

VIRGINIA

DAIRY SPECIALIST ANNUAL REPORT - 1933

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ANNUAL REPORT

OF

W. D. SANDERS, DAIRY SPECIALIST

FOR 1933

REPORT OF MR. D. SAUNDERS, DAIRY SPECIALIST, FOR 1933

The work in 1933 was along lines as follows:

1. Assisting groups wanting to manufacture their milk into cheese where otherwise they would have no market for it.
2. Establishing connections between factories and dealers.
3. Giving instructions in city plants in making cottage cheese of a low acid type.
4. Holding cheese making demonstrations in cooperation with county home demonstration agents and county agents and otherwise. Teaching the farm women how they could make a type of American cheese in the homes.
5. Exhibits at fairs.

Under (1) a cheese factory was established at Newport in Giles County. The parties wanting the factory were unable to raise any money to build it or to purchase equipment. But arrangements were made to set up a factory at Newport and two thousand dollars worth of cheese made and sold. It was done as follows:

A room was discovered in the basement of an abandoned school building, which was suitable for the factory, it had a cement floor and drainage and a water line to a spring. This room and whatever else was needed in the way of space in this building was rented for \$3.00 a month. Such equipment as needed was found where it had been used, but was still in condition for making cheese. This was gotten together with a promise to pay, the price being in line with conditions. A boiler was borrowed and a local man trained to make cheese, and in a few weeks milk was being delivered and made into cheese. The man, who was selected to make cheese, worked several weeks in a nearby factory, and with a little additional instruction at the factory, made cheese throughout the season.

Cheese of exceptional quality was sold without difficulty. This factory was operated from about July 1 to about the end of September, and then was closed for the winter, the milk supply running short. They expect to start again in the spring as soon as the milk supply will justify it.

The other cheese factories in the state were given such help from time to time as was possible. The factory near Blacksburg in Roanoke Valley made cheese the entire year, most of the time working everyday and the rest of the time alternate days.

This factory being near Blacksburg was visited to a more or less extent by parties wanting to find out something about working cheese. So I had to give it special attention on that account; which meant more in the matter of getting them in touch with buyers probably than anything else. In view of the fact that they made about 100,000 pounds of cheese in 1933 and were not in touch with the buyers, it was important to see the buyers personally and get them interested in this cheese, which was done to a greater extent in 1933 than at any previous time.

Such buyers as Armour & Company, Swift & Company, Kingan & Company, and the Bluefield Produce and Provision Company, all of whom were large buyers, were interviewed and sales made to them in lots of 5,000 pounds at a time. Each and every one of the above dealers have found out with their experience with Virginia cheese in 1933 that they can get cheese of as good quality from the Virginia factories as from any other source as good if not better.

It was a great accomplishment to bring about such a condition as has been done in connection with these buyers of cheese.

In making sales another thing has been found to be important, inspection of the cheese before sending it out. Sometimes a batch of milk may not be made into cheese of standard quality, inspection will disclose this fact, and this undergrade cheese can be marketed for what it is and not disturb the marketing of the better grades.

The other factory, the one at Powhatan, under the management of O. L. Brauer, has been able to do a reasonably satisfactory business in 1933. Some of the surplus milk from the Richmond market has been diverted to this cheese factory, and has worked to advantage in two ways: the Richmond market being relieved of its surplus, and a better sale being made of it to the cheese factory.

I have kept in touch with the factory and helped them in their work by suggestions from time to time. This factory is in a section where wild onions give them more or less trouble at certain seasons of the year. I have called their attention to two ways by which this flavor can be controlled; milking the cows after an interval of five or six hours after they leave the onion pastures, and the entire removal of the onions from the pastures by running other cattle over it before the cows giving milk are allowed on it. If these suggestions are carried out then the onion flavor can be kept out of the milk and eventually the cheese.

The factory at Hillsville, Carroll County, has never made any considerable effort to increase their supply of milk. I have given them help from time to time in the way of suggestions about the work in the factory, and also selling their cheese. I did not make any visits to this factory in 1933, for the reason that they had made connection with a concern in Greensboro, North Carolina, to take about all the cheese they made.

It was through efforts I made in the past that they were able to sell and continue to market their cheese in Greensboro.

The factory at Pulaski was opened again by the Kraft-Phoenix Cheese Company. I have kept in touch with them and endeavored by suggestions and otherwise to build up their milk supply, but it had dropped down to a very low point at the end of the year 1933. The milk they will get through the winter will not meet the manufacturing costs when the price of the milk and the price of the cheese are taken into consideration.

I have been trying to get the milk from the Roanoke Valley plant diverted to Pulaski, but as yet have not been able to accomplish that transfer. As a matter of fact, the cost of making the cheese at the Roanoke Valley factory is little more than the cost of moving it to Pulaski, and the price the cheese would sell for would be more than the Pulaski factory would pay for the milk. Two plants, one at Roanoke and one at Norfolk have asked for special instructions in making cottage cheese. The type of cottage cheese suggested in both cases is a low acid cheese in which a small amount of rennet is used to firm the curd, with a lower acid content than would be the case if coagulated with the acid alone. In both cases they were instructed in making this type of cheese and as far as I have been able to discover it has resulted in satisfaction to their customers, while before quite a little of the cottage cheese sent out was returned. Now I understand that this is not the case, and their sales are increasing.

Cheese demonstrations held over the state with the county home demonstration agents and the county agents cooperating have been given extensively over the state. These demonstrations contemplate teaching the farm women how they can take six gallons of milk, or more or less and make it into a five pound cake of cheese of the same general character as the American cheese found on sale in the stores all over the country.

The attendance at these meetings has been all the way from a half a dozen to over a hundred. The demonstrations consist of making a five pound cake of cheese and only using such equipment as can be found in most farm homes over the state, the only thing being needed was rennet extract and cheese color, if a colored cheese is wanted.

It takes only about three hours or less to get the cheese into the press and requires only a small part of that time constant attention.

I have visited some thirty seven counties and have given one or more demonstrations in each county. The total number of demonstrations given being about seventy making myself in the aggregate about 350 pounds of cheese. From information gotten through the Home Demonstration Agents Division I understand that some 2,000 women have been present at these demonstrations, and that something like 10,000 pounds of cheese have been made in the aggregate in over 1,000 homes. One county agent, whose county I visited twice writes me that he has made himself about 100 pounds of cheese for his own use. The number of farm homes reached by these demonstrations as stated above does not include those who have been instructed by the home demonstration agents and the county agents, nor those who, after being shown how to make cheese at these demonstrations, have in time imparted the knowledge gotten to their neighbors and friends.

The only exhibit attempted at the fairs in 1933 was one set up at the state fair. I arranged to send down a truck load of Daisy cheese over 5000 pounds, which was stacked up in a circular form about six feet in diameter and seven feet high. I had suitable signs placed over it, and one indicating it had been sold for over \$600.00 and would be delivered to the buyer at the close of the fair.

This exhibit attracted quite a little attention, and I was able to discuss the subject of making cheese in the state to a number of persons who were attracted by the exhibit. The cheese exhibited was made at the Roanoke Valley Cheese Factory.

In closing this report it might be stated that in a number of cases the Virginia made cheese is preferred to the cheese from elsewhere, and persons who prefer it show their preference by paying more for it.

Respectfully submitted

*Wm. D. Saunders*

Wm. D. Saunders,

Dairy Specialist



Counties in which cheese demonstrations were given      Number of demonstrations given  
in each county

Albemarle	1
Alleghany	2
Ashcroft	2
Augusta	2
Bath	3
Bedford	1
Botetourt	1
Campbell	5
Caroline	2
Carroll	4
Charlotte	2
Chesterfield	1
Craig	1
Essex	1
Fairfax	2
Franklin	1
Frederick	3
Giles	1
Goochland	1
Halifax	1
Henrico	3
James City	1

Counties in which these demonstrations were given      Number of demonstrations given  
in each county

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King and Queen	1
Loudoun	3
Louis	3
Lynchburg	3
Madison	1
Stafford	2
Norfolk	2
Orange	2
Potomac	2
Prince Edward	1
Rappahannock	1
Roanoke	1
Rockbridge	1
Rockingham	1
Sherburne	1

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Total counties visited 37      Total demonstrations given ----- 66