

Welcome to Madison's celebration of the Normande terroir.



If you love good food, this is your week.



September 26-October 5

The CINOR 2008: Discover superb cheeses, cider, and more.

Welcome to the Normande terroir and all the pleasures of the palate! The Normande – or Normandy – region and dairy cow represent “dairy” in France, just as Wisconsin does in the United States.

That’s why it’s especially fitting that Madison was selected as the host city for the CINOR 2008/Normande International Conference at this year’s World Dairy Expo. This is the first time that a North American city has ever hosted the conference, an occasion when Normande cattle breeder associations and breeders from around the world come together to exchange information, network, and celebrate the famous dairy breed.



Madison restaurants and stores are celebrating, too, with creative menus and unique offerings and specials, inspired by the Normande terroir. Please visit them – you’ll find a list of participants on these pages. We also invite you to stop by the Normande Pavilion at the World Dairy Expo, enjoy free samples, and meet the beautiful tri-color red-and-white-brown cows.



Introducing the Normande cow: gourmet and “green.”

While the Normande is still a niche breed in the United States, you may find yourself noticing more of these tri-color cows popping up on the Wisconsin landscape and beyond. An increasing number of farmers are crossbreeding Normandes with their herds. They appreciate the Normande as a sturdy, fertile, sustainable breed, well-adapted to grazing and a source of unusually rich, high-quality milk. This dairy cow may look red, white, and brown, but she’s also environmentally green.



Many of the farmers who are crossbreeding Normandes are graziers, who prefer the more natural system of rotational grazing. Grazing is a growing mode of production in the United States, since it gives the mid-sized American family farm a way to survive and adapt to new needs in the marketplace.

Two other small, but fast-growing segments of Normande breeders are organic farmers and producers of farmstead cheeses, artisan cheeses, and other quality dairy products.

Because the Normande’s milk is so rich, it’s ideal for cheesemaking – something artisan cheesemakers in Normandy have known for centuries.



The world's top cheeses start with rich, creamy N

When you indulge in the cheeses and dairy products of the Normande region, you're savoring over 1000 years of expertise. It's quite possible William the Conqueror, Duke of Normandy, cut his teeth on early versions of some of these delicacies.



Camembert
de Normandie

Camembert de Normandie, of course, is the most renowned of all French cheeses, first created during the French Revolution by a woman who lived in the tiny village of Camembert in the Pays d'Auge terroir. Made from semi-skimmed raw milk and ladled by hand, it's a soft-ripened, flowery rind cheese. Its strong, earthy aroma – affectionately known as “stinky” – develops during ripening.

Pont-l'Évêque, another masterpiece, was originally produced by monks and is a soft-ripened cheese made from whole or semi-skimmed milk with a washed or brushed rind. It can be either square or oblong, and once it's removed from the mold, it's turned at least once a day. After 45 days of ripening, the aroma starts to develop, along with the white-orange rind, depending on whether it was washed or brushed. Beneath the rind is a supple, delicious texture, with a subtle, fruity taste reminiscent of hazelnuts.



Pont-l'Évêque



Livarot

Also not to be missed is **Livarot** from the Auge region, created by monks about 700 years ago. It can only be made within 12 miles of the town it's named for. Known in the 19th century as “the poor people's meat,” this semi-soft cheese used to be made by farmers with the leftover milk, once the cream was sold. Livarot has an assertive aroma and a nutty taste with barnyard flavors and a salty lemon taste that bites

Normande milk.

Neufchatel

the tongue. You can recognize it by its smooth, moist orange-brown rind and distinctive raffia strips that keep it from running.

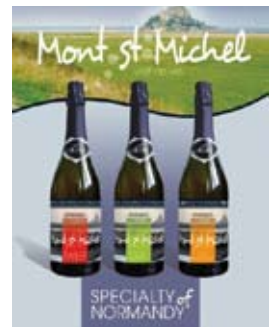
Neufchatel is the oldest of all Normande cheeses, with origins in the Pays de Bray region. A semi-skimmed soft cheese, it has a soft, velvety, slightly flowery rind that contrasts with its somewhat salty but creamy interior and milky taste. You will see Neufchatel in various shapes, from a rectangular brick to a cylinder and even hearts.



Of course, the qualities of Normande milk extend beyond cheeses. Isigny butter and cream come from the extraordinary pastures along the Veys Bay. This terroir gives the local milk and butter their incomparable aroma and unique, full, smooth flavor. Isigny butter is made from cream and matured for at least 12 hours. It's easily recognized by its natural buttercup color and hazelnut taste. The cream is best known as *crème fraîche*, used extensively in Normande cuisine.

Raise a glass to the fruits of Normande orchards.

Normandy's rich soil and temperate climate have been boons to apple and pear growers for generations, and the result is a terroir that's famed for its beverages. You'll want to down a mug or two – or maybe three – of hearty apple cider, sweet or hard, and be sure to try the distinctive pear cider, known as Poiré. If you're a brandy lover, get ready for a revelation in Calvados, the dry apple brandy that often lends its tang to Normande sauces and stews. Mixed with apple cider, it creates the delicious blend called Pommeau. Calvados, which is aged in Limousin oak, sometimes as long as 40 years, is regarded as one of the finest brandies in the world. It's the finishing touch to any great evening.



From Conquest to Camembert: Let your mind feast – free!

On Thursday, October 2, join us for a stimulating evening, exploring the cultural – and culinary – connections between Normandy and Wisconsin. From the Norman Conquest in 1066 to America's D-Day landing on the Normandy beaches, as well

as other, more peaceful links, you'll be surprised at how things Normande continue to shape our lives.



Bill Berg, professor of French and a specialist in French literature art, will discuss the work of painters Boudin and Monet and the writing of Flaubert and Maupassant. Keith Busby, professor of French, will look at the huge influence of Norman French on English language and literature and why it took a Chaucer to make English a respectable literary medium.

Anne Topham, the Wisconsin cheesemaker who owns Fantôme Farm and makes an award-winning chèvre, will wrap up with a discussion of terroir, artisan cheesemaking, and the significance of place, in both Wisconsin and France.

The colloquium is organized by the Center for Interdisciplinary French Studies, beginning at 5 pm, with a reception to follow. The evening is free and open to the public. Room 4151, Grainger Hall, 975 University Avenue, Madison.

Don't miss the Normande Pavilion at the World Dairy Expo.



Track the great foods you'll be discovering this week to their source. Visit the Normande Pavilion – or in French, le pavillon Normand – on the grounds of the World Dairy Expo, also underway this week.

This special tent is reserved for the Normande cattle breed, its sponsors, and the products of the Normandy region. You'll find about 10 cows and crosses on display, along with a few of their calves. You'll also discover the whole Normande terroir experience, sampling cheeses, cider and apple juice, as well as viewing displays of the region's tourist attractions. Normande, or Normandy, is a stunning and storied travel destination.

While you're there, be sure to explore the whole World Dairy Expo, the largest dairy trade show in North America and one of the most influential in the world.



Hear a top chef at the CINOR conference.

If you have a professional or general interest in learning more about the Normande breed, we welcome you to attend the CINOR conference, which brings together many of the world's breeder associations for a review of the Normande's position in a global economy.

One of the highlights of the conference will be a talk by Tory Miller, chef of Madison's highly regarded l'Etoile Restaurant, on the subject of artisanal cheeses.

The conference is free and open to the public. It will take place in Mendota 8 room in the Exhibition Hall.



Visit a local dairy farm.

A farm tour, in connection with the CINOR, will wrap up at the Vosberg Farm, just outside of Madison, on Friday, October 3, at approximately 3-5 p.m. You are welcome to join us and see grass-based Normande cows in a real dairy environment.

The Vosberg Farm is at 2295 Cisserville Rd, South Wayne, Wisconsin (located one hour south of Madison). Call 608-439-1049 or email drvosberg@wekz.net for additional information.



This week, Normande terroir is Madison territory.

See back panel for a list of participating stores and restaurants, September 26-October 5, for unique offerings, specials, and menus, inspired by the gastronomic Normande region. Bon appetit!

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Participating stores:

Fromagination

608-225-2430
www.fromagination.com

Steve's Wine Market (two stores)

608-233-6193
www.steveswinemarkets.com

Whole Foods Market Madison

608-233-9566
www.wholefoodsmarket.com

Metcalf's (Sentry)

608-238-7612
www.ShopMetcalfes.com

Barriques Market (five stores)

www.barriquesmarket.com

Gail Ambrosius, Chocolatier

608-249-3500
www.gailambrosius.com

Participating restaurants:

L'Etoile

608-251-0500
www.lettoile-restaurant.com

Magnus

608-345-0776
www.magnusrestaurant.com

Le Chardonnay

608-268-0372
www.lechardonnayMadison.com

Harvest

608-255-6075
www.harvest-restaurant.com

Orpheum

608-255-2594
www.orpheumtheater.net

Fresco

608-663-7374
www.frescomadison.com

Ocean Grill

608-285-2582
www.oceangrillmadison.com

Nadia's Restaurant

608-257-1740
www.nadiasrestaurant.com

Johnny Delmonico's Steakhouse

608-255-2594
www.foodfightinc.com/delmonicos

Morels Restaurant

608-836-7151
www.morelsrestaurant.com

Sardine

608-441-1600
www.sardinemadison.com

Otto's Restaurant & Bar

608-274-4044
www.ottosrestaurant.com

We thank the following sponsors and their distributors for their generous support: Graindorge distributed by Great Ciao of Minneapolis, the chef's source for gourmet foods and ingredients, imported for peak flavor (www.greatciao.com). Mont St. Michel, Normandy's premier maker of apple and pear ciders, distributed by Madison's own Swiss Cellars (www.swisscellars.com). Madison's Gail Ambrosius and her special crème fraîche-filled truffles and Normande cow (www.gailambrosius.com). Wisconsin-based Organic Valley (www.organicvalley.coop) is a cooperative of over 1200 family farms. Next Generation Organic Dairy, based in Wisconsin, (www.nextgenerationdairy.com) specializes in products that retain more of their natural goodness and taste. The stunning Region of Normandy, with its fascinating history and gastronomic delights, is a must for any traveler.

Pictures graciously provided by IRQUA-Normandie/I.David-Buchet/Rougereau.