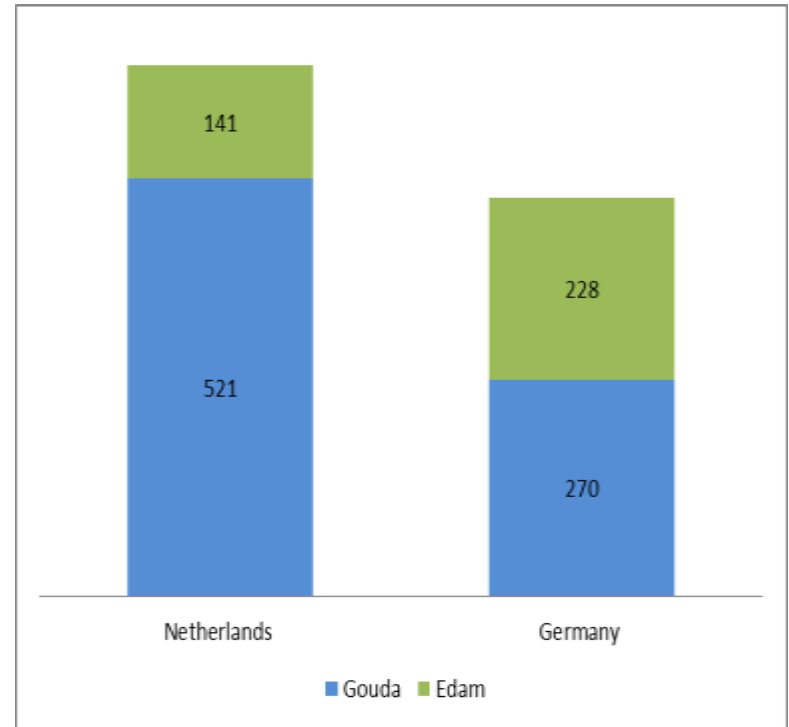
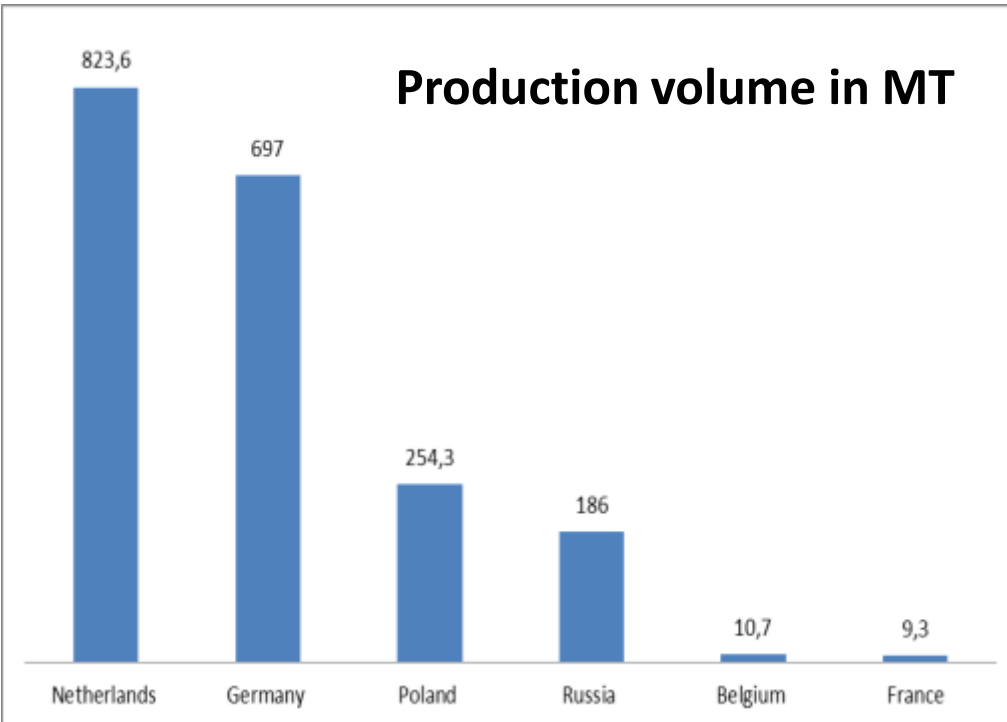


source: RVO.nl, Eurostat, IDF, FAO, USDA, National Statistics



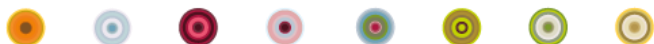
PRODUCTION OF SEMI HARD CHEESE

Production volume in MT



BRANDING

- From 1950's onwards international branding of cheese from the Netherlands
- Joint effort of cheese producers, organized in NZO (Dutch Dairy Organisation). Contribution to marketing activities based on produced volumes of cheese
- Since 1954 introduction logo of girl in old Dutch costume, in Germany known as Frau Antje



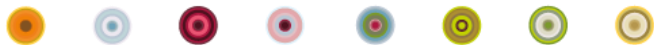
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SOME EXAMPLES



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ABUSE OF DUTCH IMAGE



Gouda – made in Germany



Edam – made in France

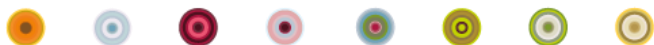


IMAGE FOR EUROPEAN CONSUMER

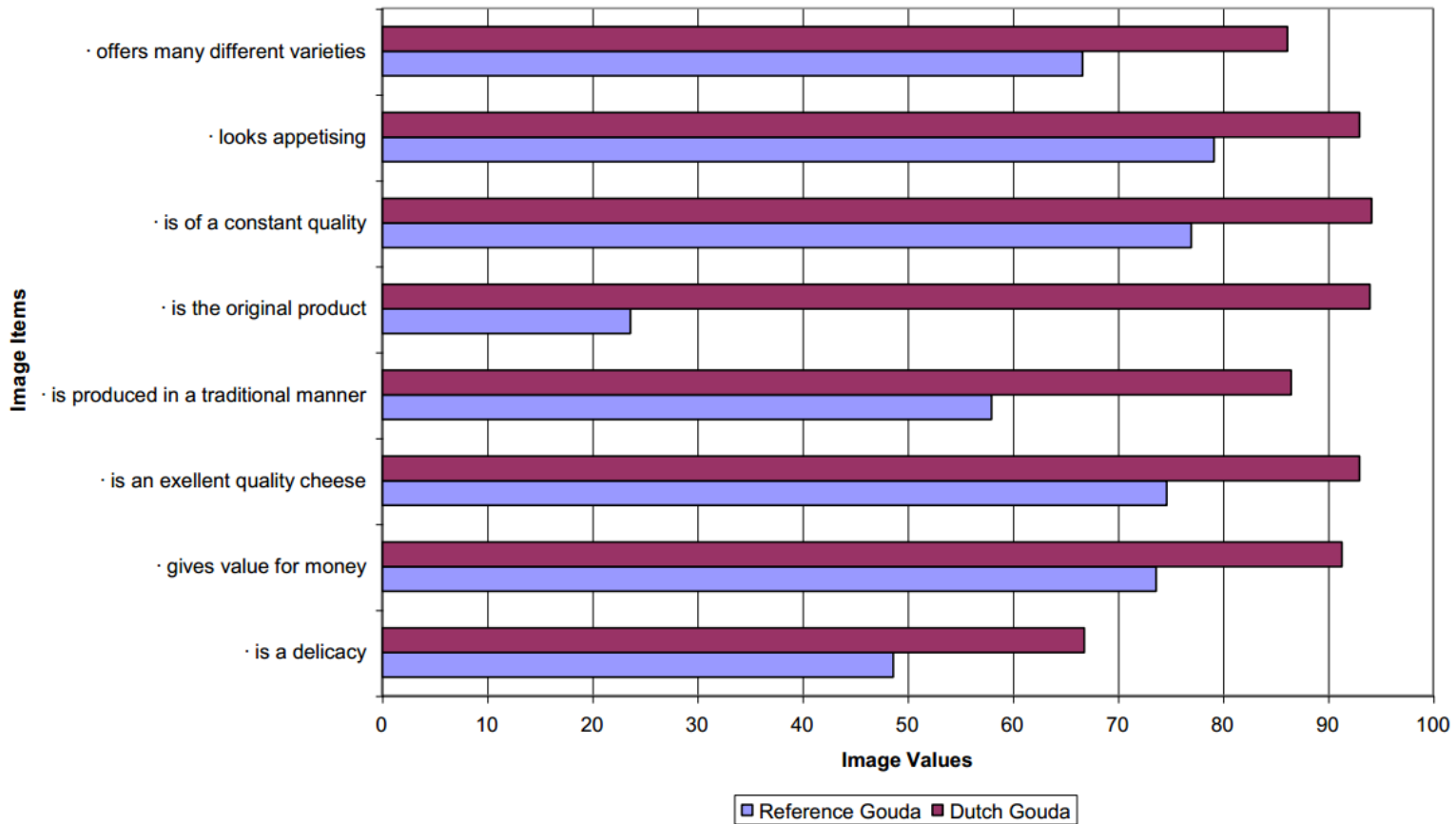
Study performed in 1998 by ITM Research financed by Dutch dairy industry:

- Association between brand names Gouda and Edam with the Netherland
- The Netherlands most important or even sole producer of Gouda and Edam.
- Dutch Edam and Dutch Gouda are being perceived as the original product
- Image of Dutch Edam and Gouda is stronger and more favourable than image of reference Gouda and Edam produced in other countries
- Willingness to pay a higher price for the Dutch product.



IMAGE VALUE GOUDA

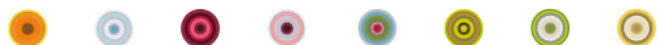
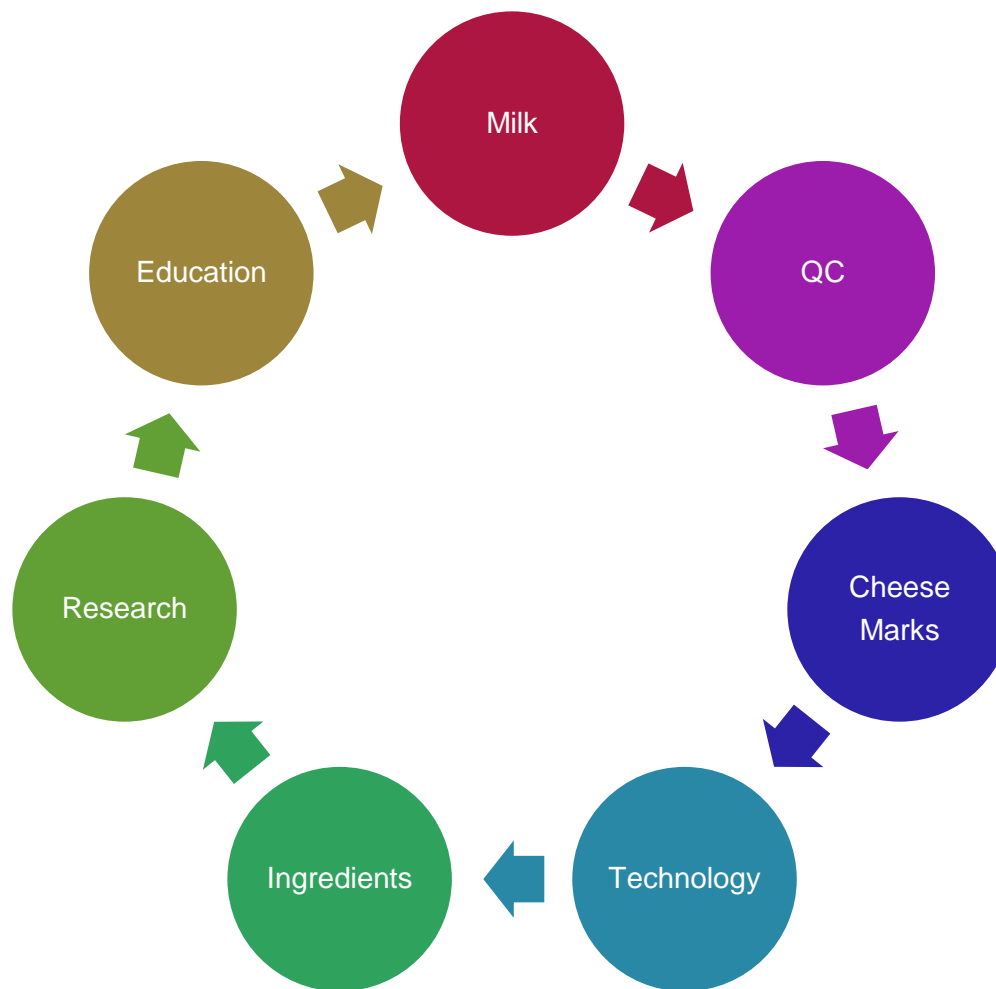
Average Image Values Gouda over Six Countries



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UNSURPASSED QUALITY



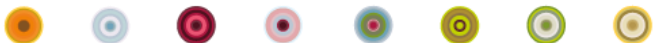
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DAIRY TECHNOLOGY

Mr. Wouter Sluis [pioneer, historian, dairy technologist] stated in 1877:

“...that the making of good cheese, is not depending on luck or coincidence, not depending on more or fewer received blessings, nor on the soil or the estate, nor in any way that the cheesemaker can rest in those kind of flaws. Cheesemaking is a craftmanship and a science, a science that shall be carried on and practised.”



MILK

Quality assurance raw milk covered by supplier agreements industry

- Use of veterinary medicines
- Animal health and welfare
- Attention for feed, water, milking, milk storage, cleaning and disinfection etc

Milk reception trucks:

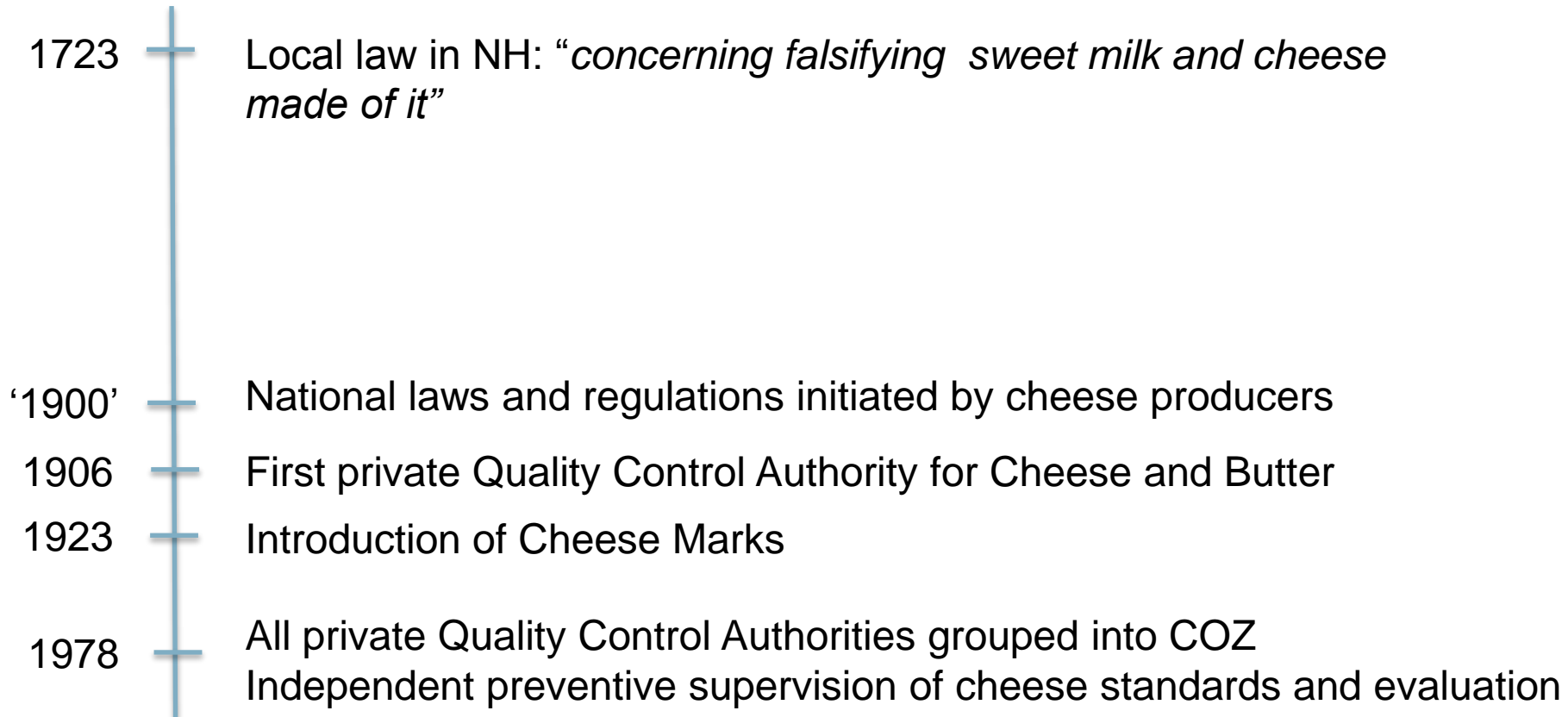
- Governed in Dairy regulation 2005
- Supervision by COKZ

Quality control milk:

- Analyses performed by MCS, supervision by COKZ
- Every supply sampling and analyses at somatic cells, total cell count, inhibitors, spores of Clostridia, fat acidity, freezing point and cleanliness



QUALITY CONTROL



CHEESE MARKS

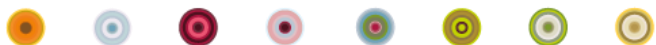


Unicity: Every individual cheese gets a mark during production

Traceability: to production plant, production line, production date, cheese vat

Authenticity: Quality controlled by COKZ

Protection of brand or Geographic Indication



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TECHNOLOGY

Recipe of cheese production is confidential, however:

- No addition of vegetable oils
- Pasteurisation temperature limited
- Scalding temperatures $< 37^{\circ}\text{C}$ fitting applied mesophilic cultures
- Application of coating determines:
 - Choice of culture (L or LD type cultures)
 - Ripening temperature $12\text{-}14^{\circ}\text{C}$
 - Complexity in flavour
- Strong focus on composition in relation to Quality



INGREDIENTS

Coagulants

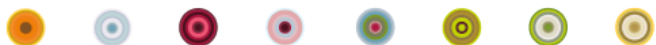
- Animal rennet and microbial coagulants
- Fermentation Produced Chymosin not accepted mainly by concerns over consumer acceptance



INGREDIENTS

Cultures

- Complex cultures
- LD type for coated cheese
- L type for foil ripened cheese
- High flavour complexity
- Natural phage robustness
- Limited rotation due to high quality bulkstarter production facilities



INGREDIENTS

Cheese specialties → additional cultures

- Flavour enhancement
- Ripening acceleration
- Controlled eye formation
- Clean labelling concepts → Dairy Safe cultures



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**CSK**

The background features several overlapping circles in shades of orange and brown. A large, dark brown circle is on the left side, partially overlapping a larger, lighter orange circle that covers most of the background. There are also some curved, brushstroke-like shapes in lighter orange and yellow-green tones on the right side.

DUTCH CHEESE

BRAND

of

UNSURPASSED QUALITY