

Cheese CONNOISSEUR

SUMMER 09 \$5.95

GOAT LADIES OF CALIFORNIA

Pioneers of American cheesemaking

VALLE D'AOSTA
*Seducing the
epicurean heart*

REVANA FAMILY
VINEYARD

STRAWBERRY
FIELDS FOREVER

TRIPLE CRÈMES
OF FRANCE



FROM MOTHER TO DAUGHTER

Meyenberg's Goat Milk Miracle

When it began 75 years ago, Jackson-Mitchell's Meyenberg Goat Milk Products offered a single product — evaporated goat milk as an alternative for babies sensitive to cow's milk — through a single distribution point — pharmacies. Today, Meyenberg fresh whole and lowfat goat milk are staples on supermarket shelves across the country. Goat milk is an excellent alternative for anyone with an allergy or sensitivity to cow milk or soy milk. Although the company's foray into goat cheese is very recent, its long history in commercial milk production makes it an important player in the development of the U.S. goat cheese movement.

Meyenberg is a third-generation family-owned business. At age 39, Carol Jackson, the wife of second-generation owner Robert Jackson, had a daughter who was allergic to all baby formulas then on the market. Since the company's *raison d'être* was an alternative to cow's milk, she didn't have to search far to find milk her baby could tolerate. Once she had experienced first-hand how important goat's milk was to mothers of allergic children, she became the driving force in moving the company forward. She traveled the country, visiting doctors and preaching the medicinal benefits of goat's milk.

In 1988 her daughter, Tracy Plante-Darrimon, gave birth to a son who

was also allergic to commercial baby formulas. "I was hooked on the importance of goat's milk and the need to appease a screaming child. That was when I was completely sold on the miracles of goat's milk," she says.

"I was working in marketing and public relations, so I accepted the opportunity to set up venues for my mother to preach her message to magazines, newspapers, on radio shows, television shows, and conference speaker opportunities. Advertising was completely out of the question," says Plante-Darrimon, "so it was a driving passion from mother and daughter to keep the message going."

In the 1990s the demand for healthful alternatives came to fruition. Suddenly, the Meyenberg product line expanded from a single product — evaporated goat's milk — to many other forms, including fresh goat milk. Its popularity was so sudden that it required several family members to maintain the company's growth. The year 2000 brought another "goat boom" and an interest in goat cheese. Today Meyenberg offers award-winning goat butter, five goat Jack cheeses, two aged goat Cheddars and two goat cream cheeses. CC



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