

Press release – 28th October 2004

*Swiss Cheese Awards & 3rd Mountain Cheese Olympics – Cheese festival
with Migros, our main partner*

Mountain Cheese Olympics with a cheese festival for everyone in Appenzell

657 cheeses from around the globe will be measured against the competition from the 28th to the 31st October 2004 during the 3rd Mountain Cheese Olympics and the Swiss Cheese Awards in Appenzell, Switzerland. An international panel of experts will be awarding the coveted prizes. A seminar will look into the future of the mountain regions while the influence of globalisation on mountain areas will be the theme of the round table. Visitors will be offered a vast array of European mountain cheeses to taste and can look forward to a varied programme of entertainment with games, music and fun to be had by all.

In the last weekend in October, cheese will be the centre of attention. 430 mountain cheeses from all over the world will take part in the 3rd Mountain Cheese Olympics. There will be cheeses from Mexico, Ethiopia and Japan. 227 Swiss cheeses will also be judged by an international jury for the traditional Swiss Cheese Awards.

It will take around 110 judges to evaluate these 657 cheeses - 70 alone for the Mountain Cheese Olympics and 40 for the Swiss Cheese Awards. The jury is composed of experts from the world of cheese, from gastronomy, consumers and representatives from the media. There will be judges from Belgium, Germany, France, Italy, Netherland, Austria, Japan, the USA and Switzerland. They have all been fully trained and assessed and they will set to work in judging groups of four to five members. Each group will judge between 25 and 30 cheeses in a particular category strictly according to the rules and regulations defined by Caseus Montanus and Swiss Cheese Awards.

There are also some famous names among the judges including, for example, Andreas C. Studer, otherwise known as «Studi». He can be seen in popular TV programmes such as «Kochduell» (head-to-head cookery challenge) on VOX and in «al dente» on Swiss national television (DRS). He will now also be appearing on ZDF in the programme «Einfach besser kochen (“simply cook better”) – kitchen dates with Susanne Fröhlich and Andreas C. Studer» where he will be visiting people who have little time for cookery. Studi already has six books to his name.

Seminar and «round table»

There will be a seminar on the 28th and 29th October. It will be in two parts and will primarily be of interest to experts from organisations, state institutions and businesses who are concerned with questions relating to the future of the mountain regions. On the first day, representatives from Euromontana (European Association for cooperation between mountain regions) will present the latest findings on the future prospects of food production in the mountain regions. Well-known experts, such as Cécile Levret, the French Euromontana specialist for production in the mountain region and coordinator of a European research project on mountain agriculture, Domenico Mastrogiovanni, Italian expert on agricultural production in the mountain region and Tiberiu Steph, Vice President of the Romanian Organisation for Mountain Regions will all take the podium. The Swiss College of Agriculture will present information on concrete strategies for milk production in mountain areas.

The second day will be devoted to agricultural policy. Christian Rosenwirth, Milk Department Manager in the Federal Ministry of Agriculture in Vienna will look to the future agricultural policy in the EU. Manfred Bötsch, Director of the Swiss Federal Office for Agriculture, will speak on the subject of the dismantling of the milk quota system in Switzerland. The «round table» will be chaired by the director of programming for TVR (romansh language television) for Swiss television DRS, Mariano Tschuor, where experts from across Europe will discuss the subject «Mountain areas – victims of globalisation?». The seminar and «round table» will be simultaneously translated into four languages. They will take place in the «Kunsthalle Ziegelhütte». You must register if you wish to participate in these events.

A cheese festival for visitors

From the 29th to the 31st October, the decorative streets of Appenzell will become a tourist and culinary highlight for all visitors. The international Mountain Cheese Market, taking place on and around the Town Square will allow participating producers from the mountain regions of Europe the chance to exhibit their specialities. The Mountain Cheese Market will be officially opened at 3pm on the 29th October by Federal President, Mr Joseph Deiss. The public can taste the cheeses and decide which they like the best. The International Mountain Cheese Market is a unique cheese buffet for gourmets. There will be a chance to discuss the finer points of the different cheeses with participating experts and producers. And quite apart from the plentiful tastings, cheese lovers can also look forward to numerous other attractions including musical performances, a brunch, children's entertainment and the chance to watch cheese being made.

What is the motivation for the Mountain Cheese Olympics?

The mountain population perceives increasing globalisation as a threat to its existence. Caseus Montanus was founded in 2002 by representatives from France, Italy and Switzerland to promote the mountain region economy beyond national borders. Caseus Montanus has its head office in Saint Christophe in the Aosta Valley. The different foodstuffs, produced under difficult conditions, can only reach their full market potential if all those concerned work together. The wide range of products available is a reflection of the diversity of the mountain regions. The Mountain Cheese Olympics makes a significant contribution to promoting public awareness of these products.

Visitors programme for the 3rd Mountain Cheese Olympics in Appenzell

Thursday 28th October 2004

- 10.00 – 18.00h «New research findings on food production in the mountain regions» seminar (Ziegelhütte). Registration required by the 20th October under www.caseusmontanus.ch
- 14.00h Swiss Cheese Awards (Aula Gringel)

Friday 29th October 2004

- 09.00h Mountain Cheese Olympics (Aula Gringel).
- 09.00 – 11.15h «Future of agricultural policy» seminar (Ziegelhütte). Registration required by the 20th October under www.caseusmontanus.ch
- 12.15 – 14.15h Round table: «Mountain regions – victims of globalisation?»
Registration required by the 20th October under www.caseusmontanus.ch
- from 14.30h Appenzeller music by the «Impromptu group» of Harmonie Appenzell (Town square)
- 15.00h Opening of the cheese market by Federal President, Joseph Deiss (Marquee)
- 15.00 – 20.00h Cheese market with tastings and entertainment programme (Town square)
- from 19.00h An evening of entertainment with Echo from the Schwendetal (Marquee)

Saturday 30th October 2004

- from 11.00h Swiss Cheese Awards 2004 and 3rd Mountain Cheese Olympics award ceremonies (Marquee)
- 09.00 – 19.00h Cheese market with tastings and entertainment programme (Town square)
- 14.30 – 15.30h Children's entertainment «E luschtigi Wanderreis» (an enjoyable walking trip) with Mirta Ammann (Hotel Krone)

Sunday 31st October 2004

- from 10.00h Farm brunch with the Country Group «Sioux» from Appenzell (Marquee)
- 10.00 – 16.00h Cheese market with tastings and entertainment programme (Town square)
- 14.30 – 15.30h Children's entertainment «E luschtigi Wanderreis» (an enjoyable walking trip) with Mirta Ammann (Hotel Krone)

Entertainment highlights:

- Milk bar (Sat/Sun)
- Farm market (Sat/Sun)
- Appenzeller Music (every day)
- Schuelegoofe Appenzell (School Kids from Appenzell) (Saturday)
- Male voice choir - Harmonie Appenzell (Sat/Sun)
- Demonstration by the Swiss Sennenhunde display team (Appenzell cattle dogs) (Sunday)

Notes for editorial staff

Colour images and further detailed information (such as regulations, participants and a more detailed guide to the seminars) can be found under: www.caseusmontanus.ch.

Please do not hesitate to contact us if we can be of further assistance:

For questions concerning the event in Appenzell:

CASEUS MONTANUS

c/o Fromarte

Martina Schelker

Schwarztorstrasse 26

CH-3001 Bern

Tel. +41 (0)31 390 33 33

Fax. +41 (0)31 390 33 35

mschelker@bluewin.ch

For press accreditation (by the 20th October 2004), media and technical questions:

CASEUS MONTANUS

c/o Ulrich Wenger

Press office

Sonnhaldenweg 36

3506 Grosshöchstetten

Tel. +41 (0)31 711 45 55

Fax +41 (0)31 711 45 57

wenger@mediabuero.ch

For questions about Appenzellerland:

Appenzellerland Tourism AG

Piotr Caviezel

Managing Director

Schäftigasse 12

9050 Appenzell

Tel. + 41 (0)71 788 08 18

Fax + 41 (0)71 788 08 19

www.appenzell.ch

piotr.caviezel@appenzell.ch