

**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.

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