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NEWS RELEASE

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USDEC to Collaborate with Taiwan's NKUHT to Teach Up-and-Coming Chefs about Cheese

Kaohsiung City, Taiwan (R.O.C.), November 19, 2018 – The U.S. Dairy Export Council (USDEC) signed a Memorandum of Understanding with Taiwan's National Kaohsiung University of Hospitality and Tourism—a leading university that provides education in the culinary art, hospitality and tourism industry—kicking off a new partnership to teach up-and-coming chefs about cheese.

As cheese consumption continues to increase globally, the U.S. dairy industry is in a unique position to meet growing demand from foodservice operators and food and beverage manufacturers as well as retailers around the world. Cheese is not, however, a product readily understood outside of the western world. It is a versatile food that can stand on its own or complement many culinary creations, but chefs and retail staff in growing cheese markets entrusted to work with and sell cheese have limited knowledge of this jack of all trades.

Thus, as the leading global supplier of high quality cheese, the United States has established the USA Cheese Guild™—a center of cheese knowledge and education managed by the U.S. Dairy Export Council (USDEC) and comprised of industry experts. The creation of the Guild stems from the U.S. dairy industry's belief in sharing knowledge to empower and improve lives of others by providing a premiere and one-of-a-kind global cheese certification program.

Designed for both foodservice and retail, this new global training—the USA Cheese Specialist™ Certification Program—consists of three, progressive certification levels (Associate, Intermediate and Master). Upon completion of all three courses, graduates receive the designation of USA Cheese Specialist™ which they will be able to proudly display with a sew-on patch for their uniform. They are also inducted into the global USA Cheese Specialist community, with a lifetime membership to the USA Cheese Guild which provides members continued access to valuable resources to keep them engaged and connected to the U.S. cheese industry throughout their careers.

Although the United States produces highly touted, award-winning specialty cheeses, it is typically not seen as a player in this food category. “We believe educating the world about this versatile food and telling our story at the same time is essential to creating the next generation of U.S. cheese lovers,” says Ross Christieson, senior vice president, cheese marketing and North Asia Business Unit Director at USDEC. “The U.S. Dairy Export Council is therefore delighted to partner with the Department of Culinary Arts of the National Kaohsiung University of Hospitality and Tourism to expand up-and-coming Taiwanese chefs' knowledge of cheese and welcome them into the USA Cheese Specialists global community.”

Founded in 1995, National Kaohsiung University of Hospitality and Tourism (NKUHT) is the first national academic institute of hospitality and tourism in Taiwan. For over 22 years, thanks to outstanding theoretical and practical training programs, NKUHT has produced highly qualified graduates who go on to become key top managers serving the global hospitality and tourism industry. “This industry-academic partnership with the USA Cheese Guild/USDEC is significant for NKUHT as it provides more in-depth and focused training on a staple western food such as cheese while at the same time empowering our future young chefs through the obtainment



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of the of USA Cheese Specialist™ designation upon completion of the cheese course, as well as exciting international collaboration opportunities” says Professor Pearl Yueh-Hsiu Lin, President of National Kaohsiung University of Hospitality & Tourism (NKUHT). “Through this partnership, I can picture a more energetic environment and our future School of Culinary Arts graduates will be creating new exciting cuisines. On behalf of NKUHT, I welcome this partnership, and am excited to see it grow in the years to come!” adds Professor Lin.”

NKUHT cherishes and actively seeks opportunities to enhance its students’ practical learning, professional growth and global reach. The implementation of the USA Cheese Specialist™ certification program at NKUHT will make a difference in promoting U.S. cheese in Taiwan.

“The establishment of the USA Cheese Specialist™ Certification Program is a clear recognition of the importance of the Taiwan market to the U.S. cheese industry. We believe it will be instrumental in bringing about a new-generation of cheese professionals. I am also honored to support this effort that will bring the U.S. dairy industry and Taiwan food industry closer together” says Chris Frederick, Director of Agricultural Trade Office, American Institute in Taiwan.

In addition to the NKUHT, certification courses are currently offered in Dubai, UAE with additional partnerships to kick off in 2019 in other markets around the world. Visit ThinkUSAdairy.org for more information on these programs or for nutrition, trends and applications with U.S. cheese.

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About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a nonprofit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world’s largest producer of cow’s milk, the U.S. dairy industry offers a sustainably produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and functional dairy ingredients (e.g., skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in the Middle East and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients. USDEC established and manages the USA Cheese Guild™.

About National Kaohsiung University of Hospitality and Tourism

National Kaohsiung University of Hospitality and Tourism (NKUHT) was founded in 1995 as the first academic institute of hospitality and tourism in Taiwan. It is now a leading center made up of four specialist colleges including the School of Hospitality Management, the School of Tourism, the School of Culinary Arts, and the International School. The School of Culinary Arts focuses on specialist culinary education, following the principles of technique and art while maintaining a global view. It includes the Graduate Institute of Food Culture and Innovation, and the departments of Chinese Culinary Arts, Western Culinary Arts, Baking Technology and Management, Culinary Arts. Being the leading school in Taiwan for higher hospitality and tourism education, NKUHT also partners with Le Cordon Bleu to cultivate international talents for Chinese cuisine, export Chinese culinary arts, and carry forward the Chinese food culture. The characteristics and professionalism of each college is integrated under the educational goal of humanity, professionalism, entrepreneurship and internationalization. NKUHT leads the cutting edge of Taiwan’s hospitality, tourism, culinary industries by adopting a global view and engaging in pragmatic communication.



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