



The Small-Scale Cheese Business: The Complete Guide to Running a Successful Farmstead Creamery

By Gianaclis Caldwell

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There has never been a better time to be making and selling great cheese. People worldwide are consuming more high-quality, handmade cheese than ever before. The number of artisan cheesemakers has doubled in recent years, and many of the industry's newcomers are "farmstead" producers—those who work only with the milk of their own animals. Today, more than ever before, the people who choose to become farmer-cheesemakers need access to the knowledge of established cheese artisans who can help them build their dream.

Few career choices lead to such extremes of labor, emotion, and monetary challenge. In *The Small-Scale Cheese Business* (originally published in 2010 as *The Farmstead Creamery Advisor*), respected cheesemaker, instructor, and speaker Gianaclis Caldwell walks would-be producers through the many, and often confusing, steps and decisions they will face when considering a career in this burgeoning cottage industry. This book fills the gap that exists between the pasture and cheese plate. It goes far beyond issues of caring for livestock and basic cheesemaking, explaining business issues such as:

- * Analyzing your suitability for the career;
- * Designing and building the cheese facility;
- * Sizing up the market;
- * Negotiating day-to-day obstacles;
- * Ensuring maximum safety and efficiency.

Drawing from her own and other cheesemakers' experiences, Caldwell brings to life the story of creating a successful cheesemaking business in a practical, organized manner. Absolutely essential for anyone interested in becoming a licensed artisan cheesemaker, *The Small-Scale Cheese Business* will also appeal to the many small and hobby-farm owners who already have milking animals and who wish to improve their home dairy practices and facilities.

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Editorial Review

Review

"This delightful book is a road map to success for aspiring farmstead cheesemakers. It will help them plan, implement, and develop their new businesses. Passionate stories of experience are revealed, giving great insight into becoming a sustainable, conscientious, and entrepreneurial cheesemaker—including common pitfalls and how best to avoid them. It's about time someone writes such a comprehensive guide! I will recommend this book to every aspiring cheesemaker I know. We would have saved numerous hours and dollars with such an invaluable resource."--**David Gremmels, President of The American Cheese Society; Co-owner of Rogue Creamery**

"*The Small-Scale Cheese Business* is thorough, eloquent, and generous—a must-have book for anyone considering establishing a creamery. Each point is covered in detail: from the fundamental reasons for going into the business to begin with, to the design of the make room, all the way to the often-neglected exit strategy. This is a good business book for any-sized dairy."--**Max McCalman, author of *Mastering Cheese: Lessons for Connoisseurship from a Maitre Fromager***

"There have been many books written, and classes given on the subject of cheesemaking, but primarily from the process-oriented view. Little has been written about how to get started, or the answer to, "What are we up against here?" *The Small-Scale Cheese Business* fills in those blanks. One of the best pieces of advice in this book is for cheesemakers to build a base foundation beginning with proper business management. No matter how good the cheese, or how much you love your animals; everything depends upon a good business plan to eventually turn a profit. Especially useful, in addition, is Caldwell's chapter on developing an aging space in light of increasing energy costs. This has been a not-so-well thought out part of many cheesemaking projects, and could be some of the most important information in this book. To be sure, Gianaclis Caldwell asks the big questions that need to be considered before beginning to develop such a project; it's a true reality check every aspiring cheesemaker needs. In fact, this book should be in all their libraries."--**Jim Wallace, cheesemaking.com**

"*The Small-Scale Cheese Business* is an authoritative, yet friendly and approachable, guide to the process of establishing a farmstead creamery. Simply a must-have for anyone who wants to realize their dream of making and selling cheese."--**Tami Parr, Author of *Artisan Cheese of the Pacific Northwest***

"Where there's a will, there's a 'wey.' For both the dreamer and those who've already set their sights on the

beauty of being a cheesemaker, here is all the information to get started in business and survive. Caldwell's first-hand knowledge takes the reader from their fledgling idea to selling their finished product, and is presented in an easy-to-understand format. Watch out—you may start a venture that just might succeed! This is a brilliant how-to guide, and just what us stewards and entrepreneurs need during a time when our farmland must be saved."--**Ricki Carroll, Owner of cheesemaking.com**

"Here's a nuts-and-bolts, no-nonsense, and essential guide for anyone curious about starting a farmstead dairy. Who better to explain the intricacies and pitfalls of the cheesemaking business than a true practitioner—a woman with a lifetime of experience caring for cows and goats."--**Brad Kessler, author of *Goat Song: A Seasonal Life, A Short History of Herding, and the Art of Making Cheese***

About the Author

Gianaclis Caldwell and her family operate Pholia Farm, an off-grid, raw milk cheese dairy in Oregon. She is the author of the award-winning *Mastering Artisan Cheesemaking*, as well as other books on cheesemaking and running a dairy. Applying a holistic, organic management approach to the health of her goats comes naturally for Gianaclis: She was raised on an organic farm; her parents were chiropractors; and she pursued a career in nursing. Her aged, raw milk cheeses have been recognized and applauded by America's foremost authorities on cheese, and she travels nationwide to present workshops on cheesemaking and troubleshooting goat health problems.

Users Review

From reader reviews:

Solomon Pepper:

This book untitled *The Small-Scale Cheese Business: The Complete Guide to Running a Successful Farmstead Creamery* to be one of several books this best seller in this year, honestly, that is because when you read this book you can get a lot of benefit on it. You will easily to buy this kind of book in the book retail outlet or you can order it by means of online. The publisher with this book sells the e-book too. It makes you more readily to read this book, as you can read this book in your Smartphone. So there is no reason for you to past this reserve from your list.

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