

A woman wearing a white lab coat and a pink baseball cap is working in a creamery. She is standing behind a counter, and there are stacks of white containers and a large piece of machinery to her right. The background shows a window and some papers on the wall.

***Business Models for
Artisan & Farmstead
Cheese Makers***

SUE CONLEY • COWGIRL CREAMERY

FARMSTEAD CHEESE



GOATS LEAP

- *Micro- production*
- *Incremental investment*
- *Local marketing*
- *Limited distribution*

FARMSTEAD CHEESE



POINT REYES BLUE CHEESE

- *Medium size production*
- *Large up-front investment*
- *National marketing*
- *National distribution*

ARTISAN CHEESE



COWGIRL CREAMERY IN COLLABORATION WITH STRAUS DAIRY

- *Small production*
- *Large up-front investment*
- *Regional marketing*
- *Regional distribution*

ARTISAN CHEESE



BEECHER'S HANDMADE CHEESE COLLABORATION WITH CHERRY VALLEY FARMS

- *Medium size production*
- *Large up-front investment*
- *National marketing*
- *National distribution*

REGIONAL COLLABORATION



JASPER HILL FARM

- *Medium size production*
- *Large up-front investment*
- *National marketing*
- *National distribution*

REGIONAL COLLABORATIONS

Comte Fruitere, AOC

- *Small size production*
- *Small up-front investment*
- *International marketing*
- *International distribution*