



Trish Corby

Dairy



By Trish Corby, President & CEO of the Good Cow Company

In the specialty coffee business there seems to be a myriad of terms and acronyms that, if you are not keeping on your toes, you will soon become lost in the jargon. The same applies in the dairy business.

To make matters worse, many of the terms in both industries have a tendency to be "misused" or misconstrued by many. Since all of you reading this are most likely experts at "coffee speak", I thought I might try and give you a brief summary of "dairy / milk speak" to go along with your coffee.

In the last few years, there are several terms that have become common vocabulary in the dairy industry and the press. The first set are those associated with farm practices and cows, the latter group are processing or packaging types commonly used in the industry.

Organic- based on the U.S. Organic Standard of 2002. These standards are regulated by the USDA and define what farm practices and feed sources are allowed to be used with dairy cattle if the product is to be labeled as organic. Organic regulations prohibit the use of antibiotics and synthetic growth hormone.

GMO- genetically modified organism. In the dairy industry this is either referencing the feed source (organic restricts the use of GMO feeds), or the use of synthetic hormone injections.

Free farmed- a certification established in 2000 by the American Humane Society that defines the approved practices related to animal welfare, housing, health and maintenance in our food supply- such as chickens and dairy cows.

rBST- recombinant bovine somatotropin. This synthetic hormone is sometimes used in the dairy industry to increase the output of milk in dairy cows.

No Hormones Added- cows which are not receiving injections of rBST. The certification process of this is highly important, since it is undetectable if merely testing the milk product.

BGH- bovine growth hormone. The growth hormone in cattle / cows which regulates growth and milk production.

The acronyms below are processing / packaging designations within the dairy industry. They are all regulated by the USDA regarding safety practices and process parameters.

HTST- high temperature / short time. This is the most common form of pasteurization today- most milk you purchase has been processed in this manner. It essentially heats milk to approx 165F for about 30 seconds, and then fills in traditional methods- such as a plastic jug or a fiberboard half gallon carton. Typical shelf life of this milk is 14-18 days.

ESL- extended shelf life. Again- this is a criteria set by the USDA which regulates the pasteurization temperature required for specific milk products so as to achieve a longer than normal shelf life. Traditionally, that is anywhere from 60-75 days. This is a refrigerated product – shipped and maintained at 40 F or less. Processors pasteurize this product anywhere from 235 to 290 F, so there can be substantial differences amongst products. This product is packaged in a "gable top" package with a sealed pour spout.

UHT- ultra high temperature. Criteria set by the USDA that describes a method of pasteurization which heats the milk up to a high temperature to create a longer shelf life for the product. There are various methods to achieve this, but essentially, all these methods kill all bacteria that are found in milk. Methods are: steam injection, plate heating, and tubular heating. Many processors today use UHT processing, yet ship and package in ESL packaging, so it can be confusing.

ASEPTIC: This is not merely a process, but also a package differentiation. Aseptic milk products are processed under UHT conditions, and then filled in a sterile environment into a sterile package. The results are that the product can be shipped and stored at room temperature (without refrigeration), normally for a period of 6-12 months.

The process itself is more expensive due to the cost of equipment, but also the package itself has a higher associated cost, since it must be sterile and also impervious to oxygen to keep it sterile. The associated benefits are longer shelf life, non-refrigerated storage, and lower transportation costs.

Now that you are familiar on the acronyms and terms, you can make an informed decision on what to purchase based on yours and your customer's preferences.

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Trish Corby is the President & CEO of the Good Cow Company- a dairy products and processing company that focuses on delivering innovative dairy solutions for food service and institutional customers. Her professional experience has been in operations and general management with various large multinational food manufacturers and coffee retailers.



The Ultimate Barista Challenge® Americas makes its debut at the Southwest Foodservice Expo in Houston!

The Ultimate Barista Challenge Americas with coffee competitions in Latte Art, Espresso Frappe, Espresso Cocktail and Best of Brew Challenges debuts at the Southwest Foodservice Expo in Houston, Texas! From June 22 – 24th Challengers & the Ultimate Barista USA NYC will match their coffee artistry against one another in a unique dueling barista format. This no holds barred espresso & brewed coffee competition where taste, talent and speed earn high marks with the UBC Taste & Technical Judges. There can be only 1! UBC founder Sherri Johns of WholeCup Coffee Consulting, LLC will preside over the Ultimate Barista Challenge Americas with commentary and introductions as the SWFE show attendees & audience members enjoy the event and cheer for their favorite challenger! Throughout the 3-day event enjoy tasting and witness the Ultimate Barista USA NYC, Mike Love, prepare his creative tasty coffee creation for audience members using sponsors products and equipment during the UBC Demonstration events! Find out how the professionals do it!

Mel Forehand of the Texas Restaurant Association commented, "The Southwest Foodservice Expo is thrilled to have the Ultimate Barista Challenge, Americas as part of our event this year. Not only will the UBC bring great excitement and fun to the show floor, it will bring together our coffee and tea exhibitors, as competitors showcase the unique and creative ways attendees can utilize these products in their restaurants." We are delighted to showcase UBC at our foodservice show in Houston where 10,000 attendees per/day come to find the best in food & beverage."

The Ultimate Barista Americas Stage area we will feature an "espresso and coffee happy hour" of mixing and mingling with the Ultimate Baristi and our sponsors. Attendees and baristi can come onto the stage and share ideas and talk shop. This will provide an excellent opportunity to get up close and personal with the latest in coffee trends, equipment and people that make it happen.

This year's winning UBC Challenger who garners the most medals in challenges will earn an invitation to the national UBC Challenges as the Ultimate Barista Americas. A coffee and barista trip of a lifetime!

SPONSORS: The Ultimate Barista Challenge Exclusive Espresso Machine Sponsor is GEEC / General Espresso Equipment Corp., Official Media Sponsor; CoffeeTalk Magazine, Exclusive Coffee Brewers and Grinders by BUNN-O-Matic Corporation, Exclusive Syrup and Flavoring Sponsor; Torani Syrups, Official Blender Sponsor; Vita-Mix® Corporation, Reg Barber Enterprises, Pallo/Joey Glow, theCafeGuide.com, BEST Coffee School and welcoming Diedrich Manufacturing, Inc as official Coffee Roaster Machines Sponsor

The UBC is endorsed by the National Coffee Association of America and Presented by WholeCup Coffee Consulting. A portion of UBC proceeds are donated to the International Women's Coffee Alliance.

For more information:

The Ultimate Barista Challenge; www.ultimatebaristachallenge.com

The National Coffee Association of USA; www.ncausa.org

WholeCup Coffee Consulting; Danny or Sherri Johns, sjohnswholecup@aol.com

The International Women's Coffee Alliance; www.womenincoffee.org

