

Cheesedom's Biggest Cheese At World's Fair

Denmark, Wis.

A feature of the Wisconsin exhibit at the New York World's Fair this year will be a 34,600-pound cheddar, billed as the world's largest cheese.

Standing 6 feet high, 6½ feet wide, and 14½ feet long in its 40-foot "Cheesemobile" trailer with specially built glass sides, the cheese will be an impressive sight. But even more impressive are the factors that went into its making.

The huge cheese was made in January at a cheese factory near Denmark, Wis., operated by Steve Siudzinski, who had already gained fame for his large cheeses.

Teams of cheesemakers, some of them winners of high awards in cheese contests, worked around the clock for 42 hours to complete the job. A tribute to their efficiency is the fact that it had been estimated the job would take 60 hours.

Milk from half a dozen dairy plants was brought to the Siudzinski factory for the project, and by the time the cheese was finished some 367,000 pounds of milk had been used. This figure becomes really staggering when broken down into terms of cow production.



The milk processed for the cheese was equal to one day's production of 16,000 cows; a solid line of cows which in single file would stretch 20 miles. Putting it another way, it would take one good cow 43 years to produce all the milk used in making just this one huge cheese.

Other materials used in the manufacture of the cheese included about two-thirds of a ton of salt, approximately 92 pounds of rennet (a milk coagulant), and about 23 pounds of coloring.

Among the things that were served the cheesemakers and visitors were 20 rings of bologna, 40 gallons of soup, 60 pounds of hamburger, 20 dozen doughnuts, 30 pounds of Mr. Siudzinski's cheese, unknown quantities of bread, and more than 100 gallons of hot beverages.



While Mr. Siudzinski had already been famous for making large cheeses, his largest previous one had weighed only 15,085 pounds, a mere toy compared with the World's Fair exhibit.

The World's Fair cheddar was made for the Wisconsin Cheese Foundation, a nonprofit organization affiliated with the Wisconsin Cheesemaker's Association for the promotion of Wisconsin cheese. The state legislature appropriated \$35,000 toward the project, and industry sources supplied the remainder of the cost, estimated at more than \$100,000, including exhibit and travel expenses. The cheese is scheduled to tour the country after the fair closes next fall, and will then return to New York for the 1965 fair season.

The Ford Motor Company donated a special diesel tractor to pull the glass-sided trailer, the latter donated by Highway Trailer Industries. The Thermo King Company is furnishing a mobile refrigerating unit to keep the cheese cool. Other firms donated materials for the project, including the salt, rennet, coloring, and a special "cheddaring vat" for the making of the cheese.

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