

# FOURTH ANNUAL CALIFORNIA



The Callaway family of Bellwether Farms



Jennifer Bice with her National Champion Alpine Doe, "Jambalaya", at Redwood Hill Farms

Friday, March 26  
Morning

#### Creamery Tours\*

Arise early with the cheesemakers for these popular behind-the-scenes tours of local farms and cheesemakers. Excursions will leave the Sheraton hotel before 8 AM.

McClelland Dairy  
DeBernardi Dairy  
Barinaga Ranch

Our first destination on this tour is the morning milking at McClelland Dairy. Founded in 1938 the McClellands are one of Sonoma's deep-rooted dairy families. They recently made the transition to organic, and just last year they began to produce European-style butter. Next stop is DeBernardi Dairy, best known for their quality cow's milk and more recently for a small production of aged goat's milk cheeses. Don DeBernardi modeled his cheese after the varieties made by his forefathers in Europe. Our last stop is at Barinaga Ranch in Marshall. Cheesemaker Marcia Barinaga learned to make cheese from her Basque relatives. We'll visit the ranch just in time for lambing season.

#### Toluma Farms

Point Reyes Farmstead Cheese Company

Before Marin was "Marin" it was one of this country's most renowned dairylands. We'll take a scenic drive up the coast and back to the future to visit two Marin county families still living that dream. First stop is a dairy goat farm on its way to making artisan cheese. After that, we head to Point Reyes to hear the story of how a traditional cow's milk dairy was able to make the transition to an organic farmstead cheese business model.

We'll meet the cheesemakers, visit the animals, and taste why Northern California has become a hotbed of artisan cheesemaking.

#### Bellwether Farms

Canvas Ranch

McEvoy Ranch

Due to breakneck sales of our creamery tours, we've added another great excursion to Friday's line up. We'll begin our tour at Bellwether Farms. Cheesemaker Liam Callahan will talk us through the cheesemaking process and introduce us to their herd of East Friesian sheep. Then we're off to lunch at Canvas Ranch, a diversified farm featuring home to Babydoll sheep, cashmere goats and outstanding seasonal produce. We'll wrap up the day at McEvoy Ranch to learn about the horticulture of olive trees, their milling techniques and how they extract that delicious, green gold from their olives. Note: Tour C will begin later in the morning than our other tours, leaving the Sheraton at 9:30 AM.

Ticket: \$50 per person, includes lunch

Advance reservations will be required.

\*The tour itineraries are provisional and subject to change without notice.

6:30 - 9:30 PM

#### NEW! Barn Dance and Cheesemaker Mixer

Kick off your Artisan Cheese Festival weekend with a heapin' helpin' of Sonoma County hospitality at our Green String Farm Barn Dance. Meet and mingle with the festival's signature speakers and honored cheesemakers while you enjoy a taste of Texas-style barbecue with a Sonoma twist from Brandon Guenther of Valley Ford's own Rocker Oysterfeller's and quaff local brews from Lagunitas Brewing Company. Kick up your heels to the lively sounds of the Green String Farm band and get yourself in the mood for a fun- and cheese-filled weekend.

Location: Green String Farm  
3571 Old Adobe Road, Petaluma

-or-

Park your car at the Sheraton.

Pure Luxury Transportation will provide free round-trip shuttle coach service from the Sheraton to the event, starting at 6:15 PM and ending at 9:30 PM

Dinner Menu:

Texas-style Smoked Beef Brisket

Gleason Ranch BBQ Chicken

Rancho Gordo Black Calypso BBQ Beans

Apple-Fennel Slaw with Toasted Fennel Vinaigrette

Iron Skillet Buttermilk Cornbread

Local Artisan Cheeses

Cardamom & Cinnamon Fuji Apple Cobbler with Vanilla Ice Cream

Ticket: \$55 per person

Saturday, March 27

9 AM - 3:30 PM

#### Seminar Day Program

Seminar Day Pass ticket includes Opening General Session (9- 10 AM) and choice of 3 additional seminar selections. All seminars include cheese tasting. Lunch included.

Seminar Day Pass: \$130

8 - 8:45 AM

Check-in and registration.

9 - 10 AM

#### General Session

Hands in Our Food: The Next Generation of Farmers

Begin your day of immersion in artisan cheese appreciation with some of our local heroes. Guest speaker Anya Fernald, Director of Live Culture Co., shares her passion for food by introducing us to multi-generational farmers and a few of the new kids on the block.

Ticket: Included with Seminar Day Pass

#### Seminar Selections — Included in Seminar Day Pass

Choose one seminar from each of three time periods.

10:15 - 11:30 AM

#### First Session Seminars

#### California Cheese & European Ancestors

California is a melting pot, and that is doubly true when it comes to cheese. We have dairies making Basque-, Dutch-, and Swiss-inspired cheeses. Come, meet these cheesemakers, and hear how they adapted age old European recipes. Taste Old World cheeses next to their New World equivalents in an attempt to find a terroir that could be called distinctively Californian. Presenter: Juliana Uruburu, Market Hall Pasta Shop, Oakland

#### What's Age Got to Do with It?

Plenty, when it comes to cheese. In this seminar you will experience the changes wrought by time as you sample under-ripe, perfectly ripe and even over-the-hill versions of selected cheeses. Learn how to recognize signs of ripeness and signs of decay in washed rind, bloomy rind and other styles of cheese. You'll improve your shopping prowess and your understanding of the dynamics of cheese maturation. Presenter: Janet Fletcher, Award-winning author and San Francisco Chronicle cheese columnist.

#### Eating Across America

What is happening in American artisan cheese? Founders of Culture Magazine lead a cross-country survey and tasting of artisan cheeses washed down with American wines. Presenter: Kate Arding and Thalassa Skinner, Co-Founders, Culture Magazine

#### Cheese Essentials

If you've ever been overwhelmed by the number of cheeses at the cheese store, then Cheese Essentials is the seminar for you. Laura Werlin will guide you through her Eight Basic Styles of Cheese and a cheese and wine pairing (yes, there will be wine too!). Presenter: Laura Werlin, Award-winning Author

#### Cheesemaking Demo: Fresh Ricotta

Yes, you can make cheese at home. In this demonstration you'll learn from the professionals how to make fresh Ricotta and how to use it in recipes. Presenter: Liam Callahan, Cheesemaker, Bellwether Farms and Margo True, Food Editor, Sunset magazine.

11:30 AM - 12:30 PM

#### Lunch Break

Lunch is catered by the Petaluma Market and is included with the Seminar Day Pass.

**4th Annual**  
California's  
**Artisan Cheese Festival**

**TICKETS ON SALE NOW!**  
March 26-29, 2010  
A weekend of local artisan cheese, wine, beer  
and food in Sonoma County  
Hosted by the Sheraton Sonoma County-Petaluma

Subscribe for updates and get your tickets today at:  
**artisancheesefestival.com**

• Chef John Ash • Chef Jacquelyn Buchanan • Liam Callahan  
• Sue Conley and Peggy Smith • Kurt Dammeier • Sasha Davies  
• Wil Edwards • Janet Fletcher • Jill and Lynn Giacomini • Doralice Handal  
• Mary Karlin • Lassa Skinner & Kate Arding • Anthea Stolz • Margo True  
• Juliana Uruburu • Sara Vivencio • Laura Werlin • Chef Andy Wild  
• Clark Wolf... and more

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