



THE STORY OF TRUE CHEESE

Parm-*ish*-san

The Hard Truth about Hard Cheese





Are you *really* eating real cheese?

In the past 50 years, domestic Italian cheese consumption has grown by leaps and bounds. Each year, Americans enjoy more than 460 million pounds of hard cheeses, such as Parmesan, Romano and Asiago.

Many aren't and don't even know it

Can you tell the difference between grated cheese and sawdust?

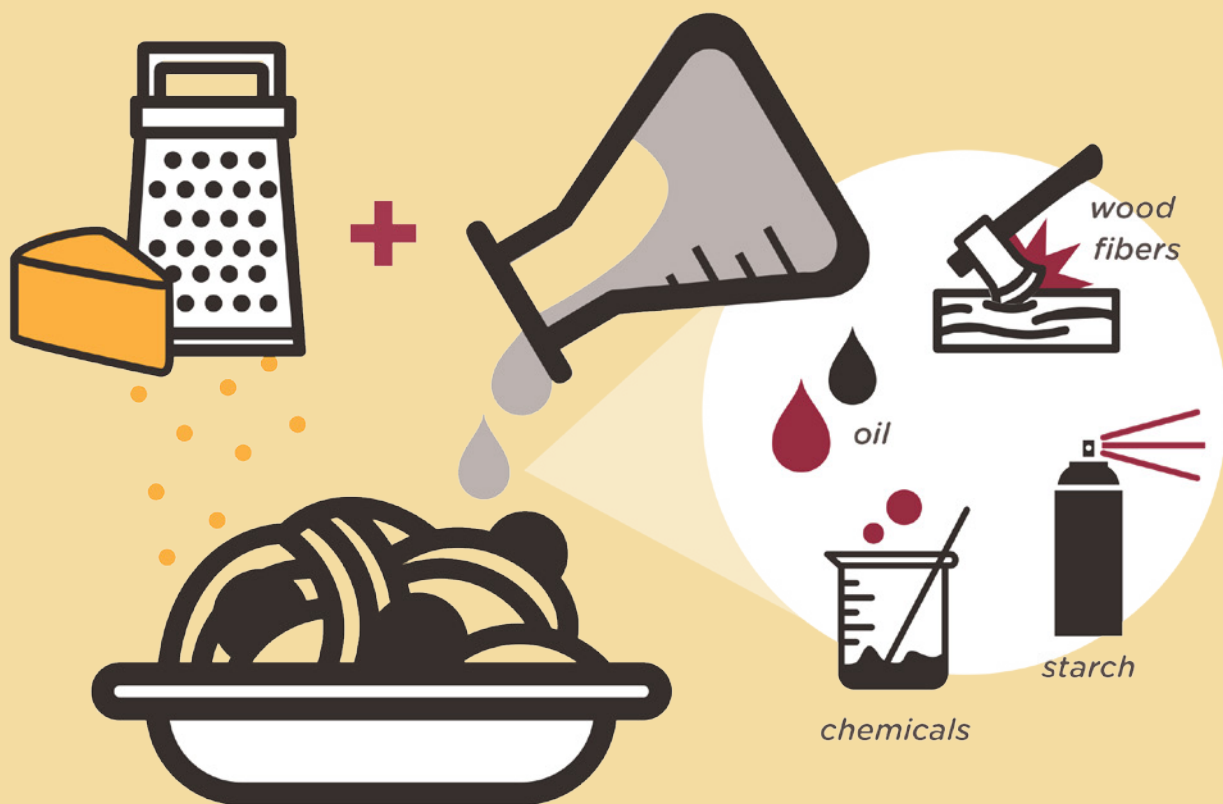
Adulterated Parmesan typically involves:

- Adding starchy fillers
- Excessive use of anti-caking agents like cellulose (wood fiber)
- Substitution of less expensive cheeses
- Substitution of fake cheeses made from vegetable oil



Parm-ish-san; a Look at Ingredients

Adulterated shredded and grated cheese often includes:



If fraudulent cheesemakers were really honest, labels would read...

INGREDIENTS: Bland Starch Fillers (an anti-caking agent), A Heavy Shake of Wood & Plant Based Fiber, Aging Accelerants to go from 0 to 10 Months in 3 Days, A Painter's Palette of Oil Based Cheese, Non-Dairy Creamer, Harvest Gold 189, Avocado Green 247 (for "realistic" coloring), the Lost Trust of Consumers.

Economically motivated food fraud like this lowers the cost of ingredients and increases profit. The steps and ingredients to make real cheese are more expensive and require more time.

The public has a right to know what they're purchasing. If the ingredients are anything less than what the label or menu indicates, it is, in fact, food fraud.

People Care — A Lot

A national consumer study across a broad spectrum of ages and incomes revealed an almost universal opinion that selling fraudulent cheeses is an unethical and unacceptable business practice.

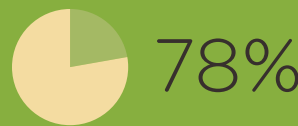


Are concerned that adulterated cheese is being passed off as real

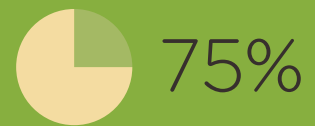


Would no longer trust a company or brand that marketed fraudulent cheeses and would stop purchasing their products

48% went even further to say they would no longer trust any other products that company makes



Indicated companies making fraudulent hard cheeses should not be allowed to label them "Parmesan" or "Romano"



Would be willing to pay 10% - 25% more for real cheese

Consumer Survey Italian Hard Cheese, Fountainhead Brand Consulting, June 2014



"It's awful for companies to sell fake cheese but claim they are real on the label. Families buy food that they think is healthy and real and they are looking at the labels. We are doing everything on our part to make sure we are putting healthy food on the table for our families. If it's not what we think it is, that's not fair. That's not right and it's unethical."

Sarah Eberhard, Working Mom of Two

Cheese Fraud Matters

It's illegal and it's a break in trust. Looking for real, quality ingredients has never been more important. We want to trust our food labels, but we all need to do our due diligence. It's time to come together and demand a commitment to quality standards and practices — as well as truth and accuracy in labeling.

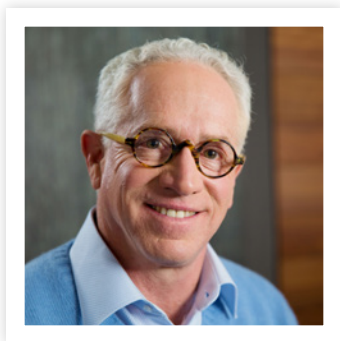


“It appears as though food fraud is becoming more common in products as diverse as cheese, olive oil, and fish. We know consumers often make food choices based on labels, and consumers deserve accurate labels — look for a seal or trust mark to ensure the authenticity of a product.”

Dr. Karen Everstine, National Center for Food Protection and Defense

Authentic Cheesemaking

Arthur Schuman, Inc. has created the True Cheese trust mark to assist you in selecting cheese that is, indeed, real and honest.



“We’re committed to real and authentic cheesemaking because we believe in time-honored traditions. Our company has travelled the world to share authentic cheese craftsmanship with others. So join us as we work to eradicate this fraud in the U.S.”

**Neal Schuman, CEO of Arthur Schuman, Inc.
A 4th Generation Cheese Company**



For more information, visit
TrueCheese.com