

**MSU 101  
Orientation to Mississippi State University  
Case Study Assignment**



**Case Study Unit 7**

**Submitted by: Joe E. Student**



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## History of MSU Cheese

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Edam cheese was first introduced at Mississippi State University by Professor F.H. Herzer in 1938. Professor Herzer, who served as head of the Dairy Science Department from 1947-1958, wanted to manufacture a cheese that would "draw attention to Mississippi State like our football team." He finally decided on the three pound "cannon ball" Edam Cheese. Thus, it was that in 1938 the idea for Edam cheese production came to Mississippi State. A rush order to Holland secured 10 cheese hoops (molds) made of teakwood which left Holland just before the ports were closed because of World War II.

Struggling with just 10 hoops, the Department managed to make a few hundred Edams a year. From the very beginning, there has been a constant search for better methods of aging, pressing, and salting the Edams. The technique of dipping the Edams in bright red wax made them attractive and minimized surface mold growth. In 1957, fifty new hoops were ordered from Holland, and the production capability was increased to 54 Edams per day when surplus milk was available from the University herd. Consumer demand continued to grow and by 1963, production had increased to 2,400 Edams per year. The addition of an airtight Cry-O-Vac plastic bag provided further assurance of quality and permitted the addition of the MSU seal to the now famous product.

In early 1970, the use of concentrated frozen bacterial cultures for cheese production was adopted at MSU. In this technique, the bacterial cultures used in cheesemaking are obtained in pure frozen form and are kept frozen at -320 F until just before use. The purity and freshness of the cultures helped to produce an even higher quality product.

In December 1970, the Department moved into the new Frederick Herman Herzer Dairy Science Facility. The increased storage space in the new plant permitted an increase in Edam production. Additional new hoops were secured from Holland allowing production to increase to 165 per day. The demand continued to be greater than the supply, and the packaging area of the plant was converted to cooler space in 1973 to permit storage of an additional 10,000 Edams. Two 7,000 pound cheese vats were installed in early 1976 boosting production to 300 Edams per day.

The latest expansion of the plant's physical facilities has been the completion in March 1979 of two new cheese coolers and a warehouse. This addition made it possible to increase production of all types of cheeses as well as provide ample storage space for dry supplies.

Dairy Science students have played an important part in the success of Edam Cheese program. From 1946, when students made 9 Edams per day until 1985 when 570 Edams were made by 8 full-time employees and 12 part-time students. Dairy students have participated in Edam Cheese development. In 1985, this team produced 65,000 Edams.

The dairy plant is a teaching and research laboratory. This facility is equipped with some of the most modern equipment available and provides an excellent teaching and research laboratory for the students studying Dairy Foods at Mississippi State University. In addition to providing a self supporting plant, it advertises and promotes MISSISSIPPI STATE UNIVERSITY and the STATE OF MISSISSIPPI.

## Product Listing

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**2 lb. VALLAGRET WHEEL** is a Norwegian style of Swiss cheese and has a slightly sweet-nutty taste. The combination of the sweet-nutty and cheese character makes it a treat in any language. Try this new Norwegian-style cheese.



**3 lb. EDAM CHEESE BALL** is named for perhaps the most noted market - the town of Edam, Holland. It is made in very few places in the United States, and Mississippi State University has been making it since the early 1940's.



**3 lb. REDUCED FAT EDAM CHEESE BALL** is the same as the Edam above, except for one third less fat. Great for those who are watching fat grams, but still want the good taste.

**2 lb. CHEDDAR CHEESE BLOCK** is named for the village of Cheddar, England, where it was first made. It was such a popular food in the United States that it has often been falsely called American Cheese. Cheddar cheese is made by a manufacturing procedure called "Cheddaring" in an effort to achieve the original flavor and texture of Cheddar Cheese so much in demand.



**2 lb. JALAPENO PEPPER CHEESE BLOCK** is made by mixing and heating several lots of natural cheese (cheese made directly from milk) with emulsifying agents and with jalapeno pepper.



**CROCK OF JALAPENO PEPPER CHEESE SPREAD** is a processed cheese made from either Edam or Cheddar cheese and packaged in a reusable 20 oz. stone crock.



**CROCK OF CHEESE SPREAD** is a processed cheese made from natural cheese and packaged in a reusable 20 oz. Stone crock.

## **Ordering Information**

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The MAFES Sales Store is happy to provide a seasonal mail-order service for fine cheese selections for Easter and Christmas gifts. You can place your seasonal orders by filling out an order form and mailing it to the Sales Store office. For your convenience, we have provided a printable order form on the web site (located at <http://www.msstate.edu/dept/fst/Homepage/SalesStore/index.html>). If you do not have access to a printer, or wish to have an order form mailed to a friend, we have provided an automated order form request page. We appreciate your interest and support of the MAFES Sales Store and Mississippi State University.

## **Contact Information**

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Please feel free to contact the Sales Store personnel at the following address:

Gloria Reed, Sales Office Manager

P.O. Box 6109

Mississippi State, MS 39762

Phone: 662-325-2338

Email: [greed@foodscience.msstate.edu](mailto:greed@foodscience.msstate.edu)

### **Sales Store Hours**

M-F 8:00-5:00

Open Saturdays for home football games up until 1 hour before game time.