



# The Irish Cheese Board

For those who choose cheese

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## Press Releases

### September 2021

#### ***Certified Humane Label®* for *Killorglin Mountain Goat Cheese***

We are delighted to announce that *Killorglin Mountain Goat Cheese* has been awarded a *Certified Humane Label®*. No mountain goat is put into a cage on the end of a pole in the making of this cheese. Promise.

#### **Charleville chocolate-coated cheese in national distribution**

*ChocoCheese*, a delicious, fresh-ripened sheep's cheese coated with dark chocolate, previously available only in Charleville, has now gone into *national* distribution. If you want to get your kids to eat more cheese, buy them *ChocoCheese*!

**Warning:** May turn the bread brown.

### August 2021

**Product recall:** *Bray Brie*

Customers are advised that recent batches of *Bray Brie* are **infested** with worms. Big worms. Worms of the *priapulida* family. These worms are **poisonous**.

**Do not eat this cheese.** Nor the worms. Return this cheese to your retailer.

## July 2021

### French production methods introduced to County Dublin

Barry Buttermilk, head cheese-maker at *Croom Creamery* in County Dublin, has recently returned from a fact-finding mission to France. So impressed was he with *le fromage Français* that he intends introducing French production methods to his factory. Mostly these methods involve a lot of shrugging and going on strike.

### Irish cheese exports bloom

Irish cheese exports to Europe are flourishing but there are signs that the American market is saturated with fat.

Irish Cheese Exports (Tonnes), 2016-2021

Product type	Product name	Europe				USA	
		EU		Non EU			
		2016	2017	2018	2019	2020	2021
High margin	Blarney Blue	10	12	45	87	200	199
	Bray Brie	5	6	23	30	155	156
	Cavan Camembert	100	156	9	9	0	1
Low margin	Charlemont Cheddar	900	1989	567	500	1003	6
	Emo Emmental	0	90	0	56	666	666

### New web site for the Irish Cheese Board

We felt the time was ripe (LOL!) for us to launch our new web site. Find us at [www.icb.ie](http://www.icb.ie). Send us feedback: [feedback@icb.ie](mailto:feedback@icb.ie).

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